

Main content of Newsletter 1 for Walk to Work promoters

Thank you for agreeing to take on the role of Walk to Work promoter in your workplace. The aim of this newsletter is to give you some support and encouragement in your role. Please don't hesitate to get in touch with the research team if you have any questions or issues you would like to discuss:

[contact details]

Your role as Walk to Work promoter

We hope by now you have had the opportunity to:

- Distribute the Walk to Work booklets and pedometers to employees who are taking part in the Travel to Work study
- Play the DVD to remind you about the training you received and the role of the Walk to Work promoter

Following the training your main tasks were to:

- Identify which employees would like to incorporate more walking during the journey to and/or from work
- Consider barriers to walking to work and, where possible, identify solutions to suit the individuals concerned
- Help to identify safe walking routes including, if appropriate, combining walking with public transport or 'park and stride'
- Encourage employees to set realistic personal goals
- Encourage self-monitoring using the diaries and/or pedometers

In your second contact with participants, we would like you to focus on the issue of social support (page 11 of the Promoter's booklet).

- Is it possible to put walkers in touch with each other for extra support e.g. an email group or informal chat over a coffee break?
- Do you need to give some one-to-one encouragement?
- Could you set up a 'buddying' scheme to enable people who live nearby to identify each other and walk to/from work together?
- Are you able to refresh any posters about walking to create a supportive walking environment?
- Is the workplace offering any support you can tell people about e.g. free umbrellas, improved washing or drying facilities?
- Are the walkers making use of websites that give information and support to walkers?

By now you will probably realise that some people want more support or encouragement than others. Furthermore, keeping in touch with walkers needs to be done in a way that suits your workplace and the work routines of you and your colleagues. It is fine to adapt the role so that you communicate with employees by email, telephone or in person, and offer them the level of support and encouragement that feels appropriate.

Main content of Newsletter 2 for Walk to Work promoters

Thank you for continuing to support our study in your role as Walk to Work promoter. In this third and final newsletter we provide some more ideas and information which we hope will encourage you as you complete the 10-week programme of support for your colleagues who are taking part. Please don't hesitate to get in touch with the research team if you have any questions or issues you would like to discuss:

[Contact details]

Your role as Walk to Work promoter

We hope you are enjoying the role of Walk to Work promoter. Please let us know if you require any more of the study materials to help you complete the role. These include:

- Booklets
- Pedometers
- The training DVD

We will be pleased to provide them for you.

Throughout the programme the aim has been to encourage people to consider the following issues in order to increase walking in their journeys to and/or from work:

- Barriers and solutions to walking to work
- Safe walking routes including, if appropriate, combining walking with public transport or 'park and stride'
- Realistic short, medium and long-term personal goals
- Self-monitoring using the diaries and/or pedometers

In your final contact with participants, we would like you to follow-up the progress of the participants to see if you can offer any final support or encouragement.

- Some employees may have found it impossible to include more walking in their journey to work. It may require a change of personal or work circumstances beyond their control. It is a good idea to acknowledge this.
- Some employees may have tried but given up walking to work as originally planned due to some set back. Sometimes it takes a few attempts to find out what works and what doesn't. There may be an opportunity to encourage them to try again.
- Other people may be doing really well so this is a chance to give some praise and encouragement to keep going.

Main content of Newsletter 3 for Walk to Work promoters

Your role as Walk to Work promoter

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- Pedometers
- The training DVD

We will be pleased to provide them for you.

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