



2013 Move For Health Day

Local Government Challenge: Tips for Planning Your Event

- Register your event and number of participants at www.bcrpa.bc.ca/mfhd.
- Schedule your mayor or designate (councillor, city manager) for a noon hour walk on or around / or the the week of May 10th. Invite councillors and other dignitaries to attend.
- Contact your communications department to tell them what you are planning and find out if they can be of assistance in getting the word out.
- Check out the Move for Health Day website (www.bcrpa.bc.ca/mfhd) and find resources and communications tools to help you plan your Move for Health Day event.
- Map out your walking route. Chose a simple, accessible route approximately 1 to 2 km in distance.
- Make sure that your meeting/starting place is of sufficient size for the numbers you are expecting.
- Book and arrange for set up of any necessary equipment, such as a podium for opening remarks, a microphone or other AV equipment.
- Contact potential sponsors for prizes and/or refreshments. Organize simple prizes for the department with the greatest participation. Some examples are: a Move for Health Day Challenge plaque, movie passes and vegetable plates delivered to winning department.
- Promote the event:
 - Use the Move for Health Day posters. (available on www.bcrpa.bc.ca/mfhd)
 - Post information on your internal website and/or in employee newsletters.
 - Ask the mayor to issue a personal invitation to staff to participate.
 - Ask departmental mangers to encourage participation.
 - If you have a wellness committee or departmental champions, get them involved in promoting the event.
 - Contact your local media to let them know of the event. (media support materials available at www.bcrpa.bc.ca/mfhd)
- Encourage friendly rivalry between your community and another community similar in size.
- Organize the tally system. The participation rate is based on the percentage of employees walking (from City Hall or local government office). Last year, participating communities used sign in sheets or coloured ticket stubs that walkers handed in as they began their walk. The coloured ticket stubs can be organized by department (engineering, human resources etc.). Find out in advance how many employees you have, so you can quickly determine your participation rate.
- Ask for employee volunteers (not from your City Hall or local government office, as they will be walking) to help you out on the day of the event.
- Have fun on your walk!
- Right after the walk, enter the number of participants on the Move for Health Day website www.bcrpa.bc.ca/mfhd so the media and others will know participation numbers.



Contact:

mfhd@bcrpa.bc.ca





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Healthy FamiliesBC





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