

Monday Mile Tool Kit



**How to Start a Monday Mile in
Your Community**

INTRODUCTION TO THE MONDAY MILE TOOLKIT

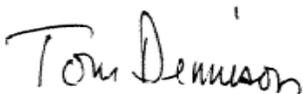
One of the pillars of a healthy lifestyle is physical activity, as well as a community that makes it easy to be active. We all know that we should stay active but often we need a reminder. Walking *The Monday Mile* is a fun way to jump-start your week with a healthy dose of physical activity.

The Monday Mile is part of Move It Monday, an international campaign which encourages people of all fitness levels and abilities to get moving each week starting on Monday. Establishing a Monday Mile program can move your community one step further to increasing physical activity.

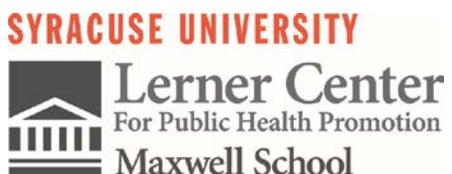
This toolkit offers a template to follow to start a Monday Mile in your community. It offers ideas to engage your community. It provides samples of social media posts, tools to use in planning an inclusive route and graphics that can be used to sign and promote the Mile.

Please join the other communities, worldwide, that have adopted the Monday Mile as a way to not only increase physical activity but community outreach and collaboration, which all lead to improved individual and community health.

Happy walking!



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The Monday Mile: Urban vs. Rural

The Monday Mile was introduced in Onondaga County in the Summer of 2012. There are 17 marked one mile routes across the county in various parks, hospitals and on the University campus. Walking programs have been created using the Monday Mile platform. This endeavor has provided us a wealth of experience working in an urban setting.

Healthy Monday Syracuse began the process of creating a Monday Mile initiative in Madison County in the summer of 2016, the first rural county we have worked with. Together, with the Madison County Rural Health Council, we went through the process of planning safe and accessible routes in the towns of Stockbridge, Canastota, Oneida, Morrisville and Brookfield. We went through the process of engaging stakeholders in the community, planning promotional events and working in partnership with the Madison County Rural Health Council in order to encourage the support of the Monday Mile in these communities.

The approach to developing a Monday Mile in both an urban and rural setting are very similar, but there are some differences we noticed that influenced the process in each of these areas:

1. Space

In an urban setting, populations are more concentrated. This allows residents to be in relatively close proximity to at least one Monday Mile route. In a rural setting, people are often more spread out, which caused us to carefully consider where we would install the one mile loops. We chose more densely populated areas in each town in order to add a route to an already populated area, thus increasing the visibility of the routes and defining a space accessible to where people live, work and play. Communities were also selected on the basis of the highest childhood obesity rates in the county.

2. Stakeholders and Community Engagement

In Onondaga County, community engagement has been emphasized after the installation process. The Healthy Monday Syracuse Team worked with the mayor of Syracuse, county Executive's office, local hospitals, universities and parks to install our routes. In Madison County, stakeholder information meetings were held as routes were being developed to allow us to get feedback from community members before installing the routes so we could meet the needs of the residents. Without their feedback, we wouldn't have had insight to some issues of liability, maintenance and placement of signage that residents brought to our attention.

3. Walkability

Since urban areas are more densely populated sidewalks and walking areas are generally present and well maintained. Rural settings have a different environmental feel. During the planning phase we found it hard to find sidewalks in some communities that were walkable and well maintained in order to develop a route. Making the walking routes accessible was a little more challenging as well. In some locations, finding a flat, paved surface to develop a route took a little more creative thought and planning to make it accessible to most people.

These are some of the major differences we experienced when working in a rural versus an urban community. Every community will present unique challenges and opportunities when developing a Monday Mile. We hope that with this tool kit you will have the tools and guidance necessary to develop your own Monday Mile, and create a fun and easy walking route in your community!

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Getting Started

When you're starting to create a Monday Mile, you might not know where to begin. Here we have given you the necessary steps to consider to help get you started!

If you'd like further guidance or have questions about our experience, we'd love to hear from you. Please contact us at healthymonday@syr.edu



Frequently Asked Questions

Have questions about starting a Monday Mile in your community? Use our Frequently Asked Questions page to find out some things you might be asking yourself before you start!

Monday Mile Frequently Asked Questions



Walk a Monday Mile to jump start your week!

Q: So what exactly is the Monday Mile?

A: The Monday Mile is a fun way to get in your daily exercise, it easily works into your schedule and helps to jump start your week. It's also a great excuse to get outdoors and visit places you may have never seen before.

Q: Why a mile?

A: Did you know that the weekly exercise recommendation for adults is 150 minutes a week? Well, break that down to just 5 days a week—yep, that's only 30 minutes—about the time it would take you to walk a mile or so. It is recommended that kids get at least 60 minutes of exercise per day so by getting them to do the Monday Mile, they can be on track to reaching their goal too!

Q: What's walking a mile really going to do for my health?

A: Walking a mile takes about 20-30 minutes depending on your pace. And guess what? Just walking 30 minutes a day has been shown to have numerous health benefits like:

- Weight management and obesity prevention
- Diabetes prevention
- Arthritis prevention
- A healthy heart and lower blood pressure and cholesterol
- Improves overall well-being, including more self-confidence and higher self-esteem

Q: I walked on Monday so I am done for the week, right?

A: Well, as we like to say here at Healthy Monday, Mondays are the day to set your intentions and kick off your week with a healthy start. Make it your goal to continue your healthy behaviors throughout the rest of the week. And if not- that's okay there is always next Monday!

Q: Are there any side effects I need to be aware of?

A: Yes! Side effects may include happiness, less stress, a healthier heart, weight loss, more energy, and increased confidence!

How do I get started creating a Monday Mile in my community?

Q: Where is the best place to install a Monday Mile?

A: We suggest developing a route that a lot of people can conveniently use. Look for routes that are accessible, safe and where people already go to be physically active. Consider the quality of sidewalks, availability of crosswalks, traffic patterns and presence of safety elements like street lights. Consider reaching out to organizations who serve people with disabilities to determine how to create routes that are inclusive and accessible for people of all abilities. For example, in Madison County, routes have been installed at schools and colleges, a town park or just a popular street used by residents and visitors.

Q: Who should I partner with to develop a Monday Mile?

A: It is essential to consider possible partners when developing a Monday Mile. Hospitals and public health departments may be motivated to identify strategies that will help them achieve the goals set forth in their community health improvement plans. Parks will have an interest in encouraging visitors to come to the parks. Business owners may be motivated by the potential for additional foot traffic near their business. Even organizations not explicitly focused on health can be great supporters of the Monday Mile. Consider partnering with art museums to encourage people to walk near public art spaces, or a community historical society to offer a local history tour along a Monday Mile route. Schools are a great venue for a Monday Mile, providing students and school staff a space to be active.

Q: Who should I talk to about installing a Monday Mile in my community?

A: Think about the stakeholders and decision-makers in your community. Who would benefit from having access to a Monday Mile route? Talk with members of your town or village board, public health professionals at the health department, non-for-profit health agencies, members of the disability community, recreation department leaders, neighborhood association members, and residents. Start spreading the word around town and you'll start to organize folks around taking the next steps.

Consider bringing everyone together for a stakeholder meeting to discuss how to move forward and address any questions or concerns. For example, in Madison County, the Monday Mile in Stockbridge was installed at the school. Stakeholders engaged included the superintendent of the district, the principal, physical education teachers, parents, students, and other building staff. We have also given presentations about the Monday Mile at town board meetings where the mayor, homeowners, and other community leaders have been present.

Whomever you think should know about this project should be invited to get involved. You'll find that by getting the community involved, you will learn more about how to install a route that meets community members needs and will get people excited about having this as part of their town.

Q: If I want to put a Monday Mile in my town, are there any issues with liability?

A: Installing a Monday Mile is simply identifying a safe, accessible place in your community where you can suggest people be physically active. Often, signs are installed in a local park, near places of business or in a neighborhood. As a community benefit, people are able to access the route but utilize the route at their own risk. Look up any liability laws in your community related to pedestrians on sidewalks. We suggest talking to your town or village board to get more information!

If you are sponsoring a program or event that utilizes the Monday Mile routes, you may wish to consider having participants sign a waiver as part of their registration process. Check with your local department of recreation as they may have some ideas on how to handle this.

Q: What is the average number of signs needed for each route?

A: Signage needs will vary depending upon your location. Your route may require as few as 3 signs or more depending upon how detailed you would like the route to be. Typically, a route includes a start and end sign, 0.25, 0.5 and 0.75 mile markers and

any directional arrows needed to keep walkers on course. Work with your stakeholders to determine how many signs you'll need.

Q: How can we handle sign pollution?

A: You can work closely with the Healthy Monday Syracuse team and your community stakeholders to assess a route and develop signage. You may wish to design a route that does not require as many signs or choose an area in the town/village that does not currently have a lot of signage. Some communities have planned routes that are a straight half mile in each direction so there is only a need for a start and end sign and a 0.5-mile sign telling folks to turn around halfway.

If sign pollution is a concern, we'll work with you to think creatively about your planned route. We want you to get the most out of your Monday Mile and will work with you to customize the signage to meet your needs.

Q: Can I customize my Monday Mile signs?

A: Of course you can! You can even customize your own logo to go on them as well. We will provide you with a template and our team will work with you to make the signs look any way you want, from the text on the sign to the map of the route!

Q: What are the Monday Mile signs made of?

A: The sign templates we suggest are very similar to other road signs made of aluminum. They are coated with a UV laminate to stand up against harsh weather. We have a preferred vendor that we can recommend or we can provide sign specifications if there is a vendor you'd like to work with.

Q: How big are the signs?

A: The standard sign dimensions are 12" by 18". Signage size can be customized as well. Think about the area where signs will be installed and make them readable for all members of your community.

Q: Are there any alternative types of signage that I can use instead of the standard signs?

A: You have an option to install signs templates on concrete trails or sidewalks if sign pollution is a concern. Alternative signage may impact the total cost of your route, but we are happy to discuss this with you further.

Q: What other materials do I need for the route?

A: Typically, we suggest u-channel posts to install your signs but certain locations may like a different type of post to match other signs in the area. For example, some of the Onondaga county parks have attached the signs to trees along the trail or used wooden posts. For communities concerned about signage pollution, consider what signs are currently in place along your Monday Mile route and whether you are able to utilize any existing sign posts to install the Monday Mile signs. The vendor who produces your signs will work with you to determine appropriate hardware for sign installation but we are happy to provide specifications.

Q: How can I have the signs installed?

A: Discuss the plan for installation with your stakeholders. Typically, the communities we work with will engage their public works department or parks department to install the signs, depending on location. Think about other signs along the route, who was responsible for installing those?

Once the signs are up, you might want to reach out to your area chamber of commerce or local businesses to identify sponsorship for route maintenance. There may come a time when a sign needs to be replaced, or you might want to plan for other upkeep or beautification of the route.

Q: How do I pay for all of this?

A: Healthy Monday Syracuse has funding available for the installation of Monday Mile routes in Cayuga, Cortland, Herkimer, Madison, Oneida, Onondaga, Oswego and Tompkins counties. Read the Monday Mile application for funding at our website (www.healthymonday.syr.edu) to see how this process works and if you are eligible!

Interested communities outside of our service region may wish to contact their local health department or area chamber of commerce for suggestions on possible funding. Organizations like America Walks also provide funding opportunities to support walking in communities. Visit their website: americawalks.org for more details.

Walkability Assessment

Is the route you're thinking about accessible? Is it safe? This Walkability Assessment will help you answer whether your walking route is ready to be a Monday Mile!

Monday Mile: Walkability Assessment

Adapted from Walkability Assessment's done in Oneida County and Tompkins County.



(Please have a printed map of your route with you to do this assessment.)

Where do you want to start your Monday Mile?

- Origin (start/finish address or street names):
 - Start Address:
 - Finish Address:
- How important is this starting point for you?
 - Very Important
 - Somewhat important
- General description of route:

How complete is the walkway system along this route?

- General walkway system (**Check all that apply**):
 - Sidewalk
 - Walk on the road
 - Footpath
 - Multi-use trail
 - Road Shoulder
 - Other:
- Material (**Check all that apply**):
 - Slate sidewalk
 - Gravel
 - Concrete
 - Asphalt
 - Dirt/grass
 - Pavers or Brick
 - Stone-dust
 - Other?
- Specific problem locations on map (**please mark areas on map**):

- No walkway exists. If yes, which side of street is missing it?
 - North
 - South
 - East
 - West
- Walkway is too narrow (**less than 5 feet**)
- Sidewalk/walkway has missing pieces. If yes, how many?
- Surface is rough/in poor condition:
 - Gravel
 - Uneven pavers/bricks
 - Grass
 - Dirt
 - Overgrown
 - Cracked/broken
 - Heaved
 - Other?
- Poor drainage (puddles or debris)
- Does not have curb cuts (ramp in sidewalk for wheelchair)
- Does not get cleared of snows in winter
- Walkway is blocked by (**Circle all that apply**):
 - Poles
 - Mail boxes
 - Garbage cans
 - Overgrown plants
 - Debris
 - Vehicles
 - Other:
- Traffic
 - Heavy
 - Moderate
 - Light
- Traffic Speed
 - High (Above 30 MPH)
 - Low (Below 30 MPH)

Please explain what needs to be improved before proceeding:

How suitable is the walking environment?

- General land use
 - Urban residential
 - Central business district
 - Industrial
 - Suburban residential

- Commercial
- Natural area/park
- Rural
- Village
- How pleasant is this area to walk in?
- Are walkways and safe crossing available?
- Specific problem location on map **(please mark areas on map)**:
 - Connections missing (bridge, walkway, path/trail, other)
 - Not well lit
 - Air pollution
 - Lack of pedestrian uses
 - Benches
 - Drinking Fountains
 - Garbage cans
 - Public spaces
 - Bathrooms
 - Suspicious activity
 - Construction activities
 - Steep/long hills

Please explain what needs to be improved before proceeding:

How well do the street crossings work?

- Type of traffic control **(Circle all that apply)**:
 - Yield sign
 - Traffic signal
 - Stop sign
 - None
- Specific problem location on map **(please mark areas on map)**:
 - Crossing too long
 - Traffic does not allow a person to cross carefully and comfortably
 - Speed is too high
 - Number of cars is too high
 - Inappropriate Driver behavior
 - Do not yield to walkers
 - Speed too high
 - Turn right/left into people crossing the street
 - Distracted drivers (eating, drinking, using a cell phone)
 - View of traffic obstructed
 - Poles
 - Overgrown plants

- Parked vehicles
- Construction
- Buildings
- Hill
- Curve in roadway
- Other:
- Curb ramps missing/in poor condition (cracked/broken)
 - Should be located perpendicular to the sidewalk, wrong if diagonal
- Detectable warning surface on curb ramps (alerts visually impaired of the street where there is no curb)
- Poor crosswalk markings/not visible to drivers
- Pedestrian push button at traffic signal not working (if present)

Please explain what needs to be improved before proceeding:

How inclusive is your Monday Mile?

- Is there public parking near the start/end of the route?
 - Yes
 - No
- If not, is there sufficient accessible parking along the route?
 - Yes
 - No
- Does the route include benches and other features that might attract walkers?
 - Yes (what features?): _____
 - No

Please explain what needs to be improved before proceeding:

Please send this walkability assessment and marked map to partners and the Healthy Monday Team!

Inclusivity Policy

Is the route you're thinking about inclusive? Here is The Lerner Center's Inclusivity Policy! It includes what inclusivity is, as well as a checklist and recommendations so you can make your route inclusive for people of all abilities!

Background

The [Lerner Center for Public Health Promotion](#) based at the Maxwell School of Citizenship and Public Affairs at Syracuse University has led a Monday Mile initiative, developing safe and accessible walking spaces throughout the local community. This initiative is part of the [Healthy Monday Syracuse](#) campaign, a national initiative focused on the prevention of chronic disease which offers weekly prompts and programs to support people and organizations in starting and sustaining healthy behaviors. The Monday Mile began locally in 2012 in partnership with the Onondaga county Office of the Executive and City of Syracuse Mayor's Office. One mile routes in many of the city and county parks were designated with signage to encourage physical activity and provide people a way to track their physical activity.

During the summer of 2014, the Lerner Center partnered with the Fitness Inclusion Network, a grassroots organization committed to promoting inclusive fitness opportunities for people with disabilities in Central New York, to assess the inclusivity of existing Monday Mile routes using the [Community Health Inclusion Index](#) (CHII). The CHII was developed by researchers at the University of Illinois at Chicago and provides survey tools for communities to assess healthy, active living initiatives. The initial work with the Fitness Inclusion Network provided the Lerner Center a framework for including accessibility into the planning phase of new Monday Mile route development. This framework has guided the development of subsequent routes that have been installed in the City of Syracuse and across Madison County, New York. The CHII has undergone some revisions since 2014, and while the tool has informed route development, the Lerner Center and partners have not conducted CHII assessments for all new routes planned.

Another local resource for assessing route accessibility is the [Inclusive Recreation Resource Center](#) (IRRC) at SUNY Cortland. The IRRC promotes sustainable participation in recreation activities for people of all abilities by providing training and technical assistance and has created an online recreation database of information detailing the inclusivity and accessibility of recreation resources in the Central New York region. IRRC provides an online training, called Inclusion U to parks and recreation professionals, advocates, students, tourism professionals, human services professionals, families and anyone interested in increasing opportunities for inclusive recreation. Once trained, individuals are certified to conduct inclusivity assessments of facilities and programs to determine administrative and programmatic inclusion. Anyone can access the results of these assessments in the online database to help people with disabilities plan their recreation.

With an orientation to promoting inclusivity of walking routes, the Lerner Center partnered with the Fitness Inclusion Network, City of Syracuse Department of Parks and Recreation and SUNY Cortland's Inclusive Recreation Resource Center to develop a ["how-to" guide](#) for communities to develop inclusive walking clubs. This practical guide provides ideas and inspiration for organization's serving individuals with disabilities or any member of the community in engaging the disability community and promoting physical activity. It also includes a checklist for assessing accessibility, policy recommendations to accommodate personal care attendants and service animals, community resources, fitness apps and links to connect participants on social media.

During the summer of 2016, [ARISE](#)- an independent living center providing disability services for people of all ages in Central New York- and [HealtheConnections](#), a non-profit organization supporting the meaningful use of health data and best practices, hosted a series of focus groups with members of the disability community to better understand the barriers and challenges faced when accessing healthy

living resources in the community. A small sample of 32 individuals with mobility issues (vision or chair use) noted that the most significant barriers they faced were transportation to access healthy living resources and community resources lacking adaptive features to meet their needs. Further discussion revealed that nearly 75% of respondents were interested in accessible community walking trails with inclusive signage. This input from the community provides the Lerner Center an opportunity to explore, with our partners, how best to plan and design opportunities for recreation to best meet the needs of all members of the community.

The Lerner Center is interested in building upon the work that we and our partners have begun to support and encourage all members of our community to get out and get active with the Monday Mile. We are committed to working with our partners to ensure safe and inclusive opportunities for people to be physically active in our efforts to improve the health of the community. The following policy describes our commitment and can be adopted by our partners and other community organizations who are seeking guidance in the development of inclusive fitness opportunities.

Inclusive Monday Mile Policy

When planning a new Monday Mile route, staff of the Lerner Center for Public Health Promotion will work in partnership with staff of the organization(s) proposing to develop the Monday Mile in their community to review the checklist of considerations for improving inclusivity, assess the feasibility of various route options, and design the new route in a manner that maximizes inclusivity. Inclusivity is defined here as the extent to which people with disabilities have equal access and opportunity to enjoy the Monday Mile.

Checklist of Considerations for Improving Inclusivity

We recognize that the community infrastructure often does not allow for routes that are fully accessible/inclusive. However, the checklist below is intended to help groups planning a Monday Mile route think about relevant questions and consider viable solutions.

The checklist below presumes that the group planning the Monday Mile does not have the resources to make capital improvements such as sidewalks repairs, curb cuts, wheelchair ramps, etc. Groups interested in working with their local municipality to improve the built environment should see the Resources listed below.

Planning

- Are people with disabilities represented in or engaged in the process of planning the Monday Mile?
If not, consider reaching out to the local Center for Independent Living Center or Health Department to engage people with disabilities.
- Has the accessibility of different route options been assessed?
If not, use the Monday Mile Walkability Assessment to assess the route options. See the Resources section in this document for further tools.
- Have a diversity of people walked the route?
If not, ask people with disabilities to walk the route and provide feedback!

Design and Implementation

- Is the signage for the route simple and intuitive?
If not, consider changing revising the signs so they are clear and include easy-to-understand images. Make sure any text used is large-print.
- Can any features be added to enhance the route?
Consider striping the route so it is easier for people with visual impairments to navigate and adding wayfinding markers, benches, public art, wheelchair charging stations, etc.
- Have the route features related to accessibility been documented?
If not, review the route and compile a list of route features that would be relevant to people with disabilities (lack of parking, wheelchair access, etc.) so they can be communicated to the public.

Communication and Promotion

- Has the route been mapped online and been made publicly available?
If not, consider mapping the route using Map My Walk so the public can access route information through a phone app, to learn the route in advance or use audio directions for navigation. Route accessibility information can be communicated through this app as well.
- Do communications materials about the Monday Mile include people with disabilities?
If not, consider adding pictures of people with disabilities and text that includes information for people with disabilities.
- Has information about route accessibility been communicated to the public?
If not, consider listing route features related to accessibility on all communications about the route. Consider assessing the route with the Inclusivity Assessment Tool so that route information can be shared through a searchable online recreation database.
- Have communication materials been made available in multiple formats?
If not, consider making materials in other formats (Audio/Visual, print with braille, large text, etc).
- Has the new route been promoted to people with disabilities?
If not, consider ways that you might reach people with disabilities to publicize the new Monday Mile route!

Resources for Improving Inclusivity

For understanding inclusion strategies:

- [Disability and Health: Inclusion Strategies](#)
- [Commit to Inclusion](#)
- [Inclusive Fitness Coalition](#)

For working with a local municipality to improve the built environment:

- [Advocacy Resources / Changing the Environment](#)
- [National Complete Streets Coalition](#)
- [Urban Street Design Guide](#)

For finding a local Center for Independent Living:

- [ILRU Directory of Centers for Independent Living \(CILs\) and Associations](#)

For assessing walkability and inclusivity:

- [Checklist for Accessibility Dimensions on page 18 of How to Create an Inclusive Walking Club](#)
- [Designing Sidewalks and Trails for Access](#)
- [Community Health Inclusion Index](#)
- [The Inclusivity Assessment Tool](#)

For designing inclusive signage and communication materials:

- [Principles of Universal Design Checklist on page 19 of How to Create an Inclusive Walking Club](#)
- [Inclusive Health Communication Scorecard](#)
- [Universal Design New York: Wayfinding](#)
- [Communicating With and About People with Disabilities](#) (“People First” Language)
- [How I Walk](#)

For promoting inclusive Monday Miles:

- [Inclusive Recreation Resource Center](#)
- [CNY Pathways](#)
- [Fitness Inclusion Network](#)
- [Map My Walk](#)

Stakeholder Information

When you are thinking of proposing a Monday Mile route, you should engage people in the community. First, use the stakeholder meeting invitation template to invite various members of the community, then use the stakeholder presentation template to present to members of your community to gauge their interest in supporting a Monday Mile!



Madison County
Rural Health Council



YOUR LETTERHEAD

112 Farrier Ave., Suite 314, Oneida, NY 13421

Telephone: 315-726-4869 www.mcruralhealthcouncil.org

Date

Name _____

Address _____

Dear _____,

As a member of the **[insert your organization/committee]** representing **[insert town/village/area you represent]** I am very excited to share with you an opportunity for our community, and would like to invite you to be a part of the planning team.

[Insert your organization/committee] has agreed to adopt the **Monday Mile** program that will be supported by the Syracuse University Lerner Center for Public Health Promotion. The **Monday Mile** encourages using the beginning of the week to jumpstart a fitness routine by walking a marked one-mile route in a place where anyone can be active, any day of the week. We had the opportunity to map out a mile loop at **[insert location of the loop]**.

We would like to bring you and other leaders from our community together to outline for you the history of the Monday Mile, show the proposed mile, answer questions, hear suggestions and develop a **[insert town/village/area you represent]** Monday Mile team.

Please join us on **[Day, Time and Location of Stakeholder meeting]** as we work together to develop this mile to provide an opportunity for area residents to become more active.

Please RSVP by email by **[insert RSVP date of your choosing]** to: **[insert contact information]** or call **[insert phone number you can best be reached at]**.

Sincerely,

[Your Name], [insert your organization/committee]

[Add other project representatives]

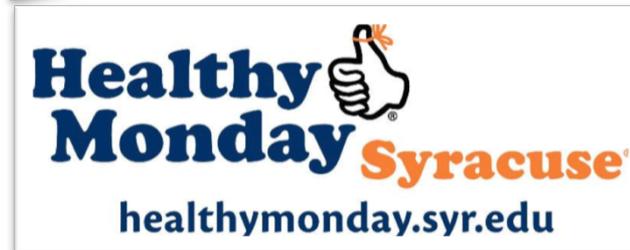


Madison County

INSERT YOUR LOCATION

Move it Monday & the Monday Mile Jump Start Your Week!

- **The Healthy Monday campaigns encourage using Monday as the January 1st of the week to start or sustain healthy behaviors.**
- **Use Move It Monday to walk, jog, roll or stroll for health with the Monday Mile.**
- **Walking one mile to improve health supports people in reaching weekly exercise recommendations and people who get started on Monday are more likely to be active all week!**



The Monday Mile Got Its Start in Onondaga County

- **Monday Mile launched in Syracuse in 2012 in partnership with the mayor and county executive's offices, area hospitals and Syracuse University.**
- **17 marked one-mile routes have been installed across the County.**
- **In collaboration with the Fitness Inclusion Network, routes are developed to include people of all abilities.**
- **In partnership with the Madison County Rural Health Network a Monday Mile initiative was rolled out across Madison County in 2016.**



The Monday Mile Supports Healthier Communities by...



- **Encouraging physical activity by identifying safe and accessible spaces for recreation.**
- **Supporting organizations who utilize the Monday Mile to facilitate physical activity.**
- **Providing sustainable access to walking routes in the community that can be used by anyone, at any time, free of charge.**

How Onondaga County Uses the Monday Mile

- **Crouse, St. Joseph's and Upstate University Hospitals employee walking groups use the Monday Mile.**
- **Walktober is an annual month-long walking competition sponsored by Syracuse University.**
- **Syracuse City Parks launched a summer Monday Mile Parks passport program to challenge residents to move more.**
- **Walking passports highlight the routes in the community and give walkers a way to track their fitness.**



The Madison County Monday Mile

**PROVIDE A DESCRIPTION
OF YOUR PROPOSED
MONDAY MILE ROUTE
AND A RATIONALE FOR
STAKEHOLDERS**

Possible Monday Mile locations include the towns of...

- **Stockbridge**
- **Canastota**
- **Brookfield**
- **Madison**
- **Morrisville**
- **Oneida**
- **DeReuyter**
- **Hamilton**
- **Cazenovia**

Why Bring the Monday Mile to Madison County

- ▶ **The obesity rates in Madison County are higher than NYS**
- ▶ **Childhood/Adolescent Obesity rates in Madison County from 2012-2014**
 - ▶ **19.2% of K-12 Public School students are obese**
 - ▶ **Elementary School Students: 16.4%**
 - ▶ **Middle/High School Students: 20.1%**
- ▶ **Adult Obesity rates in Madison County from 2013-2014**
 - ▶ **31% crude rate, 32.9% age adjusted adults are obese**
- ▶ **The towns with the highest obesity rates in the county are Stockbridge, Canastota, DeReuyter, Madison and Oneida**

How Can You Get Involved?

YOU ARE THE EXPERTS!

- **Help us identify possible locations for future routes**
- **Give us your feedback on potential loops**
- **Help promote the Monday Mile – be an ambassador**
- **Help maintain the trails**
- **Utilize the Monday Mile as much as possible!**
- **In the future: Different organizations can sponsor different walks**



Let's bring the Monday Mile to Madison County!

The Monday Mile is an easy way to get your communities moving and can easily be incorporated into new or existing wellness programs.

The Madison County Rural Health Council and the LiveWell Committee have been working hard on this project and they have been committed to moving these efforts forward.

Next steps for this process throughout the summer and beyond are to identify other potential routes throughout Madison County, assess these routes as handicap accessible, install Monday Mile signs, and promote the miles across Madison County!

QUESTIONS?

Signage Templates

There are a few different ways to display Monday Mile signs. Use this page to review the options for your Monday Mile route!

MONDAY MILE START/FINISH

Start at Cornell Cooperative Extension, 100 Eaton Street.

Walk towards town on Eaton Street.



A HEALTHIER YOU STARTS HERE



Madison County
Rural Health Council

MONDAY MILE

KEEP UP THE GOOD WALK



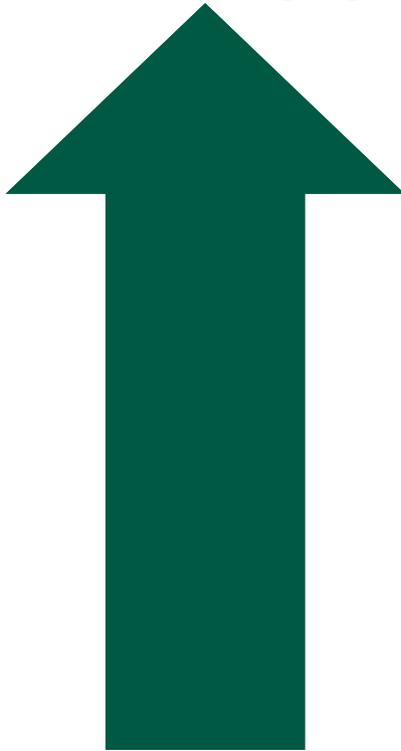
www.mcruralhealthcouncil.org



Madison County
Rural Health Council

MONDAY MILE

KEEP UP THE GOOD WALK



www.mcruralhealthcouncil.org

Healthy Monday 
healthymonday.syr.edu



Madison County
Rural Health Council

MONDAY MILE

0.5 MILES



KEEP UP THE GOOD WALK



www.mcruralhealthcouncil.org

Healthy Monday
healthymonday.syr.edu



Madison County
Rural Health Council

MONDAY MILE

**YOU ARE ONE
MILE CLOSER TO
BETTER HEALTH!**

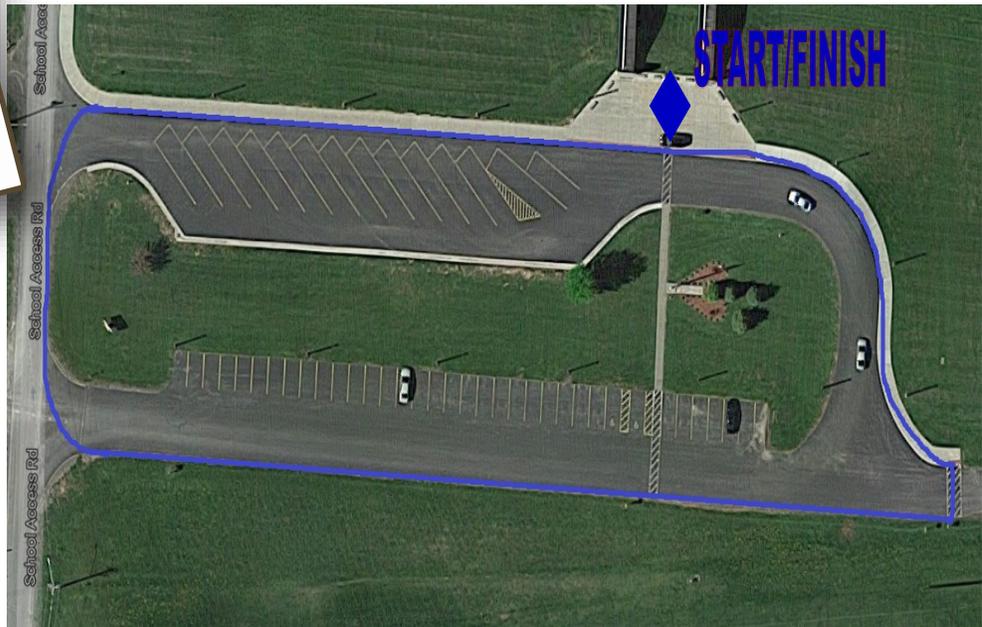


www.mcruralhealthcouncil.org



Madison County
Rural Health Council

MONDAY MILE START/FINISH



A HEALTHIER YOU STARTS HERE



www.mcruralhealthcouncil.org



Madison County
Rural Health Council

MONDAY MILE



KEEP UP THE GOOD WALK



www.mcruralhealthcouncil.org



Madison County
Rural Health Council

MONDAY MILE



CROSS AT THE CROSSWALK



www.mcruralhealthcouncil.org

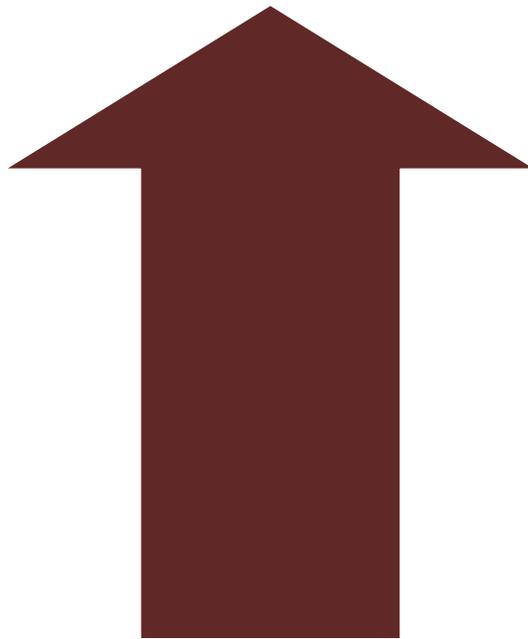


Madison County
Rural Health Council

MONDAY MILE

0.25 MILES

**REPEAT THE LOOP 3 MORE TIMES AND
YOU'LL BE ONE MILE CLOSER TO BETTER HEALTH!**



www.mcruralhealthcouncil.org

**Healthy
Monday** 
healthymonday.syr.edu



Madison County
Rural Health Council

Customize Your Monday Mile!

Color of signs: The color of the signs is up to you! We have created signs with dark green, light blue and orange templates but can customize to any color you prefer.

Sign Size: The standard signs are 12” wide by 18” high. Sign size can be modified to 10” by 12” if you would like smaller signs.

Maps: A Google Earth or Map rendering of your location can be used. It is useful to include street names, landmarks and an outline of your route on the sign. If you have existing maps of your location that you would like to use, these can be added to the template instead of a Google image.

Logos: A color customized Monday Mile logo, your organization’s own logo and partner logos can be included on the signs. We can work with you to format the sign to your liking. We do ask that you help us maintain branding by using the Monday Mile sneaker logo and display the Healthy Monday Syracuse sponsor logo.

Marketing

Once your Monday Mile has been created and is ready to go, you will want to promote it! Here we provide examples of materials you can use for your promotional efforts and events!

We are happy to share art files for any of the following promotional items and these can be customized to meet your needs.

Please contact us at healthymonday@syr.edu



Monday Mile Logo Options

Create your custom Monday Mile logo! Just replace the name of your county, town or village above the footprint and your website below the footprint. Your logo is a great way for people to remember this initiative and can be used for promotion!



Light Green



Royal Blue



Red



Teal



Light Green with Black Text

Monday Mile Bookmark Flyer

Use this flyer at events promoting your Monday Mile. This template can include information about how your route came to be!

Dimensions: 4" wide by 8.5" high

Front



Move-It Monday encourages using the beginning of the week to jump start a fitness routine by walking a **Monday Mile**.

Walking a mile for health supports people in setting goals to reach weekly physical activity recommendations. Setting intentions at the beginning of the week increases the likelihood that these behaviors will continue the rest of the week.

The Monday Mile came to Madison County in the summer of 2016 in partnership with the Rural Health Council. Marked one-mile walking routes have been installed within Stockbridge, Canastota, Morrisville, Oneida, and Brookfield, mapping places where anyone can be active, any day of the week.

By creating literal stakes in the ground, we are creating an environment that supports movement and being active in a rural county.

For more information on **The Monday Mile in Madison County**, visit us at:
www.mcruralhealthcouncil.org

Back



Healthy Monday is a national initiative that dedicates the first day of every week to health by offering weekly prompts and programs to support people in starting and sustaining healthy behaviors to end chronic preventable disease.

FIND US
FRIEND. FOLLOW. CHECK IN.

-  Healthy Monday
-  @HealthyMonday
-  Healthy Monday
-  @HealthyMonday
-  MondayCampaigns

Visit us for more program information and helpful tips:
mondaycampaigns.org

Monday Mile Passport

This passport is another marketing material. It allows community members to check off which Monday Mile's they have walked or how frequently they have walked the Monday Mile. It can also be used for programming!

Passport Front/Back

Healthy Monday encourages people to use Mondays as a day to start or sustain healthy behaviors. The Monday Mile is a fun way to achieve your fitness goals by getting out to walk a mile for your health. There are many Monday Mile signed walking routes throughout Madison County! Find maps and more information online at: www.mcruralhealthcouncil.org

Everyone is welcome to enjoy this non-competitive walking initiative. The purpose is to provide, for people of all ages and abilities, the opportunity to exercise, meet others, and enjoy popular areas in Madison County.

Use this passport as a way to track which routes you have completed. Set a goal to try out all of the routes!

Name _____
 Phone Number _____
 (in case of a lost Passport)

madison county
MONDAY
mile
www.mcruralhealthcouncil.org

PASSPORT
 A healthier you begins here, one mile at a time

Passport Interior

MADISON COUNTY MONDAY MILES!

Oneida
 Start at the Rail Trail behind Oneida High School

Morrisville
 Start at Cornell Cooperative Extension,
 100 Eaton Street

Stockbridge
 Start in the bus parking lot of Stockbridge
 Valley Central School

Canastota
 Start at the corner of North Main Street and
 Canal Street

Brookfield
 Start at Brookfield Town Park

After you complete each route, cross off one of the symbols next to the specific route.

Why Do the Monday Mile?

Can walking a mile really make a difference to your health?

- Yes! The potential health benefits of walking at a moderate pace for at least 30 minutes a day are well established*. Simply by walking you can improve your cholesterol profile, blood pressure and blood sugar; lower the risk of obesity; feel more energetic; fight stress; and reduce the risk of heart disease, type 2 diabetes, and breast and colon cancer.

Why a mile?

- It takes the average adult roughly 30 minutes to walk a mile. The CDC recommends adults get 150 minutes of moderate physical activity each week. That breaks down to 30 minutes a day, 5 days a week. So by doing the Monday Mile, you're taking the first steps toward meeting your recommended weekly exercise goal.

Monday Mile Event Sticker

Stickers are a fun and easy way to promote the Monday Mile. Here are some sticker options you can use, just create one specific to your community!

Sticker 1: Partner logo



Sticker 2: Outline of area



Sticker 3: Keep up the good walk



Lawn Sign

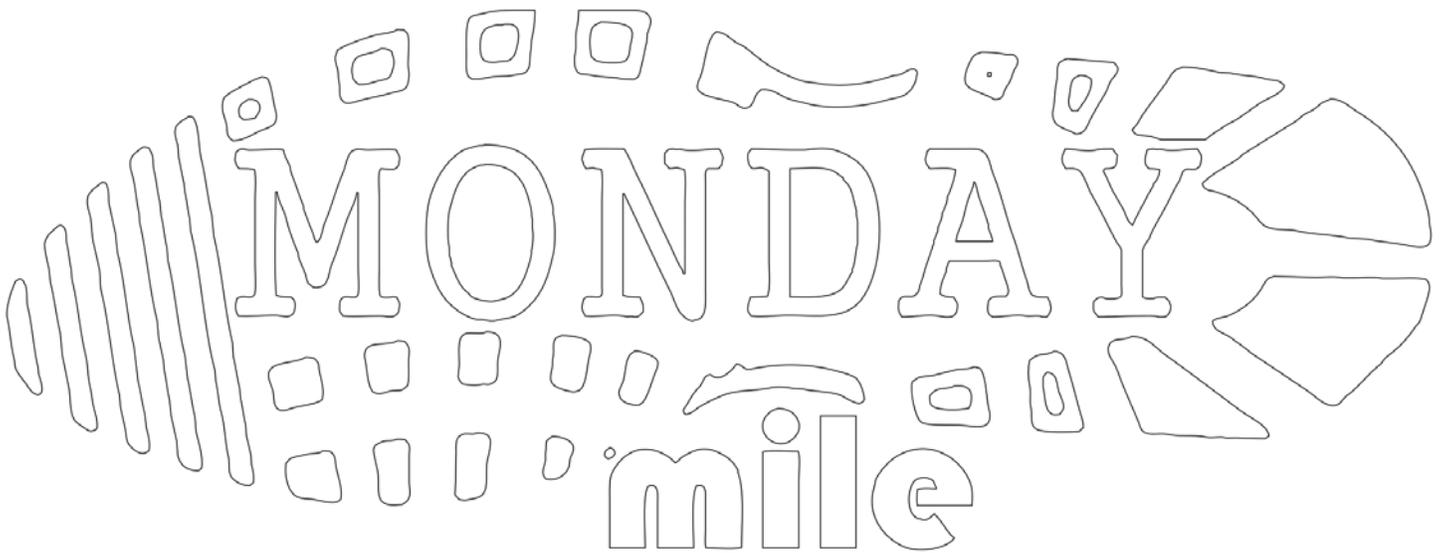
Do you have an event planned? Use this lawn sign template to attract people to your table to learn more about the Monday Mile!

Dimensions: 24” wide by 18” high



Monday Mile Stencil

**Use this sign to have fun, graphic art on the street.
This template would be great for walking
programs or promotional events. This works well
on pavement with non-permanent chalk paint.**



Social Media and Website Promotion

Nearly everyone uses some form of social media these days. Use it to promote your Monday Mile! Here are some examples of Monday Mile posts for Facebook, Twitter and Instagram that you can use for your promotional campaign.

Template text for website/Social Media

Launch Announcement (Facebook, blog post)

- After some hard work and determination, Madison County is developing five new Monday Mile routes in Stockbridge, Morrisville, Oneida, Canastota and Brookfield. The Madison County Rural Health Council, in partnership with Healthy Monday Syracuse have been working tirelessly to develop these safe and accessible Monday Mile routes.
 - Canastota: Begin at the corner of N. Main Street and Canal Street near Head Start
 - Morrisville: Begin at Cornell Cooperative Extension, 100 Eaton Street
 - Stockbridge: Begin at Stockbridge Valley Central School Bus Parking Lot
 - Oneida: Begin at the Rail Trail, behind Oneida High School
 - Brookfield: Begin at Brookfield Town Park

Eat Well, Play Hard Event post (Facebook, blog post)

- The Monday Mile in Oneida is almost ready for use! Join the Madison County Rural Health Council and the Healthy Monday Team at the Eat Well, Play Hard event at Vets Field on Main Street in Oneida from 10:00 AM to 1:00 PM to learn more! We will have flyers, stickers and even an activity for you the join in on to learn more about this great program coming to Madison County. See you there!

Fun announcements (Facebook, Instagram, Twitter)

- Stopping Obesity and Diabetes one step at a time! (picture from Monday Mile walk)
- There will be a Monday Mile walk today, at **(time)** in **(name of town)**. We will be starting at **(location of Monday Mile)**. We hope to see you there!

Healthy Fitness Tips Announcements

- Why should you get excited about the Monday Mile coming to Madison County? There are a bunch of reasons, but let's focus on some healthy fitness tips that the Monday Mile can help you conquer!
 - Use the Monday Mile to get started with fitness every week!
 - Use the Monday Mile to walk for life long health, walking can improve weight management, prevent diabetes and obesity, and keep your heart healthy!
 - The Monday Mile can also support arthritis prevention.
 - The Monday Mile can be used by anyone, even kids to keep them healthy!

Hashtags Used for Monday Mile in Madison County (Facebook, Instagram, Twitter)

- #MadisonCountyMondayMile
- #OneMileOneMadison
- #LiveWellinMadison

Example Social Media Posts

Facebook

 **Healthy Monday Syracuse**
Published by Hootsuite [?] · July 25 at 1:25pm · 🌐

Join us today for a Monday Mile walk in the Near West Side. Meet at 5:15pm outside of Peace, Inc. (200 Wyoming St.)



683 people reached Boost Post

👍 Like 💬 Comment ➦ Share 🗲

Post when there will be a Monday Mile walk in the community so everyone will know!

 **Healthy Monday Syracuse** added 2 new photos.
Published by Katie Wood [?] · June 13 · 🌐

Join us today 6/13 at 5:15 PM to walk the Monday Mile in Burnet Park! This is an opportunity that will keep you physically active after a long work day. Hope to see you there to join in on the Monday Mile Parks Passport Summer Challenge fun!



- Pick a route and get moving between **June 6th and August 1st**.
- Join a group walk, or move anytime that fits your schedule.
- Met your goal? Turn in* your passport & get rewarded!

• Walk With Us Every Week •





JUNE 6th NOON Thornden Park	JULY 11th 5:15 PM Sunnycrest Park
JUNE 13th 5:15 PM Burnet Park	JULY 18th 5:15 PM Upper Onondaga Park
JUNE 20th 5:15 PM Schiller Park	JULY 25th 5:15 PM Near West Side

Example post for when you are having a Monday Mile event.

Instagram

Here are a few sample Instagram posts:



inclusive.fitness.initiative, nybarbie84, johnnyhiggs2, upstate_nursing, jerrelburgo, williamtreed, courtneycombs, inspiredspoons and suworkinasia like this

healthycuse Join us for a Monday Mile to Kick start Walktober at Noon!!! 🏃

♡ Add a comment... 🗨



healthycuse, lenky72, inspiredspoons, nybarbie84, juliaaashe, courtneycombs, williamtreed, timpumpkinpatch and adrianomellilo like this

healthycuse Ended our last #WalktoberSU Monday Mile at SU with all smiles! Remember to keep logging all your steps until Saturday!

♡ Add a comment... 🗨

Twitter

Here is an example of a Monday Mile tweet:



Healthy Monday 'Cuse @HealthyCuse · Mar 31

Join us every Monday in April to walk a **#MondayMile**:



Step Up to National Walking Day - Healthy Monday ...

NEW YORK – On Wednesday, April 6, The American Heart Association (AHA) will kick off National Walking Day to rally everyone – individuals, friends, families, n...

healthymonday.syr.edu



A tweet about the Monday Mile and Walktober:



Healthy Monday 'Cuse @HealthyCuse

Sep 19

Don't forget! Walktober registration begins in 30 minutes on the SU Quad! See you there!

ow.ly/d/5h6K



Draft Press Release

Once your Monday Mile is ready, you'll want to get the word out to your community! Use this draft press release to get media attention and inform residents in your area of this exciting new walking initiative!

Madison County Rural Health Council

112 Farrier Avenue, Suite 314

Oneida, NY 13421

(315) 726-4869

slocum.bonnie@mcruralhealthcouncil.org

PRESS RELEASE

For Immediate Release

INTRODUCING A WALKING INITIATIVE INTO A RURAL COMMUNITY Madison County Monday Mile

Attention all Madison County residents! After much hard work this summer, the [Madison County Rural Health Council](#) in partnership with [Healthy Monday Syracuse](#) will install five new walking trails across the county as part of the Monday Mile initiative. These are marked one-mile routes that will be located in the towns of Canastota, Oneida, Morrisville, Stockbridge, and Brookfield.

An initiative of the [Lerner Center for Public Health Promotion](#) at Syracuse University, Healthy Monday Syracuse works collaboratively with partners in the region, including hospitals, parks departments, health departments and others to identify safe and accessible places where people can be physically active. Since its launch, the Center has installed 18 one-mile walking routes, many located in the City of Syracuse and Onondaga County. A partnership with the Madison County Rural Health Council that began in 2016 led to the development of a Monday Mile initiative for Madison County.

Data collected by the [Madison County health department](#) identified that the childhood/adolescent obesity rates in Madison County are higher, at 19.2%, than the New York State average of 17.3% of K-12 public school students. Childhood obesity puts youth at risk of being overweight and obese as adults and can contribute to the development of other chronic diseases like diabetes, heart diseases and certain types of cancer. **[Insert quote from MC health department director about burden of obesity in Madison County]**. The Monday Mile supports healthier communities by encouraging physical activity by identifying safe and accessible spaces for recreation. It supports organizations that utilize the Monday Mile to facilitate physical activity in the places where people live, work and play and it provides sustainable access to walking routes in the community that can be used by anyone, at any time, free of charge!

We are excited to announce that this is the first time the Monday Mile has been introduced in a rural county. **[Insert quote from Lerner Center about partnership with Madison County Rural Health Council]**. With the success of the routes in Onondaga County, there is no doubt that the Monday Mile will be a hit in Madison County as well. The routes can be best utilized by the community by doing fun runs/walks or other walking events, having local business employees or residents form walking clubs and casually walking during a lunch or study break!

We are hard at work with our partners to install these signs. Look for updates on the availability of each route on the MCRHC website. The locations of all the Monday Mile's include:

- Canastota: Begin at the corner of N. Main Street and Canal Street near Head Start
- Morrisville: Begin at Cornell Cooperative Extension, 100 Eaton Street
- Stockbridge: Begin at Stockbridge Valley Central School Bus Parking Lot
- Oneida: Begin at the Rail Trail, behind Oneida High School
- Brookfield: Begin at Brookfield Town Park

For additional information on the Madison County Monday Mile, please visit www.mcruralhealthcouncil.org.

Media Release Template

During Monday Mile events you'll want to take pictures of everyone having a great time walking! Use this Media Release Template to get permission from community members to use their pictures on your website, social media or other promotional efforts.

Madison County Rural Health Council

I, _____, do hereby give the Madison County Rural Health Council, their assigns, licensees and legal representatives the irrevocable right to use my name, picture, photograph, portrait, visual likeness, or voice in all forms and media in all manners, including photo, film, audio and video representations, for non-profit, public purposes, and I hereby waive any right to inspect or approve the finished product that may be created in connection therewith. I have read this release, and am fully familiar with its contents.

Name of Client or Volunteer

Date

Signature of Volunteer/ Client/or Client Legal Guardian

Walking Program Recommendations

**Trying to find ways to bring people
out to join a Monday Mile ? Here
are some ideas of walking
programs you can use in your
community!**

Program	Preparation	Benefits	Considerations
Establish Walking meetings at the work place	<ul style="list-style-type: none"> • Determine the meeting agenda beforehand as well as the route and length of meeting, taking into consideration the fitness and mobility levels of attendees • Inform everyone to wear comfortable shoes • Schedule the walking meeting early to set the tone for the day; or late in the afternoon to re-energize attendees • Check the weather and prepare accordingly. Avoid noisy roads and those that are distracting and/or dangerous • Give employees individual pedometers to track and encourage walking 	<ul style="list-style-type: none"> • Energizes people and makes them more alert • Helps people stay fit • Breaks up a workday • Stimulates oxygen flow in the body and brain to increase creativity and the ability to solve problems faster • Reduces office energy demands 	<ul style="list-style-type: none"> • External distraction, such as ambient noise or cell phone use • Fitness levels of attendees may vary
Establish a Walking Group for Senior Citizens	<ul style="list-style-type: none"> • Collaborate with departments of transportation and health, transit providers, senior center staff, seniors, health-care providers, and advocates to systematically address safety concerns and improvements • Introduce the Monday Mile as a walking alternative for seniors 	<ul style="list-style-type: none"> • Provides a safe walking environment for seniors • Will allow senior citizens to be more active outside 	<ul style="list-style-type: none"> • May want to work with transit systems to transport seniors to Monday Mile location, if not accessible

Walktober	<ul style="list-style-type: none"> • A month long walking competition for communities • Participants set goals and commit to tracking their physical activity for the month • Encourage and incentivize participation 	<ul style="list-style-type: none"> • Promotes physical activity • Encourages goal setting • Helps participants boost their level of physical activity • Encourages social connections 	<ul style="list-style-type: none"> • Decide whether you want to use Health Enhancement Systems software to make a competition based program or create your own tracking platform
Walk With a Doc	<ul style="list-style-type: none"> • Walk and Talk with local health care providers while walking the Monday Mile • Determine set dates and times for doctors/nurses/physician assistants etc. to come out and walk a Monday Mile with residents • Choose topics of interest for focus 	<ul style="list-style-type: none"> • Will provide residents with access to a primary health care provider to answer questions they may have about walking, or their health • Has the ability to strengthen doctor/patient relationships 	<ul style="list-style-type: none"> • Take into account doctor or other health care provider work schedules • Take steps to ensure this is a casual conversation about wellness and not a patient visit.
Monday Mile Passport Program	<ul style="list-style-type: none"> • Use a Monday Mile passport template with of all the Monday Mile routes near you! • Keep passports at various locations that are popular to residents (ex. Community centers, schools, parks, businesses etc.) • Work with organizations and local businesses to promote passport usage 	<ul style="list-style-type: none"> • Will allow residents to keep track of which and how many Monday Mile walks they completed • A fun way to get residents to walk all the Monday Miles in your area! 	<ul style="list-style-type: none"> • In a rural county, there might be long distances between Monday Mile's, so residents might not want to travel out of their way • Incentives for community members that completed all Monday Mile's

References

- 1. America Walks: Walking Groups and Clubs. <http://americawalks.org/category/audience/walking-groups-clubs/>. September 18, 2016. Accessed September 27, 2016.**
- 2. Healthy Monday Syracuse. Move-It Monday and the Monday Mile. www.healthymonday.syr.edu. September 27, 2016. Accessed September 27, 2016.**
- 3. Walk With A Doc. <http://walkwithadoc.org/>. September 27, 2016. Accessed September 27, 2016.**

Evaluation

How can you tell if people in your area are using the Monday Mile? Check out these recommendations on ways to track of Monday Mile usage!



Evaluation of Monday Mile Usage: Recommendations

You are developing a Monday Mile in your community for a reason. Maybe it's to increase physical activity, decrease obesity or just create safer walking routes for community members. If so, you need a way to track when and who is using the Monday Mile.

Process	Outcome
<p>Survey Design: Develop a survey that assesses a community member's physical activity. Include the Monday Mile in your survey when asking about ways they stay physically fit.</p>	<p>If community members fill out the survey and have said they know and use the Monday Mile, this would be a great way to understand if the routes are being used and who is them.</p>
<p>Utilizing Hashtags: Create a hashtag for people to use on social media when they walk a Monday Mile route. Search the hashtag on various social media accounts, and you can see how many people have used it.</p>	<p>By searching the hashtag you created, you can see how many community members have used the hashtag and from there assess the usage of the routes.</p>
<p>Checking In on Facebook: Near 2/3 of American adults have a smartphone and 71% are on Facebook. Create a location of the Monday Mile on Facebook for people to check in.</p>	<p>By allowing community members to check in to the Monday Mile on Facebook, you can see how many people are using the routes. This also allows users to promote the Monday Mile to their social network.</p>
<p>Hiking Trail Check In Book: Hiking trails use sign in books to keep track of how many people use their trails. Installing a weather proof box could be another option to assess utilization.</p>	<p>This method would allow you to keep track of how many people visit the Monday Mile routes. It could also allow you to keep track of the condition of the route as well and get feedback from users about the route.</p>
<p>Comparing Obesity rates to the NYS average: Many company-walking programs first compare their obesity or health rates to the Center for Disease Control's averages. Madison County could compare their obesity averages to NYS before and after implementation of the Monday Mile.</p>	<p>This method might not give the best estimate as to whether people are actually using the Monday Mile to increase their physical activity. By comparing rates prior to and after implementation, a decrease in obesity rates could be assumed to be related to the launch of the Monday Mile's in Madison County. However, changes in obesity rates may take years to be evidenced and could be related to a host of factors which may or may not include the Monday Mile.</p>

There are limitations in assessing outcome measures related to health status changes in the absence of a rigorous way to measure Monday Mile utilization. We continue to develop best practices in evaluating the Monday Mile. When working with Madison County there have been numerous ideas about how to measure utilization. Madison County is developing its Monday Mile initiative to increase physical activity rates of residents, and decrease obesity rates in their towns and villages. The recommendations above are based on their specific evaluation needs. Methods of evaluation may vary by community.

Maintenance

Keep your Monday Mile route in good condition. Use this guide to develop your maintenance plan!

Year 1:

The organization that facilitates implementation of the Monday Mile in the community should be responsible for route maintenance, at least through the first year. For example, when working in Madison County members of the LiveWell Committee have volunteered their time to walk the routes, check signage and mark down any improvements that need to be made. The committee may choose to set aside some funding to handle any required repairs or maintenance and it is encouraged to engage stakeholders who facilitated installation for their support in sign maintenance.

Year 2 and Future Maintenance:

The organization or person responsible for bringing the Monday Mile to the community may choose to work with a partnering business or organization to develop a maintenance plan for the Monday Mile. For example, they could work with a local business, Chamber of Commerce, Boy/Girl Scouts or the 4-H program to maintain the route for the years to come. These partnering organizations would contact the sponsor organization if there are any signs that require repairs or replacement.