

Walking Program: Updating Chelsea Walking Maps and Implement Farmers Market Walks

Goals:

- Create and print 3,000 new maps
- Increase awareness of free everyday walking options in Chelsea through farmers market walks
- Order and distribute 500 higher quality pedometers
- Enroll at least 20 new walkers from the Chelsea area
- Encourage both healthy eating and physical activity

Farmer's Market

Measurement Methods

- Count # of people enrolling in walking program at Farmers Market
- Count # of people attending walking events through Farmer's Market
- Survey

Target Population

- All ages for the walks
- Adults for the walking program sign up

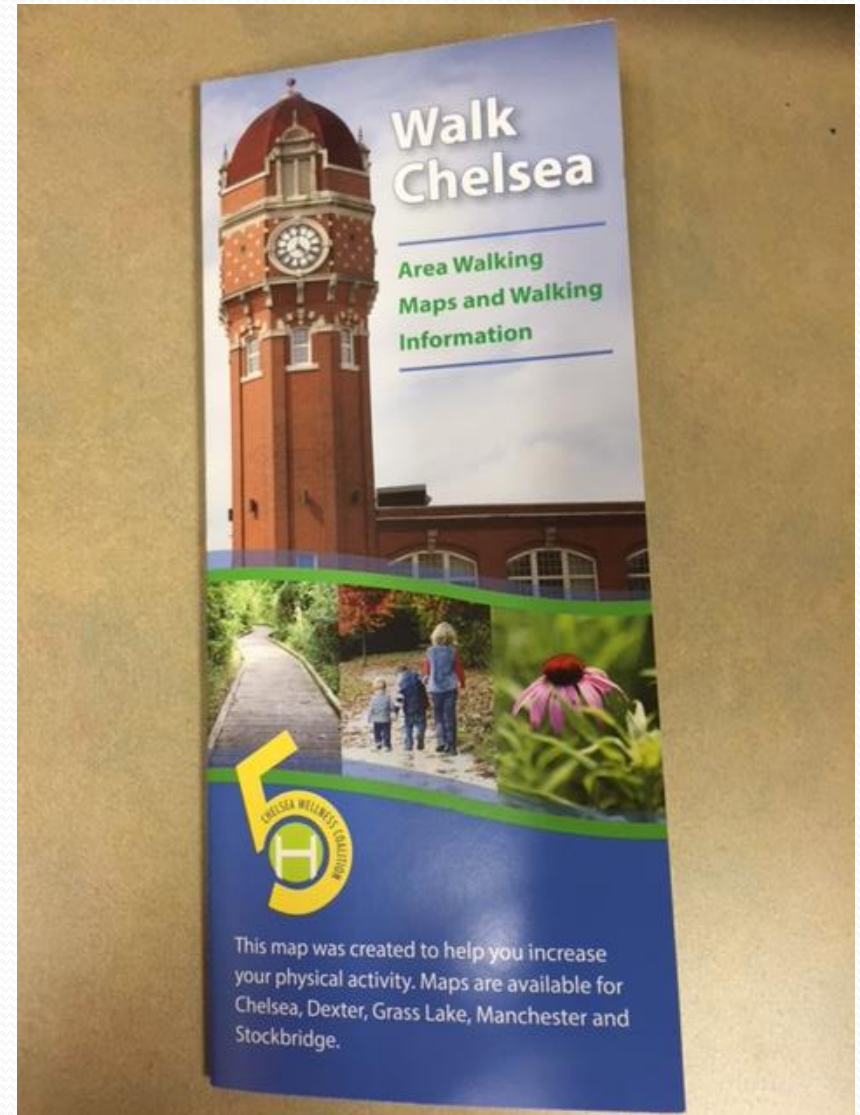
Farmers Market Walks – Kiara

- Kids Day
 - 12 kids
 - 7 adults
 - 2 people signed up HCWP
 - Kids received free samples from vendors
 - Trivia and I spy walk
- Dog Day
 - 9 adults
 - 6 kids
 - 5 people signed up HCWP

Survey was created, but they did not have any responses.

Walking Maps

- Worked with graphic designer to update the 11 year old Chelsea Maps
- Printed September 20, 2015
 - Handed them out at Flu Shot Fair at Senior Center
 - Positive Feedback



Chelsea Friends and Family Wellness Coalition Grant

- \$2,529
 - \$200 Walks at Chelsea Farmers Market Sign
 - \$1019.94 Chelsea Map Printing
 - \$1200.00 Graphic Design
 - \$109.06 Towards purchase of pedometers
- Total = \$2529

Improvements

Farmer's Market

- Suggestions by Kiara
 - Increase advertising
 - Use other locations around town where there is a trail
 - Increase walks to monthly or bimonthly

Walking Maps

- Help on knowing where to distribute the maps