



Our organization is

# STEPPING UP

making physical activity the easy choice

## Success Story: Walking Wednesdays

### What inspired you to “Step Up”?

A group of businesses and organizations in the downtown core wanted to encourage the public to get out and walk during the lunch hour. We wanted to get active, meet new people and explore the downtown.

### What are you doing?

We’re hosting “Walking Wednesdays”. A weekly walk through downtown Dartmouth during the lunch hour.

### What’s worked for you?

We know we’ve got to lead by example. Our organizations have been outdoors modeling the importance and health benefits of an active lunch hour, rain or shine. We’re meeting new people that work and live in the downtown. We’re having a lot of fun while providing information, like demonstrations of stretches for beginning a walk and cooling down after a walk.



### What’s changed for you?

We’ve established new relationships with people who work within the field of health and wellness along with other groups, organizations and individuals who just want to get more active and participate in a fun walk. All our partners have noticed that we’re more energetic throughout the afternoon and that we’re encouraged to walk more during break time at work.

“Walking Wednesday’s really pushed me to walk more, to get out of the office at lunch hour and to feel energized for the rest of the day!

We walked rain or shine!!! The added bonus was that I met great people who work and live in Dartmouth.”

—Monique Mullins-Roberts

### Participating organizations:

