

# IOWA CITY NEIGHBORS



*Connecting neighbors through walking.*

A guide to developing a social connection walking program in local neighborhoods.



Institute of  
Public Health  
Research and Policy



**INVEST HEALTH**  
*Strategies for Healthier Cities*

A Project of the Robert Wood Johnson Foundation  
and Reinvestment Fund





# IOWA CITY NEIGHBORS: *Connecting neighbors through walking* IMPLEMENTATION GUIDE

## Table of Contents

Chapter 1: Introduction .....	2
Chapter 2: Program Overview and Organization.....	3
Chapter 3: Timeline .....	8
Chapter 4: Budget and Funding .....	9
Chapter 5: Walk Leader and Participant Recruitment .....	12
Chapter 6: Promotional Planning.....	14
Chapter 7: Program Evaluation .....	22
References and Sense of Community Resources .....	23



# IMPLEMENTATION GUIDE

## Chapter 1: Introduction

McMillan and Chavis (1986) described sense of community as “a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members’ needs will be met through their commitment to be together.” Having a strong sense of community can have a multitude of benefits including increased happiness, reduced worrying, and a greater sense of self-efficacy (Davidson & Clotter, 1991). According to surveys conducted by facilitators of the INVEST Health initiative, significant proportion of people living in their target neighborhoods do not know many of their neighbors and suffer from stress, anxiety, and sadness. These negative states of being can influence one’s physical health, which can, in turn, exacerbate these negative mental states of health (Chapman, Perry, & Strine, 2005). In order to address these issues, members of the INVEST Health initiative seek to increase sense of community within these target neighborhoods through the development of a walking program. There is evidence in the literature to support the use of walking programs to increase both sense of community (Bird, Radermacher, Sims, Feldman, Browning, & Thomas, 2010; Gavin, 1997; Sommers, Andres, and Price, 1995) and mental health (Duncan, Travis, & McAuley, 1995; Sommers, Andres, and Price, 1995; Travis et al., 1996). There is also evidence that walking programs can lead to socialization outside of the program (Duncan, Travis, & McAuley, 1995; Warren, Moore, Davies, Turner et al., 2008).

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***The goal of this walking program is to help introduce neighbors to each other to foster community ties and improve mental health .***

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Throughout the guide, we offer tools to help you plan your events. Look for this symbol!





## Chapter 2: Program Overview and Organization

### What Does the Program Entail?

The program is organized around coordinated community walks that are at set times, with set routes and with pre-set destinations. The walks are led by community leaders, which are identified by members of your team. These community leaders form teams and recruit members of their community to walk on their team. Incentives are offered for people who are community leaders based on how many people on their team walk during each walking event. Smaller incentives are offered to the team walkers who participate in weekly walks in the form of entries into a raffle for a large prize at the end of the program season; the more times a person walks, the more entries they will have in the raffle. The community leaders will be in charge of recording who walks each time and reporting that to the walk organizers.

**Each year, a kickoff event is planned in conjunction with the first planned walk of the season and a neighborhood potluck supper is planned in conjunction with the final walk of the season.**

The weekly walking routes are meant to be centered around a destination that includes an incentive at the end, such as a final destination to a place where each walker can get a coffee and a donut or some other food item and mingle with their neighbors after the walking part is over.

### Size and Scope

This guide will provide you with help as you re-implement the walking program each year in the Spring. Once the pilot year is over, it is thought that the walking program will run in the spring and perhaps into the summer, the best times for walking, but if you can think of ways of motivating people to walk into the fall and winter, that might be a great area of opportunity for this program to grow.

For the first year this program is implemented, the pilot year, it is understood that the program will last only one month in the Spring (the month of May). Based on the success of the program, the walks can be extended beyond the month of May and timelines will can be adjusted accordingly.

For the pilot year, the goal is to implement the walking program in only one location in Iowa City. Again, based on the success of the program, the program can be extended to other neighborhoods. If this is the case, we suggest staff team leaders for each neighborhood to make sure each of the timeline milestones are being met for their neighborhoods on time.

This guide includes a checklist of everything you will need to plan and implement the walking program season, but is by no means inclusive. Don't be afraid to think outside the box, to add to things, or tweak things as becomes necessary to work with your community partners and participants in the walks.

## Organizational Structure

The time and effort needed to organize the walking groups each spring will depend on the size and scope of the events. The more neighborhoods that are involved, the longer and more involved the planning will be and the larger each of the jobs will be. If the walks are expanded to many neighborhoods around Iowa City, you might like to have one person in each role dedicated to each individual neighborhood, but for the beginning, one person should be able to handle their chosen jobs for one or two neighborhoods at a time. This organizational structure is one way to divide up the jobs that go into planning the walking season. Jobs can be combined if a person wants to take on more than one role. The community leader position comes from outside your organization and from the community you are targeting for the walk.





## Walking Group Planning Committee: Roles and Responsibilities

<p><b>Walking Group Chair</b></p>	<ul style="list-style-type: none"> <li>Organizes the committee who will execute the walking groups project</li> <li>Calls and leads meetings, sets agendas</li> <li>Sets the routes, and times of the walks, in conjunction with community partners</li> </ul>
<p><b>Social Media/ Marketing Coordinator</b></p>	<ul style="list-style-type: none"> <li>Creates all the buzz about the walks, the kickoff events, and the potluck at the end</li> <li>Responsible for Press Releases</li> <li>Leverages traditional and social media to get the word out about the walks</li> <li>Can use pre-made posts that are included as tools in this guide or create new ones, as time allows</li> <li>Makes sure all promotional materials “match” and that the branding of the walks remains intact.</li> </ul>
<p><b>Community Coordinator</b></p>	<ul style="list-style-type: none"> <li>Recruits community leaders</li> <li>Sets appointments and meetings with members of the community</li> <li>Stays in regular contact with community partners throughout the duration of the walking season</li> <li>Communicates expectations with the leaders who are chosen</li> <li>Supports community leaders in their recruitment efforts for the walking group participation</li> <li>Gives out the incentives to the community leaders</li> <li>Makes sure community leaders report names of the people who walked each week</li> </ul>
<p><b>Logistics Coordinator</b></p>	<ul style="list-style-type: none"> <li>In charge of the kickoff and potluck event logistics.</li> <li>Plans kickoff and potluck</li> <li>Implements kickoff and potluck</li> <li>Works with social media coordinator to advertise at appropriate times, per the timeline given later in this guide.</li> <li>Books venues for each event</li> <li>Works with the book mobile and other community partners for advertising, cross-promotion, and other partnering opportunities at events</li> </ul>

<h2>Budget Coordinator</h2>	<ul style="list-style-type: none"> <li>• Responsible for Budget and Fundraising</li> <li>• Writes any grant proposals to fund the walking program</li> <li>• Sets initial budget for project and incentives</li> <li>• Keeps project on budget</li> <li>• Decides on and sets the incentives each year in conjunction with the community partners</li> <li>• Sets up the end of program raffle</li> <li>• Orders T-shirts for leaders and staff participants</li> </ul>
<h2>Evaluation Coordinator</h2>	<ul style="list-style-type: none"> <li>• Sets SMART goals and objectives</li> <li>• Responsible for the end of program evaluations</li> <li>• Keeps the data from each years' walks</li> <li>• Creates Qualtrics survey for walkers to answer at final potluck</li> <li>• Responsible for gathering any and all technology related to gathering data</li> <li>• Produces a report each year so that successes and areas of opportunity can be identified for the following year</li> <li>• Helps other members of the committee on an ad-hoc basis as necessary</li> </ul>

### Regularly Scheduled Meetings

Although we have outlined the individual duties for each committee member, it will still be important to hold regular meetings. At minimum, we recommend holding bimonthly meetings for months January– April and weekly meetings starting the month of May. We also recommend setting these dates at the start of the planning period, so that everyone will be able to make room in their schedules.

We have included a series of agendas for some of the meetings we anticipate you will hold.



#### Initial Internal Meeting- led by Walking Group Planning Chair

- I. Introductions (if necessary)
- II. Discuss vision for program
- III. Define roles and responsibilities
- IV. Set Scope
  - A. How many neighborhoods will be targeted?
  - B. How long will the program last?
- V. Set SMART (Specific, Measurable, Attainable, Relevant, Time Bound) goals
- VI. Set Budget
- VII. Identify community leaders in each target community
- VIII. Review action items identified in meeting (in addition to those below) and assign

#### Action Items:

1. Contact community leaders and set up a time to meet with them
2. Schedule meeting for event planning meeting
3. Review event planning meeting agenda and prepare list of ideas to bring





## Event Planning Committee Meeting - led by Logistics Coordinator

- I. Plan kickoff event
  - A. What activities will take place?
  - B. Where will it be held?
  - C. Will there be a guest of honor? (e.g. mayor)
  - D. What food will be provided and who will prepare it?
- II. Plan potluck event
  - A. Where will it be held?

### Action Items:

1. Book venues for kickoff and potluck
2. Book guest of honor
3. Make catering arrangements (unless preparing food yourself)
4. Update kickoff and potluck marketing materials

Event Planning Committee Meeting Agenda.docx



## Meeting with Community Members- led by the Community Liaison

- I. Introductions
- II. Broad overview of walking program concept
- III. Initial opinions and suggestions from community residents
- IV. Make decisions regarding incentives
  - A. Incentives for walk leaders
  - B. Incentives for participants
- V. Set walking routes, dates, and times
- VI. Record contact information for any recommended walk leaders
- VII. Set dates for kickoff and potluck

### Action Items:

1. Contact recommended walk leaders
2. Contact other resources for walk leader recommendations (if needed)

Meeting with Community Members Agenda.docx

# Chapter 3: Timeline

We suggest that you begin planning four months prior to the program kickoff. Below is a suggested timeline of what needs to be done and when. These tasks can be adjusted and modified to fit the size and scope of the program each year. Each action item has been color coded to signify which committee member is ultimately responsible for its completion.



Task	January				February				March				April				May			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Schedule regular meetings with	Teal																			
Set budget and decide on	Orange																			
Decide on evaluation criteria and	Green	Green	Green																	
Set walking routes, dates, times	Teal																			
Plan kickoff event and final potluck		Dark Blue	Dark Blue																	
Schedule meeting with			Yellow	Yellow																
Meet with members of communities					Yellow	Yellow														
Apply for raffle permit							Orange													
Update marketing materials;						Red	Red													
Post "buzz" marketing materials on						Red	Red	Red	Red	Red	Red	Red	Red	Red			Red	Red	Red	Red
Print "buzz posters"						Red														
Distribute "buzz" posters						Dark Blue	Dark Blue													
Procure incentives									Teal											
Schedule meeting walk leaders and											Yellow									
Order T-shirts for walk leaders and											Orange									
Hold walk leader orientation												Yellow	Yellow	Yellow						
Set up Qualtrics survey												Green	Green							
Print kickoff door hangers													Red							
Post kickoff advertisements on														Red	Red					
Hang door hangers in communities														Yellow						
Hold kickoff event																	Dark Blue			
Check in with walk leaders weekly																		Yellow	Yellow	
Hold potluck																				Dark Blue
Perform evaluation																				Green



## Chapter 4: Budget and Funding

This section will discuss the financial aspects of this program and will include components that can be used in grant applications, a sample budget, and a description of the different types of incentives that will be used.

### Grants

While this intervention is intended to be low-cost, you may still need to apply for grants to fund this project. Potential grants include PIN grants, Small business grants, and health and wellness grants. In the case that you need to apply for grants, below is a description and vision of the program that can be used and/or adapted for your application:



The vision of the proposed program is to increase mental health among community members by developing stronger community ties through a group walking program. In March of 2017 a community wide survey was administered and revealed that a significant proportion of people living in particular neighborhoods do not know many of their neighbors and suffer from stress, anxiety, and sadness. We believe that a walking group, with its simplicity and ease of participation, could help initiate community bonding and, over time, improve mental health. Other walking programs have found that the use of walking programs increases both sense of community (Bird et al., 2010; Gavin, 1997; Sommers, Andres, and Price, 1995) and mental health (Duncan, Travis, & McAuley, 1995; Sommers, Andres, and Price, 1995; Travis et al., 1996). There is also evidence that walking programs can lead to socialization outside of the program (Duncan, Travis, & McAuley, 1995; Warren, Moore, Davies, Turner et al., 2008), which is what we would like to see happen as a result of this program.

The program is organized around coordinated community walks at set times, with set routes and with pre-set destinations. The weekly walking routes are meant to be centered around a destination that includes an incentive at the end, such as a final destination to a place where each walker can get a coffee and a donut or some other food item and mingle with their neighbors after the walking part is over. Walks will be led by leaders from the target neighborhoods who will form teams and recruit members of their community to walk on their team. Incentives will be offered for community leaders based on how many people on their team walk during each walking event. Smaller incentives would be offered to the team walkers who participate in weekly walks in the form of entries into a raffle for a large prize at the end of the program season; the more times a person walks, the more entries they will have in the raffle. The community leaders will be in charge of recording who walks each time and reporting that to the program directors. A kickoff event is planned to occur in conjunction with the first walk of the season as well as a neighborhood potluck supper with the final walk of the season.

Grant Application.docx

Below is a list of SMART goals and objectives that can also be incorporated into your grant proposal.



**Overall Goal:** Improve the mental health of citizens living in target neighborhood(s)

**Process Objectives:**

1. # total people participating in walking program
2. # people attending each walking event on average

**Outcome Objectives:**

1. <A specific proportion> of participants reporting feeling an increased sense of community at the end of the program
2. <A specific proportion> of participants reporting meeting new people that they call friends
3. <A specific proportion> of participants reporting spending time outside the program with someone they met during a walk

**Impact Objectives:**

1. <A specific proportion> of participants reporting fewer feelings of sadness, anxiety, and stress at the end of the program than they did before the start of the program.

Grant Application.docx

## Creating a Budget

Before hashing out the budget, order the items from most important to least important. Next, estimate how many people will participate in the program and attend each event. Also estimate how many leaders you plan to recruit. Below is a sample budget to help you start.



Item	Quantity	Price Per Unit	Total cost
Raffle Incentives			
Walk Leader Incentives			
Kickoff Venue Rental			
Kickoff Food/Catering			
T-shirts			
Printing Costs			
Potluck Venue Rental			
Food for Potluck			
		<b>Grand Total</b>	

Iowa City Neighbors Budget.docx



## Incentives

There are three types of incentives that will be used in this program. These include incentives for the walk leaders, participants at the potluck raffle, and participants once they reach their final destination after a walk. Destination prizes may be monetary or non-monetary.

### *Walk Leader Incentives*

Deciding on what to use as incentives for walk leaders can be **informed by your meetings** with community members. Use your budget as a guide when making your decision. Some ideas include substantial gift cards to local stores (e.g. Hy-Vee, Walmart, Casey's, etc.) and bus tickets.

### *Potluck Raffle Incentives*

Incentives to use for the potluck raffle can also be informed by your meetings with the communities. We suggest having items with varying value to make things more interesting, raffling off smaller prizes and finishing with the prize with the highest value. Some ideas include \$5 gift cards, ipods, Bluetooth speakers, Beats headphones, Bluetooth headphones, restaurant gift cards (at least \$50), mall gift cards, or a TV.

### *Final Destination Incentives*

It may be wise to partner with local businesses and organizations to provide incentives for completing a walk, but it may not be necessary. Suggestions include partnering with Hy-Vee to provide coffee and a snack on-site, planting community garden seeds, indoor or outdoor movie with popcorn, or an outdoor sporting event.



## Chapter 5: Walk Leader and Participant Recruitment

The most important component of this program is, of course, the participants. This chapter will give some guidance on how to recruit walk leaders and participants in your target neighborhoods. It will also give you some tools to support your leaders.

### Walk Leader Recruitment

It is the hope that potential walk leaders can be identified during the meeting with community members held in February. Below is a form you can bring with you to the meeting to take down contact information. You can also use it to keep track of your contacts with the potential leaders. If no leaders are recommended or a recommended leader does not wish to take on the role, we suggest reaching out to other entities/organizations within the neighborhood such as church leaders, community centers, etc.



Neighborhood	Name	Home Phone	Cell Phone	Email	Dates of contact attempts	Yes/No	Notes

Walker leader recruitment.xls

### Making Initial Contact

Below is a sample script you can use when making your initial contact, whether that be via phone or email.



“Hello my name is \_\_\_\_\_ and I am a part of the INVEST Health initiative. May I please speak with \_\_\_\_\_? Hi, \_\_\_\_\_  
**<reintroduce self if needed>** we are recruiting people to lead neighborhood walks in efforts to increase the sense of community in the \_\_\_\_\_ neighborhood. **<Name of recommender>** thought you would be a good fit for this role given your **<qualities>**. The walking program would take place during the month of May and you would be in charge of leading **<#>** walks per week. If you agree to lead the walks, you will receive \_\_\_\_\_ at the end of the program.”

#### If leaving a voicemail add to the end of the script:

“You are under no obligation, of course, to participate, but if you are interested and would like more information regarding this opportunity, please call me at **<phone number>** at a convenient time for you (or specify).”

Recruitment script.docx



## Participant Recruitment

Participants in the walks will be primarily recruited by the walking group leaders as well as through social media and promotional channels put in place. Be sure to provide your walking group leaders with plenty of support, however.

## Walk Leader Orientation

Once you have identified and secured all of your walk leaders you will want to schedule a time to meet with them for an orientation session. This will give everyone the opportunity to meet each other and for you to explain the program and answer any questions the leaders have.

### Presentation

Within the tools folder you will find a PowerPoint presentation you can adapt each year to explain what it is you want the leaders to do. We suggest printing handouts of the slides so that the walk leaders have a hard copy to take home.



Orientation Walking Program.ppt

### T-Shirts

Distribute the T-shirts to the walk leaders during orientation. Instruct them to wear them when they are leading a walk. Alternatively, you could provide sweatshirts (instead of or in addition to the T-shirts) since the weather is often still chilly in May. In the toolkit you will find an Adobe Illustrator file with a T-shirt design. You will need to adapt it to fit the template provided by the company you are ordering the T-shirts from.



T-Shirt Design\_Front.ai



T-Shirt Design\_Back.ai

## Weekly Walk Leader Check-ins

Maintaining regular communication with your walk leaders is essential. We suggest checking in with them on a weekly basis to see how they are doing and whether they need any additional support. These check-ins can also serve as formative research to assess how well the program is being implemented. Some questions you may want to ask them during your check-in include:

- How many people attended your last walk?
- Did you feel like the participants knew where to go?
- Did people seem to enjoy the event?
- Did people socialize on the walks?



## Chapter 6: Promotional Planning

Promotion of this walking program is also an important component that requires careful planning. The walking program will be advertised with both print and social media and will consist of four phases:

- **Phase 1** will seek to get the “buzz” going.
- **Phase 2** will advertise the kickoff event.
- **Phase 3** will focus on maintaining participation.
- **Phase 4** will advertise the potluck.

**Phase one** and **two** will use both print and social media with the print materials referencing links to social media. **Phase three and four** and will use social media platforms only.

**Phase one and three** materials will, in-part, focus on communicating the following benefits of neighborhood connectedness as outlined by Donald Unger and Abraham Wandersman (1982):

- Neighbors often serve as support systems for each other, providing material as well as emotional assistance in times of need
- Neighbors may serve as a barrier against feelings of isolation;
- Neighbors (and informal neighborhood leaders) may provide each other with links to information about organizations and services that are available both within and outside of the neighborhood;
- Neighbors are able to provide aid, in the form of daycare or emergency help;
- Neighbors may join together to exercise their political skills and to better the quality of their living environment.

It will also communicate walking “fun facts” and other benefits from participation.

### Phase 1 Promotional Materials

This “buzz” poster is designed to be used for both print and social media and is the most informative. This file can be edited to include more information as determined during the planning process.



**IOWA CITY NEIGHBORS**  
Connecting neighbors through walking.

**WHO** All Broadway / Davis / Taylor neighborhood residents

**WHAT** A walking group

**WHEN** Throughout the month of May

**WHERE** Walking groups will meet around the neighborhood

**WHY** To get to know your neighbors and community

Visit Iowa City Neighbors or call (319) 356-5230 for more information!

**INVEST HEALTH!**  
Powered by Healthier for Healthier Cities

Buzz Poster.pdf



The Facebook page must be already set up before print posters are displayed. Below are “buzz” social media posts to get people excited to get outside to enjoy the spring weather with their neighbors.



Tired of winter 1.pdf



Tired of winter 2.pdf

Phase 1 will also begin to communicate the benefits of knowing your neighbors. We suggest choosing a few of the following posts and saving the rest for Phase 3.



Neighbors may join together to exercise their political skills and to better the quality of their living environment.

Neighbors provide emotional assistance in times of need.



Strength in numbers.pdf



Emotional support.pdf

Neighbors may serve as a barrier against feelings of isolation.

Neighbors may provide each other with links to information about organizations and services that are available both within and outside of the neighborhood.

Isolation 1.pdf

Neighbors know stuff\_male.pdf

Isolation 1.pdf

Neighbors know stuff\_female.pdf



Neighbors are able to provide aid, in the form of daycare or emergency help

Neighbors provide material assistance in times of need

**Neighbors can provide emergency child care**

*Meet neighbors you can trust at the next community walk*

Walks start at 6:30pm on May 2nd, 2018

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Emergency child care.pdf

**Is your next meal a worry on your mind?**

*Neighbors can help each other out.*

Meet your neighbors during the next community walk!

**THURSDAY, MAY 10TH 6:30PM**

Meet at Cherry St. & Poplar St.  
Enjoy free coffee and doughnuts at Hy-Vee following the walk!

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Physical needs.pdf

**Phase 2 Promotional Materials**

Below is a door-hanger design and a Facebook post to be used to advertise the kickoff for the program.



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**IOWA CITY NEIGHBORS**

*Connecting neighbors through walking.*

**WHO** All Broadway / Davis / Taylor neighborhood residents

**WHAT** A walking group

**WHEN** Throughout the month of May

**WHERE** Walking groups will meet around the neighborhood

**WHY** To get to know your neighbors and community

Join the Iowa City Neighbors Facebook Group to participate or call (319)-356-5230.

**Please join us as we kick off the season!**

May 1st, 7:00- 8:00 P.M.  
Broadway Community Center

Refreshments will be provided!

Doorhanger\_Walking Group.ai

*Join Us!* as we kick off

**IOWA CITY NEIGHBORS**

*Connecting neighbors through walking.*

May 1st, 7-8 pm  
Broadway Community Center

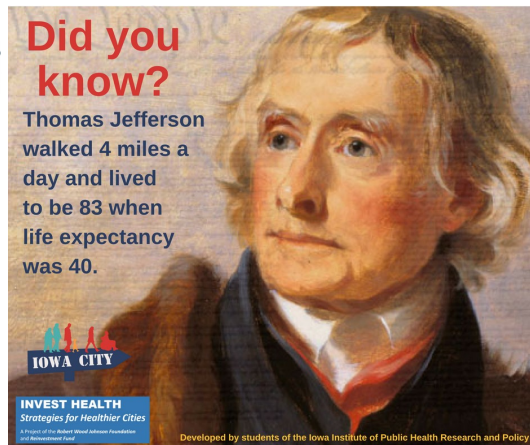
Refreshments will be provided!

Kickoff\_Facebook.pdf

### Phase 3 Promotional Materials

Phase three will focus on encouraging people to maintain participation. This will include continuing to communicate the benefits of knowing you neighbors (posts located in Phase 1), fun facts, and other forms of encouragement.

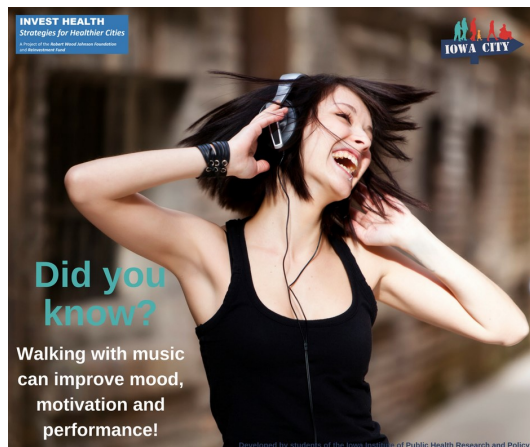
Here are Facebook posts that communicate fun facts.



Thomas Jefferson.pdf



Boy flexing.pdf



Music can improve.pdf



Moves like Jagger.pdf



Great medicine.pdf

More posts emphasize other important information and words of encouragement.



**NEXT WALK:**  
 May 17th  
 6:30 pm  
 Meet at Oak St.  
 & Cherry St.

Enjoy FREE coffee  
 and doughnuts at  
 Hy-Vee following  
 the walk!

Know someone  
 who would like to  
 participate but has  
 difficulty walking?

Show them you care by offering  
 to give them a ride to the walk's  
 destination.

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Difficulty walking.pdf

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**Be sure to drink plenty of water after  
 walking to help prevent injury.**

Drink water.pdf

**Who will you meet this week?**

*Connect with your neighbors at this week's neighborhood walk.*

Thursday, May 17, 6:30 pm, Meet at Grove St. and Howard Ave.

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Who will you meet.pdf

## Phase 4 Promotional Materials

Phase four will advertise the potluck. This Facebook post can be edited to incorporate the event details.



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**IOWA CITY**

**PLEASE BRING A DISH TO SHARE AS WE  
 CONCLUDE THE IOWA CITY NEIGHBORS  
 WALKING PROGRAM!**

**Neighborhood Potluck**

**6PM THURSDAY, MAY 31ST  
 BROADWAY COMMUNITY CENTER**

Potluck.pdf



## Distribution of Promotional Materials

You will need to recruit people to post posters and hang door hangers. We suggest reaching out to the local Americorps and to the College of Public Health Student Associations.

### Posters

Print marketing materials will be posted in the target neighborhood(s). We recommend posting the posters around bus stops, popular businesses, and parks. It also may be worthwhile to contact those who run the book mobile and/or other organizations and businesses that interact with the target community members to see if they would be willing to display your posters. Post the “buzz” posters in the 3rd and 4th week of February.

### Door Hangers

Door hangers will be used once during the program. Hang door hangers on all homes within your target neighborhood(s) during the 3rd week in April or two weeks before the kickoff event. You can purchase door hangers through any office supply store as part of your budget. The ones you purchase will have a downloadable template associated with it. The design provided in the toolkit can be altered to fit any template.

### Press

One way to promote the event might also be reaching out the press. Locally, you can reach out the following papers the week of the kickoff event:

**Iowa City Press Citizen:** Front desk: 319-337-3181 | Newsroom: 319-339-7360

**Daily Iowan:** Newsroom Phone: (319) 335-6030 Email: [daily-iowan@uiowa.edu](mailto:daily-iowan@uiowa.edu)

### Press Release

You might decide to send a press release out the week of the kickoff event as well. You can use the document in the tool kit that folder that comes with this guide or you can write your own.



Sample Press Release.docx

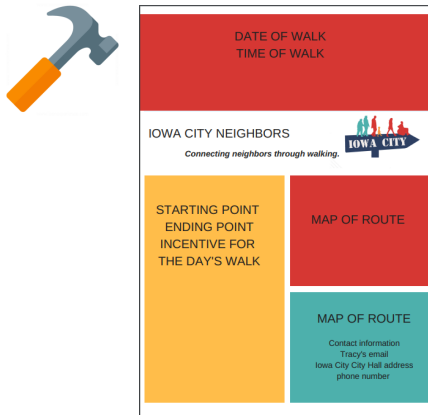


## At the Events

### Flyers for Participants

At each walk, give the community leaders flyers to distribute to walkers. The flyers will have the route, destination, daily incentive or meetup place, and a reminder of the next walks' dates and times.

Here is a flyer template.



Flyer for walks.pdf

### Technology

Your technology needs should be pretty small outside of the usual office supplies needed. We found [canva.com](https://www.canva.com) to be a valuable resource for putting together drafts and getting inspiration for our graphic design needs and would recommend it for any new designs you create. Our designs were downloaded as pdfs which can be edited with Adobe Acrobat Pro.

For the walks themselves, please take into account any technology needs you might need, including any microphone, podium, portable slideshow needs you might have, particularly if you have a special guest speaker or event VIP coming to the kickoff or potluck events. Also make sure you have electric capacity at any sites you choose.

For evaluation, you will need to make sure you have data-enabled tablets in order to allow people to fill out the end of program surveys at the final potluck.

### Photography

You might want to document the walks or the key events in the walks. If someone has a good camera, have them bring it and designate someone to take pictures. Photos of the events might make good promotional materials for further events or walks and can be posted on the Facebook page. However- you may **NOT** post anything of anyone or use anyone's image without their expressed written permission in the form of a photo release. Please seek legal advice on this if you plan on doing this.



# Chapter 7: Program Evaluation

## Planning Your Evaluation

We suggest planning what you want to evaluate from the beginning of the implementation of the program.

Some things to consider in the beginning:

1. What does success look like for this program?
2. How are we measuring success?
3. What tools do we need for measuring success?
4. Are we surveying walkers? Community Leaders?
5. What are the short-term goals of the program?
6. What are the longer-term goals of the program?

## Evaluation at the Potluck

We suggest doing some form of evaluation during the final potluck event. This can be formal with the use of surveys (paper or ipad), or informal where members of the planning board can simply talk to people and get a feel for participants' opinion and gains from the program. Below are some sample questions adapted from Riger and Lavrakas (1981) "Community Ties" assessment:

1. Do you feel that since the start of this program that it is now easier to tell a stranger in your neighborhood from somebody who lives there?
2. Would you say that you really feel a part of your neighborhood or do you think of it more as just a place to live? Did you feel that way before the start of this program?
3. Do you feel like you know more kids in the neighborhood than before?

Another option is to use selected questions from Sense of Community Index II: How well do each of the following statements represent how you *feel* about this community? (Likert scale: Not at All, Somewhat, Mostly, Completely)

1. I get important needs of mine met because I am part of this community.
2. I can trust people in this community.
3. I can recognize most of the members of this community.
4. Most community members know me.
5. I am with other community members a lot and enjoy being with them.
6. Members of this community care about each other.

## Post-Program Focus Group

After the pilot trial it would be valuable to hold a focus group with the group leaders to debrief and discuss what when well and what could be changed to make the program better. Some questions that you could ask include: Did participation vary from week to week? If so, why do you think that is? Did participants seem to interact with each other and enjoy each other's company? Did you feel like you had enough support from us? Do you have ideas to improve the program in terms of its promotion, incentives, and organization?



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## Sense of Community Resources

PDFs of the following books have been included in the toolkit and can serve as a valuable resource for grant writing and/or developing your vision for the program.



Community Change: Theories, Practice and Evidence book edited by Karen Fulbright-Anderson and Patricia Auspos- Chapter 1: Social Capital and Community Building

Social Capital and Community Building.pdf



Sense of Community: An Annotated Bibliography by the Sense of Community Partners, Calgary, Alberta

Sense of Community Annotated Bib.pdf