



How to make walking work for you

OVERVIEW

The Blue Cross and Blue Shield Association is sponsoring **WalkingWorksSM**, a program to help Americans live healthier lives by helping them set and achieve personal walking goals.

A daily routine — 30 minutes or more — of moderately-paced or brisk walking can help you control your weight, lower cholesterol, strengthen your heart, and reduce the likelihood of serious health problems down the road. And since America is spending more than ever on preventable health problems such as obesity, heart disease and diabetes, every step you take can help build a healthier nation.

It's easy. There are ways you can increase your physical activity to maintain a basic level of fitness – without setting aside a big part of your busy day.

- Walk up the stairs instead of riding the escalator at the mall
- Take an after-dinner walk with your family
- Choose the farthest parking spot in the lot at work
- Take your lunch outdoors instead of at your desk

By walking 30 to 60 minutes a day at a brisk pace, you're on your way to better health!



BlueCross BlueShield of Nebraska

A not-for-profit mutual insurance company and an independent licensee of the Blue Cross and Blue Shield Association.

GETTING STARTED

Before you begin, it's important to know your own starting point before you set your own personal walking goals. This knowledge will help you create a personalized walking program that is right for you.

1. Baseline. If you are using a pedometer, count your steps for seven days; or follow the recommendation of the President's Council on Physical Fitness and Sports – begin with 30 minutes of brisk walking at least five days each week. Track the amount of daily walking activity you are currently doing using the walking log (see reverse). This will establish your baseline. Include all of your normal walking activities, such as walking up the stairs at home, walking to work, etc. At the end of each day, write your total steps in the walking log.

2. Benchmark. Your benchmark is the highest number of steps you walked on any given day while establishing your baseline the first week. Use that number as your daily goal for the second and third weeks. Log your daily walks, and at the end of the third week, review your log. If you averaged your goal, add another 500 steps or several more minutes to your daily goal for the fourth and fifth weeks.

3. Build. At the end of each two-week period, try to add 500 steps or several more minutes to your walking goal. If you had difficulty reaching your goal, walk at the same level until you build enough endurance to increase your target. Continue to log your activity to prevent slipping back or dropping out. If you find yourself falling behind your average daily goal, try not to become discouraged. To maintain your motivation, keep logging your progress and stay with the same number of steps or minutes instead of increasing your target.

KEEP GOING

Your commitment to a "healthier you" can also mean a healthier America. That's why, as a **WalkingWorksSM** participant, you and your family are eligible to take the Presidents Challenge and receive a Presidential Active Lifestyle Award. This award is sponsored by the President's Council on Physical Fitness and Sports to recognize Americans of all ages for committing to a program of regular physical activity, like **WalkingWorksSM**. Log on to www.presidentschallenge.org to find out more about America's way to recognize your commitment and achievement!

RESOURCES

For more tips and information about how you can design a walking program that's right for you, please visit www.bcbsne.com. For information and resources to help become physically active and fit for life, visit www.fitness.gov.

WALKING LOG

Use this log to track your progress over the next six weeks, and apply for the Presidential Active Lifestyle Award. To receive the award complete and sign your walking log. Then visit www.presidentschallenge.org or mail this sheet:
The President's Challenge • 400 E. 7th Street • Bloomington, IN 47405-3085

Date	Performance Entry (Time, Distance, Etc)	Date	Performance Entry (Time, Distance, Etc)
WEEK 1		WEEK 2	
Signature		Signature	
WEEK 3		WEEK 4	
Signature		Signature	
WEEK 5		WEEK 6	
Signature		Signature	

WalkingWorksSM Pledge

I pledge to take steps towards a healthier me and a healthier America.
I will make choices that include walking as an easy part of my daily routine.
With the help of this program, I will set and meet personalized goals and record my progress.
In doing so, I can decrease my risk for health problems down the road and do my part to keep healthcare affordable for everyone.



Signature _____