

# Introduction



Thank you for volunteering for the Hearts in Motion Walking Club. We are pleased that you have decided to volunteer for us and we hope you'll find the experience both enjoyable and rewarding.

The Heart and Stroke Foundation recognizes the importance of helping people increase the quality of their life and reduce their risk of heart disease and stroke. For these reasons, we have developed the Hearts in Motion Walking Club: a program designed to encourage people to participate in regular physical activity.

The Hearts in Motion Walking Club Manual will give you some background information on our organization and its work, and provide you with easy to follow instructions that will allow you to effectively implement the program. This resource will also provide you with some basic knowledge on physical activity and walking.

Getting people to participate in regular physical activity can be a difficult challenge. However, enthusiasm and commitment on the part of our volunteers has made the Hearts in Motion Walking Club a great success.



## Welcome to the Heart and Stroke Foundation

### MISSION STATEMENT:

WITHIN THE RESOURCES OF  
THE FOUNDATION, THE PEOPLE OF  
BRITISH COLUMBIA AND YUKON  
WILL BE ABLE TO BENEFIT FROM  
IMPROVED UNDERSTANDING,  
PREVENTION AND TREATMENT OF  
HEART DISEASE AND STROKE.

In 1949, a group of five B.C. doctors recognized a need for an organization to help raise funds for heart research. Their work led to the formation of the first non-profit organization dedicated to finding new treatments for and prevention of heart disease and stroke. Today, there are Heart and Stroke Foundations in every province in Canada.



- ▶ A grown-up man's body has about five to six litres of blood, equal to about 14 to 17 cans of pop. A grown-up woman's body has about four to five litres.





## How serious a problem is heart disease and stroke?

Heart disease and stroke are the leading causes of death in Canada. In B.C. alone, they claim the lives of more than 170 people each week. Across Canada, heart disease and stroke kill 79,000 people annually, accounting for 36% of all deaths in the country.

Heart disease and stroke are the leading costs to our health care system. They cost the Canadian economy more than \$18 billion each year in medical costs, lost production, and lost wages.



## Major risk factors?

*What are the major modifiable risk factors of heart disease and stroke?*

The major modifiable risk factors of heart disease and stroke are:

- ♥ 1. smoking
- ♥ 2. high blood pressure
- ♥ 3. high blood cholesterol
- ♥ 4. physical inactivity
- ♥ 5. obesity
- ♥ 6. diabetes



## Progress made?

*Have you made any progress towards finding better ways to treat and prevent heart disease and stroke?*

Yes! Since we began in 1955 Heart and Stroke Foundations across Canada have raised more than \$500 million.

- ▶ Our work has helped to reduce the premature death rate from heart disease and stroke by 50%.



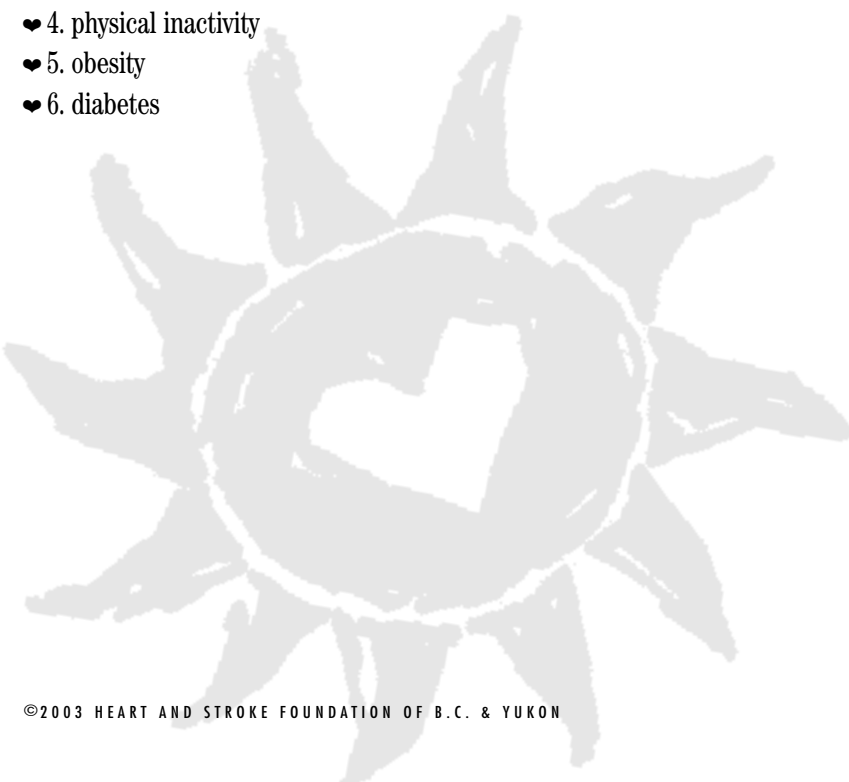
## How do you educate?

*How do you educate people about heart disease and stroke?*

The latest information from research is analyzed to determine what impact it might have in reducing heart disease and stroke and in promoting heart health. Then we go to work interpreting this complex information and putting it into health promotion products, programs and services that are useful and readily available to those who need it.



- ▶ When an average human being is resting, his/her heart beats about 72 times in a minute. When a well trained, aerobic athlete is resting, his/her heart may beat as slowly as 40 times in a minute.





## How do you use the money you raise?

- ♥ 47% goes to research
- ♥ 38% goes to health promotion and community programs
- ♥ 11% goes to fund raising
- ♥ 4% goes to administration



## Health Promotion

### *What is Health Promotion?*

Health promotion has been described by the World Health Organization as the process of “enabling individuals and communities to increase their control over the determinants of health and thereby improve their health.” It takes into account all the social, political, economic determinants of health and the interaction between these factors. Consequently, health promotion embraces concepts such as citizen participation and community ownership. Decisions are made by individuals and communities as they pertain to their own needs, interests, and environment.

The health system has traditionally emphasized treatment and rehabilitation. These services are intended to restore health after someone has become sick or injured. Health promotion, on the other hand, emphasizes preventing health problems. It focuses on increasing your level of health, preventing health problems from occurring, and decreasing the chances of developing health problems in the future.

The Heart and Stroke Foundation of B.C. & Yukon is committed to providing communities with health promotion programs that allow people the opportunity to take control of their heart health. The Heart to Heart program provides support and information for heart patients and their families. The Heart Smart Kids program is designed to teach children life long heart health habits. And the Hearts in Motion program encourages people to get involved in regular physical activity. By working with community partners and volunteers, these programs can have a significant impact on the heart health of the citizens of B.C. & Yukon.



*Those  
who  
bring  
sunshine  
to the  
lives  
of others  
cannot  
keep it  
from  
them-  
selves.*

*Sir James Barrie*

# Physical Activity: Why is it important?



Research findings have determined that physical inactivity is the fourth major modifiable risk factor for heart disease and stroke. In light of the significant scientific evidence, the Heart and Stroke Foundation of Canada has adopted the following position in regards to physical activity:

## FOUNDATION'S POSITION STATEMENT ON PHYSICAL ACTIVITY

**REGULAR PHYSICAL ACTIVITY,  
WHEN PROPERLY UNDERTAKEN, CAN  
BE EFFECTIVE IN PREVENTING AND  
LIMITING THE DISABLING EFFECTS  
OF HEART DISEASE AND STROKE.**

Results from the Canadian Fitness and Lifestyle Institute's 2001 Physical Activity Monitor indicate that 57% of Canadians aged 18 and older are considered insufficiently active for optimal health benefits. However, there have been signs of improvement. From 1994 to 1998, the level of physical inactivity declined from 62% to 55%. In terms of provinces, British Columbia is the least physically inactive of all (47%), while the most physically inactive provinces are Newfoundland (61%), Prince Edward Island (62%), and New Brunswick (63%). (1998/99 NPHS)

The cost of physical inactivity to Canadian society is substantial: heart disease and stroke cost the Canadian economy more than \$18 billion each year

in medical costs, lost production and lost wages. This, added to the other costs of physical inactivity, such as osteoporosis, non-insulin dependent diabetes, colon cancer, obesity and decreased mobility costs us a phenomenal amount.

How do you stay physically active? Well, according to the 1998/99 National Population Health Survey (NPHS), the most popular choice for engaging in physical activity in Canada is in fact walking (69%). After walking, gardening and yard work (48%), home exercise (29%), swimming (24%), and bicycling (24%) are the next most popular.

Regular physical activity has been shown to reduce the risk of all-cause mortality by more than 25%. Costs attributed to physical inactivity are from one to two times that of smoking. This takes into account that the individual risk of smoking is greater, but the fact that more Canadians are inactive (57%) compared to those that smoke (22%) makes physical inactivity a greater public health burden.

Dr. Harold W. Khol summarized the magnitude of risk of cardiovascular disease associated with sedentary living from 40 years of research. Studies evaluating occupational physical activity have shown a 90% increased risk for coronary artery disease (CAD) death with inactivity.



More  
People  
are at  
risk of  
physical  
inactivity  
than any  
other  
single  
risk  
factor for  
chronic  
disease



When looking at nonoccupational physical activity, inactivity is associated with a 60% increased risk of CAD death. Overall, studies clearly support a two fold increase in the risk of death due to coronary heart disease (CHD) when comparing the inactive to those who are more active. The inverse relationship between physical activity and risk of cardiovascular disease is consistent across age.

In the U.S., Powell reported approximately 35% of deaths due to CHD are attributable to physical inactivity. Thus, in 1992, roughly 168,000 out of 480,000 deaths due to CHD would have been prevented if everyone were optimally active (physical activity at greater than 50 percent of aerobic capacity, three or more days per week for 20 or more minutes).

**PHYSICAL ACTIVITY**  
REGULAR PHYSICAL ACTIVITY NOT ONLY INDEPENDENTLY PROTECTS AGAINST CARDIOVASCULAR DISEASE (CVD), BUT ALSO AFFECTS OTHER RISK FACTORS SUCH AS HIGH BLOOD PRESSURE, HIGH BLOOD CHOLESTEROL, STRESS, DIABETES AND OBESITY.



## Benefits of Physical Activity

### THE CARDIOVASCULAR SYSTEM

The cardiovascular system refers to the heart and blood vessels. The heart is a muscle that is continually working. It pumps blood throughout the body bringing oxygen and nutrients to the body's cells. The blood flows through miles and miles of blood vessels that reach every part of the body. The right side of the heart receives blood returning from the body and pumps it to the lungs to receive oxygen. The left side of the heart receives oxygenated blood from the lungs and pumps it throughout the body.

Continuous physical activity that uses the large muscle groups rhythmically is considered aerobic. Aerobic exercise does not have to be strenuous, but it must promote the supply and use of oxygen. Active muscles need oxygen to synthesize energy for movement. As a result, the lungs will breathe more deeply, and the heart has to pump faster to meet this increased demand for oxygen and to remove the extra carbon dioxide given off by the working muscle cells. This process makes the heart stronger, and a stronger heart is capable of doing more work with less effort by pumping more blood per heartbeat (Stroke Volume). By lowering your heart rate, you will have a significant saving of heart beats per day. This means less wear and tear on your heart as you age and a more healthy and efficient cardiovascular system. One of the best examples of aerobic activity is walking.



- ▶ A human heart beats 1/10 the number of times of a mouse's heart, about the same as a large dog's heart and three times as fast as an elephant's.



## HIGH BLOOD PRESSURE (BP) HYPERTENSION

The heart pumps blood to all parts of the body through blood vessels called arteries. Arteries provide the body with the oxygen and nourishment needed to survive. The pressure exerted on the artery walls by the blood as it is pumped through the body is called blood pressure.

As the heart beats or contracts, blood is pumped into the arteries increasing the pressure. This is called systolic pressure. Between contractions, the heart is at rest and the pressure in the arteries goes down. This is called diastolic pressure. The unit of measurement for blood pressure is millimeters (mm) of mercury (Hg).

Blood pressure is regulated by arterioles, which are branches of the larger vessels called arteries. If the arterioles become narrower, the heart has to pump harder to get the blood through and as a result, blood pressure will rise. If your blood pressure is 140/90 mmHg and stays above this level, you are considered to have high blood pressure also known as hypertension. High blood pressure causes great stress on the heart and blood vessels. The resulting stress can damage your heart, kidneys, and may even lead to a stroke.

The primary risk factors for hypertension have been identified as genetic predisposition, age, body mass, excessive sodium intake, increased alcohol consumption, and lack of exercise.

Physical activity is a great form of treatment for high blood pressure. Studies have assessed the effects of endurance

exercise on individuals with hypertension. 70% of the groups in these studies significantly reduced their systolic blood pressure: the average reduction was 10.5 mmHg from a group average systolic blood pressure of 154 mmHg. 78% of the groups significantly reduced casual diastolic blood pressure: the average reduction was 8.6 mmHg from a group average of 96 mmHg. Studies have shown a 42% reduction in the incidence of stroke and a 45% reduction in the incidence of fatal stroke associated with a decrease in diastolic blood pressure of 5-6 mmHg (New Eng. J. of Med. Vol 333, Nov 23/95, No.21 p.1393)

Physically active hypertensives have been shown to have a 40-60 % lower mortality rate than nonactive hypertensives. In fact, one study showed that fit hypertensives had a lower mortality rate than unfit individuals with normal blood pressure.

Walking at low to moderate intensities (40 to 70 percent VO<sub>2</sub> max) appears to reduce your systolic BP more and your diastolic BP the same as training at high intensity (greater than 70% VO<sub>2</sub> max). Diastolic BP reductions appear to be independent of age.

The mechanisms underlying BP reductions as a result of physical activity are unclear but may be related to reduced cardiac output (volume of blood pumped from the heart per minute), decreased vascular resistance, reduced circulating norepinephrine concentration (a hormone that produces body reactions characteristic of emotional excitement), and restoration or maintenance of the elastic properties of the muscles within the arterial walls.



*Never  
give  
up on  
anybody.  
Miracles  
happen  
every  
day.*





## HIGH BLOOD CHOLESTEROL

Cholesterol is a type of fat that is essential to life. It is a component of all our cells and aids in the digestion of food (converted to bile acids in the liver which are necessary for fat absorption), production of hormones (including progesterone and estrogen) and vitamin D.

Blood cholesterol comes from two sources: about 80% of it comes from the body and is produced in the liver, and the remaining 20% is called dietary cholesterol and is found in the foods we eat of an animal origin. Food high in saturated fat increases your blood cholesterol level. Although cholesterol is vital for our bodies to function properly, problems can arise if the level of cholesterol in your blood is too high and begins depositing on the artery walls. The build-up of cholesterol can result in a narrowing of arteries and is called atherosclerosis. Atherosclerosis slows the flow of blood through the body and increases the risk of blockage, which can result in a heart attack or stroke.

**TWO TYPES OF CHOLESTEROL**

*There are two main types of blood cholesterol:*

**HIGH DENSITY LIPOPROTEIN (HDL) - THE "GOOD" CHOLESTEROL**

▼

**LOW DENSITY LIPOPROTEIN (LDL) - THE "BAD" CHOLESTEROL**

Excess levels of low density lipoprotein (LDL) cholesterol can increase the risk of heart disease because it's the type of cholesterol that builds-up on the artery walls. Foods high in saturated fat may increase LDL cholesterol levels in the blood.

High density lipoprotein (HDL) cholesterol in the blood acts as a carrier of excess cholesterol by carrying it to the liver to be excreted by the body. HDL cholesterol may also remove some of the cholesterol already deposited along the artery walls causing a regression of atherosclerosis. It is desirable to have a high level of HDL cholesterol and a low level of LDL cholesterol.

### Desirable Levels of Cholesterol:

- ♥ Total cholesterol: below 5.2 mmol/L
- ♥ LDL cholesterol: below 3.4 mmol/L
- ♥ HDL cholesterol: above 0.9 mmol/L

### *How does physical activity benefit your blood cholesterol levels?*

Studies have shown that people who report engaging in physical activity have HDL cholesterol levels 20% to 30% higher than their sedentary counterparts.

Maintaining a healthy body weight is a factor in lowering LDL cholesterol levels. Regular physical activity, through energy expenditure and an increase in metabolic rate, can play a significant role in maintaining a healthy body weight. Cross-sectional studies repeatedly show that people who report engaging in regular physical activity are much leaner and have lower LDL cholesterol levels.



*Begin,  
and  
you are  
halfway  
there.*

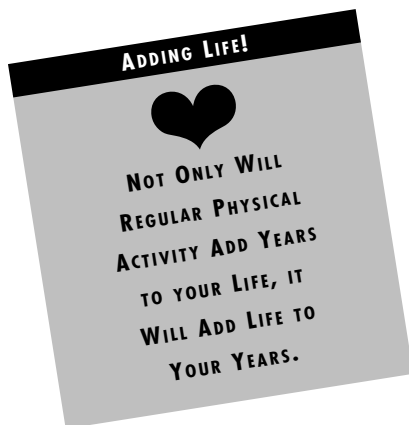
*Alfred A. Montapert*



## MAINTAINING A HEALTHY BODY WEIGHT

Obesity or excess body fat (20% more than the average for your body type) is associated with an increased risk for heart disease and stroke. Proper nutrition and physical activity are both essential to maintaining a healthy body weight.

The body maintains a balance between the calories taken in and the calories expended. If more calories are taken in than expended, the excess calories are stored as fat (3,500 calories are equivalent to a pound of fat). When you diet, your body reacts as if it is being starved and lowers the basal metabolic rate (the rate at which calories are burned at rest). By adding exercise, the body not only maintains basal metabolic rate but increases it. Regular exercise, such as walking, conserves or even builds muscle mass, which has a higher metabolic rate than fat. So the more muscle and less fat, the more calories burned at rest. This combined with the energy expenditure from activity helps to achieve or maintain a healthy body weight.



## Other benefits of physical activity

### ► DIABETES

Adult onset, type II diabetes (non-insulin dependent) is less likely to develop in people that are physically active. Physical activity helps to control weight – a risk factor for diabetes, and can also increase glucose tolerance and raise insulin sensitivity.

### ► OSTEOPOROSIS

Osteoporosis is characterized as low bone mass and the deterioration of bone tissue leading to enhanced bone fragility and an increase in fracture risk. Weight bearing exercise such as walking helps to maintain bone density. It can stimulate the bone to take up more calcium – a bone-strengthening mineral.

### ► CANCER

Exercise is recommended as part of a cancer prevention program. It appears to offer moderate protection against colon and breast cancer. A study by Paffenbarger et al. found that men who were moderately active were 50% less likely to develop colon cancer than less active men.

### ► ARTHRITIS

A regular walking program can help fight the pain and stiffness of arthritis, as well as build strength to enable an arthritis sufferer to carry out daily life activities and maintain independence.

\*Regular physical activity can also relieve stress, aid in digestion, increase energy and combat depression. It will allow you to enjoy a high quality, independent life.



*The gift of giving inspiration to others is the gift of life.*

*Karen Giardine*

**healthy body weight!**



# Walking your way to a healthy heart



It is very clear that many benefits can be derived from regular physical activity. One of the best ways for people to incorporate regular physical activity into their lives is through walking – Canada's number one choice for physical activity.

Walking is one of the easiest ways for people to get fit and stay fit. In fact, walking is as easy as putting one foot in front of the other. It doesn't require athletic ability, great expertise or perfect technique, and has one of the lowest drop-out rates of any physical activity. It is an activity that almost anyone can participate in immediately.

Walking is convenient and very inexpensive. It requires very little equipment: just a good pair of walking shoes and clothing that is comfortable, absorbent and functional in all weather conditions. Walking can be done at anytime and is easily incorporated into your daily activities: walking to the store instead of driving; walking with a friend before sitting down to have coffee; walking to the bus and getting off a stop early; parking a few blocks away from your destination and walking the rest of the way. *And of course, regularly participating in the Hearts in Motion Walking Club.*

Walking has an excellent safety record. Participants in the Hearts in Motion Walking Club can control the intensity and duration of their walks to meet their ability and needs. This allows people of

all ages and abilities to participate together in a fun and social environment. Walking can be intense enough to improve fitness and overall health, yet it is low impact. This means that walking is easy on joints, which results in fewer injuries. A walker hits the ground with a force equal to 1.5 times their body weight; a runner hits the ground with a force equal to 3 times their body weight. Yet by increasing pace, fitness levels can be increased to levels similar to what can be achieved by jogging without greatly increasing your chance of injury.



► Your blood will have about **35,000,000,000,000 (35 trillion)** red blood cells when you are fully grown. Each one will make about **160,000** trips through the heart in its four-month life.



## Safety and Emergency Procedures

### ► BEFORE STARTING A WALKING PROGRAM

The Hearts in Motion Walking Club is *not a medically supervised program*. The risks of physical activity are very low when compared to the benefits of being active. While most adults in good health do not need medical consultation or pretesting before starting a moderate-intensity physical activity program, it is very important to instruct participants to follow these steps:


1. All participants should complete a Physical Activity Readiness Questionnaire (PAR-Q) and follow the instructions on the questionnaire.
2. Anyone with a history of health problems should have a medical evaluation prior to participating.
3. Men over 40 and women over 50 years of age with multiple cardiovascular risk factors should have a medical evaluation prior to participating.
4. All participants must sign a program waiver to acknowledge that the Foundation and program sponsor are not liable for any problems that may arise as a result of participation in the program. **Note: Volunteer leaders must tell participants that “because the Foundation and program sponsor cannot afford to accept liability in the event of any problems, we ask you to sign the waiver form which releases both the Foundation and program sponsor from all responsibility before you join the program.”**

5. Participants who are exercising for the first time should be encouraged to walk with a partner.
6. Participants with medical problems should inform their Volunteer Leaders about the nature of their problems.
7. Participants who are taking medications should fill out a “medical history card” and carry it with them on the walks.

### ► EXERCISE GUIDELINES

Volunteer Leaders should also inform participants of the following guidelines adapted from the 1995 American Heart Association “Exercise Standards”:

- Do not exercise if you are not feeling well. (ie. viral infection, cold, etc.)
- Allow time for your meals to digest before engaging in vigorous physical activity.
- Wear proper clothing and shoes: In cold weather, wear layers of clothing, and if you get too hot, remove a layer. Keep your head, neck and hands covered and go inside if you feel any numbness in your toes, hands, or exposed skin. Avoid icy surfaces or walk in an indoor venue.
- In hot weather, wear a hat, use sunglasses and sunscreen, and wear light clothing that breathes.
- Drink cool water before starting out and make sure you have access to water during your walk.
- Warm-up and cool-down by engaging in a similar activity at a much lower intensity.



*Keep  
creativity  
alive.  
Frequently  
ask  
yourself,  
is there  
a better  
way  
to do  
this?*

## ► SIGNS OF OVEREXERTION

Understanding limitations and walking at their own pace are extremely important for people new to physical activity.

Regular physical activity is a life-long commitment and overexerting yourself can only lead to failure and discomfort.

Be aware of the following signs of overexertion:

- inability to finish (remember to increase time and distance gradually)
- inability to talk
- faintness or nausea after exercise
- chronic fatigue (feeling tired over the remainder of the day or evening)
- aches and pains (although some muscle discomfort may occur, joints should not hurt or feel stiff)

**If any of these symptoms linger, instruct the participant to see their doctor. Remember, the Heart and Stroke Foundation is not in a position to give out medical advice. Participants must speak with their own doctors.**

### FOLLOWING GUIDELINES

REMEMBER, WALKING SHOULD BE FUN AND NOT EXHAUSTING! IT SHOULD MAKE YOU FEEL MORE ENERGETIC, HELP YOU RELAX, AND MANAGE STRESS BETTER. SO ENSURE THE FOLLOWING GUIDELINES ARE BEING FOLLOWED, AND YOUR PARTICIPANTS WILL BE ON THEIR WAY TO BETTER HEALTH AND FEELING GREAT!



## Emergency Procedures

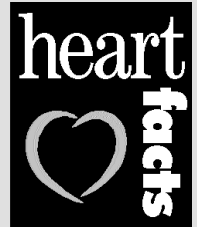
Participants should stop exercising immediately if they feel:

- ♥ discomfort in the upper body – including the chest, arm, neck or jaw, during or immediately after exercise
- ♥ faintness, lightheadedness, or dizziness
- ♥ shortness of breath
- ♥ discomfort in bones or joints either during or after exercise

**If a participant experiences these symptoms, they should see their doctor immediately.**

In the event of an emergency, we ask you to follow the steps listed below:

1. Call 911. Describe the location and the situation that has happened.
2. Have the walker stop activity and sit or lie down. Help make them comfortable and loosen any tight clothing.
3. Expect denial. Assure the person that a response team is on the way.
4. If the victim has heart medication, help them take it.
5. Wait with the person until the emergency response team arrives. Provide all the information you can about what happened. Find out what facility the response team is taking them to.
6. Call the Heart and Stroke Foundation staff member with the name of the walker and the details about what happened.



- **At age 70 your heart will have pumped about 270 million litres of blood, enough to fill a huge supertanker 13 times.**

## The Walking Program

Anyone starting a regular walking program, and especially someone who has been inactive for a long time, should begin gradually. After getting accustomed to a certain level of activity, the intensity and duration of can be increased. Remember, keep it enjoyable. That's what the Hearts in Motion Walking Club is about!

### FOUNDATION'S POSITION STATEMENT ON PHYSICAL ACTIVITY

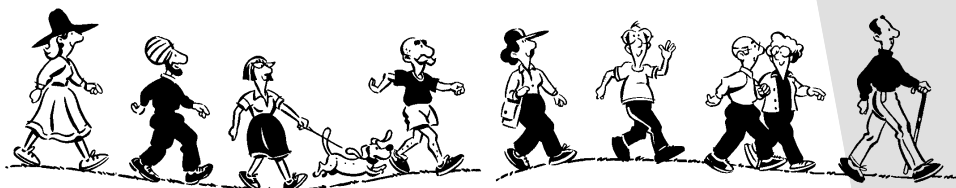
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## Warm-up

Ideally, a walking program should begin with a warm-up to reduce the risk of injury. The purpose of the warm-up is to prepare the body for the stresses of exercise by increasing respiration, circulation and body temperature. It should include stretching of the muscles and connective tissue to increase the range of motion of the muscles and joints. The warm-up should begin with slow walking for 5 minutes or walking on the spot for 5 minutes, and then a series of stretches. The stretches should be held at a point of easy tension for a minimum of 30 seconds, with no bouncing.

Bouncing can invoke a response called the stretch reflex. A bouncy movement can cause the muscle to sense it's overstretched. This causes the muscle to contract to slow down the movement and prevent possible injury, which is counterproductive to the development of flexibility. A proper warm-up will allow greater ease of movement and helps to prevent strains, sprains and other soft tissue injury.

*(See illustrations)*



  
*...it is  
not the  
years in  
your life  
but the  
life in  
your  
years  
that  
count.*

*Adlai Stevenson*

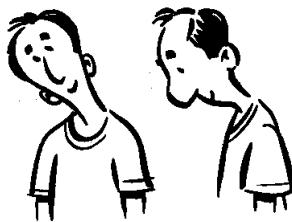
## Stretches for Warming-up and Cooling Down

The following stretches should be included in the warm-up and cool-down phases of the walking program. Remember to relax, breathe normally and hold your stretches for 30 seconds at a point of easy tension. Stretching should not be painful!

**1**

### NECK STRETCH

Tilt the head to one side, reaching the ear towards the shoulder. Hold. Repeat to the other side and to the front (tilting the chin towards the chest).



**2**

### SIDE STRETCH

Stand relaxed with the knees slightly bent. With one arm, reach upwards and to the opposite side. Let the other hand slide down the side of the leg towards the knee. Repeat to the other side.



**3**

### BACK & SHOULDER STRETCH

Lock the hands together in front of you at shoulder level. Press forward with the palms facing outward.



**4**

### CHEST STRETCH

Stand with knees slightly bent. Lock hands behind the head with the palms facing forward. Draw the elbows towards each other behind the head. Try to keep the back straight during the movement.



► When you're exercising it takes blood only 10 seconds to make one complete circuit.

5

**INNER THIGH STRETCH**

Stand with the legs more than shoulder width apart with the hands on the hips. Transfer the weight over one leg while keeping the other leg straight. Make sure the feet are kept flat on the floor. Repeat to the other side.



6

**FRONT THIGH STRETCH**

Bend one knee and grab the foot from behind. Gently pull the heel towards the buttock. Keep knees parallel. Repeat to the other side. To increase balance, brace yourself on a wall or on the shoulder of a partner.



7

**HAMSTRING STRETCH**

Stand with one leg forward. Bend the other leg to support body weight and rest the hands on the thigh. Point the toes of the front leg upwards and slowly bend forward. Repeat to other side.



8

**CALF STRETCH**

Support body weight with the arms forward against a solid structure. With the toes pointing forward and one leg in front of the other, straighten the back leg while keeping the heel on the ground. Slowly move the hips forward while keeping the back straight. Repeat to the other side.



*A journey of a thousand miles begins with one step.*

*Chinese saying*

3



## Conditioning Phase

The “conditioning part” of the walking program is the phase of activity that increases cardiovascular fitness if performed regularly. This phase of activity requires walking continuously for 30 - 60 minutes most days of the week (preferably all days). Remember, the walks should not be uncomfortable. Participants should gradually work towards this goal when they start the walking program. Walking is an ideal activity to keep-up for life, so there is plenty of time to achieve this goal. It is recommended that you are physically active for 30 to 60 minutes most days of the week, preferably all. So be sure to do some other activity the days you don't walk!

How do participants know they are walking fast enough to achieve health benefits? Recent scientific evidence clearly indicates that members of the Hearts in Motion Walking Club can enjoy cardiovascular health benefits by walking at moderate intensities. Here are three ways to determine the appropriate intensity:

MODIFIED BORG SCALE	
0	RESTING
1	VERY LIGHT
2	LIGHT
▶ 3	MODERATE
▶ 4	SOMEWHAT HARD
5	HARD
6	
7	VERY HARD
8	
9	VERY, VERY HARD
10	MAXIMUM

### 1. TALK TEST

This is one of the easiest ways to determine if participants are walking at a pace that is safe and beneficial. Also, walking at this pace will allow participants to enjoy conversation with the other club members during the walks. The Talk Test means the participants should be able to carry on a conversation as they are walking. If participants can hear their breathing, the activity will be more beneficial. If they are too winded to carry on a conversation, they should slow down.

### 2. PERCEIVED EXERTION SCALE

The Perceived Exertion Scale is based on the evidence that people are quite capable of perceiving the metabolic demands of exercise. Simply put, by thinking about how hard they are working and rating it on a predetermined scale, participants can accurately determine the appropriate intensity for their walking. The rating of perceived exertion corresponds to the actual heart rate at that particular exercise intensity.

The original perceived exertion scale developed by Gunnar Borg, a Swedish scientist, used a scale of 6-20, where 6 represents the average resting heart rate of 60 beats per minute and 20 represents very, very hard work or an average maximum heart rate of 200. The modified Borg scale uses the numbers 0-10 to describe the effort participants perceive as a result of their aerobic activity. It is suggested to exercise at the 3-4 level. The modified scale is shown to the left:



▶ When you are fully grown, your body will have about 96,000 kilometres of blood vessels, enough to go around the equator of the earth two and a half times.

### 3. TARGET HEART RATE

Exercise physiologists have determined a heart rate range that is safe for most people during exercise. This is called the target heart rate range. It involves taking your pulse and requires a watch that can count seconds.

To calculate the range, subtract age from 220. This is the maximum heart rate. Participants should try to keep their heart rate in the range of 50 - 80% of their maximum heart rate. For example:

FOR A PERSON 65 YEARS OF AGE
$220 - 65 \text{ YRS. OF AGE} = 155$ <i>(this is the max. heart rate)</i>
$155 \times .50 = 77.5 / 155 \times .80 = 124$

Therefore, the target heart rate range for a person 65 years of age is 77 - 124 beats per minute.

To take a pulse, the wrist should be flexed backwards and the radial pulse located at the base of the thumb with two fingers. Participants may have to feel around to find the right spot. Use of the radial pulse is recommended in preference to the carotid pulse (the side of your neck) because too much pressure on the carotid artery can slow the pulse down. Once the radial pulse has been located, the number of pulses should be counted for a 10 second period. This total should be multiplied by 6 to determine the number of heart beats per minute. Pulse should be taken at the beginning of the walk, at the mid-point and at the end.

**A word of caution:** Participants should not become obsessed with taking pulse. The important thing is that they are walking and enjoying it. Do not let taking a pulse interrupt the fun and spontaneity of the activity. Participants on medication should check with their doctor to see if their medication will alter heart rate. If it does, the Talk Test or Perceived Exertion Scale should be used instead.

### Cool-down

The purpose of the cool-down is to allow the body to readjust to the resting state. It consists of the continuation of the activity at a lower intensity for a 5 - 10 minutes. When exercise ends abruptly, the heart is still sending blood to the working muscles at an increased rate. Since the muscles are no longer contracting and helping to move the blood back towards the heart, the blood has a tendency to pool in the muscles. This may result in insufficient blood for other organs and could result in fainting if blood flow to the brain is decreased. It also helps with the removal of lactic acid that may accumulate after intense exercise.

The cool-down should include a stretching period as well. This will help to maintain flexibility and help prevent stiffness and pain.

*(See previous illustrations)*



*To keep  
a lamp  
burning  
we have  
to keep  
putting  
oil  
in it.*

*Mother Teresa*





## Walking Technique

The key to walking comfortably is to walk naturally. Everybody is unique and has their own style. However, the following points are important to walking safely and avoiding injury:

- ▶ Standing upright with the head level and shoulders relaxed. Avoid staring at the ground to prevent walking into something or somebody.
- ▶ Each foot should strike the ground with the heel, and weight transfer should flow smoothly from heel to toe – similar to a rolling sensation. Avoid landing on the ground flat footed or with the ball of the foot as this can lead to foot and leg problems.
- ▶ Reach out the leg with the knee, heel and toe pointed forward in the direction of travel.
- ▶ Make sure the arms swing naturally at the side in opposite action to the legs.
- ▶ When walking uphill, shorten the stride and lean slightly forward from the ankles. When walking downhill, it is easier if short steps are used and knees are slightly bent to cushion the landing.
- ▶ Pick up the pace by quickening steps and lengthening stride.
- ▶ Breathing should be natural, rhythmic and deep to promote relaxation.



## Shoes

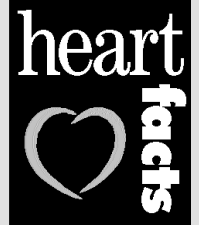
Being a member of the Hearts in Motion Walking Club requires very little equipment. The most important piece of equipment is a good pair of walking shoes.

As walking has become more and more popular, a number of shoes specific to walking have appeared on the market. The designs of these shoes are a result of research in the biomechanics of walking. The stresses on the foot when walking are different than when jogging, going to aerobics, or playing a court sport.

As a runner's foot hits the ground, the heel strike is fairly flat – no more than a 30 degree angle. Whereas, a walkers heel strikes the ground at a 45 degree angle. Therefore, a walking shoe should have a thinner heel cushion and more flexibility to keep the walking motion smooth.

### What to look for in a good pair of walking shoes?

- ♥ the basic shape of the shoe should conform to the shape of your foot
- ♥ the toe box should accommodate the toes comfortably with room to wiggle
- ♥ well cushioned shoe to absorb the shock of the heel strike
- ♥ support (ie. sturdy heel countercup that wraps around the heel) to keep the foot in position as the foot will roll inwards (pronate) in most people when walking
- ♥ good arch support
- ♥ flexibility at the ball of the foot
- ♥ made of a soft material that "breathes" (leather and nylon)



- ▶ A human heart beats about 100,000 beats per day, enough to pump 8,000 litres of blood, which is enough to fill a bathtub 22 times.



## Walking in the Heat and Cold

### ENVIRONMENTAL FACTORS

Although many Hearts in Motion programs take place indoors and are unaffected by the weather, there are still programs that operate outside. The weather, in most cases, should not prevent participants from continuing with the Hearts in Motion Walking Club. Preparing for the weather and knowing when to ease-off will allow participants to walk outdoors in all but the most extreme weather conditions.

# Walking in the heat

Heat stress occurs when the body encounters difficulty removing the heat generated by exercise. This can be a result of wearing clothing that interferes with the evaporation process or when the temperature is too high or too humid. The body must vaporize sweat in order to control body temperature.

During heat stress, as much as 25% of the blood that would normally be going to the muscles is diverted to the skin in order to carry the heat from the core of the body to the skin surface. This can cause one's physical activity capacity to be reduced as there is less blood available to the working muscles. The circulatory system has to work harder to provide the necessary oxygen rich blood needed for activity, which means you will not be able to do as much.

Loss of water through sweating can lead to dehydration. Sweating is the body's main way of dissipating heat, and if sweating is reduced, body temperature increases which can lead to a failure of the body's temperature regulating mechanism and eventually heat stroke. So make sure the group drinks plenty of water.

## BE AWARE OF

### ▶ HEAT CRAMPS

Symptoms are painful muscle spasms that usually occur in the legs. Body temperature is normal or near normal. Someone with heat cramps should be brought to a cool area to rest and drink cool water. The affected muscles should be massaged gently to relieve the cramps.

### ▶ HEAT EXHAUSTION

Symptoms include weakness; dizziness; collapse; headache; weak, rapid pulse; cold, clammy, pale skin; heavy sweating; dilated pupils; and normal or near normal body temperature. Someone with heat exhaustion should rest in a cool area and drink cool water. Their clothing should also be loosened.

### ▶ HEATSTROKE

**THIS IS A MEDICAL EMERGENCY. CALL FOR IMMEDIATE MEDICAL HELP.** Symptoms include hot, dry skin; lack of sweating; rapid pulse; abdominal cramps; headache; dizziness; delirium; loss of consciousness; and high body temperature. The victim should be moved to a cool area and placed in ice water or covered with ice packs until emergency medical treatment is available.

## hot weather checklist

- drink plenty of cool water before, during, and after walks
- wear loose fitting clothing made of lightweight, breathable fabric (ie. cotton)
- choose light coloured clothing to reflect the sun's rays
- wear a lightweight, light coloured hat
- use a sunscreen that is waterproof with a Sun Protection Factor (SPF) of 15 or more and sunglasses with UV Protection
- try to walk in the shade
- if the heat is too much, schedule walks in a temperature controlled indoor-venue or try to walk in the early morning (most Hearts in Motion Clubs already do) or evening

# it's Walking when cold

Although there is less chance of problems occurring during cold weather exercise, it can arise in some individuals. Exercising in very cold temperatures can increase systolic blood pressure by as much as 20 mmHg. This can increase the work of the heart. In those people with healthy circulatory systems, this will only result in a reduction in physical activity capacity. However, in people with a history of heart disease or circulatory problems, it can cause angina, severe reduction in physical activity capacity, and possible other complications. These people should be especially cautious when exercising outdoors in cold weather and should reduce their exercise intensity to well below the levels they are accustomed to in moderate weather. In very cold weather, they should move indoors.

*Volunteer Leaders of programs that operate outdoors should encourage participants with health problems to seek approval from their physicians before continuing to walk in colder weather.*



## BE AWARE OF

### ► FROSTBITE

Symptoms include pain, numbness and eventual loss of function of the affected area. The skin often appears white or blue. A person with frostbite should be moved to a warm area. The frostbitten area should be rewarmed gradually by soaking in warm water. Frostbitten skin should not be massaged, rubbed or placed near dry heat which can burn the skin.

### ► HYPOTHERMIA

Symptoms include severe shivering, slurred speech, and difficulty walking. If the body temperature drops below 90 degrees fahrenheit or 30 degrees celsius, shivering may cease and the person may appear confused and eventually become unconscious. If they are unconscious, emergency measures must be taken immediately. Someone with hypothermia should be taken to a warm area and covered with blankets until medical help is available. Do not rub their hands and feet.

## cold weather checklist

- ☑ participants with heart disease or other health problems must seek approval from their doctor before walking in cold weather
- ☑ dress in warm, loose fitting layers to trap body heat
- ☑ Wear a breathable, waterproof wind breaker as the top layer to keep dry
- ☑ wear dark-coloured clothing to absorb the sun's rays
- ☑ remove layers as you begin to heat-up
- ☑ wear a hat as it can hold in 80% of the body's heat in cold weather
- ☑ in very cold weather, cover exposed areas to prevent frostbite
- ☑ if it is sunny, use sunscreen and wear sunglasses with UV protection
- ☑ drink plenty of water before, during and after walks

# The Hearts in Motion Walking Club

## History

In February 1993, physical inactivity was elevated to the 4th major risk factor of heart disease and stroke. The Hearts in Motion Walking Club was developed for communities to address this risk factor. The program is a health promotion program and does not involve fundraising.

In September 1993, the Hearts in Motion Walking Club was piloted in three communities: White Rock, Prince George and Nanaimo. The pilot programs were very successful in increasing the participants' level of physical activity, and also led to healthy choices in other heart health areas such as: smoking, blood pressure, and nutrition. As a result, the Hearts in Motion Walking Club was accepted as a national program of the Heart and Stroke Foundation of Canada.

More and more people are starting Hearts in Motion Walking Clubs in their communities and experiencing the benefits of regular physical activity.

## Objective

The Hearts in Motion Walking Club is designed to encourage people to participate in regular physical activity by walking. The program allows participants to participate at their own pace in a safe and social environment.

## Target Group

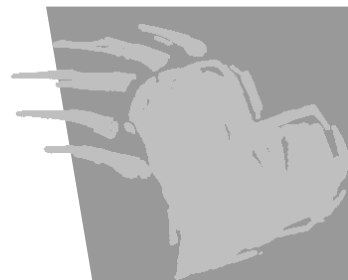
The target group for the Hearts in Motion Walking Club is those over 55; however, people of all ages are encouraged to join.

## Benefits to the Community

By having a Hearts in Motion Walking Club, your community is taking an important step towards better health. Regular program participants will improve their heart health and enjoy many other benefits, such as:

- ▶ increased energy
- ▶ improved circulation
- ▶ lower cholesterol levels
- ▶ lower blood pressure
- ▶ maintenance of a healthy body weight
- ▶ stronger bones and possibly, prevention and control of osteoporosis (a condition where bones become fragile)
- ▶ improved digestion

**AND MANY MORE!**



- ▶ The average male pumps enough blood every day to fill over 30 oil drums.

The program is inexpensive and requires very little in the way of equipment - just a good pair of walking shoes. Walking is an activity that does not require great technique, expertise, or athletic ability. It is safe and easy on the joints and provides many health benefits. Virtually everyone can participate regardless of age, fitness level or income.

The Hearts in Motion Walking Club is very easy to implement and uses a community based approach. This means that the Foundation provides the resources and support to enable a community to take ownership of the program and make decisions on how they will implement it (ie. walking indoors or outdoors, celebrating birthdays, special breakfasts, prizes, when to walk, using activity cards, bringing in speakers etc.).

The Hearts in Motion Walking Club recognizes that each community is distinct and has access to different resources. As a result, the design of the program allows a community to adapt the club to its own particular needs. This gives the Hearts in Motion Walking Club the flexibility to fit in any community.

**FLEXIBILITY!**

## How to Start


*Starting a Hearts in Motion Walking Club in your community is easy. The following steps are a guide to a successful beginning:*


**1** Do a community scan. Determine if your community already has a walking program. If one exists, does it meet the needs of the entire community? Does it need revitalization or some new ideas? Talk to people involved in heart health or physical activity areas. They may know if people are in need of, or interested in, this type of program. Some communities may already have walking programs that meet the needs of the community, and if so, the Hearts in Motion Walking Club may not be the best option.

**2** Once you have determined your community needs a Walking Club, you'll require volunteers to help you to implement the program and a community partner to provide a site.

Ideally, a minimum of two volunteers should be recruited. This is important in order to carry out program duties consistently, and to have a back-up volunteer in the case of sickness, volunteer burnout, or if a volunteer moves away.

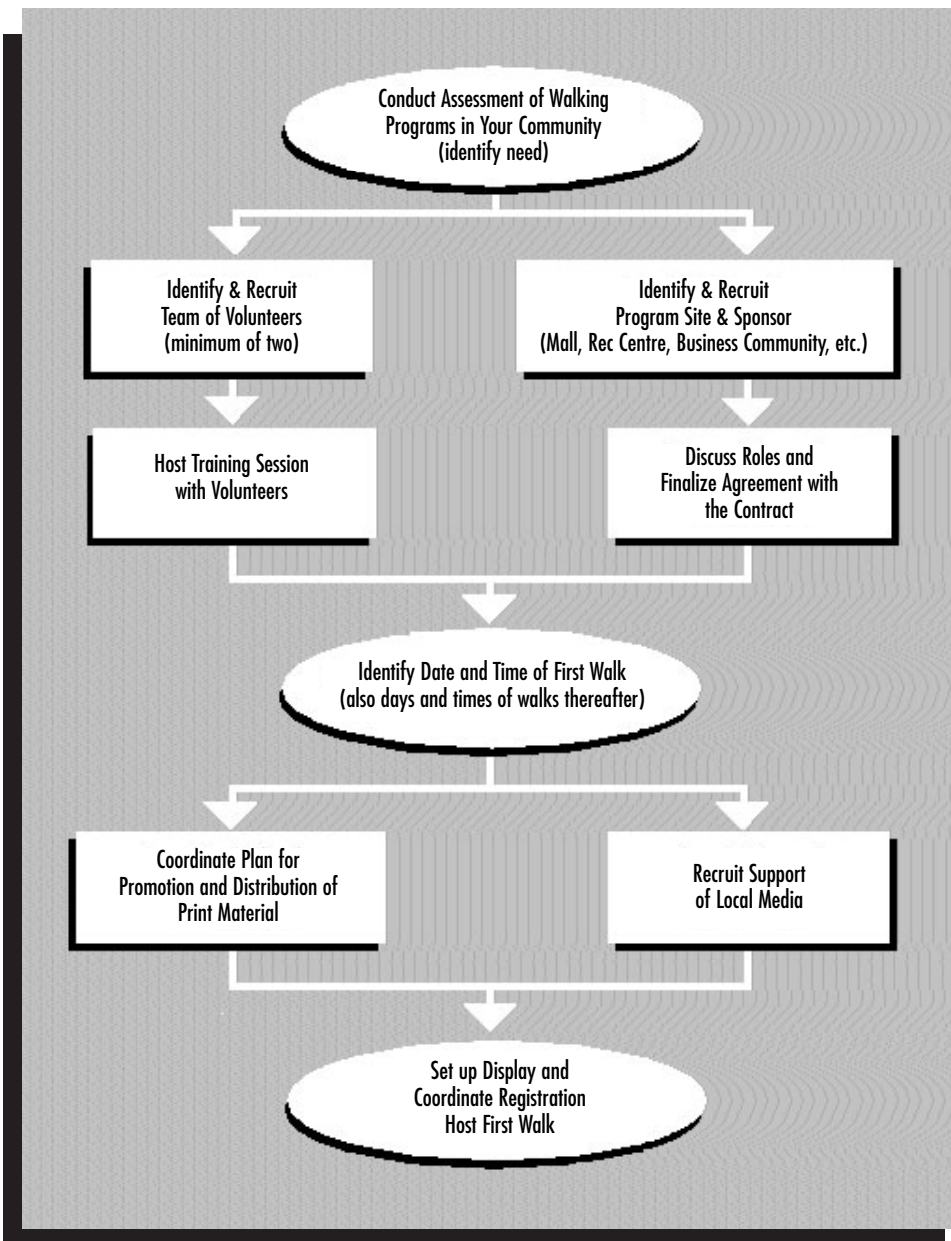
Community partners can play an important role in the operation of the Hearts in Motion Walking Club by providing: a program site or meeting place, sponsoring the Walking Club fanny packs, assisting with promotion, and special events, providing prizes



  
*Learn  
to listen.  
People  
often  
knock  
very  
softly.*

or special incentives, and arranging for educational speakers. These factors can enhance the program by fostering the social component of the program (a vital factor for increasing participation), and by adding value related items to existing program material. Agreements with community partners should be finalized with the **Hearts in Motion Contract**.

## Steps to start a Hearts in Motion Walking Club in your community



► The blood stream is about 100,000 long — That equals 2 1/2 times around the earth.



## RECRUITING COMMUNITY PARTNERS

There are four basic steps to recruiting community partners for your program:

### 1. *Determine what role you are trying to fulfill within your program.*

Do you need a program site, a speaker, a sponsor for the fanny packs, or a prize for a special event?

### 2. *Think about who in your community could fill this role and make a list of potential partners.*

*For example:* If you are looking for a program site, think about what venues are centrally located within your community. Is the venue indoors or outdoors? If the weather in your community is not conducive to outdoor walking, try to recruit an indoor site. Possible sites include shopping malls, recreation centres, schools or arenas etc.

If you are looking for a speaker, ask your group what topics they might be interested in. Think about who in your community could speak on this topic. Health units have people who can speak on health topics like nutrition; recreation centres have people who can talk on fitness related topics.

If you are looking for a sponsor for your fanny packs or someone to supply prizes, think about businesses that have traditionally sponsored community events. Many business owners feel that participating in community projects is a good way to promote their business and encourage community members to think about buying products from them. These businesses can be from many sources such as: coffee shops, sporting good stores, merchant associations within a shopping centre, restaurants, local media and any business that wants to increase their profile in the community.

### 3. *Contact these people.*

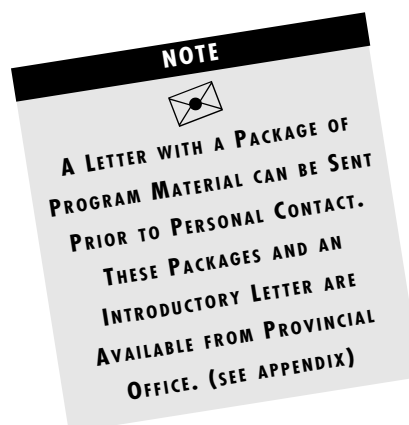
How you approach people will influence their interest and potential involvement. You will probably be more successful with personal contact. Try to cover these points:

#### ♥ *Details of the program*

Be sure to mention who you represent and why you feel the Walking Club is an important program for your community.

#### ♥ *Why you are contacting the person.*

Tell the person why they are being approached and be specific about your request.



*Send a postcard to people who have been missing.*

♥ *Mutual benefits of participation.*  
Describe the win-win situation – what each group gains from participation. Give some examples of how participating in the Hearts in Motion Walking Club can benefit their business.

*For example:* If a coffee shop gives discounted coffee to Hearts in Motion participants, the participants will buy their coffee there. The business owner, through discounting the coffee, will have created a new customer base, increased their public profile and promoted their business. With programs ranging in size from 10 to 100 participants, the owner will still make a good profit.

#### 4. *Follow-up*

Phone the person and remind them of the reasons they would be an excellent community partner. If they did not commit to sponsorship at your first meeting, answer any questions they may have and ask them again to be a sponsor. Make sure you thank them regardless of whether they become a sponsor or not.



3 You now have a site and volunteers. The next step is to hold a volunteer training session to orient them on the operation of the program and determine what roles each volunteer will carry out. Volunteers positions include: greeting walkers and leading the walk, carrying out administration duties and promoting the program. In most cases, volunteers also offer personal support and help participants interact.

4 Determine the date and time of the first walk and the days and time of the subsequent walks. The program should be offered a minimum of 3 times per week on a regular schedule.

5 It is now time to promote the kick-off of your Walking Club. Coordinate a plan for promotion and distribution of brochures and posters. Think about where potential participants for a walking program frequent (ie. senior's centres, recreation centres, pharmacies, doctor's offices, etc.). Ask for permission to leave brochures and posters in these places in a visible area. Talk-up the start of the program and ask people to tell everyone they know about the new walking program – we know that word of mouth is one of the best ways to get participants.



► During your lifetime your heart will beat about 2.5 billion times.





Try to recruit your local media to promote the program. Local papers are a very effective way of getting the word out and local radio stations or community television can also increase exposure. For assistance in writing media pieces, please contact our office.

## 6 *The word's out. Organize yourselves for the kick-off. Determine who is going to:*

- ▶ a. lead the walk
- ▶ b. talk about the program and encourage registration
- ▶ c. ensure money is collected, and registration forms and waivers are completed
- ▶ d. distribute program materials

Having refreshments and draw prizes supplied by sponsors can assist in making your first day a memorable one.

**KICKOFF!**



## Program Administration

The administration of the Hearts in Motion Walking Club has been designed to make volunteer jobs simple to carry-out. (See the appendix for examples of the following package.)

1. *Registration forms and waivers* are to be completed at the time of registration and sent to the provincial office. A copy of your participant list will be sent to you.

*Note:* Volunteer leaders *must tell* participants that “because the Foundation and program sponsor cannot afford to accept liability in the event of any problems, we ask you to sign the waiver form which releases both the Foundation and program sponsor from all responsibility before you join the program.”

Participants pay a \$10 annual membership fee and receive: a Walking Club fanny pack (if a sponsor is found); a *handbook*, *personal activity cards* to record the date, distance and mileage they have walked; a *membership card* with their name, address and the name and address of a contact in case of an emergency; and *bi-annual newsletters*.



- ▶ **Adult human beings breath an average of 16,000 quarts of air each day.**

2. Hearts in Motion money should be deposited directly into the bank using *Special Deposit Slips* or cheques can be sent to our office. Please make sure you mark the slip in the appropriate place as indicated so the accounting department knows if the money is for registrants or t-shirts. Indicate the number of registrants and the type and amount of t-shirts. Remember, the program fee is \$10 per year.

*\*We recommend that if a person joins in the last six months of the program, the cost is only \$5, but they will have to pay \$10 on the original registration day (ie. if the program started in October and someone registered in June for \$5, they would have to register again in the following October for the full \$10). Some programs track their members month to month but this is optional.*

3. Volunteers must inform participants that ***the Hearts in Motion Walking Club is not a medically supervised program***, and recommend participants with medical problems to identify themselves. All participants should complete a *Physical Activity Readiness Questionnaire (PAR-Q)* and follow the instructions on the questionnaire. The Foundation is not in a position to give out medical advice. Participants should discuss any questions with their doctor. A *Medical History Card* is provided to list any current medical problems and medications. This card should be carried on the walks at all times.

4. There are 16 levels of personal activity cards. Once an activity card is completed, the participant receives a recognition pin for the first 6 levels, and a Hearts in Motion Certificate with stickers for the 7th to 16th levels.



5. Complete *the Community Summary* and send to the Provincial Office. The Community Summary contains information on the contact people for each program, and when and where each program meets. This information is then shared with other Hearts in Motion Clubs. This is to be done at the beginning of each program and anytime there are changes to the program. This ensures we have an accurate record of all the programs.



*Never over-estimate your power to change others.*

#### ORDER FORM



ORDER MATERIALS USING THE HEARTS IN MOTION ORDER FORM.  
THE COMPLETED FORM IS SENT TO THE SHIPPER OF EDUCATION MATERIALS AT THE PROVINCIAL OFFICE. PLEASE ALLOW 2 WEEKS FOR DELIVERY.



## Important points

- ♥ Ensure the Contract is completed with the community partner and sent to the Provincial Office. This contract needs to be renewed every year.
- ♥ As this is an annual program, ensure that all participants complete the Registration Form and a Program Waiver each year.
- ♥ Communication between Volunteers and the Heart and Stroke Foundation Office Staff is critical to the success of the program. Concerns should be communicated immediately so that they can be dealt with promptly. Also, program successes, special events and information that may benefit other programs should be forwarded so the information can be sent to other clubs.



## Program Materials

*(See the appendix for examples of some of these materials.)*

### ▶ FANNY PACK

*(If the community finds a sponsor to fund the cost of the fanny pack)*

Offers participants an easy way to carry money, keys and identification while leaving their arms free to move when walking. The fanny packs usually have the sponsors' and the Heart and Stroke Foundation's logos.

### ▶ HANDBOOK

Designed to give participants a guide to getting started in walking. Information includes safety tips, proper footwear, clothing selection, stretches for warm up and a planning sheet for goal setting.

### ▶ PERSONAL ACTIVITY CARDS

Designed to record the time, date and distance of each walk. Emphasis is placed on the number of times a participant is active. The participant is given a recognition pin or sticker depending on the level completed.

### ▶ RECOGNITION PINS & CERTIFICATE

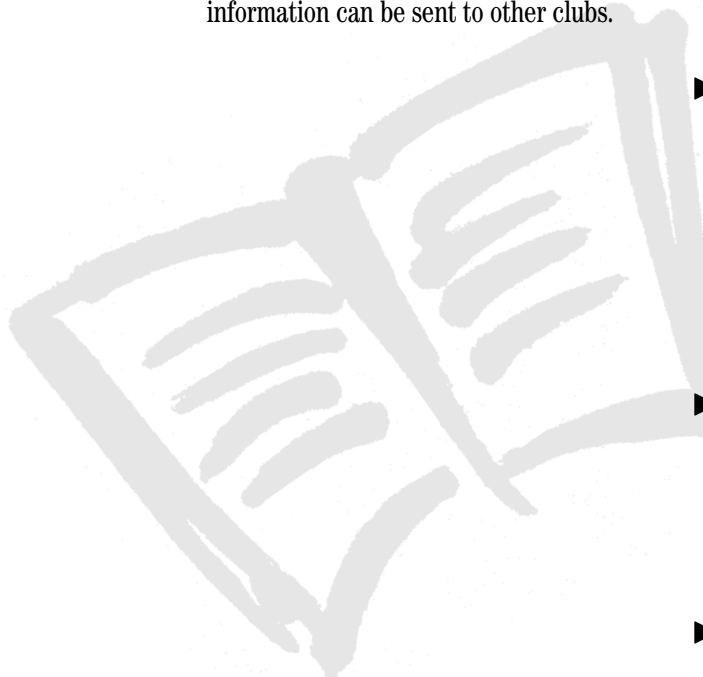
Designed to recognize personal accomplishment and offer an incentive to complete the activity cards.

### ▶ NEWSLETTER

Provides information on current heart health issues, physical activity, and other programs around the province. Participants are encouraged to contribute.



- ▶ The total number of white blood cells (they fight off the germs) in the body = 5ml.



► **MEMBERSHIP CARD**

Includes the participant's name, address and emergency contact. Participants are encouraged to carry the membership card with them. It can also be used as identification for discounts if sponsors are found (ie. discounted coffee at a coffee shop).

► **MEDICAL HISTORY CARD**

Participants with special needs are encouraged to complete this card listing their current medications. They are asked to carry the card with them for easy access in the event of an emergency.

► **PAR-Q**

Developed for participants' information. It includes a list of key questions they should answer before taking part in a physical activity program. If they answer "yes" to any of the questions, they are recommended to consult with their doctor before beginning.

► **HEARTS IN MOTION T-SHIRTS**

Short and long sleeve t-shirts are available at cost. Sizes include: small, medium, large, x-large and xx-large. Contact the HSF Office for prices.



## Administration Materials

► **DEPOSIT SLIP**

This slip is used to deposit collected money.

► **REGISTRATION BROCHURE**

Registration panel is to be completed and collected with the registration fee. The brochures can also be used as a promotional item (ie. distribution to strategic sites).

► **WAIVER**

To ensure participants are aware that the Foundation cannot be responsible for any problems that may arise as a result of participation in the Hearts in Motion Walking Club.

► **COMMUNITY SUMMARY**

Used to record information at the start of the program, and if any changes occur (ie. when and where the group walks, how long they walk, who are the contact people).



**POSTERS**  
For promotion around the community.



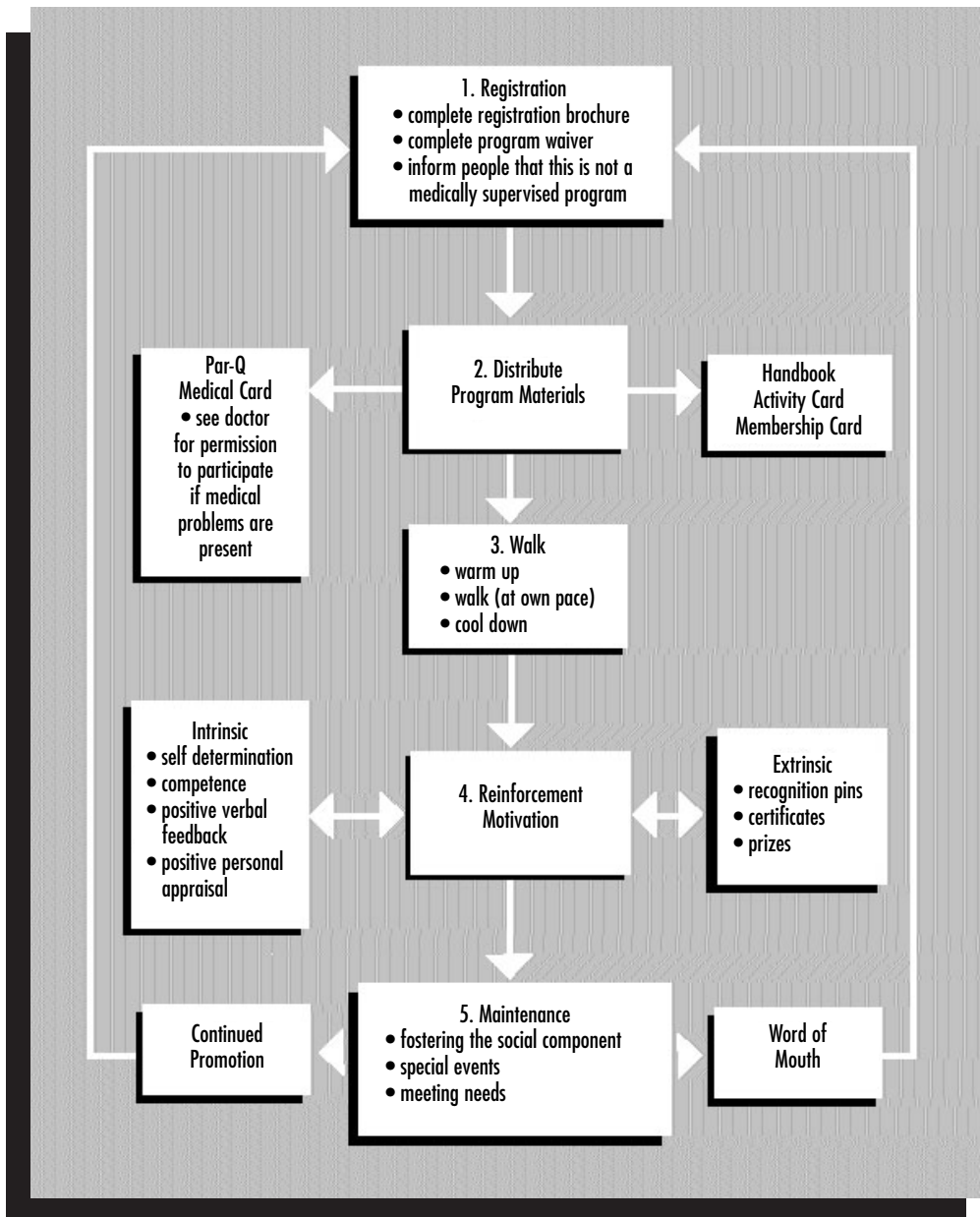
**CONTRACT**  
Used to formalize community partnerships.



# Hearts in Motion Walking Club operational framework



► There is about 5 litres of blood in your body.





# Program Operation

(See flowchart p. 4-10.)

The framework contains 5 basic steps:

# 1

## REGISTRATION

Completion of the registration brochure and waiver, and the collection of the registration fee.

# 2

## DISTRIBUTION OF THE PROGRAM MATERIAL

Once a registrant has paid the program fee, a volunteer should distribute the program material and answer any questions. Volunteers should inform participants the importance of completing the PAR-Q and their Medical Cards. Anyone who has experienced medical problems should receive permission from their physician before participating. Volunteer leaders should encourage participants to read their handbooks for walking tips that will make the program more enjoyable.

# 3

## THE WALKING PROGRAM

Anyone starting a regular walking program, especially someone who has been inactive for a long time, should begin easily. After getting accustomed to a certain level of activity, the intensity and duration of activity can be increased. Remember, keep it enjoyable! That's what the Hearts in Motion Walking Club is all about! (See *Walking Section*.)

# 4

## INSPIRING PARTICIPANTS TO STAY MOTIVATED

It is a challenge to keep people motivated and participating regularly in any physical activity program. It is helpful to focus on fun, relaxation, and the social aspects of the program, and to encourage a gradual approach to physical activity.

- ▶ **Intrinsic Motivators:** These are based on internal feelings such as a sense of competence and self-determination.

A sense of competence is created when people meet challenges suited to their level, and as a result, experience feelings of effectiveness. Perceptions of competence can be enhanced by verbal feedback and setting achievable goals. Self-determination refers to the feeling that you are the source of your own behaviour and that you are not being controlled. Providing subtle educational information and a socially supportive environment free from pressure and anxiety enables people to make their own decisions. Intrinsic motivators help to increase self-motivation which is one of the best predictors of long term participation.

- ▶ **Extrinsic Motivators:** These are based on external rewards such as recognition pins, certificates and prizes. Although extrinsic incentives can motivate someone to participate initially, research has shown that they do very little to encourage long term participation, and if taken too far can even have a negative effect on intrinsic motivators. Volunteers should be conscious of this fact and try very hard to provide encouragement and positive feedback to participants. (See *Leadership Section*.)



Goals are the fuel in the furnace of achievement.

# 5

## MAINTENANCE

The most important component of the Hearts in Motion Walking Club is providing a socially supportive environment that allows people to participate at their own level. Holding special events and encouraging participants to meet after the walks provides an opportunity for participants to become better acquainted. Once acquainted, participants are in a better position to support each other, which leads to increased encouragement and an enhanced social environment.

Meeting the needs of the participants is essential to maintaining the program. One of the best ways to ensure this happens is to encourage consistent communication between participants and volunteer leaders. Ask your participants how they are feeling. Encouraging the walkers to voice their concerns will allow staff and volunteers to address any problems without delay.

Following these 5 steps, and promoting the program on a continual basis will encourage consistent participation, low drop out rates, and increased registration.



## Roles and Responsibilities

### ► VOLUNTEER

Dynamic volunteers are the key to success for the Hearts in Motion Walking Club. Like most things in life, the more you put into the program the more success you will experience. In the case of the Hearts in Motion Walking Club, this means more people enjoying the benefits of regular physical activity.

### ► PROVINCIAL OFFICE

The role of the provincial office is mainly program development and evaluation. Duties include:

- ♥ developing tools for ongoing and effective program implementation
- ♥ continued program development
- ♥ training and supporting the Regional Coordinator
- ♥ supporting the volunteers when needed
- ♥ evaluation
- ♥ performing administrative duties



- Almost 4 times as many women die from heart attacks compared to breast cancer.



## What do participants think about the program?

The following testimonials are from some of our program participants:

“After many years of trying to walk alone, it wasn’t until I joined this club and met so many good people that I have succeeded.”

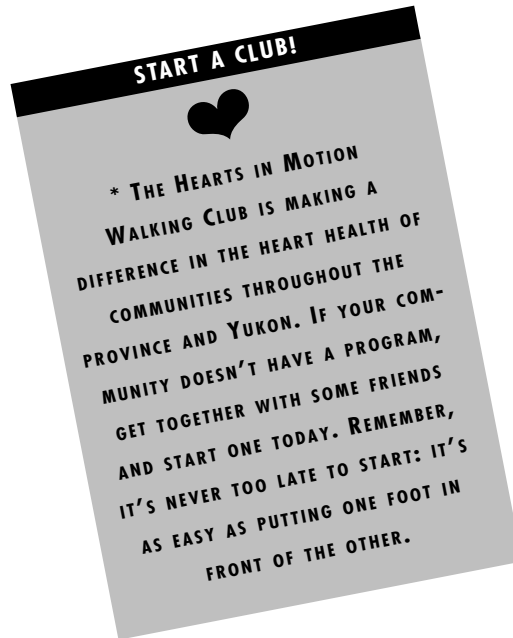
“This is what I need for motivation. I wouldn’t be walking if it wasn’t for the group.”

“Walking in a group encourages me to get out. Even on a bad day, when I don’t feel like it.”

“I wish I was introduced earlier, but its never too late to start. I feel great in health and spirit and I hate to miss a day.”

“The Walking Club is great! It is wonderful ! Why? It is a major factor in the restoration of my health – both mentally and physically.”

“I love the walks so much, I drive 20 km across town to join this most compatible group.”



*Tact  
is the  
knack  
of making  
a point  
without  
making  
an  
enemy.*

*Howard W. Newton*







# Volunteer Opportunities

**POSITION TITLE:** Hearts in Motion™ – Volunteer Club Leader Position

- MAIN DUTIES:**
- ♥ Start new Hearts in Motion Walking clubs in own community.
  - ♥ Promote club and encourage people to join in Hearts in Motion Walking club.
  - ♥ Collect registration fees and send completed registration forms and cheques to the Provincial Office.
  - ♥ Distribute program materials e.g. incentives, newsletters to new and existing members.
  - ♥ Encourage walkers to meet for coffee/tea/juice after the walk.
  - ♥ Report participants comment/concerns to the Provincial Office Staff.
  - ♥ Ensure safety procedures are followed.
  - ♥ Walk with enthusiasm and promote physical activity through role modeling.

**TIME COMMITMENT:** 2-3 days a week for two hours.

**ORIENTATION/ TRAINING:** Training manual provided by Heart and Stoke Foundation of B.C. & Yukon Provincial Staff.

**CONTACT:** Heart and Stroke Foundation of B.C. & Yukon  
Phone: 604.736.4404 or 1.888.473.4636



► One in six people in BC smoke regularly - that's about 700,000 people.



# Promoting the Club in Your Community

## Promoting the Hearts in Motion Walking Club in Your Community

This section has been designed to assist you in promoting the Hearts in Motion Walking Club in your community. There is no magic involved in the communications process. What works well in one community, may not work well in another. Promoting a Hearts in Motion Walking Club is a unique process that depends on your own creativity, comfort level and communication skills. If you are uncomfortable with promotion, try to recruit another volunteer who is enthusiastic about promotion. There is no need to be fearful of promotion. All it is, is sharing the good news about your Hearts in Motion Walking Club and encouraging people to participate.

Promotion is vital to the success of your Hearts in Motion Walking Club. Good promotion will assist with recruiting participants, and expand credibility and support from community partners and the media. The more the community knows about your program, the more supportive it will be.

Here are a few simple ways to promote your program:

1. distribution of print material.
2. media communication.
3. word of mouth.
4. community events.

## Distribution of Print Material

Brochures and posters are available for display. Be sure to add a local contact name and phone number before distributing the posters and brochures. These items should be displayed in every prominent spot you can think of: stores, libraries, community centres, senior's centres, doctor's offices etc. Try to display the posters and brochures in high traffic areas – places where high volumes of people walk. Ask other people to help you with distribution and make sure you ask permission before leaving print materials. Ask participants to give their neighbours and friends a program brochure. Check every two months to make sure your chosen locations have not run out of posters and brochures.



- **Twice as many women die from strokes compared to breast cancer.**





## The Media

Use of the local media, especially your community newspaper, is a very fast and efficient way to get the message out. If you need help writing a message, call the Provincial Office.



## Word of Mouth

Word of mouth is one of the most powerful ways to promote the Hearts in Motion Walking Club. Simply put, participants telling people how much they enjoy the program and how good they feel since they began walking serves as a powerful testimonial to joining the program. Encourage your current participants to tell their friends about the benefits of the Hearts in Motion Walking Club, and ask them to invite their friends and family to come out and try the program. Ensuring your participants have positive experiences within the program will ensure success with this type of promotion.



## Community Events

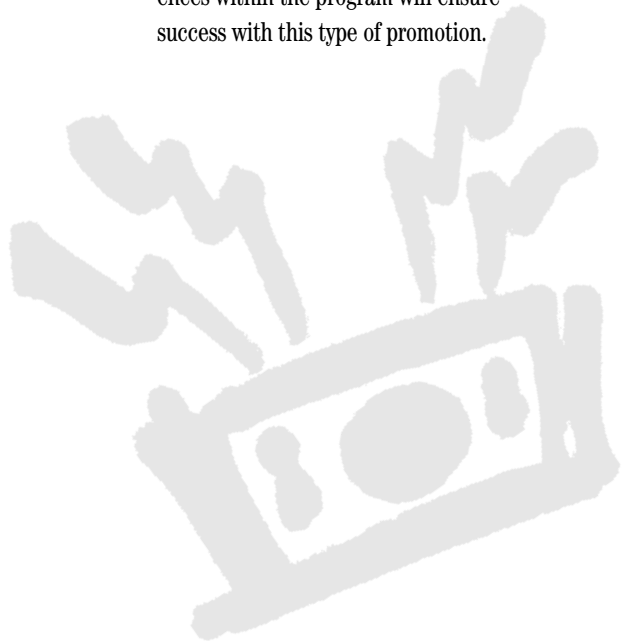
Look for opportunities to host a Hearts in Motion Walking Club display at the local mall, health fair or other public places. Participate in other community events as a group (ie. town parade). This can be fun and is a great way to build stronger friendships. Be on the lookout for opportunities to raise awareness of the Walking Club.

Program promotion should be done on a continual basis to ensure maximum growth and exposure. Recruit support within the community to assist you with promotion; the more people involved results in a more continuous message. Participation in the Hearts in Motion Walking Club is a step towards a healthier community – promote your program and get your community involved!



*You get  
the best  
out of  
others  
when  
you give  
the best  
of your-  
self.*

*Henry Firestone*



# Leadership Skills

★ Don't look now, but you may already be a leader. Many people think that they aren't leaders; that leaders are their bosses or elected politicians. Most of us do not recognize the leadership roles that we perform from day to day.

## ★ Definition

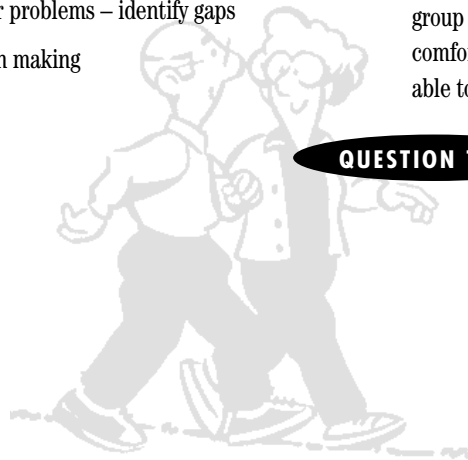
Leadership is simply taking an active role in decision making. We all make decisions that affect our lives on a daily basis. On a broader level, leadership involves taking an active role in a group activity. Clubs such as the Hearts in Motion Walking Club, require volunteer leaders to keep the club vibrant and functioning. There are five key components involved in the effective leadership of the Hearts in Motion Walking Club:

1. knowledge
2. organization
3. presentation
4. problem solving -  
uncover problems – identify gaps
5. decision making

## ★ Knowledge

The cornerstone of becoming a Walking Club leader is knowledge. It is important to be informed on components of the club, such as background, cost, dates and locations, benefits, and some information on the Heart and Stroke Foundation. The best place to get this information is, of course, by reading this manual. You will learn the benefits of walking and exercise and the role of the Heart and Stroke Foundation of B.C. & Yukon.

When you present the program or promote the club at fairs, interested people will have questions about the program. It helps to have brochures and posters on hand, so people can read about the club or register. Some will want to ask you questions and hear about what benefits your club members have noticed. As the leader of the Hearts in Motion Walking Club, you are the representative of your group and it's important that you are comfortable talking to others and are able to answer people's questions.



► Each day your body makes 200 billion new red blood cells.

## ★ Organization

Task oriented organization involves two key components: what and how. In the context of the Hearts in Motion Walking Club, your task will be implementing and maintaining the Walking Club. Of course, these are very broad areas and you will have to break your goals down into more manageable components as listed in Chapter IV of this manual. By breaking a task down into smaller components, a picture of the required steps will start to emerge.

We have already discussed how to make a goal more manageable by breaking it into components; now all that's left is planning the steps to achieve this goal - the how. There are several methods that you can use to determine how you are going to achieve your intended outcome.

First, you should consider if you have the time, enthusiasm, and skills to undertake this task.

Perhaps you'll need help. Many Volunteer Leaders get burnt-out from attempting to do too much work. Delegate. Part of leadership is finding other people to help you to get the job done.



## ★ Presentation



An intrinsic component of promoting any activity is presentation. Presentations can be either formal or informal. The informal presentation may involve talking-up the program to friends or passing-out brochures during the walk. This is a regular part of presenting a program to the general public which almost everyone enjoys.

However, it is the more formal presentations that many people find intimidating. We have provided you with the following techniques for giving a formal presentation.

## ★ The 10 Commandments of Presentations

1. First and foremost, you have to know the purpose of your presentation and make it clear to your audience. Are you promoting the club, physical activity, or are you recruiting a sponsor?
2. You should have a logically organized presentation with a clear beginning, middle and end.
3. Your opening should clearly portray your purpose and catch the audiences attention.

**MORE TO COME!**



*Every great and commanding moment in the annals of the world is the triumph of someone's enthusiasm.*

*Emerson*

6

6-2

4. Your ending should summarize key points and encourage people to find out more about your topic.
5. You should have clear links with your main ideas and summarize what you've said before and what is yet to come.
6. Repeat your key points throughout to be sure your message is being heard.
7. You are enthusiastic about your topic and convey this to your listeners.
8. Pay attention to your audience. Are they listening, showing interest?
9. Use effective body language by maintaining eye contact, posture and arms and hands to reinforce your main ideas.
10. At the end of the presentation invite questions from the audience.

Once you have structured your presentation you can then decide on how you'd like to deliver it. You may want to memorize it; this is a good approach, but make sure you practice it ahead of time. It is important that you are relaxed and natural, so people will want to listen to what you are saying. Avoid reading-out your presentation from cards, as it is difficult to maintain eye contact when you are looking down at cards; and remember, enthusiasm is contagious.



## ★ Problem Solving

The key element of problem solving is recognizing their occurrence and taking immediate action. Don't let difficulties snow-ball. Most problems stem from a lack of communication. If you address these problems as they occur, you will be able to take control of the situation. Most difficulties emerge when it is perceived that nobody is interested in our problems.

Perhaps a member is dissatisfied with the program. Maybe they aren't seeing results fast enough. If you can talk to him/her and encourage this person to keep walking, they will begin to see some pay-off. Often, helping people overcome difficulties is simply a matter of listening and making them feel as if their opinion matters. The best way to approach a problem is keeping an open mind. Get as much information as you can, and don't take any issues personally. Look for resolutions that will positively affect the whole Walking Club.

Sometimes problems are beyond your ability or responsibility as a volunteer to deal with. It is important to recognize when this occurs. Running a Walking Club should be fun and easy, but sometimes difficulties occur. You are the front-line person. If there is discontent in the group, you will be the first to hear it. If the situation is difficult for you to rectify, there are plenty of people who want to and can help. Call the Provincial HSF Office and update them on the situation.

**THEY'RE HERE TO HELP!**

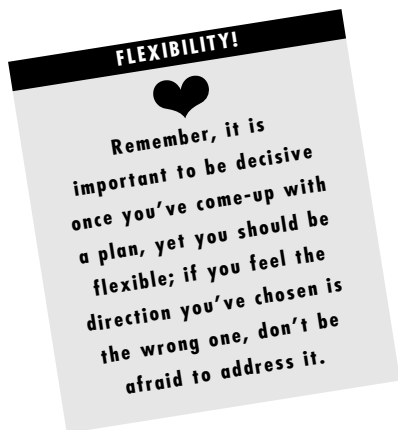


► The heart pumps over 100,000 times per day.

## ★ Decision Making

An important component of leadership is decision making. In order to lead effectively, you will be required to make decisions for your club. Don't be afraid to make decisions but recognize what your responsibilities are. As the leader of a group of walkers, your decisions will effect the group. You should get the group's consensus and listen for feedback from them.

Decision making requires accumulating as much information as possible before making a commitment. Once the decision has been made, invite people to come to you with questions and be available for any concerns. When you have made a decision that effects the group, it is important to communicate your decision to them.



## ★ Motivation

According to the Canadian Fitness and Lifestyle Research Institute, exercise programs have drop-out rates of up to 80%. Part of your role as a volunteer leader will be to help inspire your fellow walkers to stay motivated.

All new members of the Walking Club are motivated to get started when they join, but some walkers will become discouraged and discontinue the program. Of course, not all walkers are going to stay in the program, but through some very simple motivational techniques, you may be able to encourage walkers to continue.

### ► KEEPING WALKERS MOTIVATED

There are many ways to help walkers maintain their exercise regime. One of the simpler ways we help motivate walkers is by rewarding their milestones with recognition pins and certificates. Not all walkers require this reinforcement but many enjoy seeing the visible acknowledgement of their perseverance. There are several other ways to motivate participants: goal setting, social reinforcement, and adding variety.

### ► GOAL SETTING

Regular exercises have one common trait: they are self-motivated. An important component of self-motivation is goal setting. Most participants have a goal in mind when they join the Walking Club. Some may join for fitness or to look good, social interaction, relaxation or enjoyment. Goal setting is an effective way to maintain an exercise program as long as these goals are realistic. Walking is an excellent low



★  
*Watch for big problems. They disguise big opportunities.*

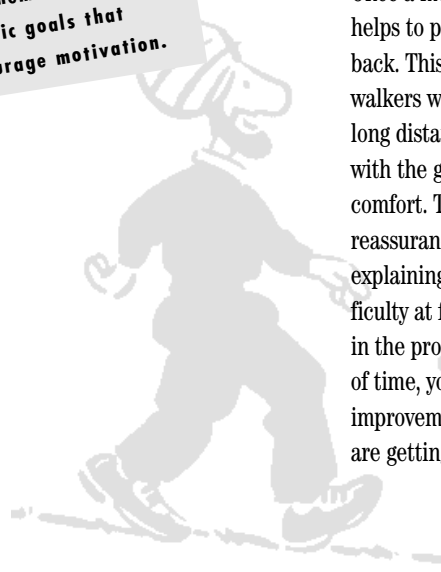
impact form of exercise, but the visible signs of fitness, such as weight loss, increased endurance, and body toning are gradual changes which will not occur overnight.

Walkers sometimes get discouraged if they have trouble reaching their goal. When new members join the club, they may tell you what goals they are trying to achieve. If their goals seem a little unrealistic (wanting to lose 30 pounds in 2 weeks etc.) you may want to tell them that walking will not give them a quick fix, but reassure them that if they keep up the program, they will see slow and steady improvement in their health.

#### MOTIVATION



*If possible, encourage walkers to identify the reasons why they joined the program and figure out what they expect to gain from joining the club. This will help them to establish realistic goals that will encourage motivation.*



#### ► SOCIAL REINFORCEMENT

Even the most optimistic of us need some encouragement or have bad days. This is where you and the other Walking Club members can help through social reinforcement. Social reinforcement can either heighten a walker's drive or it can seem to exert too much pressure. It is important to distinguish between these two. Exercisers who feel pressured to perform will generally not continue their program; where as, exercisers who enjoy their activity and feel like they are good at it will maintain their program.

A social group setting can be an excellent way to provide both the enjoyment and encouragement it takes to keep a walker motivated. New members should be introduced to all the other walkers in order to create a friendly atmosphere. Having post walk coffee breaks is another way to make walkers feel connected and comfortable. It may be helpful to have somebody walk with the new member to orient them to the walk and program.

Once a member has joined the club, it helps to provide ongoing positive feedback. This is especially important for walkers who have difficulty walking any long distance, have trouble keeping up with the group, or experience mild discomfort. These individuals may require reassurance from the group, perhaps explaining that others had the same difficulty at first. Once the walker has been in the program for a reasonable length of time, you should point out any improvements in activity. Perhaps they are getting faster or walking longer or



► Your heart weighs approximately 300 grams or the same as an apple.



they look healthier and have a great attitude. Although many people are aware they have improved, they may compare their success to somebody else and feel a failure. By telling them you've noticed their improvements, you are helping to reinforce their self-confidence. Initially you may need to encourage a walker on a regular basis, but as their confidence increases, you may not need to encourage them as often. Make sure that your feedback style is sincere and informative.

Perhaps a walker ceases coming to the club. What should you do? It doesn't hurt to call and see how they are doing. They may have been ill or busy or even dissatisfied with the club. The best way to find out why the walker has quit participating is to call them. When you talk to a walker, it is important for you to tell them why you are calling, but make sure you are not pressuring them. If they tell you they're too busy, let them know that they are missed and can rejoin when they have more time. Don't try and convince a member to come back; it just adds more pressure and takes away the enjoyment of the activity. Most people will appreciate your taking time to call them.

**NO PRESSURE!**

#### ► **ADDING VARIETY**

Clubs all over British Columbia have come up with variety of different activities for walkers to participate in, such as: having a health care professional come in to address the group, changing the walking venue or route, taking a group trip to another community, visiting a neighbouring Walking Club, pot-luck dinners, and more. The ways you can add variety are only as limited as your imagination.

As you know, variety is an important way to keep regular activities fresh and interesting. Variety may just be a change of venue or walking a different route, but you'll be surprised at the difference it can make. If all the walkers are fit enough, you may want to attempt a more challenging route. It is important to include everyone in the club and allow for all their fitness levels. If you do change any component of the walk, ensure that you let all the members know ahead of time.

Regardless of the community, getting a health care professional to address the group is easy and informative. Call your local health unit, ask the Walking Club members and ask friends and family if they know anyone who could come and talk before or after the walk. It will be beneficial to all members if the speakers address some component of fitness or health. A survey of our walkers discovered that many of them made significant lifestyle changes after joining our club. Perhaps you may have a fitness specialist, a nutritionist, a doctor or a nurse to come and address the club members. Many organizations have speakers who will speak for free.



*Take  
charge  
of your  
attitude.  
Don't  
let some-  
one else  
choose  
it for  
you.*

6

6-6

Remember, all of these motivation techniques are suggestions. There are many ways to help motivate people and many different ways to encourage the club as a whole. Use your imagination and be sensitive to other people's needs and feelings. Try to encourage participants to come up with ideas and get them involved in the planning. This creates a greater sense of community ownership within your club.

## ★ Attitude

What is attitude? Attitude is the way you communicate your mood to others. When you are happy and optimistic, you transmit a positive attitude and people usually respond favorably. When you are pessimistic and grumpy, you transmit a negative attitude and people will not want to be around you.

Can attitude be changed? You bet it can! It is within your power to change your attitude if you want. Attitude is your mental focus on the world. If you magnify the positives within your environment, the negatives will seem smaller. If you focus on difficult situations, the result will be exaggerated distortions of problems. A positive attitude will not solve all your problems. However, it will give you the courage and optimism to deal with problems as they arise, while maintaining your composure.

As a Program Leader, the way your participants perceive you will greatly influence the success of your program. Your attitude is a reflection of how you feel about the program and will impact how your participants view it. If you are cheerful and upbeat about the program

and what it can do for people, your participants will be inspired to participate regularly and receive the many health benefits associated with regular physical activity.

An important part of your job is to sell and reinforce the benefits of walking. Successful sales people are enthusiastic and truly believe that their product will benefit their customers; successful athletes love their sport and are committed to reaching their goals; and great leaders inspire people to improve themselves and their communities. These principles can be applied to the Hearts in Motion Walking Club. By being enthusiastic and believing in your program, remaining committed to achieving the goals of the program, and inspiring your participants to meet their physical activity goals, you will be well on your way to building a happy and healthy community.

**ENTHUSIASM!**



♥  
*Begin  
and  
you are  
halfway  
there.*

*Alfred A. Montapert*

6

6-7