



Ground
Miles
Challenge.

COMMUNICATIONS

TOOLKIT



WORLD HEART
FEDERATION®

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INTRODUCTION

Most of us have been touched by the loss of someone from heart attack or stroke.

I have lost friends, colleagues and parents, but these losses are part of a much larger story – that of nearly 36 million people dying from non-communicable diseases like heart attack, stroke, cancer, diabetes and chronic respiratory disease, all on the rise around the world. All of these diseases are part of a burden that is being driven by tobacco, excessive use of alcohol, poor diet and lack of physical activity. In the case of heart disease and stroke in particular, where as much as 80 percent of all deaths could be prevented, the gap between what is known and what is being done can be closed if we take simple actions as individuals and communities. One simple action that is available to almost everyone is walking – improving your heart health by taking steps, taking the stairs and taking your legs instead of a car or bus to take you where you need to go. By making walking central to your life, you can improve your health, get to where you need to go, and live a longer and happier life!



A stylized, handwritten signature in black ink, consisting of a large loop followed by a horizontal line that tapers to the right.

JOHANNA RALSTON
CEO, WORLD HEART FEDERATION



A MOVEMENT FOR WALKING

We are leading the global fight against cardiovascular disease, which remains the number one killer – responsible for 17.3 million deaths per year – and leads to significant hardships on families and economies.

In September 2011, world leaders met at the United Nations to declare non-communicable diseases (NCDs) a global development priority. This was followed by a commitment from health ministers to reduce premature NCD mortality 25 percent by 2025. NCDs include cardiovascular diseases (CVD), cancer, diabetes, and chronic respiratory diseases.

We have made our own commitment to reduce premature CVD mortality 25 % by 2025, by uniting around activities that address the primary CVD risk factors and treat those already suffering from CVD.

An important part of getting to our “25 by 25” target, is aligning with the global goal to reduce physical inactivity 10% by 2025. Physical inactivity is responsible for nearly 3.2 million deaths a year, and it takes only 30 minutes of moderate exercise 5 times a week to dramatically reduce your risk.

The Ground Miles Challenge is about saving lives. It’s about encouraging families, friends and colleagues to get moving and take steps towards positive health. Helping people live longer, healthier and happier lives starts at home. We hope you will ‘walk the road to a healthy heart’.

It takes eight weeks for an action to become a habit and so we’re encouraging people to record their steps for at least 12 weeks. It’s an ambitious target that we hope will help build our walking movement and help to create and maintain a culture of positive health.

These resources are available at worldheart.org/groundmiles or by emailing us at walking@worldheart.org

For us, as part of our global goal, we intend to get people everywhere moving. This year, on World Heart Day, we are partnering with Bupa, a leading international healthcare group, to launch the Ground Miles Challenge, a challenge to get people to walk 5 million miles/8 million kilometres by the end of the year.

IN A NUTSHELL

- 1 Just 150 minutes of moderate exercise, like walking each week, reduces your risk of developing cardiovascular disease.
- 2 Walking is one of the most accessible forms of physical activity and it's free.
- 3 You can do it with friends, colleagues, your community and your family.

IN A NUTSHELL

4

Together, this movement can help us move towards our global goal of reducing physical inactivity.

5

The Ground Miles smartphone app is a fun and effective way to monitor your steps and get involved.

6

Reaching 5 million will unlock funds from Bupa that will go towards protecting children from heart failure and early death, caused by rheumatic heart disease (RHD). It will also unlock two grants from the World Heart Federation for members to attend the World Congress of Cardiology in May 2014.



WHAT SUCCESS LOOKS LIKE

The Ground Miles Challenge is ambitious but achievable by working together. Success this year means:



We meet our target of walking 5 million miles and unlock funds for rheumatic heart disease programmes.



People come together and share stories, tips and challenges on incorporating walking into their daily lives.



We help accelerate progress towards our global target to reduce premature CVD deaths 25% by 2025.

In the longer term we expect the Ground Miles Challenge to:



Encourage sustained walking programmes.



Encourage physical activity as a way of reducing your risk of developing CVD.



Develop into a challenge with even more ambitious targets that will put our members at the forefront of reducing CVD risk.



CALL TO ACTION

What we are doing

The World Heart Federation is launching a global movement to get people moving, starting with the Ground Miles Challenge to walk 5 million miles / 8 million kilometres.

When the 5 million mile mark is reached, Bupa will celebrate everyone's achievement by unlocking funds that will be invested in programmes to protect thousands of children from heart failure and early death.

Why we are doing it

Everything we do is in alignment with our global target to reduce premature CVD mortality 25% by 2025. We are committed to addressing CVD risk factors, including physical activity.

Doctors universally agree that walking improves your health and reduces your risk of cardiovascular disease, diabetes, and many more chronic illnesses.

Walking is good for us, it's good for our friends, families and communities.

The call to action

- Fully participate in the Ground Miles Challenge.
- Encourage your organisation, friends and family to join in.
- Download the Ground Miles app. If you don't have a smartphone, then record the miles walked on our registration database at worldheart.org/groundmiles
- Encourage your friends and family to participate in the Ground Miles Challenge and share your stories with us.
- Keep walking.

USING THE GROUND MILES APP

Ground Miles app

We know that motivating and sustaining behaviour change relies on personalised goals, data and feedback, and doing things with others – an app is the perfect enabler.

To motivate global audiences, Bupa has created the Ground Miles app, which is an easy-to-use app focused on walking.

Launched at the start of the challenge, the iOS and android app is packed with innovative features to motivate and incentivise people to walk more.

How the app works:

You can download the app via the iPhone app store and on the android market. You can obtain tech support via email groundmiles@bupa.com or Twitter using handle @GroundMilesApp.



ABOUT THE GROUND MILES APP:

- ♥ Ground Miles is a personalised motivational walking app that tracks when and how far the user walks. Using the individual's own real-time data, the app allows for personalised goal setting and uses motivation techniques to promote increased walking.
- ♥ It is also social – it allows you to create virtual walking groups of friends, family or work colleagues anywhere in the world.
- ♥ The Ground Miles app is free. It requires minimal manual data entry, it's simple to use and fun.
- ♥ Ground Miles is focused on wellbeing, not fitness, and it has been designed with behavioural change expertise from the ground up, focusing on the needs of those of us who want to be more physically active.
- ♥ The Ground Miles app also features real-time location maps, showing where to walk to complete your daily target. You can personalise your experience by uploading your own photos of favourite walk locations.
- ♥ The app doesn't need to be directly open to work and it also doesn't drain your battery.



IF YOU DO NOT HAVE THE APP



We encourage you to use the Ground Miles app, but for those who are not able to access the app we are encouraging you to track your miles by:

- ♥ measuring your route beforehand
- ♥ estimating your miles based on the time walked
- ♥ using a pedometer

Miles tracked can be entered in our online registration system at worldheart.org/groundmiles. These miles/kilometres will be added to the grand total.



A dedicated section of the website enables those without a smartphone to sign up and register the miles or kilometres walked. Please visit worldheart.org/groundmiles

If you have any problems we will be happy to assist. You can email us at walking@worldheart.org

HOW THE CAMPAIGN WORKS

This four-stage journey has been created to help keep audiences motivated – encouraging continued participation and engagement.

There are four stages to the Ground Miles Challenge to encourage sustained engagement, motivation and measurement through recognising and celebrating achievement.

Rolling out from September to December and beyond, it will deploy best practice engagement and behavioural change insight and will actively encourage our people to enrol their friends and family, inspiring and encouraging them to get walking.

Stage 1: Step up

The opening part of the Ground Miles Challenge is all about promoting inclusion, creating a buzz around the campaign and inspiring people to monitor how far they currently walk daily so that over the course of the challenge they can see their improvement.

A key part of this stage and building the buzz needed will be encouraging all World Heart Day event organisers to include walking in their plans and getting involved in our webinars.

Stage 2: Take strides

This stage is about improvement, stimulating our participants to walk further and more frequently – or just move more. We will communicate health benefits and share the progress of our network through:

- ♥ 'Did you know?' facts that communicate the benefits of walking and being active.
- ♥ Messages and updates from participants delivering tangible, positive stories about their achievements to encourage involvement.

Stage 3: Stay on pace

In this stage we will encourage people to keep going and acknowledge achievements to date using messages that inspire continued improvement.

This is the toughest phase of the Ground Miles Challenge.

After all, it isn't really the end at all, but the start of a change in behaviour that becomes part of everyday life.

'Stay on pace' is about everyone playing a part in keeping up the momentum we build during the challenge.

Stage 4: Cross the line

Finally, during the 'Cross the line' stage, we will share case studies, celebrate success and encourage sustained, positive health behaviours adopted during the challenge.

STEP UP

WHAT

Promote inclusion and create buzz around the campaign.

How

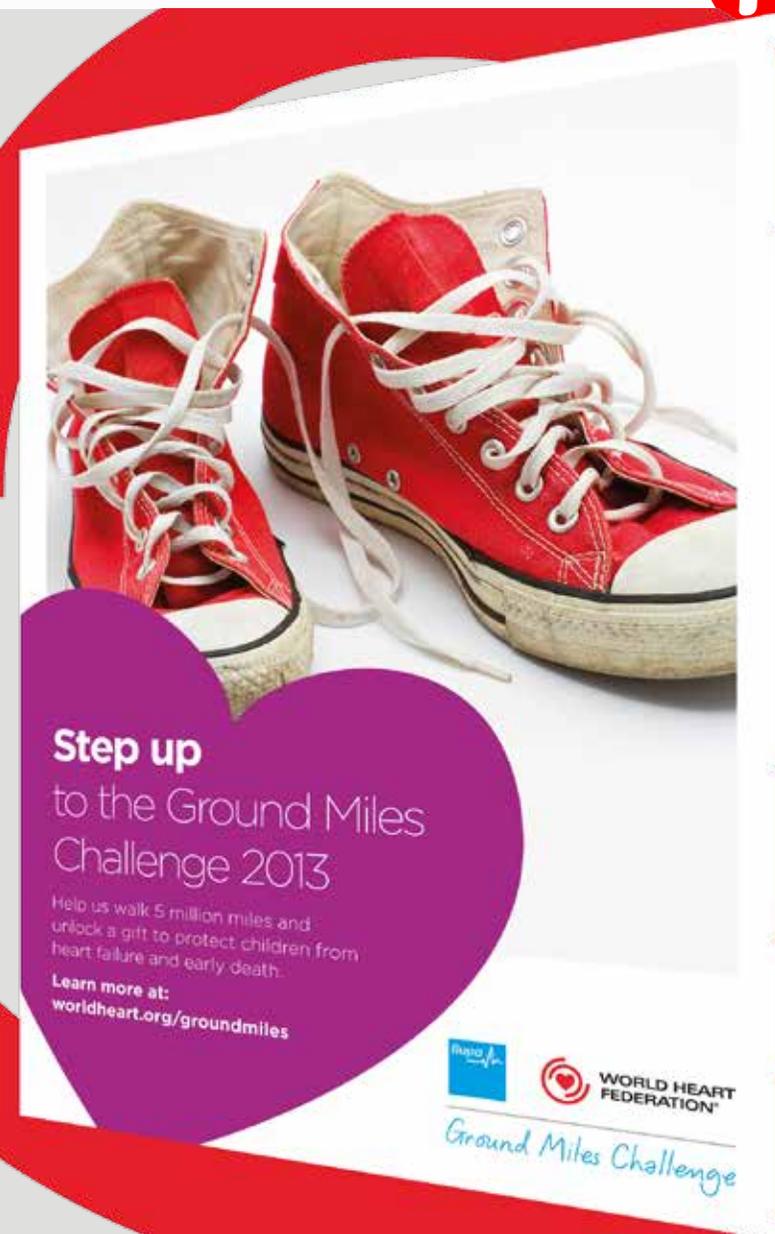
Inspire people to monitor how far they currently walk daily so that they can see an improvement.

WHEN

From 26 September (launch) to the end of October.

ASSETS

We've created a set of launch posters, available to download as print-ready PDFs on the members-only section of the website or by emailing us at walking@worldheart.org



TAKE STRIDES

WHAT

Improvement: encouraging our participants to walk further and more frequently or just move more.

How

You can share messages of encouragement in two ways:

- ♥ 'Did you know?' facts will inspire involvement. They will communicate to the audience the benefits of walking and being active that they may not be aware of.
- ♥ Performance related messaging will encourage others to get up and have a go, as it shows real people getting involved and sharing their experiences.

WHEN

November.

ASSETS

You will be sent PDFs to post and distribute as part of your Challenge.



STAY ON PACE

WHAT

Acknowledge achievements to date and keep up momentum with messages about continued improvement.

HOW

Tips for ongoing success: throughout the challenge we want you to share your tips, photos and ideas.

WHEN

December.

ASSETS

You will be sent PDFs to post and distribute.



CAMPAIGN MATERIALS

In addition to this deck, the following Campaign Support Package will be available for you:

- ♥ Campaign key messages
- ♥ Campaign Q&A
- ♥ Walking brochure
- ♥ Infographic
- ♥ Ideas for sustaining media interest
- ♥ Editable Ground Miles Challenge posters

As a next step, we encourage you to create your own walking event and share your activities online.

- ♥ Facebook
facebook.com/worldheartfederation
- ♥ Twitter
twitter.com/worldheartfed
Use #lovewalking and #WorldHeartDay
- ♥ The Web
worldheart.org/groundmiles
- ♥ or by emailing us on
walking@worldheart.org



THANK YOU

