HELPING YOU AND YOUR WORKPLACE GET READY TO WALK ON 1 SEPTEMBER TOOLKIT

2023 TOOLKIT
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INTRODUCTION

Walk to Work Day Supporting Diabetes Australia is on Friday 1 September 2023 and encourages employees and their employers to build regular walking into their daily routines.

Millions of Australians are living with all types of diabetes, and thousands more are at risk of type 2 diabetes. There has never been a better time to get walking and start on the path to a healthier workplace and a healthier you.

Celebrating its 23rd year, the annual event encourages workplace groups to walk to and from work, take a walk at lunchtime, and use the stairs instead of the escalator or elevator.

More information can be found at walk.com.au

Diabetes Facts
- Diabetes is one of the major challenges confronting Australia’s health system
- There are more than 1.5 million Australians diagnosed with diabetes and another 500,000 living with silent, undiagnosed type 2 diabetes
- You can take the test to check your risk of developing type 2 diabetes at diabetesaustralia.com.au/risk-calculator

Walk to Work Supporting Diabetes Australia
- Promotes better physical, mental & social health for all Australians
- Reduces the reliance on the private motor vehicle (reduce car-dependency)
- Promoting and improving the use of public transport (less traffic)
- Promotes regular walking as a healthy activity for all
**HOW YOU CAN GET INVOLVED**

1. **REGISTER FOR PUBLICITY**
   We are aiming to promote this event wherever possible and have a number of media outlets across Australia who contact us looking to cover local stories. They would love to hear about your involvement, big or small.
   
   If you want to see your business or workplace on TV, discussed on radio or covered in the newspaper for encouraging healthy habits, please register your interest by filling out the form via [this link](#).

2. **GET WALKING**
   Walk as much as you can in the lead up to and on Walk to Work Day on Friday 1 September 2023.
   
   If you can't walk all the way, use public transport and get off the bus, train, tram or ferry a few stops earlier and walk the rest of the way to work.
   
   Use the stairs instead of the elevator or take a half an hour walk during your lunch break – every step helps support this important initiative.
   
   If working from home, take regular breaks and walk around the block keep your body moving.

3. **MAKE IT FUN!**
   Walk to Work Day can include more than just a walk into work! Here are our suggestions for some other ways you can involve walking more up to and on the day:
   
   - Rather than holding meetings around a table or over Zoom, host a "walking meeting”
   - Challenge your work mates and compare your step stats in the lead up to the day
   - See how far you can travel around Australia – check out our calculator to work out how far your organisation can walk together!

4. **SPREAD THE WORD**
   Ask your family, friends and colleagues to get involved, too.
   
   More steps equals more support for Diabetes Australia and the 1.9 million Australians living with all types of diabetes.
   
   Employers can organise a group walk for staff, a breakfast or other event that resonates with your organisation.
   
   *Use our steps calculator [HERE](#) to see how far you can walk around Australia.*
CONVERSATION STARTERS
Our latest media release is available to download via this link. Make sure to personalise this release with your own company branding when distributing through your internal communication channels.

NEWSLETTER / WEBSITE CONTENT
We’ve drafted some words for your business communications channels, which you can edit and use however works for you!

[organisation name] is taking part in Walk to Work Day Supporting Diabetes Australia on Friday 1 September.

Walk with us to raise awareness of the importance of incorporating regular walking into your daily routine. Regular walking can help us to stay motivated, creative and healthy for work - so step into action with us on Friday 1 September!

With millions of Australians living with all types of diabetes or at risk of type 2 diabetes, there has never been a better time to get walking and start on the path to a healthier workplace and a healthier you.

SUGGESTED SOCIAL MEDIA POSTS

FOR BUSINESSES
Here at [organisation name], we like to keep active by hosting walking meetings, taking the stairs and encouraging our team to walk some (if not all) the way to work as regularly as possible. On Friday 1 September, our team will be taking part in Walk to Work Day Supporting Diabetes Australia. Follow our walking journey on [insert social and digital platforms here]! #wtwd

FOR STAFF
By taking the stairs instead of the elevator every day this week, I have walked the equivalent steps that it would take me to walk from [INSERT CITY] to [INSERT CITY]! I will be taking part in Walk to Work Day Supporting Diabetes Australia, on Friday 1 September. Are you? #wtwd
CREATIVE ASSETS

Official 2023 poster

Social media tiles

Official 2023 sticker

Unique assets

Co-branded social media tiles as illustrated below can be created for your business upon request.

Please send requests to:
Dylan Hamilton-Foster
P: +61 404 064 171
dylan@webdesignjedi.com.au

Campaign image

For all creative assets and ways you can get involved visit walk.com.au
KEY CONTACTS

PEDESTRIAN COUNCIL AUSTRALIA
For all campaign enquiries or for more information, please contact Harold Scruby from the Pedestrian Council Australia.

HAROLD SCRUBY
CEO
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DIABETES AUSTRALIA
For all enquiries relating to diabetes, please contact Erin Davies from Diabetes Australia.

ERIN DAVIES
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LITTLELION PR
For all media and PR enquiries, please contact Avalon Scott from littlelion PR.

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CONNECT WITH US ON SOCIAL MEDIA!
@walktoworkday
@DiabetesAus
@w2wd
@DiabetesAus
@wtwd
@diabetes_australia
#wtwd

CLICK HERE TO REGISTER FOR PUBLICITY
THANK YOU FOR BEING INVOLVED