



Love Life, Love Walking Day

**‘Love Life Love Walking’
Partner Information Pack
14th February 2020**



Seirbhís Sláinte
Níos Fearr
á Forbairt

Building a
Better Health
Service



Love Life, Love Walking Day



**Wear your runners/
walking shoes to work!**

Why not get involved with your colleagues
and get walking, talking and having fun?

Friday 14th February 2020



Insert details of your workplace walk here:

Location:

.....

Time:

.....

Contacts:

.....

Further details on www.hse.ie/lovelifelovewalking



Get involved by sharing your photos and videos of your walk
with us using the social media hashtag **#HILoveWalking**.
Follow us on **@HSESteps** and on Instagram **@IrishHealthService**



Seirbhís Sláinte
Níos Fearr
á Forbairt

Building a
Better Health
Service



What is 'Love Life Love Walking' all about?

- The HSE's Love Life Love Walking day takes place on Friday February 14th 2020. This year the main aim of the initiative is to encourage staff to wear your runners or walking shoes to work on this day (like the theme wear a jersey to work day).
- HSE Health and Wellbeing are encouraging staff to add some extra walking, at any level, during their working day, and if possible to make that extra effort to join a walk at their workplace.
- This initiative is part of a suite of activities to improve staff health and wellbeing, one of the three strategic priorities in the HSE Healthy Ireland Implementation Plan.
- Staff from across the entire organisation are encouraged to take part in a walk at some point during the day to improve staff health and wellbeing both from a physical and mental perspective.
- We will be interested to hear from you after the initiative via an online survey so keep an eye out for this in the coming weeks.
- Look out for Love Life Love Walking. Why not organise a walk with colleagues and possibly consider running a local competition in your area for this day.





The Evidence

Does a pair of trainers have the power to change the world? Does wearing walking shoes to work make a difference?

The Greater Manchester 'Get Moving Model' shows it does – as part of the 'Get Moving' initiative in Greater Manchester wearing your walking shoes to work resulted in 73.3% of adults moving for at least 30 minutes a week.

For more information visit :

<https://gmmoving.co.uk/blog/starting-an-activesoles-revolution>

Get Ireland Active –The National Physical Activity Plan

The National physical activity guidelines for adults in Ireland is 30 minutes of moderate physical activity on 5 days a week.

Walking during your working day for at least 10 minutes can contribute to your weekly physical activity recommendation and supports the message to 'sit less and move more' in helping lower your risk of cardiovascular disease.



Supporting the Initiative



The HSE' Love Life Love Walking day takes place on Friday February 14th 2020.

We are encouraging staff to wear their runners or walking shoes to work on this day and get as many people walking across the entire organisation as possible.

For those who cannot join a walk on the day, encourage walking breaks, taking the stairs instead of the lift, walking meetings, getting off your chair and walk to deliver a message rather than email, park the car further away and walk that extra bit more.

We welcome your support in sharing our messages by posting photos and videos, tweeting or re-tweeting and engaging on your social media platforms.

If you are sharing the campaign messages, make sure you tag our social media accounts so that we can re-tweet and like your post.

Find us on Twitter **@HSESteps** and Instagram **@IrishHealthService**



Hashtag: **#HILoveWalking**



Seirbhís Sláinte
Níos Fearr
á Forbairt

Building a
Better Health
Service

A decorative graphic of several red hearts of various sizes and orientations, arranged in a cluster on the left side of the page.

How to Promote 'Love Life Love Walking'

Talk to colleagues at work and get a conversation going about wearing your runners or walking shoes to work on the day.

Decide the start time and location of the walk and if you're going with a theme or prizes.

Print off the poster and insert details of your walk and start promoting the idea of wearing your runners/walking shoes to work on Feb 14th

<https://www.hse.ie/lovelifelovewalking>

Display the posters throughout your workplace (canteens, staff changing areas & staff toilets are good places).

Spread the word, talk about your walk and about wearing your runners/walking shoes to work on the day among different colleagues and invite them along.

As well as printing the poster, share the poster electronically via email, yammer groups, social media, etc.

Consider some catchy tag-lines when promoting your walk such as 'Putting a Pep in Your Step'; etc.



Love Life, Love Walking Day



Some possible ideas:

- A simple lunch-time quick brisk walk before you eat
- Record a short video clip while lip syncing to a popular song and share via Twitter
- Consider a stress-buster power walk after work or try an 'early-bird' walk before work
- Actively commute to work by walking all or part of your journey
- Reduce sitting time during your working day
- Look at the 9 'Values in Action' behaviours and chat about these on your walk
- Try a Walking Meeting <https://hbr.org/2015/08/how-to-do-walking-meetings-right>
- Take the stairs instead of the lift
- Talk to those already involved in an existing workplace group, e.g. Choir, Steps to Health Challenge, etc.
- Dress-up in a particular theme or colour
- Consider the HSE 'Little Things' Campaign for ideas to promote positive mental wellbeing
<http://www.yourmentalhealth.ie/get-involved/littlethings-campaign/>



On the day take some photos or better still record a short video clip and share using the social media hashtag **#HILoveWalking**

Some basic guidelines for an organised walk:

- Keep it simple and fun
- A walk can be 2 or more people
- Promote the event throughout your workplace
- Ensure those walking wear comfortable walking shoes and dress for the weather
- Drink water before and after your walk
- Have fun and enjoy the whole experience

Follow us on @
HSESteps and on
Instagram
@IrishHealthService



Seirbhís Sláinte
Níos Fearr
á Forbairt

Building a
Better Health
Service

Social media messaging



Key message	URL Links
<p>Bring your runners to work! That's the call to action for Love Life Love Walking 2020 which will take place this February 14th #HILoveWalking Please get involved and encourage your colleagues to walk with you.</p>	<p>https://www.hse.ie/lovelifelove/walking</p>
<p>Getting out walking is great for our mental-wellbeing and when we feel good, it's easy to live our behaviours. Why not get involved with our Love Life, Love Walking challenge on February 14th? #HILoveWalking</p>	<p>https://www.hse.ie/lovelifelove/walking</p>
<p>Tip of the Day: try a walking meeting. Here's some tips on how to get the most from them: #HILoveWalking</p>	<p>https://hbr.org/2015/08/how-to-do-walking-meetings-right</p>
<p>Want to get some walking in today? Try a stress-buster power walk after work – you'll be surprised how much better you feel after it! #HILoveWalking</p>	<p>https://www.hse.ie/lovelifelove/walking</p>
<p>This is your reminder to get those runners into the bag for #HILoveWalking tomorrow! Are you walking ready?</p>	<p>https://www.hse.ie/lovelifelove/walking</p>
<p>Today is the day! Are you feeling the love... for walking? Get out with a colleague today – and while you're there, why not chat about the 9 behaviours and what they mean to you? #WeAreOurValues #HILoveWalking</p>	<p>https://www.hse.ie/lovelifelove/walking</p>
<p>Today is the day! Have you got your runners on? Share your walk with us using #HILoveWalking</p>	<p>https://www.hse.ie/lovelifelove/walking</p>

