

# **BROTHERS IN STRIDE**

## **WALKING GROUP**

**HOW TO START A WALKING GROUP**

**ADAPTED FROM AARP'S "CREATE THE GOOD" & GILTREK'S "How To Girl Trek Field Guide"**

# ORGANIZE YOUR WALK



## STEP 1: IDENTIFY A LOCAL PARTNER

Call community-based organizations near you to see if they would be interested in joining forces to help you start a walking group. These groups are already doing good work in your community and might have additional ideas and resources for you.

## STEP 2: "CALLING ALL WALKERS"

Promote your group to family, friends, co-workers, and neighbors. Try posting fliers at your local Church, Barbershop, Sporting Event, Professional Organization, Bar, and Gym. A good group can provide support and help keep everyone on track.

## STEP 3: KICK IT OFF

A kick-off meeting is a great way to get the group together so everyone can meet. You can have the meeting at your house or at a public place, like a local park or coffee shop. At the kick off, make a plan. Decide when and where your group will meet, how many days a week and how long you will walk, then pick a start date! You should also set up a system to contact one another, maybe a phone tree or an e-mail list, so that you can all stay informed and in touch.

## STEP 4: SET GOALS

Encourage members to set goals for themselves and for the team. Maybe suggest increasing the amount of time you walk each week or changing routes to include more difficult terrain. Consider goal setting programs

## STEP 5: START WALKING

It's as simple as that. But be sure you remind your team members by phone or e-mail the night before your first walk. And you may also want to remind people to dress for the weather, wear good walking shoes and bring water.

## STEP 6: CELEBRATE YOUR SUCCESS!

When your team meets its goals, celebrate by doing something special. This can be as simple as grabbing a cup of coffee at a cafe after a morning walk or something a bit bigger like going to a sporting event together. Be sure to thank your team members for participating and encourage them to bring a friend next time.



# CHECK-IN BEFORE YOU WALK

We welcome BROTHERS with a quick talk that include 3 S's

**STORY:** What is Brothers In Stride? Why I walk?

**SUMMARY:** What is the route? Distance? Pace? Terrain? Time expected?

**SAFETY:** See checklist and protocol

# THE STRIDE GUIDE



**On Time Is Late:** Always get to the Stride location 10 minutes early to meet your team.

My Brothers Keeper! Never leave a brother behind. Double back to make sure everyone finishes.

**Single-File and Smile:** We share the sidewalk with our neighbors by collapsing to a single file line to pass them. As we go by, we spread joy with a friendly “hello!”

## **Stride Pace!**

We keep it moving! Stride for a 15-minute mile– that’s 4 miles per hour! Time yourself. Can you walk 4 miles in one hour?

**Celebrate Every Victory!** Wait and cheer on the last Brother. Each Stride ends with a circle and photo!

Tell the Brothers In Stride Story! To model what it means to be a healthy Black Man, we use social media to tell our stories and share our photos using.

# SAFETY CHECKLIST:



- ✓ **Preview:** Check out the full route before you walk with others to audit any hazards (dogs, uneven terrain, missing street lights, etc.)
- ✓ **Review Stride Code:** Review and uphold the codes of Brothers In Stride
- ✓ **Liability Waiver:** Only brothers who have registered or signed your form can walk with Brothers In Stride.
- ✓ **Gear and Supplies:** Everyone should have supportive sneakers and be wearing layers appropriate for the weather.
- ✓ **Street Rules:** Walk on sidewalks and paths. When sidewalks are missing, walk on the shoulder toward car and bike traffic. Never jaywalk. Wait for entire team to cross intersections.
- ✓ **Emergency Tools:** Bring a charged cell phone, extra water and a little bit of food or candy – in case someone needs it. If you have allergies/asthma bring your EpiPen/inhaler and encourage others to do the same.
- ✓ **Emergency Protocol:** Call 911. Do NOT hesitate

# DO'S & DONT'S

## DO'S

- **Do Make It Fun & Keep a regular walking schedule – rain or shine**
- **Do Set Guidelines for Walks** Set-up some simple guidelines for your walk, so everyone is on the same page. Ask your team members.
- **Do Promote Proper Walking Technique**
- **Do Set Concrete Goals** Setting goals helps you be accountable to yourself and also increases accountability within a group.
- **Do Keep members updated!** Use text messages, the events RSVP chat box, etc to remind friends about your walk!

## DONT'S

- **DON'T solicit**, charge fees or sale bootleg products.
- **DON'T cancel.** Trust and reliability matter! A little rain ain't never hurt nobody!
- **DON'T judge.** We are a kind and loving movement. We welcome everyone! Please make people feel safe – all men and boys are welcome.
- **DON'T give up!** Leading a team will be hard at first, but we promise determination pays off!