

# Mall Walking

## A PROGRAM RESOURCE GUIDE



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# Introduction

The goal of *Mall Walking: A Program Resource Guide* (hereafter the Guide) is to encourage the development of mall walking programs by providing readers with information about the health benefits of walking, explaining why mall walking programs can help people walk more, and providing practical strategies for starting and maintaining walking programs in malls or other venues in areas where a mall is not available. The information in the Guide is based on a review of research on mall walking programs; environmental audits of malls and other venues with walking programs; and interviews conducted with walkers, program leaders, and managers in malls and other venues with walking programs.

This Guide is meant to inform several types of stakeholders (or audiences). It is primarily for mall managers who want to start or enhance a mall walking program. However, it is also for others in the community, who want to partner with their community mall to either start a walking program, or use an existing program to help their constituencies (e.g., employees, patients, seniors) walk more. This can include aging services providers, community coalitions, work site managers, public health professionals, and hospitals and health care providers.

A roadmap follows next so that you can anticipate what to expect as you read the Guide's contents. This is a research-to-practice guide. The research and rationale for planning, implementing, and evaluating mall walking programs is covered in the **Why Walk?** and **Why Mall Walk?** sections of the Guide.

The practice, or what to do when planning, implementing, and evaluating a mall walking program, is discussed under the **Mall Walking Program Considerations** sections of the Guide, along with **Examples of Mall Walking Programs**.

“How to” examples of forms that may be used in implementing mall walking programs are provided in the **Appendices** of this Guide.

Finally, readers are asked to think creatively about how mall walking-like programs may be established in areas without a mall. Starting mall walking-like programs in other settings may be important to promote and increase walking in rural communities. The section on **Think Beyond a Traditional Mall Walking Program** explores these and other issues and some **Examples of Other Venues Hosting Mall Walking-Like Programs** are provided.



# Why Walk?

## To obtain recommended amounts of physical activity and numerous health benefits associated with walking.

Regular physical activity is important to overall health, and walking is an excellent way to be active. Adults who engage in regular physical activity, such as brisk walking, are at lower risk of heart disease and stroke, type 2 diabetes, breast and colon cancers, and depressed mood, compared with inactive adults (Physical Activity Guidelines Advisory Committee, 2008).

Adults who are regularly physically active may also obtain other health benefits and positive outcomes, such as maintaining or losing weight, improving sleep, and for older adults, maintaining their independence, reducing their risk of falls, and delaying the onset of cognitive decline and dementia (Physical Activity Guidelines Advisory Committee, 2008).

## National Physical Activity Recommendations for All Adults

To gain health benefits, national guidelines recommend that adults, including older adults, should obtain at least 150 minutes (2 hours and 30 minutes) a week of moderate-intensity aerobic physical activity, or 75 minutes (1 hour and 15 minutes) a week of vigorous-intensity aerobic physical activity, or an equivalent combination of

moderate and vigorous-intensity activity (U.S. Department of Health and Human Services, 2008). A brisk walk is a great way to accumulate weekly minutes towards meeting the aerobic physical activity guidelines (U.S. Department of Health and Human Services, 2008).

## Makes good public health sense! Most inactive adults can safely begin a walking program.

Walking can be done by the vast majority of Americans. It is an activity that requires little or no specialized skills or training, and does not require the purchase of expensive equipment or specialized attire beyond comfortable walking shoes.

Persons who are inactive or unfit can begin a walking program safely. For busy adults, walking offers flexibility, compared to scheduled activities, such as exercise classes. Walkers can set their own pace to fit their level of fitness, and vary the number of days per week and the length of their walking sessions to fit comfort level. As walkers gradually improve their fitness level, they can increase the frequency, intensity, or duration of the walking they perform during the week. Walking programs can, and should, be tailored to include persons with varying levels of mobility (e.g., slow and fast walkers, walkers using assistive devices, and walkers with disabilities).

# Why Mall Walk?

## To address barriers to physical activity.

Regardless of residential or work locations, walking can be done in a variety of venues. However, many neighborhood environment factors, such as street layout, sidewalk conditions, proximity of desirable destinations, perceived safety from traffic, and crime, all influence walking-related physical activity (Rosenberg, Huang, Simonovich, & Belza, 2013; Saelens & Handy, 2008; Van Cauwenberg et al., 2011). These factors associated with neighborhood walkability are important for all Americans, but especially for many midlife and older adults with physical or cognitive disabilities (Nagel, Carlson, Bosworth, & Michael, 2008; Prohaska et al., 2009; Satariano et al., 2010). Although neighborhoods can be designed to be walkable and, therefore, promote walking (Belza et al., 2004; Rosenberg, Bombardier, Hoffman, & Belza, 2011), external conditions, such as extreme temperatures and inclement weather, may negatively influence walking and increase safety hazards (Rosenberg et al., 2013). Mall walking programs can address many of these barriers, as noted in Table 1, which may largely account for findings indicating that after neighborhoods, shopping malls (“mall walking”) are the second most frequently used venue for walking (Eyler, Brownson, Bacak, & Housemann, 2003).

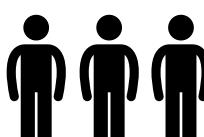


*Well-lit and wide walking route free of obstacles.*

Mall walking is considered a safe, comfortable physical activity mode (Eyler et al., 2003), and walking at malls is often recommended by health care providers because malls offer free, relatively accessible, and pedestrian-friendly environments (Cuaderes, Lamb, & Alger, 2014). Malls are attractive places for walking because they provide a sheltered indoor environment free from the dangers of traffic congestion, and can be used most days of the year regardless of weather or seasonal differences. Security staff are usually present so people feel less fearful and vulnerable when walking in malls than in more unpredictable environments (Duncan, Travis, & McAuley, 1994; Schacht & Unnithan, 1991; Standefer, 1992). In addition, malls have level surfaces, benches for places to rest, water fountains for availability of free water, and accessible restrooms.

# Why Mall Walk?

## Mall Walking Programs May Help People Overcome Barriers to Physical Activity

	Barriers to Physical Activity (Lattimore, et al, 2011)	Mall Characteristics
	Weather (too hot, too cold, too inclement)	The majority of malls provide a temperature-controlled indoor environment that can be used for walking, regardless of seasonal changes and conditions.
	Neighborhood safety; fear of crime	Mall security staff and presence of other walkers and shoppers help to alleviate a fear of crime that may be prevalent in other neighborhood areas.
	Fear of injury	Accessibility to level surfaces in a mall helps reduce the risk of injuries that may occur with hilly and uneven terrain.
	Lack of resources or accessibility to a gym or health club	Few resources other than proper fitting walking shoes are needed for walking in a mall. Latest fashionable workout attire is not a requisite for mall walking.
	Lack of social support	Mall walking programs may provide support of a program leader, as well as support from other walking program participants for those who enjoy walking buddies.
	Lack of skills or experience with exercising	Most people can walk with little or no coaching or skills training. Mall walking programs can, and should be, inclusive of persons who may have difficulty walking.
	Lack of available and clean restrooms	Well-lit restrooms available in malls may help overcome the worry of some adults about walking in public places, where there may not be access to restroom facilities.

# Why Mall Walk?

Historically, shopping malls were originally developed to build a sheltered retail center for women after World War II, primarily in suburban areas in the United States. The intention was for women to gather and socialize, and the term, “mall,” meant a promenade or shaded walkway (Standefer, 1992). Today, mall walking programs continue to provide participants the opportunity to socialize and to shop at the various retail stores. Attractive programmatic features of mall walking programs are that they are noncompetitive, sociable and friendly, and mall walkers are typically not judged by their speed, attire, or physique. (Blair, 1988; Cresswell, 2009). These are important considerations for many midlife and older adult mall walkers. Mall walkers have also reported that they feel a sense of support with fellow mall walkers (Bird et al., 2010; Sommers, Andres, & Price, 1995). Using existing malls and providing effective mall walking programs have the potential to address barriers to physical activity and to improve public health among many communities, including diverse communities.

## To increase walking among midlife and older adults, who are typically less active than younger adults

Walkers of all levels, ages, and abilities can participate in a mall walking program. Mall walking programs can be attractive to younger adults, such as mothers with strollers, those with chronic disease conditions (e.g., rheumatoid arthritis), or those who are overweight. However, middle aged and older adults represent the segment of the US population that may benefit the most from efforts to increase the number of mall walking programs in the nation. Our observations of participants in mall walking

programs, as well as findings from the research literature (Zenk et al., 2009) suggest that the programs are most popular among middle-aged and older adults. Researchers (Prohaska et al., 2009) have also found that older adults with mild cognitive disabilities prefer walking in indoor shopping malls and less in parks. This finding may be because malls' enclosed environments, safe walking surfaces, places to rest, convenient rest rooms, and absence of traffic offer fewer distractions to those who are cognitively challenged.



Mall ramp with handrails.

Although walking is the most common and preferred activity for older adults, trends show that walking has not increased as much among older adults, particularly those with chronic conditions and disabilities, as among other age groups, (Berrigan, 2012; Kruger, Ham, Berrigan, & Ballard-Barbash, 2008; Simpson et al, 2003). Furthermore, middle-aged and older adults are among the most physically inactive segments in the United States (Pleis, Ward, & Lucas, 2010). Thus, mall walking programs possess the potential to reduce the physical activity disparity gap between younger and older age groups in the United States. In addition, becoming physically active, even during middle age and older adult years, can lead to better overall health (Vogel et al, 2009) and lower risk of death (Schnohr, Scharling, & Jensen, 2003).

# Mall Walking Program Considerations

**H**ow do you plan for, implement, and evaluate a mall walking program?

There are many factors mall managers and community groups should consider when developing a mall walking program such as resources available for marketing, incentives, or transportation, and whether there are personnel who can coordinate programmatic aspects. Many successful mall walking programs simply establish a policy that opens the doors prior to business hours and indicates that walkers are welcome in their mall marketing materials.



*Mall staircase and sitting area.*

## Factors To Consider When Establishing and Maintaining a Mall Walking Program.

	Factors
	1. Lessons learned and best practices from other mall walking programs.
	2. Mall management support.
	3. Personnel that may be needed.
	4. Partnerships that may enhance a mall walking program.
	5. Transportation.

# Mall Walking Program Considerations

## Factors To Consider When Establishing and Maintaining a Mall Walking Program. (continued)

	6. Programmatic characteristics of the mall walking program.
	7. Community diversity and culture.
	8. Safety.
	9. Costs and economic factors.
	10. How to attract and retain mall walking program participants.
	11. Evaluation.

## 1. Lessons learned and best practices from other mall walking programs.

Existing mall walking programs may help guide the process of starting a mall walking program. Learn from the experiences of other malls and successful mall walking programs that already exist. Talk to mall walkers, mall managers, and mall program leaders to determine their lessons learned and the best practices that are working in their programs. You can also learn from the five successful

### Examples of Mall Walking Programs

described on pp. 16–24 of this Guide.

## 2. Obtain mall management support.

If you are interested in partnering with a mall in your community to start a mall walking program, discuss the potential partnership of your organization with a mall manager. Highlight the potential benefits to both the mall and your organization, and secure mall management buy-in and support. Begin joint collaboration on the development of the mall walking program. Help identify needed resources and in-kind contributions that can be made.

# Mall Walking Program Considerations

## 3. Personnel that may be needed.

It may be valuable to identify and hire a program leader (e.g., a trained health or fitness professional or certified exercise leader with excellent interpersonal skills) to plan and monitor your mall walking program's success. The program leader may be a current mall employee with training in health and fitness or an employee of a sponsoring or supportive partner organization (e.g., hospital or fitness center), or a new hire.

## 4. Partnerships may enhance a mall walking program.

Mall walking programs can be informal or formal in organization. Informal programs welcome mall walkers, but do not provide organizational support, promotional activities, or planned community outreach to recruit walkers to the mall. This Guide is for mall managers and others wishing to start a mall walking program with a more formal format. Formal programs can be structured in many ways. For example, a mall walking program may be started by mall



*Parks and Recreation van transporting walkers to and from the mall.*



*Pedestrian cross walk.*

management solely as a way of connecting community members—walkers and shoppers—to the mall. Another example is that a partnership may be developed between the mall and one or more community-based organizations, such as a hospital or health and fitness organization. Mall management might want to consider any benefits from locating and securing support from one or more community-based organizations. These benefits might include added promotional opportunities, combining resources, and increased foot traffic into the mall.

## 5. Transportation.

During the planning of a mall walking program, consider transportation from home to the mall and back as an important issue that may influence initial and continued participation in the program. Many malls are isolated from the communities they serve by highway and roadway barriers, and access to the malls by walking or biking are not options. Because transportation may be a barrier or facilitator for participating in a mall walking program, some solutions you might consider are

# Mall Walking Program Considerations



*Mall security on a Segway.*

- Providing information to walkers in flyers and posters about the nearest public transit stops to the mall.
- Making safe passage, free of traffic congestion, from transit stops to mall entrances available to all mall attendees, mall walkers, and shoppers.



*Covered transit stop near mall entrance.*

- Placing transit stops in a safe area close to a mall entrance, and sheltered from the weather, to facilitate accessibility of passengers boarding and exiting a bus or shuttle van.
- Exploring subsidized or reasonably priced community transportation services for walkers who no longer drive.
- Encouraging carpooling or shared rides, as needed and appropriate, among the mall walking program participants.

## 6. Identify and plan the programmatic characteristics of the mall walking program.

Characteristics of a mall walking program will vary on the basis of the mall location and the decisions the mall manager will make. Some things to consider are as follows:

- Determine when mall entrance doors and bathrooms open to the public.
- Determine hours of operation for the mall walking program.
- Determine when security staff are at the mall, to coincide with mall walking program hours of operation.
- Develop necessary forms. Suggested program forms
  - Membership enrollment form (Appendix A and Appendix B).
  - Walking logs (Appendix C).
  - Brochures (Appendix D).
  - Flyer with route distance (Appendix E and F).
  - Any other materials needed to support record keeping.

# Mall Walking Program Considerations

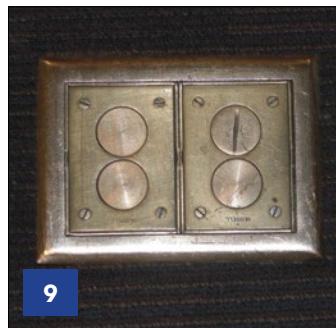
- Obtain locked file cabinets to secure materials.



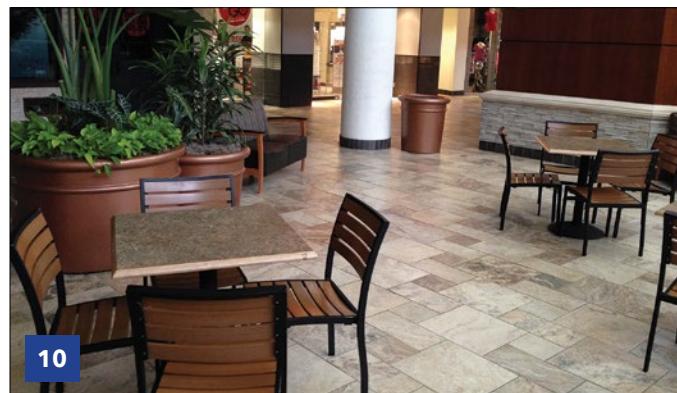
- Determine type and volume of background music in the mall before shops open, and during mall walking hours of operation.

- Identify one or more mall walking routes that are safe and free of trip hazards. Consider the following:

- A well-lit route(s).
- A route(s) where benches or rest areas are available at periodic intervals.



*Caution with floor outlets.*



*Mall sitting area.*



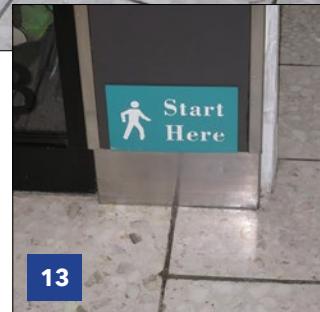
*Planter in a mall.*

- A route having availability of free water (e.g., an accessible water fountain).
  - A route that passes nearby one or more restrooms.
- Determine the distance or length of route(s), and mark routes with signage.



*Above: Mile markers help walkers determine distance walked.*

*Right: Distance marker for mall walkers.*



# Mall Walking Program Considerations



Mall hall way with benches.



*Mall walker's bulletin board with announcements, educational and health materials, and community information and events.*

- Develop route maps with distances and give maps to persons interested in mall walking (Appendix F).
- Consider a central meeting place for mall walkers to check-in, do record keeping, and congregate before and after walking.
- Consider providing a place for mall walkers to hang jackets or store belongings securely.
- Use kiosks or bulletin board displays to communicate about the mall walking program, distribute health education materials, and identify and publicize community health and fitness events.
- Consider offering the following as part of the mall walking program:
  - Blood pressure screenings.
  - Staff-led stretching.

- Guest speakers to give periodic health lectures.
- Health fairs and educational events.
- Health-related newsletters, fliers, and bulletins.
- Events to celebrate birthdays or holidays.
- Identify retail stores that are focused on physical activity (e.g., sell items such as walking shoes, other athletic attire, or equipment), and determine their interest in supporting the mall walking program in some way (e.g., provide pedometers for use by walkers, maintain information on bulletin boards about community events and opportunities to be active, sponsor one or two file cabinets or space for the mall walking program leader and program participants to store their records and exercise logs).

# Mall Walking Program Considerations

## 7. Community diversity and culture.

To the extent possible, mall walking programs should integrate into the community where they are located. An advantage of mall walking programs is that they are highly adaptable and can be tailored to meet the preferences and needs of residents living close to the mall walking program. When tailoring a mall walking program, consider the following:

- The local population, culture, and setting so as to attract the largest number of walkers. Walking programs can serve as outlets for health information beyond the benefits associated with walking. Addressing the health needs of a community can be accomplished, in part, with targeted health education materials, health fairs, publicizing community health-related events, and bringing in guest speakers to address health issues relevant to community members. Using the mall walking program as the point of contact for obtaining and disseminating health information and organizing activities can help build community support for the mall in general, and mall walking program, specifically.
- Designing the mall walking program to accommodate diverse populations, as different cultures may view walking differently (e.g., as an activity for health and fitness, leisure-time activity, or a destination-oriented purposeful activity).

- Outreach to and inclusion of community residents. This can be done by working collaboratively with neighborhood associations and different community groups, including employers, organizations representing persons with disabilities and different racial and ethnic groups, faith-based organizations, and media to identify and explore ways to meet the unique needs of community groups and how to make community members feel welcomed to join a mall walking program.

## 8. Safety.

Plan for safety, and make sure safety precautions are in place.

- Mall walking program leaders and program participants should know where first aid and emergency equipment is located. Mall walkers should have access to the same first aid, emergency equipment, and safety personnel as mall shoppers.



*Defibrillator as an example of emergency equipment available in a mall.*

# Mall Walking Program Considerations

- Identify a dedicated entry way for use by mall walkers that is close to the centralized mall walking program meeting area. Ideally, this area should be safe from traffic congestion, convenient to bus transit stops, and sheltered from inclement weather by a covered entry way for walkers entering and exiting the mall from transportation drop-offs and pick-ups.



*Pedestrian crossing sign.*



*Ramped curb cut with truncated domes.*

- Consider inviting the mall walkers to complete a brief health history form to identify if they have any known chronic disease conditions that may require obtaining physician clearance and approval to be in a

mall walking program. One such form is the Physical Activity Readiness Questionnaire (PAR-Q) or a similar questionnaire (Appendix C and <http://www.csep.ca/english/View.asp?x=698>). Another option is the EASY tool (<http://www.easyforyou.info/index.asp>).

- Ensure that mall security personnel are present during mall walking program hours of operation.

## 9. Cost and economic factors.

Costs related to a mall walking program can be related to personnel, materials, marketing, and incentives for the participants. These costs can be covered by the mall or shared by one or more mall walking program partners.

Some costs to consider are

- Program leader salary.
- Mall security personnel, (if security is made available specifically for the mall walking program, rather than as a part of overall mall security).
- Purchase of kiosks or bulletin boards.
- Route signage and route maps.
- Record keeping supplies.
- Record keeping secure file cabinets.
- Educational materials.
- Pedometers or other promotional materials.



*Map showing location of mall stores.*

# Mall Walking Program Considerations

- Coat racks.
- Benches, (if malls do not provide them already).

You can also encourage retailers to offer incentives to mall walkers to shop in their stores.

## 10. Attract and retain mall walking program participants.

Generate publicity and broadly disseminate information about your mall walking program to recruit mall walking program participants, and provide incentives to promote and sustain program adherence.



20

*Three mall walkers.*

Consider a variety of channels to advertise and “get the word out” about the mall walking program. These can include the following:

- Design a brochure (Appendix D) or flyer (Appendix E) to promote the mall walking program. Post the brochure or flier throughout the mall, and distribute to nearby facilities and organizations, especially those that serve older adults (e.g., retirement communities, senior centers, and community centers).

- Develop a website that publicizes the mall walking program. The website can include forms needed for the program, such as an application to join the mall walking program (Appendix A), or information about the program, such as route maps and hours of operation (Appendix E and F).
- Publish a periodic newsletter about the mall walking program and any health-related events that are promoted by the program leader.
- Obtain media coverage (newspaper, television, radio) of the mall walking program. Publicize special health-related events organized with the mall walking program.
- Plan a kickoff event publicizing the start-up of the program:
  - Invite a speaker who is a walking role model or wellness champion to talk about the benefits of walking.
  - Offer prizes during the kickoff event donated by stores in the mall.
  - Invite media to cover the event and to increase exposure and visibility of the mall walking program in the community.

## 11. Evaluation.

Evaluation is an important component of successfully maintaining a mall walking program. Evaluation data can be used to evaluate how the program is being implemented and to identify ways to improve it, to evaluate outcomes important to the mall walking program leaders and program participants and partners, and to identify the costs and other economic factors related to the mall walking program (see “Cost

# Mall Walking Program Considerations

and economic factors"). Types of evaluations are as follows:

- **Walker satisfaction.** Provide a way for walkers to give feedback, suggestions, point out problems and solutions. This could be a suggestion box, that someone checks regularly and responds to, or a short satisfaction survey.
- **Business owner satisfaction.** Provide a way for business owners, managers, mall personnel to give feedback on any positive or negative impact associated with the mall walking program.
- **Impact of walking on health.** Partner with public health or university researchers to collect data on health benefits over time. Encourage walkers to monitor their own health improvements by providing them with logs or kiosks where they can enter their weekly mall walking by using a log book (record days/dates walked; laps or distance walked; amount of time walked; number of steps walked [will require use of pedometers or smart phone apps that measure steps], distance or speed walked) (See Appendix C).
- **Walking environment and safety.** Walk the mall, or ask mall walkers to identify any issues along the walking route.

## How to keep a mall walking program going

Implementing a mall walking program is a major decision. Once implemented, sustaining the mall walking program will be important. The following activities may contribute to the long-term success of your mall walking program.

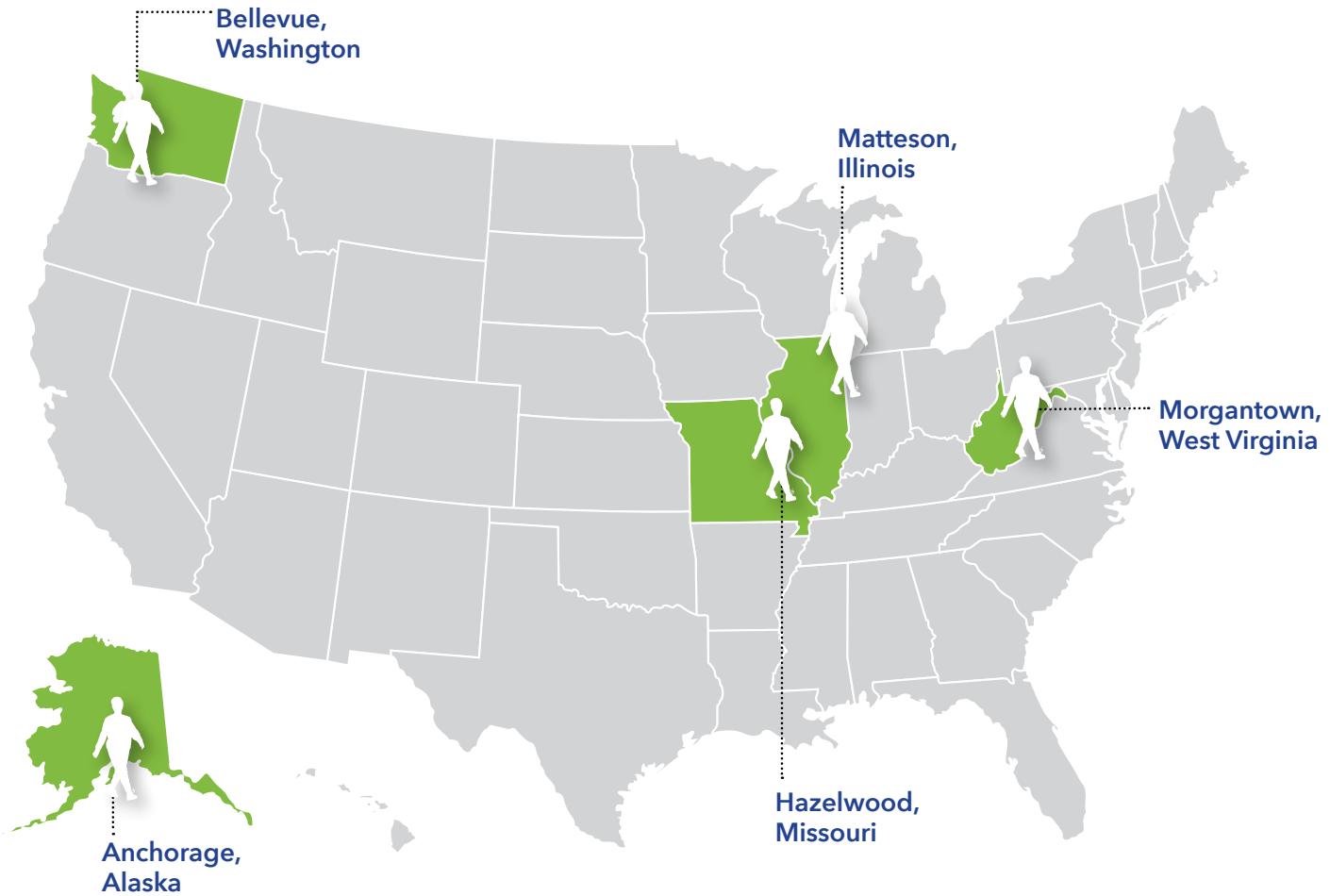
- Solicit feedback periodically from mall walking program participants, and implement program improvements, as needed and appropriate on the basis of their feedback.
- Conduct periodic evaluation to *provide feedback* to mall walking program participants about their walking progress and health and fitness improvements. Consider using a log to track and monitor program participation.
- Rely on partnerships for outreach to community members to help strengthen the quality of the program.
- Develop a program *inclusive* of the *diversity* of community members.
- Establish a friendly atmosphere, where mall employees, manager, security, are encouraged to greet the walkers, get to know them by name, and create a relaxed, fun environment.
- Address barriers, especially *transportation*.

# Examples of Mall Walking Programs

## Examples of Mall Walking Programs

In the next section, five mall walking programs are highlighted. These malls are some of the malls that added to the contents of this Guide. They are described here to provide you with a more complete overview of mall walking programs that are in place. Comments from some

of the mall walkers, mall program leaders, and mall managers are included. These comments provide insights into the reasons why adults participate in mall walking programs and why mall managers and program leaders view the mall walking programs to be beneficial.



# Examples of Mall Walking Programs

## Alaska Northway Mall, Anchorage, Alaska

*The mall is situated in an ethnically-diverse neighborhood.*

### Site Description

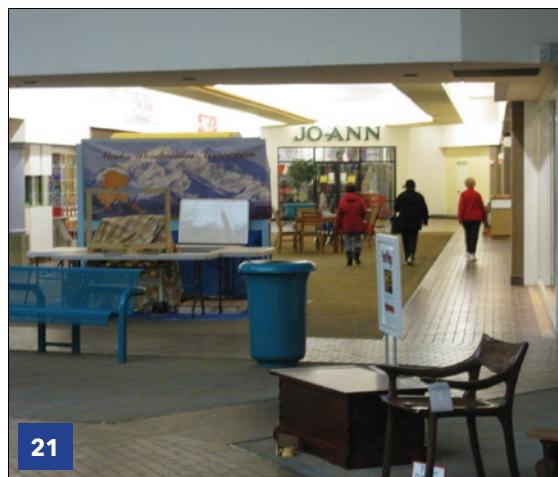
The mall opened in 1980 and is one of Alaska's first enclosed malls. Located in Anchorage, the mall is situated 2.5 miles east of downtown, amidst a dense residential, ethnically diverse neighborhood. The major retail stores for the mall are a grocery store, a clothing store, a fabric store, and a 24-hour fitness facility. Other occupants include specialty stores, such as nail salons, wig stores, a candy store,

a dollar store, a café, and business offices.

There are some carts with crafts and a space for nonpermanent exhibits or vendors.

Throughout the mall are vintage arcade-type games. There is a photography display of Alaskan wildlife, and banners identifying new businesses.

Some of the walkers have been walking in this mall for decades. Walkers walk in a counterclockwise direction. The corridors have lamp posts and benches down the center, and there are potted plants decorating the mall. The mall manager has a glass fronted office near the entrance to one of the mall clothing stores, and walkers wave to him as they walk the circuitous route, which is .44 mile. The mall is also used for walking by nonprofit organizations that work with persons with developmental and physical disabilities. See the following website: <http://www.adn.com/node/1456426>.



Mall hallway with benches.

### Comments

**“I’m more agile. The walking keeps my joints really good. Doing the mall walking gets me up early in the morning and helps me keep a regimen and then you feel better.”**

*79-year-old mall walker*

**“Initially I came to the mall to walk because of the weather. And then after I started, I really enjoyed it because I meet people. The manager and walkers are so nice. If something happened to me, I know they would take care of me. They make me feel safe.”**

*79-year-old mall walker*

**“Most people are pretty close to your own age. By walking, I maintain my weight, and I feel better. Sometimes I don’t even feel like coming, but I know that when I start walking, I will feel better.”**

*79-year-old mall walker*

# Examples of Mall Walking Programs

## Alaska Northway Mall, Anchorage, Alaska (continued)

### Environmental Features

- Clean and well-lit.
- Sheltered bus stop with seating.
- Parking near entrances.
- Bike racks.
- Benches inside along the walking route and outside.
- 9 entrances open during walking hours.
- Directional signs posted around the mall to key stores.
- Clearly marked bathrooms with large signs.
- Manager and security offices visible on the walking route.
- Artwork and plants throughout the mall.

### Programmatic Features

- Doors unlocked as early as 5:30 am to accommodate early morning walkers.

### Security Features

- Security guard is present, knows the regular walkers, and is friendly and welcoming.



Throughout the mall are vintage arcade-type games. There is a photography display of Alaskan wildlife, and banners identifying new businesses.

### Comments

“I think it just works best that we have a large space that's very open. It doesn't rain or snow in here, and so that always works for them. And then there is no cost. It is really of benefit to someone who just wants to get up in the morning and get their walking done. And then it's safer than walking out in the street. One advantage to walking in our mall is that we are indoors, and it doesn't rain. You can always consistently know what the weather is in here. That is probably the best thing that our walkers like. Having just the large space that's readily available for them that's safe is probably what makes this successful. One of the benefits of having the mall walkers is that there are extra eyes on the mall. If they see a concern around, they usually come and share that there is something wrong out there. They'll stop security or they'll stop in the mall management office.”

*Mall Manager*

# Examples of Mall Walking Programs

## Lincoln Mall, Matteson, Illinois

*Mall walker participants represent the racial and ethnic demographics of the surrounding community.*

### Site Description

The mall is located in Matteson, Illinois, and is one of the Chicago Southland's major regional shopping centers. It is an indoor, 2-story building with 50 stores. One loop around the mall is .37 mile. The mall walking program is called the Milers Club (<http://www.lincoln-mall.com/events.html>).

### Environmental Features

- Frank Lloyd Wright-type light structures.
- Well-lit with sky lighting.
- Artwork and plants through out the mall.

### Programmatic Features

- One poster in mall about mall walking program.
- Program leader from a local hospital and funded by a locale health care system.
- Monthly continental breakfast paid for by the mall with health speaker about various topics.
- Monthly blood pressure checks paid for by the health care system.
- T-shirts and achievement awards for walking given distances (based on the honor system).
- Demographic appropriate music before opening of businesses.

### Comments

**“Every visit that I make to the cardiologist, he says, ‘You’re doing fine. Keep doing what you’re doing.’ I like all of the people that come to this site. I’ve gotten to know most of them and they come and they go. They’re a nice bunch of people. I enjoy talking to them and walking, and socializing. It’s the camaraderie and the social aspect that I enjoy most of all.”**

*87-year-old mall walker*

**“The people that are walking I think have a conscience, you know, they’re concerned about their health. I would say that they’re positive, and they’re looking forward, and they’re looking to make things better. They’re not at home giving up and sitting down. They’re out working to make themselves healthier.”**

*Program Leader*

# Examples of Mall Walking Programs

## St. Louis Outlet Mall, Hazelwood, Missouri

*An informal mall walking program that attracts more than 100 walkers daily.*

### **Site Description**

The St. Louis Outlet Mall is a 1.2 million square-foot, single-level facility with a 1.2 mile oval walking route and more than 150 stores. Doors open for mall walking 3.5 hours before the stores open. Although there is currently no formal walking program or program leader, the mall's website encourages mall walking, and more than 100 people walk each morning. The majority of walkers are aged 50 years or older, and many are retired.

Some of the regular walkers socialize afterwards over coffee at indoor tables. The security guard tours the indoor walking route repeatedly before the stores are open and knows many of the regular walkers by name, as does some of the mall management staff. Most mall walkers arrive by car. However, there is a public bus that stops at the mall. Amenities for mall walkers and shoppers were included in the building plans.

### **Environmental Features**

- Wood and carpet flooring along the walking route.
- Shopping carts available for walkers as a balance aide.
- Walls with different colors in each zone.
- Benches.
- Clean well-lit restrooms.
- Water fountains along the walking route.
- Tables provided for socializing.

### **Programmatic Features**

- Discount coupons provided for walkers by some retailers.
- Permitted to use shopping carts for balance, if desired.

### **Comments**

**“The [shopping] cart helps me to walk faster and straighter...without it I couldn’t walk as far.”**

*71-year-old mall walker*

**“I really feel that it’s the social aspect of it. I’ve always felt accepted by everybody very well, and I like to come up and see my friends.”**

*85-year-old mall walker*

**“We do it as a community service, to be a part of the community and to invite the community in.”**

*Manager, Program Leader*

**“It’s always climate-controlled and dry and a place for people to get exercise.”**

*Manager, Program Leader*

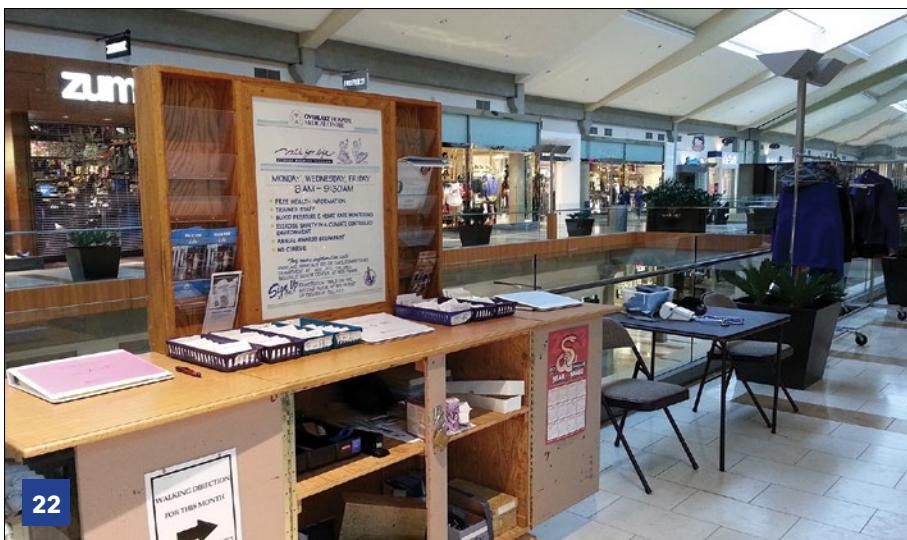
# Examples of Mall Walking Programs

## Bellevue Square, Bellevue, Washington

*The mall walking program has support from a successful partnership between the mall, a hospital, and the YMCA.*

### Site Description

This is a two-story mall with a very active formal walking program called *Walk for Life*. The mall is open for mall walkers on Monday, Wednesday, and Friday from 8:00 am to 9:30 am before stores open. The *Walk for Life* program is a program of Overlake Hospital Medical Center. The hospital provides oversight to the program and contracts with the staff of the Bellevue Family YMCA to serve as the onsite coordinator of the *Walk for Life* program. *Walk for Life* is a safe, low-impact walking program and convenient way to exercise and meet new friends. Each day the *Walk for Life* coordinator is available to help walkers with check-in and to take their blood pressure. A kiosk has a bulletin board with postings of hospital and YMCA events, a binder to log distance walked, and name tags for walkers.



*Kiosk for a mall walking program including binder to log distance walked, hospital and YMCA flyers, and name tags for walkers.*

### Comments:

**“Well, I know where to go shopping for my wife for her birthday, because I window shop while walking!”**

*76-year-old mall walker*

**“First of all, there is nobody there saying, ‘Ah-oh, you’re late, okay?’ It’s up to you to do whatever you’re going to do. I like that...No pressure on whether you’re there or not. If you’re not there, I’ve noticed that some people will ask, ‘Where have you been?’ It’s like somebody cares.”**

*76-year-old mall walker*

**“The benefit of the walking program is obviously the exercise and getting out, getting going, but then also there is the social component to it. Typically, after the walking program is done at about 9:30, there is a whole cluster of them that meet at Starbucks and sit and have coffee and chat together. It becomes a real support and nice social interaction.”**

*Manager, Program Leader*

# Examples of Mall Walking Programs

## Bellevue Square, Bellevue, Washington (continued)

### Environmental Features

- Bus stop within 750 feet of the mall entrance.
- Parking garage, detached.
- Adequate parking near closest entrance; accessible parking spaces (for individuals with mobility limitations) near entrance closest to walking route.
- A well-lit parking lot, good visibility for pedestrians or motorists.
- Bench or street furniture outside.
- Program kiosk and information table available. Information kiosk and board with a map with “you are here” cue.
- Plants, drinking fountains, handrails on stairs, benches, or rest places on walking route.

### Programmatic Features

- Program leader.
- Maps for walkers presenting suggested mile and ½ mile routes.
- Sign-in sheet and voluntary mileage tracking.
- Coat racks.
- No competing use of walking route during peak walking hours.
- Blood pressure readings and cards to track blood pressure history.
- Demographic appropriate music for the walkers: Frank Sinatra and music of that era.
- Cafes open during walking hours promoting socialization.



Mall walking couple.



Mall walker getting blood pressure check.

### Comments

**“You get to walking and talking. Pretty soon you see the other people and you just start to chit chat with them. It’s a really nice social setting. I have some nice friendships with other walkers. I feel safe here. I’m warm and dry and the people are friendly.”**

*76-year-old mall walker*

**“I was walking the streets. I had a bright vest on because I didn’t want to get clobbered by a car in an area where there are no sidewalks. There are a couple of pretty busy roads, but you avoid them like the plague. It made it so much nicer to walk in the mall where you didn’t face those issues.”**

*76-year-old mall walker*

**“People walk for their health, and they walk for the social contact. I think that is a huge thing. A majority of people have coffee afterwards with their friends whom they’ve gotten to know. I would say the majority of them are pretty, what I would call community spirited, because they look out for the community.”**

*Program Leader*

# Examples of Mall Walking Programs

## Mountaineer Mall, Morgantown, West Virginia

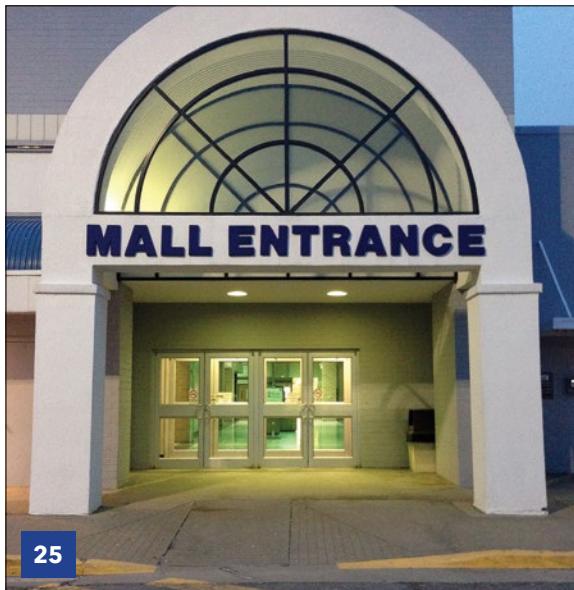
*A successful mall walking program supported by a partnership between mall management and a local health care system.*

### Site Description

The Mountaineer Mall provides office and retail space for businesses and service agencies. LifeStride is the mall's free walking program that is sponsored by a local health care system. The program started in 1988 with more than 600 walkers. Walkers are primarily older men and women from Morgantown, West Virginia, the home of West Virginia University. Walkers arrive by car, bus, or carpool.

### Environmental Features

- Accessible by public transportation.
- Large, well-lit parking lot with accessible spaces.
- Doors open early for walkers.
- .5-mile indoor walking circuit.
- Benches.



*Entrance to the Mountaineer Mall.*

### Comments

**“It’s almost like a drug. If you miss a day, you really feel it.”**

*80-year-old mall walker*

**“Sometimes if the nurses get there early, they will walk...They practice what they preach. They know us all by name.”**

*80-year-old mall walker*

**“Through the people we met mall walking, we started the Kitchenaire Band, where we used kitchen implements (e.g., teapot) for our instruments.”**

*80-year-old mall walker*

**“It’s been really good to see that they [walkers] have become committed, and they do enjoy it, and they have benefited from it. We have seen people lose weight. We have seen blood pressures drop, and we have also seen friendships evolve. It’s really been fun.”**

*Program Leader*

# Examples of Mall Walking Programs

## Mountaineer Mall, Morgantown, West Virginia (continued)

### Programmatic Features

- Walkers record miles walked in monthly activity diaries.
- A monthly visit by nurses from a local health care system to check blood pressure and weight.
- Annual summer picnic for mall walkers that includes bingo games.

### Comments

**“They [walkers] really are committed to it and like it. They’ll thank us at every opportunity they get.”**

*Program Leader*



*Senior Center located in the mall.*

# Thinking Beyond a Mall Walking Program

## Thinking Beyond a Traditional Mall Walking Program

**A**lthough the primary purpose of this Guide is to promote the planning, implementation, and evaluation of mall walking programs, a secondary purpose is to generate thinking

about how to also leverage mall walking programs to best affect community health through walking. Below are some ideas that are meant to stimulate some program and practice ideas.

### Malls as Work Sites

Some work sites offer employees comprehensive work site wellness programs. Such programs help employees adopt healthy behaviors, such as healthier eating, increasing physical activity, quitting smoking, and doing preventive health activities (e.g., obtaining blood pressure checks, flu shots, cancer screenings, or learning stress reduction techniques). Malls are work sites organized around numerous store retailers and their personnel. Mall walking programs can be a focal point for promoting wellness among mall employees more broadly than walking. Newsletters with health education tips, speakers presenting on a wide variety of health topics (e.g., nutrition, smoking cessation), health fairs, including those linked to blood pressure checks or obtaining flu shots, can all be activities promoted under the auspices of mall walking programs having a broader agenda than solely promoting and increasing walking. In summary, malls are work sites, and retailers and their employees can benefit from work site wellness activities that center around a mall walking program.

# Thinking Beyond a Mall Walking Program

## Integrating other established evidence-based physical activity programs into mall walking programs.

Mall walking will provide participants with the opportunity to obtain weekly aerobic physical activity. However, other physical activity programs could be integrated with the mall walking program. For example, the National Institute on Aging, Go4Life campaign (<http://www.Go4life.nia.nih.gov>), can help midlife and older adults improve their strength, balance, and flexibility, as well as increasing their aerobic activity. Strength, balance, and flexibility are important physical activity goals for older adults (U.S. Department of Health and Human Services, 2008). Other group-based programs, for example, Walk with Ease ([www.arthritis.org/wwe](http://www.arthritis.org/wwe)) and EnhanceFitness (<http://www.projectenhance.org>), may have the potential to be integrated into mall walking programs, if participants in these programs need to do additional walking to obtain their recommended amount of weekly activity.



*Walkers with Walk with Ease.*



*Enhance-Fitness Group Exercise Class.*



*EnhanceFitness participants.*

# Mall Walking Program Considerations

## Examples of Other Venues Hosting Similar Programs to Mall Walking

Not every community or neighborhood has a mall. Rural areas, including communities on Native American lands, may need to rely on venues other than malls, such as a single multipurpose store selling a variety of goods, a community cultural center or senior center, or faith-based or school venues to establish a walking program. There is also the possibility of walking at facilities with both indoor and outdoor routes to add variety to the walking routines. Indoor and outdoor walking routes may be an attractive option for rural areas. An indoor walking route can potentially be anchored in a community center program

with outdoor walking path(s) as additional options. In pilot work done by the developers of this Guide, several walking programs in venues other than malls were evaluated, including programs in a zoo, botanical garden, and skating rink. Two of these programs are described below. Although external characteristics, such as weather and darkness, may affect walkability at outdoor venues, these venues provide walkers with different scenery and variety specific to the venues. In many cities, there are public venues other than malls that either currently offer or have the potential to offer walking programs.



**Not every community or neighborhood has a mall. Rural areas, including communities on Native American lands, may need to rely on venues other than malls, such as a single multipurpose store selling a variety of goods, a community cultural center or senior center, or faith-based or school venues to establish a walking program.**

# Examples of Mall Walking Programs

## Woodland Park Zoo, Seattle, Washington

*An enjoyable walking program in a very walkable environment.*

### Site Description

A public zoo with a walking club is available to seniors (55 years or older) for walking Tuesday and Thursday from 9:15 am to 11:30 am. Walking times are during daylight hours year-round. The walking route is entirely outdoors. Few other people are in the zoo during walking program hours, even though it is open to the general public during this time.

### Environmental Features

#### Outside

- A well-lit parking lot, good visibility for pedestrians, and motorists with adequate spaces.
- Accessible parking spaces for individuals with mobility limitations or aids at entrance.
- Dedicated walkways from parking lot to entrance closest to the walking program or route.
- Marked walkways and crosswalks.
- Lighting along walkways.
- Traffic control on either side of crosswalk.
- Ramps, curb cuts, or mountable curbs in front of entrance.
- Aesthetically pleasant features: trees that offer shade and animal statues.



31



32

Senior Zoo Walkers stretching.

Four Senior Zoo Walkers.

### Comments

**“It’s addictive when you start walking every day because you are just not feeling good unless you do it.”**

**“There is not only the exercise component, but also the social component. A lot of people live alone, and so the sociability is welcomed. I think it’s a great program. I’m amazed at some of these people that are quite a bit older who are in their 90s, and they’re still coming out walking.”**

**“A lot of strollers with toddlers join us on our walks. When you don’t have children and you’re older, it’s fun to see them and be with them. I think other people feel that way. They’re so cute and the walkers enjoy it.”**

*68-year-old zoo walker*

# Examples of Mall Walking Programs

## Woodland Park Zoo, Seattle, Washington (continued)

- Bicycle racks.
- Benches and street furniture.
- Directional signs to key landmarks.

### Inside

- Pleasant aesthetics, including artwork, plants, water features, interesting architectural features, and zoo animals.
- Drinking fountains, benches, and rest places.
- Restrooms along well-lit, clearly marked and maintained route.
- Cafes open during walking hours with senior discounts.

### Programmatic Features

- Program leader.
- Quarterly socials that include a speaker on health care and another on zoologic topics.
- Warm-ups and stretching guided by program leader.
- Independent walking after 15-minute group warm-up.
- Other exercise stations available.
- Hand-held maps for walkers and apps available for smart phones that provide virtual tours.
- Discounted coffee for walkers.
- \$15 for 3-month walking club membership that allows access to the zoo.
- Parking passes included with the walking club membership.



Zoo Bear.



Senior Zoo Walkers.

### Comments

**“I’ve met some really nice people that I’ve become friends with. I think the social part is very much a reason for coming, because I’ve met people that I would never have met.”**

*72-year-old zoo walker*

**“Getting out and seeing folks I think helps me as much as anything at my age.”**

**“It is a terrific place to walk. It’s like having an enormous garden of your own. It’s just a delight. I love the animals...This is convenient for me, it’s something I’m familiar with, and I know the folks here.”**

**“The walkers come in pretty good numbers. Even when it’s raining hard or blowing, they’re out there with their umbrellas and bundled up! I really admire them!”**

*85-year-old zoo walker*

# Examples of Mall Walking Programs

## XFINITY Community Ice Rink, XFINITY Arena at Everett, Everett, Washington

*An innovative walking program that serves older adults and students with disabilities.*

### Site Description

The facility is open 5 days a week for walking: Monday through Thursday from 12-4pm and Fridays from 10:00am – 2:00pm. There is no walk-on when there is an event on the Main Arena or on holidays. The entrance to the concourse is through the Main Arena doors.

### Environmental Features

- Bus stop within 490 feet of walking program entrance.
- 90-minute street parking in area surrounding the facility.
- Adequate parking near closest entrance.
- Handrails on steps and ramps.
- Bicycle racks.
- Sports memorabilia surround walking track.
- Watch hockey practice on overlapping days.
- Information kiosk and board with map.
- Drinking fountains.
- Clearly marked bathrooms.



Entrance to Xfinity Arena at Everett

### Comments

**“A few of our parents have commented that they really appreciate that we incorporate [walking] into our program. Once the students leave high school, they don’t have physical education. A lot of our students tend to choose not to be as physically active on their own. The walking has helped some of our students lose weight. We also talk about nutrition. We do a whole nutritional program about making healthy choices just in general. I think that parents are seeing some weight loss. But then also just an awareness of needing to get out and move.”**

*44-year-old arena walker*

**“The fact that it’s a no-cost program is really great for our students. The fact that it’s year-round is fantastic, because I would like to think that as my students exit the school system, they would continue to participate in activities for their health, to encourage healthy living.”**

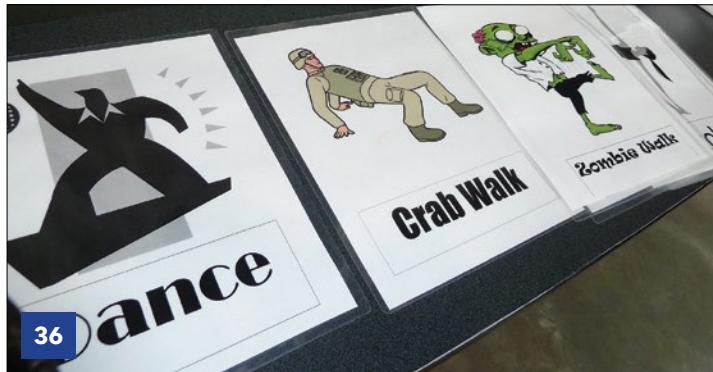
*44-year-old arena walker*

# Examples of Mall Walking Programs

## XFINITY Community Ice Rink, XFINITY Arena at Everett, Everett, Washington (continued)

### Programmatic Features

- Program leader.
- Sign-in sheet.
- A scavenger hunt conducted by program leader.
- Voluntary stations for alternative exercises set by program leader.
- Open to a local program for kids and young adults with special learning needs as part of their physical education credits and transitional training into the community.



Laminated signs  
of exercises.



Xfinity Arena at Everett

Walkers are intergenerational, and this venue includes a program for students with disabilities.

“Students with developmental disabilities from a nearby school come here and walk. We track them for their PE credits. At the end of the walk, I have it all tallied for them so that they get their credits.”

22-year-old Arena Manager,  
Program Leader

“I make laminated signs and post them in the arena. One of them has a guy jumping jacks, and so when the kids get to that sign, they do 10 jumping jacks and then move onto the next sign. There’s a section where they can go up and down stairs. I’ll put a sign up that says ‘stairs,’ and then I have a picture of a guy going downstairs. I incorporate words with pictures. I had a couple of fun ones too. One might say ‘dance,’ or the ‘zombie walk,’ where they try to walk like a zombie. ‘Crab walk’ is another one.”

22-year-old Arena Manager,  
Program Leader

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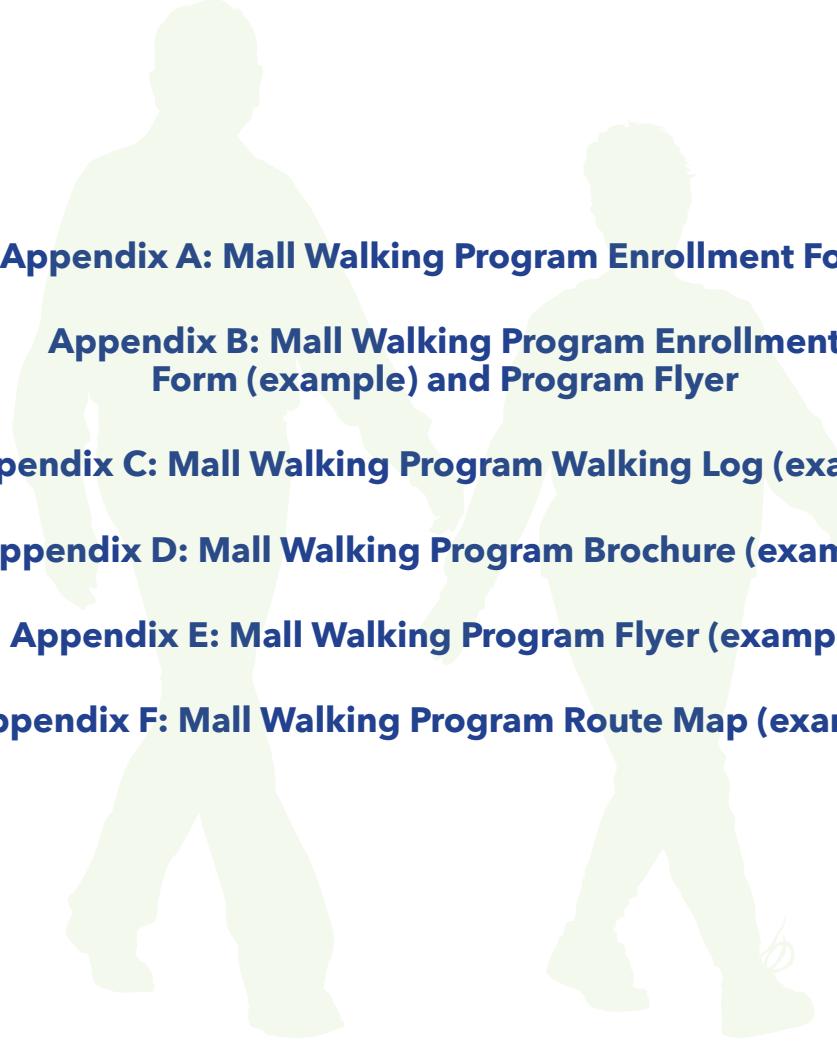
# Photo Credits

- |  |   |
|--|---|
| <p><b>1</b> Mall hallway, Marc Cormier</p> <p><b>2</b> Mall ramp with handrail, Marc Cormier</p> <p><b>3</b> Mall staircase with artwork, Sarah Janicek</p> <p><b>4</b> Parks and Recreation van, Laila Allen</p> <p><b>5</b> Pedestrian cross walk, Marc Cormier</p> <p><b>6</b> Security on Segway, Diane King</p> <p><b>7</b> Bus stop with covering, Laila Allen</p> <p><b>8</b> Lockers, Laila Allen</p> <p><b>9</b> Floor outlets, Peg Allen</p> <p><b>10</b> Sitting area with tables and chairs, Sarah Janicek</p> <p><b>11</b> Potted plants in a mall, Sarah Janicek</p> <p><b>12</b> Quarter mile marker, Sarah Janicek</p> <p><b>13</b> Start Here marker, Sarah Janicek</p> <p><b>14</b> Mall hallway, Laila Allen</p> <p><b>15</b> Mall walkers bulletin board, Laila Allen</p> <p><b>16</b> Emergency defibrillator, Laila Allen</p> <p><b>17</b> Pedestrian crossing sign, Laila Allen</p> <p><b>18</b> Curb cut with ramp and truncated domes, Laila Allen</p> <p><b>19</b> Mall map with store locations, Diane King</p> <p><b>20</b> Three mall walkers, Laila Allen</p> <p><b>21</b> Mall hallway with benches, Diane King</p> | <p><b>22</b> Mall walking program kiosk, Basia Belza</p> <p><b>23</b> Mall walking couple, Ric Raunio</p> <p><b>24</b> Mall walker getting blood pressure check, Ric Raunio</p> <p><b>25</b> Mall entrance, Marc Cormier</p> <p><b>26</b> Mall walkers program board, Marc Cormier</p> <p><b>27</b> Senior Center located in a mall, Marc Cormier</p> <p><b>28</b> Walkers with <i>Walk with Ease</i>, Cecilia Saikeo</p> <p><b>29</b> <i>EnhanceFitness</i> group exercise class, Barbara Taylor</p> <p><b>30</b> Participants in <i>EnhanceFitness</i>, Paige Dennison</p> <p><b>31</b> Senior zoo walkers stretching, Ryan Hawk</p> <p><b>32</b> Senior zoo walkers, Ryan Hawk</p> <p><b>33</b> Bear, Basia Belza</p> <p><b>34</b> Senior zoo walkers, Ryan Hawk</p> <p><b>35</b> Entrance to Xfinity Arena of Everett, Magnusson Klemencic Associates/Michael Dickter</p> <p><b>36</b> Laminated sign with exercises, Basia Belza</p> <p><b>37</b> Xfinity Arena at Everett, Magnusson Klemencic Associates/Michael Dickter</p> |
|--|---|

# Appendices



# Appendices



**Appendix A: Mall Walking Program Enrollment Form**

**Appendix B: Mall Walking Program Enrollment Form (example) and Program Flyer**

**Appendix C: Mall Walking Program Walking Log (example)**

**Appendix D: Mall Walking Program Brochure (example)**

**Appendix E: Mall Walking Program Flyer (example)**

**Appendix F: Mall Walking Program Route Map (example)**

**Note:** The forms included in the appendices are provided as examples only. The content in the forms and the forms have been tailored to the preferences of mall management. The forms in the appendices and their content were not drafted nor edited by the Guide authors and their inclusion in the Guide should not be taken as an endorsement by the institutions where the authors are affiliated.

## Appendix A

### Mall Walking Program Enrollment Form

Many walking programs collect baseline information when walkers start in the program.  
Here is an example of a Walker Enrollment Form:

Date \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

1. Name. \_\_\_\_\_
2. Contact information, including email address and phone number. \_\_\_\_\_
3. Age or birthday (some groups like to celebrate birthdays of walkers). \_\_\_\_\_
4. Gender. \_\_\_\_\_
5. Ethnicity. \_\_\_\_\_
6. Zip code of residence. \_\_\_\_\_
7. Name and contact information for emergency. \_\_\_\_\_
8. Walking routine.
  - a. Number of times each week walker plans on walking in the mall or other venue. \_\_\_\_\_
  - b. On average, length of duration of each walk walker plans to do in the mall or other venue. \_\_\_\_\_
  - c. Use of assistive device: yes or no; if yes, type? \_\_\_\_\_
  - d. Walking speed: slow, moderate, brisk (self-assessment). \_\_\_\_\_

## Appendix B

# Mall Walking Program Enrollment Form (example)

## Charleston Town Center **Mall Walkers Application**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (      ) - \_\_\_\_\_ - \_\_\_\_\_ Birthdate: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Male  Female

Email: \_\_\_\_\_

Check this box if you DO NOT wish to receive email regarding the Mall Walkers updates and specials.

### Membership regulations

- The mall is open at 7 a.m. for Mall Walkers.
- You may present your Mall Walkers free parking pass between the hours of 7 a.m. and 10 a.m. when a cashier is on duty and park on Level Two or higher in the Lee Street garage.
- The mall is a public place and all guests must observe the posted *Codes of Conduct* set forth by Charleston Town Center Management.

### Membership release

I realize that walking involves some risk. I understand that I am responsible for consulting with my physician or health care practitioner before beginning any new diet or exercise program.

In consideration of the right to participate in the Mall Walkers program, I UNDERSTAND AND AGREE TO ASSUME ANY AND ALL RISKS ASSOCIATED WITH PARTICIPATION IN THIS PROGRAM. I HEREBY RELEASE AND AGREE TO HOLD HARMLESS CHARLESTON TOWN CENTER, CHARLESTON AREA MEDICAL CENTER, INC. AND ITS AFFILIATED ENTITIES, FROM ANY AND ALL LIABILITY, ACTIONS, CLAIMS, EXPENSES, AND DAMAGES ARISING FROM OR RELATING TO ALL WALKING ACTIVITIES ORGANIZED, SPONSORED OR ENGAGED IN BY THE ABOVE-NAMED ORGANIZATIONS.

This is a legally binding document which I have read and understand. By signing below I agree to the Membership Regulations and Release.

Signature \_\_\_\_\_ Date \_\_\_\_\_



24997-A13

Credit: Charleston Town Center, West Virginia

## Appendix B

# Charleston Mall Walking Program Flyer



### "Walk of the Town" Mall Walkers Club

**Charleston Town Center currently provides free parking to mall walkers arriving between 7:00 – 10:00am Monday – Saturday.**

- Register and receive an official parking hang tag from the Mall Management Office on Level Three between the hours of 9:00am and 4:30pm.
- Walkers should park in the Lee Street garage on Level Two or higher. Do not park on Level One or in Service Drives. You will receive a citation and a fee.
- Walk at your own pace and selected time.
- We have an informal monthly Mall Walkers Meeting September through May on the third Tuesday of each month at 8:30am at Starbucks in Center Court. Refreshments, a guest speaker, blood pressure readings and door prizes are provided. Join us!

#### Distances Walked

##### **Level One**

- One time completely around in and out of all store fronts, from starting point and back = 3,118 feet.
- Straight path from one end to the other and back = 2,242 feet.

##### **Level Two**

- One time completely around from starting point and back = 2,788 feet.
- Straight path from one end to the other and back = 1,944 feet.

##### **Level Three**

- One time completely around = 631 feet

**Remember: 1 mile = 5,280 feet**

**Know someone who needs walking exercise? Share this flier and encourage their participation! For more info, call CTC Marketing Department @ 304-345-9526 or click [charlestontowncenter.com](http://charlestontowncenter.com).**

*Credit: Charleston Town Center, West Virginia*

## Appendix C

### Mall Walking Program Walking Log (example)

Walk For Life Mileage Log															
Record Miles in Consecutive Columns															
Start Date: _____															
Jan	2	3	4	5	6	7	8	9	10	11	12	13	14	Monthly Miles	Total Miles
Feb															
Mar															
Apr															
May															
Jun															
Jul															
Aug															
Sept															
Oct															
Nov															
Dec															

Name: \_\_\_\_\_

2013

Credit: Overlake Hospital Medical Center, Bellevue, Washington

## Appendix D

# Mall Walking Program Brochure (example)

*Tri-fold Printed Sample*

**WALK for Life**



The simplest form of exercise, easily done by all and a fun way to get fit!

**EXERCISE SAFELY AND EFFECTIVELY WHILE IMPROVING STRENGTH AND BALANCE.**

It's easy to join! There is no registration required. For more information on the **WALK for Life** Program, call **425-688-5259** or visit [overlakehospital.org/walk](http://overlakehospital.org/walk).

Check-in at the **WALK for Life** registration table inside the doors at The North Face entrance at Bellevue Square Mall. Park in the ground level parking garage just south of Nordstrom, entering through the first mall entrance off NE 8th Street.  
**Parking is free.**

**H**  
**OVERLAKE**  
MEDICAL CENTER

*Credit: Overlake Hospital Medical Center, Bellevue, Washington*

## Appendix D

# Mall Walking Program Brochure (example)

### *Tri-fold Printed Sample*

The **WALK for Life** program is a safe, effective, low-impact and convenient way to exercise while meeting friends. **WALK for Life** is a free, on-going program held at the Bellevue Square Mall Mondays, Wednesdays and Fridays (except holidays) from 8 – 9:30 a.m., before the stores open and the crowds arrive. Walkers can attend whatever days and times fit their schedules.

Walking in the mall provides a flat, well lit, even surface with controlled temperatures in a friendly and inviting atmosphere. Half-mile and one-mile routes are available but everyone walks at their own pace and distance that works best for them.

*“It is a free fitness program that provides great company in a safe environment,” WALK for Life participant.*



A **WALK for Life** coordinator is available daily to help you get the most benefit from your walking program. **Free** blood pressure screenings are also available.

*“While on vacation our car broke down and we had to walk to get help. We thought we could not have done that if we hadn’t been walking regularly,”* **WALK for Life** participants.

Walking is a great way to improve overall health that requires no special equipment and can lead to weight loss, decreased stress,

*Credit: Overlake Hospital Medical Center, Bellevue, Washington*

## Appendix D

# Mall Walking Program Brochure (example)

### *Tri-fold Printed Sample*

decreased blood pressure and overall cardiovascular health. The low impact activity can increase a person's balance and coordination reducing the risk of falls.

According to the American Heart Association, a regular exercise program such as walking can:

- ♦ Increase energy and lift mood
- ♦ Increase mental acuity
- ♦ Promote relaxation and sleep
- ♦ Burn calories
- ♦ Improve muscle tone
- ♦ Keep joints flexible
- ♦ Decrease risk of osteoporosis, diabetes, stroke and heart attack

*"In addition to the health benefits we get through regular exercise, there are also social benefits from the friendships we've made," WALK for Life participant.*

Walkers often enjoy coffee together after their morning walk.

Overlake Medical Center and the Bellevue Family YMCA invite you to

### **WALK for Life**

**MONDAYS, WEDNESDAYS**

**AND/OR FRIDAYS**

(except holidays)

**FROM 8 - 9:30 A.M.**

at Bellevue Square Mall.

For more information regarding fall prevention and balance classes, visit [overlakehospital.org/classes](http://overlakehospital.org/classes) or call **425.688.5259**.



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*Credit: Overlake Hospital Medical Center, Bellevue, Washington*

## Appendix E

### Mall Walking Program Flyer (example)



**Mall  
Walking**

**The Nugget Mall is open for Mall Walkers  
Monday through Saturday at 8:00am  
and Sunday 11:00am.  
Enter thru Vintage Fare Café.**

One mile = 12 times from Joann window to "The Wall"  
One Mile = 4 times around the interior perimeter  
including all three entrances.

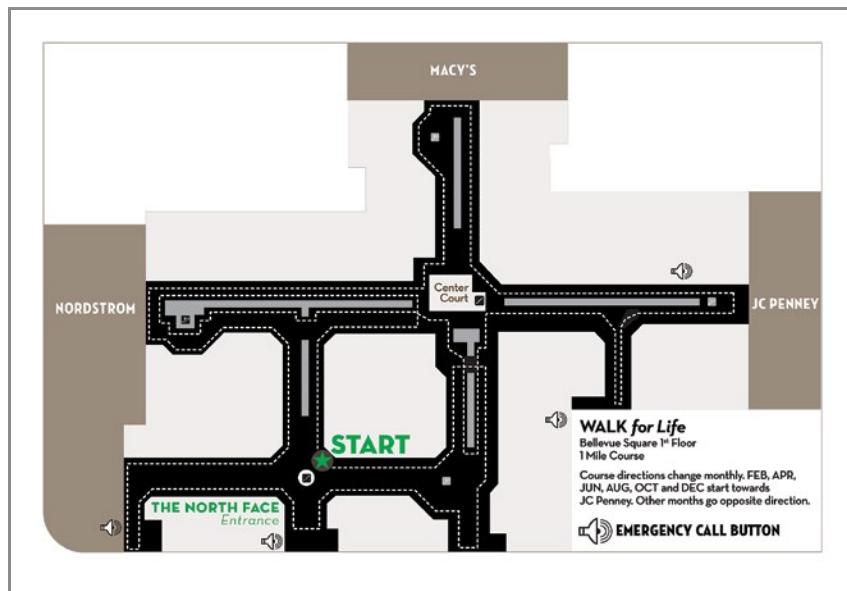
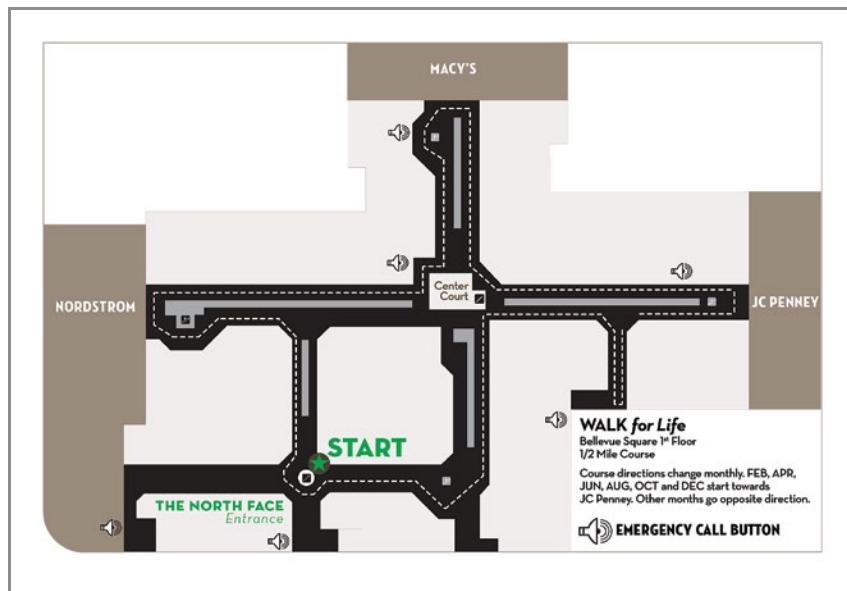
**Mall Hours:**  
Mon—Fri 10—8, Sat 10—6, Sun Noon—5  
**Telephone:** 789-4439



*Credit: Nugget Mall, Juneau, Alaska*

## Appendix F

### Mall Walking Program Route Map



Credit: Walk for Life, Bellevue Square, Bellevue, Washington



# Walking Resources

## America Walks

<http://americawalks.org/>

America Walks is a national resource that fosters walkable communities by engaging, educating, and connecting walking advocates.

## Every Body Walk! Collaborative

<http://www.everybodywalk.org/collaborative>

The Every Body Walk! Collaborative is a partnership of national, state, and local organizations, federal agencies, businesses, and professional associations that are committed to developing and implementing collective approaches that can return walking to a valued, cultural norm for all Americans. The EBW! Collaborative is striving to create environments where more people are walking in more walkable places.

## Start Walking Now

[http://www.startwalkingnow.org/start\\_workplace\\_walking\\_program.jsp](http://www.startwalkingnow.org/start_workplace_walking_program.jsp)

The American Heart Association's **Worksite Wellness Kit** encourages companies to set up walking routes around the office and celebrate and reward employees who use them to go from an inactive lifestyle to a more active one.

## Vital Signs on Walking

<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6131a4.htm>

Centers for Disease Control and Prevention.

**Vital Signs: Walking Among Adults**—United States, 2005 and 2010. Morbidity and Mortality Weekly Report, August 10, 2012, 61(31); 595-601. This is a CDC report that includes data analyzed from the 2005 and 2010 National Health Interview Surveys to assess changes in prevalence of walking.

## Walking Clubs

[http://www.heart.org/HEARTORG/GettingHealthy/PhysicalActivity/Walking/American-Heart-Association-Walking-Clubs\\_UCM\\_460019\\_Article.jsp](http://www.heart.org/HEARTORG/GettingHealthy/PhysicalActivity/Walking/American-Heart-Association-Walking-Clubs_UCM_460019_Article.jsp)

The American Heart Association information about walking clubs provides an additional rationale to start a mall walking program.

## Walk with a Doc

<http://www.walkwithadoc.org/>

**Walk with a Doc** is a free walking program for anyone interested in taking steps for a healthier lifestyle. It was started in Columbus, Ohio, in 2005 by a cardiologist, Dr. David Sabgir, and has expanded throughout the United States. Its mission is to encourage healthy physical activity and improve the health and well-being of the country. Some Walk with a Doc programs, including David Sabgir's Columbus group, walk in a mall during the winter season.

# Walking Resources

## Walk with Ease Program

[www.arthritis.org/wwe](http://www.arthritis.org/wwe)

Led by a certified instructor, the **Walk With Ease** program includes 1-hour classes that meet 3 times per week for 6 weeks. In studies by the Thurston Arthritis Research Center and the Institute on Aging of the University of North Carolina, **Walk With Ease** was shown to reduce pain, increase balance and strength, and improve overall health. The Walk With Ease Starter Kit includes the guidebook, along with a workbook, a pedometer, shoe wallet, bookmark, and reflective slapband.

## Well Spring–Stepping Out: Mall Walking and Older Adults

Alberta Centre for Active Living: Research and Education for the Promotion of Physical Activity

*Stepping Out: Mall Walking and Older Adults*

## Go4Life

<http://go4life.nia.nih.gov/>

**Go4Life**, an exercise and physical activity campaign from the National Institute on Aging at the National Institutes for Health , is designed to help you fit exercise and physical activity into your daily life, and to increase strength, balance, and flexibility among older adults, as well as aerobic or endurance activity.

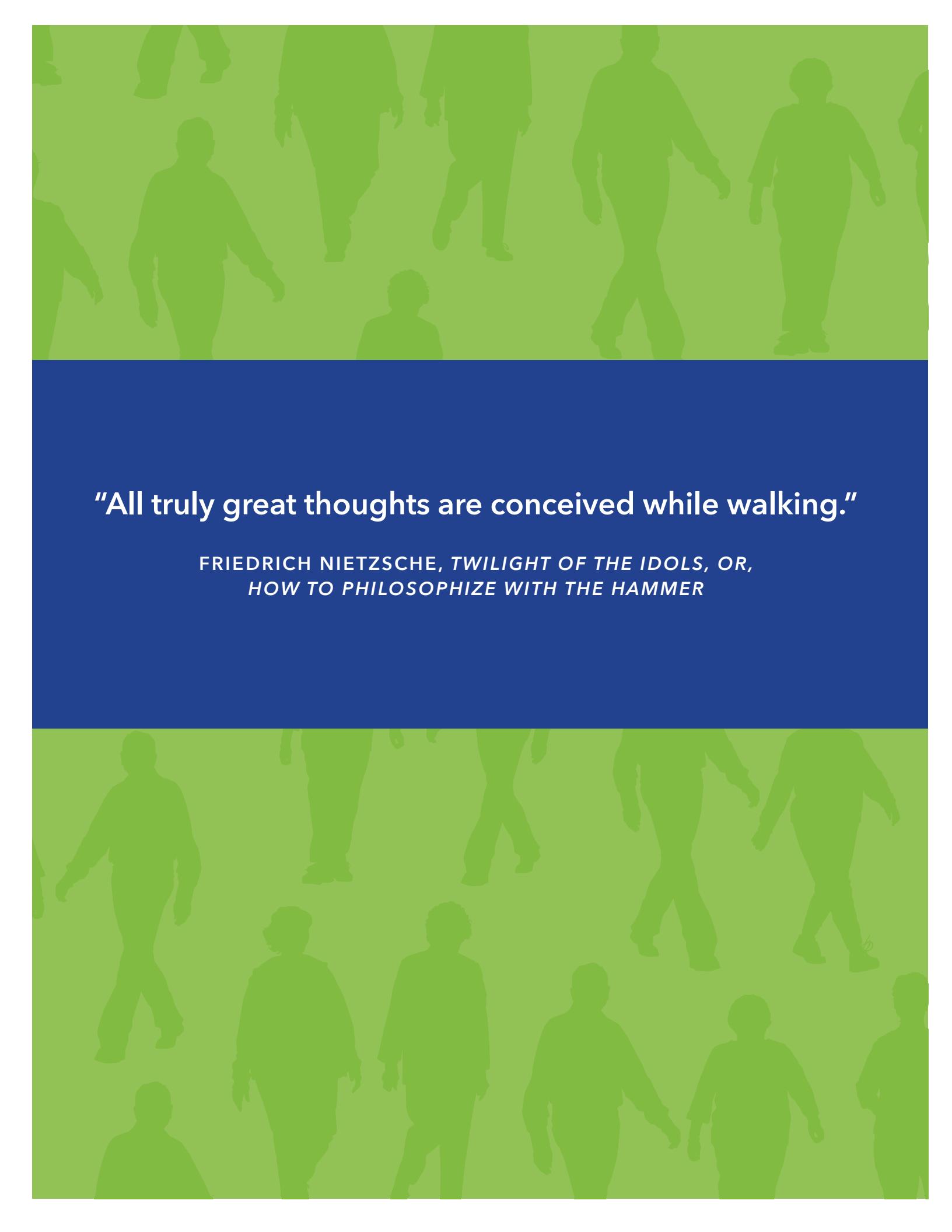


Jackson studied the shopping mall's long corridor, noting haggard mothers piloting loaded strollers and the senior citizens group walking the mall both for exercise and conversation.

OPENING SENTENCE TO *THE WINNER* BY DAVID BALDACCI

# Notes





**"All truly great thoughts are conceived while walking."**

FRIEDRICH NIETZSCHE, *TWILIGHT OF THE IDOLS, OR,  
HOW TO PHILOSOPHIZE WITH THE HAMMER*



Above all, do not lose your desire to walk: every day I walk myself into a state of well-being and walk away from every illness; I have walked myself into my best thoughts, and I know of no thought so burdensome that one cannot walk away from it... but by sitting still, and the more one sits still, the closer one comes to feeling ill... Thus if one just keeps on walking, everything will be alright.

SOREN KIERKEGAARD, LETTER TO JETTE (1847)



A CDC Prevention Research Center at the University of Washington School of Public Health



CDC Healthy Aging  
Research Network