



American Heart
Association



Learn and Live

Start! Walking At Work

Valley Preferred and the American Heart Association partner to bring you the Start! Walking program.

- A four-week employee walking program designed to give your employees healthy, less sedentary work days.
- An ideal way to prepare employees to walk more and to help keep them on track.
- An easy way to start a new employee wellness initiative or as an additional layer to your existing program.

Why use the Start! Walking program at your worksite?

- As many as 70% of all Americans are not getting enough exercise due to lack of time and motivation.
- You need to reach these people where they spend most of their time—at work!

Employers with on-site physical activity programs may:

- Reduce health care costs
- Reduce short-term sick leave
- Increase productivity

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Everything you need to Start!



Valley Preferred and the American Heart Association partner to bring you the **Start! Walking at Work** tool kit. This tool kit provides companies with tools to make participation easy and fun for all employees. The kit includes:

- Coordinator's Guide & Resource CD
- Window Decal
- Motivational Flyers
- Promotional Posters
- Group Goal Poster
- Milestone Tracker & Decals
- MyStart! Online Reminder Stickers
- Walking Path Icons

Plus! Valley Preferred's BeneFIT Wellness Team is there to help you every step of the way:

- Customize the program to your worksite.
- Set up a path employees will love to walk on.
- Motivate employees to **Start!** walking.
- Maximize participation through out the program.
- Track your outcomes!



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For more information on the Start! Walking at Work Program, contact Valley Preferred at 610-969-0429, 1-800-955-6620 or at healtheducator@valleypreferred.com.