

★ WELCOA's News & Views

Walking 4 WELLNESS

FOUR SIMPLE STEPS TO ACHIEVE YOUR BEST BODY AND LIFE



A WELCOA Expert Interview with fitness expert **Sean Foy** on the health benefits of walking in four simple steps!

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Walking 4 Wellness: Four Simple Steps To Achieve Your Best Body And Life

An Expert Interview with
Sean Foy, MA

ABOUT **SEAN FOY, MA**



Sean Foy is an internationally renowned authority on fitness, weight management and healthy living. As an author, exercise physiologist, behavioral coach and speaker, Sean has earned the reputation as "America's Fast Fitness Expert." With an upbeat, positive and sensible approach to making fitness happen, even with the busiest of schedules, he has taken his message of "simple moves" fitness all over the world. Sean is the author of WELCOA's physical activity books, *Walking 4 Wellness: Four Simple Steps to Achieve Your Best Body And Life* and *Fitness That Works: Simple Moves To Make Exercise Happen Between 9-5*, as well as *The 10 Minute Total Body Breakthrough* and the co-creator of an award winning children's health and fitness program, *LEAN KIDS*. Sean has helped thousands of individuals all over the world with their wellness needs as an author, personal trainer, counselor, presenter and business owner and is committed to encouraging everyone to attain optimal well-being for body, mind and spirit!

ABOUT **RYAN PICARELLA**



As WELCOA's new President, Ryan brings immense knowledge and insight from his career that spans over a decade in the health and wellness industry. He is a national speaker, healthcare consultant, and has designed and executed award winning wellness programs. Known for his innovative and pragmatic approach to worksite wellness, Ryan looks forward to furthering the WELCOA mission and vision and continuing to position the organization for success for the future.

Ryan Picarella can be reached at rpicarella@welcoa.org.

Walking: it's putting one foot in front of the other—there couldn't be that much more to it, right? Wrong! At least that's what nationally renowned fitness expert Sean Foy began to discover after a casual conversation. The discussion led to months of research, and eventually Sean's latest book, *Walking 4 Wellness*. In this exclusive interview Sean reveals some of his key findings and specifically why walking is so much more than meets the eye.



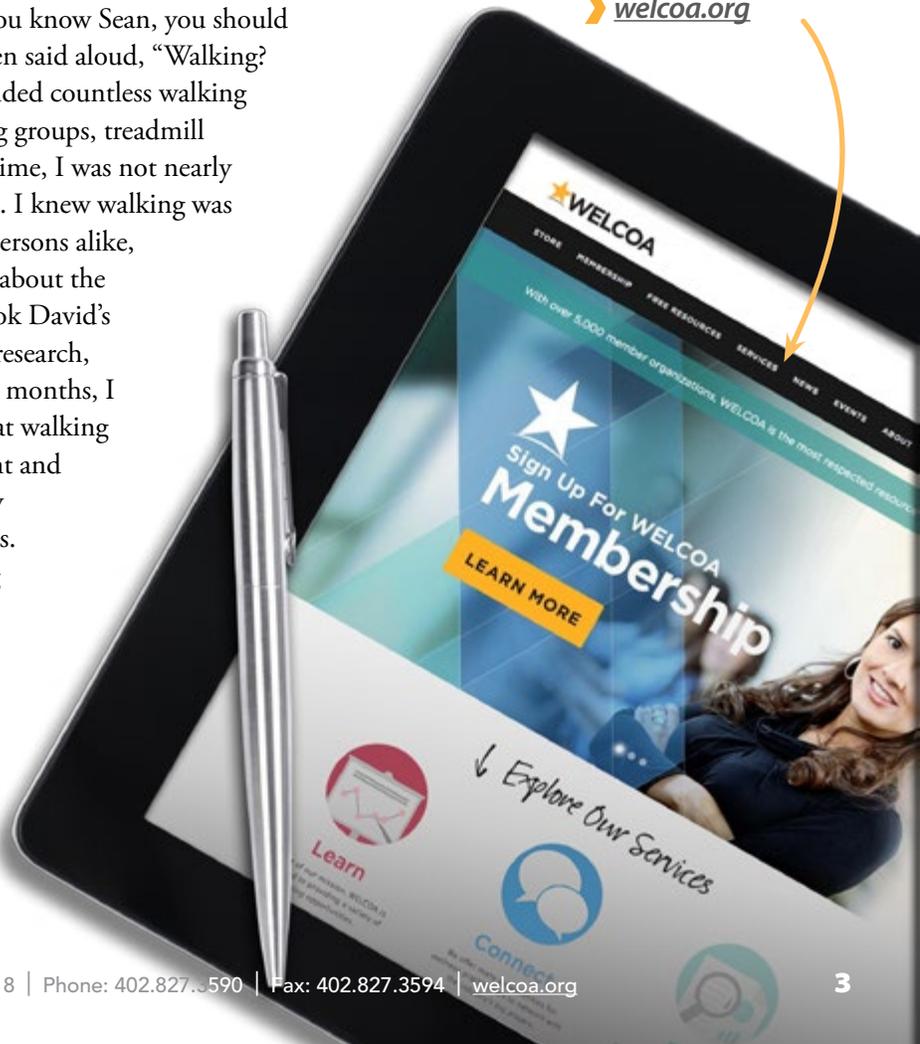
Q1 Sean, why did you write a book on walking?

Sean Foy: That's really a very interesting question, Ryan. Dr. David Hunnicutt and I were chatting on the phone one day and he asked me what my next fitness book was going to be about. I mentioned a couple of ideas I had been working on to help individuals, companies and communities get moving more, as he patiently listened to me share my thoughts. Then David excitedly said, "You know Sean, you should write a book about walking!" I thought to myself and even said aloud, "Walking? Really?" As a fitness trainer I have created and recommended countless walking routines to my various clients, have led corporate walking groups, treadmill training classes and hiking trips but to be honest, at the time, I was not nearly as enthusiastic about the subject of walking as David was. I knew walking was an incredibly powerful form of activity for unfit and fit persons alike, but frankly, I thought so much had already been written about the subject, what would be the point? Boy, was I wrong! I took David's advice and began to seriously dig through mountains of research, case studies and best practices on walking and after a few months, I had an epiphany. I realized what David already knew; that walking is by far one of the most effective, economical, convenient and powerful interventions we have for the health of not only our bodies, but also our minds, finances and relationships. The vision became clearer. I began to see how integrating health and wellness education, using the "classroom of walking" could dramatically impact every aspect of an individual's life. A new comprehensive physical activity and exercise strategy book called *Walking 4 Wellness* was birthed. I was so excited to see what David already knew but needed me to find out for myself, and it was simply this: Walking changes everything—our health,

“...the elaboration of one's core, purposeful values **reduces defensiveness** to health messages and influences health behavior changes.”

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our neighborhoods, our cities and our world. I would have never realized when I was talking to David about the idea of walking, how simple and profound the impact this intervention could be. Now, with the WELCOA Nation, we are so excited about changing the world through walking together! Talk about a productive phone call. Thank you David!

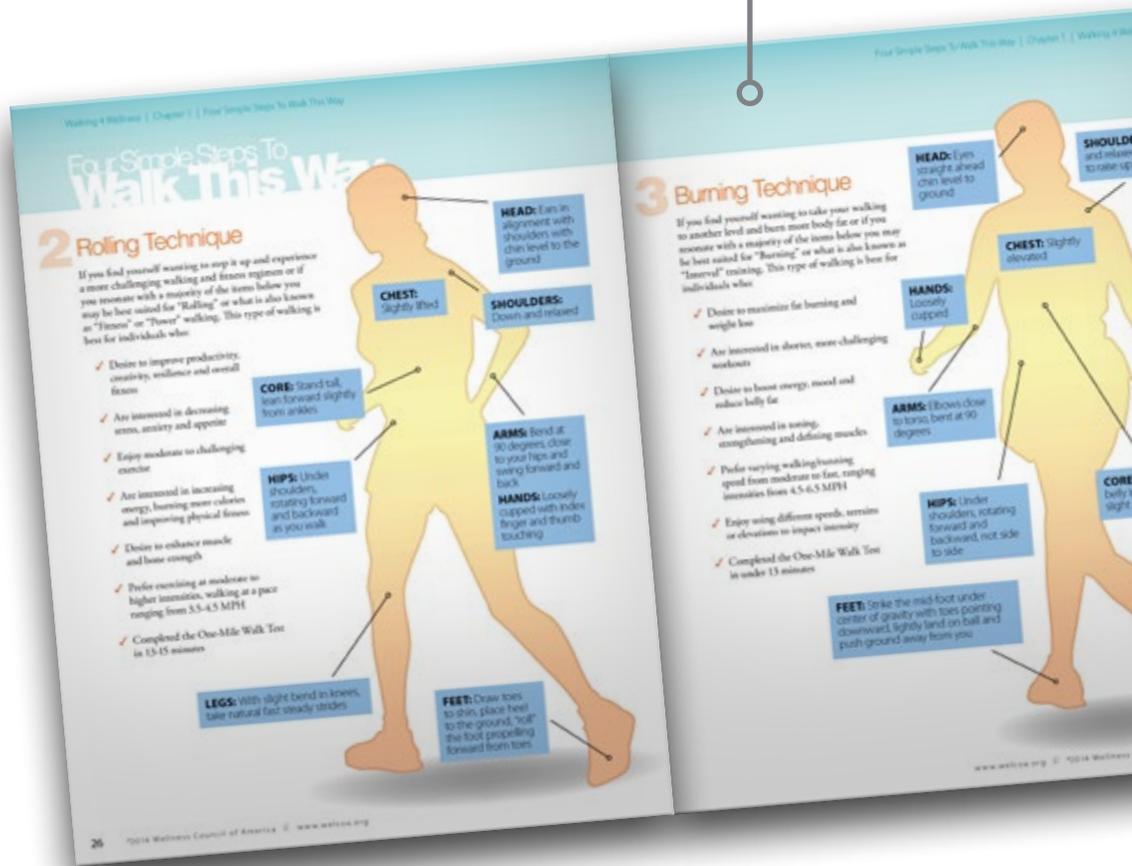
Q2 Is there really that much to know about walking?

SF: Walking is simpler than you could imagine and yet more intricate than you can conceive. Like many things in life, for example the human eye, we presume, since we see out of it, we know all we need to know about it—not realizing the breath, beauty and complexity that makes it so simple and yet so profoundly useful to our lives. I thought this way when it came to the subject of walking. I had studied walking in my undergraduate training, I knew about walking, had trained with walking, but didn't really see the potential or usefulness walking could have on our lives, beyond fitness. For example, there are four different forms of walking that I've identified and written about in the Walking 4 Wellness program.

1. Strolling
2. Rolling
3. Burning
4. Toning

At first glance, these techniques all appear to only benefit the body. But what is amazing is how when coupled with specific strategies, techniques and instructions any one can utilize these different forms of walking to reach their desired goals related to not only their body, but also their mind, career/finances and or relationships. The application of *Walking 4 Wellness* in the workplace or communities is endless and can profoundly impact the health and well-being of multiple dimensions of an individual's life.

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Q3 Is walking enough? Do I still need to lift weights and participate in more intense workouts?

SF: According to researches from the American College of Sports Medicine and other prestigious national and international fitness organizations, all recommend four components of “complete” fitness:

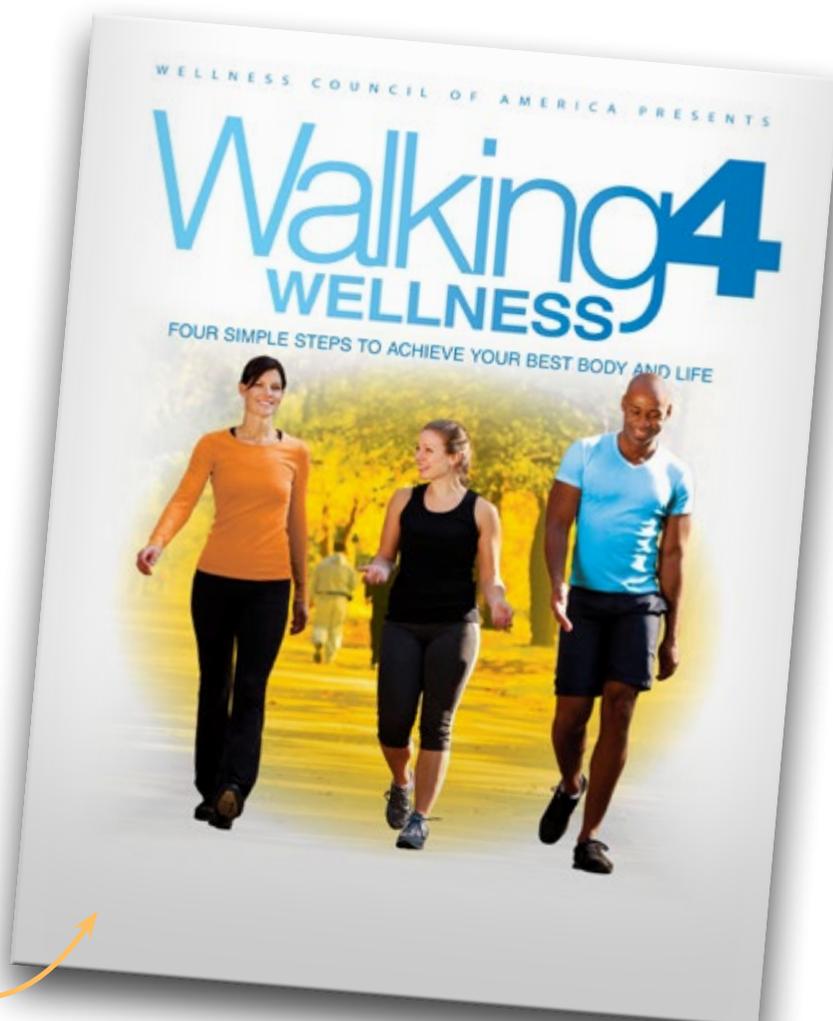
1. **Cardio respiratory exercise**—Adults should accumulate 150 minutes of moderate intensity exercise per week. This can be done through 30-60 minutes of moderate intensity exercise or 20-60 minutes of vigorous intensity exercise three days per week or all at once or even shorter 10-minute sessions throughout the day.
2. **Resistance training**—Focusing on major muscle groups of the upper and lower body two to three days per week, two to four sets of 8-20 repetitions.
3. **Flexibility exercises**—Adults should do at least two to three days each week, holding each stretch for 10-30 seconds.
4. **Neuromotor training**—Also known as functional fitness training, movements to improve balance, coordination and proprioception should be performed at least two to three days per week.

That said, with nearly 70% of Americans not performing enough exercise to maintain their present health, the best exercise in the world to help you improve your health, reduce stress, improve your mental health and mood isn't the one that is simply prescribed, rather it is the one you will actually do. Walking, according to researches, just happens to be one of the best forms of activity most people are willing to do and has shown to significantly increase the likelihood of adopting other activities as well. I love what Mike Loosemore of the Institute of Sport, Exercise and Health University College of London says: “Any increase in exercise improves your health—and walking can act as a gateway to doing more.” Bottom line: Walking is by far one of the best exercises to help individuals get started with a fitness program—not to mention encouraging them to begin to think about performing the other aspects of a complete fitness program.

Check out Sean Foy's book,
Walking 4 Wellness

Get it at the WELCOA store:
www.welcoa.org/store/product/walking4wellness/

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Q4 What are some of the benefits I can expect from adding walking into my daily routine?

SF: Wow, we need another interview just for this answer. Here are just a few of the many benefits regular walking can add to your life:

Physically:

- Managing your body weight and improving your metabolism
- Keeping your skin looking young and supple—helping you look and feel years younger
- Strengthening and improving the tone of your legs, core, shoulders and arms
- Increasing energy, reducing blood pressure, increasing “good” cholesterol and lowering your risk of heart disease and cancer

Mentally:

- Boosting your mood, joy, happiness and sense of well-being
- Enhancing relaxation
- Reducing feelings of anxiety and worry
- Decreasing muscular tension
- Improving sleep and recovery

Career/Finances:

- Enhancing your learning, time management and judgment
- Boosting your creativity
- Elevating your self esteem, self image and confidence
- Increasing your productivity and morale
- Reducing absenteeism and presenteeism
- Boosting your human capital—your health, attitude, motivation, skills, education—everything you bring to the table to make you uniquely financially valuable

Heart/Spirit:

- Increases social interaction
- Improves conversational skills
- Enhances marriage, intimacy, relationships, bonding and a sense of community
- Boosts self-worth, attitude, meaning and purpose for life
- Elevates happiness and life satisfaction

And that’s just the tip of the iceberg.

“What is under the water line?” Really, when we move, when we exercise we are enhancing our intellectual health, our emotional health, our relational health, our occupational health, our spiritual health.”

Q5 How far do I need to walk to get the most benefits?

SF: The standard answer to this question would typically be, the longer the better. While this wisdom holds true in some cases, the more accurate answer truly depends upon what an individual's personal goals may be. This was a significant learning for me when I was developing the *Walking 4 Wellness* program. I realized some individuals are highly motivated to begin a walking program primarily to lose weight, so applying the "Burning-Interval" walking technique and program allows an individual to decrease their duration of exercise but increase their intensity. And when this is combined with nutritional education, individuals' weight loss and fat burning ability improved dramatically. But not everyone is motivated to walk for weight loss. Some would like to reduce their stress, improve or enhance their mood or increase their creativity at work or break up an inactive workday. These specific goals impact the prescription of frequency (how many days a week one should walk), duration (how long one should walk), intensity (how hard or fast they should walk). Bottom line, it is crucial to identify employees' personal goals, interests and motivations and align their specific walking training to their needs to maximize their personal results.

Q6 Do you recommend using pedometers or other devices to measure steps?

SF: Anything that helps someone move more I encourage. Whether it's using a pedometer, accelerometers, apps or other activity trackers, if it motivates and encourages someone to move more I'm all for it! It also helps to know there's some good research on the usage of pedometers and other devices to increase motivation and adherence to regularly walk.

From waist wearing pedometers to fashionable colored bracelet bands, **movement trackers are fast becoming very popular tools** to measure not only your walking but also areas such as sleep, nutrition and activity throughout your day."

Attention WELCOA Members! Check out the ***Fitness That Works Incentive Campaign*** and get your employees moving to better health!

Download it from Absolute Advantage:
<http://absoluteadvantage.org/article/?article=1037>



Q7 How would you suggest I “sell” the idea of adding walking to my wellness program to my manager?

SF: Studies indicate most successful sales rarely happen on the first exposure, in fact the majority of sales occur on the fifth to 12th try. Like any sales process, promoting the idea of a walking program to your manager and organization will also require enthusiasm, knowledge and most of all perseverance. I’d encourage those interested in “selling” the idea of a walking program in their workplace to also consider some proven steps, which are essential to its initial and ongoing success. We’ve created a *Walking 4 Wellness* training and certification program with WELCOA filled with detailed information to help “sell” and implement a best in class walking initiative in the workplace. This training walks participants through a successful 4-step process:

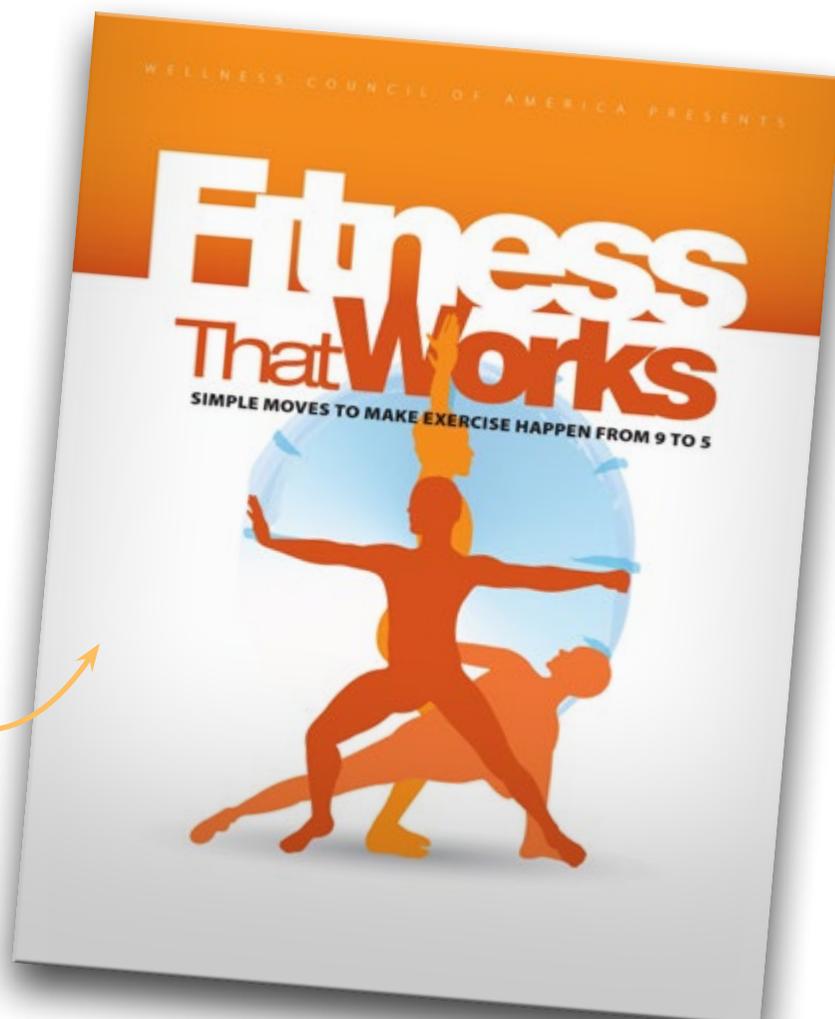
- **Step 1 – Think Well:** Ask the right questions and collect the right data to build your team and case.
- **Step 2 – Plan Well:** Design your program, create your goals and objectives and determine your program.
- **Step 3 – Walk Well:** Provide proven walking intervention programs: assess, deliver and re-assess.
- **Step 4 – Live Well:** Create strategies to keep your program growing.

I’d highly recommend reviewing the *Walking 4 Wellness* Certification program. After attending this training, participants will gain the necessary knowledge and strategies to effectively sell and implement a *Walking 4 Wellness* program in their workplace or organization. 

Check out Sean Foy’s flagship fitness book, *Fitness That Works*

Get it at the WELCOA store:
www.welcoa.org/store/product/fitness-that-works/

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Walking In The Workplace

How would you suggest I “sell” the idea of adding walking to my wellness program to my manager?

If you are in charge of your fitness or wellness offerings in your company or organization, providing your manager or team with some “reasons” to consider walking may be your best first step. Consider some of the eight facts about walking to get the conversation started:

- 1. IT PAYS.** According to the American Heart Association, “Physically active people save \$500 a year in healthcare costs. Active fitness programs have reduced employer healthcare costs by 20% – 55%. Reducing just one health risk in the workplace increases productivity by 9%. Reducing one health risk decreases absenteeism by 2%.”
- 2. IT’S INEXPENSIVE AND EASY TO DO.** Walking doesn’t cost anything. Walking is the simplest and easiest way for employees to get fit and stay fit. Employees don’t need any special lessons, equipment or training to walk briskly and reap the many benefits to body, mind, career and relationships.
- 3. IT’S POPULAR.** Walking is by far the most popular form of aerobic exercise in the United States. According to the CDC, more than 145 million adults now include walking as part of a physically active lifestyle. More than six in 10 people walk for transportation or for fun, relaxation, exercise or for activities such as walking the dog. Walking is on the rise. The percentage of people who report walking at least once for 10 minutes or more in the previous week rose from 56% (2005) to 62% (2010).
- 4. IT’S GREAT FOR PRODUCTIVITY.** Information presented in the Harvard Business Review identified employees work best when they take regular, brief renewing breaks, such as going for short walks throughout their busy day. Researchers discovered those who did felt emotionally and mentally better, stronger, more resilient, more focused and more alert. The writers point to an experiment with Wachovia Bank: Participants who took regular “renewing breaks” to increase their energy, produced 13 percentage points greater year-after-year in revenues from loans versus the control group. And they exceeded the control group’s gains in revenues from deposits by 20 percentage points.
- 5. IT FEELS GOOD.** Motion affects emotion. Studies indicate just a little movement increases blood flow, releases feel good chemicals such as endorphins, and increases self-esteem, self-image and energy.
- 6. IT’S SAFE.** Nearly everyone from young to old to pregnant can experience the many health and fitness benefits of walking without undue strain or risk of injury.
- 7. IT’S FOR LIFE.** Walking is something employees can do for a long, long time. No need to re-invent the wheel every quarter with a new campaign a walking club program can be the hub to disperse wellness information and education.
- 8. IT’S ADAPTABLE.** Employees don’t have to perform the same walking technique every time they go for a walk. With *Walking 4 Wellness* they can learn a number of ways to vary their walking routine, providing variety as well as helping them reach their desired health and wellness goals.

“ I love what Dr. Michael Joyner, a leading researcher in the field of endurance exercise from the Mayo clinic says: ‘I personally think that brisk walking is far and away the single best exercise.’ ”



2015 Learning Agenda Launched

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11 Training Opportunities



Here are WELCOA's Training Offerings For 2015...



WELCOA's Seven Benchmarks (Beginner)

Wednesdays – Jan. 7, 14, 21, 28 – 9:30-11:00AM

All new content! There is both an art and science to designing and delivering a results-oriented workplace wellness initiative. In this four-part certification, you will be immersed in WELCOA's Seven Benchmark approach to building great wellness programs.



Demystifying Engagement

Wednesday – Feb. 11 – 9:30-10:30AM

There is a lot of talk about the importance of engagement when it comes to creating successful wellness programs, but what is the true definition of engagement? Laura Putnam will share key principles for fostering long-term engagement that results in behavior change.



Program Evaluation 101

Wednesdays – Apr. 8, 15, 22, 29 – 9:30-11:00AM

There are many reasons that wellness practitioners do not evaluate the impact of their programs; perhaps they feel like they have to be a statistician to evaluate impact, or they are concerned that evaluation will reveal that their program does not have a powerful impact.



The Importance Of Sleep

Wednesday – May 13 – 9:30-10:30AM

In this exclusive WELCOA webinar, Brian Luke Seaward will give you the knowledge you need to educate employees on the importance of sleep and be able to design worksite programming to improve sleep quality and decrease digital toxicity.



Weigh Less For Life: The Family Plan

Wednesdays – Jun. 3, 10, 17, 24 – 9:30-11:00AM

50% of health care dollars are spent on employees' spouses and dependents; do you have a plan for improving health for the whole family? Dr. Ann Kulze is tackling this critical cost driver for organizations with this new certification for nutrition program best practices.



Designing A Legally Compliant Wellness Program

Wednesday – Jul. 15 – 9:30-10:30AM

This webinar will give you the skills and best practices you need to design your wellness program with confidence. After attending this webinar, you'll be able to identify the various laws that affect employee wellness program design and understand the basic requirements of those laws.



WELCOA's Seven Benchmarks (Advanced)

Wednesdays – Aug. 5, 12, 19, 26 – 9:30-11:00AM

This advanced-level of WELCOA's flagship Seven Benchmarks certification series will help you take your wellness initiative to the next level. This training is perfect for advanced level practitioners and for those who are well-established in the field.



New Direction For Full Engagement In Life & Health

Wednesday – Sep. 16 – 9:30-10:30AM

Traditional programs have focused on health risk factors and metrics, but do not address health determinants like employee purpose and meaning. Solid research is indicating that wellness professionals may want to reconsider and incorporate this critical element into their programs.



The Road To Wellness

Wednesdays – Oct. 7, 14, 21, 28 – 9:30-11:00AM

Your employees have an incredible amount of stressors—from work to finances to family obligations, the average American worker is at the brink of burnout. Arm yourself with the knowledge you need to do something about it.



The Culture Imperative

Wednesday – Nov. 4 – 9:30-10:30AM

Culture expert, Josh Levine has worked with some of the top technology firms in the country to create more high performing cultures. When it comes to creating programs that result in long-term behavior change, culture is king.



Fitness That Works: The Family Plan

Wednesdays – Dec. 2, 9, 16, 23 – 9:30-11:00AM

Most wellness program offerings include a fitness component, but what is next for corporate fitness initiatives? You will learn all of this and more with Sean Foy's *Fitness that Works: The Family Plan*. Earn a national certification in the future of fitness programs in the workplace.

Go to welcoa.org/services/learn/certification-schedule/
for more information on WELCOA's 2015 Training Schedule!