

Welcome to our Life newsletter.

Urbanwalks brings you news and information on the walking & physical activity projects and initiatives that the company are involved with, and to look at the inactivity and health issues in Britain today.

JULY 2008

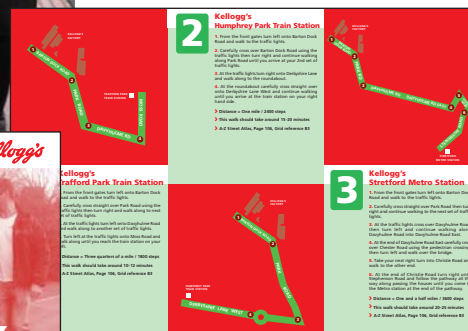
newsletter **life**

Providing physical activity solutions for Kellogg's

Urbanwalks have been working in partnership with the Kellogg's Occupational Health Team to promote health at work through their "Fit for Life" campaign for the last three years now.

Staff Walking Routes

In January 2006 Urbanwalks designed two urban walks leaflets for Kellogg's providing 12 walks in total. The first six urban walks leaflet was for the staff based at their Talbot Road offices in Stretford, Manchester. The aim of this leaflet was to get staff walking more at lunchtime. The second six urban walks leaflet we designed was for their staff based at the factory site in Trafford Park, due to shift patterns and health and safety issues with staff leaving the building during their shift. Urbanwalks designed six active travel routes instead of lunchtime walks, these routes provided short walks from local bus, train and tram stations as well as from two and three bus stops away from the main building to encourage workers to take public transport to and from work and incorporate walking as part of their daily routine.



Talbot Road with an Activity Motivator service, which provides one to one consultations for the staff to access. The aim of

the Activity Motivator service is to provide an opportunity for staff to talk to a health & fitness specialist about any health, fitness or diet query. The sessions are not "active" and there are no traditional "fitness tests" because Kellogg's and Urbanwalks wanted to attract those who are less active than they should be and who might be put off by such an approach. Justine Dingwall the Health & Fitness specialist from

Urbanwalks takes each client through a simple questionnaire to determine any medical problems, current activity levels, general lifestyle information

and activity goals. This service is also available to any staff who are currently active but who might need some additional motivation.

Activity Motivator

Urbanwalks provides the staff at the Kellogg's Building at

The Activity Motivator is available one day a month at Kellogg's, each appointment lasts for around 30-45 minutes. Each client is provided with some specific exercise information on how to become more active or adapt current activity routines, this may involve a new gym programme or ideas for lunchtime activities or even home based exercises. There is around 500 staff at the Talbot Road site and last year 65 appointments were utilised with some staff seeing Justine more than once. The response by the staff to the service has been great and works out at around 15% of Talbot Road staff using the Activity Motivator service throughout the year.

Fit for Life - Health Check Days

At the beginning of each year the Kellogg's Occupational Health Team provide free and confidential health check days for staff at each of their three UK sites. Employees take a number of simple tests and then complete a short questionnaire, the whole assessment only takes about 10 minutes.

These "Fit for Life" days are delivered as a partnership between Kellogg's, Urbanwalks and Trafford Community Leisure Trust and a check consists of:

- Blood pressure and Cholesterol test taken by an Occupational Health Team member
- Height, weight, BMI, body fat%, flexibility sit & reach, and peak flow taken by Trafford Community Leisure Trust staff
- The test results and general information on how to make any changes is delivered by Justine Dingwall, the Activity Motivator from Urbanwalks

Urbanwalks have helped with these Health Checks at the three Kellogg's UK sites and at the Kellogg's Ireland site in Dublin providing a total of 17 days support.

During 2007, 481 staff across all Kellogg's sites took a Health Check. So far in 2008, 670 employees have taken Health Checks and the Dublin offices have still to be done, which is an outstanding achievement for Kellogg's and their "Fit for Life" campaign.

For more information on our Activity Motivator or Exercise Consultancy Services please contact Urbanwalks on **0870 242 7507**



Various events and activities that are held throughout the year as part of the Kellogg's "Fit for Life" campaign.

Home and Office based exercise sheets

As health professionals, how many times have you heard the comment 'I don't have time to do any exercise', endless I think the answer will be.

It is important for those of us that have a role to play in providing encouragement to others to be more active, more often to remember that one cap does not fit all. In other words not everyone wants to go out walking / cycling or go to the gym; we have to be versatile in our delivery plans whether that's for "Health at Work" projects, community projects or regional / national programmes.

Here at Urbanwalks we have taken this on board and although our main product is our walking leaflets we also

design and produce urban exercises for the home or office. Urbanwalks first came up with the concept to provide additional support to our customers who commissioned an urban walks leaflet. However, due to demand, any organisation can now buy our exercise sheets and we have sold over 55,000 sheets to date.

The aim of the A4 exercise sheets is to provide a program of exercises that can be achieved within a specific time frame to suit a variety of lifestyles as well as a variety of fitness levels. We have 10 different exercise sheets that are available to buy of the shelf and cost as little as 25p per copy and reducing to 15p per copy depending on how many you buy. The exercise sheets are as follows:

At Your Desk - Office Based

The following exercises on this single sided sheet are to help mobilise your muscles and joints without interfering with your days work and will be especially effective for those of you whose work is predominately sitting behind a desk all day.

These exercises will help to Refresh & Energise the mind, Reduce joint & muscle stiffness, Increase blood circulation.

All the above exercises can be done stood up or sat in a chair, they will only take around 3-5 minutes each time.



No Sweat - Office Based

These lunchtime exercises on this single sided sheet have been designed to give participants a general workout without having to change clothes or the use of shower facilities.

These exercises are suitable for all fitness levels, even those of you who may suffer from any of the following: Hypertension, Diabetes, Arthritis, Asthma, Heart Attack, Heart Bypass or Stroke.

This whole workout will only take around 15-20 minutes, but the benefits will last for much longer.



Strength & Mobility - Home Based

The following exercises have been designed on a double sided sheet to help improve mobility around the joints and increase muscular strength aimed for those people who may suffer from any joint, cardiac or blood pressure problems, along with those who may be new to taking up exercise.

These Strength & Mobility exercises are important for helping to manage day-to-day activities such as carrying shopping, climbing stairs and reaching for those top shelves. There are also 9 warm-up exercises to be done before the strength and mobility exercises.

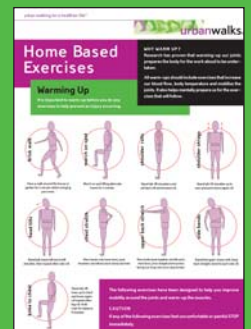


Warming Up & Cooling Down - Home Based

All the warm-up exercises on this double-sided sheet are designed to increase our blood flow, body temperature and mobilise the joints. It also helps mentally prepare us for the exercises that will follow.

It is also important to cool down after you have done any exercise. This will help return the body's physiological functions back to how they were before exercising and will help to restore the full range of motion and develop flexibility via stretching.

The cooling down exercises have all been designed to help develop and maintain a good range of flexibility.



Older People - Home Based

These exercises have been designed for those older people who are more chair-bound than others.

All 12 exercises on this double sided sheet will help increase muscular strength, flexibility and balance. These exercises are all really important for older people so that they will be able to manage with their everyday chores.

All text on this exercise sheet has been printed in a large font size to help those people who have difficulty with reading small text.



30 Minute Workout - Home Based

This 30 minute full body workout can be done at home in your leisure time or at work.

The exercises on this double sided sheet have been designed to give you an all over workout. This sheet is ideal for those who wish to work a little harder and would like to see more benefits from their exercise routine.

Although the exercises are very simplistic, they will require you to change your clothes, as some of the exercises require you to get down on the floor.



Arms & Shoulders - Home Based

The following exercises have been designed for toning and strengthening the Arm and Shoulder muscles.

There are four arm and four shoulder exercises on this single sided sheet.

All these exercises will help you improve your muscular strength and endurance in your upper limbs as well as improving your flexibility.

These exercises will only take around 10 minutes to do each day and can be done with or without weights.



Chest & Upper Back - Home Based

The following exercises have been designed for toning and strengthening the Chest and Upper Back muscles.

There are four Chest and four Upper Back exercises on this single sided sheet.

All these exercises will help you improve your muscular strength and endurance in your upper limbs as well as improving your flexibility.

These exercises will only take around 10 minutes to do each day and can be done with or without weights.

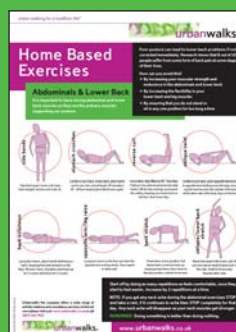


Abdominals & Lower Back - Home Based

The following exercises have been designed for toning and strengthening the Abdominal and Lower Back muscles.

There are four Abdominal and four Lower Back exercises on this single sided sheet. All these exercises will help strengthen the muscles in this area, which are very important for having good posture. Research shows that 8 out of 10 people suffer from some form of back pain at some stage of their lives.

These exercises will only take around 10 minutes to do each day.



Legs - Home Based

The following exercises have been designed for toning and strengthening the Leg muscles.

There are eight leg exercises on this single sided sheet that cover all parts of the Legs both front and back. All these exercises will help improve your muscular strength and endurance in your legs as well as improving your flexibility.

These exercises will only take around 10 minutes to do each day and can be done with or without weights.



Commissioned Exercise Sheets

Urbanwalks can also design exercise sheets to suit any organisations special needs. That could be designing exercise sheets for a specific target group or using special equipment such as resistance bands, balls etc. The exercise sheets can also be designed using your own corporate

colours and logos at an additional cost. Urbanwalks have done this for organisations such as Halton Borough Council and Halton Age Concern. For more information about this service or to buy our exercise sheets please visit www.urbanwalks.co.uk and click on exercise sheets or contact us on **0870 242 7507**.

Urbanwalks continue to design and promote Active Travel

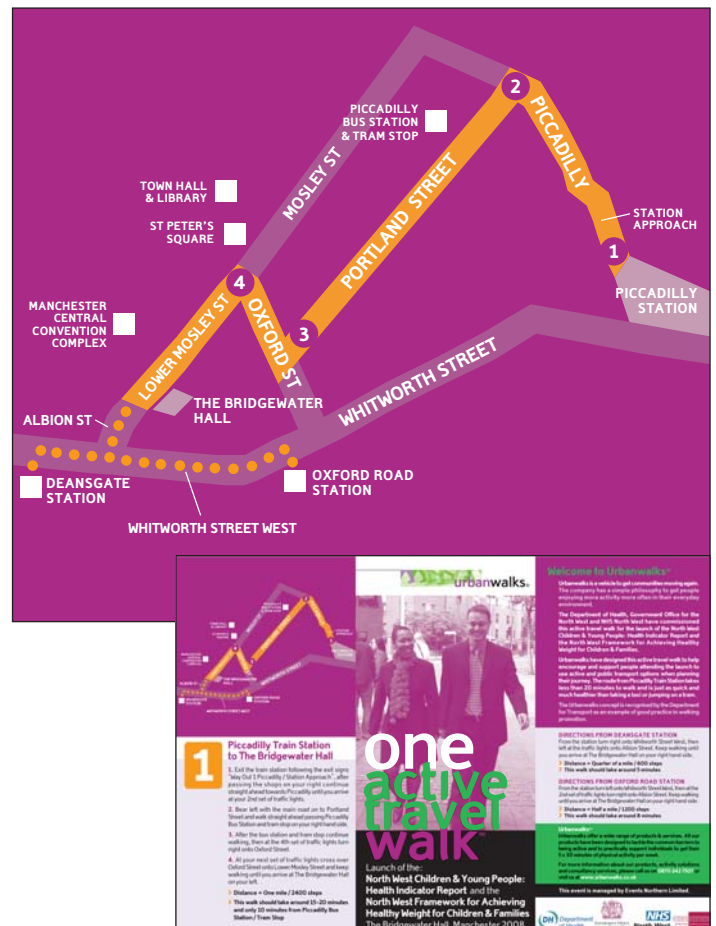
Urbanwalks reported in the July 2007 edition of their Life Newsletter about making conferences more greener by promoting active travel routes to the venues.

For those of you who did not see that specific article, it was informing readers about a service that Urbanwalks provide to encourage conference / event delegates to use public transport and to incorporate walking as part of their journey to and from conferences. **Active Travel is a great way of incorporating physical activity into your daily routine.**

The active travel routes are aimed at conference / event delegates and funded by the conference organisers. Urbanwalks provide tailor made walking routes from the nearby bus or train station to a conference venue, the routes are then designed in a simple and useable format and are provided to all delegates as a printable PDF, which gets sent out with the conference pack information. The routes not only provide a simplistic map and text but they also provide the distance of the route and the time it should take to walk it.

To date in 2008 we have already produced three new active travel routes for conferences / events in the North West these include:

- Department of Health, Government Office for the North West and NHS North West - Launch of the North West Children and Young People: Health Indicator Report and the North West Framework for Achieving Healthy Weight for Children and Families, held at the Bridgewater Hall, Manchester in January 2008.
- From Insite to Delivery - the first North West Social Marketing Conference held at JJB Stadium, Wigan in February 2008.
- Rapid Play Chess Tournament - Organised by Eagle Chess Club in association with the Manchester Chess Federation and funded by New East Manchester and Equity Solutions Ltd, held at City of Manchester Stadium, Manchester in March 2008.



Future Active Travel Routes in the North West

Urbanwalks have been commissioned by a number of organisations to design active travel routes for their conferences which will take place between July and December 2008.

Next time you see one of our Active travel routes, give it a try, you never know it might be a lot easier and more enjoyable than taking the car!

For more information about our Active Travel Routes then please contact Urbanwalks on **0870 242 7507**

Practical solutions for inactivity...

Urbanwalks Activity & Exercise Consultancy Service

Urbanwalks are able to offer a wide range of consultancy services. Urbanwalks have over 18 years experience of working within both the public and private sector with extensive knowledge in project management, partnership building and implementing change within the health and physical activity field.

Urbanwalks can also help you develop frameworks to implement a physical activity policy within your work force or community; provide support in reinforcing your message through launch days, promotional events, or one-to-one consultations as well as providing physical activity programmes and solutions.

Urbanwalks Six Urban Walks Leaflet

The Six Urban Walks leaflet has been specifically designed to fill the gap in promoting local urban walks using a generic template. Each leaflet provides a variety of circular routes of differing length within the local everyday environment for both employees or local communities. The walks are mapped out and displayed on a professionally designed and practical fold-down leaflet or as an intranet based PDF. A bilingual booklet format is also available.

Urbanwalks Three Urban Walks Leaflet

This shortened version has been designed for individual companies and the 1 or 2 day conference or exhibition market. Three local walks are mapped out and displayed in a leaflet as above or as a PDF file to be accessed via the client's intranet. The routes have been designed to get employees or conference delegates re-energised and refreshed by taking a short walk.

Urbanwalks Active Travel Walks

The active travel walks have been designed to encourage employees to use walking as a mode of transport or to build in walking as part of their journey to and from work. These routes can be produced in a leaflet format or as a PDF, we also design single active travel routes for conferences in a PDF format, which aims at encouraging delegates to use public transport and the active travel route to and from the conference.

Urbanwalks Activity Motivator

The aim of the Activity Motivator is to be available for one-to-one consultations to the employees of an organisation as part of their health at work campaign, this could be once a month or 2-3 times a year. During the consultation employees can ask the Activity Motivator any questions they may have about health, diet or fitness. The Activity Motivator will then prescribe a tailor-made programme of activity for them to follow, whether that's during their lunch break, at their local gym or at home. There are no fitness tests or exercises undertaken during this consultation.

The Activity Motivator is a fully qualified fitness specialist with over 18 years experience of working with people of all fitness levels from the already fit and healthy to those with medical conditions such as: Hypertension, Arthritis, Angina, Post MI and Obesity.

Urbanwalks Home & Office-based Exercise Sheets

The Exercise Sheets are for home and office use and have been designed to give a whole or part body workout through a range of practical exercises. The exercises have been designed so that there is something for everyone, including older people, the young or inactive, and those people who suffer from medical conditions such as: high blood pressure, diabetes, arthritis, asthma, heart attack or stroke and obesity.

For more information about our products, activity solutions and consultancy services, please call us on **0870 242 7507** or visit us at

www.urbanwalks.co.uk

