

Ideas for Events to Promote the WOMAN Activity Tracker

Have a WOMAN Activity Tracker kick-off event

Gather a group of women in your community to join the WOMAN Activity Tracker and kick it off by sponsoring a walk. Much like the breast cancer walks held around the country, kickoff the WOMAN Activity Tracker by doing a 5K walk through the streets of your community. The walk can raise money for a certain women's health issue or it can just be for fun. Consider having the event start and end at a local sporting goods store or health center, where you can display WOMAN Activity Tracker and other women's health information and hand out goodies, like pedometers, bottles of water or healthy snacks.

Alternately, if there is already a walking event taking place in your community during the 44-week program, partner with the organizers to provide the WOMAN Activity Tracker flyer to all event participants. You could even set up a WOMAN Activity Tracker booth at the event, where you can provide flyers, women's health information, and maybe even pedometers or water bottles to help motivate women and girls to join the WOMAN Activity Tracker!

Hold a free screening

To promote both the WOMAN Activity Tracker, hold a free screening for members of your community or your employees. There are a wide range of screenings, such as blood pressure, mammograms, cholesterol, blood glucose, pap smears, bone density, BMI or STD checks. Depending on the screening, you can host the event at your office, a local hospital, community center or even a fitness center. It's a good idea to have a doctor or healthcare professional on site to answer questions and to distribute or display women's health information. You may even want to explore the possibility of raffling off a prize. The prize could be a pedometer, water bottle, or other tools to help women work towards a more active lifestyle. Print out several copies of the WOMAN Activity Tracker fact sheet and create a flyer for participants to take home with them or post in their own communities.

Hold a lunch 'n' learn at your workplace

Invite a speaker to come to your office and educate your employees on some aspect of women's health, or to encourage employees to join the WOMAN Activity Tracker. You can provide a healthy lunch for your employees or plan a potluck where everyone brings a nutritious dish to share. It's a great time to discuss your organization's commitment to health and the various health benefits you offer, and also promote the WOMAN Activity Tracker as a great first step in working towards a healthy lifestyle.

Hold a Speaker Series

Invite local health experts to speak to your employees or members of your community about various women's health topics. You can invite the speaker from a national or local organization to your office during lunch, or work with a local bookstore, coffee shop or library to hold the event at night. Some ideas for speaker topics might include women and heart disease, nutrition, diabetes, mental health, or violence prevention. At the event, you can display information about the WOMAN Activity Tracker and encourage attendees to participate.