

Let's Go the Distance, Cook County.

Let's Go the Distance, Cook County encourages residents of suburban Cook County to walk in the places they live, learn, work, worship and play. Between National Walking Day on April 6 and August 31, 2016, join us in promoting walking and the benefits of physical activity. Encourage your followers to increase the minutes they walk each day, share their walking stories on social media, and explore Healthy HotSpots in suburban Cook County.

Combine the key messages below with the hashtags, callouts and URLs to promote each call to action for maximum impact. See sample Facebook messages and Tweets on page 2.

Have fun while being healthy.

Call to Action

Key Messages:

- Walking is fun, easy, and affordable.
- The American Heart Association recommends walking 30 minutes, five times a week. Walking is good for your health, mood, and brain.
- Walking can boost creativity by up to 60 percent.

Connect with others.

Call to Action

Key Messages:

- Connect with others as you Go the Distance toward meeting your walking goal this spring and summer.
- Share your photos on social media as you Go the Distance, Cook County and use the #GoTheDistanceCC hashtag.
- Follow the Go the Distance walking campaign on Instagram and listen to our playlist on Spotify.
- Inspire others to join you on the path to better health. Download a sign and take a selfie as you #GoTheDistanceCC.

Explore your community.

Call to Action

Key Messages:

- Explore your community while you walk. Find walkable Healthy HotSpots like farmers' markets, forest preserves and parks.
- Connect with nature and outdoor activities as you Go the Distance. Explore the Forest Preserves of Cook County.

Pledge to Go the Distance.

Call to Action

Key Messages:

- Increase how much you walk between April 6 and August 31. Go the Distance and take the walking pledge!

Link to our webpage

www.gothedistance.com

Use #GoTheDistanceCC

#GoTheDistanceCC is the official hashtag for this campaign and can be combined with the following hashtags when referencing the:

- Healthy HotSpot initiative #HealthyHotspot
- Forest Preserve District of Cook County birding events #birdthepreserves
- American Heart Association's April walking campaign #AHALaceUp
- U.S. Surgeon General's Step It Up walking campaign #StepItUp

Find and reference CCDPH and partners on Twitter

Cook County Department of Public Health – @CookCoHealth

Forest Preserve District of Cook County – @FPDCC

American Heart Association of Chicago – @HeartChicago

HealthyHotSpot.org

Led by the Cook County Department of Public Health, Healthy HotSpot aims to build healthy places in suburban Cook County through community partnerships. This includes efforts to increase access to places like the Forest Preserves of Cook County and opportunities for physical activity where we live, learn, work and play that support us in making it part of our daily lives.



Sample Facebook Posts



- Walking is good for your body and mind. Pledge to Go the Distance at: (Link to gothedistanceecc.com/pledge).
- Walking clubs at work help build your team. Head out for a walk at lunchtime with your coworkers. (Add a photo of employees walking together and link to gothedistanceecc.com/connect).
- Increase how much you walk between April 6 and August 31. Go the Distance and take the walking pledge! (Link to gothedistanceecc.com/pledge).
- Share how you Go the Distance. Get inspirational ideas here. (Link to gothedistanceecc.com/connect).
- Explore great places to walk, birdwatch, connect with family, friends or coworkers. Learn more. (Link to: gothedistanceecc.com/explore).
- Take the pledge to increase how much you walk. Go the Distance and log your minutes here. (Link to gothedistanceecc.com/log).
- Increase your energy and stamina. Get out and Go the Distance. Pledge to walk more today. (Link to gothedistanceecc.com/pledge).
- Connect to nature and each other when you Go the Distance at the Cook County Forest Preserves. (Link to fpdcc.com/preserves-and-trails/trail-descriptions).
- Go the Distance while you Bird the Preserves. (Link to fpdcc.com/recreation/birding).
- You can do it! Go the Distance and walk with a friend during lunch and share photos on social media. (Link to gothedistanceecc.com/connect).

Sample Tweets



- Walking is good for your body and mind. Pledge to #GoTheDistanceCC at: (Link to gothedistanceecc.com/pledge).
- Walking clubs at work help build your team. Head out for a walk at lunchtime with your coworkers. (Add a photo of employees walking together and link to gothedistanceecc.com/connect).
- Increase how much you walk between April 6 and August 31. #GoTheDistanceCC and take the walking pledge! (Link to gothedistanceecc.com/pledge).
- Share how you #GoTheDistanceCC. Get inspirational ideas here. (Link to gothedistanceecc.com/connect).
- Explore great places to walk, birdwatch, connect with family, friends or coworkers. Learn more. (Link to: gothedistanceecc.com/explore).
- Take the pledge to increase how much you walk. #GoTheDistanceCC and log your minutes here. (Link to gothedistanceecc.com/log).
- Increase your energy and stamina. Get out and #GoTheDistanceCC. Pledge to walk more today. (Link to gothedistanceecc.com/pledge).
- Connect to nature and each other when you #GoTheDistanceCC @FPDCC. (Link to fpdcc.com/preserves-and-trails/trail-descriptions).
- #GoTheDistanceCC while you #BirdThePreserves. (Link to fpdcc.com/recreation/birding).
- You can do it! #GoTheDistance and walk with a friend during lunch. and share photos on social media. (Link to gothedistanceecc.com/connect).