



Howard County Local Health Improvement

WALKTOBER 2023 Summary Presentation

Lindsay Hall
November 28, 2023

Howard County LHIC

Local Health Improvement Coalition



Promote. Preserve. Protect.

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Walk Maryland Day

- 8th annual Walk Maryland Day celebration
- The "Walk Maryland Day" celebration aims to raise awareness about regular walking, promote physical activity, and improve health by offering fun walks for all Marylanders.



Walk Maryland Day 2023 – Maryland Department of Health

October 4th, 2023

- 84 Walking Groups
- 318 individuals joined a walking group
- Participation:
 - 9 schools, 5 businesses, 20 non-profits, 8 senior citizen groups, and 24 jurisdictions



2023 Walkinars – Maryland Department of Transportation

- 4 Virtual Presentations about the safety of Walking
- 2,000+ individuals participated in the Walkinars
- 51 partners statewide



Walktober 2023



Walktober Proclamation 2023

- Fourth annual ‘Walktober’
- ‘Walktober’ is a month dedicated to pedestrian safety, coinciding with the National Highway Traffic Safety Administration's October National Pedestrian Safety Month.



Howard County Walktober 2022 vs. 2023

2022

- 12 Organizations arranged walk/move events
- 22 events (2 Postponed)

2023

- 18 Organizations arranged walk/move events
- 47 events (2 Cancelled)

- **2023:** 500 fanny packs and 500 light-up wristbands were handed out to the organizations

Howard County Event Organizer Survey 2022 vs. 2023

Information collected: date, time, location, population, size of audience, description, miles, feedback

2022

Responses: 9

Participants: 597

Total Distance: ~823 miles

2023

Responses: 16

Participants: 787

Total Distance : ~2,408 miles

Pros & Cons

Pros

- Earlier Planning Meetings
- Organized E-mails with clean instruction
- Reached out to the LHIC and movement partners earlier
- Social Media/Graphics increased awareness of the events

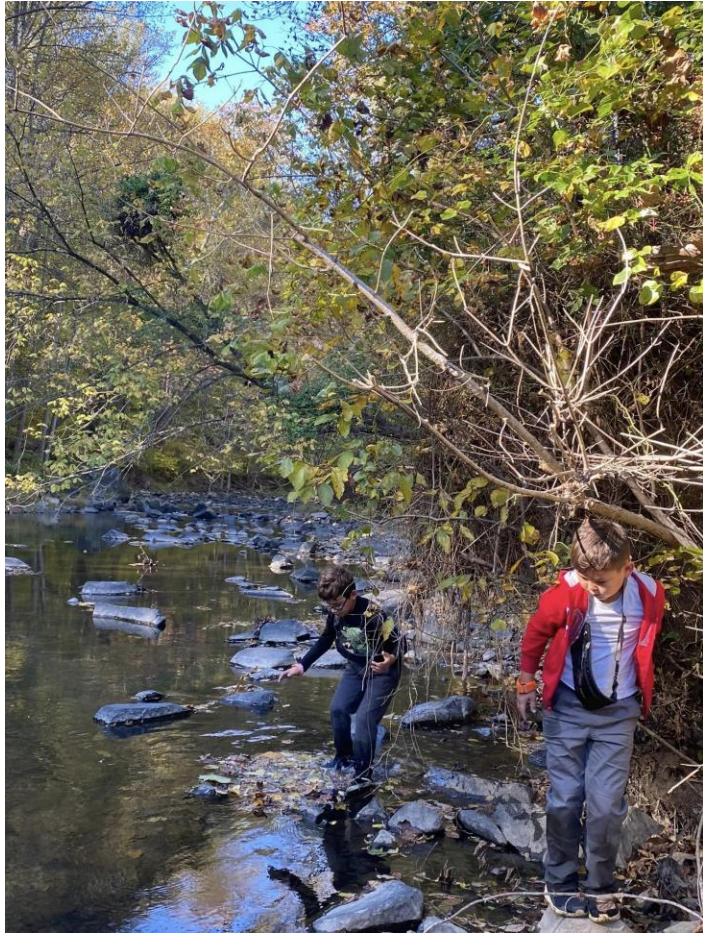
Cons

- Weather (Tropical Storm)
- Time
- Transportation to Walks
- Size inclusivity of Fanny Packs

Key Takeaways

- Increased Participation
- Wide variety of events
- Great way to network with current and prospective volunteers
- Individual participant surveys
- Popularity of promotional items

WALKTOBER 2023 EVENTS



WALKTOBER 2023 EVENTS



WALKTOBER 2023 EVENTS



Opportunities

- How can the Movement Group improve for Walktober 2024?
- Are there additional partners that we could include for Walktober 2024?
- How might we expand the reach of movement all-year long?



Thank you
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