

Route 66



71%

of participants met the program goal

The **Route 66** walking challenge helps participants track and increase their activity using the famous roadway as a guide. Participants slowly increase their walking distances on a weekly basis to reach different locations. By the end of the program, participants walk 10,000 steps, or more than 40 minutes daily.

- 6-week program
- Teams or individuals
- Time- or step-based tracking
- Walking logs provided
- Promotional posters and flyers provided
- Weekly tips provided for support
- Certificate of completion provided
- Post-program survey tracks results



Increasing the number of steps taken, or the time spent walking each day is a simple way to significantly improve health. It's so easy and convenient, employees can work together or on their own to achieve their time or distance goals each day.

Our experience:

- More than 50 million steps (and counting) walked to date
- 75% of participants completed the program
- 71% of participants met the program goal
- 83% satisfaction among participants

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“ I can't remember ever exercising on a daily basis. This was a first for me. When the program ended, I did not want to stop. I have tried to walk or use a stationary bike every day for at least 30 minutes. I feel better and I have more mobility than I have had for quite some time. ”

- Phil R.
Member