

Slí Na Sláinte

Pathway to Health

Slí @ Work

Information and Implementation Guide

Introduction

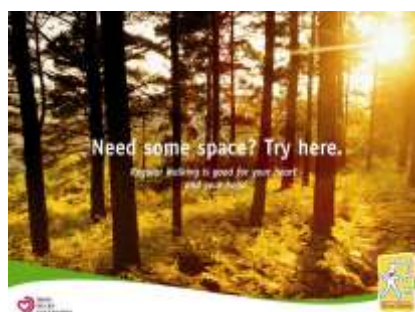
Slí na Slainte is a health promotion initiative of the Irish Heart Foundation, aimed at encouraging people of all ages and abilities to walk for pleasure and general health. There is a network of approximately 150 Slí na Slainte marked and measured walking routes in place throughout the country.

Building on the success of the Slí na Slainte route network, Slí @ Work was developed in 2000, with the aim of encouraging people to make physical activity part of their everyday lifestyle. Slí @ Work comprises a series of motivational signs designed to promote physical activity, particularly walking. The signs are intended to inform people about the benefits of physical activity, to encourage use of stairs instead of escalators or lifts, and to motivate people to walk short distances instead of using a car or public transport.

Companies or organisations that introduce Slí @ Work are encouraged to create an environment that will encourage employees and customers to be physically active. This can be done by promoting a Slí walking route, displaying the motivational signs, circulating Slí newsletters and leaflets, introducing the Slí challenge and starting a Slí Group.

Motivational Signs

There are five signs in the series, each available in either portrait or landscape format. Each image is modified to include the company's or organisation's logo.





A4 or A3 Stairs signs – ideal for stairwells. beside or in lifts

Time to Walk Sign

In addition to the Slí motivational signs there is also a **Time To Walk (TTW)** sign. Key locations close to the organisation will be selected and the walking time and distance to these locations measured. These calculations are displayed on the TTW signs and located at reception and other key areas.



Indoor Slí Signs

Indoor Slí na Sláinte routes are ideally suited to buildings where the corridor is over 200mtrs in length. The start/end and distance of the route is marked as well as each 100mtr point. Plaques detailing the distance from one end of the corridor to another are also available. These have been used successfully in cardiac rehabilitation and in elderly care units; they are also ideal for use in the corridors of large industrial premises.



Slí na Sláinte (unsigned) Routes for the Workplace

In addition to the indoor signs we also develop ‘unmarked’ Slí na Sláinte routes. Unmarked routes are suitable for development on campuses or hospital grounds, where there is a circular walk of between 500mtrs and 3km. These routes comprise of 1 Start/End Km, a 3.4 meter pole and a Mapboard detailing the route. The average additional cost of doing this would be in the region of €500 + VAT this would include all signage, mapboard and artwork.



What happens next?

If a company wants to go ahead with the project:

- An IHF representative will talk the company representative through the details of the project. Once size and amount of signs are chosen, an order form will be sent out to the client to be signed and returned to the signage company.
- If the company chooses to have a virtual (unmarked) walking route a map of the grounds and surrounding area must be sourced.
- The company representative will send back the company logos and measurements for the Time to Walk signs (*a measuring wheel is available, on loan, from the Irish Heart Foundation*).
- The artwork for the TTW sign and the additional signs is prepared and sent to the company for approval. If all is correct, the signs are made and delivered directly to the company. Lead-time from placement of order to delivery is approximately 4 weeks.



Supporting the Signs – Additional Slí @ Work Activity

1. Introducing the Slí ‘Time or Distance’ Challenge

The Slí Challenge was introduced by the Irish Heart Foundation to encourage people to get out walking on a regular basis. When participating in the Slí Challenge walkers record the distance they walk over a period of time. When 100km (or 1,000 minutes) have been walked the participant is presented with a Silver Slí Pin, or walk 500km (or 5,000 minutes) and receive a Gold pin as your reward.

Everything needed to participate in the challenge is contained in a handy z-card that fits neatly into a pocket or wallet. The card details the benefits of walking and advises on how to get the best results from a walking session. On the other side of the card is a record sheet for calculating the distances walked. The IHF will supply Challenge Cards to employees wishing to participate. The challenge can be undertaken on an individual or group basis. To encourage participation in the workplace the following is suggested:

- Advertise the Slí Challenge giving the date of the registration day.
- Following distribution of cards, motivate participants through promotional posters, organised lunchtime walks, information sheets on the benefits of walking etc.
- Arrange a presentation day to award pins to successful participants
- If you wish to organise a challenge please contact the IHF for further tips, suggestions and advice.



2. Establish a Slí Group

The Slí Club can consist of any number of people, from 2/3 upward. It's aim is to encourage work colleagues to accumulate at least 30 minutes of physical activity, particularly walking, every day. This can be achieved in different ways, depending on the work environment and facilities, and will vary from location to location. The following are examples of activities that could be considered:

- Lunch-time walks
- Organise lunchtime talks on the importance of physical activity
- Encourage colleagues to take a walk on the way to or from work
- Encourage colleagues to cycle to work
- Encourage colleagues to use stairs instead of lift
- Weekend walks/ family walk days for staff
- Slí challenge
- Select employees to attend Slí na Sláinte walking leader training course

3. Slí Walking Leader Training

We recommend that at least 1 to 2 people from each workplace attend one of our Walking Leader Training weekends. Specifically aimed at those wishing to promote walking in the community or workplace, the training will give those implementing the Slí @ Work programme the skills to promote the Slí in the long term.

IHF Support

The Irish Heart Foundation will be on hand at all times to offer support and advice to those promoting physical activity in the workplace. Posters, leaflets and other promotional items will be provided as required and information on key events such as World Heart Day will be distributed to all participating workplaces. In addition a quarterly newsletter containing information on physical activity and walking will be distributed by email for forwarding to all employees.



Costs

The costs related to Slí @ Work fall into two categories:

1. *The costs of the motivational signs*
2. *The cost of the services and materials provided by the IHF.*

1. Signiatec Costs

The costs of the signs are as follows:

Sign	Size	Cost
Time to Walk (TTW) & Motivational Signs + ALU Frame	A4	€20.0
	A3	€28.0
	A2	€36.00
	A1	Price on Request
Laminated Prints also available on request.		
Indoor Sign	230mmx150mm	€17.00
Outdoor print on aluminium plate	A4	€20.00
	A3	€35.00
Design Costs	This is included in the cost of each sign.	n/a

Cost of Outdoor (unmarked) Slí route is as follows:

Sign	Size	Cost
KM sign & pole	3.4mtr pole	€200.00
Mapboard	450x450	€125.00
Design Cost	Artwork for map	€135.00

(iii) There is also an additional Delivery Charge of approx €60

2. IHF Consultation Fee

Cost of services and materials provided by IHF is €150. This includes:

- Consultation and project management by IHF personnel
- Supply of Slí Challenge cards and presentation pins (for companies under 200 staff members).



- Information on Slí training programme and allocation of one place on Slí Walking Leader Weekend Training Course.
- Advice on promoting physical activity in the workplace
- Information on Slí Club activity and key annual events (World Heart Day)
- Information on local routes and supply of route literature where possible.
- Inclusion of organisation on Slí Newsletter mailing list.