The Go Healthy Houston Task Force, in partnership with the Houston Health Department and the Houston Parks and Recreation Department, is answering the nationwide Call to Action, presented by the U.S. Surgeon General’s Step It Up campaign, to bring you Go Walk Houston!

Go Walk Houston is a movement to walk more each and every day: at home, at school, or at work. Whether it’s taking the stairs or walking that extra mile, the Go Healthy Houston Task Force is here to push you forward.

Help spread the word that being physically active is one of the most important steps that we all can take to improve our health.

**Purpose & How to use the Go Walk Campaign Toolkit**

The Go Walk Houston Social Media toolkit contains numerous materials to assist worksites or organizations in showcasing Go Walk Houston campaign involvement.

Materials include: flyers and banners for print and dissemination, the Go Walk Houston logo, sample tweets for Twitter, sample Facebook posts, images sized for your social media platforms, how to post highlight videos, and other helpful information.

Share the sample messages in this toolkit on your social media channels to help spread the word about walkability and active living in Houston!

**Don’t Forget to Register!**

If your organization or worksite has not yet registered, please register your organization or worksite by visiting the website: GoHealthyHouston.org/Gowalk where we will promote certain success stories and track campaign impact.

For questions or concerns please email us at GoWalkHouston@houstontx.gov

**GRAB YOUR SHOES. SET YOUR PATH. SNAP A PIC AND GO WALK HOUSTON!**
Sample Tweets

1. Are you in? We are joining #GoWalkHouston to get moving more each day: at home, at school, or at work. We are pushing forward and encouraging you to do the same! Show us how you stay active in Houston http://bit.ly/GoWalkHou

2. This is your #GoWalkHouston reminder to find time to be active! Aim for 150 minutes of physical activity per week. Why walk alone? Invite a fitness buddy to enjoy a lunch hour stroll or gather the family for an evening walk. Grab your shoes, get active! http://bit.ly/GoWalkHou

3. Here's a fun fact: 2,000 steps equal approximately one mile! So get moving, grab your shoes, set your path and #GoWalkHouston! See how your city walks at http://bit.ly/GoWalkHou

4. HEY, it's never too late to join the #GoWalkHouston Campaign! Inspire those around you to get active by sharing videos and photos of how you like to move at home, work, or school. Get involved #Houston! http://bit.ly/GoWalkHou

5. Want to see what others in your #Houston community are doing to get active and walk Houston? We're joining the #GoWalkHouston campaign to support walkable communities and physical activity. For more info visit: http://bit.ly/GoWalkHou

6. Looking for a place to take a stroll in? Why not choose one of the many winding city park trails? Snap a pic while you're taking your walk and use #GoWalkHouston to share your story. Join the campaign at http://bit.ly/GoWalkHou

7. It's about staying active! Elevator? Choose the stairs. Sitting at your desk? Take squat breaks. There is so much you can do to stay active in #Houston and we are joining the campaign. Learn more and do more with #GoWalkHouston! http://bit.ly/GoWalkHou
Sample Facebook Posts

1. **Are you in?** We're joining Go Walk Houston in a movement to walk more each and every day: at home, at school, or at work. Whether it's taking the stairs or walking that extra mile we are here to help push you forward. Grab your shoes, set your path, and #GoWalkHouston! [http://bit.ly/GoWalkHou](http://bit.ly/GoWalkHou)

   Join us! This is what we're doing to stay active in #Houston: [Insert an appropriate image or video](http://bit.ly/GoWalkHou)

2. **Did you know** you use an estimated 200 muscles during walking? Get moving! Take the time to walk a little more each and every day. Why walk alone? Invite a fitness buddy to enjoy a lunch hour stroll or gather the family for an evening walk. Grab your shoes, get active! [http://bit.ly/GoWalkHou](http://bit.ly/GoWalkHou)

   (Insert a team or group photo of a walking opportunity)

3. **Here's a fun fact:** 2,000 steps equal approximately one mile! So get moving today! Walking is a great way to help reduce the risk of coronary heart disease, diabetes, certain cancers, and more. So grab your shoes, set your path and #GoWalkHouston! It’s about you and your health! See how your city walks at [http://bit.ly/GoWalkHou](http://bit.ly/GoWalkHou)

4. **HEY,** it's never too late to join the #GoWalkHouston Campaign! Inspire those around you to get active by sharing videos and photos of how you like to be move at home, work, or school. Get involved and use hashtag #GoWalkHouston to see what your city is doing! [http://bit.ly/GoWalkHou](http://bit.ly/GoWalkHou)

   Join us! This is what we're doing to stay active in #Houston: [Insert an appropriate image or video](http://bit.ly/GoWalkHou)

5. **Want to see** what others in your #Houston community are doing to get active and walk Houston? We're joining the #GoWalkHouston campaign to support walkable communities and physical activity. Need more resources on how to stay active? Visit: [http://bit.ly/GoWalkHou](http://bit.ly/GoWalkHou)

**GO HEALTHY HOUSTON ON SOCIAL MEDIA**

This toolkit includes images sized for your social media platforms, so feel free to attach these images to the messages provided in this tool kit or create your own. Banners are also included so you may join in by showcasing your Go Walk Houston campaign involvement on any social media platform.
GO WALK HOUSTON HIGHLIGHTS

Share with us how your worksite walks, promotes employee wellness, or gets active! Be sure to tag @GoHealthyHouston and hashtag #GoWalkHouston to share your videos and also see what the rest of your community is doing. During the Go Walk Houston campaign, certain worksites will be highlighted to showcase success stories.

Take a selfie, group video, or photo of active employees at your worksite

- Tell us the name of your worksite
- Show us what you are doing to stay active
- Encourage others to: “Go Walk Houston”
- Post online and share it on social media using #GoWalkHouston!

Tag and inspire others to do the same!

Grab your shoes. Set your path. Snap a pic!

Get moving and inspire others to do the same by showcasing where you walk and stay active using hashtag. #GoHealthyHouston

Have an active living story to share? Have a worksite walking group you want to highlight or share with us? Organizations and worksites practicing active living principles may be highlighted by registering online.

Email and share: gowalkhouston@houstontx.gov

gohealthyhouston.org/gowalk