

women walking 4 health

Promoting a Healthy Lifestyle During the Menopause and Postmenopause Phases by Advocating for the use of Walking

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Control Sheet

Version	Date	Description
V 0.1	2/2/2024	First draft

Partners

Name of Partner	Short Name	Country
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ACTIVE Austria	ACTIVE	Austria
OTI Slovakia	OTI	Slovakia

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EXECUTIVE SUMMARY

1. Introduction. About the WomenWalking4Health Project

WomenWalking4Health is an 18-month EU-funded project aiming to promote a healthy lifestyle for women during the menopause and postmenopause phases by advocating for the use of walking as a form that can enhance their level of physical activity for both physical and mental well-being.

WomenWalking4Health project will focus on analyzing the main constraints that could discourage women from participating in walking programs for more physical activity during the menopausal and postmenopausal transition periods, in partner countries, and generally in place in Europe. Based on the key elements that will be identified, a manual for trainers will be developed, describing the details of the training for women during the menopausal and postmenopausal transitions. This objective will practically frame the intervention and describe the process, the tools, and the potential audience.

WomenWalking4Health project prioritises the development and delivery of walking and motivational techniques that will help to overcome the constraints of inactivity and ultimately increase the physical activity levels of women experiencing menopause and postmenopause.

2. Dissemination and Communication Plan

2.1 Purpose and scope

The purpose of the WomenWalking4Health Dissemination and Communication Plan is to ensure the effective promotion and wide-reaching impact of the project's results. It aims to raise awareness about the health benefits of walking for women in menopause and postmenopause, providing resources to empower them to lead active and healthy lives. The scope of this plan includes engaging key stakeholders, including women, health professionals, policymakers, and community organizations, through targeted communication strategies. By utilizing both online and offline channels, the plan strives to foster long-term sustainability and continued engagement with the project's outcomes beyond its completion.

3. Main body of the deliverable

3.1 Dissemination Strategy

3.1.1 Purpose and Objectives

The primary goal of the dissemination strategy is to **raise awareness about the benefits of walking** for menopausal and postmenopausal women. By highlighting how walking can improve both physical and mental well-being, the project aims to educate this target group about the

positive impact of regular walking on their health, emphasizing its accessibility and low-impact nature.

Another key objective is to **share the project's key findings, tools, and methods** with stakeholders and policymakers. This will help create a deeper understanding of the needs of menopausal and postmenopausal women and encourage the adoption of walking initiatives and policies that support this group. By distributing resources like the training manual and toolkit, the project seeks to influence decision-makers and integrate these approaches into broader health and community programs.

Next, the project will focus on **supporting women's empowerment and encouraging their participation** in walking programs. This will be achieved through educational campaigns and community engagement, promoting the idea that walking can be a tool for empowerment and improving overall well-being.

Finally, the strategy will work towards **ensuring sustainability** by promoting the ongoing use of the project's resources. By embedding walking practices into local communities and providing accessible tools and support, the project aims to create lasting impact, ensuring that the benefits of walking extend beyond the duration of the project itself.

3.1.2 Key Outcomes

1. **Development of Resources:**
   - Training manual for trainers.
   - Toolkit with walking workout techniques and motivational tools.
   - Comprehensive guidelines for women using health apps.
2. **Promotional Activities:**
   - Open street events in all partner countries.
   - Social media campaigns with consistent updates and user engagement.
   - Walking group formation and shared success stories.

3.2 Target Audiences

3.2.1 Target Audiences

Primary Audiences:

- ❑ Women experiencing menopause and postmenopause.
- ❑ Trainers and health coaches engaged in physical activity promotion.
- ❑ Community-based organizations and walking clubs.
- ❑ Policymakers focusing on health, safety, and urban planning.

Secondary Audiences:

- ❑ Media outlets and health influencers.
- ❑ The general public, to foster inclusive community engagement.

3.3 Visual Identity and Branding

3.3.1 Branding Materials

The project's branding will include:

- ❑ A professional logo and templates for all materials.
- ❑ Social media banners and infographics.
- ❑ Acknowledgement of Erasmus+ funding on all promotional outputs.

3.3.1.1 Project logo





3.3.1.2 Color Palette

- **#A3CD3A**
- **#67C5BB**
- **#F7B0B5**

3.3.2 Communication Style

Consistent, empathetic, and empowering language will be used to resonate with the target demographic and ensure relatability.

3.4 Communication Tools and Channels

The success of the WomenWalking4Health project relies not only on the development of effective resources but also on utilizing diverse communication tools and channels to reach and engage our target audiences. This chapter outlines the key tools and platforms that will be used to disseminate the project's results, boost community engagement, and maintain ongoing communication with stakeholders. By leveraging both online and offline channels, we aim to ensure maximum visibility and impact, making the project accessible to a wide audience while facilitating meaningful interactions and participation.

3.4.1 Tools

- Newsletters and email campaigns to share project updates.
- Flyers, posters, and event invitations distributed locally.
- Video testimonials and case studies highlighting women's experiences.
- Online resources such as downloadable manuals and infographics.

3.4.2 Channels

- **Online:** Project website, social media (Facebook, Instagram, Twitter, LinkedIn).
- **Offline:** Workshops, walking group events, and community activities.
- **Media:** Press releases, articles, and appearances on TV and radio.

3.4.2.1 Project website

The WomenWalking4Health project website will serve as the central hub for all project-related information and resources. It will be regularly updated with key results, including educational materials, training manuals, toolkits, and success stories from walking programs. In addition to sharing these valuable resources, the website will provide a platform for ongoing engagement, ensuring that the project's impact extends beyond its official timeline. By maintaining an active presence, the website will help sustain the project's outcomes and continue supporting women in menopause and postmenopause in adopting walking as a healthy lifestyle choice.

❑ Link to website: https://womenwalking4health.eu

It is recommended for partners to publish news of the project on their own websites as well, increasing the project's reach and dedicating a subpage to the WW4H project.

Links to partners' websites:

❑ https://www.euactive.org
❑ http://otislovakia.sk
❑ https://physistraining.gr

3.5 Dissemination Activities

3.5.1 Key Activities

1. Launch of project website and social media accounts.
2. Organization of one promotional open street event per partner country.
3. Implementation of 12 walking training sessions in each partner country.
4. Delivery of "train the trainer" seminars.
5. Publication of a training manual and toolkit for trainers and participants.

3.6 Dissemination Indicators

The success of the dissemination efforts will be measured through clear and measurable indicators, ensuring that the project's outreach is effective and impactful. This chapter outlines the key indicators that will track the reach and engagement of the WomenWalking4Health project, helping to evaluate the effectiveness of our communication strategies. These indicators will provide valuable insights into the level of participation, engagement with resources, and overall awareness generated by the project's activities, guiding future dissemination efforts and ensuring long-term impact.

3.6.1 Table of Indicators

Indicator	Means	Target value
Multimedia presentation	Presentation	1
Entries in in local/ regional/ national media	Articles, podcasts, interviews	6
Project website visits	Website	>2000
Social media followers	Accounts in Facebook, LinkedIn,	>1400
Open street event	Networking event	60 pax/country
Local presentations	Presentations, articles	4
Informal meetings with municipalities	Meetings in open care centre for the elderly, unions-policy makers etc.	8
Multiplier events	Events	1/country
Training	Participating women experiencing menopause and postmenopause	60
Training	Instructors trained	6
Evaluation lessons learnt report	Evaluation of the implemented activities	1/country

3.7 Social Media Strategy

Social media will play a central role in promoting the WomenWalking4Health project, building awareness, engaging audiences, and creating a sense of community among women in menopause and postmenopause. This chapter outlines the key social media platforms, hashtags, and content ideas that will be used to kick-start the project's online campaign.

3.7.1 Project and Partner Social Media Accounts

To ensure broad and consistent visibility across platforms, the project will establish official social media accounts on Facebook and make use of partner's existing accounts listed below to increase the visibility of the project. These accounts will serve as the main hub for sharing project updates, success stories, and health tips, as well as engaging with the community.

- **Project Accounts:**
  - Facebook: https://www.facebook.com/WomenWalking4Health
- **Partner Accounts:**

OTI:

- https://www.instagram.com/otislovakia/
- https://www.facebook.com/otislovakiango
- https://www.youtube.com/@otislovakia2970
- https://www.linkedin.com/company/oti-slovakia/

ACTIVE:

- https://www.instagram.com/eu.active/
- https://www.facebook.com/eu.active
- https://www.tiktok.com/@euactive
- https://www.linkedin.com/company/activeaustria/
- http://www.youtube.com/@eu.active

PHYSIS:

- https://www.instagram.com/physistraining/
- https://www.facebook.com/PhysisOutdoorTraining

3.7.2 Hashtags

To increase visibility and engagement across various social media platforms, the following hashtags will be used throughout the campaign. These hashtags are designed to connect the project with relevant conversations on health, empowerment, and walking for menopausal and postmenopausal women:

#WomenWalking4Health, #MenopauseMovement, #EmpoweredByWalking, #PostMenopausePower, #WalkTogether #ActiveWomen #erasmus #erasmusplus #otislovakia #euactive #activeaustria #physistraining

3.7.3 Content Ideas for the Online Campaign

To launch the online campaign effectively, a variety of content will be shared across social media channels. The initial content should focus on introducing the project, highlighting its objectives, and encouraging women to join walking initiatives. Here are some content ideas for the first weeks of the campaign:

- **Introduction to the Project:** A series of posts explaining the project's goals, target audience, and expected outcomes. Include testimonials from partners and stakeholders.
- **Meet the Team:** Short video or image posts introducing key team members and partners, showcasing the diverse individuals behind the initiative.
- **Health Benefits of Walking:** Infographics or short videos sharing facts about the physical and mental benefits of walking, specifically for menopausal and postmenopausal women.
- **Walking Tips and Safety:** Share practical advice on how to get started with walking, tips on safe walking practices, and how to find safe walking routes in local communities.
- **Success Stories:** Post inspiring stories from women who have benefited from walking during menopause, along with their personal tips and motivation.
- **Interactive Polls/Quizzes:** Use interactive features like polls or quizzes on Instagram Stories or Twitter to engage users, such as asking followers to share how they stay active or what challenges they face with walking.
- **Event Announcements:** Regular posts about upcoming walking events, open street events, or community activities, encouraging followers to join and engage in person.

3.7.4 Social Media Calendar

Frequency: at least 1 post per week. Partners will switch roles every 3 months in managing the social media of the project accordingly:

Period	Who
Jan 2024 - Mar 2025	Physis
Apr 2025 - Jun 2025	ACTIVE
Jul 2025 - Sep 2025	OTI
Oct 2025 - Dec 2025	Physis
Jan 2026 - Mar 2026	ACTIVE
Apr 2026 - Jul 2026	OTI

4. Conclusions

The WomenWalking4Health Dissemination and Communication Plan ensure the effective sharing of project outcomes while fostering lasting impact through community engagement, stakeholder collaboration, and resource development. By promoting walking as a holistic tool for health, the project aims to create sustainable benefits for menopausal and postmenopausal women across Europe.