

Start a mall-walkers program for senior citizens.

Why? Shopping malls are excellent, safe places for senior members of the community to become more physically active.

How? Identify the enclosed shopping centers in your area. Is there an existing mall-walkers program you can let the community know about? If not, talk to mall management to see if it is willing to host a mall-walkers program. Create signs and flyers announcing the new program. Be sure the flyer lists hours the mall will be open for walkers, suggestions for dress (tennis shoes, sweat pants, etc.), and any other special features (music, free orange juice, etc.). Place the flyers at the information desk and in the food court, and distribute them at area dry cleaners, laundromats, senior centers, and pharmacies.

TIPS

In the flyer and press releases, remember to thank mall management for their support as a community partner fighting diabetes.



Where to start?

Contact your local recreation department, senior center, or YMCA.



What will you need?

- Maps of mall routes and distances
- A place for everyone to meet, ideally a restaurant
- Promotional items, like T-shirts or pedometers



Who else can help?

Get people moving—The local recreation department, gym, YMCA, or hospital wellness program.

Spread the word—The mall management staff, minority organizations, local media, libraries, senior centers, Kiwanis and Lions clubs, places of worship, beauty and barber shops, dry cleaners, pharmacies, and laundromats, to name a few.

Provide refreshments—Mall food merchants.

