



Anna Threadcraft RDN

Corporate Wellness Specialist





A Bank Dietitian



Disclosures...

I just ran my first
marathon this morning.

Just kidding.

I'm on my
third cupcake.



your  cards
someecards.com

Why do we struggle to be healthy?



Time- Never enough

Energy- Constantly need more

Culture...

Wanted to try the 'juicing'
diet.

Tried to juice
doritos.



som^{ee}cards
user card



Healthy 101

Get Moving Steel City



Encouraging downtown Birmingham
to get active!

The e-mail that started it all



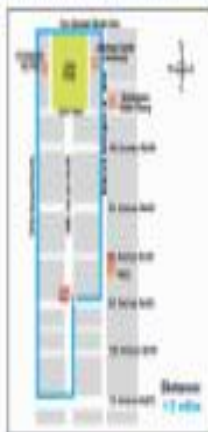
The Process

1. Developed an objective

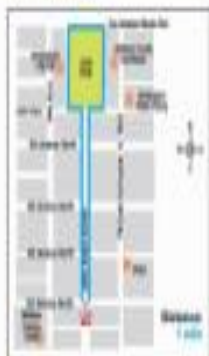


II. To increase foot traffic in a way that promotes local businesses and further supports the community.

HealthMart City Center Walk*



Lee Park Walk*



COMMUNITY PARTNERS



CITY ACTION PARTNERSHIP is a nonprofit organization that is the largest provider of job training and career development services in Birmingham. CAP provides job training and career development services to job seekers in the Birmingham area. CAP is a 501(c)(3) nonprofit organization. CAP is a member of the Birmingham Chamber of Commerce. CAP is a member of the Birmingham Area Chamber of Commerce. CAP is a member of the Birmingham Area Chamber of Commerce.

* Distance walk is within CAP Service Area



BIRMINGHAM WALKING ROUTES

www.getmovingsteelcity.com



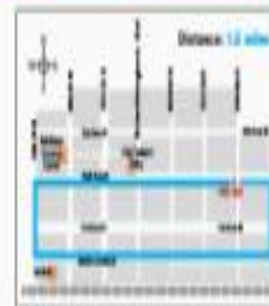
1st Street Walk*



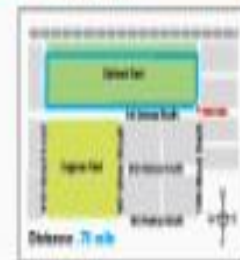
Sculpture Walk*



Second Avenue Walk



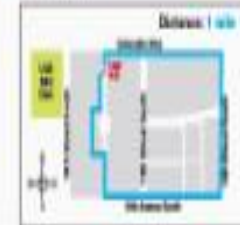
Railroad Park Walk*



Lakeside Walk



Blount Walk



How can YOU get (your city) moving?

I. Spread the word

- Share the link

www.getmovingsteelcity.weebly.com

- Order maps to share

II. Bring the concept to your city

In Summary



- Determine the objective
- Engage an enthusiastic team
- Do it once, do it well...



REGIONS

QUESTIONS?