



WALKTOBER

Coordinator Guide

What is Walktober?

Walktober is one of two annual Step Challenges that are part of the TFI Smarter Travel Programme, running throughout the month of October.

Open to all staff and students from our partner organisations, Walktober encourages participants to integrate more walking into their daily routines, particularly during commutes with the goal of promoting long-term physical activity and environmental awareness.

Whether working remotely or on-site, participants are invited to use walking as a way to take meaningful breaks, connect with colleagues, and boost overall wellbeing.

This Coordinator guide provides all the resources you need to promote the campaign within your organisation or campus.

Walktober Key Dates

Registration: Open now

Webinars: Tuesday 2nd - Thursday 25th September

Challenge Starts: Wednesday 1st October

Challenge Ends: Friday 31st October

Final Deadline to Submit Steps:

2 pm on Monday 3rd November

Results Announced: Thursday 6th November

Weekly Step Submission Deadline: Mondays by 2pm (except Bank Holiday week - Tuesday 28th October)

How do staff and students take part?

Participants and coordinators are encouraged to refer to the **Walktober Participant Guide** for full details on how to sign up and take part in the challenge.

We recommend that coordinators share the Participant Guide with all participants at the start of their promotional campaign.

Please note: Walktober operates on an honesty-based system, with occasional spot checks to verify the accuracy of step entries. If a team receives an email requesting step verification, they are asked to respond promptly to avoid delays in publishing the Leaderboard. Coordinators are encouraged to highlight this process to participants throughout the challenge.

What is the Active Travel Logger?

The Active Travel Logger website is the platform used to run our Step Challenges. **All participants must have a registered and verified account in order to take part.**

Coordinators can use the Active Travel Logger to:

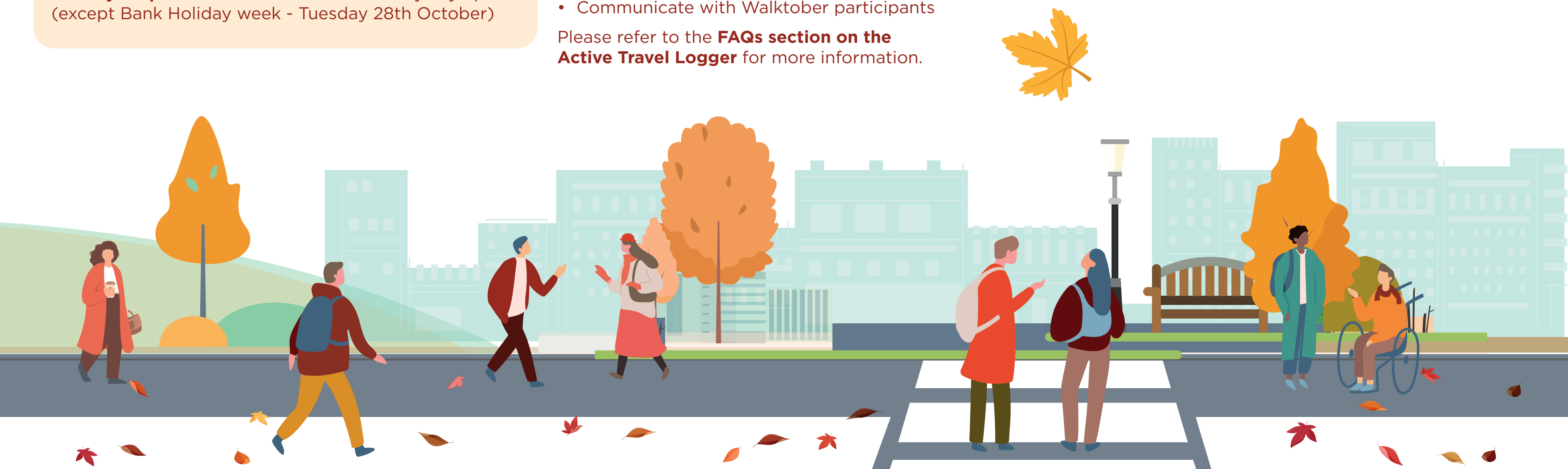
- View organisation teams
- Edit team names
- Delete teams
- Invite team members
- Communicate with Walktober participants

Please refer to the **FAQs section on the Active Travel Logger** for more information.

What resources are available?

The following resources are available to support coordinators and make promotion as easy as possible:

- 1. Promotional Walktober Graphics:** Use these across emails, intranets, presentations, newsletters, social media, and more.
- 2. Participant Guide:** A simple, step-by-step guide for participants, ensuring an easy sign-up process and clear instructions to follow.
- 3. Sample Emails:** Ready-to-use (or editable) email templates to support your Walktober promotions and communications
- 4. Active Travel Logger Video Tutorials:** Easy-to-follow tutorials designed for both participants and coordinators.
- 5. Walktober Editable Graphics:** Customisable graphics to announce updates, celebrate achievements, and engage participants throughout the challenge.
- 6. Walktober Internal Leaderboard Template:** Share and celebrate your organisation's Top 5 teams during the challenge.
- 7. Walktober Information Webinar:** An opportunity to learn more about the campaign and resources available. Invites to attend will be issued by the TFI Smarter Travel Team.



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Promoting Walktober – Getting Started!

Successful promotion of Walktober within your organisation is key to encouraging colleagues and classmates to actively engage and participate.

- **Secure Buy-in from Senior Management**

Highlight the organisational benefits of Walktober and gain management support. This is a key step to ensuring success.

- **Start Promotion Early**

As soon as your organisation is registered, share the available promotional graphics across your intranet, social media, emails, and newsletters with the message: “Coming soon! Get ready to step up and compete against teams nationwide.”

- **Form a Walktober Promotional Team**

Having a team helps spread the workload, increases promotion and participation, and enhances the overall experience.

- **Attend the Walktober Information Webinar**

Learn best practices, hear success stories from previous challenges, and access direct support from the TFI Smarter Travel Team for your campaign.

- **Get Familiar with the Active Travel Logger**

Explore the Organisation Dashboard and FAQs to ensure you’re comfortable navigating the platform.

- **Use Your Coordinator Resources**

Access the available Walktober resources provided and plan a promotional strategy. Consider using social media, intranet updates, newsletters, canteen posters, and notice boards.

- **Plan Internal Competitions and Events**

Add extra motivation by creating organisation-wide competitions or events that keep the momentum going throughout the challenge.

As the Challenge Begins

- Encourage last-minute sign-ups.
- Help staff and students find a team to join.
- Continue to promote Walktober across your social media, intranet, newsletters, and other channels.
- Launch the first day of Walktober with an event. This could be an online kickoff session, a virtual group walk, or an informal tea/coffee morning.

During the Challenge

- Keep participants motivated with activities, events, and regular communications.
- Share tips on how to add more walking into commutes and daily routines.
- Organise virtual group walks.

- Host health awareness webinars.
- Launch a “My Story” competition where participants share their walking experiences.
- Promote local Slí na Sláinte walking routes.
- Encourage regular screen breaks.
- Promote walking meetings where possible.
- Run fun internal competitions, such as Staff vs. Students or Department vs. Department.
- Set weekly organisation-wide walking targets.
- Celebrate progress and achievements at every milestone.
- Remind participants to log their steps before the deadline.
- Display both your internal Leaderboard as well as the National Leaderboard within your organisation.

For a full list of exciting competitions running throughout Walktober, and for more information, visit: stepchallenge.ie.

Useful links

Join the challenge: [ActiveTravelLogger.ie](https://activetravellogger.ie).
Email: stepchallenge@nationaltransport.ie.

