COME ALIVE OUTSIDE
MILE-A-DAY

2024 Team Leader Overview

About the Program

Mile-A-Day is a walking challenge that encourages individuals and teams from different worksites to establish and track healthy walking habits. There are many good reasons to get outside and spend time walking in nature: it can decrease anxiety, lower blood pressure and boost immunity.

Important Info:

- To be on a team, members must use the Mile-A-Day mobile app. Members who don't have access to mobile devices can join the challenge as an individual and use the paper logbook.
- Our challenges are all 30 Miles, 30 Days challenges. Teams can compete consecutively, if they wish.
- There are 3 types of teams: open (no access codes or permission), access code, and team leader permission. Open teams mean anyone can join or switch. Access code teams mean members need an access code to join. Team leader permission teams require the team leader to grant or deny admission after the potential member requests access. Requests must be granted within 24 hours.
- Teams outside Rutland County or Ontario, Canada will be asked to pay $5 per active member to cover the cost of the app. However, individuals across the country can participate for free.

How to Register for Team Participation

Have your team leader from your organization contact Haley Rice prior to the team registration deadline at haley@comealiveoutside.com to fill out the team leader form.
This form includes:

1. Name of Organization, Worksite, or Social Club
2. Preferred Name of Team(s), Logos and Member Access
3. Team leaders are responsible for sharing out the mobile application download instructions and team access code with participating team members 3 days prior to the challenge starting.

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Purpose of Program:

The combination of sedentary behavior, passive screen time, and less time outside is directly correlated to health and wellness issues for children and adults. These issues range from depression and anxiety to chronic disease. Mile-A-Day incentivizes small behavior changes that promote long-term healthier lifestyles.

Goals:

1. Help individuals create a daily walking habit that can lead to long-term behavior change.
2. Increase physical activity levels and mental well-being.
3. Create a community of shared wellness goals within your worksite.
4. Develop a greater awareness of the benefits of outdoor activity for health and wellness.

How The Challenge Works:

- Individuals & teams from worksites challenge themselves & each other to walk one mile a day for the duration of the challenge.
- Team leaders send out download instructions and a team access code when applicable for the Mile-A-Day mobile application prior the challenge starting.
- New team members download the app, create an account, and enter their team's access code. Prior members can simply join the team, if it's an open team. Access code team members will need a code; team leader access team members will need team leader permission.
- Team members compete against their teammates as well as all of the other participants in the challenge.
- All participants receive a bi-weekly email newsletter full of tips & encouragement.
- At the end of challenge, the team with the most average per person miles is the winner.
- There are individual grand prizes awarded to participants who complete the final survey.

About Come Alive Outside:

Come Alive Outside is a 501c3 nonprofit organization that works to inspire collaborative community systems that create the awareness, intention and opportunity for people to live healthier lives outside.

FAQS

What if someone on the team doesn't want to use the app?
We still have a mailed logbook and downloadable logbook available for individual participation. However, if anyone wants their miles to count on a team, they must use the mile-a-day app. The app can be used on tablets, iPads or smartphones. Individuals (not on a team) should register at www.comealiveoutside.com/mile-a-day/.

What if someone can't walk or run?
If someone uses an assisted device to move from place to place like a wheelchair or a walker, that definitely counts.

Does riding a bike count?
There are biking challenges out there. The Mile-A-Day challenge is specifically designed for walking, running, or skipping when applicable.

Does everyone on my team have to walk every day?
The goal is to get in the habit of walking a mile a day, but as long as folks walk the total challenge miles in the time frame of the challenge, the challenge has been completed.

What kind of miles count?
Intentional miles are the ones we like to see. While many people walk a Mile-A-Day doing their regular activities, the aim of our program is to encourage people to get active outside and take a walk for its own sake.

How are team miles calculated on the leaderboard?
The leaderboard is based on the average number of miles walked per team, and not the most miles walked per team. This system prevents teams with the most team members from always winning.

Where should we walk?
We recommend that you walk outside, but beyond that, feel free to get creative! From walking around your back yard, your neighborhood, or checking out hiking trails and local parks, we recommend that you walk in places that bring you joy, making it easier for you to keep up your daily walking habit.

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What is a Team?

A team is a group of 2 or more people who compete against other teams and each other to get the most average miles per day. Teams can be from worksites, organizations, healthcare providers, or just a group of friends or family. Teams must use the Mile-A-Day app. CAO staff will no longer be manually adding up team miles for the leaderboard. Teams get to choose their own name & icon. Teams should have a team leader. Teams can also designate a team elder as well. Organizations and worksites can have more than one team.

Is there a cost?

Thanks to local sponsors, we are waiving the cost for teams inside Rutland County, VT or Ontario, Canada. Teams outside those regions will be charged $5 per user to cover the cost of the mobile application. Individuals are always free, thanks to our sponsors. Contact haley@comealiveoutside.com to learn more.

What is an Active User?

An active user is a participant who downloads the app, creates an account, and walks at least once.

What is the last day that I can enter miles onto the app manually?

Sessions can only be added manually to the app when there is an active program session aka challenge. For example, if the challenge ends on May 13th. You will not be able to enter in manual miles on the 14th.

What if I have already downloaded the app and participated in a previous challenge?

Your user information will remain on the app, so no need to register again. If your team leader agrees that your existing team will continue on, you will be placed in that team. If your team leader decides there will not be a team for the challenge, you may compete as an individual in one of our Come Alive Outside national teams which are named after gemstones. You can also opt to join an open team that is not Come Alive Outside's team.

Tips

- Post the Mile-A-Day poster in your communal areas and share social media posts on your organization and worksite pages to get everyone psyched about the challenge.

- Sent out email or group texts reminders to your team members to keep them motivated.

- Have a launch party via Zoom or if you work in person, host a group walk.

- Encourage your teammates to read the weekly Mile-A-Day e-newsletter and to join the Facebook group. Members of the FB group encourage each other, share their successes and challenges, and provide a supportive community that increases engagement in the program.

- Get some team spirit! Some teams get matching gear like t-shirts or headbands, while others create a map of how far they've walked as a team. We love any idea that makes walking as a team fun and engaging.

Team "Magical Prancing Unicorns"
from the 50 Miles, 50 Days Challenge

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