



BLUE ZONES PROJECT® WALKING MOAI

Team Leader Guide

*Thank you for volunteering to be a Walking Moai Team Leader!
Team leaders play an integral role in a successful Walking Moai by forming
a team of 5-8 members, encouraging attendance, and tracking Moai metrics.*

Lead your team to better well-being! Here's how:

1. **Create** a team of 5-8 people, and provide them with a Walking Moai Guide so they have an understanding of the program and expectations.
2. **Collect** information from your team including first name, last name, and email address.
3. **Register** your team online at MeetYourMoai.com

Team Leader Responsibilities and Weekly Activities:

- Help your group choose a team name.
- Set a time and place for your group to meet and walk at least 30 minutes once a week for ten weeks.
- Contact and support members of your group who miss weekly walks.
- Report your group's progress and time spent together each week online.
- Spark conversation around tips to keep your group motivated and take photos along the way!
- Find a replacement captain from your group in the event you are unable to lead a weekly walk/activity or if you must step down from the captain role.

Tools for Success:

- **Weekly log:**
Each week, you'll receive an email reminder to submit your team's weekly progress. These stats will be compiled and the Moai® with the most minutes spent together will win a team prize at the end of the 10-weeks. The prize will be presented at the Victory Celebration.
- **Weekly Newsletter:**
Moai members will receive a weekly Moai Motivational email with instructions on how to enter in the weekly contest. The more time your team spends walking together, the better chance you have of winning.





Tools for Success (cont.):

- **Key Talking Points:**

- ▶ Why do friends matter? Friends have a huge impact on our healthy behaviors. Our goal is help you and your friends feel better, have a sense of purpose, and live a great life.
- ▶ Walking Moai teams are primarily a social activity. Exercise is secondary.
- ▶ Why? Social networks have long-term impact on well-being, and exercise programs don't (for most people).
- ▶ Moai is a term from Okinawa, Japan, which roughly means "meeting for a common purpose." It originated as a way for a village to support each other.

- **Walking Moai Routes:**

One experiential goal of the Walking Moai program is to explore your community on foot. Groups are encouraged to visit a variety of locations over the course of the program. Here's a list of some suggested destinations:

- ▶ Blue Zones Project Approved Restaurants and Grocery Stores
- ▶ Designated walking paths
- ▶ Historical and local landmarks
- ▶ Parks and recreation centers
- ▶ Libraries or museums

Other Resources:

- Moai Guide and FAQ
- Promotional emails introducing and encouraging Moai participation
- Flyers, postcards, and posters
- Walkability Checklist