

Tools for Success:

Onboarding Clinics and Recruiting Participants



Engaging physical therapy clinics is an important way to reach older adults with arthritis who may benefit from Walk With Ease (WWE). The first step is promoting the program to local clinics that will, in turn, encourage their patients to participate in it. Below are key messages, materials, and resources that you can use to get clinics on board and support them in recruiting participants.

Messages

When you approach clinics about offering WWE, incorporate these selling points into your communications.

What PHYSICAL THERAPISTS want to know about OFFERING WWE	How to reach them
<ul style="list-style-type: none"> ✓ It's an evidence-based program. ✓ It meets the needs of your older adult patients with arthritis. ✓ It's easy to start and easy to implement. ✓ It's a good way to promote health and wellness in the community. ✓ It's a good way to promote the clinic in the community. ✓ APTA supports use of this program as an adjunct to clinical care. ✓ There's no cost to the clinic for materials or training. 	<ul style="list-style-type: none"> E-mail, e-blast, or e-newsletter announcement Social media posts Website announcements

When clinics approach patients about signing up for WWE, encourage them to incorporate these selling points into their communications.

What PARTICIPANTS want to know about DOING WWE	How to reach them
<ul style="list-style-type: none"> ✓ You can go at your own pace. ✓ It helps you continue to have an active lifestyle. ✓ You'll get ongoing support and encouragement from a/your physical therapist during the program. ✓ You'll learn how to exercise safely and comfortably. ✓ You can get support in a group setting. ✓ It helps you feel more confident that you can manage arthritis. ✓ Research shows that the program works. ✓ It's free. 	<ul style="list-style-type: none"> Email Flyers Social media Word of mouth Sign-up sheet at clinic front desk



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Materials

Once clinics agree to offer WWE, prepare an onboarding packet of materials to help them learn more about the program, and to support their efforts to recruit participants. Here's what they need to get started.

- **Information sheet about WWE.** Prepare a summary sheet for physical therapists about the program—who it's for, how it's delivered, and what's the evidence to support it. Prepared handouts and evidence tables are available from the American Physical Therapy Association, or you can use the resources below to create your own.
- **WWE guide book.** Provide guide books to your participating clinics. The book, written by the Arthritis Foundation, includes a detailed curriculum—walking tips and strategies, warm-up and cool-down exercises, a walking diary, and other tools—to help participants with the program from start to finish. The book also helps physical therapists get familiar with the program and how to implement it. Use it for both WWE group and self-directed formats.
- **Sample promotional materials.** Provide your clinics with templates for emails, flyers, and social media posts that introduce participants to WWE and encourage them to sign up. Encourage clinics to adapt the templates as needed for their patients, and to add their clinic logos, contact information, and other branding elements. The National Association of Chronic Disease Directors has samples available in their resource library.
- **Fact sheet for participants.** Prepare a summary sheet for prospective participants that describes the program in clear, easy to understand language. Prepared handouts are available from the American Physical Therapy Association, or you can use the resources below to create your own.

Resources

- **American Physical Therapy Association**

Resources for physical therapists: www.apta.org/Arthritis

Resources for patients: www.moveforwardpt.com/ArthritisPrograms

- **Arthritis Foundation**

www.arthritis.org/living-with-arthritis/tools-resources/walk-with-ease

- **WWE Guide Book**

Walk with Ease: Your Guide to Walking for Better Health, Improved Fitness and Less Pain

www.amazon.com/Walk-Ease-Arthritis-Foundation/dp/0912423056

** Available as part of this grant opportunity

- **National Association of Chronic Disease Directors**

[[link to TA materials?](#)]

