

Tools for Success:

Sample Program Timeline



Launching and administering a Walk With Ease grant project requires planning, marketing, implementation, and evaluation activities. Use the timeline below to help forecast and manage the project.

TIMING	PHASE	ACTIVITIES	TIPS
1–3 months	Planning	<ul style="list-style-type: none"> ✓ Take the readiness assessment ✓ Review available resources and materials on WWE ✓ Determine whether to promote WWE self-directed or group formats, or both ✓ Create an outreach strategy that identifies potential clinic partners and the best channels to reach them ✓ Decide on your metrics for success (e.g., number of clinics onboarded, number of participants enrolled, number of participants completed) and how you will collect them 	<p><i>If you live in an area where walking outside is not feasible or comfortable for certain months of the year, or if you do not have access to an indoor walking space, factor that into your startup plans and timeline.</i></p>
3–6 months	Marketing	<ul style="list-style-type: none"> ✓ Promote the WWE opportunity to clinics ✓ Prepare and provide materials for onboarding clinics ✓ Distribute WWE guide books to clinics ✓ Support clinics in recruiting participants 	<p><i>Ask WWE champions to provide testimonials to help raise awareness among other physical therapists.</i></p>
6–9 months	Implementation	<ul style="list-style-type: none"> ✓ Prepare and provide materials for motivating participants to complete the program ✓ Support clinics in tracking and reporting metrics to monitor progress 	<p><i>Foster a learning community of partner clinics to support one another and share lessons learned.</i></p>
9–12 months	Evaluation	<ul style="list-style-type: none"> ✓ Review data collected from clinics to make sure it is complete and accurate ✓ Aggregate and report metrics per grant requirements 	<p><i>Share results and successes with community partners, and recognize the efforts of WWE champions.</i></p>

