

Goals and Outcomes

The Golden Shoe Campaign was a response to Kent County's Project TakeOff goals to do the following:



- Increase the number of Kent County residents in the healthy weight range; and
- Increase physically active lifestyles of County residents.

To that end, the Golden Shoe Community Walking Campaign established two goals and created a survey to evaluate its success:



- 1.) Increase Physical Activity for all ages in a fun way;
- 2.) Support neighborhood businesses.

Outcomes:

- 50% of those who complete one route will return for another.
- 85% of those who walked a route will be more likely to increase walking as part of their daily routine.
- 45% of those who walked a route, will likely return to the neighborhood to patronize businesses. Of those who walked, 30% patronized businesses.

A pre- and post-survey are conducted.