



American Heart Association®

Healthy for Good™

MOVE MORE 2023

Activation Guide

FIND YOUR FIERCE

#MoveMore

Join the movement at

heart.org/MoveMore

EAT SMART MOVE MORE BE WELL

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INTRODUCING HEALTHY FOR GOOD

What's good for your mind and body is good for your heart. That's why the American Heart Association's **Healthy for Good™** promotes a holistic well-being approach, with simple resources that make it easier for you to nourish your mind, heart and body, one step at a time. Healthy for Good is backed by the science you can trust and provides tools you can actually use. Because we know that when you create healthy habits that stick, it sticks with you, *for good*.

Join us today — and get healthy for good.

The guide includes information on:

- [Four-Week Breakdown](#)
- [Communication Tools](#)
- [Additional Resources](#)

Take a Step.

Mental or physical, small or big, new or practiced, it's always a good time to take a step toward a healthier you. Exercise is one of the best ways to keep your body healthy and release stress. Regular physical activity improves mood, gives you energy and improves quality of sleep.

Here are some ways:

Check the Stress. Money, work, family responsibilities and health concerns are top sources of stress.

- Higher levels of the stress hormone cortisol are linked to increased risk of high blood pressure and cardiovascular events, like heart disease and stroke.
- If you are feeling overwhelmed by stress or are using smoking, overeating or drinking alcohol to cope, reach out to a health care professional.
- Check in with yourself about your own stress. If it is too much, there's no shame in seeking outside help or treatment.

Make a Move. Stand up. One in four U.S. adults sit for longer than eight hours each day. Sitting for too many hours can hurt your physical and mental health.

- Do a swap. A recent study found that swapping just 30 minutes of sitting with low-intensity physical activity reduced risk of death by 17%.

- Step away. Leaving distractions behind and making a move to meditate.
- Physical activity is a powerful tool and mood booster.

Sweet Dreams. Prioritize sleep and aim for 7-9 hours a night.

- Getting a good night's sleep every night is vital to cardiovascular health. Too little or too much sleep is associated with heart disease, studies show.
- Good sleep improves mood, memory and reasoning.

Let's Go, Fido! When we see, touch, hear or talk to our companion animals, we feel a sense of goodwill, joy, nurturing and happiness.

- Dogs can help ease people out of isolation or loneliness.
- Walking a dog is a great way to get exercise, for both of you.
- Consider volunteering at a local animal shelter, pet-sitting for a friend or helping your neighbor by taking their dog for a walk.

Food for Fuel. All produce counts! Canned, dried, and frozen fruits and vegetables can be more affordable options and can be used in a lot of dishes.

- Eating, nutrition-rich food benefits both your physical and mental health.
- To prevent heart disease and stroke, the American Heart Association recommends eating plenty of vegetables, fruit, nuts/seeds, whole grains, lean protein and fish.
- Family meals and dinner conversation help reduce stress and boost self-esteem.



FOUR-WEEK BREAKDOWN

Check out our four-week breakdown to help encourage and keep everyone moving more. Tips and featured content align with these themes:

- **National Walking Day is April 5.**
- **Reduce stress with healthy habits.**
- **move more with pets.**
- **Sleep better by moving more.**

Week One:

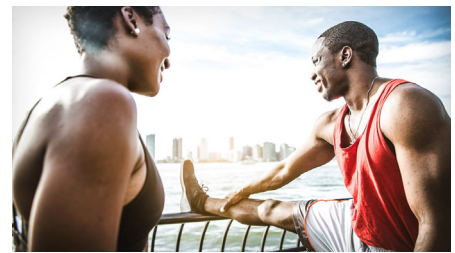
All it takes is one step. Then two. Then three. Start small. Any movement is better than no movement, and more is better! Start out with just five minutes of movement and build up from there or split up your movement throughout the day. Getting started with physical activity does not have to be complicated. In fact, research has shown that walking can have a significant impact on your health by lowering your chances of heart disease. Take a step toward a healthier lifestyle and get ready to walk on National Walking Day, April 5.

- [Fit in Walking Morning, Noon or Night](#)
- [Warm Up Cool Down](#)
- [Why Is Walking the Most Popular Form of Exercise?](#)
- [Get the Right Sneakers for Your Workout Infographic](#)
- [Breaking Down Barriers to Fitness](#)

Week Two:

Spring is the perfect time to create new healthy habits. Although getting and staying healthy can feel like a big challenge, it doesn't have to be. Working small, positive steps into your day can help you build a healthier life routine. It's time to shatter old myths and create new, healthy habits that stick. Check out the Habit Coach series and go from habit fails to habit wins.

- [Habit Coach Episode 1 – Habit Myths](#)
- [Habit Coach Episode 2 – Habit Loops](#)
- [Habit Coach Episode 3 – Choosing the Right Routine](#)
- [Habit Coach Episode 4 – Finding Your Cue](#)
- [Habit Coach Episode 5 – Finding Your Reward](#)
- [Habit Coach Episode 6 – No Failures, Only Experiments](#)





Week Three:

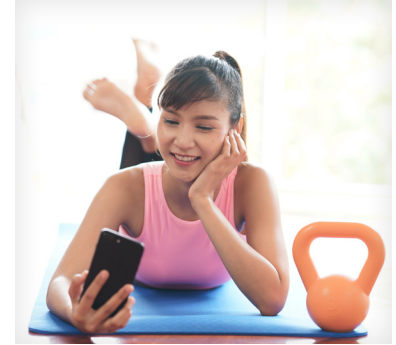
Your pet is more than just a furry friend. Owning a pet may change habits that can lead to weight loss, while patients with cardiovascular disease see benefits, too. Dog owners are more likely to fit in the recommended physical activity and more likely to reach their fitness goals than those who don't have a dog. Get moving with your pet indoors or outdoors. You'll both get exercise, and you may find yourself meeting other dog owners in your area. Socializing can be a good thing. If you can't get a pet just yet, consider volunteering at a local animal shelter, pet-sitting for a friend or helping your neighbor by taking their dog for a walk.

- [Move More with Your Pet](#)
- [Do dog owners live longer?](#)
- [Can Owning a Pet Change Your Life?](#)
- [16 Science-Backed Reasons Adopting a Dog Could Be Good for Your Heart](#)
- [Pet-friendly Perks are Valuable to Employees](#)

Week Four:

Catching your ZZZs can influence your eating habits, mood, memory, internal organs and more. Good sleep habits and an effective morning routine can help you wake up feeling energized and prepared for the day ahead. Getting good sleep starts when you are awake. Physical activity has been shown to increase quality of sleep. Healthy life expectancy can be positively impacted by increasing activity. Your body naturally craves sleep, but it can be tough to get to bed on time. Here's how to get better sleep every night.

- [Get Your Brain Ready for Sleep](#)
- [3 Tips for Better Sleep](#)
- [How to Sleep Better](#)
- [Sleep Well](#)



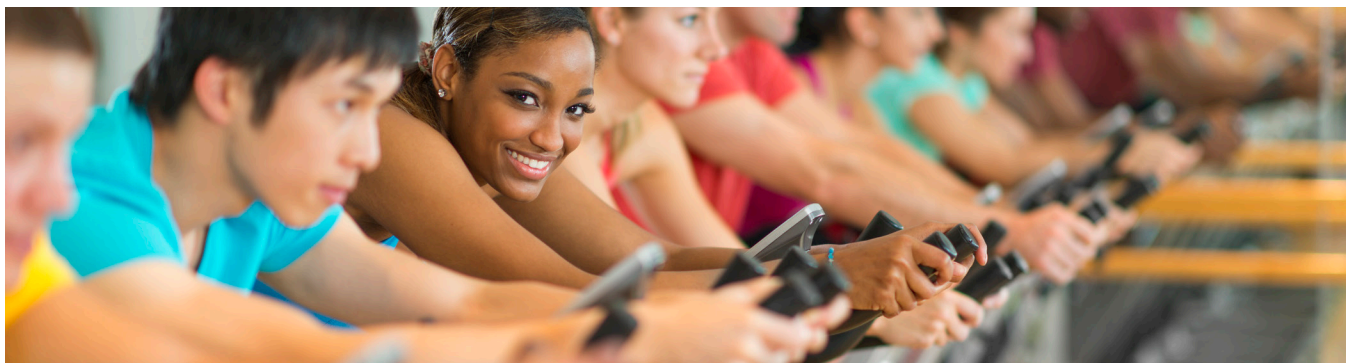
Find your fierce on a conference call.



Find your fierce during TV time.



Find your fierce on your way.





COMMUNICATION

Use these messages to promote participation to **Move More**. Customize them to fit your needs and add personal touches to help get folks moving.

Support/Endorsement Request to Your Company's HR Department or Executive Leadership

Our employees are going through stressful times. We want to encourage them to focus on their mental and physical health. Whether improving sleep, relieving stress, preventing chronic disease or helping to control weight, even small amounts of exercise has shown to have benefits. Exercise may also help with cognitive skills, including memory and attention.

We can encourage a healthier way of living for our employees by getting Healthy for Good™ with the American Heart Association. During April, we hope to encourage everyone to move more and commit to

a healthier lifestyle. I would like your approval for our organization to participate in **Move More** Month and beyond. On National Walking Day, April 5, we'll ask everyone to participate in a short movement break, commit to moving more all month long and join Healthy for Good. We'll have free resources available to help our employees get healthier and participate in a fun activity that fosters morale, team building and productivity. Learn more at heart.org/MoveMore.

Initial Messaging to Employees/Participants

We're joining the American Heart Association to get Healthy for Good™. Physical activity is important for maintaining physical and mental health. Science shows that being more active can help you feel, think and sleep better, yet one in four adults sit longer than eight hours a day. We'll join millions of people nationwide who are committing to live a healthier lifestyle and get physically active. Here's what you can do to join in the celebration:

- Even short bursts of activity help! Participate in at least one short movement break on National Walking Day, April 5. Share it on social with #MoveMore.
- Pledge to live a healthier lifestyle and start a habit of moving more. Participate in daily Fierce 5 movement breaks. Invite others to join you.

- Join Healthy for Good and follow the Healthy for Good Facebook and/or Twitter channels to get free tips, tools, recipes and more to help you stay motivated. Find out more at heart.org/MoveMore.





National Walking Day Follow-Up

Thanks to everyone for moving more on National Walking Day! We had a lot of fun together and took powerful steps to getting healthy and fit. [ADD MORE HERE IF DESIRED, e.g., recognition, announcement of winners, links to photos or social posts, etc.] It's important to keep moving all month long and beyond. Take time now to schedule movement breaks and join [Healthy for Good](#).

Move More Encouragement

If you participated in National Walking Day, congratulations on taking the first step to a healthier lifestyle. If you didn't, don't worry. There are still ways to participate. You can:

- Schedule Fierce 5 movement breaks all month long.
- Follow the Healthy for Good™ [Facebook](#) and/or [Twitter](#) channels to share and learn more tips.
- Join the American Heart Association's Healthy for Good movement and get tips and inspiration on eating smart and moving more.

Take time now to schedule your movement breaks. You'll be well on your way to moving more.

Move More Follow-Up

Thank you for celebrating **Move More** with us. We had great participation and many of you committed to keeping your new healthy habits going. [ADD MORE HERE IF DESIRED, e.g., recognition, announcement of winners, etc.] Let's keep the momentum going and take other simple steps to boost our physical and mental health. To find more resources, make sure you join [Healthy for Good](#).





MORE RESOURCES

The American Heart Association has many resources to help people move more and reduce stress. Visit heart.org/HealthyforGood or these specific sites:

GET ANSWERS. GET RECOGNIZED.

Well-being Works Better™

Our Well-being Works Better platform helps business leaders promote health and well-being for all with a holistic approach (mind-heart-body connection), actionable guidance grounded in science, the latest research and tools, and competitive advantages when hiring talent.

Workforce Well-being Scorecard™

Our Workforce Well-being Scorecard is designed to help employers evaluate the culture of health and well-being within their workforces to identify gaps and determine how their progress stacks up to peer organizations. Employers completing the Scorecard will be recognized in Forbes based on achievement level. Deadline to apply is Oct. 31, 2023.

BUILD A CULTURE OF WELL-BEING.

Heart Walk

The Heart Walk is the American Heart Association's premier event for raising funds to save lives from this country's No. 1 and No. 5 killers - heart disease and stroke.

CycleNation

Let's be real: Cycling is not only fun, it's a way to look good and feel good. Whether it be on the road or on a stationary bike, we're cycling towards better brain and heart health.

Field Day

Ditch the keyboard for the scoreboard. Field Day puts the playspace in your workplace while raising funds for the American Heart Association to end heart disease and stroke.

CPR

Get information on emergency cardiovascular care training, including programs for schools and workplaces.

Together Tuesdays™

Get employee engagement back on track with Together Tuesday™, a simple weekly meal or snack time when co-workers get to know each other better. Weekly sit-down meals with family, friends or co-workers can reduce stress, boost self-esteem and connect people.

Recipes

Discover how easy, budget-friendly and delicious healthy cooking can be.

SHARE WITH YOUR COMMUNITY AND FAMILY.

Heart-Check Food Certification Program

Learn about how our Heart-Check mark on food packaging helps people find foods in the grocery store that can be part of their healthy eating plan.

NFL PLAY 60

This free, fun, family-friendly app helps get kids moving.

School Events

Find out how to offer the Kids Heart Challenge/ American Heart Challenge in your school.

Sign up to receive [Healthy for Good](https://heart.org/HealthyforGood) tips, tools and more in your inbox and connect with us on [Facebook](https://www.facebook.com/heart) and [Twitter](https://twitter.com/heart).