LET’S MOVE MORE ALL MONTH LONG

RESOURCE GUIDE

#MOVEMORE
Join the movement at heart.org/MoveMore
We’re on a mission to be Healthy for Good™ every day. The approach is simple: eat smart, add color, be well and, of course, MOVE MORE! April is Move More Month, and we’re not letting it slip by unnoticed. So, are you up for a little challenge?

Gather the people around you—friends, family, coworkers or whoever—and embark on a monthlong initiative to move more. That means walking while you talk, lunging at lunch, breaking up a screen sesh to do a few jumping jacks or whatever else gets you moving. You don’t have to be an Olympic athlete to take care of your body. All it takes to make a big difference is a little more moving. Engaging in a little friendly competition might not hurt either.

Here’s the most important part: Set this initiative in motion with a big celebration that excites everyone for a month of grooving, playing and moving more. Use your event to kick off the month, to keep the momentum going halfway through or to celebrate the end of a month’s efforts. It’s up to you!

This guide is here to help you plan a physical activity-infused event for your group and get the ball rolling for the month, the rest of the year and, really, the rest of your lives! Let’s #MoveMore to be #HealthyforGood!

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Find more free resources and materials at heart.org/MoveMoreMonth, including:
- Challenge Activities
- Tip Handouts
- Posters and Graphics
ACTION PLAN

Start here with our step-by-step action plan to kick off healthy habits in your workplace, organization, school or family. Then get more specific with our tips and ideas for each setting.

STEP 1: GET LEADERSHIP APPROVAL
If you need approval for an event, use the email template on page 8. It has great information you can share with your leadership about why this health-focused initiative is good for the organization and community.

STEP 2: CHOOSE YOUR DATE
Choose a day in the month of April that will work best for your event. The important thing is to work up excitement for a monthlong focus on being more physically active! Once you choose a day, get it on people’s calendars right away, and use one of our communication templates to help build awareness.

STEP 3: PLAN YOUR CELEBRATION
Get creative coming up with your own special touches that will make it meaningful for your organization or community. Be sure to reserve any needed facilities and/or logistical resources. Basic event components may include:

- Rally or kickoff
- 30-minute fun walk
- Healthy snacks
- Prizes or giveaways
- Educational opportunity (wellness fair, health assessment, presentation, etc.)

STEP 4: SPREAD THE WORD
Promote your event by using the emails, social media tips and posters we’ve provided. Invite people to get involved. Your toolkit includes tons of free promotional materials.

STEP 5: CELEBRATE!
Take a breath and start moving! This is an opportunity for millions of people to move toward a longer, stronger and healthier life, but it’s also about having fun and creating community. Don’t forget to enjoy the day!
BEFORE EVENT IDEAS

Building excitement is important for a successful event. There are many ways to do this, including:

• Use social media to increase awareness and engagement. Check out our “Made You Move” videos at heart.org/MoveMore for funny, shareable content.

• Have your CEO or senior leader send organization-wide voicemails and/or emails. Use our communication templates or create your own.

• Use giveaways and incentives. Visit ShopHeart.org for some options.

• A week or two before the event, hold a one-day walking competition among teams or departments.

• Ask everyone to track their total time or steps on a specific day using a device, smartphone or paper tracker. The winning department or team could receive some sort of reward—jeans day, lunch or time off.

• Setting a goal or making a pledge is a great way to kick off a healthy lifestyle change. Ask each employee to write down one goal or pledge to start being more physically active and to post it at their workspace and share it on social media.

DAY OF EVENT IDEAS

• Make it a “casual day.” Wearing sneakers or comfortable shoes will make it easier for everyone to participate.

• Host a walk. Set a time for your senior leaders to lead participants on a 30-minute walk. This could be indoors or outdoors. Map a route in advance to avoid surprises.

• Kick off the day with a rally. Ask your CEO or senior leader to address participants using the information in this guide.

• Host a wellness fair. This could include:
  › A how-to workshop with a local fitness center or trainer to educate participants on physical activity topics, such as the proper way to stretch.
  › A presentation by a registered dietitian nutritionist about healthy eating.
  › Cholesterol, blood pressure and other screenings from a local hospital or clinic.
  › A testimonial from a heart disease or stroke survivor.
WAYS TO KEEP UP THE MOMENTUM

• Start a monthlong activity challenge among departments or teams and offer prizes.
• Hold another rally or event to celebrate your success at the end.
• Sign up for the Heart Walk, CycleNation and/or Field Day. You’ll have fun and help fund breakthrough science to save lives from heart disease and stroke. Find details for your local event at HeartWalk.org.
• Encourage your employees/members to form ongoing walking clubs using our tips and resources at heart.org/WalkingClubs.
BEFORE EVENT IDEAS

• Use social media to increase awareness and excitement.
• Send emails using one of our templates or get creative and make your own.
• Setting a goal is a great way to kick off a healthy lifestyle change. Ask each student, teacher and staff member to write down one goal or pledge to start being more physically active.
• Invite other community members to volunteer or participate. Use our email template to invite parents and guardians to join in on the day with their kids.

DAY OF EVENT IDEAS

• Wear sneakers. Comfortable shoes will make it easier for everyone to participate.
• Host a walk. Set a time to lead your students and teachers on a 15–20-minute walk. This could be indoors or outdoors. Map a route in advance to avoid surprises.
• Kick off the day with a rally or assembly and be sure to get the students and teachers moving and excited about the monthly activity challenge.
• Check out the NFL PLAY 60 Challenge virtual field trip resources for unique and turnkey ways to immerse students and teachers in dynamic physical activity experiences. Find it at aha-nflplay60.discoveryeducation.com/virtual-experiences.
• Not able to host a walk or space is restricted? No problem! Encourage your students and teachers to get moving through dance! If you haven’t already, sign up for the Kids Heart Challenge or American Heart Challenge and check out dance routines that will have students and teachers dancing their way to better physical and emotional health. Find it at heart.org/Schools.
• Host a wellness fair or educational event for your school community. Activities could include:
  › A how-to activity workshop (such as family fitness fun night) with a local fitness center or a trainer to demo and educate participants on exercise options and their benefits.
  › Our short NFL PLAY 60 videos that will have your students working out alongside NFL players to help students increase their focus once they return to their lessons. Find them at aha-nflplay60.discoveryeducation.com/videos.
A presentation by a registered dietitian nutritionist about healthy eating. Keep the presentation interactive by involving students in preparing healthy snacks or tastings.

Health screenings from a local hospital or clinic.

WAYS TO KEEP UP THE MOMENTUM

• Start a monthlong activity challenge among classes or grade levels and offer prizes.
• Encourage each classroom or grade level to come up with a team name and mascot.
• Hold another rally or event to celebrate your success at the end of the challenge.
• Incorporate daily activity breaks that get students moving to boost their brain power and improve quick-thinking skills. Physically active children tend to have better grades, school attendance and classroom behavior.
• Continue the focus on physical activity by getting your school to participate in the Kids Heart Challenge or American Heart Challenge. You’ll have fun and help fund breakthrough science to save lives from heart disease and stroke. Find details at heart.org/Schools.
• Encourage students to download the NFL PLAY 60 app to inspire and encourage them to get 60 minutes of physical activity each day. Find it at heart.org/en/professional/educator/nfl-play-60/download-the-nfl-play-60-app.
• Start a school walking club using our tips and resources at heart.org/WalkingClubs.
BEFORE EVENT IDEAS

• Use social media and email to increase awareness among your family and circle of friends. Use our templates or get creative and make your own. Some example hashtags include: #MoveMoreMonth, #MoveMore, #SitLess and #HealthyforGood.

• Set a goal to be more physically active. Post or display your goal as a daily reminder of your commitment.

• Challenge your community, friends and family to join you in setting their own goals.

DAY OF EVENT IDEAS

• Make it a “casual day.” Wearing sneakers or comfortable shoes will encourage you to move more.

• Take a walk or lead your family or group on a 30-minute walk. This could be indoors or outdoors. Map a route in advance to avoid surprises.

WAYS TO KEEP UP THE MOMENTUM

• Keep the momentum going. Start an activity challenge and offer prizes.

• Form a neighborhood walking club using our tips and resources at heart.org/WalkingClubs.

• Reward yourself and your team by celebrating with a fun group activity, like a picnic.

• Keep on walking by participating in the Heart Walk. You’ll have fun and help fund breakthrough science to save lives from heart disease and stroke. Find details for your local event at HeartWalk.org.
We can kick off a healthier way of living for our employees by getting Healthy for Good™ with the American Heart Association. The Healthy for Good movement is designed to inspire all of us to live healthier lives and create lasting change through small, simple steps. During the month of April, the American Heart Association is encouraging Americans to move more and commit to being physically active.

I would like your approval for our organization to participate in Move More Month. We can have our event any day in April and promote being active throughout the month. We’ll get free resources to help our employees get on a healthier path.

Health care is one of the most significant cost pressures facing companies today. Consider these sobering facts:

• The economic costs of cardiovascular diseases (coronary heart disease, heart failure, stroke and high blood pressure), including direct medical costs as well as estimated indirect costs such as lost productivity, total more than $550 billion and are projected to reach more than $1 trillion by 2035.

• About 69% of U.S. adults are overweight or obese—and this number continues to grow. At the same time, about 27% report participating in no leisure time physical activity.

• Nearly half of all U.S. adults (about 121 million) are living with some form of cardiovascular disease or the aftereffects of stroke. And research shows that about 80% of cardiovascular disease is preventable.

• After decades of a steady decline in the U.S., deaths from cardiovascular disease are on the rise again, accounting for about 1 of every 3 deaths.

• Exercise has numerous benefits, such as preventing chronic diseases, improving sleep, relieving stress and controlling weight. It may also help with cognitive skills, including memory and attention.

By participating, [ORGANIZATION NAME] can play an important role in helping employees and our nation get healthier while:

• Offering practical health information, tips and resources to help people adopt healthier lifestyles.
• Providing a fun activity that fosters morale, team building and productivity while reducing absenteeism.
• Letting employees know you care about their health and support their efforts to improve it.

[INSERT DETAILS ABOUT YOUR PROPOSED EVENT]

Source: American Heart Association, Heart Disease and Stroke Statistics 2019

BRIEF ANNOUNCEMENT

On [EVENT DATE], [ORGANIZATION NAME] will join the American Heart Association in getting Healthy for Good™! During the month of April, the American Heart Association is encouraging people nationwide to move more and commit to being physically active. We’ll have some fun events on this day, including:

[INSERT EVENTS – RALLY, KICK OFF, WALK, ETC.]

Mark it on your calendar. More details will be coming soon!

DETAILED ANNOUNCEMENT

On [EVENT DATE], we’ll join the American Heart Association to get Healthy for Good™! Physical inactivity is a huge national problem. About 70% of adults in the U.S. are overweight, and about 80% don’t get enough physical activity.

Science shows that being more active can help you feel, think and sleep better. The American Heart Association recommends at least 150 minutes of moderate-intensity physical activity per week for adults and 60 minutes per day for children and adolescents. Most of us right here at [ORGANIZATION NAME] don’t meet that goal. And it means we’re at greater risk for heart disease, stroke and other health problems.

We’ll join millions of people nationwide as they pledge to live a healthier lifestyle and get physically active. Here’s what you can do to join in the celebration:

• Show your support and wear your sneakers on [EVENT DATE].
• Join our rally and 30-minute fun walk at [TIME] at [LOCATION].
• Pledge to live a healthier lifestyle and start a habit of moving more. Invite others to join you.
• Visit heart.org/MoveMore and use the American Heart Association’s free tips and tools to stay motivated.
• Sign up to participate and raise funds for our community’s [HEART WALK, HEART CHALLENGE, OR OTHER EVENT] on [DATE].
• Please join us for this fun group celebration that can help us all live longer, stronger, healthier lives.

PERSONAL ANNOUNCEMENT
April is Move More month, and on [EVENT DATE], I will join the American Heart Association to get Healthy for Good™! I encourage everyone to move more this month and commit to being physically active. Will you join me? Find out more at heart.org/MoveMoreMonth.

DAY BEFORE EVENT REMINDER
Don’t forget: Join in on a fun event tomorrow to Move More and get Healthy for Good™ with the American Heart Association. Don’t forget to wear your sneakers! Everyone meet up at [LOCATION] tomorrow at [TIME].
See you there!

POST EVENT ACTIVITY CHALLENGE ANNOUNCEMENT
Thanks to everyone who joined us for our Move More event. We had a great turnout and a lot of commitment to get healthy and fit. [ADD MORE HERE IF DESIRED, e.g., announcement of winners, pledges, etc.]
But we can’t get healthy for good in one day. So, we’re launching a monthlong Activity Challenge. Each week, we’ll be sending you everything you need to complete the challenge, including:
• Challenge activities
• Weekly handouts with more info and tips [INSERT DETAILS ABOUT CHALLENGE, PRIZES, ETC.]

[INSERT FOLLOWING IF YOU ARE PARTICIPATING IN HEART WALK] The American Heart Association is helping people live longer, healthier lives. We can help fund lifesaving research and education by spreading the word and participating in the [CITY NAME] Heart Walk [OR OTHER EVENT] on [DATE]. There’s still time to join the team! [DETAILS, SIGNUP INFO, ETC.]

Thanks again and keep moving!

[IF APPLICABLE, INCLUDE INFORMATION ABOUT RALLY OR EVENT AT THE END OF THE FOUR WEEKS]
PERSONAL ACTIVITY CHALLENGE ANNOUNCEMENT

Thanks to everyone who joined me for the Move More kickoff. We can’t get healthy for good in one day. So, I’m launching a monthlong Activity Challenge. Will you join me? I’ll provide:

- Daily tips
- Weekly handouts with more info and tips

The American Heart Association is helping people live longer, healthier lives. We can help fund lifesaving research and education by spreading the word and participating in the [CITY NAME] Heart Walk [OR OTHER EVENT] on [DATE].

Thanks, and let’s get moving!

EMAIL AND SOCIAL MEDIA TIPS

- Don’t overwhelm people with too many messages. Think about your audience and how much information they’ll want. If you don’t want to send daily emails, use social media or send one email a week with a number of challenge activities and the weekly handout.
- Ask for feedback on the information you’re sending. For example, if you provide a tip on being active at work, ask readers to share photos or tips on how they do it.
- Encourage friendly competition and recognize activity challenge teams and leaders.
- Follow the general theme of each week (see handouts) to provide a fresh focus for content.
- If you are completing the challenge, use a countdown by stating how many days are left: “10 days to go!” You can also use the countdown in reverse by announcing which day of the challenge you’re on (e.g., Day One, Day Two).
- Show how you’re getting active and use hashtags like #HealthyforGood, #MoveMoreMonth, #MoveMore and #SitLess to join the national conversation.
We know it takes more than just one day to form lasting healthy habits. Use your event as a starting point and keep the momentum going by launching a monthlong challenge focused on physical activity. This is a great way to extend the fun all month and can be customized to your workplace, community, school or family.

The challenge pledge: “I pledge to be physically active at least 150 minutes per week for four weeks to improve my health.”

We’ve included everything you need to motivate your participants:

- **Daily challenge activities** — Email or share on social media and encourage participants to try them each day.
- **Handouts** — Provide one each week of the challenge to kick off that week’s theme.
- **Social media videos** — Share our “Made You Move” videos to show all the small changes that can make a big difference. Find them at heart.org/MoveMore.

Encourage participants to track their total minutes per day and week. Any type of moderate to vigorous activity counts, including walking, running, biking, dancing and playing sports.

Consider offering prizes as incentives. Here are a few suggestions of achievements to recognize:

- Everyone who completes the challenge by achieving a total of at least 150 minutes for each week.
- Everyone who tries all the daily challenge activities.
- The person who achieves the most minutes each week or for the entire activity challenge period.

Give your challenge a creative theme or tagline like “Less Scrolling, More Strolling” or “Stand Against Sitting.” Make the challenge your own by customizing it to your audience.
The American Heart Association offers many free resources to help people be more active and live healthier.

- Visit heart.org/HealthyforGood for the latest info on physical activity, healthy eating, weight management, sleep, mindfulness and much more. You can also sign up to get Healthy for Good™ tips, tools and shareable science direct to your inbox.
- Visit heart.org/WorkplaceHealth for employer resources, including our Healthy Workplace Food and Beverage Toolkit.
- Get information on CPR and emergency cardiovascular care training at heart.org/CPR, including programs designed for schools and workplaces.
- Find information about your local Heart Walk event at HeartWalk.org.
- Learn about offering fun events at your school at heart.org/Schools.
- Connect with us on Facebook @AHALiveHealthy and Twitter @AHALiveHealthy.

Thank you for participating. If you need any assistance planning your event or if you have any questions, find out how to contact your local American Heart Association office at heart.org.