



American Heart Association.
Healthy for Good™

LET'S MOVE MOVE ALL MONTH LONG

**RESOURCE
GUIDE**

#MOVEMORE
Join the movement at
heart.org/MoveMore

EAT SMART MOVE MORE BE WELL

MOVE MORE



GETTING STARTED

Staying active in safe, healthy ways has never been more important. Doing that the way you used to may no longer be an option, but the American Heart Association is here to help. This guide will help you find a fun activity challenge you can do at home with people you care about. Gather the people around you — virtually or in person — and embark on a monthlong initiative to move more. (Please follow guidance from your local health department for all Move More Month activities.)

Together we'll walk while we talk, lunge at lunch, break up screen sessions with a few jumping jacks or other activities to get us moving in a safe, socially distant way.

You can also fire up a little friendly (virtual) competition with your organization, school, family or friends. For example, see who achieves the most minutes of physical activity each week. You could participate in the Move More Daily Challenges or even create and record the most innovative home workout and post to social media using one of our hashtags.

Here's the most important part: **Set the fun in motion with a virtual event that excites everyone for a month of grooving, playing and moving more together.** You can add more Move More events to keep the momentum going halfway through or to celebrate the end of a month's efforts. It's up to you!

Let's **#MoveMore** to be **#HealthyforGood**.

In this Guide

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Find more free resources and materials at heart.org/MoveMoreMonth, including:

- Challenge Activities
- Tip Handouts
- Posters and Graphics

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ACTION PLAN

Start with this step-by-step action plan, then get more specific with our tips and ideas for each setting.

STEP 1: GET LEADERSHIP APPROVAL

If you need approval for a Move More virtual event, use the email template on page 8. It has great information you can share about why this health-focused initiative is good for your organization and your community.

STEP 2: CHOOSE YOUR DATE

Choose a day in April for your Move More virtual event and get it on people's calendars. Then use one of our communication templates to help build awareness or consider creating a social media event page to post updates.

You can find best practices on how to host virtual events [here](#) or if you're hosting a live social event, learn tips [here](#).

STEP 3: PLAN YOUR CELEBRATION

Get creative with special touches that will make your event meaningful for your organization or community. Basic components for a virtual event may include:

- Virtual Move More rally or kickoff
- 30-minute fun walk
- Healthy snack recommendations
- Prizes or giveaways
- Sharing Healthy for Good educational materials:
 - › [Eat Smart](#)
 - › [Move More](#)
 - › [Be Well](#)

STEP 4: SPREAD THE WORD

Promote your Move More virtual event by using the emails, social media tips and digital posters 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 to move toward a longer, stronger and healthier life. But it's also about having fun and creating a new kind of community. Don't forget to enjoy the day!



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WORKPLACES AND ORGANIZATIONS

BEFORE EVENT IDEAS

Build enthusiasm for your Move More virtual event. Here are some ideas:

- Working from home? Ask your colleagues to track their time or distance on a specific day using a device, smartphone or paper tracker. The winning department or team gets bragging rights.
- Use social media to increase awareness and engagement. Check out our “Made You Move” videos at heart.org/MadeYouMove for funny, shareable content.
- Ask your CEO or senior leader to send emails encouraging participation. Use our communication templates or create your own.
- Use giveaways and incentives. Visit ShopHeart.org for some options.
- Set a goal or make a pledge to kick off the healthy lifestyle change. Ask each employee to write down one goal or pledge to start being more physically active and share it on social media.

DAY OF EVENT IDEAS

Kick off the day with a Move More virtual rally. Ask your CEO or senior leader to address participants via video, social media or email using the information in this guide.

- Encourage everyone to take a walk or work out inside. For inspiration, check out the AHA’s [Create a Circuit Workout](#) at Home infographic.
- Ask participants to snap a selfie while exercising and post to social media using one of the AHA hashtags.
- Share AHA Healthy for Good educational resources to keep participants moving, eating healthy and addressing stress along with some of these ideas:
 - › A how-to session with a fitness instructor to educate participants on physical activity topics, such as the proper way to stretch.
 - › A presentation by a registered dietitian nutritionist about healthy eating.
 - › A testimonial from a heart disease or stroke survivor.

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WORKPLACES AND ORGANIZATIONS

WAYS TO KEEP UP THE MOMENTUM

- Start a monthlong activity challenge among departments or teams and offer prizes.
- Hold another Move More virtual rally or event to celebrate your success at the end.
- Sign up for Heart Walk and Cycle Nation. You'll have fun and help fund breakthrough science to save lives from heart disease and stroke. Some virtual events are being planned. Find details for your local event at [HeartWalk.org](https://www.heartwalk.org) or [CycleNation.org](https://www.cyclenation.org).





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SCHOOLS

BEFORE EVENT IDEAS

- Use social media to increase awareness and excitement for your virtual event.
- Send emails using one of our templates or get creative and make your own.
- Ask each student, teacher and staff member to write down one goal or pledge to start being more physically active.
- Encourage community members to participate virtually. Use our email template to invite parents and guardians to join in with their kids.

DAY OF EVENT IDEAS

- Kick off the day with a Move More virtual rally to get students and teachers moving and excited about the monthly activity challenge.
 - › Educators and coordinators: If you haven't signed up for the Kids Heart Challenge or American Heart Challenge, sign up for free resources to get your students moving. Our NEW virtual Kick Cabin Fever to the Curb program includes 10 days of home activities, recipes and tips for parents to prioritize mental health and physical activity. If you're already signed up for the Kids Heart Challenge or American Heart Challenge, you can view the new virtual program from your participant center.
- Host a virtual walk. Encourage students and families to take a walk or work out at home. For indoor exercise inspiration, check out resources from the **AHA's Kids Heart Challenge or American Heart Challenge**, including **25 Ways to Move Indoors**.
 - › Involve your physical education teacher in the virtual activity.
 - › Set a time for your principals and/or physical education teacher to virtually kick off the activity and encourage families to post pictures on social media.
- Ask families to snap a selfie while exercising and post to social media using one of the AHA hashtags.
- Share the **NFL PLAY 60 Challenge virtual field trip** resources for simple ways to immerse students and teachers in dynamic physical activity experiences.
- Share educational resources, including the AHA's healthy living resources, to keep students and families moving, eating healthy and addressing stress. Activities could include:
 - › Working out with our short **NFL PLAY 60 videos** to help students increase their focus.

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SCHOOLS

- › Encouraging students to download the **NFL PLAY 60 app** to inspire and encourage them to get 60 minutes of physical activity each day.
- › Visiting the **AHA's Kids Heart Challenge and American Heart Challenge** for more fun activities.
- › Watching a registered dietitian nutritionist share tips to encourage students and families to prepare healthy snacks at home.

WAYS TO KEEP UP THE MOMENTUM

- Start a monthlong virtual activity challenge among classes, grade levels or families.
- Encourage each classroom, grade level or family to come up with a team name and mascot.
- Hold another virtual Move More rally or event to celebrate your success at the end of the challenge.
- Incorporate daily activity breaks to boost brain power and improve quick-thinking skills. Physically active children tend to have better attention, problem-solving skills and grades.
- Encourage students to download the **NFL PLAY 60 app** to inspire and encourage them to get 60 minutes of physical activity each day.
- Start a virtual school walking club using our tips and resources at [heart.org/WalkingClubs](https://www.heart.org/WalkingClubs).
- 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.





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INDIVIDUALS AND FAMILIES

BEFORE EVENT IDEAS

- Virtually challenge your community, friends and family to join you by setting their own goals.
- Use social media and email to increase awareness among your family and 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.

DAY OF EVENT IDEAS

- Take a walk or workout at home with tips from one of the AHA's Move More resources:
 - › **Create an at-home workout circuit**. Circuits can be a great way to work out without extra equipment.
 - › Visit **Kids Heart Challenge and American Heart Challenge** for fun physical activity resources such as **25 Ways to Move Indoors** and/or one of the **dance routines**.
 - › Go on an **NFL PLAY 60 virtual field trip**. Huddle up and get moving with NFL players, cheerleaders, American Heart Association volunteers and students.
 - › Download the **NFL PLAY 60 app** to inspire and encourage kids to get 60 minutes of physical activity each day. Available in the App Store or Google Play.
- Snap a selfie while exercising and post to social media using one of the AHA hashtags.

WAYS TO KEEP UP THE MOMENTUM

- Start a virtual walking club using our tips and resources at heart.org/WalkingClubs.
- Reward yourself and your team by celebrating with virtual rewards.
- Keep moving more by participating in the Heart Walk and/or CycleNation. 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 or CycleNation.org.



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COMMUNICATION TEMPLATES

Customize these templates to promote your event. Add a personal touch to help connect with your audience.

TALKING POINTS/EMAIL TO MANAGEMENT FOR APPROVAL

Our employees are going through stressful times. Now more than ever we need to focus on their mental and physical health. 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.

We can encourage a healthier way of living for our employees by getting Healthy for Good™ with the American Heart Association. The movement encourages creating lasting change through small, simple steps. During April, the American Heart Association is encouraging Americans to move more and commit to being physically active. Given our current environment, we're doing that in new and different ways.

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

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 adopt healthier lifestyles.
- Providing a fun activity that fosters morale, team building and productivity.
- Letting employees know you care about their health and support their efforts to improve it. **[INSERT DETAILS ABOUT YOUR PROPOSED EVENT]**



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COMMUNICATION TEMPLATES

BRIEF ANNOUNCEMENT

On [\[EVENT DATE\]](#), [\[ORGANIZATION NAME\]](#) will join the American Heart Association in getting Healthy for Good™. During April, the American Heart Association is encouraging people nationwide to move more and get physically active at a socially safe distance. We'll have some fun Move More virtual events on this day, including:

[\[INSERT EVENTS – Move More VIRTUAL RALLY, KICK OFF, WALK, ETC.\]](#)

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™. As more Americans find themselves at home, physical activity is more important than ever for maintaining physical and mental health.

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 at [\[ORGANIZATION NAME\]](#) don't meet that goal. And it means we face a greater risk for heart disease, stroke and other health problems.

We'll join millions of people nationwide and 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 Move More virtual rally and 30-minute Move More virtual fun walk at [\[TIME\]](#) at [\[LINK\]](#).
- 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 [\[Heart Walk, CycleNation OR OTHER EVENT\]](#) on [\[DATE\]](#).
- Please join us for this fun Move More virtual group celebration that can help us all live longer, stronger, healthier lives.



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COMMUNICATION TEMPLATES

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 while practicing safe social distancing. Will you virtually join me? Find out more at heart.org/MoveMoreMonth.

DAY BEFORE EVENT REMINDER

Don't forget: Join in on a fun Move More virtual event tomorrow to be active and get Healthy for Good™ with the American Heart Association. Let's all virtually connect at **[LINK]** tomorrow at **[TIME]**.

POST EVENT ACTIVITY CHALLENGE ANNOUNCEMENT

Thanks to everyone who virtually joined us for our Move More event. We had a great turnout and a terrific commitment to getting healthy and fit. **[ADD MORE HERE IF DESIRED, e.g., announcement of winners, pledges.]**

Since we can't get healthy for good in one day, 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 or CYCLENATION] 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 MOVE MORE VIRTUAL RALLY OR EVENT AT THE END OF THE FOUR WEEKS]



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COMMUNICATION TEMPLATES

PERSONAL ACTIVITY CHALLENGE ANNOUNCEMENT

Thanks to everyone who joined me for the Move More kickoff. Since we can't get healthy for good in one day, 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, especially with many of them staying home. 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. 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.
- 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.
- Show how you're getting active and use hashtags like [#HealthyforGood](#), [#MoveMoreMonth](#), [#MoveMore](#) and [#SitLess](#) to join the national conversation.

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MONTHLONG ACTIVITY CHALLENGE

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. It can be customized to your organization, 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.
- 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 and dancing. Consider offering prizes as incentives. Here are a few suggestions of achievements to recognize:

- Everyone who completes the challenge by getting at least 150 minutes 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.





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MORE RESOURCES

The American Heart Association offers many free resources to help people be more active and live healthier.

- Visit [heart.org/HealthyforGood](https://www.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](https://www.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](https://www.heart.org/CPR), including programs designed for schools and workplaces.
- Find information about your local Heart Walk and/or CycleNation event at [HeartWalk.org](https://www.HeartWalk.org) or [CycleNation.org](https://www.CycleNation.org).
- Learn about offering fun events at your school at [heart.org/Schools](https://www.heart.org/Schools).
- Connect with us on Facebook [@AHALiveHealthy](https://www.facebook.com/AHALiveHealthy) and Twitter [@AHALiveHealthy](https://twitter.com/AHALiveHealthy).
- For more information on the coronavirus, visit [heart.org/coronavirus](https://www.heart.org/coronavirus).

If you need assistance planning your event or if you have any questions, find out how to contact your local American Heart Association office at [heart.org](https://www.heart.org). Thank you for your participation.