



Healthy for Good™

**MOVE  
MORE  
2021**  
Activation  
Guide

**F I N D   Y O U R   F I E R C E**

#MoveMore  
Join the movement at  
[heart.org/MoveMore](https://heart.org/MoveMore)

EAT SMART   MOVE MORE   BE WELL



## WELCOME TO MOVE MORE 2021



We are on a mission to be Healthy for Good™ every day. The approach is simple, eat smart, be well and of course **MOVE MORE!** Join us this April and beyond as we focus on getting everyone to move more and sit less with the help of workplaces, communities and people like you.

Being active is one of the best ways to maintain your physical and mental health – especially during this time of isolation and social distancing. Not only can it help you feel, function and sleep better, but it can also improve your mood and overall quality of life.

Most of us want to be more active. We want to live longer, healthier lives and keep our bodies and minds healthy. But we also have lots of “reasons” why we don’t exercise more. And we’ve been more inactive – and more stressed – than ever during this past year.

That's why it is time to Find Your Fierce – whatever gets you up and moving.

We'll offer a variety of video movement breaks, podcasts, infographics, articles, tips and activities that will show people how easy it is to Move More, Live Fierce and be Healthy for Good.

### The guide includes information on:

- [Promotions](#)
- [Communication](#)
- [Resources](#)



## FIND YOUR FIERCE TO MOVE MORE WITH THREE SIMPLE STEPS:



### 1. Participate in National Walking Day on Wednesday, April 7.

- Wear your sneakers all day to make it easy to get up and move.
- Participate in at least one Fierce 5 movement break.
- Share on social with the hashtag #MoveMore.



### 2. Commit to Move More.

- Participate in daily Fierce 5 movement breaks. Put them on your schedule and use alerts to make them happen.
- Remember, any movement counts! Share the creative ways you're moving on social using the hashtag #MoveMore.
- Be sure to follow and like the Healthy for Good [Facebook](#) and [Twitter](#) channels.



### 3. Join Healthy for Good.

- You'll get tips, tools and inspiration throughout the year on how to Eat Smart, Move More and Be Well.
- [Sign up](#) during April or May and you'll also receive our new 10 Under \$10 recipe booklet as a thank-you gift.



## CELEBRATE AND PROMOTE MOVE MORE

### Fierce 5 Movement Breaks

Give yourself a body and brain boost by scheduling Fierce 5 movement breaks all month long and beyond. This is your time to walk, stretch, dance, do yoga or enjoy any form of movement you love or want to try. When you move more, you improve your energy, mental health, physical health and overall well-being. This helps you feel better, get more done and stress less so you can make a positive impact on those around you.

Check the American Heart Association's [Healthy for Good website](#), [Facebook](#) and [Twitter](#) for turnkey activities and workouts to get you started. Want to make sure you stick with it? Encourage friends, family, colleagues, companies, schools and communities to participate. Share your

### Podcast

Tune in to our brand new Find Your Fierce Podcast series. You'll get tips that inspire, instruct and inform about heart health, mental health, healthy living and more. Learn more at [heart.org/MoveMoreTogether](https://heart.org/MoveMoreTogether).

Fierce 5s on your social channels with the hashtag #MoveMore and ask others to post theirs.

Take a Fierce 5 anytime:



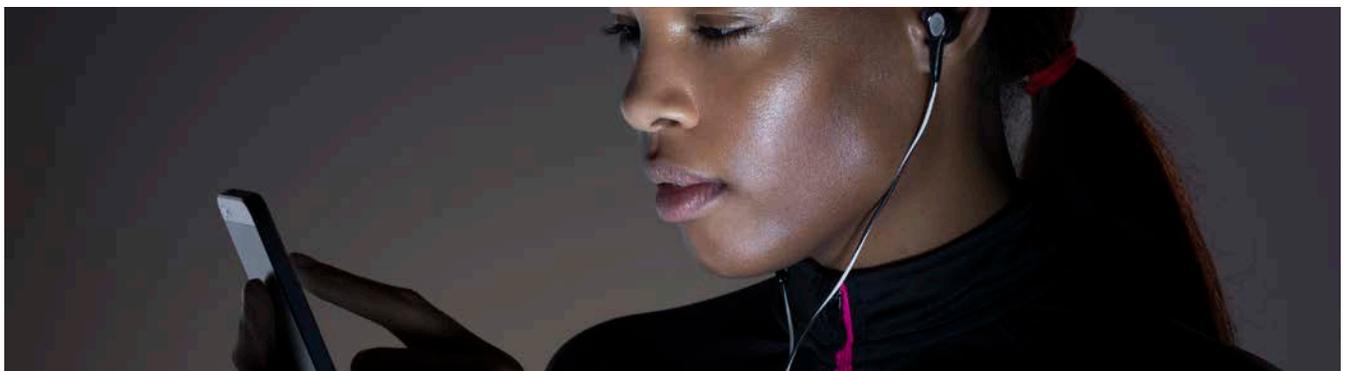
Find your fierce on a conference call.



Find your fierce during TV time.



Find your fierce on your way.





## Weekly Messaging Focus

Here is a four week breakdown to help encourage and keep everyone moving more. Tips and featured content will align with these themes:

### Week 1: Find Your Fierce

Let's face it, we're all different when it comes to how we like to get our bodies moving. Power your commitment to move more by finding out what your body likes. What makes it feel strong, healthy, empowered? What moves you to move more?

#### Featured Content:

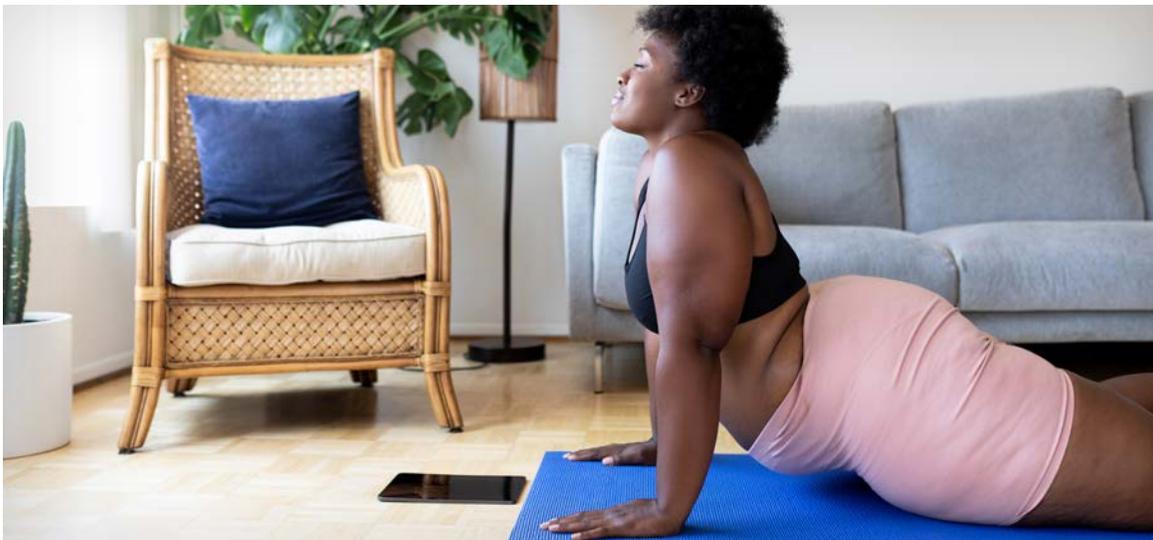
- [Get Into Working Out](#) (infographic)
- [When is the Best Time of Day to Work Out](#)
- [Fit in Walking Morning, Noon or Night](#)
- [Endurance Exercise \(Aerobic\)](#)
- [Balance Exercise](#)
- [Flexibility Exercise \(Stretching\)](#)
- [Strength and Resistance Training Exercise](#)
- [Exercise Mind and Body with Yoga and Mindful Movement](#)

### Week 2: Fierce Can Start Small

Take small steps to build more movement into your life. Five minutes here and there throughout your day will add up. Scheduling meetings or calls for 50 or 55 minutes instead of an hour will allow participants time for a 5-minute movement break. If you're working from home now, schedule a "virtual commute" – a brief walk at the beginning and end of your workday.

#### Featured Content:

- [Make Every Move Count](#) (infographic)
- [25 Ways to Get Moving at Home](#) (infographic)
- [How to Be More Active During the Workday](#)
- [How to Move More Anytime Anywhere](#)
- [Tips to Help Keep Your Family Active](#)
- [7 Easy Ways to Move More](#)
- [Can Your Pet Help You Be Healthier](#)





### Week 3: When the Going Gets Tough, The Fierce Keep Going

You might Find Your Fierce and then lose it again. Hey, it happens to all of us! You can get back on track and take it one day at a time by knowing the barriers and pitfalls to watch out for as well as the success factors that really work.

#### Featured Content:

- [How to Boost Willpower](#) (infographic)
- [Power Up to Move More](#) (infographic)
- [Breaking Down Barriers to Fitness](#)
- [Tips for Long-term Exercise Success](#)
- [Preventing Injury During Your Workout](#)
- [Treat Your Feet Right](#)

### Week 4: Get Fiercer

Once you're rocking your new movement habit, you can shake things up and take it to the next level. Add some variety, increase your intensity, set a new pace. Keeping things fresh will help you keep moving.

#### Featured Content:

- [How Much Activity Do You Need?](#) (infographic)
- [Create a Circuit Home Workout](#) (infographic)
- [Overcome a Fitness Plateau by Increasing Workout Intensity](#)
- [Get in the Game with Sports Fitness](#)
- [Try the 10-Minute Home Workout](#)
- [Does the Intensity of Your Workout Matter](#)
- [Target Heart Rates](#)





## How to Engage People in Your Company or Organization

### Make a Day of It

Encourage participation in National Walking Day on Wednesday, April 7 to generate excitement for the month's activities. Ask employees to wear their sneakers, block their calendars for at least one Fierce 5 movement break and share about it on social. Share photos or video of leadership participating.

### Queue Up Fierce 5s

Incorporate AHA's turnkey movement breaks as part of your culture of health. Enlist leaders to guide everyone through the workouts and activities, whether in-person or virtually. Go to [heart.org/MoveMoreTogether](http://heart.org/MoveMoreTogether) to get started.

### Gain Leadership Support

Make a commitment to encourage employees to move more all month and beyond! Schedule Fierce 5 movement breaks throughout each week on everyone's calendars. Shorten some meetings by 5 minutes to give employees time to participate in Fierce 5s.

### Recognize Efforts

Feature leaders and employees who are already physically active or are making an effort to get healthier. Ask permission to use their stories and post on social media as a source of inspiration and motivation for others.

### Share Content

Digitally distribute or promote featured content (videos, podcasts, infographics, articles) to employees each week.

### Get Resources

Use the AHA-provided promotional resources, including flyers, banners, infographics and videos, or go to [heart.org/MoveMoreTogether](http://heart.org/MoveMoreTogether) to download.

### Participate

Commit to participating in the [Heart Walk](#) as an organization. Our virtual Heart Walk Experience is designed to get more people moving across the nation while raising funds to save lives. Visit [HeartWalk.org](http://HeartWalk.org) for details on your local event.

### Compete

Encourage friendly competitions or challenges among teams or departments to move the most minutes, walk the most steps or participate in the most Fierce 5s. Use internal social channels to spur on competitors and make sure to recognize the fun. Consider offering prizes or incentives such as wellness hours (time off), gift cards or simply bragging rights. Check [Shop Heart](#) for [Live Fierce Gear](#).

### Be Social

Use the official hashtag #MoveMore to be part of the national conversation on social media.



## COMMUNICATION

Use these messages to promote participation to Move More. Customize them to fit your needs and add a personal touch when possible for greater appeal to your audience.

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

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 relieving stress, improving sleep, preventing chronic diseases, 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. During April, the American Heart Association is encouraging people to move more and commit to being physically active.

I would like your approval for our organization to participate in Move More Month and beyond. On National Walking Day, April 7, we'll kick off the month by asking everyone to participate in a short movement break, commit to moving more all month long and join Healthy for Good. We'll get free resources to help our employees get healthier and participate in a fun activity that fosters morale, team building and productivity.

Learn more at [heart.org/MoveMoreTogether](https://heart.org/MoveMoreTogether)

### Initial Messaging to Employees/Participants

We're joining the American Heart Association to get Healthy for Good™. As more people find themselves working and socializing 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 that we all move more, with more intensity, and sit less.

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:

- Wear your sneakers and participate in at least one short movement break on National Walking Day, April 7. 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/MoveMoreTogether](https://heart.org/MoveMoreTogether).

Can I count you in?



## Move More Encouragement

I'm joining with the American Heart Association to get Healthy for Good™! I encourage everyone to Move More and Find Your Fierce by taking at least one short

Fierce 5 movement break today and sharing it on your social channels.

Find out more at [heart.org/MoveMoreTogether](https://heart.org/MoveMoreTogether).

## National Walking Day Follow-up

Thanks to everyone for moving more on National Walking Day! We had a lot of fun together and took a powerful first step to getting healthy and fit. [ADD MORE HERE IF DESIRED, e.g., recognition, announcement of winners, links to photos or social posts, etc.]

Since we can't get healthy in one day, it's important to keep moving all month long and beyond. If you haven't already, take time now to schedule your Fierce 5 movement breaks and join [Healthy for Good](#).

## Move More Encouragement

If you participated in National Walking Day, congratulations on taking the first small 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 and Follow the Healthy for Good™ [Facebook](#) and/or [Twitter](#) channels to share and learn even more tips.

Join the American Heart Association's [Healthy for Good](#) (if you haven't done so already) and receive tips and inspiration throughout the year on how to Eat Smart, Move More and Be Well.

Take time now to schedule your breaks and join Healthy for Good. 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.]

We encourage you to keep moving and take other steps to boost your 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 eat and live healthier. Visit [heart.org/HealthyforGood](https://heart.org/HealthyforGood) or these specific sites:

### CPR

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

### CycleNation

Find out how to get involved in CycleNation, empowering people across the nation to use road bikes, stationary bikes, spin classes and more to get heart and brain healthy all while raising funds to prevent heart disease and stroke.

### 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.

### Heart Walk

Find out how to get involved in your local Heart Walk, our signature event for companies, individuals and families.

### Eat Smart Month

Commit to eating healthier, cooking at home and starting other healthy habits during September.

### NFL PLAY 60

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

### Recipes

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

### School Events

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

Sign up to receive [Healthy for Good](#) tips, tools and more in your inbox and connect with us on [Facebook](#) and [Twitter](#).

