



## Pro Tips from Pilot Communities Webinar Transcription

Thursday, July 25, 2019

**Julie Cahoon (SLIDE 1):** Welcome to Move Your Way: Pro Tips from Pilot Communities. My name is Julie Cahoon and I am from Kauffman and Associates, and I will be your moderator for today's webinar.

**Julie Cahoon (SLIDE 1):** Before we begin the presentation, I would like to highlight the main features of the webinar interface. You should all see the first slide of the PowerPoint presentation in the middle of the screen and a Q & A pod at the bottom right of your screen. We will be answering questions after the presentation, but you can enter a question at any time into the Q & A pod. Just above the Q & A pod is where you can link directly to the Move Your Way campaign website. Simply highlight the Move Your Way campaign materials text, and then click "Browse to." This will pop up the website on your computer to return to the webinar, and we minimize your browser window. Finally, please be aware that this webinar is being recorded and all phone lines have been muted for audio quality. If you need technical assistance during the webinar, please type the issue into the Q & A pod, and one of our techs will respond to you directly. With those announcements made, I will now turn it over to Frances Bevington from the Office of Disease Prevention and Health Promotion. Frances.

**Frances Bevington (SLIDE 2):** Thanks Julie. We're excited to share today's webinar with you. I'd like to acknowledge our speakers, who you'll be hearing from in a few minutes. We have Nicole Bungum and Mindy Meacham, who led our pilot with the southern Nevada Health District, and Tiffani Grant, who led our pilot with the Mississippi State Department of Health. Today we're offering pro tips from the initial Move Your Way pilot communities to help you implement the campaign as part of your own local physical activity initiative.

**Frances Bevington (SLIDE 3):** We'll start with a quick introduction to the campaign, the community-based prevention marketing framework, and the community pilot program. Then I'll hand it over to our community leads from southern Nevada and Jackson to tell you about their proven strategies for success and lessons learned. Lastly, I'll talk a bit about next steps for the pilot program and how you can get involved.

**Frances Bevington (SLIDES 4 AND 5):** I'll start off with a quick intro to the *Physical Activity Guidelines for Americans* and the Move Your Way campaign. Since 2008, the Physical Activity Guidelines has been the go-to resource for evidence-based guidance on physical activity, fitness, and health for Americans. It serves as a foundation for Federal physical activity programs and helps people understand how physical activity can promote health and reduce the risk of chronic disease. ODPHP led the development of the second edition in collaboration with Federal partners, and we released that second edition in 2018.

**Frances Bevington (SLIDE 5):** Some key takeaways from the second edition are that Americans need to move more and sit less — and that even small amounts of activity can have a real impact on health. The key recommendations are for adults to get 150 minutes of aerobic activity each week, and 2 days of muscle-strengthening activity. For children, the recommendation is 60 minutes of physical activity each day. Most of that can be aerobic activity, and children should also get muscle- and bone-strengthening activities several days a week as part of their 60 minutes.

**Frances Bevington (SLIDE 6):** Move Your Way is the national campaign to promote the second edition of the guidelines. It translates the recommendations of the easy-to-understand, actionable guidelines and messages for adults, older adults, parents, and kids. Here, you see the graphic that shows the key recommendations for adults — 150 minutes of aerobic activity a week, plus 2 days of bone strengthening. The campaign targets “physical activity contemplators” — people who aren't currently meeting the guidelines, but are motivated to increase their physical activity level.

**Frances Bevington (SLIDE 7):** Here's an overview of the campaign materials. We have over 40 of these resources available on health.gov. These are all free and easy to use in your physical activity initiatives. All of the campaign materials are available in English and Spanish, including the print materials, videos, and interactive tools.

**Frances Bevington (SLIDE 8):** The Move Your Way fact sheets and interactive tool have won awards for outstanding clear communication and digital health products. When you use Move Your Way resources, you can be sure that you're sharing clear, user-centered, evidence-based information with your audiences.

**Frances Bevington (SLIDE 9):** When we began creating this campaign, we did extensive formative research. We found that a place-based approach and community-level initiatives are more effective for promoting physical activity than focusing on individual behavior alone. We



followed a community-based prevention marketing framework to design a community pilot test. Community-based prevention marketing combines principles of social marketing with principles of community organizing to create behavior-change initiatives that really work. The idea is to tailor and customize activities and materials to local needs, resources, and demographic groups, and to work *with* communities, not just *in* communities. Community members are part of the campaign at every level, and they help market the physical activity messages to other members of their community.

**Frances Bevington (SLIDE 10):** ODPHP chose our 2 initial pilot communities based on a variety of factors. We looked for areas with low levels of physical activity, since Move Your Way targets contemplators. We looked for communities with high socio-economic diversity, and with Spanish-speaking populations. It was also important for the pilot communities to have strong lead organizations and community health coalitions in place, and for the lead organizations to have the capacity and tech support they needed to carry on all the campaign activities. Here, you see the community launch event in southern Nevada, where community organizers are distributing materials.

**Frances Bevington (SLIDE 11):** Our community leads from southern Nevada and Jackson, Mississippi have done a tremendous amount of work over the past year. They've planned successful launch events, coordinated with partners and subcommittees, and incorporated Move Your Way into their ongoing physical activity initiatives. With support from ODPHP, the communities have distributed thousands of customized posters and flyers at schools, rec centers, and events. As part of the place-based approach, we created customized social media ads that encourage people to get active in local recreation areas in the 2 communities. Here, you see an ad from Jackson that mentions a local biking area. And, as you can see on the slide, we had more than 26 million impressions from social media ads. And the communities have been evaluating their challenges and successes to help us improve this process and create more useful research resources for future pilot communities — and for any community organization that wants to implement the campaign with this community-based prevention marketing approach.

**Frances Bevington (SLIDE 12):** Now I'll hand it over to Nicole to tell us about their work in southern Nevada.

**Nicole Bungum:** Hey, great! Thank you, Frances, and good morning everyone. It's a pleasure to be here. We really appreciated being part of the pilot phase of this project, and we look forward to sharing a little bit about our involvement in the Move Your Way campaign. My name is Nicole Bungum. I'm a supervisor here in the Office of Chronic Disease Prevention and Health Promotion at the Southern Nevada Health District, and I'll be co-presenting today with my colleague Mindy Meacham, a health educator in our office who focuses on physical activity.



**Nicole Bungum (SLIDE 13):** This year, a little bit about our community: The Health District serves over 2 million residents living in southern Nevada, which represents over 72% of our state's total population. In addition, we serve over 46 million visitors to Las Vegas and southern Nevada every year. We have a racially and ethnically diverse population. Over 30% of our population is Hispanic, and we also have a large senior population. For this project, we work with our local obesity prevention coalition, Partners for Healthy Nevada. The Health District facilitates this coalition, which has been around since 2006. And I'll speak more about the specific role the Coalition played on a future slide. Our priority populations for this initiative included Spanish speakers, older adults, low-income populations, families with children, those new to physical activity, or those contemplating physical activity. These populations were identified as priorities during a physical activity stakeholder meeting that we hosted in June of 2018 at the beginning of this project. Priority populations identified included those who were at greater risk for physical activity-related health disparity, and those who had fewer options for physical activity. And finally, I can't leave this slide without letting you know that that cute little girl, posing with our Mojave Max desert tortoise mascot is my daughter, who had a great time at the launch event.

**Nicole Bungum (SLIDE 14):** So, for our launch event, we held a Move Your Way 5K and Family Fun Walk at a local park. Over 300 people participated in the race, and more came out to the event to take advantage of the vendors, photo booth, and other activities. As I mentioned previously, we worked with the Partners for a Healthy Nevada Coalition. It was helpful to have an existing partner to lean on for this event, and we found that this type of collaboration can strengthen those relationships and provide opportunities to work with partners in a new way. We wanted to connect this event to our ongoing efforts to raise awareness about the wonderful park and trail system we have in southern Nevada, and to promote those locations as free and accessible places for physical activity in our community.

We also thought this particular venue would help us meet the potential needs of our priority population. For example, the paved course made it wheelchair and stroller accessible, and the location of the park was also very accessible to the many members of the priority population. Our marketing approach was to promote the event as family-friendly to all ages and all abilities. We didn't want it to be intimidating, and we wanted to make sure that everyone felt comfortable participating.

We leveraged the partnership that we have with the Las Vegas Aces WNBA team, and we had players on hand to lead through warm-ups before the race start. This helped to generate interest and get people motivated. We also had appearances by a local mayor, a city councilman, a professional BMX bike rider, and the event was hosted by a local radio personality.

Finally, it's important to do what you can to document the events through pictures or videos. This provides you with a product to share with attendees, sponsors, and vendors to thank and



acknowledge their participation, but it also builds momentum for future initiatives and activities. And with that, I'd like to share a short video of our event.

**Nicole Bungum (SLIDE 15):** So, this is a list of the vendors and other supporting organizations that helped out with our launch event, and it doesn't include individual volunteers or sponsors. Most of these partners are members of our Partners for Healthy Nevada Coalition. Because of the history and diversity of that coalition, we had relationships in place that allowed us to lean on a number of different partners to support the event.

**Nicole Bungum (SLIDE 16):** We also hosted a smaller launch event at a local school. We partnered with the student Wellness Club at a local elementary school to host the Move Your Way event at their school. The students in the Wellness Club worked with the school PE teacher to develop a 15-minute lesson on physical activity guidelines, and why physical activity is important. Then the students in the Wellness Club were able to teach the lesson to all the other students at the school. Our staff provided Move Your Way educational materials to the PE teacher to support and guide lesson development. After the student-led lesson, students went outside and spent the rest of the day... excuse me... the rest of the class period walking, running, or skipping laps, while music played. School administrators invited and encouraged parents and guardians to attend the event, and to walk laps with their child. Teachers and other school administrators and support staff were also invited and encouraged to participate. Health District staff attended the event and hosted a Move Your Way table and distributed Move Your Way educational materials to parents, teachers, staff, and administrators.

**Nicole Bungum (SLIDE 16):** And with that, I'll turn the rest of our time over to Mindy.

**Mindy Meacham (SLIDE 17):** Thank You, Nicole. The move, the Move Your Way materials are a great resource. The Move Your Way posters and fact sheets are easy to download and print, and with help from ODPHP, we replaced the original photos with images of desert landscapes that were more appropriate for our location here in southern Nevada. We also added our logos to the bottom right corner. In the future, communities will be able to customize materials through the CDC State and Community Health Media Center website, and Frances will talk a bit more about this at the end.

**Mindy Meacham (SLIDE 18):** Our large Spanish-speaking population was one of the priority populations that we focused on for this initiative. It was really important for us to leverage the Spanish versions of the icon and materials to reach that group. All the fact sheets, posters, the videos, and the tools are all available in Spanish. And when we created our own materials, like the sandwich boards you see in this photo from our launch event, we were able to add the Spanish Move Your Way icon to those materials. We also leveraged other resources, including our Spanish language website, blog, and social media accounts, to reach this population with information about the guidelines and materials, as well as the launch event.



**Mindy Meacham (SLIDE 19):** Hosting your own event is great, but you can only do so many events. By attending existing events, you can stretch your resources and reach more people in your community. It's really important to interact with your audience face-to-face, and events are a great way to make that personal connection. In addition to our own stand-alone events, we worked with our Partners for a Healthy Nevada Coalition members to identify other community events that we thought would help us reach our priority populations. For example, we attended a Baby Fest for parents and young families, a Cinco de Mayo event for Spanish-speaking populations, and a health fair at Cleveland Clinic for older adults.

**Mindy Meacham (SLIDE 20):** I wanted to share three lessons that we learned from this process. First, we found it important to have one organization take the lead. While we worked extensively with partners on this event and actively sought out input from the community, it was really helpful to have one organization take the lead in organizing the event. It doesn't have to be the health department, but it should be an organization that has physical activity as a focus and also has an infrastructure and existing relationships to support the initiative.

**Mindy Meacham (SLIDE 20):** Next, use data and work with your partners to identify who your priority populations are. Once you identify your priority populations, then you can identify opportunities and strategies to reach them. And finally, leverage partnerships. We have long-standing partnerships and relationships with many traditional and non-traditional partners. We leveraged those to support the event, but also were able to identify and cultivate new partnerships that can help us with future initiatives.

**Mindy Meacham (SLIDE 21):** In terms of the next steps, we are focused on keeping up the momentum from this project. We continue to distribute Move Your Way materials in the community, and we've created links to the Move Your Way website and other resources on our English and our Spanish language websites. We're planning to incorporate Move Your Way messages and resources into future physical activity campaigns and initiatives. We're also investigating a mini-grant program to support small-scale physical activity programs and activities in our community. Thanks for letting us share this information, and I'll now turn it over to Tiffani.

**Tiffani Grant (SLIDES 22 AND 23):** Thank You. Again, I'm Tiffani Grant with the Mississippi State Department of Health and the Office of Preventive Health. And I'm the director for our Bureau of Community and School Health. So, the city of Jackson. We have approximately over 160,000 individuals. It is an urban area and 80% African American.

We, as the lead agency, we worked with a diverse group of community partners, from the American Heart Association to the Mississippi Business Group on Health. We also had our local hospital, as well as our Mississippi Legislative Budget Office. The Jackson Heart Study as well.

And we decided to host the launch event at the Jackson Medical Mall, which was once an abandoned shopping mall and was transformed into a modern medical and research facility.



People are very familiar with coming to the Medical Mall, because there's a community health center there, there are resources, the office of WIC is there, our local health department, even our Jackson State School of Public Health to talk there, so people were very familiar there. So that's why we elected to host our launch event at the Jackson Medical Mall. It's an indoor space and is very accessible. It is actually in the center of the capital city.

**Tiffani Grant (SLIDE 24):** Our launch event — we call this the Try-a-Thon. The goal was to emphasize that every little bit of physical activity counts, and that's the main thing: just some fun activities that work for you and do as much as you can. We had over 300 people who attended this event. We had approximately 60 vendors: they offered things such as blood pressure checks for adults. We had A1C check. We had a circuit training, there was face painting for kids. At our main stage event, we had speakers that talked about the importance of physical activity and talked about ways to do it. We had people to warm them up, as well as our volunteers led Zumba line dancing and hip-hop aerobics. The event was hosted by a local radio host from the Jackson area. We have partners that donated food and bottled water, and one of our partners also helped out with transportation from an assisted living facility and donated a photo booth.

**Tiffani Grant (SLIDE 25):** One of our other events we held is Kids to Parks Day. It is an annual event and was a great way to connect with children and families while boosting visibility of the campaign. We partnered with the National Park Service and our Mississippi State Park. This partnership came to be because we initially wanted to partner with the Mississippi Department of Wildlife, Fisheries, and Parks to participate in our February launch event. Unfortunately, they were unable to attend the launch event, but we were able to connect through Kids to Parks Day. Kids to Parks Day is a nationwide celebration of the great outdoors organized by National Park and Trust, and it's designed to connect kids and families with their local state and national parks and public lands. During that final discussion, it was decided that we wanted to partner together to offer this great opportunity. We offered kite flying, archery, giant bubble making, and we just really offered less common activities that families can learn and enjoy together while also getting active.

**Tiffani Grant (SLIDE 26):** This slide is the famous Dr. Quinn. He is a well-known figure in our community. On the spot, he's posing with one of his coworkers and the Move Your Way poster for kids, which they display in their current office. He's been a great supporter of the campaign. He uses the campaign messages and materials in his practice, which helps make that connection between physical activity and health. It's really powerful when people hear these messages from local figures they know and that they trust.

**Tiffani Grant (SLIDE 27):** We also have great support from related organizations, like the Black Women's Health Imperative. They mentioned Move Your Way in their radio ads — and here you see one of our volunteers talking about the campaign on Mississippi Public Radio's Southern Remedy Healthy and Fit program. So there are a lot of opportunities to combine sources and connect with people spreading similar messages. We also worked with local



organizations related to diabetes, heart disease, and stroke. They really stepped in and supported us with funding or advertising and printing materials for our finale. We could not have done it without them, so we really relied on those strategic partnerships. Also consider partnering with your community colleges and universities. Their students may need volunteer hours, and they may have skills like video production or graphic design.

**Tiffani Grant (SLIDE 28):** In Jackson, we were very active on Instagram, Facebook, and Twitter. Using hashtags is really important. We use both the national Move Your Way hashtag, and we created our own local campaign hashtags to start a conversation on social media. We have ongoing social media challenges where one government office or local organization shares videos of how they move their way. Then they challenge another office or organization to do the same. We kicked this off during National Public Health Week, but there's a lot of physical activity-related national health or NHOs you can connect with. That really helps get different groups of people involved, and generate buzz and excitement about the campaign and our local event.

**Tiffani Grant (SLIDE 29):** So, I'm now going to show you one of the first videos that we created. And where we used one of our volunteer students.

**Tiffani Grant (SLIDE 29):** To highlight some of the ranges of responses we receive, here are two more responses we got for our social media challenge. The first is a state organization that supports independent living for people with disabilities, and they showed off their dance moves. And then we had our Mississippi State Legislative Budget Office, and they did a whole series of great videos, showing their staff getting active right around the state house building in downtown Jackson. And then we'll show you that they were doing some push-ups. So, let's check out some of those videos.

**Tiffani Grant (SLIDE 30):** Our red carpet celebration was a great way to recognize all the hard work our volunteers and our partner organizations have put in over the last year. We went back to our original venue that we used for our launch event, the Jackson Medical Mall, which again is an accessible, large space. We were able to also get some local television coverage, which you can see here. So that's great exposure for the campaign. And so, let's look at this video.

**Tiffani Grant (SLIDE 30):** *[Video audio from TV news story]* Jackson is at the forefront of a new push to get more Americans physically active in their daily lives. The Move Your Way program debuted in the city back in February — a celebration of the program was held at the Jackson Medical Mall Saturday morning, featuring Zumba, fun games, and exercises, and talks on how to incorporate more physical activities into daily life. Move Your Way is about incorporating activities into your life: so that's cleaning your house, that's a great way to move your way. Through gardening, you're moving your way. But we can also incorporate other types of physical activities to Move Your Way. Looks like they had some fun there. Lydia West expects to roll out the program to the entire state later this year.



**Tiffani Grant (SLIDE 31):** Some of our top lessons learned is that you need committee members who are “worker bees.” The CEO of an organization can be great to have on your committee, but if they’re not able to volunteer their time to actually do the legwork for a successful event, then that work gets put on the faithful few.

Once a date and activity is agreed on, immediately begin marketing and promoting it. You wouldn’t want a low turnout due to lack of promotion, and it can take time to spread the word. To increase your reach, partner with other organizations that are doing similar events, so that you can avoid conflicting events and you increase turnout at your event.

**Tiffani Grant (SLIDE 32):** Our Move Your Way campaign is expanding from Jackson to the entire state of Mississippi. We’re planning to engage more non-traditional partners to expand our reach. So, definitely, we want to include like our police department and all of our highway safety individuals, because we may want to host like a block-off event, have a play day in the street, so we need them to block off the street for those couple hours. Again, working with our, maybe, our Chambers of Commerce to help promote, engage, and/or donate. Looking at our local AARP, again thinking about activities for our senior population.

We’re also working to integrate our campaign into the Mississippi State Department of Health Chronic Disease Quality Improvement initiative work plan. This initiative reaches over 150,000 patients at 15 health centers and aims to improve outcomes in diabetes and heart disease. I’ve already started on participating in their webinars, and I also will be hosting webinars to help any new clinic that joins the quality improvement initiatives and inform them of the Move Your Way campaign.

We’re integrating the campaign also as to our diabetes prevention program curriculum as well, so we’re just continuing to partner with other groups to see how we can integrate the Move Your Way campaign statewide. I will now turn it back over to Frances.

**Frances Bevington (SLIDE 33):** Thank you, Nicole, Mindy, and Tiffani. Even though I heard about this great work as it was happening, I’m still so impressed by everything you’ve done to promote Move Your Way. I really just want to thank our pilot leads because they went above and beyond our expectations here at ODPHP.

**Frances Bevington (SLIDE 34):** So, looking ahead, with feedback from the pilot communities, we’ll be creating a community playbook to help communities across the nation use Move Your Way resources. We’re also working with CDC to add the Move Your Way posters and fact sheets to the State and Community Health Media Center, which will allow for greater customization of the campaign and resources. Keep an eye on health.gov and sign up for our listserv for more information about how to customize and when those materials will be available.



And we're excited to announce that we will be continuing the community pilot test and expanding it to four new communities this fall. If you're interested in that opportunity, please feel free to reach out to me for more information.

**Frances Bevington (SLIDE 35):** Stay in touch by following us on Twitter, and as I mentioned, you can sign up for our email listserv on health.gov to stay up-to-date on all of these developments. And please check out the full range of Move Your Way campaign materials on our site. You can see the URLs here, and as Julie mentioned, the box that says "Move Your Way materials" are clickable straight to the website.

**Frances Bevington (SLIDE 36):** So, we're ready to take some questions. As a reminder, please ask your questions to the Q & A box, and we will go through as many as we can.

**Julie Cahoon (SLIDE 36):** Okay, great, I just want to do a quick "thank you" to all the presenters. That was wonderful information that you shared about your initiatives in your communities.

At this time, we do have a couple of questions that have come through, and I will go ahead and start addressing those, and again, just to remind you, if there's a question related to Move Your Way campaign or the information you heard today, to answer that question in the Q & A pod located at the bottom right of your screen.

So, the first question here is for Tiffani: are there ways we can determine if these behaviors related to or promoted through the Move Your Way campaign are maintained? Did the social media challenge include anything about how they will continue this behavior?

**Tiffani Grant (SLIDE 36):** Hi, this is Tiffani. No, we did not include anything about behavior change. That was something that we wanted to try to incorporate, but due to time, we weren't able to figure out how to tie that all in together.

**Julie Cahoon (SLIDE 36):** Okay, I'll also go ahead, and same question for Nicole and Mindy. Were you able to consider how to incorporate how to sustain behaviors that were implemented during the program?

**Nicole Bungum (SLIDE 36):** Yeah. This is Nicole. Our strategy was really to try to tie this campaign into some of our ongoing work. As I mentioned in one of the slides, we've been very active for a number of years working with different partners, trying to promote our trails, our parks, the resources that we have in the community as places for physical activity. So we really saw this as an extension of that work. So, you know, it was less of a — we did some stand-alone events, but we're trying to incorporate it into our ongoing work.

**Frances Bevington (SLIDE 36):** And this is Frances. I do just want to mention that ODPHP is, what, we are conducting evaluation activities of the pilot on kind of a more broader [sic] level. So we won't be drilling down as deeply into each of the events that the community pilots



hosted, but we are conducting, we conducted a survey and [have] done process evaluations in both communities to get a sense of how the campaign has affected behavior.

**Julie Cahoon (SLIDE 36):** Great, thank you for those responses. So, for our next question, Tiffani, I'll go ahead and start with you: how was your campaign evaluated or tracked in the communities to determine reach, use, or otherwise?

**Tiffani Grant (SLIDE 36):** This is Tiffani. So, I know at the launch event we — there was a survey conducted, as well as we did, at the finale event we had also conducted a brief little survey, but we do not do them at all of the events, just the key one. The evaluator is currently reviewing that data.

**Frances Bevington (SLIDE 36):** And just to piggy-back on that, this is Frances again; we worked with the communities to collect reach information on a regular basis throughout the pilot. So, the communities have shared with us the number of people who have attended the events, the number of print materials they've distributed, the partners they're working with. So, we have been collecting this information throughout the pilot.

**Julie Cahoon (SLIDE 36):** That's great. And then just allow time for Nicole and Mindy: what approaches did you take to evaluate or track and efforts in your community to determine the reach and use?

**Nicole Bungum (SLIDE 36):** While we were collecting process measures along the way, and as Frances said, we were reporting those things like, you know, the number of attendees, number of attendees at events, the number of materials that we distributed. So, we were tracking those types of process, measures, and reporting them, as part of our process.

**Julie Cahoon (SLIDE 36):** Great. Our next question will be for both presenters. Nicole and Mindy, we'll go ahead and start with you. Did you find that there were any limitations during your program implementation?

**Nicole Bungum (SLIDE 36):** Yes, we did. Like normal, there was a few challenges along the way. I think the first one that I would mention is that we had a kind of a short timeline for this project, so we really had to work pretty hard in a short period of time to pull things together.

And then this may be unique to where we are: this city, Las Vegas, you know, we do entertainment here. So it's always kind of a challenge to compete with that, to have a community event that's going to compete with lots of other things that are happening. So, I think that was a challenge. In fact, we've spent a lot of time trying to identify a date, in which there weren't some major competing things going on, and we selected a date, and after we selected a date, a couple of other things popped up. So, that's probably normal, but I would say those were some challenges that we faced.

**Julie Cahoon (SLIDE 36):** Thank you for sharing that. And, Tiffani, for you: were there any challenges or limitations that you faced during your program implementation, and can you share how you were able to kind of overcome those?

**Tiffani Grant (SLIDE 36):** We didn't really face very many challenges. I think initially, everyone was very excited on board. The only thing, of course, may be getting the word out, and who was going to be on first and who's going to be on second, was a bit of a challenge. But once we kind of worked that out, you know, how we promote the communication of the event, overall everyone was very helpful and resourceful.

**Julie Cahoon (SLIDE 36):** Okay, great, and again. The next question is for both presenters, and so you each discussed this a little bit in your next steps, but would you mind reiterating what strategies you're considering to sustain the Move Your Way campaign within your community ?

**Tiffani Grant (SLIDE 36):** So, I'll go ahead and start off. This is Tiffani. So, we decided we don't have a regular coalition that meets on physical activity, so what we decided as a group that we're going to meet on quarterly to continue to communicate and decide what events that we would like to participate. We just decided we would be a little bit more strategic on some of those activities, but also, I believe, partnering with the Heart Disease and Stroke Program, the Diabetes Program, will also continue to sustain the program, because the Heart Disease and Stroke director has truly taken this upon himself; he's really excited about it and knows the benefit of how it will help reduce, you know, chronic conditions. So, I think, having that additional push and support will continue to sustain our program.

**Julie Cahoon (SLIDE 36):** Wonderful, thank you, Tiffani. Nicole and Mindy, what strategies might you be using to try to sustain Move Your Way campaign within your community?

**Mindy Meacham (SLIDE 36):** This is Mindy. I would say in general, we are working on incorporating the Move Your Way message into the work that we do in physical activity and make that a part of the message that we communicate to our community. We're going to continue to distribute the materials. The materials are fantastic, they're a great resource, and so we love, we love those materials, and so we'll continue to distribute those materials. We've also created a Move Your Way webpage within our English and Spanish websites, but we would like to expand that and integrate that information even more into our physical activity webpages. And so I think we have a plan for doing that as well. And then I mentioned before, we're investigating the mini-grant program, with the idea of supporting small-scale physical activity programs and just elevating those in our community with the Move Your Way message. And then, of course, any future events, we're continuing to work with our partners to participate in any event that they are hosting, and then hopefully in the future, we'll be able to do our own events in the future.



**Julie Cahoon (SLIDE 36):** Great. That sounds excellent. We have a few more questions that have come in, so I'll go ahead and address those as well. So, the next question again is for both presenters. So, Tiffani, if we can go and start with you: what methods did you use to get news outlets to cover the event, or how did you connect with the radio stations, etc. to help promote your events?

**Tiffani Grant (SLIDE 36):** So, initially we reached out to our Office of Communication, and they sent out press releases to invite to news [media] as well as, I reached out to the local radio host, to see, one, if she was just even available. I tried as soon as possible, once we found a date to get it on her calendar, and see if she would be willing to also sponsor some ads to help promote the event.

**Julie Cahoon (SLIDE 36):** Great, and Nicole and Mindy: what strategy or messages did you use to get news outlets or radio stations to help promote your event?

**Nicole Bungum (SLIDE 36):** This is Nicole. We did use similar tactics as Jackson. And unfortunately, we didn't have anybody covering our launch event itself, but we did, we were able to leverage some relationships we have with local media outlets. So prior to the event, to actually promote the event, we were on free, Spanish-language radio stations talking about the event. Another radio station, with a high percentage of African-American listeners, we were on that station. We did send out a press release; we sent those out in English and Spanish, so there was some coverage. We didn't have live coverage the day of the event, but those were the major strategies that we used.

**Julie Cahoon (SLIDE 36):** Great, thank you for sharing. So, the next question is geared towards Nicole for southern Nevada: how were you able to engage the southern Nevada Hispanic population in physical activity? Were there any barriers during the process?

**Nicole Bungum (SLIDE 36):** Thank you; this is Nicole. We have a pretty good infrastructure in our office and here at the Health District for reaching out and engaging the Hispanic population here. For example, we have our office, has its own stand-alone Spanish-language website that we update every day. We have our own Spanish-language blog that we post to every week, and we have — the district has Spanish-language social media. So we utilized all of those, and then also some existing partnerships, the folks that we work with in the community that can help us distribute information and reach out to the community. I mentioned this earlier: some of the media that we were able to work with to promote the events and finish. And then all of the materials that we developed for this event were in Spanish. The registration for the event was in Spanish. We did additional signage at the event in Spanish. You may have noticed on one of the slides we had the sandwich boards — we did those — the additional signage that we did, and so we really tried to make sure that every message, everything that we wanted to promote was also available in Spanish. Yes, so thank you.

**Julie Cahoon (SLIDE 36):** Great, thank you for that response. So, our next question is geared towards Frances. Frances, how often will Move Your Way materials be posted and available online?

**Frances Bevington (SLIDE 36):** Thanks for that question. We will be posting materials as we develop them. We have several new materials planned for the coming year, so again, sign up for our listserv on health.gov or follow us on Twitter, and those will be the fastest ways to get notified about those new materials. And we have plans to continue to develop materials, that it will not be, I would say, our rollout might be, maybe 5 to 10 new materials per fiscal year. It's not going to be the same quantity that we launched with. We're not going to come out with some 40 new resources every year, but we do plan to keep updating and keep the materials fresh.

**Julie Cahoon (SLIDE 36):** Great, and another question is: is there a deadline for reaching out to your office regarding the next round of pilots?

**Frances Bevington (SLIDE 36):** That's another great question. We are trying to wrap up our contact list for those who are interested in the pilot test. We have a fair number on that list already. I would say if you are interested, try to reach out to us no later than the end of July.

**Julie Cahoon (SLIDE 36):** Okay, wonderful. Thank you for all that information, Frances, and thank you to Nicole Mindy and Tiffani for your presentations today. That will conclude our question-and-answer session. So again, we would like to thank you all for participating in today's webinar. The Office of Disease Prevention and Health Promotion will be making a recording of the webinar available on health.gov. Sign up for ODPHP's physical activity listserv on health.gov, or follow them on Twitter using the handle @HHSPrevention for updates.

**Julie Cahoon (SLIDE 37):** Before you sign off, we do have a single poll question for you that we hope that you will provide your feedback to before you leave us, and have a great rest of your day. Thank you so much!



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and Health Promotion