



## Move Your Way Community Playbook

### Guiding Models of Move Your Way

If you're writing a grant application or presenting at a conference, you may need to describe the theoretical background and evidence base of the campaign. Use or adapt this language to write with authority about the rationale behind your work.

#### Guiding Models

Engaging with communities is an effective way to create long-term, sustainable, positive change.<sup>1</sup> A community-engaged approach:

- Recognizes and builds on community strengths
- Relies on partnership development
- Focuses on capacity building by developing sustainable skills and resources

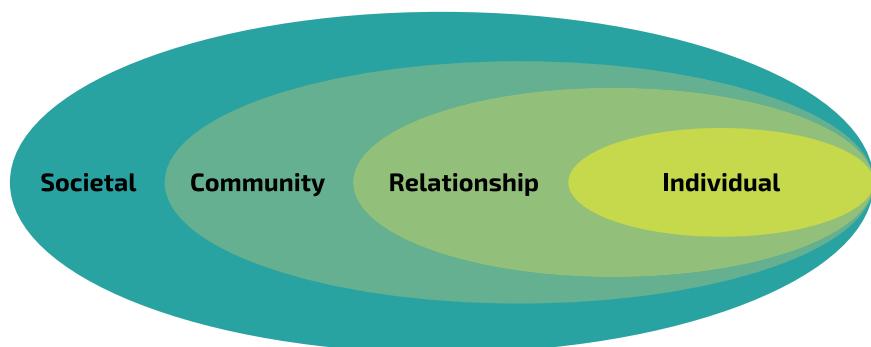
Move Your Way community campaigns are guided by 3 models — the social ecological model, the transtheoretical model, and community-based prevention marketing — that explain the why, who, and how of this important work.

<sup>1</sup> CTSA Community Engagement Key Function Committee Task Force (2011). Principles of community engagement (2nd ed.). Bethesda, MD: National Institutes of Health.

## Social Ecological Model: The Why

The Office of Disease Prevention and Health Promotion (ODPHP), part of the U.S. Department of Health and Human Services (HHS), used the social ecological model to establish the rationale for the Move Your Way community campaigns. This model describes how layers of influence intersect to shape a person's health behaviors and physical activity choices.<sup>2</sup> The illustration below shows how the layers overlap, interact, and reinforce one another.<sup>3</sup>

By developing tools and resources for communities, the Move Your Way campaign has the potential to impact the physical activity patterns and health outcomes of individuals, families, communities, and society overall.



## Transtheoretical Model (Stages of Change): The Who

Although the potential audience for Move Your Way includes all consumers, the campaign specifically targets contemplators. Physical activity contemplators are people who aren't currently meeting the physical activity recommendations, but who are motivated to increase their activity level in the next 6 months. Any increase in activity can have big health benefits for people who aren't currently active.

ODPHP used the transtheoretical model of behavior change (also called stages of change) — along with extensive formative research — to identify and test messages that will resonate with contemplators.<sup>4</sup>

<sup>2</sup> McLeroy K.R., Bibeau D., Steckler A., & Glanz, K. (1988). An ecological perspective on health promotion programs. *Health Education Quarterly*, 15(4), 351–77.

<sup>3</sup> Centers for Disease Control and Prevention (2018). The social-ecological model: A framework for prevention. Retrieved from <https://www.cdc.gov/violenceprevention/overview/social-ecologicalmodel.html>

<sup>4</sup> Prochaska J.O. (2013). Transtheoretical model of behavior change. In Gellman M.D., Turner J.R. (Eds), *Encyclopedia of Behavioral Medicine* (pp. 1997–2000). New York, NY: Springer.

In the contemplation stage, people are considering making a change in their behavior — they are mostly aware of the pros and cons of changing, but the cons continue to outweigh the pros. Behavior change campaigns aim to tip the balance by emphasizing the pros of adopting a new healthy behavior or stopping an unhealthy one.

The Move Your Way campaign focuses on common barriers and facilitators to physical activity to shift the balance and make the pros of being active outweigh the cons. We hope to help those contemplators move into the preparation stage (intending to take action within the next 30 days) and, ultimately, into action.

### Community-Based Prevention Marketing: The How

ODPHP used a community-based prevention marketing framework to create a sustainable, community-based campaign that encourages people to meet the physical activity recommendations. This approach uses social marketing and community coalitions to build an initiative to change a targeted behavior — in this case, physical activity.<sup>5</sup>

To implement the Move Your Way campaign, campaign teams form relationships with local partners, hold community meetings with stakeholders, coordinate volunteers, and plan events and initiatives to increase community capacity and drive positive behavior change.



Find more community resources at  
[health.gov/MoveYourWay/Playbook](http://health.gov/MoveYourWay/Playbook)

<sup>5</sup> Bryant, C. A., McCormack Brown, K. R., McDermott, R. J., Forthofer, M. S., Bumpus, E. C., Calkins, S. A., & Zapata, L. B. (2007). Community-based prevention marketing: Organizing a community for health behavior intervention. *Health Promotion Practice*, 8(2), 154–163.





## Move Your Way Community Playbook

### Sample Pitch Language

Sometimes you'll only have a few minutes to pitch your campaign to a potential partner. Use or adapt this language to explain the campaign in under 2 minutes:

I'd like to talk with you about our Move Your Way community campaign and how it can help people in our community get more physical activity.

The U.S. Department of Health and Human Services created the Move Your Way campaign to promote the second edition of the Physical Activity Guidelines for Americans. It aims to help people understand how much physical activity they need to be healthy and how to fit it into their daily lives.

The campaign has videos, fact sheets, posters, and interactive tools in English and Spanish that are free and easy to use and distribute. These materials promote friendly, practical key messages, like "lots of things count as physical activity" and "it all adds up!"

Move Your Way helps people make small changes that can lead to big health benefits. In the long term, regular physical activity can help prevent chronic

health problems like type 2 diabetes. In the short term, even small increases in physical activity can boost mood, reduce stress, and improve sleep.

So join us in promoting our local Move Your Way campaign. By spreading the word that physical activity is something everyone can do, you can help people in our community get more active and live longer, healthier lives.

Find more community resources at  
[health.gov/MoveYourWay/Playbook](http://health.gov/MoveYourWay/Playbook)





## Move Your Way Community Playbook

### Campaign Talking Points

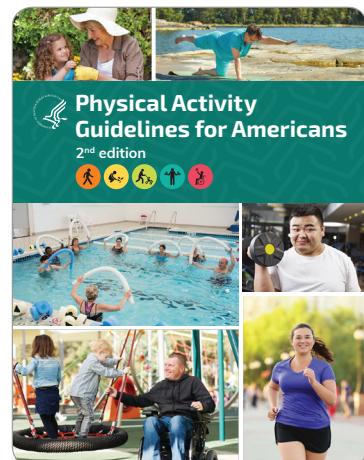
As part of your community campaign, you'll need to promote physical activity messages in lots of different situations — like campaign events, conversations with donors, and media interviews.

Pick and choose the talking points you need from this list, and share them with everyone who speaks on behalf of your campaign.

#### What is the Physical Activity Guidelines?

The Physical Activity Guidelines for Americans:

- Provides **evidence-based recommendations** about the amount and types of physical activity Americans need to be healthy
- Includes recommendations for people ages 3 and older, including people at increased risk of chronic disease, people with disabilities, and women who are pregnant or postpartum
- Serves as an essential resource for health professionals and policymakers — and as the primary voice of the federal government on physical activity, fitness, and health for Americans



## What is the national Move Your Way campaign?

- Move Your Way is the **promotional campaign for the second edition of the Physical Activity Guidelines** for Americans. It offers tools and resources for consumers and professionals to learn about the Physical Activity Guidelines and share its key messages.
- The Office of Disease Prevention and Health Promotion, part of the U.S. Department of Health and Human Services, developed the Move Your Way campaign to help people live healthier lives through increased physical activity.
- The target audience for Move Your Way is **physical activity contemplators** — people who aren't currently meeting the recommendations, but who are motivated to increase their activity level in the next 6 months.

## What is the Move Your Way community campaign?

- We're taking the national Move Your Way resources and building a **community-based campaign** tailored to our local needs and resources.
- People need physical activity to stay healthy, but most people can't do it alone — they **need community support** to help them be active. That's where the Move Your Way community campaign comes in.
- Anyone can **get involved!** Community campaigns are only successful when we all work together. So volunteer your time, help with fundraising, and spread the word to your networks.



## How much activity do adults need?

- Adults need **a mix of physical activity** to stay healthy:
  - Moderate-intensity aerobic activity — at least 150 minutes a week
  - Muscle-strengthening activity — at least 2 days a week
- **Aerobic activity** is anything that gets your heart beating faster — like brisk walking or dancing.
- **Muscle-strengthening activity** is anything that makes your muscles work harder than usual — like lifting weights or doing push-ups.
- **Break it up** over the week however you want. There's no wrong way to get to 150. Do 22 minutes 7 days a week, 30 minutes 5 days a week — whatever works for you.

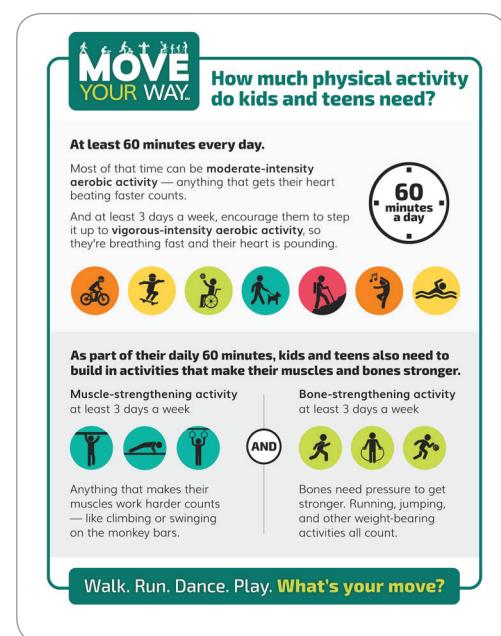
- **It all adds up.** If you can't manage 150 minutes this week, do what you can! Even 5 minutes of activity has real health benefits.
- **Lots of things count.** Anything that gets you moving counts as physical activity — even active chores, like gardening or vacuuming!
- Get the same benefits in half the time. If you **step it up to vigorous-intensity** aerobic activity, aim for at least 75 minutes a week.
- **Is it moderate or vigorous?** When you're being active, just try talking:
  - If you're breathing hard but can still have a conversation easily, it's moderate-intensity activity.
  - If you can only say a few words before you have to take a breath, it's vigorous-intensity activity.

## What about older adults?

- Older adults need the same amount as all adults — but if 150 minutes is too much, do what you can!
- Mix in activities to **improve your balance and lower your risk of falls** — like tai chi or swimming.

## What about kids?

- Kids and teens ages 6 to 17 need **at least 60 minutes** of physical activity every day.
- Most of their 60 minutes can be moderate-intensity aerobic activity. At least 3 days a week, encourage kids to get vigorous-intensity aerobic activity.
- As part of their daily 60 minutes, kids and teens also need muscle-strengthening activity and bone-strengthening activity at least 3 days a week.
- **Bone-strengthening activity** is anything that puts healthy pressure on their bones — like playing basketball or jumping rope.
- For kids younger than 6, aim for 3 hours a day — and more is better. Limit the time when they're sitting around, like screen time.



## What are the benefits of physical activity?

- Physical activity has lots of **long-term health benefits** for adults. It can:

- Reduce risk of dementia, type 2 diabetes, heart disease, and certain cancers — including breast and lung cancer
- Help manage chronic conditions, like diabetes and high blood pressure
- Ease symptoms of arthritis, anxiety, and depression



You can feel the benefits of physical activity today.  
✓ Less stress   ✓ Better mood   ✓ Better sleep



- Physical activity can also **help you feel better right away**. It can:

- Boost your mood
- Sharpen your focus
- Reduce your stress
- Improve your sleep

- Physical activity has big **benefits for kids**, too. It can:

- Help them stay healthy as they get older
- Build their muscle and bone strength
- Improve their mood and sleep
- Boost their grades in school



Find more community resources at  
[health.gov/MoveYourWay/Playbook](http://health.gov/MoveYourWay/Playbook)





## Move Your Way Community Playbook

### Recruitment Email

Use or adapt this sample email language to reach out to people who could help support your local Move Your Way campaign.

Dear [name of recipient],

On behalf of [lead agency], I'm inviting you to help us launch the **Move Your Way campaign** in [community name].

Move Your Way is the national campaign to promote the **second edition of the Physical Activity Guidelines for Americans**. It aims to help people understand how much physical activity they need to be healthy and how to fit it into their daily lives.

We're implementing the Move Your Way campaign locally to help members of our community get all the health benefits of physical activity — and your participation in the campaign is critical to making that happen.

No matter what your skill set, you can make valuable contributions to our work. For example, we're always looking for support in these key areas:

- **Events** — help plan our launch event and provide guidance for ongoing community events to maximize message and program reach.
- **Materials** — take the lead on selecting, adapting, and distributing Move Your Way campaign materials to help promote our local physical activity events and initiatives.
- **Media** — provide guidance on using social media and other communication channels to spread the word about Move Your Way.

- **Partnerships** — recommend ways to engage with influential local organizations and leaders to build support for the campaign and coordinate local physical activity efforts.

Please feel free to forward this invitation to your friends and colleagues. If you don't have time to lead a key task or participate in regular meetings, we can talk about other ways for you to get involved.

I look forward to working with you to improve the health of our community through physical activity.

Best,

[name and contact information of sender]

Find more community resources at  
[health.gov/MoveYourWay/Playbook](http://health.gov/MoveYourWay/Playbook)





## Move Your Way Community Playbook

### Master Task List

Use this list to guide your campaign activities, and feel free to add or adapt tasks according to your community's needs and resources. You can form committees to lead these activities or delegate to individual team members — whatever works for you.

#### Think ahead to evaluation

Set specific goals as you prepare to launch your campaign, and evaluate your efforts as you go. You can use the Process Evaluation Survey to collect useful data each month: [health.gov/MoveYourWay/Process](http://health.gov/MoveYourWay/Process)

## 3 Months from Launch



### Partnerships

- Set goals, like a target number of organizations to partner with on key campaign activities
- Identify organizations and networks in your community that can help promote Move Your Way messages, like worksites and schools — use these tip sheets to help guide partnership development:  
**[health.gov/MoveYourWay/Tips](#)**
- Identify people who can serve as champions for the Move Your Way campaign, like local athletes, politicians, and school leaders
- Work with people handling the events, materials, and media tasks to decide how specific partnerships might support these activities



### Events

- Set goals, like a target number of attendees for the launch event
- Make a list of potential venues for the launch event, like local parks or community centers
- Identify one preferred venue and one backup venue for the launch event
- Identify geographic reach for the launch event and decide if you'll need to provide transportation
- Brainstorm fun activities to offer at the launch event, like step aerobics or line dancing



### Materials

- Set goals, like a target number of posters to distribute before and during the launch event
- Review ready-to-use Move Your Way campaign materials:  
**[health.gov/MoveYourWay/Campaign](#)**
- Brainstorm additional materials you want to create, like event fliers or guides to local parks and recreation areas

- Identify local dissemination opportunities for Move Your Way materials, like schools and rec centers
- Explore opportunities to customize Move Your Way materials through the CDC State and Community Health Media Center: [bit.ly/2OLGxCq](http://bit.ly/2OLGxCq)



## Media

- Set goals, like a target number of stories about your launch event in local media outlets
- Make a list of professional media outlets to pitch, like local newspapers, magazines, and TV and radio stations
- Make a list of other channels to pitch, like local listservs, bloggers, and community newsletters
- Make a plan to promote the campaign on the lead agency's social media channels — like Facebook, Instagram, and Twitter

## 2 Months from Launch



### Partnerships

- Draft a master partnership plan to outline the specific asks of each partnership, including the who, what, where, when, and how
- Support events, materials, and media activities by coordinating with potential partners and getting their buy-in on the partnership plan



### Events

- Secure launch event venue
- Identify potential speakers, like local athletes or elected officials
- Reach out to potential vendors to provide additional activities and services, like face painting or blood pressure checks



### Materials

- Confirm commitments for dissemination
- Customize Move Your Way materials through the CDC State and Community Health Media Center
- Order and ship all print materials where they need to go — make sure to leave plenty of time for printing



### Media

- Identify spokespeople for media interviews and provide them with these talking points about Move Your Way and the Physical Activity Guidelines: **[health.gov/MoveYourWay/TalkingPoints](#)**
- Draft content for other local channels, like blog outlines for local bloggers or blurbs for newsletters
- Draft social media content to post to the lead agency's channels before and after the launch event — and create a calendar to keep the posts on schedule
- Confirm login information and process for using the lead agency's social media channels

## 1 Month from Launch



### Partnerships

- Commit to partnering with 3 to 5 organizations and help coordinate their activities, like hosting tables at the launch event or using materials in school PE classes
- Confirm commitments from 3 to 5 local champions and help coordinate their activities, like speaking at the launch event or helping with social media outreach



### Events

- Finalize launch event plan, including venue, activities, speakers, vendors, and transportation



### Materials

- Distribute print materials to partners on your dissemination list



### Media

- Aim to finalize plans to promote the campaign in 2 professional media outlets and 3 other local channels
- Prepare your spokespeople for interviews by practicing talking points
- Finalize your social media calendar and start posting content to the lead agency's channels
- Export analytics from Twitter, Facebook, and Instagram every week to evaluate your social media efforts

## Launch Day



### Partnerships

- Attend the launch event and network to find future partners



### Events

- Conduct intercept interviews to gather feedback, using this guide: [health.gov/MoveYourWay/Interview](#)
- Collect email addresses to stay in touch with attendees
- Keep track of how many community members attend the event



### Materials

- Attend the launch event to see your materials in action
- Keep track of how many campaign materials you and your partners distribute



### Media

- Post live tweets during the launch event
- Consider posting Instagram and Facebook stories of launch event activities
- Help journalists connect with spokespeople at the launch event

## After Launch

As you look back on your launch event and look ahead to future campaign activities, don't forget to use the Process Evaluation Survey each month to evaluate your campaign and improve your processes going forward:

[health.gov/MoveYourWay/Process](https://www.health.gov/MoveYourWay/Process)



### Partnerships

- Keep working with partners after the launch event to plan additional events and programs, distribute materials, and promote the campaign
- Coordinate with partners to evaluate activities



### Events

- Send a follow-up email to thank attendees and partners — include a launch recap, upcoming events, and ways to get involved
- Stay in touch with new contacts you met at the launch event and collaborate on post-launch activities
- Find more opportunities to promote your campaign in person — reach out to organizations that host community events, like health fairs, charity runs or bike rides, and faith-based events
- Explore ways to collaborate with these organizations, like hosting a Move Your Way table or providing Move Your Way materials for their existing events



### Materials

- Stay in touch with partners who are sharing Move Your Way materials
- Keep track of where posters are displayed and print materials are distributed — ask partners for photos to use in future promotions
- Keep track of how partners are using social media graphics on their channels
- Help create and supply additional materials for events and partners as needed



## Media

- Follow up with journalists writing about the launch to see if they need more information
- Keep track of how your social media posts perform by checking analytics — Twitter, Facebook, and Instagram all have free tools to help you track views and shares
- Set up Google Alerts for keywords related to your campaign so you can track local media coverage of your launch event
- Continue promoting the campaign through social media and other channels

Find more community resources at  
**[health.gov/MoveYourWay/Playbook](https://health.gov/MoveYourWay/Playbook)**





## Move Your Way Community Playbook

### Tips for Working with Community-Based Organizations

Community-based organizations make excellent partners for promoting the Move Your Way campaign's messages about the importance of physical activity. Use these 7 tips to work with community-based organizations on your Move Your Way community campaign!

#### 1. Research your potential partner.

Before you approach an organization, it's important to do your homework.

- Get to know the organization's mission, structure, and programs before you reach out. Think about how the goals of Move Your Way complement the organization's goals.
- Get a sense of how the organization fits into the larger community. Assess how their target demographics, reach, and capacity will benefit your partnership — and how the Move Your Way resources can benefit the organization.

## 2. Identify influencers.

Approaching the right people is crucial. Seek out the organization's physical activity champions, those who are most able and willing to promote Move Your Way, including:

- People in leadership positions, like directors and senior staff
- People directly involved in physical activity or general health promotion efforts, including more junior staff and volunteers

## 3. Leverage existing opportunities.

There's no need to start from scratch! First, reach out to organizations you already partner with in other contexts. You can pitch Move Your Way as an opportunity to expand these existing partnerships and work together on an exciting new initiative.

And when you reach out to new partners, look for organizations with existing structures and programs that make them a good fit to promote Move Your Way, including:

- Outreach and public relations committees
- Clubs and classes at community centers
- Recreational sports leagues

## 4. Pick your materials.

Move Your Way provides tools and resources for adults, older adults, parents, kids, and health care providers. Check out all of the Move Your Way campaign materials at [health.gov/MoveYourWay/Campaign](http://health.gov/MoveYourWay/Campaign). Then choose the ones that work best for your potential partnership.

- Pick materials that target the organization's demographic. For example, you might choose the Fact Sheet for Older Adults for an organization that works with that population.
- Print out some materials so you're ready to show the organization how they can incorporate Move Your Way into their activities.
- If you customize Move Your Way materials for your community, make sure you share the customized versions with partners. You can customize materials through the CDC State and Community Health Media Center: [bit.ly/2OLGxCq](http://bit.ly/2OLGxCq)



## **5. Prepare your pitch.**

Now that you've done your research, it's time to approach the organization. Use this sample pitch language as a starting point: [health.gov/MoveYourWay/Pitch](https://health.gov/MoveYourWay/Pitch)

Then tailor your talking points to the specific organization.

- If the organization already promotes physical activity, highlight how Move Your Way aligns with their mission (instead of focusing on the general benefits of being active).
- Emphasize how the campaign can benefit this specific organization. How will this partnership amplify their existing efforts?

## **6. Set specific goals and implementation strategies.**

After you've connected with your partner organization, the next step is to agree on a game plan.

- Set measurable goals and decide on a shared timeline for meeting them.
- Decide what type of data collection and measurement you'll do to assess the partnership. Use the Process Evaluation Survey as a starting point:  
[health.gov/MoveYourWay/Process](https://health.gov/MoveYourWay/Process)

## **7. Review your results.**

After you've implemented your first activities, it's time to check in to see how they went. Don't miss this opportunity to learn from your experience.

- Review lessons learned so far.
- Brainstorm improvements that you and the partner organization can make as you move forward with the campaign.

Find more community resources at  
[health.gov/MoveYourWay/Playbook](https://health.gov/MoveYourWay/Playbook)





## Move Your Way Community Playbook

### Tips for Partnering with Schools

Schools can be powerful partners in promoting physical activity for kids, parents, and families. Use these 7 tips to work with schools on spreading the word about your Move Your Way community campaign!

#### **1. Research your potential school partner.**

Before you approach a school with your proposal, it's important to do your homework:

- Get to know the school. Does it have a strong PE curriculum or athletic department? Does it have a gym, sports fields, or other facilities?
- Get to know the students. Are there groups that may need a specialized approach, like students with disabilities or English language learners?
- Get a feel for the larger community. Are there parks and other public recreation spaces? Do families have financial resources for sports teams and classes?

#### **2. Identify influencers.**

Depending on where you live, you may need to work at the county or school district level to promote Move Your Way in individual schools. Ask around to determine who

the key decision-makers are in your district — and make sure you approach people in the right order (like getting approval from principals before talking to individual teachers).

Possible influencers in schools include:

- Principals, superintendents, and school board members
- After-school program leaders and coaches
- PTAs and other parent groups
- School nurses and school health councils or committees — if your local school doesn't have a health council, suggest they form one!

### 3. Leverage existing opportunities.

There's no need to start from scratch! Schools have lots of existing structures and programs that make perfect opportunities to promote Move Your Way, including:

- Continuing education and professional development programs for staff
- PE and health classes, sports teams and clubs, and after-school programs
- School events like book fairs, open houses, and field days
- Bulletin boards and classroom walls to display posters

### 4. Pick your materials.

Move Your Way provides tools and resources just for kids and parents. Check out all the Move Your Way campaign materials at [health.gov/MoveYourWay/Campaign](http://health.gov/MoveYourWay/Campaign).

Then think about how the school could use them:

- Ask teachers or administrators to hang the Poster for Kids in classrooms or hallways.
- Encourage teachers to use the Fact Sheet for Kids as part of a lesson in PE or health class.
- Ask teacher to send the Fact Sheet for Parents home in kids' backpacks.
- Suggest adding a link to the Parent Interactive Graphic in the school's newsletter or on its website.
- If you customize Move Your Way materials for your community, ask the school to use the customized versions. You can customize materials through the CDC State and Community Health Media Center: [bit.ly/2OLGxCq](http://bit.ly/2OLGxCq)



## **5. Prepare your pitch.**

Now that you've done your research, it's time to make your case. Use this sample pitch language as a starting point: [health.gov/MoveYourWay/Pitch](https://www.health.gov/MoveYourWay/Pitch)

And be ready with additional talking points tailored specifically for schools:

- Being more active can improve kids' sleep and mood.
- Studies show that kids who get regular physical activity perform better on tests. Getting kids to move a bit more during the school day can make a real difference in academic performance.
- You can use our Move Your Way materials to support classroom activities and initiatives that get the whole school community moving, like a school-wide step challenge.

## **6. Set specific goals and implementation strategies.**

After you've connected with the school, the next step is to agree on a game plan:

- Set measurable goals and decide on a shared timeline to meet them.
- Agree on any regular meetings you'll attend, like PTA or school board meetings.
- Decide what type of data collection and measurement you'll do to assess the partnership, like tracking the number of resources the school shares with students and families. Use the Process Evaluation Survey as a guide: [health.gov/MoveYourWay/Process](https://www.health.gov/MoveYourWay/Process)

## **7. Review your results.**

After you've implemented your first activities, it's time to check in to see how it went. Don't miss this opportunity to learn from your experience:

- Review lessons learned so far.
- Brainstorm improvements you and the school can make as you move forward with the campaign.

Find more community resources at  
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## Move Your Way Community Playbook

### Tips for Partnering with Worksite Wellness Programs

Worksite wellness programs are a great opportunity to share the Move Your Way campaign's messages about the importance of physical activity. Use these 7 tips to partner with worksite wellness programs on your Move Your Way community campaign!

#### 1. Research your potential worksite partner.

Before you approach a company, it's important to do your homework:

- Get to know the company culture before you reach out. Is worksite wellness mentioned as a priority on the website? Are employees doing physical work or sitting at desks all day?
- Assess how company size, location, and demographics will affect your partnership. Is it a large company with multiple offices and remote employees? Or is it a small office where you could reach all employees with a single workshop?

## **2. Identify influencers.**

Approaching the right people is crucial. Seek out the organization's physical activity champions, those who are most able and willing to promote Move Your Way:

- Managers
- Union representatives
- Human resources, wellness program leaders, or wellness committee members

## **3. Leverage existing opportunities.**

There's no need to start from scratch! Many worksites have existing structures and programs that make perfect opportunities to promote Move Your Way, including:

- Wellness workshops
- Staff meetings and brown bags
- Company-sponsored charity runs, walks, or bike rides
- Email newsletters or bulletin boards

## **4. Pick your materials.**

Move Your Way provides tools and resources tailored for adults, older adults, and parents. Check out all the Move Your Way campaign materials at [health.gov/MoveYourWay/Campaign](http://health.gov/MoveYourWay/Campaign). Then think about how the worksite could use them:

- Suggest hanging Move Your Way posters in break rooms or other common areas.
- Encourage program planners to use the fact sheets for adults, older adults, and parents in wellness workshops.
- See if the company can include a link to the activity planner in email newsletters or on the company intranet.
- Ask key influencers to share the Move Your Way videos on social media.
- If you customize Move Your Way materials for your community, make sure the worksite uses the customized versions. You can customize materials through the CDC State and Community Health Media Center: [bit.ly/2OLGxCq](http://bit.ly/2OLGxCq)



## **5. Prepare your pitch.**

Now that you've done your research, it's time to approach the company. Use this sample pitch language as a starting point: [health.gov/MoveYourWay/Pitch](http://health.gov/MoveYourWay/Pitch)

And be ready with additional talking points tailored specifically for worksites:

- Regular physical activity can lower employees' risk of chronic health problems, like high blood pressure and type 2 diabetes. That can help lower health care costs and reduce the number of missed work days.
- The Move Your Way Activity Planner can help employees set personalized weekly physical activity goals, and share them with friends and coworkers. That can help motivate the whole office to move more.

## **6. Set specific goals and implementation strategies.**

After you've connected with the company, the next step is to agree on a game plan:

- Set measurable goals and decide on a shared timeline to meet them.
- Agree on any regular staff meetings or wellness workshops you'll attend.
- Decide what type of data collection and measurement you'll do to assess the partnership, like employee surveys or focus groups. Use the Process Evaluation Survey as a starting point: [health.gov/MoveYourWay/Process](http://health.gov/MoveYourWay/Process)

## **7. Review your results.**

After implementation, it's time for data collection! Don't miss this opportunity to learn from your experience:

- Review lessons learned so far.
- Brainstorm improvements you and the partner company can make as you move forward with the campaign.

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## Move Your Way Community Playbook

### Process Evaluation Survey

Use this process evaluation survey as a tool to help you evaluate your Move Your Way community campaign. Collect data each month to show campaign effectiveness, reach, and promotional efforts. Then use your results to promote ongoing initiatives and secure future funding.

When you complete the survey for your campaign launch month, make sure to note which activities, promotions, and materials were specific to the launch event.

You can adapt this template according to your community's specific activities. You can also share the survey with partners, or adapt the survey questions to help specific partners evaluate their efforts on behalf of the campaign.



Month \_\_\_\_\_

**1. Where did you promote the campaign in person this month? Add rows for more events as needed.**

Event or activity name	Event or activity description	Event or activity date	Number of attendees	Audience description	How many materials did you distribute?	How did you promote the event or activity?
Example: New Year's Health-a-Thon	Health fair at Cooley Elementary School	January 10, 2019	100	Parents and elementary school students	20 adult fact sheets, 50 kid fact sheets, 50 parent fact sheets	Through PTA listserv and monthly newsletter, PTA Facebook page

**2. What channels did you use to promote campaign events? Add rows as needed.**

Channel type (e.g., email blast, flyer, phone, radio, TV, newspaper, social media, organization website, or other)	Channel name (e.g., name of radio station, social media platform, or listserv group)	Type of promotion (e.g., half-page ad about launch event, 30-second radio ad)	Number of promotions sent through this channel (e.g., number of ads placed, emails sent, tweets)	Dates published	Approximately how many people you reached through this channel (e.g., number of followers, number of listserv addresses, circulation)
Example: Newspaper	Daily Hampshire Gazette	half-page ad	2 ads	1/17, 1/18	12,000



**3. What local partners got involved with the campaign? Add rows as needed.**

Local partner	How did they participate this month?	How do they plan to participate in the future?
<i>Example: Cooley Middle School</i>	<i>Hosted a Move Your Way field day event for all grade levels</i>	<i>Plan to use kid fact sheets in PE curricula</i>

**4. What campaign materials did you distribute to local partners? Repeat rows as needed for each new partner.**

Material	Partner	How many did you distribute?	How does the partner plan to use the materials?
“Feel Better” Poster for Adults	<i>Example: Springfield Family Medicine</i>	5	<i>Display in waiting rooms</i>
“Dance Moves” Poster for Adults			
“Keep Up with My Kid” Poster for Parents			
“One Step at a Time” Poster for Older Adults			
“60 Minutes” Poster for Kids			
Fact Sheet for Adults			
Fact Sheet for Older Adults			



<b>Material</b>	<b>Partner</b>	<b>How many did you distribute?</b>	<b>How does the partner plan to use the materials?</b>
Fact Sheet for Kids			
Fact Sheet for Parents			
Fact Sheet for Health Care Providers			
Spanish — “Feel Better” Poster for Adults			
Spanish — “Dance Moves” Poster for Adults			
Spanish — “Keep Up with My Kid” Poster for Parents			
Spanish — “One Step at a Time” Poster for Older Adults			
Spanish — Fact Sheet for Adults			
Spanish — Fact Sheet for Older Adults			
Spanish — Fact Sheet for Kids			
Spanish — Fact Sheet for Parents			



**5. Download and analyze page-level engagement of the Move Your Way section of your organization's website through Google Analytics. Look at the following metrics:**

- Average time on page
- Bounce rate — percentage of users who leave instead of continuing to other pages on your site
- Downloads — number of times users download materials on your site
- Exit rate — percentage of users who leave your site from a particular page
- Entrances — number of users who enter your site through a particular page
- Pageviews — number of times users visit a particular page on your site
- Unique pageviews — number of sessions in which a user views a particular page at least once
- Referrals — number of times a user enters your site by clicking a URL on another site

These metrics can help you figure out which content is working and which content might need a new approach.

**6. Export analytics from social media platforms you use to promote the campaign — like Twitter, Facebook, and Instagram. Look at the following metrics:**

- Engagement — how much your audience interacts with your content (usually through likes, retweets, and comments)
- Impressions — how many times a post shows up in a user's timeline
- Reach — potential unique viewers your post could have (usually your follower count added to the follower count of all accounts that shared the post)

These metrics help you measure the effectiveness of your social media promotion and improve promotion going forward.

Find more community resources at  
[health.gov/MoveYourWay/Playbook](http://health.gov/MoveYourWay/Playbook)





## Move Your Way Community Playbook

### Intercept Interview Guide

When you promote Move Your Way at your local campaign launch or other community events, use **intercept interviews** to gather feedback from attendees. Intercept interviews are informal, face-to-face chats that help you evaluate what attendees learned so that you can improve future events.

Assign interviewers to approach attendees when they stop by your booth or as they're leaving the event venue. Try to talk with at least 20 people at each event.

#### Ask attendees these 4 questions:

1. In your own words, what's the big takeaway from today's event?
2. What have you learned about the Move Your Way campaign?
3. How much physical activity do you need to be healthy?
4. On a scale of 1 to 5, with 5 being very likely and 1 being not likely at all, how likely are you to get more physical activity in the next month?

Feel free to adapt these questions or add questions about your specific event priorities.

## Follow these tips for successful intercept interviews:

-  Be respectful of attendees' time — take no more than 5 minutes with each person
-  Consider offering an incentive for participating, like a \$5 gift card to a local grocery store
-  Print this guide and take it to the event, or download it to your phone or tablet
-  Take notes, or ask if you can record the interviews on your phone or tablet

Once you have the feedback, regroup with your team and use it to improve future events. Identify key messages attendees missed and brainstorm ways to emphasize them. And don't forget to do intercept interviews again at your next event to evaluate your progress!

Find more community resources at  
[health.gov/MoveYourWay/Playbook](https://www.health.gov/MoveYourWay/Playbook)

