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 Campaign Implementation Tracker to collect useful data each month: **health.gov/MoveYourWay/CampaignTracker**

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**

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 Campaign Implementation Tracker each month to evaluate your campaign and improve your processes going forward: **health.gov/MoveYourWay/CampaignTracker**

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

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