



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



ODPHP

Office of Disease Prevention
and Health Promotion