



Healthy For Good™

# MOVE MORE + LIVE MORE



## RESOURCE GUIDE

Nationally supported by



EAT SMART ADD COLOR MOVE MORE BE WELL

Find more ways to be Healthy for Good at [HEART.ORG/MOVEMORE](http://HEART.ORG/MOVEMORE)



## GETTING STARTED

Move more during the month of April and get Healthy For Good™ with the American Heart Association. The Healthy For Good movement is designed to inspire all Americans to live healthier lives and create lasting change. It focuses on the simple idea that making small, simple changes today can create a difference for generations to come.

The approach is simple: Eat smart. Add color. Move more. Be well.

This mantra breaks down the essential principles of real health – eating healthy, including adding more colorful fruits and veggies; being more physically active; and creating an overall healthy lifestyle including sleep, mindfulness, stress management, mental health, social connection, and more.

Because let’s face it, people don’t want another crazy fad diet, miracle exercise machine, fancy juicer or expensive workout outfit. They want to be Healthy For Good. And we want to help, with motivating encouragement, science-based resources, and even a little humor. Healthy For Good is a movement of everyday people everywhere who are committing to improve their health in simple, innovative and sustainable ways.

So, join the movement and move more with us during the month of April! By committing to get active for at least 150 minutes a week, you can get healthier and raise awareness about the importance of being physically active.

You can celebrate in your workplace, school, faith community, or with family. This guide includes instructions, tips and resources to help you plan a great event for your group or organization.

### What You Will Find in this Guide

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*Your free online toolkit at [heart.org/MoveMoreMonth](http://heart.org/MoveMoreMonth) includes many more resources and materials*

- Four Weeks of Healthy Living Tips
- Four Weeks of Healthy Living Articles/Handouts
- Posters and Graphics



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## **ACTION PLAN**

Get active and kick off healthy habits in your organization, community or family. Start here with our step-by-step action plan, then follow the specific tips and ideas for your setting.

### **STEP 1: GET LEADERSHIP APPROVAL**

If you need approval for an event, use the email template on page 8. It has great information you can share with your leadership about why this health-focused initiative is good for the organization and community.

### **STEP 2: CHOOSE YOUR DATE**

Choose a day in the month of April that will work the best for your event. The important thing is to kick off a month-long focus on being more physically active! Once you choose a day, get it on people's calendars right away, and use one of our communication templates to help build awareness.

### **STEP 3: PLAN YOUR CELEBRATION**

Get creative to come up with your own special touches that will make it meaningful for your organization or community. Basic event components may include:

- Rally or kick off
- 30-minute fun walk
- Healthy snacks
- Prizes or giveaways
- Educational opportunity (wellness fair, health assessment, presentation, etc.)

Be sure to schedule or reserve any needed facilities and logistical resources.

### **STEP 4: SPREAD THE WORD**

Start sending daily tips to get everyone moving. Promote your event by using the emails, social media posts and articles/handouts we've provided. Invite others to get involved. Display posters in common areas to build awareness. Your toolkit includes free promotional materials.

### **STEP 5: CELEBRATE!**

Take a breath, and start moving! This is an opportunity for millions of Americans to take steps toward a longer, stronger and healthier life, but it's also about having fun and creating community. Don't forget to enjoy the day!



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## HOW TO PARTICIPATE IN THE WORKPLACE AND ORGANIZATIONS

### BEFORE YOUR EVENT

Building excitement is important for a successful event. There are many ways to do this, including:

- Use social media to increase awareness and engagement.
- Have your CEO or senior leader send organization-wide voicemails and/or emails. Use our communication templates or create your own.
- Use giveaways and incentives. Visit [shopheart.org](http://shopheart.org) for some options.
- A week or two before the event, hold a one-day walking competition among teams or departments. Ask everyone to track their total time or steps on a specific day, using a device, smartphone or paper tracker. The winning department could receive some sort of reward — jeans day, lunch or time off.
- Setting a goal or making a pledge are often great ways for people to kick off a healthy lifestyle. Ask each employee to write down one goal or pledge to start living healthy and to post it at their workspace.

### DAY OF THE EVENT

- Make it a “casual day.” Wearing sneakers or comfortable shoes will make it easier for everyone to participate. Encourage them to wear red shoelaces as a symbol of their support of the event.
- Host a walk. Set a time for your senior leaders to lead employees/members on a 30-minute walk. This could be indoors or outdoors. Map a route in advance to avoid surprises.
- Kick off the day with a rally. Ask your CEO or senior leader to address employees/members using the information in this guide.
- Host a wellness fair. This could include:
  - An introduction to making healthy choices a personal priority through the American Heart Association’s Life’s Simple 7<sup>®</sup> and My Life Check<sup>™</sup> assessment. Within a few minutes, participants will know how they’re doing with each one of Life’s Simple 7<sup>®</sup> measures. A personal heart score and report will help them create a personal action plan. Learn more at [heart.org/MyLifeCheck](http://heart.org/MyLifeCheck).
  - How-to activity workshop with a local fitness center or trainer to educate participants on physical activity topics like the proper way to stretch.
  - Presentation by a registered dietitian nutritionist about healthy eating.



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## **HOW TO PARTICIPATE IN THE WORKPLACE AND ORGANIZATIONS (CONT.)**

- Cholesterol, blood pressure and other screenings from a local hospital or clinic.
- Testimonial from a heart disease or stroke survivor.

### **WAYS TO MAKE IT MORE FUN**

- Keep the momentum going and start a four-week activity challenge among departments or teams, and offer prizes.
- Hold another rally or a picnic to celebrate your success at the end of the four weeks.
- Keep the momentum going by participating in the Heart Walk. Have fun and raise funds to save lives from two of our leading killers — heart disease and stroke. Find details for your local event at [HeartWalk.org](https://www.heartwalk.org).
- Encourage your employees/members to form ongoing walking clubs using our tips and resources at [heart.org/WalkingClubs](https://www.heart.org/WalkingClubs).





## HOW TO PARTICIPATE IN SCHOOLS

### BEFORE YOUR EVENT

- Use social media to increase awareness and excitement.
- Send emails. Use one of our email templates or get creative and make your own.
- Setting a goal or making a pledge are often great ways for people to kick off their healthy lifestyle. Ask each student, teacher and staff member to write down one goal or pledge to start living healthy.
- Invite other community members to volunteer or participate. Use our email template to invite parents and guardians to join in on the day with their children.

### DAY OF THE EVENT

- Wear sneakers. Comfortable shoes will make it easier for everyone to participate. Encourage them to wear red shoelaces as a symbol of their support of the event.
- Host a walk. Set a time to lead your students and teachers on a 30-minute walk. This could be indoors or outdoors. Map a route in advance to avoid surprises.
- Kick off the day with a rally or assembly. Invite a guest speaker to speak about healthy living and physical activity.
- Host a wellness fair or educational event for your school community, including:
  - An introduction to making healthy choices a personal priority through the American Heart Association's Life's Simple 7<sup>®</sup> and My Life Check<sup>™</sup> assessment. Within a few minutes, participants will know how they're doing with each one of Life's Simple 7<sup>®</sup> measures. A personal heart score and report will help them create a personal action plan. Learn more at [heart.org/MyLifeCheck](https://heart.org/MyLifeCheck).
  - How-to activity workshop with a local fitness center or trainer to educate participants on physical activity topics like the proper way to stretch.
  - Presentation by a registered dietitian nutritionist about healthy eating.
  - Cholesterol, blood pressure and other screenings from a local hospital or clinic.
  - Testimonial from a heart disease or stroke survivor.



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MORE**

## **HOW TO PARTICIPATE IN SCHOOLS (CONT.)**

### **WAYS TO MAKE IT MORE FUN**

- Keep the momentum going and start a four-week activity challenge among classes or grade levels and offer prizes.
- Encourage each classroom or grade level to come up with a team name and mascot.
- Hold another rally or a picnic to celebrate your success at the end of the four weeks.
- Continue the focus on healthy physical activity by getting your school to participate in Jump Rope For Heart or Hoops For Heart. Have fun and raise funds to save lives from two of our leading killers – heart disease and stroke. Find details at [heart.org/Jump](http://heart.org/Jump).
- Start a school walking club using our tips and resources at [heart.org/WalkingClubs](http://heart.org/WalkingClubs).





## HOW TO PARTICIPATE AS AN INDIVIDUAL OR FAMILY

### BEFORE YOUR EVENT

- Use social media and email to increase awareness among your family and circle of friends. Use our templates or get creative and make your own.
- Set a goal or make a pledge to commit to a healthier lifestyle. Post or display your goal as a daily reminder of your commitment.
- Challenge your community, friends and family to join you and set their own goals.
- Take action to get better informed about your health. Learn how to make healthy choices a personal priority through the American Heart Association's Life's Simple 7<sup>®</sup> and My Life Check<sup>™</sup> assessment. Within a few minutes, you'll get a personal heart score and action plan. Learn more at [heart.org/MyLifeCheck](https://heart.org/MyLifeCheck).

### DAY OF THE EVENT

- Make it a “casual day.” Wearing sneakers or comfortable shoes will encourage you to walk more. Wear red shoelaces as a symbol of your support and commitment.
- Take a walk, or set a time to lead your family or group on a 30-minute walk. This could be indoors or outdoors. Map a route in advance to avoid surprises.

### WAYS TO MAKE IT MORE FUN

- Keep the momentum going and start a four-week activity challenge and offer prizes.
- Form a neighborhood walking club using our tips and resources at [heart.org/WalkingClubs](https://heart.org/WalkingClubs).
- Have a party or picnic to celebrate your success at the end of the four weeks.
- Continue the walking focus by participating in the Heart Walk. Have fun and raise funds to save lives from two of our leading killers — heart disease and stroke. Find details for your local event at [HeartWalk.org](https://HeartWalk.org).





## COMMUNICATION TEMPLATES

Use these templates to communicate about and promote your event. Customize them to fit your needs. Add a personal touch when possible for greater appeal to your audience.

### TALKING POINTS/EMAIL TO MANAGEMENT FOR APPROVAL

I would like your approval to kick off a healthier way of living for our employees by getting Healthy For Good™ with the American Heart Association. The Healthy For Good movement is designed to inspire all Americans to live healthier lives and create lasting change. It focuses on the simple idea that making small, simple changes today can create a difference for generations to come. During the month of April, the American Heart Association is encouraging Americans to move more and commit to being physically active.

We can have our event any day in April and promote being active throughout the month. We'll get free resources to help our employees get on a healthier path.

Health care is one of the most significant cost pressures facing companies today. Consider these sobering facts:

- The costs of cardiovascular diseases and stroke, including health care expenditures and lost productivity, total more than \$329 billion.
- About 69 percent of American adults are overweight or obese — and this number continues to grow. At the same time, about 30 percent report participating in no leisure time physical activity.
- One in three American adults (about 92.1 million) are living with some form of cardiovascular disease or the after-effects of stroke. And for African-Americans, that number is nearly one in two.
- About 720,000 people in the U.S. have a first-time heart attack each year, and about 335,000 have recurrent heart attacks.
- Each year, about 795,000 people have a stroke, the leading cause of serious long-term disability in the U.S.

By participating, [ORGANIZATION NAME] can play an important role in getting our employees and our nation healthier while:

- Offering practical health information, tips and resources to help people adopt a healthier lifestyle.
- Providing a fun activity that fosters morale, team-building and productivity.
- Letting our employees know we care about their health and support their efforts to improve it.  
[INSERT DETAILS ABOUT YOUR PROPOSED EVENT]



## COMMUNICATION TEMPLATES *(CONT.)*

### **BRIEF ANNOUNCEMENT**

Step by step, day after day, you walk to make progress. Every day we take thousands of steps to get where we need to go. Now we can take steps toward a healthier lifestyle and support the American Heart Association.

On [EVENT DATE], [ORGANIZATION NAME] will join the American Heart Association in getting Healthy for Good™! During the month of April, the American Heart Association is encouraging Americans to move more and commit to being physically active. We'll have some fun events on this day including:

[INSERT EVENTS – RALLY, KICK OFF, WALK, ETC.]

Please put it on your calendar now. More details will be coming soon!

### **DETAILED ANNOUNCEMENT**

On [EVENT DATE], we'll join the American Heart Association to get Healthy For Good™! Physical inactivity is a huge national problem. About 70 percent of American adults are overweight, and about 80 percent don't get enough physical activity.

The American Heart Association recommends at least 150 minutes of physical activity per week for adults and 60 minutes per day for children and adolescents. Most of us right here at [ORGANIZATION NAME] don't meet that standard. And it means we're at greater risk for heart disease, stroke and other chronic diseases. But we're not going to take it sitting down.

We'll join millions of Americans as they pledge to live a healthier lifestyle and get physically active. Here's what you can do to join in the celebration:

- Show your support and wear your sneakers with red shoelaces on [EVENT DATE].
- Join our rally and 30-minute fun walk at [TIME] at [LOCATION].
- Pledge to live a healthier lifestyle and start a habit of daily walking at [WORK, SCHOOL, HOME]. Follow our designated Walking Path or another route, and invite others to join you.
- Visit [heart.org/MoveMore](http://heart.org/MoveMore) and use the American Heart Association's free tips and tools to stay motivated on your walking program.
- Sign up to participate and raise funds for our community's [HEART WALK, JUMP ROPE FOR HEART, HOOPS FOR HEART] on [DATE].

Please join us for this fun group celebration that can help us all live longer, stronger, healthier lives.



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## COMMUNICATION TEMPLATES (CONT.)

### PERSONAL ANNOUNCEMENT

Every day we take thousands of steps to get where we need to go. Now we can take steps toward a healthier lifestyle and support the American Heart Association.

On [EVENT DATE], I will join the American Heart Association to get Healthy For Good™! During the month of April, the American Heart Association is encouraging Americans to move more and commit to being physically active. Will you join me?

Find out more at [heart.org/MoveMore](http://heart.org/MoveMore).

### DAY BEFORE EVENT REMINDER

Don't forget: Join us for a fun event tomorrow to Move More and get Healthy For Good™ with the American Heart Association. Don't forget to wear your sneakers and red shoelaces if you have them! Meet us at [LOCATION] tomorrow at [TIME].

See you there!

### POST EVENT ACTIVITY CHALLENGE ANNOUNCEMENT

Thanks to everyone who joined us. We had a great turnout and a lot of commitment to get healthy and get fit. [ADD MORE HERE IF DESIRED, e.g., announcement of winners, pledges, etc.]

But we can't get healthy in one day. So we're launching a Four-Week Activity Challenge. Each week, we'll be sending you everything you need to complete the challenge, including:

- Daily tips
- Weekly articles/handouts about getting healthy

[INSERT DETAILS ABOUT CHALLENGE, PRIZES, ETC.]

[INSERT FOLLOWING IF YOU ARE PARTICIPATING IN HEART WALK] Don't forget that part of fighting heart disease, the nation's number one killer, is helping the American Heart Association fund lifesaving research. We can do that by spreading the word and raising funds for the [CITY NAME] Heart Walk on [DATE]. There's still time to join the team! [DETAILS, SIGNUP INFO, ETC.]

Thanks again, and keep moving!

[IF APPLICABLE, INCLUDE INFORMATION ABOUT RALLY OR EVENT AT THE END OF THE FOUR WEEKS]



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## COMMUNICATION TEMPLATES (CONT.)

### PERSONAL ACTIVITY CHALLENGE ANNOUNCEMENT

Thanks to everyone who joined me. We can't get healthy in one day. So, I'm launching a Four-Week Activity Challenge. Will you join me? I'll provide:

- Daily tips
- Weekly articles/handouts about getting healthy

Don't forget that part of fighting heart disease and stroke is helping the American Heart Association fund lifesaving research. We can do that by spreading the word and raising funds for the [CITY NAME] Heart Walk on [DATE].

Thanks, and let's get moving!

### EMAIL AND SOCIAL MEDIA TIPS

- Don't overwhelm people with too many messages. Think about your audience and how much information they'll want. If you don't want to send daily emails, use social media or send one email a week with a number of tips and the article/handout.
- Ask for feedback on the tips you're sending. For example, if you provide a tip on being active at work, ask readers to share photos or tips on how they do it.
- Encourage friendly competition and recognize activity challenge teams and leaders.
- Follow the general theme of each week (see articles/handouts) to provide a fresh focus for content.
- If you are completing the challenge, use a countdown by stating how many days are left: "10 days to go!" You can also use the countdown in reverse by announcing which day of the challenge you're on: Day One, Day Two.
- Show how you're getting active and use the hashtag **#HealthyForGood** to join the national conversation!



## **FOUR WEEK ACTIVITY CHALLENGE**

We know it takes more than just one day to form lasting healthy habits. Use your event as a starting point and keep the momentum going by launching a four-week challenge focused on physical activity. This is a great way to extend the fun all month and can be customized to your workplace, community, school or family.

We've included everything you need to motivate your participants

- Daily Tips — Email or share on social media and encourage participants to try them with their families.
- Articles/Handouts — Provide one each week of the challenge to kick off that week's theme.

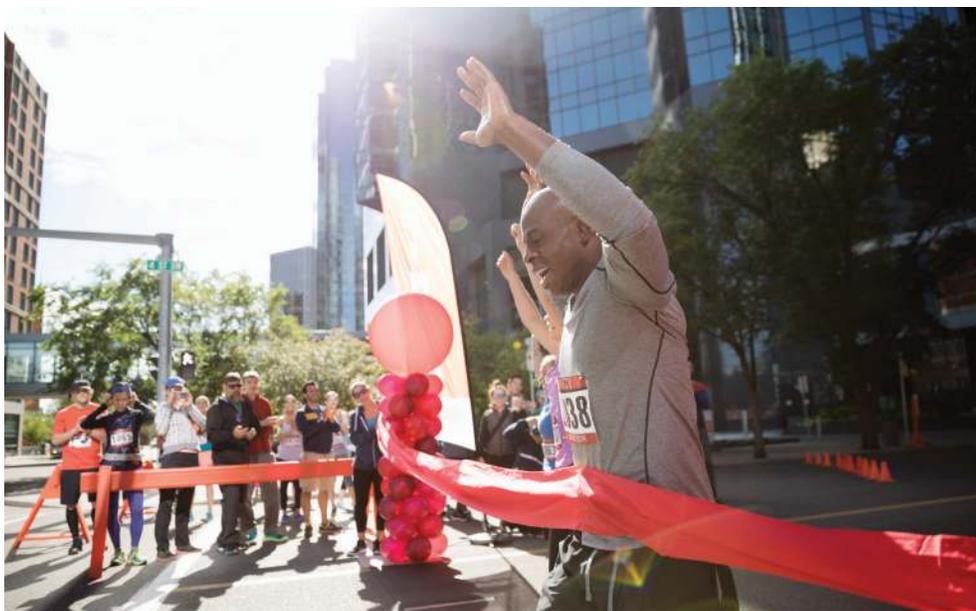
“I pledge to be physically active at least 150 minutes per week for four weeks to improve my health.”

Encourage participants to track their total minutes per day and week. Any type of moderate to vigorous activity counts, such as walking, running, biking, dancing, playing sports, etc.

Consider offering prizes as an incentive. Here are a few suggestions of achievements to recognize:

- Everyone who completes the challenge by achieving a total of at least 150 minutes for each of the four weeks
- The most improved participant who increases their total minutes per week the most
- The person who achieves the most total minutes each week or for the overall four-week period

Give your challenge a creative theme or tagline such as “Spring into Action” or “4 Weeks 4 Health.” Make the challenge your own by customizing it to your audience.





## ***MORE RESOURCES***

The American Heart Association offers many free resources to help people be more active and live healthier.

- Visit [heart.org/HealthyForGood](https://heart.org/HealthyForGood) for the latest info on physical activity, healthy eating, weight management and much more.
- Visit [heart.org/WorkplaceHealth](https://heart.org/WorkplaceHealth) for employer resources including our Healthy Workplace Food and Beverage Toolkit.
- Get information on **CPR and emergency cardiovascular care training**, including programs designed for schools and workplaces.
- Find information about your local Heart Walk event at [HeartWalk.org](https://HeartWalk.org).
- Learn about offering Jump Rope For Heart and Hoops For Heart in your school at [heart.org/Jump](https://heart.org/Jump).
- Connect with us on **Facebook** and **Twitter**.
- Sign up to get **Healthy For Good tips**, tools and hacks direct to your inbox.

Thank you from the American Heart Association for participating. If you need any assistance planning your event or you have any questions, please contact **your local American Heart Association office**.

