



Healthy for Good™

MOVE MORE 2022

Activation Guide

F I N D Y O U R F I E R C E

#MoveMore
Join the movement at
heart.org/MoveMore

EAT SMART MOVE MORE BE WELL



INTRODUCING HEALTHY FOR GOOD



What's good for your mind and body is good for your heart. That's why our new approach to this total health platform gives you simple resources to help nourish your mind, heart and body with science you can trust and tools you can use. Let's create healthy habits that stick!

Join us today — and get healthy for good. Here are the facts:

The guide includes information on:

- [Four-Week Breakdown](#)
- [Communication](#)
- [More Resources](#)

We're sitting too much. One in 4 U.S. adults sit for longer than eight hours each day, which can hurt your physical and mental health.

Physical activity is a powerful tool — and a mood booster. It also helps us reduce stress and lower the risk of heart disease and stroke. Getting the recommended amount of physical activity a day is linked to lower risk of diseases, improved mental health and lower risk of depression.

Staying active can help you feel, think, sleep and live better. Studies show that higher fitness levels are linked to better attention, learning, working memory and problem solving. Getting the recommended amount of physical activity can also curb depression. And you may just live longer!

Let's get started. Stand, stretch, walk, dance ... do whatever gets you moving! Here are a few tips.

Start small. Any movement is better than none, and more is better! Start out with just five minutes of movement and build from there or split it up throughout the day.

Step outside — and keep stepping. It's a great way to get moving and take in some sunlight, which can improve mood, boost immunity and help you get some vitamin D.

Put a leash on it. If you have a pet, get moving together! Exercise is a win-win for both of you.

Commit to being fit. Schedule time throughout the day to move. Set a reminder on your calendar, phone or journal.

Let us help. Choose from one of the American Heart Association's Fierce [5-minute movement break videos](#) for inspiration.



FOUR-WEEK BREAKDOWN

Check out our four-week breakdown to help encourage and keep everyone moving more. Tips and featured content align with these themes:

- [National Walking Day](#)
- [Benefits of Movement](#)
- [Move More](#)
- [Mental Well-Being and Healthy Habits](#)

Week One:

Walking is one of the simplest ways to get active and stay active. With each step you take, you travel further down the path to a healthier lifestyle. Research has shown that walking can have a significant impact on your health by lowering your chances of heart disease. Get ready to walk on National Walking Day, April 6.

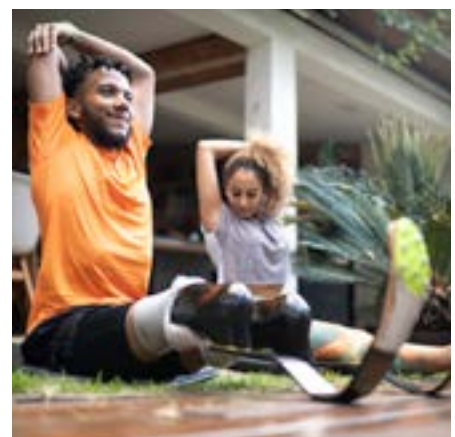
- [Fit in Walking Morning, Noon or Night](#)
- [Why Is Walking the Most Popular Form of Exercise?](#)
- [Move More with Your Pet](#)
- [Treat Your Feet Right](#)
- [Staying Hydrated — Staying Healthy](#)
- [Get the Right Sneakers for Your Workout Infographic](#)

Week Two:

Every journey, including your own to better health and well-being, begins with just one step. Although getting and staying healthy can feel like a big challenge, it doesn't have to be. Working small, positive steps into your daily life can help you build a healthier life routine.

Tying those positive steps to other things you already do regularly — a practice called "habit stacking," or "habit chaining" — can help turn them into ironclad habits. For instance, you could take a daily habit, like brushing your teeth, and add in a little movement, like doing five squats.

- [How to Break Bad Habits and Change Behaviors](#)
- [Read Some Fit Bits](#)
- [Remember, Easy Does It](#)
- [Change Is a Mindset](#)
- [Get Ready, Get Set...](#)
- [What's Your Endgame?](#)
- [Prepare to Succeed](#)
- [Setbacks and Recovery: That's OK](#)





Week Three:

Exercise is one of the best ways to keep your body healthy and release stress. Regular physical activity improves your mood, energy and sleep. Move more and stick with it! You'll build more opportunities to be active into your routine when you find ways to move that you like.

- [Working Out to Relieve Stress](#)
- [Move More for Whole Body Health](#)
- [How to Keep Cool During Warm Weather Workouts](#)
- [Make Every Move Count Infographic](#)
- [Limit Screen Time and Get Your Kids \(and the Whole Family\) Moving](#)
- [No Time for Exercise? Here Are 7 Easy Ways to Move More!](#)
- [Hate Exercise? 5 Tips That May Change Your Mind](#)
- [Warm Up, Cool Down](#)
- [Is Your Workout Working? Infographic](#)

Week Four:

Let's get the whole family to move more! The American Heart Association recommends that healthy children stay active throughout the day. Kids 6 and older should get at least an hour of moderate to vigorous activity daily. This helps them maintain a healthy weight and keep their hearts, brains and bodies healthy.

- [Daily Tips to Help Keep Your Family Active](#)
- [Recommendations for Physical Activity in Kids Infographic](#)
- [How Can I Help My Child Be More Physically Active?](#)
- [How to Get Your Family Active](#)
- [Limit Screen Time and Get Your Kids and the Whole Family Moving](#)
- [Breaking Down Barriers to Fitness](#)



Find your fierce on a conference call.



Find your fierce during TV time.



Find your fierce on your way.





COMMUNICATION

Use these messages to promote participation to Move More. Customize them to fit your needs and add a personal touch when possible for greater appeal to your audience.

Move More and National Walking Day Communications

Use these messages to promote participation. Customize them to fit your needs and add personal touches to help get folks moving.

Support/Endorsement Request to Your Company's HR Department or Executive Leadership

Our employees are going through stressful times. Now more than ever, we need to encourage them to focus on their mental and physical health. Exercise has numerous benefits, such as relieving stress, improving sleep, preventing chronic diseases and controlling weight. It may also help with cognitive skills, including memory and attention.

We can encourage a healthier way of living for our employees by getting Healthy for Good™ with the American Heart Association. During April, we're encouraging people to move more and commit to being physically active.

I would like your approval for our organization to participate in Move More Month and beyond. On National Walking Day, April 6, we'll ask everyone to participate in a short movement break, commit to moving more all month long and join Healthy for Good. We'll get free resources to help our employees get healthier and participate in a fun activity that fosters morale, team building and productivity. Learn more at heart.org/MoveMoreTogether.

Initial Messaging to Employees/Participants

We're joining the American Heart Association to get Healthy for Good™. As more people are working and socializing at home, physical activity is more important than ever for maintaining physical and mental health. Science shows that being more active can help you feel, think and sleep better, so the American Heart Association recommends that we move more, with more intensity, and sit less.

We'll join millions of people nationwide who are committing to live a healthier lifestyle and get physically active. Here's what you can do to join in the celebration:

- Wear your sneakers and participate in at least one short movement break on National Walking Day, April 6. Share it on social with #MoveMore.
- Pledge to live a healthier lifestyle and start a habit of moving more. Participate in daily Fierce 5 movement breaks. Invite others to join you.
- Join Healthy for Good and follow the Healthy for Good Facebook and/or Twitter channels to get free tips, tools, recipes and more to help you stay motivated. Find out more at heart.org/MoveMoreTogether.



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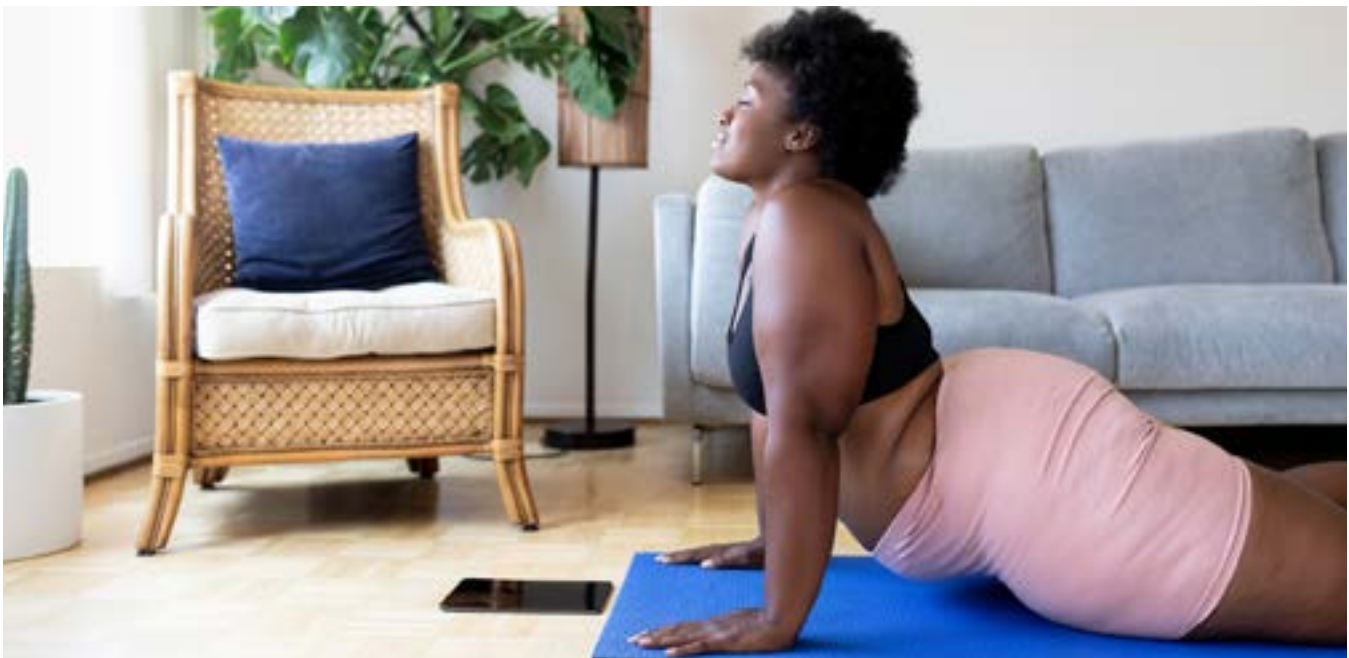
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Move More Encouragement

I'm joining with the American Heart Association to get Healthy for Good™! I encourage everyone to Move More and Find Your Fierce by taking at least one short Fierce 5 movement break today and sharing it on your social channels. Find out more at heart.org/MoveMoreTogether.

National Walking Day Follow-Up

Thanks to everyone for moving more on National Walking Day! We had a lot of fun together and took a powerful first step to getting healthy and fit. [ADD MORE HERE IF DESIRED, e.g., recognition, announcement of winners, links to photos or social posts, etc.] Since we can't get healthy in one day, it's important to keep moving all month long and beyond. Take time now to schedule movement breaks and join Healthy for Good.





Move More Encouragement

If you participated in National Walking Day, congratulations on taking the first step to a healthier lifestyle. If you didn't, don't worry. There are still ways to participate. You can:

- Schedule Fierce 5 movement breaks all month long.
- Follow the Healthy for Good™ [Facebook](#) and/or [Twitter](#) channels to share and learn more tips.
- Join the American Heart Association's Healthy for Good movement and get tips and inspiration on eating smart and moving more.

Take time now to schedule your movement breaks. You'll be well on your way to moving more.

Move More Follow-Up

Thank you for celebrating Move More with us. We had great participation and many of you committed to keeping your new healthy habits going. [ADD MORE HERE IF DESIRED, e.g., recognition, announcement of winners, etc.] Let's keep moving and take other simple steps to boost our physical and mental health. To find more resources, make sure you join Healthy for Good.





MORE RESOURCES

The American Heart Association has many resources to help people eat and live healthier. Visit heart.org/HealthyforGood or these specific sites:

CPR

Get information on emergency cardiovascular care training, including programs for schools and workplaces.

CycleNation

Find out how to get involved in CycleNation, empowering people across the nation to use road bikes, stationary bikes, spin classes and more to get heart and brain healthy, all while raising funds to prevent heart disease and stroke.

Heart-Check Food Certification Program

Learn about how our Heart-Check mark on food packaging helps people find foods in the grocery store that can be part of their healthy eating plan.

Heart Walk

Find out how to get involved in your local Heart Walk, our signature event for companies, individuals and families.

Eat Smart Month

Commit to eating healthier, cooking at home and starting other healthy habits during September.

NFL PLAY 60

This free, fun, family-friendly app helps get kids moving.

Recipes

Discover how easy, budget-friendly and delicious healthy cooking can be.

School Events

Find out how to offer the Kids Heart Challenge/ American Heart Challenge in your school.

Sign up to receive [Healthy for Good](#) tips, tools and more in your inbox and connect with us on [Facebook](#) and [Twitter](#).

