

## Promoting Physical Activity with the Move Your Way® Campaign: Lessons Learned from Local Health Departments



### The Importance of Physical Activity

The second edition of the *Physical Activity Guidelines for Americans* (Guidelines) provides evidence-based recommendations for adults and youth ages 3 through 17 to safely get the physical activity they need to stay healthy. Despite the many benefits of physical activity, research shows that the majority of Americans do not meet the recommendations in the Guidelines. Only 24% of adults meet both the aerobic and muscle-strengthening recommendations, and only 20% of students in grades 9 through 12 meet the aerobic and muscle-/bone-strengthening recommendations

for youth.<sup>1</sup> Additionally, overall awareness and knowledge of the Guidelines is low and many U.S. adults' perceptions of physical activity focus on conventional exercise routines.<sup>2-4</sup>

### The Move Your Way® Campaign

The *Move Your Way*® campaign is the communications campaign connected to the *Physical Activity Guidelines for Americans*. The campaign promotes the recommendations from the Guidelines, emphasizes that





all sorts of activities count, and highlights strategies for overcoming common barriers to physical activity. The campaign is rooted in theory and scientific literature, and all campaign materials are tested to ensure they are relevant and motivating to key audiences. The Move Your Way® campaign aims to increase awareness and knowledge of the Guidelines, increase physical activity self-efficacy, and ultimately change behavior – all while shifting the narrative surrounding physical activity.

## Using Move Your Way® Resources to Promote Physical Activity

The campaign offers over 50 tools and resources for various audiences, including youth, adults, parents, people during and after pregnancy, older adults, and healthcare providers. All [campaign materials](#) are available in both English and Spanish. There are Move Your Way® posters, fact sheets, videos, social media graphics and messages, online tools, and a [website for people trying to get more active](#).

Local health departments, organizations, and health promoters can use the campaign resources to promote physical activity in their communities, bolster existing physical activity and chronic disease related efforts, and help change the conversation about physical activity. The Move Your Way® [Community Playbook](#) offers tips and resources to help community organizations implement the campaign at the local level.

## Working with Communities to Implement the Move Your Way® Campaign

Over the past three years, the Office of Disease Prevention and Health Promotion (ODPHP) within the United States Department of Health and Human Services has collaborated with local health departments and organizations across the U.S. to support campaign implementation in 11 different communities. Local and state health departments led implementation in [Sioux City, IA](#), [Las Vegas, NV](#), [Columbus, OH](#), and [Jackson, MS](#), in addition to organizations like parks and recreation departments, physical activity non-profits, active transportation organizations, and community health coalitions that took the lead in [Chicago, IL](#), [Fairfax, VA](#),

[Cabarrus County, NC](#), [Wyandotte County, KS](#), [Streator, IL](#), and [Southern WV](#). These communities planned and hosted events, offered physical activity programming, and developed built environment initiatives to promote the campaign and support physical activity.

The following success stories highlight how various health departments have implemented the Move Your Way® campaign—through partnership building, campaign launch events, material distribution, and media engagement—and provide a snapshot of key process evaluation metrics collected during implementation.

## Communities Featured

- Southern Nevada Health District, Las Vegas, NV
- Mississippi State Health Department, Office of Preventive Health, Jackson, MS
- Cabarrus Health Alliance, Cabarrus County, NC

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<sup>1</sup> U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. Healthy People 2030 Topics and Objectives: Physical Activity. <https://health.gov/healthypeople/objectives-and-data/browse-objectives/physical-activity>. Updated May 25, 2021. Accessed May 26, 2021.

<sup>2</sup> Hyde ET, Omura JD, Watson KB, Fulton JE, Carlson SA. Knowledge of the Adult and Youth 2008 Physical Activity Guidelines for Americans. *J Phys Act Health*. 2019;16(8):618-622. Published 2019 Aug 1. doi:10.1123/jpah.2018-0143.

<sup>3</sup> Kay MC, Carroll DD, Carlson SA, Fulton JE. Awareness and knowledge of the 2008 Physical Activity Guidelines for Americans. *J Phys Act Health*. 2014;11(4):693-698. doi:10.1123/jpah.2012-0171.

<sup>4</sup> Piercy KL, Bevington F, Vaux-Bjerke A, Hilfiker SW, Arayasirikul S, Barnett EY. Understanding Contemplators' Knowledge and Awareness of the Physical Activity Guidelines. *J Phys Act Health*. 2020;17(4):404-411. Published 2020 Apr 1. doi:10.1123/jpah.2019-0393.



## Southern Nevada Health District: Engaging Partners for Success – Implementing the Move Your Way® Campaign



### Background

Data show that less than 25% of Nevada residents meet the recommendations in the *Physical Activity Guidelines for Americans*, and



another quarter report no leisure-time physical activity at all. The Southern Nevada Health District (SNHD) aims to change these statistics, and to increase physical activity throughout Clark County. Between February and July 2019, the SNHD collaborated with the Office of Disease Prevention and Health Promotion (ODPHP) at the U.S. Department of Health and Human Services to pilot the Move Your Way® campaign in an effort to increase physical activity knowledge, self-efficacy, and behavior. The Move Your Way® campaign turns recommendations from the *Physical Activity Guidelines* into easy-to-understand physical activity guidance for adults, families, and health professionals, with free fact sheets, posters, videos, and interactive tools available in both English and Spanish.

SNHD serves 2.2 million residents in Southern Nevada, which represents over 72% of the state's total population. SNHD serves a racially and ethnically diverse community with a large percentage of older adults. As the lead organization to pilot the Move Your Way®

campaign in Southern Nevada, SNHD leveraged an existing local obesity prevention coalition, Partners for Healthy Nevada, to help support their efforts. With help from the coalition, SNHD identified populations that were at greater risk for physical activity related health disparities. Priority populations for this pilot included Spanish-speakers, older adults, low-income populations, and families with children.

### The Move Your Way® Campaign in Action

Through partnerships and coalitions, organizations implementing the Move Your Way® campaign host and support events and programs designed to create opportunities for physical activity; disseminate Move



Your Way® materials and messages to educate the community about the *Physical Activity Guidelines*; engage local radio, television, news, social media, and a paid advertising buy to promote the campaign; and use tools from the Move Your Way® Community Playbook to track progress and evaluate success.

**“We used the launch to raise awareness about the wonderful trail system and other outdoor amenities we have here in Southern Nevada.”**

**— Nicole Bungum, Co-Community Pilot Lead on the Move Your Way 5K and Family Fun Walk at Craig Ranch Regional Park**

## Campaign Launch Event

SNHD worked with Partners for Healthy Nevada to plan and host a Move Your Way 5K and Family Fun Walk at a local park to launch the campaign. The event created an opportunity for community members to both learn about and participate in physical activity. The event was hosted by a local radio personality and featured the Mayor of North Las Vegas, as well as athletes and trainers from the Las Vegas Aces WNBA team and a local professional BMX rider. SNHD distributed Move Your Way® fact sheets, displayed physical activity facts and messages on sandwich boards, and created a Move Your Way® selfie station where participants could take photos and share them on social media. Over 300 people participated in the walk and more participated in the additional activities at the event. The launch event was promoted as a family friendly event for all ages and abilities. To be inclusive of people with varying abilities, the event space included a paved course, which was accessible for people in wheelchairs and those with strollers.



**Adults need a mix of physical activity to stay healthy.**

### Moderate-Intensity aerobic activity

Anything that gets your heart beating faster counts.

at least  
**150**  
minutes  
a week



AND

### Muscle-strengthening activity

Do activities that make your muscles work harder than usual.

at least  
**2**  
days  
a week



Walk. Run. Dance. Play. What's **your** move?  
[health.gov/MoveYourWay](http://health.gov/MoveYourWay)

The Move Your Way icon is a service mark of the U.S. Department of Health and Human Services. Used with permission.



## Working with Schools

SNHD partnered with the student wellness club at a local elementary school to plan and host a Move Your Way® event for students. Students collaborated with their physical education teacher to create lesson plans focused on the *Physical Activity Guidelines*. After the student-led lesson, all students were encouraged to get active outside. Students were joined by parents, faculty, and staff as they walked, ran, or skipped laps around the school. SNHD attended the event, offered more information about the campaign, and distributed Move Your Way® materials to families.

## Customizing the Campaign

In an effort to make the campaign specific to their community, SNHD worked with ODPHP to customize Move Your Way® materials by using photos of people being active in desert landscapes. SNHD also customized Move Your Way® social media messages to highlight local parks and trails where people could be active closer to home.

### Snapshot of Pilot Activities

**9** campaign events reaching over **3,690** community members

**5,049** Move Your Way® materials distributed

**11,865** people reached by social media messages with **199** social media engagements

**23** partners supporting the campaign

**15,455,452** ad impressions of Move Your Way® social media advertisements

## Partnership and Local Customization Lead to Campaign Success

SNHD capitalized on a successful launch event and continued to build momentum and awareness of the Move Your Way® campaign throughout their 5-month implementation. For SNHD, the Move Your Way® messages and materials filled a gap in existing resources by providing valuable information on physical activity that were both science-based and audience tested. Promoting Move Your Way® alongside information about local resources allowed SNHD to continue spreading the word about nearby parks and trails, but with a new campaign twist. Finally, campaign implementation allowed SNHD to strengthen existing partnerships and collaborate with new organizations and individuals.

Despite the need to cover a large geographic area and contend with a variety of other community events, SNHD and its partners worked together to create strategic solutions to reach priority populations and make their Move Your Way® campaign a big success.

In 2021, SNHD is again working with ODPHP to implement and evaluate the Move Your Way® campaign focusing primarily on Spanish speakers in the Southern Nevada community.



For more information about the Move Your Way® campaign, visit:

<https://health.gov/our-work/physical-activity/move-your-way-campaign>

For more information about SNHD's efforts around Move Your Way®, visit:

<https://gethealthyclarkcounty.org/get-moving/move-your-way/>

<https://www.vivasaludable.org/get-moving/muevete-a-tu-manera/>

Contacts: Nicole Bungum or Mindy Meacham  
Email: [bungum@snhd.org](mailto:bungum@snhd.org) or [meacham@snhd.org](mailto:meacham@snhd.org)  
Phone: 702.759.1270  
City, State: Las Vegas, Nevada  
Website: [www.southernnevadahealthdistrict.org/](http://www.southernnevadahealthdistrict.org/)  
[www.gethealthyclarkcounty.org/](http://www.gethealthyclarkcounty.org/)  
[www.vivasaludable.org](http://www.vivasaludable.org)



## Mississippi State Department of Health: Getting Jackson Moving with the Move Your Way® Campaign



### Background

Physical activity is an important health behavior for the Mississippi State Department of Health (MSDH) in Jackson, Mississippi. State legislation created the State Employee Wellness Program in 2010, and through the implementation of this program, MSDH has stressed the importance of physical activity to improve the health of employees throughout the state over the past decade. The MSDH serves over 160,000 residents in Jackson.

In an effort to get more Jackson residents moving, MSDH collaborated with the Office of Disease Prevention and Health Promotion (ODPHP) at the U.S. Department of Health and Human Services to implement and evaluate the Move Your Way® campaign between February and July 2019. The Move Your Way® campaign turns recommendations from the *Physical Activity Guidelines* into easy-to-understand physical activity guidance for adults, families, and health professionals, with free fact sheets, posters, videos, and interactive tools available in both English and Spanish.

The Office of Preventive Health at MSDH served as the lead agency to spearhead the Move Your Way® campaign. They worked with a group of strategic partners including the American Heart Association, Mississippi Business Group on Health, Mississippi Legislative Budget Office, Jackson Heart Study, and a local hospital to plan and execute campaign activities and promotion. MSDH and partners focused their efforts on reaching priority populations including low-income families and African American residents of Jackson.

**“At first people might think an activity is too hard, but the point is to move the way that works for you – and to have fun with it.”**

**— Tiffani Grant, Community Pilot Lead, Office of Preventive Health at MSDH**

### Getting Jackson Moving with the Move Your Way® Campaign

Through partnerships and coalitions, organizations implementing the Move Your Way® campaign host and support events and programs designed to create opportunities for physical activity; disseminate Move Your Way® materials and messages to educate the community about the *Physical Activity Guidelines*; engage local radio, television, news, social media, and a paid advertising buy to promote the campaign; and use tools from the Move Your Way® Community Playbook to track progress and evaluate success.

**“The Move Your Way materials help spread the word that everything counts. If you have limited mobility and you walk outside to your mailbox, that’s movement! It helps people see the significance of every effort.”**

— Tiffani Grant

## Campaign Launch

To launch the campaign in Jackson, MSDH planned and hosted a “Move Your Way Try-a-Thon,” where they emphasized that every bit of physical activity counts and encouraged community members to find what works for them. The Try-a-Thon was hosted at The Jackson Medical Mall, a site that also hosts several services including a community health center, WIC (Women, Infant and Children) clinic, local health department offices, and the Jackson School of Public Health. The Jackson Medical Mall was a great place to host the event because the community was already familiar with going to the mall for services and it is very accessible, located in the center of the city. Over 300 people attended the launch event, which was hosted by a local radio personality and featured more than 60 activities. The event included a variety of ways attendees could get active, like Zumba and hip-hop aerobics and active games like Duck, Duck, Goose. There were also health screenings, speakers talking about the importance of physical activity, circus training, face painting, and opportunities to win passes for free fitness classes.

## Partnering for Events

The project team also hosted an event as part of Kids to Park Day, which is a nationwide annual event hosted by the National Park Trust designed to connect kids and families to their national, state, and local parks. Connecting the Move Your Way® campaign to this event helped boost campaign visibility and created further partnerships with the National Park Service and

Mississippi State Parks. Activities offered at the event included kite flying, archery, giant bubble making, and other family friendly activities.

## Using Social Media

MSDH utilized Instagram and Facebook to start a conversation on social media and created their own hashtag #MoveYourWayJXN to create buzz about upcoming events and activities. They promoted a social media challenge to showcase different ways to move your way. Participating government offices and organizations created videos showing how they move and challenged other organizations to do the same. The challenge helped generate attention, visibility, and interest in the campaign across the city.



**“Try-A-Thon”  
Try What Works for You**

**Family Friendly FREE Event**



Interactive Physical Activity Demonstrations      Health Screenings and Vendors      Heart Health and Healthy Eating Presentations

**Where**  
Jackson Medical Mall (Center Stage)  
350 West Woodrow Wilson Avenue  
Jackson, Mississippi 39213

**When**  
Saturday, February 9, 2019  
Registration: 8:30 a.m.  
Event: 9 a.m. to 12:30 p.m.



For more information, please contact Tiffani Grant at 601-206-1559 or email at [tiffani.grant@healthymiss.com](mailto:tiffani.grant@healthymiss.com).

The Move Your Way logo is a service mark of the U.S. Department of Health and Human Services. Used with permission.



## Snapshot of Pilot Activities

**12** community events reaching over **3,240** community members

**1,952** Move Your Way® materials distributed

**16,898** people reached by social media messages with **611** social media engagements

**42** partners supporting the campaign

**10,546,797** ad impressions of Move Your Way® social media advertisements

**3,739,600** earned media impressions

## Campaign Success and Future Plans

Implementing the Move Your Way® campaign allowed MSDH to directly connect a federal campaign to local priorities. Reducing the high obesity rates and low physical activity levels within the state is a key priority of the health department, and the Move Your Way® campaign was in alignment with their goals. The campaign also offered a specific project and message for local health champions to rally around. MSDH was able to work with local organizations and healthcare providers to promote a unified message about physical activity for Jackson residents. Moving forward, MSDH is pursuing other avenues for integration, like working Move Your Way® messages into the statewide Diabetes Prevention Program.

For more information about the Move Your Way® campaign visit:

<https://health.gov/our-work/physical-activity/move-your-way-campaign>

For more information about Jackson's efforts around Move Your Way® visit:

<https://msdh.ms.gov/msdhsite/static/43,0,270,806.html>



Contact: Tiffani Grant

Email: [tiffani.grant@msdh.state.ms.us](mailto:tiffani.grant@msdh.state.ms.us)

Phone: 601.206.1586

City, State: Jackson, Mississippi



# Cabarrus Health Alliance: Using the Move Your Way® Campaign to Engage the Community in a Local Walking Challenge



**CABARRUS  
HEALTH  
ALLIANCE**

## Background

Between March and October of 2020, the Cabarrus Health Alliance (CHA) collaborated with the Office of Disease Prevention and Health Promotion (ODPHP) at the U.S. Department of Health and Human Services to implement and evaluate the Move Your Way® campaign as part of their Walk Cabarrus initiative. The Move Your Way® campaign turns recommendations from the *Physical Activity Guidelines* into easy-to-understand physical activity guidance for adults, families, and health professionals, with free fact sheets, posters, videos, and interactive tools available in both English and Spanish.

CHA is the public health authority serving over 216,000 residents of Cabarrus County, North Carolina. The county has experienced tremendous population growth and evolving health concerns over the past decade. Improving the health of families throughout the county is a primary goal of CHA and its many partners – including those that support Walk Cabarrus. Walk Cabarrus is a community-wide initiative that aims to get more residents active by walking more.

In 2020, Walk Cabarrus set a goal to log 1 billion steps, and CHA used the Move Your Way® campaign to spread the word and motivate residents. Due to the COVID-19 pandemic, CHA was forced to adapt their campaign to help people get active safely and had to think of creative ways to promote physical activity during social distancing.



## Move Your Way® in the Walk Cabarrus Community Challenge

Through partnerships and coalitions, organizations implementing the Move Your Way® campaign host and support events and programs designed to create opportunities for physical activity; disseminate Move Your Way® materials and messages to educate the

community about the *Physical Activity Guidelines*; engage local radio, television, news, social media, and a paid advertising buy to promote the campaign; and use tools from the Move Your Way® Community Playbook to track progress and evaluate success.

**“Move Your Way is the perfect complement to our walking challenge. The Move Your Way messages explain to prospective participants why physical activity is important, and how every little bit counts. And then the walking challenge provides an easy way to get started.”**

— Lisa Perry, Community Health Partner for Walk Cabarrus and CHA

## A Virtual Campaign Launch

Launching their campaign in April 2020, Walk Cabarrus’s efforts quickly required an adaptation to the virtual environment. Not wanting community members to lose out, the planning team focused on an event that would make people feel like they were getting active together, even though they were apart. This involved having participants share photos and videos of the different ways and different places they get active, promoting the activity through neighborhood captains who delivered swag packs with Move Your Way® materials and Walk Cabarrus magnets to 2,400 mailboxes, and giving prizes to participants who answered questions about physical activity throughout the day. In total, community members logged almost 4.5 million steps on launch day.

## Promotion at the Local Drive-In

“Meet people where they already are” was an extremely important piece of advice for any physical activity promotion during the COVID-19 pandemic. With help and support from a local hospital system and local marketing agency, CHA developed creative ways for reaching community members and families during the



pandemic, including promoting the Move Your Way® campaign and Walk Cabarrus initiative before feature films at the local summer drive-in movie theater.

## Using Social Media

Leveraging their partnership with a local marketing agency, CHA created a Walk Cabarrus Participants social media group to engage with participants of the Walk Cabarrus initiative. Through this online group and the Walk Cabarrus social media accounts, CHA promoted their launch event and ongoing activities. The social media group allowed members to share posts and pictures of their activities, including step counts and what they saw on their walks.

## Counting Pet Steps

“Lots of things count as physical activity, even things you already do, like yardwork or walking the dog.” CHA highlighted this important Move Your Way® message by allowing Walk Cabarrus participants to track their pet steps alongside their own. They also created a video that shared the *Physical Activity Guidelines* alongside advice for getting moving as a family – pets included.



## Snapshot of Pilot Activities

**5** community events reaching over  
**622** community members

**3,343** Move Your Way® materials distributed

**36** social media posts reaching **31,318** people,  
with **1,077** engagements

**6** partners supporting the campaign

**11,745,300** ad impressions of Move Your Way®  
social media advertisements

For more information about the Move Your Way®  
campaign visit:

<https://health.gov/our-work/physical-activity/move-your-way-campaign>

For more information about the Walk Cabarrus  
initiative visit:

<https://walkcabarrus.com/2020-recap/>



Contact: Marcella Beam

Email: [Marcella.beam@cabarrushealth.org](mailto:Marcella.beam@cabarrushealth.org)

Phone: 704.920.1282

City/state: Cabarrus County, North Carolina

## Campaign Success

Implementing the Move Your Way® campaign alongside an established physical activity initiative offered new opportunities to engage community members. The Move Your Way® campaign is developed and tested to inform and motivate physical activity contemplators – or people who are not yet meeting the recommendations in the *Physical Activity Guidelines for Americans*. Promoting the campaign alongside the walking challenge, which provided a structured and supportive environment to track physical activity, was a recipe for success. Walk Cabarrus reached their goal of 1 billion steps in November and set a new goal for 2021: 2 billion steps.





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The National Association of County and City Health Officials is the voice of more than 3,000 local health departments across the country. These city, county, metropolitan, district, and tribal departments work every day to ensure the safety of the water we drink, the food we eat, and the air we breathe.

## For more information, please contact:

Stephanie Weiss, MPH  
Director, Chronic Disease  
sweiss@naccho.org

Johanna Segovia, MPH  
Program Analyst, Chronic Disease  
jsegovia@naccho.org



[www.naccho.org](http://www.naccho.org)



The mission of the National Association of County and City Health Officials (NACCHO) is to improve the health of communities by strengthening and advocating for local health departments.

1201 Eye Street, NW 4th Floor Washington, DC 20005

P 202-783-5550 F 202-783-1583

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