



Move Your Way® Community Playbook

Campaign Talking Points

As part of your community campaign, you'll need to promote physical activity messages in lots of different situations — like campaign events, conversations with donors, and media interviews.

Pick and choose the talking points you need from this list, and share them with everyone who speaks on behalf of your campaign.

What is the Physical Activity Guidelines?

The Physical Activity Guidelines for Americans:

- Provides **evidence-based recommendations** about the amount and types of physical activity Americans need to be healthy
- Includes recommendations for people ages 3 and older, including people at increased risk of chronic disease, people with disabilities, and women who are pregnant or postpartum
- Serves as an essential resource for health professionals and policymakers — and as the primary voice of the federal government on physical activity, fitness, and health for Americans



What is the national Move Your Way® campaign?

- Move Your Way is the **promotional campaign for the second edition of the Physical Activity Guidelines** for Americans. It offers tools and resources for consumers and professionals to learn about the Physical Activity Guidelines and share its key messages.
- The Office of Disease Prevention and Health Promotion, part of the U.S. Department of Health and Human Services, developed the Move Your Way campaign to help people live healthier lives through increased physical activity.
- The priority audience for Move Your Way is **physical activity contemplators** — people who aren't currently meeting the recommendations, but who are motivated to increase their activity level in the next 6 months.

What is the Move Your Way community campaign?

- We're taking the national Move Your Way resources and building a **community-based campaign** tailored to our local needs and resources.
- People need physical activity to stay healthy, but most people can't do it alone — they **need community support** to help them be active. That's where the Move Your Way community campaign comes in.
- Anyone can **get involved!** Community campaigns are only successful when we all work together. So volunteer your time, help with fundraising, and spread the word to your networks.



How much activity do adults need?

- Adults need **a mix of physical activity** to stay healthy:
 - Moderate-intensity aerobic activity — at least 150 minutes a week
 - Muscle-strengthening activity — at least 2 days a week
- **Aerobic activity** is anything that gets your heart beating faster — like brisk walking or dancing.
- **Muscle-strengthening activity** is anything that makes your muscles work harder than usual — like lifting weights or doing push-ups.
- **Break it up** over the week however you want. There's no wrong way to get to 150. Do 22 minutes 7 days a week, 30 minutes 5 days a week — whatever works for you.

- **It all adds up.** If you can't manage 150 minutes this week, do what you can! Even 5 minutes of activity has real health benefits.
- **Lots of things count.** Anything that gets you moving counts as physical activity — even active chores, like gardening or vacuuming!
- Get the same benefits in half the time. If you **step it up to vigorous-intensity** aerobic activity, aim for at least 75 minutes a week.
- **Is it moderate or vigorous?** When you're being active, just try talking:
 - If you're breathing hard but can still have a conversation easily, it's moderate-intensity activity.
 - If you can only say a few words before you have to take a breath, it's vigorous-intensity activity.

What about older adults?

- Older adults need the same amount as all adults — but if 150 minutes is too much, do what you can!
- Mix in activities to **improve your balance and lower your risk of falls** — like tai chi or swimming.

What about kids?

- Kids and teens ages 6 to 17 need **at least 60 minutes** of physical activity every day.
- Most of their 60 minutes can be moderate-intensity aerobic activity. At least 3 days a week, encourage kids to get vigorous-intensity aerobic activity.
- As part of their daily 60 minutes, kids and teens also need muscle-strengthening activity and bone-strengthening activity at least 3 days a week.
- **Bone-strengthening activity** is anything that puts healthy pressure on their bones — like playing basketball or jumping rope.
- For kids younger than 6, aim for 3 hours a day — and more is better. Limit the time when they're sitting around, like screen time.


**MOVE
YOUR WAY.**








How much physical activity do kids and teens need?

At least 60 minutes every day.

Most of that time can be **moderate-intensity aerobic activity** — anything that gets their heart beating faster counts.




And at least 3 days a week, encourage them to step it up to **vigorous-intensity aerobic activity**, so they're breathing fast and their heart is pounding.






As part of their daily 60 minutes, kids and teens also need to build in activities that make their muscles and bones stronger.

Muscle-strengthening activity
at least 3 days a week

Anything that makes their muscles work harder counts — like climbing or swinging on the monkey bars.

Bone-strengthening activity
at least 3 days a week

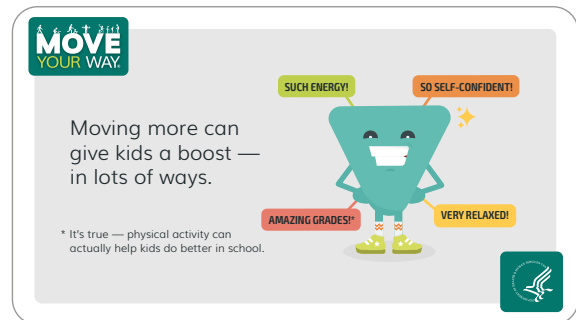
Bones need pressure to get stronger. Running, jumping, and other weight-bearing activities all count.

AND

Walk. Run. Dance. Play. What's your move?

What are the benefits of physical activity?

- Physical activity has lots of **long-term health benefits** for adults. It can:
 - Reduce risk of dementia, type 2 diabetes, heart disease, and certain cancers — including breast and lung cancer
 - Help manage chronic conditions, like diabetes and high blood pressure
 - Ease symptoms of arthritis, anxiety, and depression
- Physical activity can also **help you feel better right away**. It can:
 - Boost your mood
 - Sharpen your focus
 - Reduce your stress
 - Improve your sleep
- Physical activity has big **benefits for kids**, too. It can:
 - Help them stay healthy as they get older
 - Build their muscle and bone strength
 - Improve their mood and sleep
 - Boost their grades in school



Find more community resources at
health.gov/MoveYourWay/Playbook



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Office of
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and Health Promotion