



MOVE

WITH THE

MAYOR™

GOALS & OBJECTIVES

Goal: Empower communities to take steps to improve their heart health and reduce health disparities.

Objectives: 1) Educate citizens about simple ways to combat or manage cardiovascular disease (CVD); 2) Engage citizens to take control of their cardiovascular health through physical activity and other heart-healthy habits. 3) Help cities make it easier for people to live healthy lives.

AUDIENCE

Primary: Local community members, including city employees, other workers, local business owners, families, and city residents with/or at high risk for cardiovascular disease

Secondary: Non-downtown professionals, families, and local news and social media

SUMMARY

Heart disease and stroke is the leading cause of death in the U.S. but for 3 in 4 people, it is preventable. Walking is one of the easiest ways to lower your chances of heart disease and its risk factors, including high cholesterol, high blood pressure, and diabetes. Research shows that walking as little as 30 minutes a day can significantly reduce your risk of heart disease and stroke.

Challenge

Many Americans do not know that moving more and sitting less reduces the risk of cardiovascular disease, high blood pressure, high cholesterol and diabetes. Research now shows that any amount of physical activity has some health benefits. Americans can benefit from even small amounts of moderate-to-vigorous physical activity throughout the day, such as going for a walk, taking the stairs, and doing chores around the house.

Solution

Move with the Mayor™ is a national initiative through which mayors encourage residents to take steps to improve their health. This initiative shows that even busy people, like the Mayor, can fit heart health into their daily schedules. In addition, the National Forum helps mayors increase the walkability of their cities, answering the U.S. Surgeon General's Call to Action.

CAMPAIGN NAME & TAGLINE

Move with the Mayor™



CALL TO ACTION

Commit to your health and Move with the Mayor™ this September.

Get moving and virtually join your Mayor for Move with the Mayor events every [date] in August - October to help your heart and overall health. You'll be glad you did.

TO NE

All communications to the target audience should be in a helpful, informative and fun tone. Word choice should:

- Sound as if you're having a one-on-one conversation with the reader
- Show you understand their busy schedules
- Demonstrate how they'll feel better if they take the first steps toward a healthier, happier life.

ONE LINER

Primary: Move more and sit less throughout the day. Any increase in your physical activity will improve your health. Some physical activity is better than none. You – and your heart – will be glad you did. The Mayor is making time for his/her heart. You can, too.

Secondary: Get up and get moving. Research shows that just 30 minutes of movement a day can improve your cardiovascular health, whether you walk, take the stairs, dance, or bike. Move your way to a healthier future.

CITIES

- Akron, OH
- Augusta, GA
- Baton Rouge, LA
- Carol Stream, IL
- Columbia, SC
- Columbus, OH
- Cuyahoga Falls, OH
- Dayton, OH
- Elyria, OH
- Findlay, OH
- Gaithersburg, MD
- Green Bay, WI
- Hanover Park, IL
- Jackson, MS
- Lancaster, OH
- Norman, OK
- Rochester, MN
- Tallmadge, OH
- West Chicago, IL
- West Hartford, CT
- Wood Dale, IL
- Youngstown, OH

POSITIONING PILLAR

Moving makes you healthier.

- Move more and sit less.
- You don't need special clothes or a gym to walk. All you need is to be more active throughout your day.
- Evidence shows a strong relationship between sitting more and increased risk of all-cause mortality, heart disease, and high blood pressure.
- All physical activity, especially moderate-to-vigorous activity, can help offset these risks.
- Research now shows that any amount of physical activity has some health benefits. Americans can benefit from small amounts of moderate-to-vigorous physical activity throughout the day, like taking the stairs and doing chores around the house.
- While heart disease is the leading cause of death in the U.S., it is often preventable.
- Walking is one of the easiest ways people can lower their chances of heart disease and its risk factors, like high cholesterol, high blood pressure, and diabetes.
- Anything that gets your heart beating faster counts. Walk. Run. Dance. Play. Aim for at least 150 minutes a week. If that's more than you can do right now, even 5 minutes of physical activity has real health benefits.

Source: Physical Activity Guidelines for Americans, 2nd edition. Available at health.gov/PAGuidelines

Participate in Move with the Mayor™

- Commit to your heart and take part in Move with the Mayor. Join your Mayor for a virtual 30-minute walk/event every [date] in August - September to benefit your heart and your health.
- It might seem hard to find half an hour in your day, but busy people – just like you and the Mayor – can fit it into their daily lives.
- When you Move with the Mayor this fall, you can impact more than your heart. Use these walks to talk with city officials, business leaders, and fellow citizens about issues that are important to you.

Become part of the movement: Take the first steps now toward a better, happier, healthier life.

- Your city is one of over 25 cities participating in this year's Move with the Mayor.
- The initiative was created to celebrate World Heart Day, the world's biggest intervention against cardiovascular disease (CVD).
- World Heart Day is an international celebration that takes place on September 29 annually.
- Your city is partnering with the National Forum for Heart Disease & Stroke Prevention to host Move with the Mayor.