

**MOVE**

**WITH THE**

**MAYOR™**

**MOVE WITH THE MAYOR™** (MWTM) is a national initiative that works with mayors across the country to challenge their communities to be more physically active. Mayors encourage their communities to be physically active to lower their chances of heart disease and its risk factors like high cholesterol, high blood pressure, and diabetes.

In 2020, mayors are using MWTM messaging, policy recommendations and other tools to empower and protect community members from COVID-19 and improve cardiovascular health and health equity. Although our focus remains the same, the unprecedented nature of COVID-19 has shifted the way we work with cities and engage communities to maintain everyone's safety. We are excited to announce the continuance of MWTM as a virtual challenge this year. The National Forum has devised a new plan, outlined below, to guide you as we kick off the challenge in August.

## **MOVE WITH THE MAYOR™ 2020 VIRTUAL CHALLENGE**

Becoming a MWTM city is easy, simply make the social media pledge and confirm your participation with Jen Childress via [email](#).

*To participate in this year's Virtual Challenge, we ask that you complete two requirements:*

1. Fill out the **Step It Up! Success Roadmap**. The 2020 Roadmap will be sent out to participants in early August. [Click here](#) to view a copy of the 2019 Roadmap.

2. Complete a least **ONE** Virtual Challenge activity between **August 1 and September 29**. A suggested virtual activity list is provided on the following page.



# VIRTUAL CHALLENGE ACTIVITY LIST

The purpose of this list is to help your city generate ideas. We welcome you to create your own activities for the virtual challenge and encourage you to do more than one activity over the course of the two-month challenge.



## SOCIAL MEDIA CAMPAIGNS & CHALLENGES

### The mayor can challenge other mayors and their community to compete in a friendly competition via social media

- Mayor posts video of themselves walking/being physically active (while taking social distance precautions) and encourages residents to do the same using a set of MWTM hashtags. (Challenges could include):
  - Number of minutes being physically active
  - Trying a favorite workout/stretching routine
  - Achieving a certain number of steps each day
- You can be creative with this and do other activities such as gardening, yardwork, or even cleaning the house (maybe use Marie Kondo for inspiration!). Specific ideas:
  - Tracking the number of minutes being physically active
  - Trying a favorite workout/stretching routine
  - Achieving a certain number of steps each day
  - Growing a garden and challenge others to do the same

**Virtual Zoom or Facebook Live fitness: yoga, Zumba, boxing, meditation, etc.** You can further engage participants by asking them to live tweet and snap and post pictures of themselves on social media with the hashtag #MoveWithTheMayor. Do not feel like you must create your own live fitness class. Host a virtual Zoom and have everyone follow along to a free video, we provided some resources below.

- [P.E. for Your Living Room](#) – Downloadable videos from Brett Klika of SPIDERfit Kids.
- [Yoga with Adriene](#) – Free yoga classes with Adriene for all levels.
- [Family fitness resources](#) – A quick guide packed with ideas to get your family moving.
- Follow the National Forum's very own [Jen Childress](#) for her weekly Couch Yoga Series and other at-home workouts
- [Move More Workouts](#) by the American Heart Association
- Check out what cities have going on (e.g., FB/Twitter posts from [Baton Rouge](#) & [Findlay](#)).

**Your virtual Zoom or Facebook Live class doesn't have to be all about fitness! Try a [cooking class](#) where you try out simple, healthy snacks or meals.** If you're feeling adventurous, challenge yourself and others to make a more advanced meal or snack—and keep it healthy! *Sorry dalgona coffee and sourdough bread.*

Create a virtual scavenger hunt/bingo by visiting specific parks, trails, or landmarks throughout the city.

### Facebook Live Q & A series: "Answers to your COVID-19 Questions"

- 15-30 minute live sessions where community members can log-in and ask questions to local experts (public health director, doctor, public officials)
- Topics could include heart health, [mental health](#), coping with stress, cooking, physical activity, grocery shopping, etc.
- Here is an example from the city of [West Chicago](#) where Representative Karina Villa provides resources in both English and Spanish.

**Mayor-produced short videos on how to stay active while social distancing order is in place;** you can also invite special guests to do videos.

- Guests could include experts listed above, and other council members, local celebrities/athletes, fitness instructors, chefs, etc.

### Virtual accountability running or walking groups- form groups on Facebook

- Host a virtual walk or 5k. American Heart Association's [Move More Month Resource Guide](#) is a helpful event planning guide whether IRL or Virtual
- Other fitness challenge examples:
  - [Move Spring ideas](#) – Ideas for work from home employees
  - [Living Room Cup](#) - Work out with Nike athletes
- Other examples of Virtual 5Ks:
  - [CauseVox](#) – Virtual Walkathon Guide
  - [Race Roster](#) – Guide to Virtual Races

**#MoveWithTheMayor**

**#ActivePeople**