

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 2021, 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, COVID-19 shifted the way we work with cities and engage communities to maintain everyone's safety. We are excited to continue MWTM as a virtual challenge this year. The National Forum has devised a plan, outlined below, to guide you as we kick off the challenge in August; and check out the 2020 [highlight reel](#).

MOVE WITH THE MAYOR™ 2021 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 2021 Roadmap will be sent out to participants in early August. [Click here](#) to view a copy of the 2020 Roadmap.

2. Complete a least **ONE** Virtual Challenge activity between **August 1 and October 15**. A suggested virtual activity list is provided on the following page.



If you any questions, feel free to email:
Jen Childress
jen.childress@nationalforum.org) or
Carly Smitherman
carly.smitherman@nationalforum.org



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.

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 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 cleaning the house. Specific ideas:
 - Tracking the number of minutes being physically active
 - Achieving a certain number of steps each day
 - Growing a garden and challenge others to do the same

Virtual or physically distanced fitness classes: yoga, Zumba, boxing, meditation, etc. You can further engage participants by asking them to live tweet and post pictures of themselves on social media with the hashtag #MoveWithTheMayor. You don't have to 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.
- [Family fitness resources](#) – A quick guide packed with ideas to get your family moving.
- Follow the National Forum's very own [Jen Childress](#) for at-home workouts.
- Check out this fun MWTM [Fuse Fitness Event](#) Mayor Irvin of Aurora, IL hosted outdoors at a local dance studio.
- Check out [Healthy West Chicago's MWTM page](#) for ideas on in-person and virtual event ideas as well as their #KeepMoving Scavenger Hunt.
- [Move More Workouts](#) by the American Heart Association
- Check out what cities have going on (e.g., FB/Twitter posts from [Baton Rouge](#)).

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.

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

- Mayor Muryn of Finlay, OH promotes MWTM with events such as scavenger hunts and a ['73 questions with the Mayor'](#) walk.

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)
- Augusta Mayor Hardie Davis, Jr. along with cardiologist Dr. Bowman hosted Facebook Live [walks](#) while discussing heart-healthy living.
- Mayor Whaley of Dayton, OH shared messaging on hypertension control awareness and COVID risk factors through a Facebook Live series called [The Doctor is In](#).

Mayor-produced short videos on how to stay active; you can also invite special guests to do videos.

- Guests could include experts listed above, and local celebrities/athletes, fitness instructors, chefs, etc.
- Check out a fun example from [Tallmadge, OH](#) Mayor Kline doing the silly walk with a few city departments joining in.
- Mayor Jackson of [Glendale Heights, IL](#) created a video highlighting city parks and recreational areas while encouraging residents to get out and be active
- Jackson, MS Mayor Lumumba joined by a physician shared the importance of heart health and being physically active during the pandemic in a MWTM [PSA](#).
- Three Ohio mayors came together to create a [video](#) urging people to stay active by enjoying the area's trail system
- Mayor Norton of Rochester, MN encouraged [walking meetings](#).

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 for both in real life and 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:
 - [Race Roster](#) – Guide to Virtual Races

Join our 2021-2022 Flu Campaign by sharing messaging on preventing flu and heart attacks.

- Get your photo taken getting vaccinated and use it in social media and/or a news release.
- Invite a local TV news station to cover the mayor getting their flu shot.
- Participate in a MWTM [National Flu PSA](#).