(L-R): Mayor Rachel Proctor, De Soto, TX; Mayor Ruben Pineda, West Chicago, IL; Mayor Karen Alexander, Salisbury, NC

MOVE WITH THE MAYOR®

Move with the Mayor® Physical Activity:

Six-Year Summary Report

EXECUTIVE SUMMARY

In 2014, the National Forum for Heart Disease and Stroke Prevention (National Forum) launched the Move with the Mayor® (MWTM) initiative to enhance cardiometabolic health nationwide. In 2018, MWTM received federal funding.

MWTM provides mayors a platform to strengthen their communities' culture of health by:

- Encouraging physical activity
- Increasing awareness

Over the past decade, over 200 mayors have and continue to use MWTM to encourage active, healthy living and strengthen individual and community resilience.

"I joined Move with the Mayor® because I want the citizens and constituents of my community to enjoy an abundant life and that means a healthy life."

Mayor Sharon Weston Broome, BATON ROUGE, LA

75 to 150 minutes per week

Physical activity isn't just a means to keep fit. It's a pathway to a healthier, happier, longer life. Research shows that 75 to 150 minutes of moderate or vigorous activity per week **can reduce cardiovascular disease mortality by 22% to 31%**. Being active can also help prevent type 2 diabetes, obesity, and depression.

This project was supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of cooperative agreement number OT18-1802 Strengthening Public Health Systems and Services Through National Partnerships to Improve and Protect the Nation's Health. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

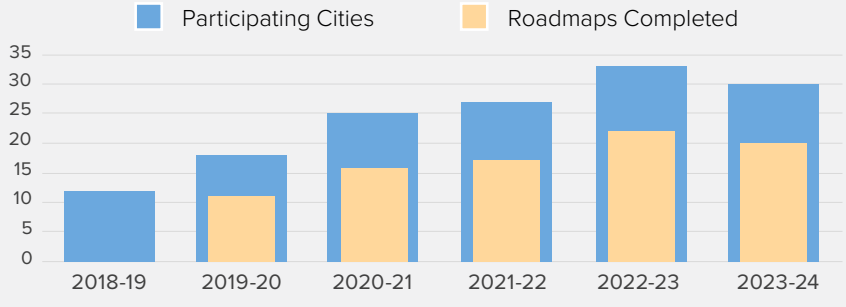
Mayors use MWTM messaging, along with program, policy, and infrastructure recommendations, and other tools to empower and protect community members from health threats and improve cardiovascular health, mental health, and health equity.

In 2018, the National Forum launched its MWTM Physical Activity initiative in collaboration with the Centers for Disease Control and Prevention (CDC) and the National Association for County and City Health Officials (NACCHO). The National Forum, CDC, and NACCHO partnered with mayors nationwide to challenge their communities to be more active to lower their chances of heart disease and its risk factors like high cholesterol, high blood pressure, and type 2 diabetes.

Over six years, MWTM, commensurate with funding, has seen growth in the number of participating mayors and has expanded to include:

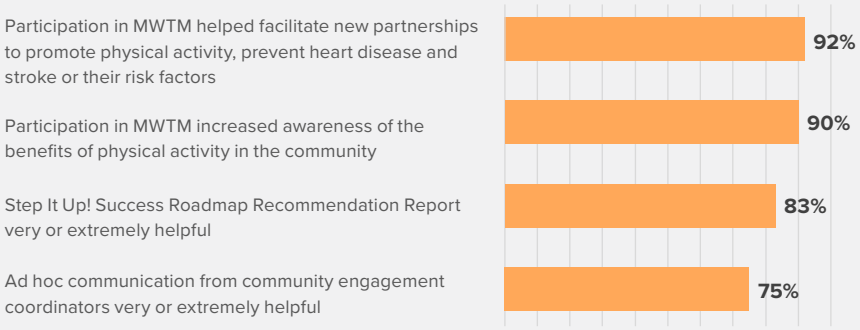
- Enhancing and strengthening partnerships for health equity with and between mayors and local health departments
- Developing and strengthening partnerships to prevent heart disease and stroke
- Advancing Community Guide programs, policies, and infrastructure changes
- Expanding the reach of MWTM with NACCHO

MWTM PHYSICAL ACTIVITY FALL CHALLENGE PARTICIPATION OVER TIME



WHAT MAYORS SAY

In evaluation surveys, mayors have consistently reported high satisfaction with MWTM, indicating that their participation helped facilitate new partnerships and increased awareness of physical activity.



This report provides a comprehensive overview of the activities, achievements, and progress made over the past six years, from August 2018 to July 2024.

"This opportunity has definitely elevated promoting your health, your emotional health, and just being able to reduce the stigma of being able to access healthcare. Move with the Mayor® really helped to focus our leadership role in the community."

Mayor Martha Guerrero
WEST SACRAMENTO, CA

"Completing the Roadmap has been a great way for City departments and partners to review our accomplishments over the year and see what we are doing well and see what we can improve. Each additional year we complete the Roadmap is a chance to see how far we have progressed."

Mayor Kim Norton
ROCHESTER, MN

YEAR 1

Laying the Groundwork for Community Engagement

KEY ACHIEVEMENTS

- **Championed Wellness in Green Bay:** The National Forum developed and released an impact report for Green Bay, Wisconsin, as part of an overarching wellness program.
- **Walked the Walk for Community Health:** Twelve cities hosted over 40 MWTM walking events, engaging community members in socially connected physical activity.

- **Inspired Leadership in Motion:** Mayor Steve Benjamin led a walk with over 40 mayors and hundreds of community members during the U.S. Conference of Mayors' Fall Leadership meeting in Columbia, South Carolina, coinciding with World Heart Day. The walk was co-led by U.S. Surgeon General Vice Admiral Jerome Adams, advocating for the Surgeon General's Step It Up! call to action.

Raising Awareness of Mayor-Public Health Partnerships:

Each year, the National Forum features mayors on panels during its mid-year and annual meetings. Topics include the connection between national security and community health, links between community health and economic prosperity, hypertension prevention and control, and fair opportunities to attain health.

- **Stepped Up for Heart Health:** Columbus, Ohio, Mayor Andrew Ginther, alongside Health Commissioner Dr. Mysheika Roberts, led four MWTM walks in September. Columbus Public Health nursing staff provided onsite blood pressure screenings.

Advocacy in Action:

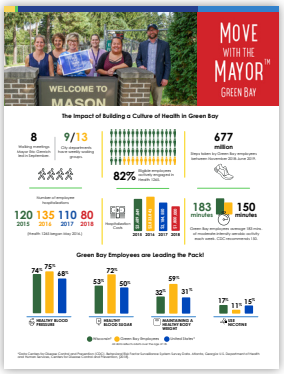
Every year, a Move with Mayor® participating mayor sponsors a resolution encouraging cities to promote mental and physical well-being through active living. These resolutions have consistently received unanimous approval from the African American Mayors Association and the United States Conference of Mayors. This highlights the dedication of local leaders to advancing public health.

YEAR 2

Expanding Initiatives and Building Strategic Alliances

KEY ACHIEVEMENTS

- **Established Continuity:** The National Forum successfully transitioned the MWTM program from one mayoral administration to another in Green Bay, Wisconsin, and updated the city's MWTM Impact Report.
- **Encouraged Kids on the Move:** Collaborated with West Chicago, Illinois, to measure physical activity among children.



City of Green Bay MWTM Impact Report

- **Launched a Friendly Competition:** Eighteen cities participated in the MWTM Challenge. Among them, 11 Ohio mayors engaged in a friendly challenge.
- **Mapped a Roadmap to Success:** The National Forum introduced the Step It Up! Success Roadmap to help cities identify and strengthen their programs and policies to improve health and physical activity, as well as help increase the impact of future MWTM programming.
- **Enhanced Resources:** Created an improved toolkit featuring updated logos, communication checklists, talking points, buzzwords, and hypertension control messaging.
- **Empowered Cities Through SparkAmerica Partnership:** Launched a partnership with SparkAmerica, providing cities with a free online platform to track physical activity and access resources on healthy, active living – increasing people's access to resources and information.

YEAR 3

Strengthening Community Health During a Pandemic

KEY ACHIEVEMENTS

- **Helped Communities Protect and Promote Health During Pandemic:**
  - Cities adapted MWTM activities to virtual formats due to the pandemic, ensuring continued engagement and support for heart health despite physical distancing restrictions.
  - Mayors used talking points and scripts developed by the National Forum in collaboration with the Million Hearts® initiative, raising awareness that high blood pressure is a COVID-19 risk factor.
  - Twenty-five cities engaged in the 2020 MWTM Virtual Challenge by participating in at least one event. Sixteen of those cities completed at least one event and a Roadmap.
  - Five mayors in DuPage County, Illinois, engaged in a friendly virtual challenge to encourage their cities to be physically active.
  - The National Forum launched the first MWTM Spring Physical Activity Challenge in partnership with SparkAmerica.
- **Continued Social Media Engagement:** Mayors and partners posted 90 MWTM-related messages throughout the challenge. Fourteen mayors participated in a World Heart Day compilation video on the importance of heart health and being physically active.

Former Dayton, Ohio, Mayor Nan Whaley, hosts an episode of "The Doctor Is In," where she discussed the linkage between high blood pressure and COVID-19 risk factors.

YEAR 4

Empowering Communities To Thrive

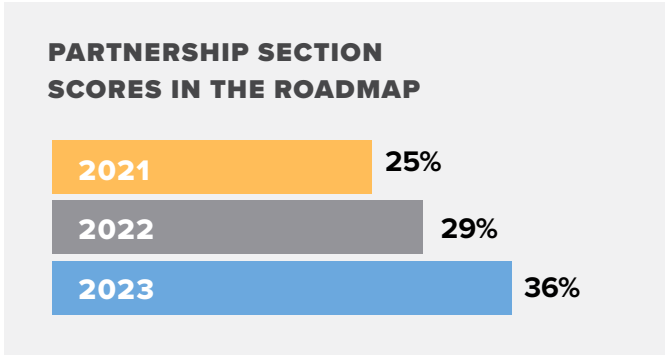
KEY ACHIEVEMENTS

- **Revived Connections:** Cities safely resumed in-person MWTM events with technical assistance from the National Forum and local public health agencies aligned with public health guidelines.

  Twenty-seven cities participated in the 2021 MWTM Physical Activity Challenge by hosting at least one event or publishing social media posts promoting heart health. Seventeen cities completed an event and Roadmap.

  On average, partnership section scores in the Roadmap have steadily increased, indicating strengthening collaboration between MWTM mayors and local public health agencies.

- **Partnered for Public Health:** Six cities partnered with their health departments on MWTM initiatives. Fontana, California, Mayor Acquanetta Warren and Wausau, Wisconsin, Mayor Katie Rosenberg, and Wausau's director of parks and recreation presented their partnerships with local health departments at NACCHO 360.
- **Energized Local Engagement:** Increased participation in MWTM programs by local government officials and community members. The National Forum recruited three new cities as Active People, Healthy Nation℠ Champions.



Mayor Kim Norton, Rochester, Minnesota, hosted walking meetings and introduced walking meeting badges.

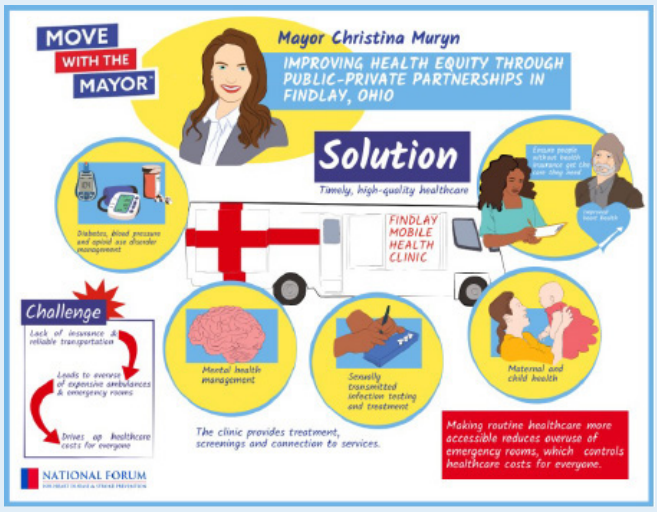
YEAR 5

Building Bridges to Better Health

KEY ACHIEVEMENTS

- **Expanded Engagement:** Expanded the MWTM program, increasing its reach and influence. Thirty-three cities participated in the Fall Challenge, and 22 completed the Roadmap (which the National Forum linked to Community Guide recommendations). MWTM cities implemented an average of five out of nine assessed Community Guide recommendations.
- **Made a Case for Movement:** The National Forum interviewed six cities and developed case studies highlighting social determinants of health, everyday physical activity, and advancing health equity.
- **Formed Strategic Partnerships:** Formed new strategic partnerships with mayoral associations and community partners.

MWTM Case Studies



MWTM Case Studies, nationalforum.org/mwtm/case-studies/

YEAR 6

Active Cities, Thriving Communities

KEY ACHIEVEMENTS

- **Engaged Communities Through Movement:** MWTM engaged mayors from 30 cities, each actively working to promote physical activity and improve community health.
- **Turned Plans Into Progress:** Twenty cities completed a self-assessment roadmap detailing policies, strategies, and initiatives implemented to encourage physical activity. Cities are implementing, on average, nine out of 15 evidence-based Community Guide recommendations.
- **Empowered Cities To Move, Engage, and Thrive:** Cities hosted 60+ events engaging community members in socially-connected, physical activity. Examples include a hip-hop dance class, cemetery clean-up, and a "Try Transit" Week event.

By fostering community engagement, advocating for policy changes, and forming strategic partnerships, MWTM has laid a strong foundation for empowering and mobilizing communities to combat cardiovascular diseases.

"My goal is to continue to get our community here in Frankfort connected into healthier lifestyles and movement and also to be an example for other ones."

Mayor Keith Ogle
FRANKFORT, IL

"The whole nation is getting benefit out of this [Move with the Mayor®]."

Mayor Chodri Khokhar
VILLAGE OF GLENDALE HEIGHTS, IL

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