MOVE WITH THE MAYOR®

Roadmap to Advance Physical Activity and Heart Health
A Self-Assessment Tool to Promote Implementation of Community Guide Recommendations

2025

NATIONAL FORUM
FOR HEART DISEASE & STROKE PREVENTION

Purpose of this Roadmap

Move with the Mayor® (MWTM) was developed by the National Forum for Heart Disease and Stroke Prevention (National Forum) and is utilized by mayors to encourage and empower people to live active, healthy lifestyles. The U.S. Conference of Mayors (USCM) and the African American Mayors Association (AAMA) have endorsed MWTM since 2019 and they encourage mayors to use MWTM to promote heart health and physical activity in their communities.

This tool will help you identify and strengthen your city's programs, policies and infrastructure to improve physical activity and heart health.

Based on your responses, the National Forum will provide you a tailored report highlighting evidence-based recommendations from the Community Guide to promote heart health and physical activity, resources for implementing those recommendations and examples of how other cities are implementing these recommendations.

About the Community Guide

This Roadmap includes items related to 15 evidence-based interventions outlined in the CDC's Community Guide. Evidence from the Community Guide shows that these types of programs, policies, and infrastructure improvements can increase the number of steps people take per day, increase the amount of time people spend physically active, reduce BMI, increase fruit and vegetable intake, among others.

This Community Guide is put together by an independent panel of experts and is considered the gold standard for evidence-based programs, policies, and infrastructure improvements shown to improve population health. You can read the National Forum's Introduction to the Community Guide or review all recommendations at https://www.thecommunityguide.org/

Roadmap Instructions

- Select each option that best represents your city.
- Using the fillable PDF, your points for each section will be automatically tallied to determine your total score.
- This is meant to be a learning process. We are hopeful that filling out the Roadmap will spark discussion and generate ideas for ways your community can improve physical activity and heart health.
- We encourage you to work with members of your public health, parks & rec, school district and other city departments to complete the Roadmap.
- **The National Forum will not report your individual city's score in any reports or presentations.**

Please send your completed Roadmap to your MWTM Community Engagement Coordinator by

June 4, 2025

Roadmap Overview	
Section	**Max Points**
Promotion of Healthy Messaging	36
Partnerships	44
Public Health	23
City Policies	28
School Districts	16
Parks & Recreation	8
Worksite Programs & Policies	20
Total	175

Submission Details			
Date of Completion			
City, State			
Departments Consulted when Completing the Roadmap			
☐	Mayor's Office	☐	Schools
☐	City Planning	☐	Public Health
☐	Transportation	☐	Parks and Recreation
		☐	Other: _____

PROMOTION OF HEALTHY MESSAGING

This section asks questions about the mayor's office and partners' promotion of healthy messaging.

- Please consider the previous 12-months when responding to this section.
- Check the box to the right if this item applies to your city.

Publicly shared a pledge to make physical activity a city priority using #MoveWithTheMayor and/or #ActivePeople hashtags. Example: I support making physical activity a priority in (CITY NAME) by becoming a Move with the Mayor City! Let's get moving (CITY NAME)! Watch my feed for more information. #MoveWithTheMayor #ActivePeople #HeartHealth #StepItUp	☐
Received at least one media hit (TV, Newspaper, Online Media, Radio, or Podcasts) related to Move with the Mayor® activities.	☐
Promoted a day/week/month to raise public awareness of physical activity, heart health and/or ways people can prevent heart disease and stroke. Some examples include: - Heart Month (February) - National Physical Fitness and Sports Month (May) - Bike or Walk to School Day (May) - World Heart Day (September)	☐
Adopted a proclamation to show support for creating activity-friendly, heart healthy communities.	☐
Engaged in a joint media campaign with a local partner to promote messaging around heart health and/or the benefits of physical activity.	☐
Utilized resources from the Million Hearts initiative, Eatright.org, American Heart Association, CDC, or other national partners to promote physical activity and heart health.	☐
Engaged in speaking events to promote physical activity and heart health.	☐
Provided brochures, videos, posters, pamphlets, newsletters, or other written or online information that address the risks of:	
high blood pressure	☐
high cholesterol	☐

stroke	☐
heart attack	☐
Type 2-diabetes	☐
How often do you estimate that the mayor's social media account(s) post information on physical activity / heart health?	Daily
Our local health department created media campaigns that promote physical activity or heart health.	☐
Our local health department educated people about the benefits of safe walking/physical activity and places to walk and be physically active.	☐
Our parks and recreation department shared information about the benefits of physical activity.	☐
Our parks and recreation department shared information about how to access city facilities, trails, and opportunities for physical activity.	☐

	City Score	**Max Points**
Section Score		36

Partnerships

Indicate which of the following entities the mayor's office has partnered with to promote **physical activity or heart health**. A partner can include any entity with which you currently or previously had a collaborative relationship with to promote physical activity or heart health. This may include (but is not limited to) engaging in joint planning processes, consulting for expert advice, sharing joint messages, or hosting joint events, programs or services.

	N/A	Previous Partner	Current Partner	I would like to partner with this entity
Health Department	☐	☐	☐	☐
School/School District	☐	☐	☐	☐
Parks and Recreation Department	☐	☐	☐	☐
Transportation Department	☐	☐	☐	☐
Local or Regional Planning Organization	☐	☐	☐	☐
Hospital, Clinic or Health System	☐	☐	☐	☐
Local Businesses	☐	☐	☐	☐
Media	☐	☐	☐	☐
Community Based Organization or Non-Profit	☐	☐	☐	☐

	N/A	Previous Partner	Current Partner	I would like to partner with this entity
Arts and Culture Organization	☐	☐	☐	☐
Tribes, Urban Indian Organization or Tribal Nonprofit	☐	☐	☐	☐
University/College	☐	☐	☐	☐
Faith-Based Organizations	☐	☐	☐	☐

In the box below, please describe how one (or more) of these partners are promoting physical activity or heart health in your community. Please be sure to include details of how the partnership has advanced **physical activity or heart health** in your community. If you responded to this prompt, please mark the box to the right to receive your points.	☐

Review the list of entities you **do not** currently partner with. Select 1-2 and share how you might partner with them I to promote **physical activity or heart health** in the future. If you responded to this prompt, please mark the box to the right to receive your points.	☐

Consider questions such as: What value does partnering with the mayor's office bring to them? What barriers might I face in engaging them? Which entity(ies) have connections with members of the community who may be harder to reach?

Shared Planning and Programming	
Our public works, transit, or transportation department contributed to designing communities that support safe and easy places for all people to be physically active.	☐
Our city has conducted a walking audit	☐
They mayor's office led, or in collaboration with another department, hosted free or subsidized screenings for:	
Blood pressure	☐
Cholesterol	☐
A1c	☐

	City Score	**Max Points**
Section Score		**44**

Public Health

A local health department is a city, county, or state government agency that provides programs and services to promote the health of the population it serves. Joint efforts between mayors and health departments can result in many positive outcomes

Note: Local health departments use different names in different locations and may include: health department, public health department, department of health and human services. However, in all instances they are a government (city, county, state) agency that promotes the health of populations. Local health departments are not hospitals, health systems or community health centers.

What local health department serves your community?

If you are unsure what health department serves your community, use this tool to identify the appropriate health department. If more than one health department serves your community, feel free to list both.

Do you have a contact person at your health department?	☐ Yes ☐ No
If no: Visit your local health department's website to identify how to contact them. If you complete this exercise, please mark the box to the right to receive your points.	☐
How would you describe your relationship with this health department?	Other, I'd like to explain.

Our health department promoted community programs and policies that make it safe and easy for residents to be physically active.	Yes ☐	No ☐	Unsure ☐
Please describe:			

Our health department provided funding for physical activity interventions.	Yes ☐	No ☐	Unsure ☐

Local Health Assessment		
I am aware of a local health assessment for my community. This may include a community health needs assessment, healthy kids survey, or health reports or data collected through transportation, parks and recreation, and other city departments or any other effort to systematically gather information from community members to better understand the most pressing health challenges in the community.	Yes ☐	No ☐
If yes: *continue below* ***If no:*** *Skip to City Policies Section*		

	Yes	**No**
The mayor's office has used this assessment to determine health priorities in our cities.	☐	☐
The mayor's office used the assessment to create a health action or implementation plan (may be implemented by another department).	☐	☐
The mayor's office engaged the community, especially underserved populations to lead the creation of an action/implementation plan	☐	☐
	City Score	**Max Points**
Section Total	☐	**23**

City Policies

Indicate which of these policies your city has considered, passed/adopted, or implemented. If you are interested in learning more about a policy, select the appropriate box. If none of those options apply, select N/A.

For this section, please award your city a point **if these policies are currently being implemented in your city**, regardless of the date when they were passed.

	N/A	Currently Considering	Passed or Adopted	Implementing	Interested in Learning More
Complete Streets	☐	☐	☐	☐	☐
A comprehensive/master plan that includes sidewalks, bike lanes and transit as appropriate	☐	☐	☐	☐	☐
Zoning measures to encourage dense, mixed-use development	☐	☐	☐	☐	☐
Vision Zero	☐	☐	☐	☐	☐
A land use or comprehensive plan set goals for proximity of new development to destinations, such as parks, schools, and grocery stores	☐	☐	☐	☐	☐
Vending machine policies that prohibit the marketing and sale of unhealthy food and beverages in youth centers, schools, or parks and rec facilities	☐	☐	☐	☐	☐

	N/A	Currently Considering	Passed or Adopted	Implementing	Interested in Learning More
Policies requiring restaurants to provide menu labeling of calories and health information	☐	☐	☐	☐	☐

	City Score	Max Points
Section Total		**28**

SCHOOL DISTRICTS

This section asks questions about the promotion of physical activity and healthy eating in schools.

- Please consider the previous 12-months when responding to this section.
- Check the box to the right if this item applies to your city.
- Consider reviewing this section with a representative from your school district.

Our school districts promoted enhanced physical education for students in grades K-12. For example, substituting less active games with more active ones or incorporating fitness and circuit training exercises into P.E. classes.	☐
Our school districts promoted breaks during instruction time that promote physical activity.	☐
Our school districts encouraged healthy eating through school-based programming such as a fresh fruit and vegetable programs, pricing healthier food at lower cost than unhealthier options, and/or placing healthier foods where it's easy for students to access/see them.	☐
Our school districts actively worked to promote and enroll additional students in the National School Lunch and School Breakfast Program.	☐
Our school districts adopted and promoted policies and programs that make it safer and easier for students to walk, bike, or roll to and from school.	☐
Our school districts promoted walk, roll or bike to school days.	☐

Our school districts have implemented Safe Routes to School or similar walk-to-school programs.	☐
Our school districts adopted and promoted policies and programs that make it safer and easier for students to be physically active before and after school (this could be through shared use agreements, open playgrounds, etc.).	☐

	City Score	Max Points
Section Total		**16**

PARKS & RECREATION

This section asks questions about the parks and recreation department.

- Please consider the previous 12-months when responding to this section.
- Check the box to the right if this item applies to your city.
- Consider reviewing this section with a representative from your parks and recreation department.

Our parks and rec department participated in city planning processes and supported the design of communities with safe and easy places for all people to be active.	☐
Our city's parks and rec department provided safe and convenient access for all users to community locations that support physical activity such as walking trails, parks, recreational facilities, and college campuses.	☐
Our city's parks and rec department set up walking/physical activity groups, buddy systems, and other forms of social support for being physically active that provided multiple opportunities to be physically active each week.	☐
Our city's parks and rec department provided information on accessibility for people with on accessibility for people with disabilities or people with limited mobility.	☐

	City Score	Max Points
Section Total		**8**

WORKSITE PROGRAMS & POLICIES

> Please consider policies and programs that are currently being implemented. > Check the box to the right if this item applies to your city.	
We (mayor's office) hosted mayor-led walking meetings (e.g., where computer/desk is not required, the mayor opts to hold the meeting as a walking meeting). A badge could be used to show a walking meeting in progress.	☐
We (mayor's office) encouraged employees to take walking/physical activity breaks throughout the day.	☐
City employees were able to use flextime for walking and other forms of physical activity.	☐
At city hall/city-owned buildings, we provided signs encouraging stair use.	☐
At city hall/city-owned buildings, we provided information on accessibility for people with disabilities or people with limited mobility.	☐
City employees are given the option to participate in an employee or workplace wellness program.	☐
City employees are given the option to participate in individualized coaching/counseling programs to promote healthy eating and physical activity. This may include opportunities for employees to speak with trained professionals in-person, online, or over the phone. It may also include other self-paced methods to receive individualized counseling, through the use of apps, online programs, or computer-generated feedback.	☐
City employees are given the option to participate in group worksite nutrition and physical activity programs. These may include but are not limited to: educational materials/lectures on nutrition and/or physical activity distributed at regular intervals.	☐
We (mayor's office) provide activity monitors (pedometers, Fitbit, step-tracking application, etc.) to encourage employees to maximize the number of steps they take in a day.	☐
We (mayor's office) offered various facilities, locations, and programs to support physical activity.	☐

	City Score	Max Points
Section Total	☐	20

Congratulations!

Roadmap Overview		
Scoring	**Your Score**	**Max Points**
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You have now completed the Roadmap to Advance Physical Activity and Heart Health.

Thank you for taking the time to complete the Roadmap. The National Forum hopes it was a valuable experience that has allowed you to better understand how your city can promote physically active, heart healthy community.

Level	Points
Striving	85-105
Bronze	106-125
Silver	125-140
Gold	140+

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June 4, 2025