



Get the Neighborhood Moving: Launch a Move Your Way® Campaign in Your Community

By launching a Move Your Way® campaign, you can educate members of your community about the health benefits of physical activity and empower them to get moving. You can use this checklist to plan and implement a Move Your Way campaign in your community — even if time and resources are limited.

✓ Identify your audience

Who do you want to reach with your Move Your Way campaign? You could plan a campaign for your whole community or focus on a priority population, like older adults or new and expectant parents. To maximize your impact, think of groups in your community that are less likely to be meeting the **Physical Activity Guidelines** and that have fewer resources available to them.

✓ Plan community events

Events are a great way to bring community members together and get people excited about physical activity. To get started, try hosting 1 or 2 events as part of your campaign. **Check out these tips and resources** for hosting community events.

✓ Share Move Your Way resources

Move Your Way has lots of free resources that are easy to print and hand out at events. You can also distribute Move Your Way posters and fact sheets to local partners, like health care providers and schools, to share with the people they serve. **Explore Move Your Way materials** for people at every stage of life.

✓ Spread the word

Use existing channels to spread the word about your campaign and share Move Your Way resources. To get started, you can:

- Reach out to local TV and radio stations, newspapers, magazines, podcasts, blogs, and listservs
- Share **campaign talking points** with local leaders (like your town's mayor) and community partners
- Use or adapt **Move Your Way sample social media content** and check out these **tips for promoting Move Your Way on social media**

✓ Track your progress

Tracking key metrics throughout the campaign can help you identify what's working well and opportunities for improvement. For example:

- Record the number of attendees at each campaign event
- Track how many copies of each campaign material you and your partners have distributed at a single event or over a specific time period
- Monitor key metrics to assess the impact of each communication activity, like the number of people who have participated in your social media challenge or opened each issue of your email newsletter

Use the **Campaign Implementation Tracker** to identify and track key metrics.



Explore the Move Your Way Community Playbook

For more guidance on how to plan and implement a campaign in your community, check out the **Move Your Way Community Playbook**.