



Get Students Moving: Launch a Move Your Way® Campaign at Your School

A Move Your Way® campaign can be a powerful way to get students moving! You can use this checklist to plan and implement a Move Your Way campaign at your school — 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 school community or focus on reaching a particular group, like students in specific grades or those who are enrolled in an afterschool program, club, or activity.

✓ Choose Move Your Way activities

Move Your Way offers fun **activities** that teachers and staff can use in class, at recess, or during afterschool programs. Choose 1 or 2 activities to teach students about the benefits of physical activity and inspire them to get moving.

✓ Share Move Your Way resources

Share Move Your Way resources with your school community. For example, you can:

- Display **posters and fact sheets** in classrooms, hallways, the cafeteria, the gym, or other shared spaces
- Add **resources for parents and caregivers** to your school's newsletter, website, or social media accounts

Track your progress

During the campaign, check in with school leadership and teachers to see how it's going. For example, you could ask teachers to share any activities that resonated with their students or challenges they experienced using the resources. When the campaign is over, take time to reflect on what worked well — and what you could do differently to make your next Move Your Way campaign even more effective.

Explore the Move Your Way Toolkit for schools

For more guidance on how to plan and implement a campaign at your school, check out the [**Move Your Way Toolkit for Schools**](#).