

MOVE IT MONDAY!

Worksite Program and Marketing Guide



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Monday Resources for Promoting Physical Fitness at Worksites

What is Move It Monday?.....	2
Why Monday?.....	4
Move It Monday Programs for Worksites.....	5
How can I encourage employee participation?	6
How can I incorporate Move It Monday into my existing program?.....	7
Online Resources	7
References	8



What is Move It Monday?

[Move It Monday](#) is a campaign that encourages people to start their week off with exercise. By starting each week with moderate physical activity, you and your employees can create healthy habits that carry out through the rest of your week and persist over the long term.

The Centers for Disease Control and Prevention (CDC) recommends that adults get 150 minutes of moderate exercise each week to reduce the risk of chronic disease such as cancer, cardiovascular disease, and type 2 diabetes.ⁱ *While this may sound like a lot of time, when you break it up into 10 minute increments over the course of the week, it is easily attainable.*

Move It Monday provides a variety of tips, exercises, and inspiration to help you incorporate short bouts of moderate physical activity into your day. By starting each week by committing to staying active, you can easily achieve the 150 minutes per week recommended.

Why Get Moving?

Regular, moderate physical activity is important for maintaining health and increasing life expectancy.ⁱⁱ Incorporating moderate physical activity into your week can help:

Control weight

In combination with a healthy diet, physical activity is critical to controlling weight. The CDC recommends that adults get approximately 150 minutes of moderate-intensity aerobic activity each week in order to maintain your weight. This may include walking briskly (about a 15-minute mile), biking at a casual pace, or light yard work.

Reduce the risk of cardiovascular disease

Heart disease and stroke are two of the leading causes of death in the United States. Regular moderate-intensity physical activity can help reduce your risk by lowering blood pressure and improving cholesterol levels.^{iii, iv}

Reduce the risk of type 2 diabetes

Research demonstrates that around 150 minutes a week of moderate-intensity physical activity, such as brisk walking, can reduce the risk of type 2 diabetes.^v

Reduce the risk of some cancers

Meeting the CDC physical activity guidelines can lower your risk of colon^{vi}, breast^{vii}, endometrial^{viii}, and lung^{ix} cancer. It has also been shown to help improve the quality of life for cancer survivors.

Strengthen bones and muscles

As you age, your body is more prone to fractures, arthritis, and loss of muscle mass. Getting at least 150 minutes of moderate activity can slow the loss of bone density^x, which can prevent fractures. It can also help manage arthritis and strengthen the joints and muscles that ensure your ability to be active later in life.

Reduce stress, anxiety, and depression

Regular physical activity has been linked to many mental health benefits such as reduced stress, anxiety, and depression.^{xi} This may be because exercise increases your body's production of "feel good" chemicals (i.e. serotonin, dopamine, endorphins) that improve mood and increase motivation.^{xii}

Increase brain power

Studies show that exercise can help increase mental capacities.^{xiii} In studies of college students, those who exercised on a regular basis had higher grades and GPAs than those who were sedentary.^{xiv}

Why Monday?

Monday has a special significance in our culture as the beginning of the week. It's the day people are most open to starting or recommitting to healthy behaviors, making Monday an ideal time to deliver health messages. What's more, since Monday comes around every seven days, Monday health messages can be sustained year-round. Research conducted by Johns Hopkins Bloomberg School of Public Health and The Monday Campaigns found that:

Monday provides a social context for change.

People share the experience of transitioning from an unstructured weekend routine back to school and work. While there are some negative associations in popular culture around the "Monday Blues," *57% of people see Monday as an opportunity for a "fresh start" or a day to "get my act together."**

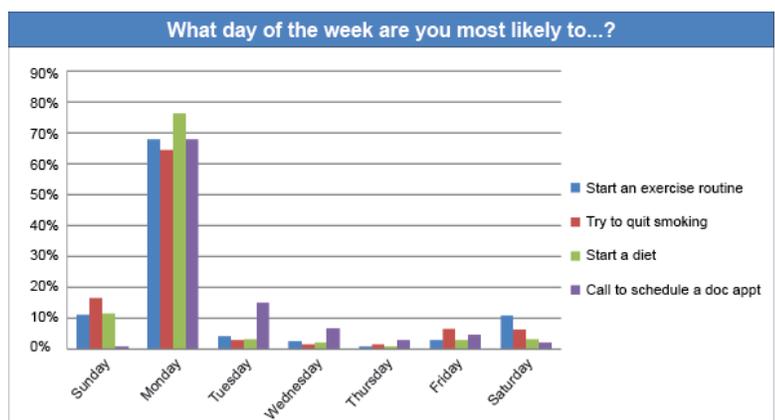
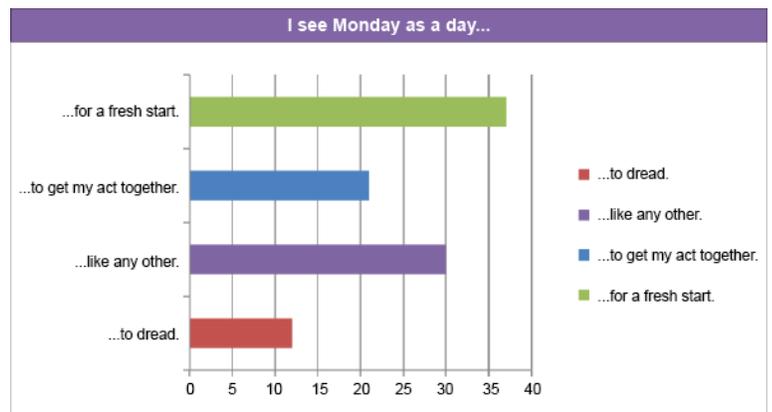
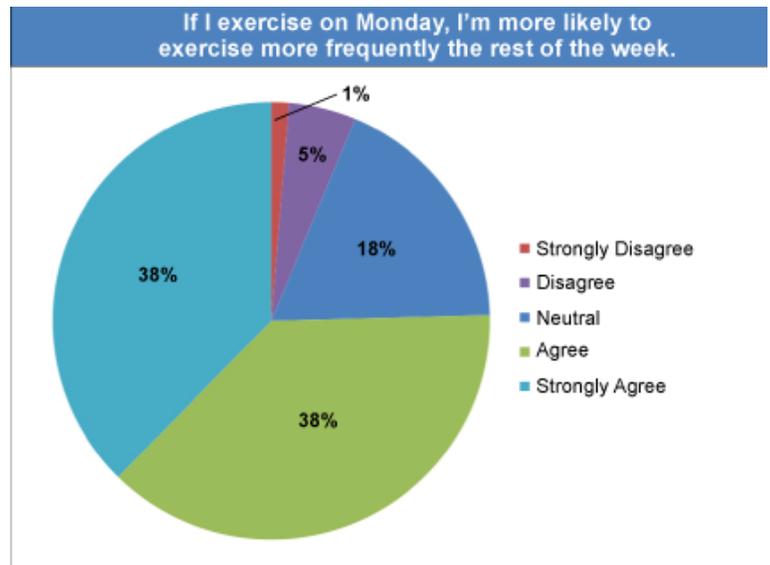
Periodic, frequent messages have the potential to improve a range of health behaviors.

Messages that tap into the pervasive weekly cycle of planning and renewal can be particularly effective in creating healthy habits.*

People are "open to buy" health on Monday.

They're more likely to start diets, exercise regimens, quit smoking, and schedule doctor's appointments on Monday than any other day. This "Monday surge" can be seen in gym attendance, calls into tobacco quit lines, and health-related Google searches.*

*References can be found on [The Monday Campaigns Research page](#).



Move It Monday Programs for Worksites

Implementing Move It Monday at your worksite will help your employees improve their physical fitness, reduce work-related stress, and feel connected to a workplace community. By improving the health and well-being of your employees, your organization can save money and improve workplace productivity with fewer sick days and lower health care costs.

Monday Mile

Organize a company-wide [Monday Mile](#). Set aside a consistent time each Monday when all staff can walk a Monday Mile together. You can try different walking routes each week, or stick to the same route. Here are some tips to get you started:

- ✓ Look up new walking routes around the workplace each week.
- ✓ Send out email reminders on Monday mornings.
- ✓ Put up signs and flyers around the office to get people motivated.
- ✓ Designate a time each Monday to take the mile walk that way people will be committed in advance and less likely to skip out.
- ✓ Get the office involved; let a different staff select a new walking route each week.

Monday Meets Feet

The Monday Meets Feet program encourages staff to take walking or standing meetings. This program encourages staff to get moving out of the office, while staying focused and productive.

- ✓ Send information about the Monday Meets Feet program out to staff.
- ✓ Encourage leaders to set up Monday Meets Feet meetings with their staff.
- ✓ Provide reminders to key staff before Monday, so they can plan their active meetings in advance.
- ✓ If needed, staff can record the meeting on a cellphone or handheld recorder, so they can adapt to an active meeting and still capture key meeting notes.

Monday Motion

The Move It Monday Campaign has created easy [fitness routines](#) developed by fitness professionals. Any of these can be done in a group setting, without equipment, inside or outside. Each routine takes approximately 15-20 minutes. There are Monday Motion routines in a variety of fitness categories including strength, flexibility, relaxation and cardio.

- ✓ Direct staff to the Move It Monday [website](#), where a new routine is posted each week.
- ✓ Have your wellness coordinator lead staff in a workout each week.
- ✓ Send a Monday Motion routine around to staff each week to try out at home or during their break.

How can I encourage employee participation?

Set aside a time for staff to exercise each Monday.

- You can designate a 12:00 lunch hour activity each week to help staff stay committed.
- If your organization can allow for flexible schedules, make a policy to give staff the option to leave early or during lunch to exercise.

Market Move It Monday.

- Send out digital Monday email tips on Mondays.
- Print Move It Monday posters to spread around the office. This will help the movement grow within your organizational culture. Try a bulletin board outside a high traffic area and add suggested exercise activities.

Get leaders involved.

- Collaborate with leaders in your organization who are able and willing to stick with an exercise routine. Their support will encourage other staff to join in. Staff will be incentivized if a leader asks them to take a Monday Mile.

Make Move It Monday fun!

- On Mondays, organize a weekly group exercise class, open to staff participation.
- Poll staff and have them vote for the activity they would most like to try. This is a commitment-free way to introduce staff to a new physical activity that they may end up loving.

Organize a competition.

- You can try team or individual competitions; have teams aim to reach 150 minutes of exercise per week. Those who complete 150 minutes are entered into a raffle for a prize each month. Award double entry to those who exercised on Mondays!

Get feedback.

- Continue to ask employees what you can do to improve the program. What's working and what is not?

Make exercise the norm.

- Encourage departments to have "walking meetings", take the stairs, bike or walk to work. If your office has the flexibility, let employees wear comfortable walking shoes to work. Seeing employees around the office in their walking shoes can demonstrate and encourage a culture of commitment to physical activity.

Try giveaways!

- Give out resources for exercise clothing and walking shoes, exercise apps for smartphones, and local gyms. Include information about the health benefits of exercise and reminders about Move-It Monday each week at staff meetings. If you have a budget, consider distributing pedometers, exercise towels, or water bottles.

How can I incorporate Move It Monday into my existing worksite wellness program?

- By holding promotions and activities on Mondays, you can boost existing program participation.
- The research shows that on Mondays people are most open to engage in new health behaviors and listen to health messages.
- Use this Monday Insight to your advantage and incorporate Move-It Monday strategies into your existing program.

Move It Monday Online Resources

Website

<http://www.moveitmonday.org>

Facebook

<https://www.facebook.com/LetsMoveItMonday>

Twitter

<https://twitter.com/moveitmonday>

YouTube

<http://www.youtube.com/MoveItMonday>

Pinterest

<http://pinterest.com/moveitmonday/>

Other Resources

Let's Move

<http://www.letsmove.gov/>

American Heart Association – Start Walking Now

<http://www.startwalkingnow.org/>

Centers for Disease Control – Physical Activity:

<http://www.cdc.gov/physicalactivity/>

CDC Steps to Wellness (2008)

http://www.cdc.gov/nccdphp/dnpao/hwi/downloads/Steps2Wellness_BROCH14_508_Tag508.pdf

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