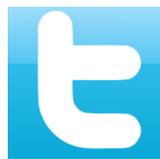


# **MOVE IT MONDAY!**

## **College Campus Marketing and Program Guide**



# Move It Monday Program and Marketing Guide

*Monday Resources for Promoting Physical Fitness on Campus*

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## Welcome to Move It Monday for College Campuses!

[Move It Monday](#) is a campaign that encourages everyone to start their week off with exercise. By beginning each week with moderate physical activity, people are more likely to continue exercising later in the week.

The Centers for Disease Control and Prevention (CDC) recommends that adults get at least 20 - 30 minutes of moderate-intensity exercise per day, or at least 150 minutes per week.

*Move It Monday gives students the opportunity to get their exercise while having fun, trying something new, and connecting with other students.*

### 5 Reasons to Bring Move It Monday to Campus

1. Improve the physical health of students
2. Help students reduce stress through physical activity
3. Provide opportunities for students to connect socially
4. Boost enrollment in intramural sports
5. Increase usage of campus recreation facilities

**Move It Monday utilizes a “reboot” mentality to encourage people to use Monday to:**

- Start fresh every week
- Try something new
- Set specific weekly fitness goal(s)
- Break goal(s) into small steps
- Schedule exercise sessions
- Connect with others

## Why Get Moving?

Regularly engaging in moderate physical activity is important for maintaining health, increasing life expectancy, and improving overall quality of life.<sup>i</sup> Incorporating moderate physical activity into your week can help:

### **Control weight**

In combination with a healthy diet, physical activity is critical to controlling weight. Avoiding the infamous “Freshman 15” is often important to many new college students. Walking briskly (about a 15-minute mile), biking at a casual pace, and dancing are all recommended forms of moderate-intensity exercise that can help students achieve the CDC’s recommended 150 minutes of exercise each week.

### **Strengthen bones and muscles**

About 90% of bone mass peaks by age 18 (for women) and 20 (for men), which means that college students are just starting to experience loss of bone density. Getting at least 150 minutes of moderate activity can slow the loss of bone density<sup>ii</sup>, which can prevent fractures, arthritis, and loss of muscle mass 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.<sup>iii</sup> 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.<sup>iv</sup>

### **Increase brain power**

Studies show that exercise can help increase mental capacities.<sup>v</sup> In studies of college students, those who exercised on a regular basis had higher grades and GPAs than those who were sedentary.<sup>vi</sup>

### **Improve sleep**

People sleep significantly better when they exercise. A national study showed that when men and women exercised at least 150 minutes each week, they reported 65% improvement in their sleep quality and that they felt less sleepy during the day.<sup>vii</sup>

## 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."*\*

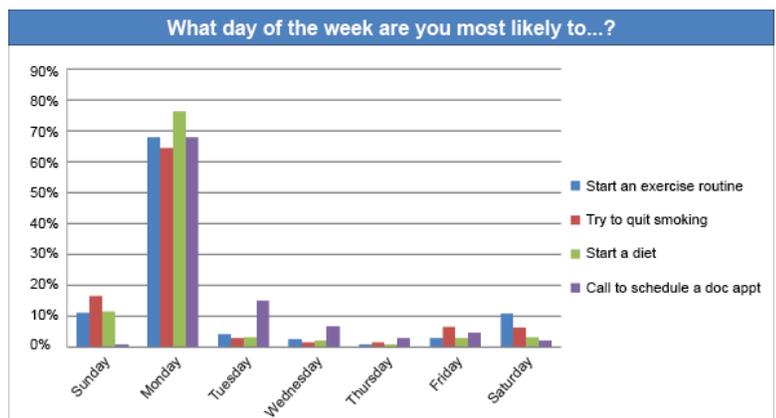
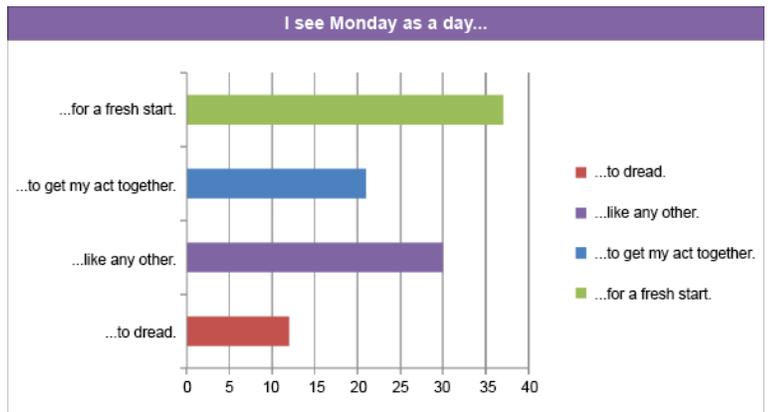
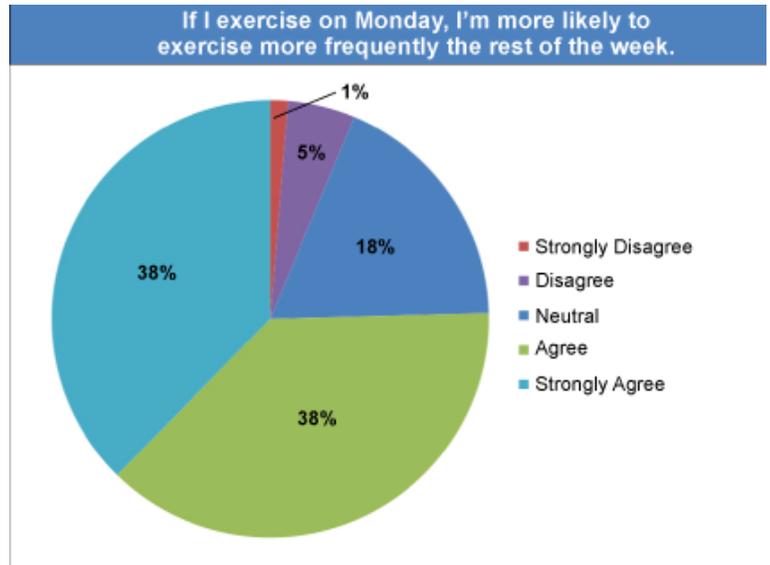
### Periodic, frequent messages have the potential to improve a range of health behaviors.

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 Campus Wellness

Implementing Move It Monday on campus will help increase the visibility of campus wellness initiatives on campus and encourage students to participate in activities that will improve their health and academic performance.

### Monday Mile – Faculty and student walks on campus

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

- ✓ Choose a walking route inside, on school grounds, or nearby
- ✓ Invite campus leaders (faculty, staff, students) to lead the walk.
- ✓ Use the Monday Mile walk as a chance for faculty, staff, and students to connect.
- ✓ Promote via social media, email, and available campus outlets.

### Move It Monday Hits the Campus Gym

Encourage students to set aside time on Monday for working out at the campus gym.

- ✓ Post Move It Monday posters via digital displays and at the campus gym front desk.
- ✓ Use Move It Monday graphics via social media.
- ✓ Offer special classes, training, or events on Mondays.

### Move It Monday Meets Intramurals

Hold sign-ups and team intramural sports and kick off new seasons on Mondays.

- ✓ Promote via social media, email, and available campus outlets.
- ✓ Distribute Move It Monday Intramural t-shirts to teams and encourage them to wear them around campus on Mondays to show their team pride
- ✓ Offer Move It Monday promotional materials (water bottles, t-shirts, gym bags) and healthy prizes for winning teams

## 5 Simple Ways to Promote Move It Monday on Campus

### Make Move It Monday visible on campus

- Post Move It Monday posters via electronic signage and promote via social media.
- Distribute Move It Monday promotional materials such as t-shirts, stickers, and water bottles.

### Get faculty and staff involved

- Use Move It Monday as an opportunity for students to take a walk with their favorite professors or connect with their Resident Advisors.
- Encourage health faculty to talk about Move It Monday in the classroom

### Organize competitions between students

- Organize team or individual Move It Monday competitions to incentivize students to check in at the gym each Monday and throughout the rest of the week. Offer a monthly giveaway for individuals and/or teams that reach and/or exceed their goals.
- Set up intramural sports tournaments between dorms, clubs, Greek life, or academic departments.

### Schedule special Monday fitness classes

- Schedule new, different, or popular classes on Mondays
- **Re-brand existing classes as “Move It Monday” offerings**

### Offer Monday giveaways at the campus gym

- Distribute free water bottles, towel service, or other small amenities that encourage Monday check-ins.
- Promote these Monday giveaways around campus and on social media

## Download FREE promos from Move It Monday’s website



Visit <http://www.moveitmonday.org/school-resources/> for FREE social media assets, posters, and tips.

## 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/>

Instagram

<http://instagram.com/moveitmonday>

## Other Resources

Let's Move

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

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

## References

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<sup>i</sup> Wen, CP; Wai, JPM; Tsai, MK; Yang, YC; Cheng, TYD; Lee, MC; Chan, HT; Tsao, CK; Tsai, SP; Wu, X (2011). Minimum amount of physical activity for reduced mortality and extended life expectancy: A prospective cohort study. *The Lancet*, 378(9798), 1244-1253.

<http://www.sciencedirect.com/science/article/pii/S0140673611607496>

<sup>ii</sup> Langsetmo, L; Hitchcock, CL; Kingwell, EJ; Davison, KS; Berger, C; Forsmo, S; Zhou, W; Kreiger, N; Prior, JC (2012). Physical activity, body mass index and bone mineral density – associations in a prospective population-based cohort of women and men: The Canadian Multicentre Osteoporosis Study (CaMos). *Bone*, 50(1), 401-408.

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<sup>iii</sup> Otto, M. & Smits, J.A.J. (2011) *Exercise for mood & anxiety: proven strategies for overcoming depression & enhancing well-being*. Oxford University Press: New York, NY

<sup>iv</sup> Dinas, PC; Koutedakis, Y; Flouris, AD (2011). Effects of exercise and physical activity on depression. *Irish Journal of Medical Science*, 180(2), 319-325. <http://link.springer.com/article/10.1007/s11845-010-0633-9>

<sup>v</sup> Raichlan, D.A. & Gordon, A.D. (2011, June). Relationship between Exercise Capacity and Brain Size in Mammals. *PLOS: ONE A peer-reviewed, open access journal*. Retrieved from <http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0020601>

<sup>vi</sup> American College of Sports Medicine (2011). Hit the Treadmill-not just the books-to boost grades. Retrieved from <http://www.acsm.org/about-acsm/media-room/acsm-in-the-news/2011/08/01/hit-the-treadmill---not-just-the-books---to-boost-grades>

<sup>vii</sup> <http://www.sciencedirect.com/science/article/pii/S1755296611000317>