



Using Move Your Way® Campaign Resources to Promote Physical Activity for Older Adults!

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About the Move Your Way® Campaign



Office of
Disease Prevention
and Health Promotion



What Is the Move Your Way® Campaign?



Scan to watch the video!



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Move Your Way[®] Campaign

- Translates the Physical Activity Guidelines into easy-to-understand information
- Aims to increase awareness, knowledge, self-efficacy, and physical activity levels
- Designed to reach physical activity “contemplators”
- Tested with diverse audiences





Reframing Physical Activity

And all sorts of activities count.



Even things you have to do anyway



Even things that don't feel like exercise

You can get more active.

No matter your age, you can find a way that works for you.





Highlighting Key Benefits



Physical activity can make daily life better.

When you're active and strong, it's easier to:



Do everyday tasks,
like chores and shopping



Keep up with the grandkids



Stay independent
as you get older



Move Your Way[®] Audiences

- Kids and teens
- Adults
- **Older adults**
- People during and after pregnancy
- Parents
- **Professionals**



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Move Your Way® Resources for Older Adults



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Move Your Way[®] Campaign Materials for Older Adults

MOVE YOUR WAY OLDER ADULTS
What's your move?

Physical activity can make daily life better.

When you're active and strong, you can:

- Do everyday tasks, like chores and shopping
- And it has big health benefits: **Less pain**

How much activity?

Moderate-intensity aerobic activity
Anything that gets your heart beating faster.

at least **150 minutes a week**

Build your muscle strength.

Muscle-strengthening activity can make it easier to do things like get up from a chair or open a jar.

Try these muscle-strengthening activities:

- Do squats, lunges, or arm circles
- Carry groceries
- Lift weights — or fill a plastic bottle with water and lift that instead

Aim for at least **2 days a week** of muscle-strengthening activity.

Fact Sheets

MOVE YOUR WAY

"Bringing my blood pressure down — one step at a time."

Physical activity is just what the doctor ordered.
Being active can help you manage conditions like:

- ✓ Diabetes
- ✓ Arthritis
- ✓ Heart disease

Adults need a mix of physical activity to stay healthy.

Moderate-intensity aerobic activity
Anything that gets your heart beating faster counts.

at least **150 minutes a week**

AND

Muscle-strengthening activity
Do activities that make your muscles work harder than usual.

at least **2 days a week**

Walk. Run. Dance. Play. What's your move?
health.gov/MoveYourWay

Posters

Tip 2.
Make Yardwork a Workout

You'll feel more motivated if you've made it public.

Videos



Office of
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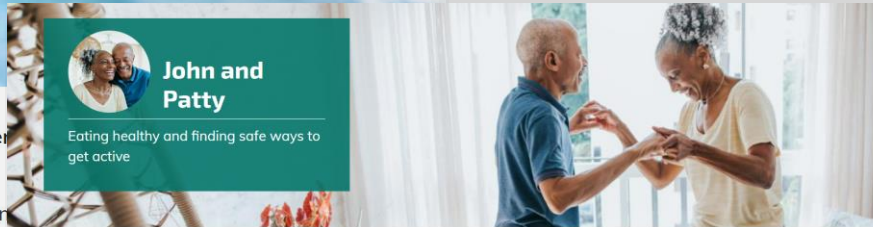


Move Your Way[®] Website



Physical activity can help you **stay healthy and independent** as you age. It can:

- Make it easier to do everyday tasks, like cleaning and shopping
- Help ease pain and manage other health problems
- Lower your risk of falls — and your risk of an injury if you do fall



MOVE YOUR WAY Activity Planner

I want to get active to:
Choose as many as you want.

Be healthier Have fun Have more energy Ease pain

Feel less stressed Be a role model for family Have better balance

Sleep better Have a healthy pregnancy Age well

Have better focus

Continue




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<https://health.gov/MoveYourWay>



My Activity Tracker

This week, I'm planning to do:




 **50 minutes**
of moderate-intensity aerobic activity

 **5 days**
of muscle-strengthening activity

Add up your minutes of aerobic activity and number of muscle-strengthening sessions, and include both totals in the bottom row of this tracker for each day.

Because I want to:

- ✓ Age well
- ✓ Have better balance
- ✓ Ease pain

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
 Gardening and weeding 10 minutes, 1 day this week							
 Resistance exercises with elastic bands or tubes 3 days this week							
 Water aerobics 30 minutes, 1 day this week							



Move Your Way[®] Resources for Health Care Providers

MOVE YOUR WAY.

**Health Care Providers:
Talk to Older Adults About Physical Activity**

Getting physical activity is especially important for older adults. But it can be challenging to motivate patients in the short time you spend together.

The second edition of the Physical Activity Guidelines for Americans includes evidence-based physical activity guidance for everyone, including older adults. Share the recommendations from the Guidelines with your patients and inspire them to get more active.

Start the conversation.
Try these quick conversation starters to bring up physical activity with your patients.

How much physical activity do you get in an average week?
Meet your patients where they are. Once you have an idea of their current activity level, you can suggest small changes to help them get more active. **Remind them that lots of things count as physical activity** — like walking the dog, working in the garden, or vacuuming.

Do you have any concerns about being active?
Your patients may worry about falling or getting hurt during physical activity. Some may not currently be active at all and might not know how to get started. **Encourage them to start slow** — with activities they're confident they can do. And consider referring patients to a physical therapist or exercise professional who can assess their mobility and create an individualized activity plan.

Focus on the benefits.
Share these messages about specific benefits of physical activity with your patients.

Remind patients that physical activity can make daily life better.

Improves mood, focus, and sleep	Makes it easier to do everyday tasks, like cleaning and grocery shopping	Helps patients manage chronic pain and other health problems	Lowers their risk of falls — and their risk of an injury if they do fall	Helps them stay independent as they get older
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Emphasize that getting active can help them connect socially.
Social isolation is a big problem for many older adults, but getting active with others can help. Point patients to community programs for older adults, like SilverSneakers[®] — some of which are covered by Medicare. Or encourage them to invite a neighbor, friend, or family member to go on a walk.

Be ready to address barriers.
Changing behavior is hard. And fitting in regular physical activity can be a struggle for all of us. Find out what's holding your patients back and talk about possible solutions. These strategies can help your patients find ways to overcome common barriers.

"I have an illness, disability, or injury."
Being active can actually help manage symptoms from many chronic conditions — like diabetes, depression, and arthritis. And it's possible to adapt many physical activities for people with disabilities and health conditions. The National Center on Health, Physical Activity and Disability (NCHPAD) has helpful guidance: nchpad.org/Articles/7/Disability-Condition

"Pain makes it hard to be active."
Physical activity can ease pain and help people feel better. If your patients are recovering from an injury, remind them to listen to their body and do what feels right for them. Suggest that they explore activities that don't put too much stress on joints and may minimize discomfort — like walking, water aerobics, or tai chi.

"I'm too tired to exercise."
It may sound counterintuitive to your patients, but getting more physical activity can actually boost energy and help them feel less tired. Encourage manageable changes to daily routines and help them set goals to add more activity over time.

Fact Sheet for Health Care Providers Caring for Older Adults



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Move Your Way® Implementation



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Move Your Way

What's Your Move?

Posted on January 23, 2023

It's #MoveItMonday! Did you know adults need about 150 minutes of physical activity per week? You may be wondering, "What counts as physical activity?" Here are a few tips that can help you make every movement count! Learn more about how to get moving, even if you are strapped for time! Start with small, realistic goals that will set you up for success! Take a look below!

Graphic credit: [Materials for Adults](#) | [health.gov](#)



You know you need physical activity to stay healthy.
But did you know it can help you feel better right away?



Sabes que necesitas la actividad física para mantenerte sano.
Pero, ¿sabías que la actividad física también ofrece otros beneficios?



Mejora tu estado de ánimo



Mejora tu capacidad de concentración



Reduce tu estrés



Mejora tu calidad del sueño

Vuélvete más activo y comienza a sentirte mejor hoy mismo.

¿Cuánta actividad necesito?

Actividades aeróbicas moderadas

Todo lo que haga que el corazón lata más rápido cuenta

por lo menos
150
minutos
por semana

Y

por lo menos
2
días
por semana



¿Tienes poco tiempo esta semana? **Comienza apenas con 5 minutos.** Todo se va sumando.

O recibe los mismos beneficios en la mitad del tiempo. Si te esfuerzas más y realizas **actividades aeróbicas intensas**, trata de hacerlo durante al menos **75 minutos** por semana.



SPEND SMART. EAT SMART.®

Move Your Way Activity Planner



Activity Planner

How do you want to get active?

Choose 1:

With friends or family

By myself

With kids

Build your plan



University of Nevada, Reno

Search www.unr.edu



Physical Activities for Parents

Strategies for parents to promote physical activity for children.

- [Get Ready, Get Set, Lets Go](#)
- [Get Active!](#)
- [Get Fit!](#)
- [Get Moving!](#)
- [Get Regular!](#)
- [Get Up, Get Out!](#)
- [Using a Pedometer](#)
- [Move Your Way!](#) ←



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Move Your Way[®] Community Playbook

- The playbook offers tips and resources to help communities implement the Move Your Way campaign at the local level:
 - Connect with local partners
 - Engage with community members
 - Evaluate your activities





Move Your Way[®] in Southern West Virginia

- Delivered free at-home exercise packages
 - Move Your Way materials
 - National Institute on Aging's Get Fit for Life resources
 - Equipment such as exercise bands, pedometers, chair bingo, and armbands
- Worked with senior service providers, local aging commissions, and health care professionals





Get Started!



Explore the Move Your Way
Community Playbook!



Find all Move Your Way
materials!



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Thank you!
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