

Let's Get Moving!

Physical activity
during COVID-19
and winter season



Physical Activity During COVID-19 And Winter Season

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Physical Activity During COVID-19 And Winter Season

Background

COVID-19 is an unprecedented time impacting our communities. Measures taken to reduce the spread of the pandemic, such as quarantine, isolation and social distancing, are causing changes in people's lives and presenting challenges to maintaining an active and healthy lifestyle.

As winter settles in and several activities remain restricted during the pandemic, the risk of people embracing sedentary routines is likely to increase significantly. However, health experts urge that physical activity should be part of daily routines especially during this pandemic and throughout winter season.

Lack of physical activity is a higher risk among our Black, Indigenous, and People of Color (BIPOC) communities due to the existence of major social factors such as poverty, housing disparities, absence of public safety, income inequalities and stress associated with discrimination. Physical inactivity is a major public health issue among communities of color, and it's linked to a much higher risk of heart disease, type 2 diabetes, obesity, colon and lung cancers, and premature early death.

The Healthy Living Initiative strives to help Minneapolis residents prevent and manage chronic disease by creating opportunities for everyone to eat healthy, be active, and live tobacco-free.

While our ultimate goal is to eliminate disparities related to access to physical activity among low-income and racial/ethnic minority communities, we recognize that there's an urgent need to promote awareness and education about the importance of physical activity in the prevention and control of chronic diseases and in maintaining a healthy immune system and overall wellbeing.

Under this premise, we are excited to announce the launch of the "Let's Get Moving!" physical activity campaign. This campaign aims at educating and encouraging community members to add physical activity to their daily routines and promote the many benefits of embracing an active lifestyle during the current pandemic.

The campaign's target audience are BIPOC communities and people with disabilities in Minneapolis. It features a creative design and messaging that reflect the cultural values, circumstances and challenges that our primary audience face as it relates to embracing physical activity while remaining safe and physically distant.

The “Let’s Get Moving!” campaign package outlined below contains communication materials (print and digital compatible) that can be leveraged on social media and other physical and online platforms.

We believe that a successful community outreach lies on partnering with organizations that communities trust and have relationships with. These resources are intended to support the communication efforts of local partner organizations such as yours, and we hope you can help us elevate this messaging through your communication vehicles and help our BIPOC communities achieve the health benefits of regular physical activity.

While the current communication resources are available in English and Spanish, other languages will be available upon request. In developing the Spanish materials, we didn’t use direct translation, but instead, we creatively adapted the messages in a way that it appeals to the Latinx community, but it keeps the spirit, style and intention of the original copy.

We will be sending regular communication by email as new communication materials are added to the package outlined below. If you would like to request these materials in additional other languages, share feedback and opportunities to add messaging, please reach out to the Healthy Living Initiative Team at healthyliving@minneapolismn.gov.

We look forward to hearing from you. Thanks for your partnership!

The Healthy Living Initiative Team

Let's Get Moving! Campaign Overview

Goal:

Deliver timely and culturally relevant messaging about the importance of staying physically active during times of pandemic and winter season.

Target Audience:

Members of the following communities:

- **African American**
- **Latino**
- **Asian**
- **American Indian**
- **East African**
- **People with disabilities**

Key Messaging:

- Physical activity is anything that gets your body moving. It comprises activities as diverse as playing in the yard, carrying out household chores, transport from place to place (walking or cycling), dancing, playing sports, exercising, etc.
- Being active is possible. Indoors or outdoors, even when the weather gets colder.
- Focus on a healthy heart, mind and body during these difficult times (pandemic, social injustice, economic uncertainty and weather conditions).
- Importance of staying active to prevent chronic diseases that affect our families and immediate communities.
- Physical activity is a key component to our health—and can drastically reduce some of the symptoms associated with anxiety, stress, and depression especially during COVID-19.
- Walk as a healing practice to connect with yourself and overcome trauma.
- Add biking to your daily routine.
- Engage the entire family.
- Maintain social distancing while engaging in physical activities.

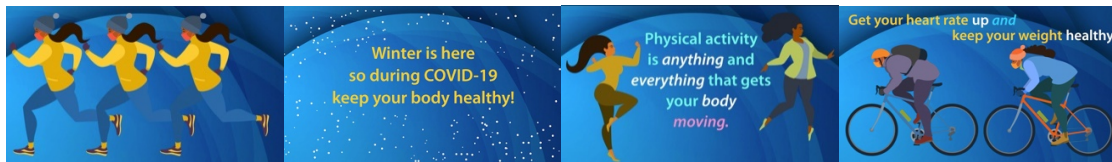
Communication Materials Package

- **Two Social Media animated clips:**
 - Audience: Adults (1 clip), Kids! (1 clip)
 - Duration: One minute
 - Language: English. Other languages available by request
- **3 Social Media Facebook simplified posts of three selected**
 - Size: 127KB, 720px x 720px, full color jpgs
 - Language: English
 - File format: JPG
- **12 Print Ready posters**
 - Size: 11 x 17, full color
 - Language: English (6) and Spanish (6)
 - File format: Print ready pdf
- **12 Social Media versions of the same (print ready) posters**
 - Size: 1.4MB – 1.8MB, 2550px x 1650px, full color jpgs
 - Language: English and Spanish
 - File format: JPG

Social Media Animated Clips

- **Two Social Media animated clips:**
 - Audience: Adults (1 clip), Kids! (1 clip)
 - Duration: One minute and set to joyful music.
 - Language: English. Other languages available by request

Adult version, animated clip, visual reference



Kids! version, animated clip, visual reference



Social Media Images

- **3 Social Media simplified images of three selected messages**
 - Size: 127KB, 720px x 720px, full color jpgs
 - Language: English
 - File format: JPG

1.



2.



3.



Print Ready Posters

These are printable files that are 11x17 size.

Topics:

- 1. Physical activity is easier than you think**
 - What's physical activity?
- 2. How much physical activity**
 - Physical activity requirements for adults and children.
- 3. Cycling is good for you and your body**
 - Ways to add biking as part of a daily routine
- 4. Move your body by walking/rolling**
 - Ways to adding steps every day
- 5. Don't let the weather stop you**
 - Overcoming barriers to physical activity during winter
- 6. Move your body to beat stress and anxiety**
 - Connection between physical activity and wellbeing

Language:

- English and Spanish.
- Other languages available by request by sending an email at healthyliving@minneapolismn.gov

Print Ready ENG (English) version files

File sizes: 605KB – 1.1MB, 11 x 17, full color print ready PDFs

Individual files are named as follows:

1. MHD_ENG_Poster_Physical activity is easier than you think_Print Ready_11x17.pdf
2. MHD_ENG_Poster_How much physical activity_Print Ready_11x17.pdf
3. MHD_ENG_Poster_Cycling is good for you and your body_Print Ready_11x17.pdf
4. MHD_ENG_Poster_Move your body by walking-rolling_Print Ready_11x17.pdf
5. MHD_ENG_Poster_Move your body to beat stress and anxiety_Print Ready_11x17.pdf
6. MHD_ENG_Poster_Don't let the weather stop you_Print Ready_11x17.pdf

Note: Below is a visual reference of each print ready poster in ENGLISH language.



Print Ready SP (Spanish) version files.

File sizes: 605KB – 1.1MB, 11 x 17, full color print ready PDFs

Individual files are named as follows:

1. MHD_SP_Poster_Physical activity is easier than you think_Print Ready_11x17.pdf
2. MHD_SP_Poster_How much physical activity_Print Ready_11x17.pdf
3. MHD_SP_Poster_Cycling is good for you and your body_Print Ready_11x17.pdf
4. MHD_SP_Poster_Move your body by walking-rolling_Print Ready_11x17.pdf
5. MHD_SP_Poster_Move your body to beat stress and anxiety_Print Ready_11x17.pdf
6. MHD_SP_Poster_Don't let the weather stop you_Print Ready_11x17.pdf

Note: Below is a visual reference of each print ready poster in SPANISH language

1.



2.



3.



4.



5.



6.



Sample Posters for Social Media content

The same print ready poster designs have been created as smaller jpg files for social media postings.

Note: Below is a visual reference of each print ready poster in ENGLISH language.

Social Media **ENG** version files.

File sizes: 1.4MB – 1.8MB, 2550px x 1650px, full color jpgs

Individual files are named as follows:

1. MHD_ENG_Poster_Physical activity is easier than you think_2550p x 1650p.jpg
2. MHD_ENG_Poster_How much physical activity_2550p x 1650p.jpg
3. MHD_ENG_Poster_Cycling is good for you and your body_2550p x 1650p.jpg
4. MHD_ENG_Poster_Move your body by walking-rolling_2550p x 1650p.jpg
5. MHD_ENG_Poster_Move your body to beat stress and anxiety_2550p x 1650p.jpg
6. MHD_ENG_Poster_Don't let the weather stop you_2550p x 1650p.jpg



Note: Below is a visual reference of each print ready poster in SPANISH language.

Social Media **SPA** version files.

File sizes: 1.4MB – 1.8MB, 2550px x 1650px, full color jpgs

Individual files are named as follows:

1. MHD_SP_Poster_Physical activity is easier than you think_2550p x 1650p.jpg
2. MHD_SP_Poster_How much physical activity_2550p x 1650p.jpg
3. MHD_SP_Poster_Cycling is good for you and your body_2550p x 1650p.jpg
4. MHD_SP_Poster_Move your body by walking-rolling_2550p x 1650p.jpg
5. MHD_SP_Poster_Move your body to beat stress and anxiety_2550p x 1650p.jpg
6. MHD_SP_Poster_Don't let the weather stop you_2550p x 1650p.jpg



Examples of Facebook Posts

- Physical activity helps us find balance and energy. There are several great ways to move during your day, including walking and biking outdoors and taking activity breaks while working at home or at your workplace (include a graphic to make the post more eye-catching). #Let'sGetMoving
- Engaging in physical activity outdoors, like walking, running, biking and hiking, is allowed and encouraged during COVID-19 restriction orders. Getting your body moving and getting fresh air can help you stay happy and healthy. #Let'sGetMoving
- Walking, running, stair climbing, playing in the snow, dancing, and doing chores are great ways to keep your body moving. Find the type of movement that works best for you. Let's get moving! #Let'sGetMoving
- Let's have fun with the snow. Parents shouldn't miss a chance to jump in and play outdoors with their kids! Build a snowman, make snow angels. Playing along will strengthen muscles and bones and set a good example. #Let'sGetMoving
- Did you shovel snow? Walk your dog? Play with your children outside? That all counts as physical activity! Build your own plan to move your body each day. Daily chores count! #Let'sGetMoving
- Share your health! Invite your family and friends on a movement date. Suggest a walking phone call or video workout in your homes and encourage those around you to do the same. We all do better together! #Let'sGetMoving
- Healthy body, healthy mind! Support your mental health by moving. There is no 'best' way to move – your body and mind will appreciate whatever you decide to do! People often notice a boost in their mood in as little as 5 minutes into exercise. #Let'sGetMoving
- Walk to heal. Moving your body can be used as a way to cope with ongoing emotional highs and lows. It could also make it easier for you to bounce back from traumatic events. #Let'sGetMoving
- What's your walking plan? Use your breath as your guide and decide how fast you want to move! Walk at a quick but comfortable pace and you could cover 1-2 miles in 30 minutes. #Let'sGetMoving
- How do you choose to cycle during the winter, outdoors or indoors? You can still cycle outdoors during the winter by layering up and braving the cold! Try a quick cycle around the block or move indoors if you can and aim for two times each week. #Let'sGetMoving
- Today, ask yourself, "what are the things in my life that keep me from being active?". Don't have time, feel safe outside, or feel like you are starting at the beginning? Talk to a loved one and think of ONE way to work around your barrier. #Let'sGetMoving

Examples of Twitter Posts

- Don't let the winter blues prevent you from walking and cycling. These activities are great ways to stay happy and healthy during the pandemic. #Let'sGetMoving
- Move more! Interrupt prolonged sitting time with short active breaks throughout the day. #Let'sGetMoving
- Walking is a year-round activity that can be done indoors or outdoors. #Let'sGetMoving
- How to add steps to your day? If you ride the bus, get off at an earlier stop and walk the rest of the way. #Let'sGetMoving
- How to add steps to your day? Take the stairs! Instead of elevators or escalators, add a bit of exercise into your daily routine. #Let'sGetMoving
- Going grocery shopping? Walk the inside perimeter of the store once before you start to shop. Park far away and be sure to walk back to the car. Add steps to your day! #Let'sGetMoving
- How did you inspire one person in your life to move today? Encourage a quick walk or dance a few times during the day and you're on your way! #Let'sGetMoving
- Start your week off by creating a simple walking plan. Set aside at least two times each day to get outside, even for a little bit! #Let'sGetMoving
- Check in with yourself today. How do your mind and body need to feel support? Act on it. And repeat tomorrow! Your body will thank you. #Let'sGetMoving
- Walk to heal. Walking requires no thought or skill, and only a little time. Walk in the rain. Walk in the snow. Walk in the sun. The Earth will welcome and comfort you. #Let'sGetMoving
- Set a date this week to move with friends or family members. Do a virtual video or go on a physically distanced walk. We all need each other! #Let'sGetMoving
- Did you know? The recommended physical activity time for ALL adults is 30 minutes each day, 5 days per week. How are you moving today? #Let'sGetMoving
- Did you know? The recommended physical activity time for ALL children is 60 minutes each day, 5 days per week. How are you moving today? #Let'sGetMoving
- Feel like you don't have time for physical activity? Have fun with it, ask your whole family to join, and schedule it in! Start with one day per week. #Let'sGetMoving