Movement Matters Campaign  
best Practices

**Movement Matters**, a month-long campaign, is centered on increased movement and overall wellbeing. The goal is to motivate individuals within your organization to move more and sustain their increased movement throughout the year.

# COVID-19-Related Practices:

* Offer online fitness classes through an in-house channel, Zoom or Facebook Live.
* Hand out printed exercise/fitness materials.
* Parades
  + Set up a parade around the community. If residents participate, give each person a certain time/staggered start so they can remain physically distant.
    - Pet Parade:
      * Consider simple costumes/theme for walkers and pets.
      * Invite walkers without pets to join and bring a picture, drawing, magazine clip of a pet with them.
    - Theme Parades:
      * Examples include May Day, Nature, 4th of July, Memorial Day or a birthday celebration theme
      * Mad Hatter Theme: Participants make and decorate a paper bag hat or wear their fun hat! Distribute clean, unused donated paper grocery bags, glue or tape and assorted craft supplies. Paperware can also be used, along with ribbons, bows, and so much more.
      * Special events such as the Olympics are fun ways to create a theme. Dress up as your favorite sport or athlete.
* Nature Scavenger Hunt
  + Create small group hourly sign-ups throughout the day or week to maintain physical distancing guidelines.
  + Design a list of nature items common in your environment. Participants check off what they found or document where they found it.
  + Plan crafts incorporating the items you find. Who can produce the most elaborate theme and use the most creativity? It is amazing what one can create with a few pinecones, twigs, leaves, rocks, and even some ornamental grass.
* Create a Movement Matters Theme
  + Walk Around Your State: Example: Colorado’s perimeter is 1320 miles, so as a community, track your steps or minutes to equal 2,904,000 steps (2200 X 1320)
    - Note: 2200 steps = 1 mile and 10 minutes of activity = 1000 steps
  + The 100 Club: Encourage residents to complete 100 exercises during the campaign by performing simple exercises in their home. This breaks down into roughly three exercises a day (arm circles, knee lifts, back scratch, DONE!).
    - Provide instructions for simple stretching, mobility, strength, and endurance exercises. Include neck, shoulder, arm, hand, ankle and foot exercises. Click on this link for ideas: [21 Chair Exercises](https://californiamobility.com/21-chair-exercises-for-seniors-visual-guide/)
    - Provide a simple tracking sheet that can be collected at the end of the month. Leave an area for self-reflection and future motivation (i.e., “Did this Challenge support you? If so, please share how it was helpful.”) The self-reflection may provide insight for future motivation.
    - Find ways to recognize and celebrate those in the 100 Club!
  + Dance of the Month:
    - Everyone can learn the same line dance on their own, then stage a “Flash Mob” when restrictions are lifted.
  + 15 Day Movement for You Challenge: For any 15 days in May, move with intention and log activity.
* Follow a Weekly Calendar
  + Example: Monday – Dance Day, Tuesday – Strength, Wednesday – Yoga, Thursday – Stretching, Friday - Tai Chi.
  + The goal is to move for a total of 15-20 minutes or more.
  + Print out specific exercises for the daily categories:
    - [Chair Yoga Routine](https://mymasterpieceliving.com/wp-content/uploads/2020/04/Chair-Yoga-Routine.pdf)
    - [Tai Chi for Beginners](https://mymasterpieceliving.com/wp-content/uploads/2020/04/Tai-Chi-for-beginners-%E2%80%93-A-basic-introduction-to-the-forms.pdf)
    - [Go4Life Workout to Go](https://mymasterpieceliving.com/wp-content/uploads/2020/04/workout-to-go.pdf)
    - [Yoga For Seniors - The Complete Guide](https://www.vivehealth.com/blogs/resources/yoga-for-seniors)
* Create small teams to call each other frequently to support individual’s desired movement goals. Encourage one another to keep moving!
  + Example: One team member and 3-5 residents/members.
* Post steps associated with each applicable activity on the monthly calendar. For example, Chair Volleyball yields 1760 steps.
* Share fitness ideas/classes online:
  + Fitness Personnel teaches classes on internal TV or Facebook Live
  + Catch the attention of participants with random days of themed music, costumes, background themes, or quiz questions that relate to the month or key topics.
  + Play bouts of dance music on the internal TV with a message to break for three minutes to dance/move to the song.
  + Gather in a community room and play Simon Says with directions given in person, or by placing messages on the internal TV that encourage people to follow along with small movements in their apartment/home. Set guidelines for adaptations and safety when playing.

# Other Practices:

Move for a Purpose Use the “I Move For…” printable document available on the Masterpiece website to encourage participants to share their purpose or motivation with the entire organization. Participants may be moving for the health of those who live or work at your organization or in honor of a local charity. Individuals may choose to walk for something personal too. Some examples may include “I move for my great-grandchildren,” “I move for my health” or, “I move for FUN.”

Walking Around Europe Set a goal each week to walk from one city to another in Italy. Table tents and other promotional materials can be created to show the distance and provide education and trivia about the destination city.

Jazz Band Kick-off: Kick off Movement Matters with a local high school jazz band and color guard providing entertainment and leading the community through its first few steps.

Route 66: Encourage participants to walk across "Route 66." End the walking campaign with an antique car show and rides in an antique car.

Label Community Distances: Map out distances between different points throughout the community and encourage participants to walk together daily. Set goals to increase the distance whenever possible.

Virtual Mountain Hike: To add some competition, create mountain sculpture or image where teams of three can log minutes of walking after they choose a team name and decorate a cardboard cut-out mountain climber. Keep track of the whole community's walking goal with the mountaineers.

Creative Awards to Celebrate: Create creative prize categories for residents and team members. In addition to the overall winners (one from each department), prizes may be awarded for: best walker with a pet companion, most often seen walking on campus, most like the energizer bunny, best newcomer to walking, most improved from last year, best walker with a boot on one foot. Keep if fun.

Partnering with Local School: Consider partnering with a local school. Invite students to join the opening Movement Matters event and weekly exercise/dance events. Encourage the students to track their steps alongside residents.

Souls4Souls: Walk with purpose by donating one pair of new shoes to [Soles4Souls](https://soles4souls.org/) for every 1,000,000 steps completed.

Exploring the Community: Create a display in the community that mirrors the popular app “Map My Walk." Residents can use the map to explore new walking routes in the area. Each route is defined by level of difficulty and includes information regarding restroom and drinking fountain availability along with locations of park benches.

Minutes for Charity: Record minutes of exercise every month. The minutes are matched by the community towards a fund for distribution for various charities. Many participants push themselves to keep to their routine if not for themselves but for the benefit of helping others. Learn more at: <https://charitymiles.org/>

Campaign T-shirts: Hold a t-shirt design contest for all team members and residents. Everyone who participates in Movement Matters has a chance to vote among the designs submitted, and all participants get a t-shirt with the winning design.

'Stepping' Up Participation: Create a predetermined goal of 'steps' for each event/activity on the calendar. All activities, even if they are not physical, earn 'steps'. (Example: 200 steps for exercise class, 200 steps for bible study, 100 steps for meditation.)

Olympics: Offer two games per week including events such as: shuffleboard, horseshoes, badminton, basketball free throws, 3-par golf, bean bag toss, lawn darts, and a relay race. Divide participants into teams of 10 and assign a team color and team captain.

Moving to Music: Invite residents and team members to mix movement and music. Have a walkway (hall) of music, musical walking adventures and education about the history of music.

Movement Inspired by Nature: Create a map of the trees on your community’s campus. Schedule time to have a group walk and talk about the trees.

Color Walk: To celebrate the Holi festival in India, create a color walk. Invite participants to wear colorful garments and beads, walk through silly string, and paint the faces of participants.

Prayer Walk: To incorporate “Peace & Fulfillment” into Movement Mattes, develop a Prayer Walk. Encourage individuals to focus on spiritual thoughts while exercising their physical bodies. Landmarks along predesignated paths, indoors and outdoors, act as markers to focus on the next topic/person/prayer.

The Balancing Act: Focus on reducing both the risk of falling and the fear of falling by using "The Balancing Act" as a Movement Matters theme. Offer balance-related activities to highlight movement for all individuals, regardless of ability. Incent each ½ hour of moving and every balance-themed event.

Discovery Walk: Create a "Discovery Walk" by encouraging participants to find specific items around the community. An organizer can take pictures of a variety of items (a statue outside a resident apartment or a piece of equipment in the fitness area). This encourages individuals to travel outside their own hallways and levels of living to discover the community.

Race to Wellness: Use racing as a theme. Have time trails for tournament style games such as bean bag toss, bocce ball, relay races, chair volleyball, putt-putt, bowling, lawn darts and basketball free throws. Post race tracks on a bulletin board to show progress based on participation in Movement Matters events and other exercise/fitness activity.