EASY FOUR-WEEK PLAN

Check out our simple four-week plan to encourage everyone to move more. We have included tips, communications and featured content that align with these weekly themes:

- Walk more. Stress less.
  (National Walking Day is Wednesday, April 3.)
- Unleash the power of pets.

TAKE STEPS TO IMPROVE HEALTH AND FIGHT STRESS

Here are ways to include everyone on National Walking Day (April 3):

In-person workforce

Send out a company-wide message about National Walking Day and the benefits of walking. (For a template, see page 9 of this toolkit.) Organize a short, 15-minute walk near your place of business for the employees who are working in person that day. Start the walk at 1 p.m. and be sure to post a photo or video of your group on Facebook, Instagram, X (formerly Twitter) or TikTok using the hashtag #WalkingDay. We can’t wait to see your smiling faces!

Virtual & hybrid workforce

In

COMMUNICATIONS

Use these messages to encourage others to join our Move More movement. Customize these communications to fit your needs.

Support/endorsement request to your company's HR department or executive leadership

Workforce well-being can be viewed as a challenge – or an opportunity.

Yes, our employees face stress on many fronts. But, with the help of the American Heart Association, we can encourage them to focus on their mental and physical health. Simply moving more opens the door to many proven benefits.

We can encourage a healthier way of **{§¶§~q p¡¬ ¡±¬ k } ©{¡ ¹ kk- f ¹ qk°°§~q 5k^{°r ¹ p¡¬ 4¡ ¡ iÇ ·§°r °rk ! } k¬§g^~** Heart Association. They invite everyone to move more and commit to a healthier lifestyle. I would like your approval for our organization to participate in Move More month this April.

On National Walking Day, April 3, we'll ask everyone to participate in **^ -r¡¬° } ¡¶k } k~° f¬k^z î ©^¬° ¡p ^ g¡ } }§° } k~° °¡ } ¡¶§~q } ¡¬k ^{{ } ¡~°r** long. We'll have free resources available to help our employees get healthier. Weekly emails will offer science-backed steps to encourage moving more and sitting less. The suggested activities have the potential to foster morale, team-building and productivity. You can learn more at heart.org/MoveMore.

Messaging to employees/participants

Note: Replace the information in [brackets] below with your company's particular details.

Week 1: Walk more. Stress less.

A walk is not just good for your body – it's good for your soul. But recent reports show that walking rates are declining steadily in this country. This trend affects the health of people you know and love.

Let's not take this sitting down! We have joined forces with the American Heart Association as part of its Healthy For Good ™ initiative. We'll pass along their science-backed advice each week for a month.

Moving more – and walking in particular – has always been part of the American Heart Association's now century-long mission. That's why the AHA created National Walking Day more than a decade ago. A simple walk can kick-start healthy habits, leading to a longer, healthier life.

WEEK 2

Together Tuesdays™
Get employee engagement back on track with Together Tuesdays™, a simple weekly meal or snack time when co-workers get to know each other better. Weekly sit-down meals with family, friends or co-workers can reduce stress, boost self-esteem and connect people.

Recipes

Discover how easy, budget-friendly and delicious healthy cooking can be.

Best Friend Fridays
Pets reduce stress and increase productivity in the workplace. Talk to your employer about bringing your pet to work as part of Healthy Bond for Life's Best Friend Fridays.
Share a photo of your pet on social with the hashtag #BestFriendFridays.

SHARE WITH YOUR COMMUNITY AND FAMILY.

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