

1







## Move with the Mayor<sup>™</sup> — Physical Activity Challenge Participants 2022

# 43

Mayor Daniel Horrigan, Akron, OH\* 1. 2. Mayor Mike Coffman, Aurora, CO 3. Mayor William Bo Perkinson, Athens, TN 4. Mayor-President Sharon Weston Broome, Baton Rouge, LA\* 5. Mayor Susan Trimnal Holley, Bethune, SC 6. Mayor Bill Rawls Jr, Brownsville, TN 7. Mayor Alfred Mae Drakeford, Camden, SC Mayor Lori Bagwell, Carson City, NV 8. 9. Mayor Don Walters, Cuyahoga Falls, OH\* Mayor Rochelle Robinson, Douglasville, GA 10. 11. Mayor Melissa Emmons, Elgin, SC 12. Mayor Jack Tibbs Jr., Eufaula, AL 13. Mayor Christina Muryn, Findlay, OH\* 14. Mayor Acquanetta Warren, Fontana, CA\* 15. Mayor George McGill, Fort Smith, AR Mayor Jud Ashman, Gaithersburg, MD\* 16. 17. Mayor Chodri Khokhar, Glendale Heights, IL\* Mayor Eric Genrich, Green Bay, WI 18. 19. Mayor Errick D. Simmons, Greenville, MS\* Mayor Rodney Craig, Hanover Park, IL\* 20. 21. Mayor Debra March, Henderson, NV 22. Mayor Mitch Roth, Hilo, HI 23. Mayor Ben Winkelman, Hoquiam, WA\* Mayor Steve Williams, Huntington, WV 24. 25. Mayor David Scheffler, Lancaster, OH\* 26. Mayor Ken Thurston, Lauderhill, FL 27. Mayor Will Hill, Louisville, MS 28. Mayor Sangeetha Rayapati, Moline, IL 29. Mayor Roland Dykes III, Newport, TN 30. Mayor Paul Leon, Ontario, CA 31. Mayor Glenn A. Johnson, Pullman, WA 32. Mayor Mike Troup, Quincy, IL 33. Mayor Levar Stoney, Richmond, VA 34. Mayor Kim Norton, Rochester, MN\* 35. Mayor James Perkins Jr., Selma, AL 36. Mayor Adrian Perkins, Shreveport, LA 37. Mayor Doyle Lowe, Sweetwater, TN Mayor Michelle Gomez, Tamarac, FL\* 38. 39. Mayor Karmolette O'Gilvie, Twentynine Palms, CA 40. Mayor Lawrence G. Haygood, Jr., Tuskegee, AL 41. Mayor Katie Rosenberg, Wausau, WI\* Mayor Ruben Pineda, West Chicago, IL\* 42. 43. Mayor Nunzio Pulice, Wood Dale, IL\*



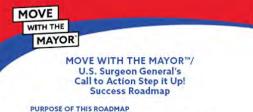


## Move with the Mayor Challenge

- Host at least one physical activity event
  - September 1 October 15

- Complete the Step It Up Roadmap
  - September 1 October 30





The U.S. Conference of Mayors (USCM) endorses Step it Up), the U.S. Surgeon General's Call to The US contented or warping locally exoses step is up to the US subgenuences is take to action to Promote Waining and Waining and Communication and USUN upsis offset a evenop inhibitive and programs that respond to the Cast to Action such as Move within the Mayor "(Mr/Trid) and the Centers to Disease Control and Preventions active Respect Average (Mayor Trid) and the Centers to Disease Control and Preventions active Respect Average (Mayor Trid) and the Centers to Disease Control and Preventions active Respect Average million Americana more physically solution and particular particular particular sections and physically solution and particular particular sections and physically solution and particular section and physically and the section and an experiment section and and the section and the section and the section and physical sections and an experiment section and and physical section and an experiment section and physical section and and an experiment section and physical section section and physic

Many mayors siready use Move with the Mayor", developed by the National Forum for Heart Disease & Stroke Prevention, to encourage people to walk and live active, nealthy ifestyles. Now, the Move with the Mayor" / Step it Up! Success Roadmap blends elements of both initiatives

plus Active People, Healthy flation to help you identify and strengthen your city's programs and policies to improve health and physical activity.

By completing this roadmap you will determine your city's Step it Up! score. The National Forum will also use your scores to help improve our future MWTM programming in your city.

#### ROADMAP INSTRUCTIONS

Please respond to each section of the readmap and provide an answer for each question. We apprecise your taking the time to complete this readmap. For all questions in the readmap, your dity will receive the number of points indicated for every "Hes" answer.

- The following sections are included in the roadmap, with elements related to heart health prori interwoven.
- 1. Make Physical Activity a City Priority
- Design Activity-Friendly Communities that Make Physical Activity Safe & Easy for People of All Aget & Abilities
- 3. Promote Programs and Policies to Support Physical Activity Where People Live, Learn, Work, Pray, S. Play

Using the interactive PDF, your points for each section will be sutametically totaled to determine you city's Step it Up! score.

Please send your completed roadmap to Debbie Martinez at debbie martinez@nationalforum.org by September 28, 2020.

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# Toolkit

- Talking Points and Buzzwords
- Hypertension Control Messaging
- Social Media Sample Posts
- Press Advisory & Release
- Logos, Flyers, and Posters
- Step it Up! Challenge Success Roadmap

## RELEASES HEADLINES

On our website you'll find a series of headline options (such as these) that you can use interchangeably in any of your press releases. We have provided two sample press releases that you may use to promote your Move with the Mayor<sup>TM</sup> events.

"Mayor Laces Up Walking Shoes in Nationwide Effort to Reduce Heart Disease & Stroke"

"Mayor Joins Nationwide Effort to Reduce Heart Disease & Stroke"

Mayor Puts Best Foot Forward in Nationwide Effort to Combat Heart Disease & Stroke Residents walk/move alongside mayor in nationwide heart-health initiative



Mayor Broome speaks candidly about weght loss and her personal health journey



Bernstein (1997) Weit der Bernstein Gestehlt aus die Artiklasse (1997) Auf der Bernstein Gestehlt auf der Bernstein Gestehltart auf der Bernstein Gestehlt auf der Bernstein Gestehl

Columbia Mayor Steve Benjamin hosts 'Move with the Mayor' walk



#### WHAT ARE THEY?

A word or phrase, that is fashionable at a particular time or in a particular context.

#### Active

Using the word "active" seems to inspire action. We want people to be physically active, actively improve their fealth through specific, and take proactive stops to reduce their risk for heart disease and stroke

#### Busy

Everyone can benefit from physical activity, despite how busy they are. So, encourage them to get basy in a different way, by proactively taking care of their health and getting moving. Remind people of easy ways they can fit ghysical activity into their basy schedules.

#### Heart Disease & Stroke

Continue to remind people that the action and preventative steps they're taking is to improve their quality of life and reduce their risk for heart disease and stroke. Wellbeing This is extremely important! We don't only want people to be healthur; we also want them to have better, ionaer, happier inse.

#### Prevent/Preventable

Uplift the importance of preventing heart disease and stroke through healthy habits, such as physical movement. We want people to know it's not too

#### Leadership/ Lead by Example

These are great buzzwords and phrases because they elevate the mayors' leadership role and



# Active People, Healthy Nation Champions

- CDC-led initiative
- 27 million Americans more physically active by 2027
- Evidence-based strategies to increase physical activity across sectors and settings

# Benefits

- Recognition
- Access to resources & information
- Connect to network
- Highlight successes





## **Frequently Asked Questions**

- 1. Do cities need to host an event every week? No
- 2. What counts as an event? Virtual or in-person event
- 3. How does the National Forum lend its support/Are resources provided? Yes
- 4. Technical assistance
  - Graphic design
  - Policy menu
  - Talking points



#### Actions Mayors Can Take to Protect People from COVID-19 and Enable People to Attain Health

The <u>Centers for Disease Control and Prevention</u> has identified several underlying medical conditions that create a higher risk for severe illness from COVID-19, including, but not limited to: serious heart conditions, severe obesity, diabetes, chronic lung disease, asthma, and liver disease.

These underlying conditions, in turn, can be addressed through policies that address overall public health, nutrition, physical activity and obesity, air quality and tobacco use, and alcohol use.

The <u>National Forum</u> serves as a wellness partner to cities across the nation and advises on policies to increase health and reduce the impacts of these underlying conditions. Now more than ever, the National Forum is ready to forge a path forward. The following policies, programs, and intervention are aimed at improving community health by addressing social determinants of health.

#### **Public Health**

Addressing overall public health will reduce various serious underlying medical conditions that increase an individual's risk for severe risk from COVID-19.

- Work with your local department of public health to create a (or supplement an existing) <u>community health worker (CHW) program</u> with <u>hypertension</u> <u>control management</u>
  - <u>Community health workers</u> are frontline, culturally competent, public health workers who serve as a bridge between underserved communities and healthcare systems. CHWs are important provider allies for <u>improving hypertension prevention and self-management</u>, especially among underserved and diverse populations in the United States
- Partner with your local fire department to create a <u>community paramedicine</u>
   <u>program to reduce blood pressure and diabetes levels</u>
  - <u>Community paramedics</u> are medically trained first responders who serve in expanded roles that include primary and preventive care as well as services designed to reduce patients' need for hospital visits





## Challenge Step It Up! Roadmap

QUESTIONS SECTION 3

888

**BONUS: State department of transportation** 

BONUS: Other not included above:

(Include organization name and type)

BONUS: Arts and culture (e.g. museums, art affiliated departments or organizations, etc.)

PARTNERSHIP

#### MOVE WITH THE

#### MAYOR

MOVE WITH THE MAYOR<sup>™</sup>/ U.S. Surgeon General's Call to Action Step it Up! Success Roadmap

#### PURPOSE OF THIS ROADMAP

The U.S. Conference of Mayors (USCM) endorses Step It Up), the U.S. Surgeon General's Call to Action to Promote Waiking and Waikable Communities. USCM urges chies to develop initiatives and programs that respond to the Call to Action such as Move with the Mayor" (MWTM) and the Centers for Disese Control and Prevention's Active People, Healthy, Nation<sup>—</sup> a national movement to respond to the Surgeon General's Call to Action. Its goal is to promote strategies that work to get 27 million American amer physically active by 2027.

Many mayors already use Move with the Mayor", developed by the National Forum for Heart Disease & Stroke Prevention, to encourage people to walk and live active, healthy lifestyles.

Now, the Move with the Mayor" / Step it Up? Success Roadmap blends elements of both initiatives plus Active People, Healthy Nation to help you identify and strengthen your city's programs and policies to improve health and physical exclusive.

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#### At one of my city's Move with the Mayor<sup>™</sup> events, we partnered with another organization. Examples: · Our partner(s) promoted the event. · Our partner(s) provided health-related educational/awareness/informational materials and/or resources · Our partner(s) hosted an event (e.g., walking event held at a college/university campus) · Our partner(s) provided blood pressure/cholesterol screenings. · Our partner(s) provided heart healthy foods. Ma · Our partner(s) provided roffle prizes/give aways to participants. Yes Points Local health department 1 State health department 1 National Association (e.g., American Heart Association, Walk with a Doc, YMCA) 1 Tribes and Urban Indian Organizations & Tribal Organizations University/College 1 School 1 Hospital 1 Local business (e.g., grocery store, running/walking store, etc.) 1 Community organization or business group (Wellness Council, Chamber of Commerce, etc.) 1 **BONUS: Media** 1 BONUS: Metropolitan planning organization 1

Please consider only the time period of January 1, 2021 - October 15, 2021

when answering questions in the following section.

## YOUR CITY'S 2021 STEP IT UP! SCORE

Please add up the total scores from each section to get your city's Step It Up! Score

Sity Priority	Max Points	Our City's Score
Total Make Physical Activity a City Priority Score	11	0
ties that Make Physical Activity Safe & Easy for s & Abilities		
Total Physically Active Communities Score	24	0
is and Policies to Support Physical Activity e, Learn, Work, Pray & Play.		
Total Heart Health Activities Score	10	0
Total Partnership Score	9	0
Total Worksite Score	25	0
Total Nutrition Score	9	0
Total Parks & Rec. Score	17	0
Total Public Health Score	10	0
Total School Districts Score	14	0
Total City Health Assessment & Action Plan Score	9	0
Total City Policy Score	28	0
BONUS POINTS	38	0
TOTAL STEP IT UP! SCORE	166	0



Worksite Parks and Rec Public Health School Districts



### We Convene. We spark conversation. We accelerate collaboration.

8

1

9

Our City's Partnership Score 0

## **DuPage County Mayors**





Beautiful Day for Mayor @RodCraig #MoveWithTheMayor Challenge with a Walk at Einstein School! Thanks to all walkers who joined him & earned an additional 1K steps! Join the challenge against @WestChicagoIL, @VillageofGE Bartlett & @VOGHNews at hekahealth.com/wchicago.



1.30 PM · Sen 5 2020 · Twitter Web Ann











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## **Social Media**

Healthy West Chicago @HealthyWestChi

It was a beautiful morning here in @WestChicagoIL for a community walk for #HeartHealth! Thank you to all the residents that joined us for our first #MoveWithTheMayor walk of the year!

#### #MovingForHeartHealth #ActivePeople #KeepMovingWestChicago



#### Healthy West Chicago

Can we not up enough activity minutes to come out on top? Learn more and register now tomove our city towards better health, and even win avecome prices like shoet from @Vionic Shoet =<a href="https://www.englith.org">https://www.englith.org</a> Shoe

West Chicage Public Library Direct West Chicage Elementary School District 31 WeGo Together for KBs West Chicago Elementarity High School City of West Dhicago Golewinnen







Hanover Park IL @HanoverParkVig - Apr 19 .... Let's get moving #HanoverPark! Join me, Mayor Craig, for the SparkAmerica Fit City Challenge. It's free! Win Incredible prizes, including @VionicShoes! Sign up for the 6-week challenge & log any type of physical activity at bit.do/fTVYa #movewiththemayor







# **Social Media**

City of Augusta GA @ @CityofAugusta - Sep 18. Get moving with Mayor @hardiedavis and be proactive about our health. #HeartHealth #MoveWithTheMayor

Hardie Davis, Jr. @hardiedavis - Sep 18 Last week I launched #MoveWithTheMayor w/@NatForumHDSP & Dr. Mac Bowman to make physical activity a priority in @CityofAugusta. Make sure you get your 30-minute workout in daily. Stay tuned for updates and more #MWTM activities coming soon #HeartHealth #ActivePeople @JohnClymer



Hardie Davis, Jr. @hardiedavis - Sep 18 Replying to @JohnClymer @CDCObesity and 9 others Fantastic. Let's #MoveWithTheMayor cross @CityofAugusta! I got 36 min in last night! #StrongerTogether #HealthyLiving Q 1 t1 C C ⊥



#### Kim Norton @MayorNorton · Sep 16

Park Board-Ward 2 rep, Angie Gupta, and I had a walking meeting today on the grounds of the beautiful Plummer House. The trek up the hill was totally worth it and I learned a ton about invasive species in the area. Thanks, Angie!! **#MoveWithTheMayor** #rochmn #parks #ActivePeople





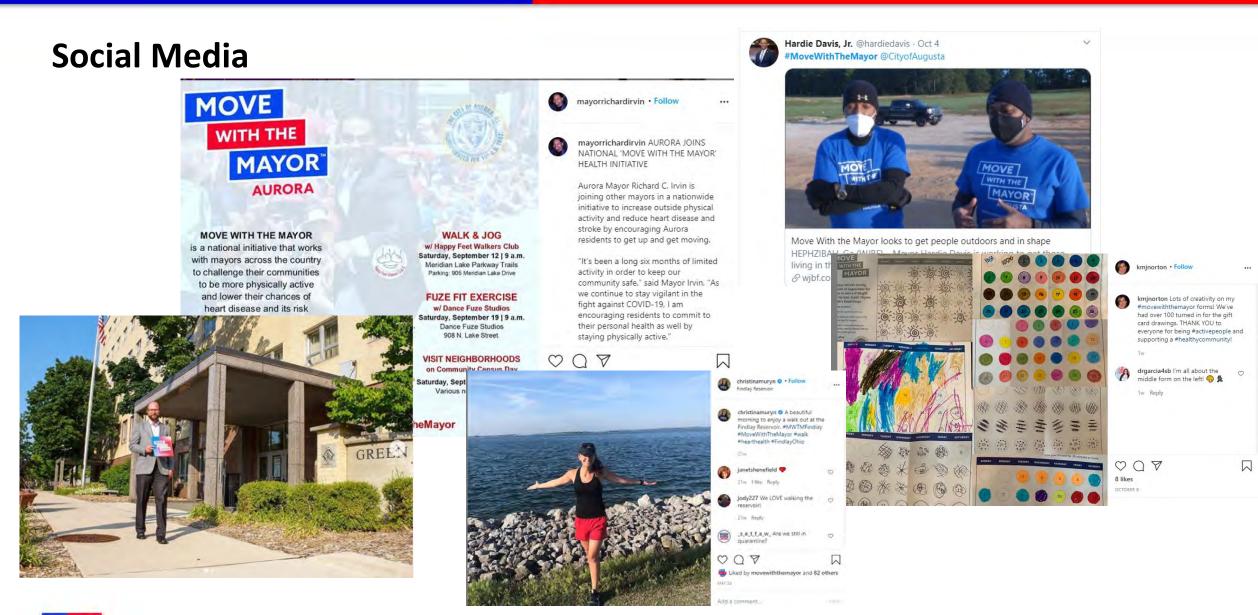
Tonight the Rochester City County adopted a resolution is support of "Step It Up!" the US Surgeon General's Call To Action to promote walking & walkable communities! #rochmn #MoveWithTheMayor #ActivePeople

7:22 PM · Sep 21, 2020 from Minnesota, USA · Twitter for iPhone



## 11 W





# NATIONAL FORUM

## **Social Media**







Gaithersburg Parks & Recreation posted a video to playlist Move With the Mayor. August 26 at 9:00 AM · 🕄

For the second year in a row we are proud to be part of the Move with the Mayor Campaign. Mayor Ashman invites you to #MoveWiththeMayor and commit to at least 30 minutes of physcial activity a day and he's here to remind you of a great way to get some activity in. Sign up for the Kentlands/Lakelands 5K! The race kicks off on Sept. 4 at 8:30am, visit https://gburg.md/3ks8mj6 to sign up today!

Jud Ashman

Gaithersburg Mayor



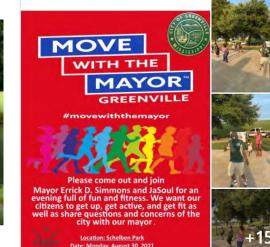
City of Greenville, Mississippi - Government City of Greenville, Missi August 19 at 10:38 AM · O

If you missed the last MILES WITH THE MAYOR, be sure to join us for the next #MoveWithTheMayor, August 30th at 6pm at Schelben Park. Now is a better time than ever to make health and wellness a priority and build our community's resiliency. It all starts with the citizens and the businesses that make up the fabric of our community. Mayor Errick D. Simmons encourages everyone to get fit and active to stay healthy.



Started the day off with a beautiful sunrise walk around the reservoir. #FindlayOhio #MWTMFindlay #HeartHealth @NatForumHDSP @SparkAmerica





Time: 6 n.m



Ł Dityofwestchicagoil and @healthywestchi are inspiring nmunity members to be active Congratulations on making your physical activity count! MoveWithTheMayor #H #Repost @healthywestchi with Join us on the lawn tonight at 6P We're at the West Chicago Library #MoveWithTheMayor

MOVE

WITH THE

MAYOR

Be the first to like this



# JOIN THE MOVEMENT





# A NATIONAL MOVEMENT CHANGING LIVES

We build **Fit & Healthy Leaders** who spread the "spark" to others in the community through an annual calendar of digital challenges and events focused on:

- Fitness & Health
- Leadership Development
- Community Engagement

The SparkAmerica campaign leverages the same **Spark360 software for all cities** so Mayors across Spark People the country can partner.

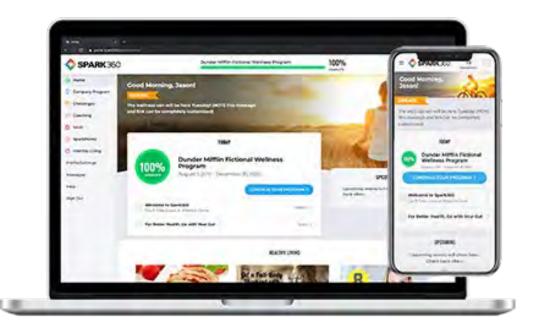
This includes friendly competition leaderboards





RANK	СІТҮ	MINUTES
1	Cleveland	2,309,350
2	Pittsburgh	1,566,992
3	Columbus	737,046
4	Akron	672,676
5	Cincinnati	281,622
6	Detroit	134,667
7	Findlay	110,944
8	Altoona	94,605
9	Philadelphia	26,260
10	WestChicago	9,923
11	BatonRouge	748
12	Toledo	439

# ALL POWERED BY SPARK360 TECH







## **MWTM + SparkAmerica**







## City of Little Rock O

MOVE WITH THE MAYOR<sup>™</sup> (MWTM) is a national initiative that works with mayors across the country to challenge their communities to be more physically active. The past year and a half has highlighted how important it is for each of us to take an active role in our health.





Mayor Craig is looking forward to kicking off the #SparkAmerica #FitCityChallenge to get moving to improve #hearthealth! Let's go #HanoverPark! Sign up at sparkHanoverPark.com or bit.ly/3DkK8jJ #MoveWithTheMayor #SparkChallenge



Kim Norton @MayorNorton

......

@CityofRochMN sneaks up to 23rd! Keep going and log your hours on the SparkAmerica page (under our city and your ward!) until October 15th. You can start anytime - it's not too late to join the #MoveWithTheMayor Fall Fit Challenge. #ActivePeople

10:25	
portal.peopleonehea	lth.com
14 Seattle WA +	32,826
15 Denver CO +	30,566
16 LosAngeles CA +	30,412
17 Phoenix AZ •	28,725
18 Portland OR •	25,887
19 Altoona PA +	25,640
20 Tampa FL •	25,387
2) StLouis MO+	25,059
22 Houston TX •	22,655
23 Rochester MN +	22,454
24 Indianapolis IN +	21,568
25 Dallas TX +	20,896
26 Milwaukee WI •	19,661
27 SanDiego CA 🕨	18,676
	<ul> <li>portal.peopleonehea</li> <li>Seattle WA &gt;</li> <li>Denver CO &gt;</li> <li>LosAngeles CA &gt;</li> <li>Phoenix AZ &gt;</li> <li>Portland OR &gt;</li> <li>Altoona PA &gt;</li> <li>Tampa FL &gt;</li> <li>StLouis MO &gt;</li> <li>StLouis MO &gt;</li> <li>Rochester MN &gt;</li> <li>Indianapolis IN &gt;</li> <li>Dallas TX &gt;</li> <li>Milwaukee WI &gt;</li> </ul>



Emergency Alert Program

Jobs Pay Waller Bill Municipal Court COVID-12 Contact Us Translate

#### COMMUNITY GOVERNMENT BUSINESS I WANT TO ...

Contact the City	Community =			
Calendar	Newsroom			
Newsroom	Newsroom			
Facility Directory List	Fort Size 🖸 🗖 🚺 Share & Bookmark 🖷 Feedback			
+ About Findlay	Fit City Challenge Kicks-Off in Findlay Join the Movement			
Camp 911 Cemetery Community Heroes COVID-19 Resources	Post Date: 04/16/2021 10:27 AM			
	<b>Spark</b> findla			
DORA Information				
Downtown Banners	Mayor Christina Muryn announces the launch of the SparkAmerica Spring Fit City Challenge in Fine The challenge is a free and friendly competition to encourage individuals to be physically active. It r			
Environment and Environment	from April 15, 2021, through May 31, 2021.			

People who live or work in Findlay can participate in the challenge by visiting www.sparkfindlay.com



# **MWTM + SparkAmerica**

- Onboarding toolkit
- Please let us know if you'd like to sign up by July 31st
  - Free physical activity tracking platform
  - Supports friendly challenge



# Fall Fit City Challenge starts September 1<sup>st</sup>!





# Flu Campaign



WElyria - Frank Whitfield, Mayor of Elyria September 18 at 10:19 AM · O Public

Yesterday, Mayor Frank Whitfield got his first flu shot (see his video message in the comments).

As our communities still battle COVID-19, and with the upcoming flu & cold season, we wanted to take a moment to remind everyone of the importance of testing, awareness, and information. When we know our status through testing, and protect ourselves from virus and disease through vaccines, it provides the opportunity to inch toward normal as we know we're keeping ourselves, loved ones, and community safe and protected.

Be sure to reach out to your healthcare provider for information about receiving your #flushot, and remember: there's FREE Drive-Up COVID-19 Community Testing tomorrow in the Elyria City Hall Parking Lot from 9 AM - 3 PM through a partnership with Lorain County Health & Dentistry and the Ohio National Guard! #SeeYouThere

#MoveWithTheMayor #Elyria



OD You and 61 others

32 Comments 1 Share

#### Eric Genrich @MayorGenrich · Oct 12

It's more important than ever to get your flu shot this year. Area hospitals are at capacity levels now, so we all need to do our part to reduce flu transmission. Super quick and pretty painless. vaccinefinder.org/findvaccine #flufighter #stopthespread @NatForumHDSP





#### Sharon Weston Broome 🤣 @MayorBroome - Sep 30

I got my flu vaccine, and you should too! It's likely that flu viruses and the virus that causes COVID-19 will both spread this year. Let's all do our part to protect our families, our friends, and our frontline workers!

Find a Flu Vaccine Near You: vaccinefinder.org/find-vaccine





To protect @ColumbiaSC from a viral flu epidemic, let's all step up, stand out, roll up our sleeves & get our flu shots early this season! Thx to @DoctorsCareSC for making my flu shot easy &

painless by this year! Learn more about getting your flu shot: tinyurl.com/y4c87unk



#### City of Akron, Ohio @ @AkronOhioMayor - Sep 24 Mayor Horrigan knows getting a flu vaccine is more important than ever because of the ongoing COVID-19 pandemic. Make sure to get a #FluVaccine to protect against flu and its potentially serious complications. Learn more: cdc.gov/flu/highrisk/h... #FightFlu #MoveWithTheMavo





## 19

## **Adult Vaccination Initiative**







## **NATIONAL FORUM** FOR HEART DISEASE & STROKE PREVENTION

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# **To Register & For More Information**

Contact:

Michelle Snyder Community Engagement Coordinator <u>michelle.snyder.ic@nationalforum.org</u> 618-534-6921

