

Just Move It! Challenge Overview

What is Just Move It!?

Just Move It! is a 4-week challenge that aims to encourage all employees to move more throughout the day. The goal is to achieve at least 30 minutes of physical activity per day most days of the week (and ideally at least 150 minutes per week).

Why do the Just Move It! Challenge?

According to the Centers for Disease Control & Prevention (CDC), physical activity is one of the best things people can do for their health, both physical and mental. Not only does physical activity help people immediately feel better, function better, and sleep better, it is vital for healthy aging. It also helps reduce anxiety and improves mental health.

Despite all the benefits of physical activity, only half of adults get the recommended amount of exercise, and about a quarter of adults report being physically inactive outside of work. An estimated 110,000 deaths per year could be prevented if adults 40 and older were more active. Not getting enough physical activity costs \$117 billion in annual health care costs.

The CDC's weekly exercise recommendations are:

- At least 150 minutes a week of moderate intensity activity such as brisk walking
- At least 2 days a week of activities that strengthen muscles

How does the Just Move It! Challenge work?

1. **Pick dates** to run the challenge. The tracker starts on a Monday and runs for 4 weeks.
2. **Decide on prizes** if you plan to offer them. *It is the employer's responsibility to ensure that incentives and prizes comply with all ACA and IRS regulations. Consult with your legal counsel for guidance.*
3. **Customize the tracker.** Add instructions for turning it in (when, to whom) in the light blue box before distributing it electronically or printing it.
4. **Promote the challenge** frequently and using multiple methods (e-mail, flyers, etc.). Send your first promotion at least 2 weeks prior to the start of the challenge. Customize the flyer to include sign up instructions, dates of the challenges and what the prizes are, if offering any.
5. **Send the weekly** motivational messages at the beginning of each week.
6. **Celebrate** everyone's success!

Included in this toolkit:

- ✓ Flyer template
- ✓ 4-week tracker
- ✓ Weekly motivational messages
- ✓ Physical activity flyers
- ✓ Post-challenge survey

Here are some additional resources:

- Excellus BCBS, physical activity content, [Health & Wellness: Fitness](#)
- Blue365, health and wellness discounts for Excellus BlueCross BlueShield members, www.blue365deals.com
- Centers for Disease Control & Prevention (CDC), [Physical Activity](#)