

**MOVE IT
MONDAY!**



**START A
MONDAY MILE
IN YOUR
COMMUNITY**

MONDAY MILE GUIDE

CONTENTS



Section 1
The Warm Up

Section 2
First Steps

Section 3
Gaining Momentum

Section 4
Halfway There

Section 5
The Home Stretch

Section 6
The Finish



Section 1

MOVE IT MONDAY: MONDAY MILE GUIDE

THE WARM UP



Introduction

People tend to see milestones, such as birthdays or holidays, as opportunities to change their behavior or achieve a personal goal. For example, many people often wait for special occasions like New Year's to set fitness goals or start fitness routines. However, oftentimes they fall off and wait for the next special occasion to start again.

You have more Mondays in your life than you do birthdays. Which means you only have to wait 6 days to restart a fitness routine if you happen to slip. It is this train of thought that gave birth to “The Monday Mile”. It's a fun weekly group walk that helps promote wellness and relationship-building among any audience – staff, students, communities, you name it!

This activity was developed by Move It Monday a free health promotion program that provides ideas for people of all ages and fitness levels to become physically active. It also offers free resources and assistance to groups that want to start and evaluate a Monday Mile program or general Move It Monday program.





Why Monday?

Across cultures, Monday has special significance as the beginning of a new week. Research shows it's the day people are most open to starting or recommitting to healthy behaviors, making Monday the ideal time to deliver health messages and start or sustain healthy behaviors.

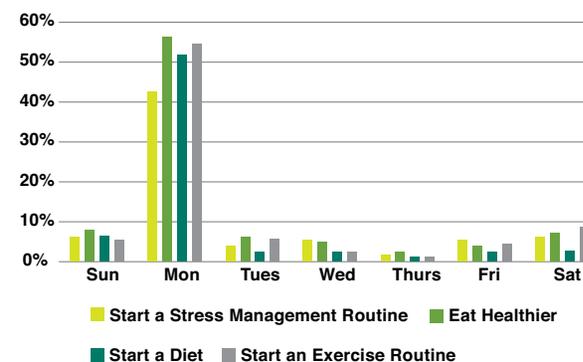
There is compelling research that Monday is significant as it relates to physical activity.

- A study published in JAMA Internal Medicine showed query volumes for physical activity searches were highest on Mondays.
- According to an online survey from the Data Decisions Group (DDG), 55% of respondents selected Monday as the day they would start an exercise routine, versus other days of the week.
- In the same DDG survey, 65% of respondents indicated that if they exercised on Monday, they were more likely to exercise during the rest of the week.

This research indicates Monday to be a powerful time to engage people in their efforts to start and sustain fitness routines by providing weekly motivation and activities like the Monday Mile.

Starting Healthy Behaviors by Day of the Week

What day of the week are you most likely to...?





Why Start A Monday Mile Program?

WE CAN GIVE YOU 5 GOOD REASONS:

1. Promotes community-building. The Monday Mile can help bring people together; providing an opportunity for socializing and physical activity.
2. Offers a low-impact activity for all fitness levels and ages. Walking is one of the easiest entry points to starting a physically active lifestyle.
3. Gets every week off to a fresh start. A Monday Mile can help everyone to start the week off right and set the tone for the rest of the week.
4. Offers the healthy benefits of physical activity. Walking regularly has been shown to improve cardiovascular health, reduce stress, and sharpen focus.
5. Requires minimal time commitment. Walking a mile takes on average about 20 minutes, so the Monday Mile is a great activity for busy schedules!





How To Use This Guide.

This guide is designed to help organizations and groups learn about the Monday Mile, provide guidance on how to start the Monday Mile, and measure success. Use the instructions below to effectively navigate through this guide for your purposes.

1. Review “Section 2 – Start Walking” to get a sense of our recommendations to implement the Monday Mile.
2. Review “Section 3 – Gaining Momentum” to discover what program strategies work.
3. Review “Section 4 – Halfway There” to identify what tools you might leverage for your Monday Mile program.
4. Review “Section 5 – The Home Stretch” to see examples of groups that have done the Monday Mile.
5. Use the “Section 6 – The Finish” to connect with us and access the latest free resources, assistance and support.





Section 2

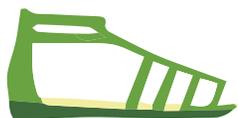
MOVE IT MONDAY: MONDAY MILE GUIDE

FIRST STEPS



Program Strategies With Great Track Records.

As you can see there are many benefits to starting a Monday Mile program at your organization. Perhaps at this point you've decided that you would really like to start a Monday Mile, but you aren't totally sure about how to go about planning one. That's OK, we're here to assist you. In this section we outline four strategies that have helped other partners create successful Monday Mile programs. These procedures are designed to not only get your program up and running, but to also make it run smoothly and successfully. We suggest using all the applicable strategies listed here to start your program. These strategies are designed to complement one another and help maximize engagement.



Use 'em All. If You Can't, Use As Many As You Can.

Of course, the strategies you choose must fit with your capabilities. If you're unable to incorporate all the strategies at once, consider doing a just a few at a time. At minimum, we advise starting with Program Strategies 1, 2, 3. You can always add the fourth strategy later on. We want your Monday Mile to succeed as much as you do, so please do not hesitate to [contact us](#) if you need assistance on integrating any of these tactics into your program.





PROGRAM STRATEGY 1: GET THE DECISION MAKERS ON BOARD.

It's important that before you start the Monday Mile that you identify what leadership or potential partners you may need to help promote or participate in the Monday Mile. This can be a great way to spread the word, maximize resources, and involve other parties who have an interest in physical activity and health.

There are several ways to convince people to start a Monday Mile. There are three key messages that we've seen work when promoting the Monday Mile. Below are some examples of messaging that fits into each of these categories.

1. Referencing research tells groups that starting a Monday Mile is not only a fun activity, but an evidence-based opportunity that can be leveraged to benefit your audience.
 - Physical activity requirements
 - Benefits of walking
 - Move It Monday and its activities are evidence-based.

2. Sharing potential positive outcomes from doing a Monday Mile is a great way to show groups that the Monday Mile can also help reach goals or priorities that they may be focusing on.

- Can improve communication and team building
- Shows commitment to health
- Gets the week off to a fresh start

3. Convenience is another great seller because it requires little time and effort to start a Monday Mile, but it can have a big impact on your audience.

- Walking a mile only takes 20 minutes. Great for busy schedules!
- Walks can be scheduled during a time that's best for the majority





PROGRAM STRATEGY 2: TURN THE PEOPLE YOU LOOK UP TO INTO THE PEOPLE YOU WALK WITH.

First, Identify your walking champions. A walking champion is a popular leader or person that motivates your target audience to do the Monday Mile.

Some examples include:

- Executives
- Principal
- Dean
- Mayor
- Teacher
- Coach
- Community leader
- Youth leader

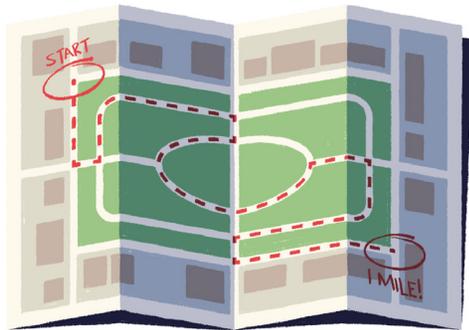
Once you've identified a potential walking champion(s), reach out to them and see if they would be interested in leading and promoting one or more of the Monday Mile walks. You may have identified some walking champions from the people you've connected with from strategy #1.

We developed a [leadership one-pager](#) that describes the value of leading a Monday Mile. Feel free to pull language from this document as you craft your outreach.



GATHER YOUR FRIENDS AND STEP RIGHT UP. ORGANIZE A 'MONDAY MILE' WALKING GROUP.

Plan a terrific get-together with friends, family, or colleagues. Hold a Monday Mile. It's easy. Just choose a time and place to meet, like a park entrance. Then stroll your route for a mile or so. Enjoy the conversation, the scenery, and feel healthier by a mile!



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MONDAY!**

PROGRAM STRATEGY 3: ACT LIKE A CARTOGRAPHER (THAT MEANS MAKE A MAP).

Mapping Route

Once you've identified your partners and walking champions, discuss the best walking route or routes. It's important that the route be safe, accessible, well-lit and relatively flat so it's inclusive for people of all abilities.

Here are a couple route audit tools you can use to help confirm if the walking route(s) is safe and inclusive.

- aarp.org/livable-communities/getting-around/info-2014/aarp-walk-audit-tool-kit
- saferoutespartnership.org/sites/default/files/walk_audit_toolkit_2018.pdf
- victoriawalks.org.au/Walking_audit

Your route could be indoors or outdoors depending on what your climate is like and what areas you can access. Here are some examples to consider:

Outdoor Routes Examples:

- Park
- Public square
- Sidewalks or blocks

Indoor Route Examples:

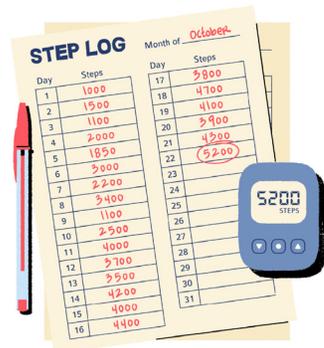
- Floors in a building
- Stairways
- Hallways

Download some helpful directional signs [here](#).



WRITE YOUR OWN SUCCESS STORY

Keep a fitness journal to document your progress.



#MoveItMonday

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For outdoor routes, there are many online tools to map your Monday Mile. [MapWalk](#) is one tool that makes it easy to map outdoor routes wherever you're at.

Scheduling

After your route(s) is identified, choose the best starting time and meeting place for your Monday Mile. The time you choose should be when most people are available to join in. Consider before work hours, lunch time, or sometime after work hours. The meeting place should also be somewhere people are familiar with so you get maximum attendance.

In addition, your Monday Mile should be scheduled every Monday for at least eight weeks. This is so your audience has the opportunity to participate, share with others to join the walks, and so the event begins to impact your audience's culture and physical activity behaviors. This is based on our [research](#) related to weekly behavior cues and strategies that can impact long-term behavior change.

PROGRAM STRATEGY 4: ASSIGN YOURSELF A GRADE (BE HONEST).

Measure the success

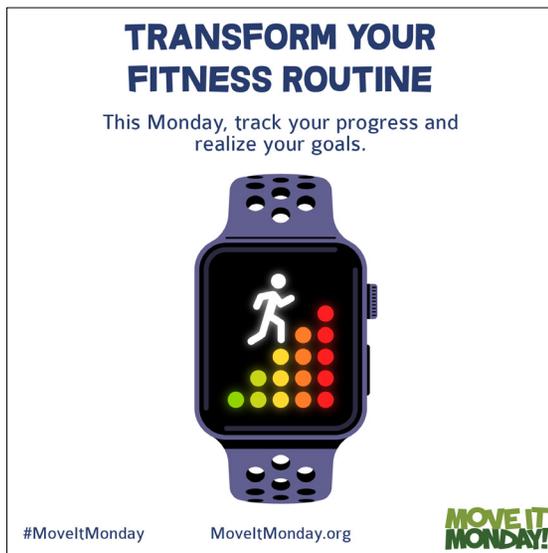
It's important to consider how to measure success before starting your Monday Mile. This will help identify where it's succeeding, what you may want to improve, and any new measures you may want to develop.

How do you measure success? Good question. It could be as easy as counting the number of people who attend, or it could be a few questions to determine participants' experience or outcomes after participating in your Monday Mile events.

Here are some examples of meaningful metrics:
Program Metrics:

- Number of Monday Mile participants
- How often participants are physically active every week





- Intention to be physically active every week
- Participant's satisfaction with the Monday Mile events
- Participant's desire to participate in the Monday Mile again

Marketing Metrics:

- Number of website visits during Monday Mile promotions
- Number of email opens
- Social Media engagement (likes, shares, impressions)

Data Capture Tools

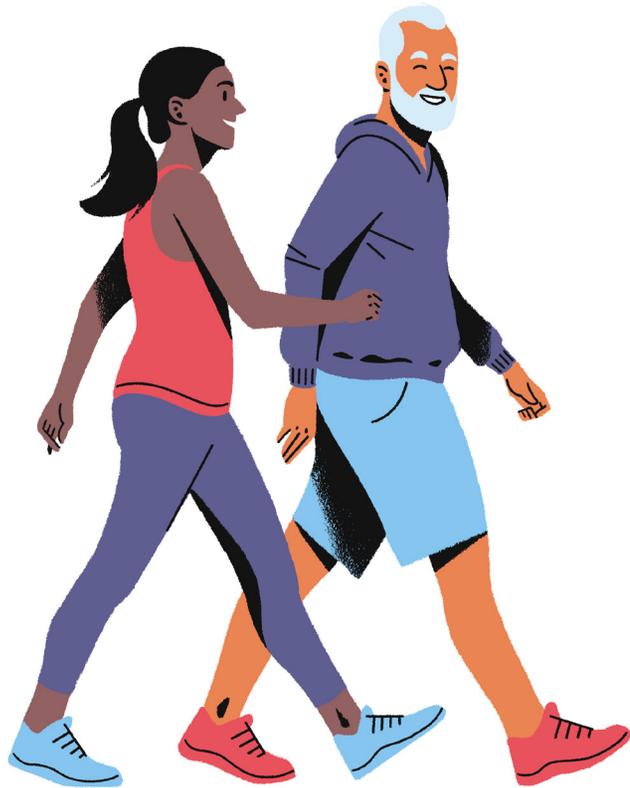
Many wellness programs and events conduct pre- and post-program surveys to capture data. If your program is not already conducting surveys, we strongly encourage you to develop a brief one for your Monday Mile program. This can be a simple multiple-choice survey that's 10 questions or less.

They can be printed and collected at the Monday Mile events or you can capture data digitally. [SurveyMonkey](#) is a great online evaluation tool that allows you to have free account, develop online surveys for participants to complete, and analyze the results of your survey.

Web analytics are also a great source for capturing online marketing metrics. The backend of websites and social media accounts provide information related to daily visits, engagement and responses to material. Google analytics offers a free and easy-to-use service that provides insight into website engagement. Business accounts for social media provide additional insights related to posts and engagement trends.

If you're interested in capturing data for your Monday Mile program, [contact us](#) to let us know. We would love to work with you to identify opportunities to capture data and share with other organizations.





Section 3

MOVE IT MONDAY: MONDAY MILE GUIDE

GAINING MOMENTUM



Marketing Strategies (Also With Great Track Records.)

Now that you've selected your program strategies, it's time to get the word out. After all, even if you have an amazing plan for your Monday Mile program, it won't be successful if no one knows about it. Don't worry, you don't have to be a marketing guru to promote your program. That's because due to the years helping organizations successfully promote their programs, we have discovered what techniques work. In this section we have gathered the strategies that have been proven to be effective at generating awareness of Monday Mile programs in the past.



Like the TV Commercials Say: "Results May Vary."

If you're unable to incorporate all the applicable strategies, it may influence your outcomes. At minimum, we recommend starting with Marketing Strategies 1 and 2. Please keep this in mind if your organization doesn't currently have the capacity to implement all of these strategies. You may not see improvement until you've integrated all the applicable strategies into your marketing program.





MARKETING STRATEGY 1: DANGLE THE PROVERBIAL CARROT.

What is your target audience? Is it staff? Students? Members of the larger community? It's important that before you start promoting your Monday Mile, that you understand your audience and what incentives would attract them to your walks.

Incentives don't have to be monetary. An incentive can be as simple as taking a quick break from work. It could also be a fun competition for bragging rights or a small prize. Here are examples of both monetary and non-monetary incentives:

Incentives:

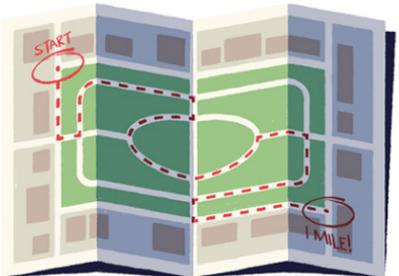
- Meeting a popular leader or group (e.g. Monday Mile with the Dean, Monday Mile with the Mayor, Monday Mile with the Football team, etc.)
- Internal recognition with posted names and photos of longest walkers
- Exploring different areas of your environment
- Networking/building community, etc.
- Getting a quick break from the desk/work
- Achieving positive health goals/outcomes together
- Friendly competition: "Monday Mile challenge"
- Walking for charity
- Prizes based on completion rate
- T-shirts
- Gift cards
- Event tickets



Move It Monday
November 11, 2018 · 🌐

Meet American Public Health Association leadership in person by joining one of our #MondayMile walks at #APHA2018 tomorrow! We're holding walks at 7:30 AM, 12:30 PM, and 4:30 PM PST. See how you can join in and #MoveItMonday at: <https://www.moveitmonday.org/join-monday-mile-walking-group...>

WALK A MONDAY MILE WITH US!



APHA
AMERICAN PUBLIC HEALTH ASSOCIATION
SIP Science. For action. For health.

MOVE IT MONDAY!

Move It Monday has developed messaging you can use to frame your Monday Mile incentives and encourage participation. [Explore our tip graphics](#) and [blogs](#) to see if we already have messaging that works for your audience.

MARKETING STRATEGY 2: DON'T BE AFRAID TO BE A BLABBER MOUTH (JUST BE A NICE ONE).

Promoting your Monday Mile on digital platforms such as websites, intranets, emails, and social media are a great way to inform your audience about the Monday Mile program.

We also recommend taking pictures of your walks so you can use them to promote future Monday Mile walks. You may have to get waivers in order to use these photos for promotion or you can include messaging in your promotions saying that pictures will be taken for promotion so your audience is informed before they participate.

Below is some guidance on how to promote your Monday Mile on different digital platforms. Your partners and walking champions can also use this guidance to promote the Monday Mile if they also use these platforms.





Website

If you direct people to your website for events such as these, include Monday Mile messaging on your home page and/or on webpages that house similar events. Use one of our Monday Mile graphics coupled with announcement language and specific details for your walk.

Email

If email is one of the digital channels you use, send a few emails in advance of the Monday Mile to get your audience interested and to give them the opportunity to share the event with others. Also send a reminder email the day of the event and a couple days following the event including a picture of the walk. For those post-walk emails you can include a picture of the event.

We also write blogs every week that periodically highlight the Monday Mile. Feel free to [sign up](#) for

our weekly newsletter or look through our library of [Monday Mile blogs](#) to pull messaging that you can use in your emails.

For example: “It was great seeing everyone get their steps in with our Monday Mile walk. If you missed it, don’t worry! Our next walk will be Monday DATE/TIME and LOCATION with WALKING CHAMPION NAME. Join us and let’s have fun!”

Social Media

If your program has a social media presence, we recommend scheduling posts on Fridays prior to the event, on Mondays as a reminder and some-time after your event to share how it went. This consistency helps reach people when they’re most open to receiving health information.

Also consider using popular hashtags such as [#MondayMile](#) and other hashtags that relate to



MONDAY MILE: JOIN A WALKING GROUP

See what walking groups are being provided near you and sign up!
Having a group to walk with every Monday can be a fun way to jump
start your week and get some low-impact exercise.



Join us for: _____
 Location: _____
 Time: _____
 Contact Information: _____

#MoveItMonday **MOVE IT MONDAY!**

your audience. This helps extend the reach of your posts so people following these hashtags are exposed to them.

You'll find graphics and social media language on our **Facebook** and **Twitter** pages. Feel free to use them for your audiences.

For example:

“Meet campus leadership in person by joining our **#MondayMile** walk today at TIME! We're meeting at LOCATION. See you there!”

MARKETING STRATEGY 3: BECOME A MADMAN (THE ONES ON THE TV SHOW, NOT THE EVIL VILLAIN KIND).

Another great marketing strategy to inform your audience about your Monday Mile walks is to advertise. We recommend placing flyers or posters

in high traffic areas where your audience naturally gathers. Here are some examples to consider.

Common Areas:

- Front-desk entry areas
- Cafeterias
- Bulletin boards
- Break rooms

The materials should be visual and include encouraging messaging, an incentive to participate, the time, the meeting place and who to contact for questions.

These materials can also be given to partners and walking champions to post where their audiences congregate. We've developed flyers and posters that provide simple, engaging messaging. You can either download the posters directly or use the language in the posters to update and develop your own.





MARKETING STRATEGY 4: TAP INTO YOUR INNER CONSTRUCTION WORKER AND INSTALL PERMANENT SIGNAGE (OPTIONAL)

If you have the proper authorization within your area, you can also install (or have installed) signage along the walking route you'd like your audience to take. This is a great way to lead your group along the route and also promote the Monday Mile to passersby even while your walk is not taking place.

This may require some additional partnerships, approvals and investment to design and install the signage, but if this is of interest, please feel free to pursue it. If you are interested in installing permanent signage along an existing route, contact us and we'd be happy to provide you with materials.

Syracuse, NY implemented this strategy for their Monday Mile walks. They partnered with their city parks departments to install signage along existing walking paths. Check out how they designed and installed their signage [here](#). A brief summary of their implementation can also be found in the Case Study section (section 4) of this guide.

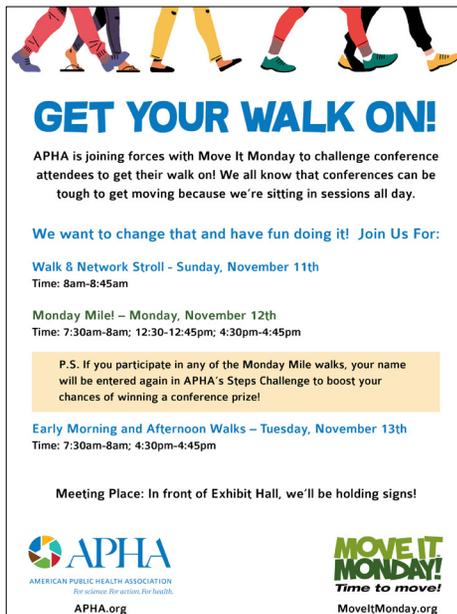




Section 4

MOVE IT MONDAY: MONDAY MILE GUIDE

HALFWAY THERE



Brand Considerations

We're committed to providing free resources to organizations to help them leverage insights derived from the Monday Mile. Because of this, we're flexible when it comes to branding. If you have the capacity to add your program's branding to our resources, we encourage you to do so. If you have branding ideas or concerns you'd like to discuss with us, please feel free to [contact us](#).

Graphic Tips

These graphics are visually engaging images we've developed that promote the Monday Mile and other Move It Monday activities.

Posters

These [posters](#) can be used to promote Monday Mile events. They leverage Monday messaging and some posters can be printed and filled out to incorporate details of your Monday Mile events.

Blog Content/Newsletter

We write [weekly blogs](#) covering topics related to physical activity such as the Monday Mile and reference current research. All blog content aligns with our graphic tips and can be used as reminders to reinforce participation in your Monday Mile events. [Sign up](#) for our weekly newsletter to get the latest tip graphics and blogs every week.





Section 5

MOVE IT MONDAY: MONDAY MILE GUIDE

THE HOME STRECH



CASE 1:



AMERICAN PUBLIC HEALTH ASSOCIATION CONFERENCE

Lead Collaborative Partner

American Public Health Association
Move It Monday

Implementation Description

The American Public Health Association (APHA) organizes an annual conference that convenes over 15,000 public health professionals around the world. For the 2018 conference in San Diego, APHA partnered with Move It Monday to host

Monday Mile walks throughout the conference so attendees could have fun networking and being active together.

A combination of Monday Mile digital graphics and print materials were used to promote the walks leading up to the conference. The Monday Mile events were also listed in their wellness activity schedule where attendees would be looking for similar events. Buy-in was received by APHA board members who participated in the walks to connect on a personal level with conference attendees.





GET YOUR WALK ON!

APHA is joining forces with Move It Monday to challenge conference attendees to get their walk on! We all know that conferences can be tough to get moving because we're sitting in sessions all day.

We want to change that and have fun doing it! Join Us For:

Walk & Network Stroll - Sunday, November 11th
Time: 8am-8:45am

Monday Mile! - Monday, November 12th
Time: 7:30am-8am; 12:30-12:45pm; 4:30pm-4:45pm

Early Morning and Afternoon Walks - Tuesday, November 13th
Time: 7:30am-8am; 4:30pm-4:45pm

Meeting Place: In front of Exhibit Hall, we'll be holding signs!

APHA
AMERICAN PUBLIC HEALTH ASSOCIATION
The science. The action. For health.
APHA.org

MOVE IT MONDAY!
Time to move!
MoveItMonday.org

The walks took place along the San Diego Bay Waterfront. During the walks, attendees were given posters to hold and pompoms to have fun and promote the walk to passersby. Simple t-shirts were also developed and given away as a thank-you to walking champions and select attendees for joining the walks.

Outcomes and Future Application

Hosting these Monday Mile walks contributed to over 8.5 million steps taken by participants during the conference. See article posted in Nation's Health [here](#).

Attendees reported that the Monday Mile was a great activity to network with other conference attendees and enjoy the conference location in San Diego. They also reported that they would want this activity at future conferences. Other organizations who host events can leverage this model to encourage networking, team-building and physical activity using existing Monday Mile materials.





CASE 2:

CITY OF SYRACUSE, NY

Lead Collaborative Partner(s)

- Healthy Monday Syracuse, an initiative that leverages The Monday Campaigns' weekly prompts and programs to support Syracuse audiences in starting and sustaining healthy behaviors.
- Syracuse City and County Parks Departments, agency that provides recreation for city residents.
- Syracuse Department of Public Works, agency that manages city maintenance in Syracuse.
- Fitness Inclusion Network, a collaborative, cross-institution initiative that develops innovative ways to promote and support inclusive fitness for children and adults.

Implementation Description

Move It Monday maintains an ongoing partnership with Healthy Monday Syracuse to leverage the Move It Monday/Monday Mile concept in their communities. This led to an effort to support the health of the Syracuse community with the Onondaga County Executive's office and office of the Mayor of Syracuse issuing a joint proclamation in 2012 that henceforth September 10th would be recognized as "Move it Monday Day". Gathering support of community leaders and partnerships with both City and County Parks departments as well as the Syracuse Department of Public Works provided a platform to introduce the Monday Mile locally.

Move It Monday resources and signage were customized by Healthy Monday Syracuse and partners to engage different communities. Permanent signs were installed to identify the routes and provide distance markers and directional arrows to make it easy for community members to navigate.





Outcomes and Future Application

There are currently 25 one-mile walking routes throughout Syracuse and Onondaga county, and more are coming. Partners have seen a high-level of engagement with these permanent routes that community members can use at any time. This model shows that the Move It Monday/Monday Mile concept can be an effective mechanism to engage communities and promote physical activity.

The concept and resources provided to Healthy Monday Syracuse and other community partners were key to getting leadership buy-in, building valuable relationships and ultimately influencing behavior change among their audiences.

Organizations dedicated to promoting physical activity and preventing negative health outcomes related to inactivity can replicate this model for their communities with the support and materials provided by Move It Monday.





CASE 3:

PS-32 ELEMENTARY SCHOOL BROOKLYN, NY

Lead Collaborative Partner(s)

PS-32 Elementary School Brooklyn, NY
School Wellness Committee

Implementation Description

The wellness committee lead wanted to start a fun physical activity event for students and staff at PS32 elementary school in Brooklyn, NY. Using existing Monday Mile resources, they got their principal, teachers and families bought-in to the Monday Mile walks.

Emails and posters were used to promote the walks and increase engagement. The wellness team led the Monday Mile walks in neighborhoods and gardens around the school prior to school starting. This even led to certain grade classes having their own Monday Mile walk which was used to encourage other classes to do the same.

Outcomes and Future Application

Teachers and students reported that the Monday Mile was a fun activity that they would do again. Other schools can leverage this Monday Mile model to host walks for teachers and students as a way to start the week moving, get out of the classroom and explore the community.





CASE 4:

CASE 4: NYU LANGONE HOSPITAL

Lead Collaborative Partner(s)

Health Promotion team
 Senior Director of Rehab
 Senior leadership at NYU Langone

Implementation Description

The health promotion team wanted to provide an easy, quick activity that hospital staff could participate in to facilitate networking, team-building, and physical activity. The team used existing Monday Mile resources to promote their Monday Mile and get buy-in from senior leadership at the hospital. They also developed their own branded materials such as a completion pin to encourage staff to join the walks and receive their pin.

The Monday Mile walks are hosted indoors every week allowing participants to explore different floors of their large hospital and network with senior leadership of the hospital such as the dean. The walks begin at 8am prior to staff shifts to ensure as many staff can attend as possible. For their first Monday Mile walk, they had an information table for people who saw the walk taking place for those who were curious to learn more. They send regular emails and internal announcements to increase engagement and promote past successful walks.





Dean Grossman joined by leadership at the inaugural NYU Langone Monday Mile December 3, 2018, photograph by Derek Amenguel

Outcomes and Future Application

The Monday Mile walks are still taking place at NYU Langone Hospital. The walks have seen great participation and have provided a great opportunity for hospital staff to talk with senior leadership of the hospital.

These leaders are also taking turns leading the Monday Mile walks to keep the walks interesting for participants. They're also adding other valuable activities to their walks, creating "Monday Mile Accessibility Checks" to make sure paths are appropriate for those with disabilities.

Staff has also taken initiative by having friendly competitions and identifying more challenging indoor walking routes such as taking stairs to different floors of the hospital. Other hospitals interested can use this model to organize a quick, fun activity for staff to network and exercise together.

These materials are designed for informational purposes only. Always seek the advice of a qualified health professional before making changes to your current diet, exercise or health regimen.





Section 6

MOVE IT MONDAY: MONDAY MILE GUIDE

THE FINISH



If you have questions or would like more support and guidance, we are happy to help. All of our materials and assistance are free of charge.

For general inquiries about our resources and approach, [contact us here.](#)

If you have questions about implementing the Monday Mile, [contact us here.](#)

If you are interested in partnering with us to launch and evaluate your Monday Mile, [contact us here.](#)

WEBSITE

moveitmonday.org

mondaycampaigns.org/campaigns/move-it-monday/

FACEBOOK

facebook.com/LetsMoveItMonday

TWITTER

twitter.com/moveitmonday

INSTAGRAM

instagram.com/moveitmonday/

PINTEREST

pinterest.com.au/moveitmonday/

OTHER PHYSICAL ACTIVITY RESOURCES

health.gov/PAGuidelines

cdc.gov/physicalactivity

heart.org/en/healthy-living

- i Dai, H., Milkman, K.L., & Riis, J. (2013). [The fresh start effect: Temporal landmarks motivate aspirational behavior](#). *Management Science*, 60, 1-20.
- ii Ayers, J.W., Althouse, B.M., Johnson, M.J., Cohen, J.E. (2014). [What's the Healthiest Day? Circaseptan \(weekly\) Rhythms in Healthy Considerations](#). *American Journal of Preventive Medicine*, 47, 73-76.
- iii [Data Decisions Group, 2017. 1,000 online survey respondents.](#)
- iv [Data Decisions Group, 2017. 1,000 online survey respondents.](#)

