

Sweat It Out Together!

A 5-week group fitness challenge

Our research shows that people who start a healthy activity on Monday describe a higher likelihood of continuing that activity for the rest of the week.¹ This 12-week package is designed to introduce your organization, community, or workplace to tools and practices to fit in fitness — at home, on-the go, outdoors, or just about anywhere.

The practices in this series will help inspire individuals to incorporate more movement into their routines by finding surprising ways to combine exercise with everyday activities. Program participants will also learn the benefits of building healthful fitness habits for the long term.

Why this Behavior is Important

Research shows that regular physical activity can help prevent future injury, support a healthy weight, regulate blood sugar, and reduce the risk of developing type 2 diabetes and certain cancers. To gain the benefits of regular exercise, guidelines recommend adults and older adults achieve a minimum of 150 minutes of moderate-intensity physical activity weekly. Every minute of exercise counts towards these totals, even short periods of exercise throughout the day.

What is Included in this Package

The following package includes 12 visual assets with links to supplementary articles and actionable practices designed to motivate individuals of all fitness levels to fit in fitness this Monday. Each informational article outlines the specific creative details and benefits of each practice.

How to Use the Contents of this Package

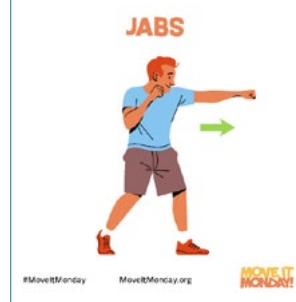
Use this package to encourage individuals in your organization, community, or workplace to fit in fitness on their terms. The assets are designed to be shared through a variety of different digital and print communication channels. The graphics and URL can be cut-and-paste into digital messaging such as email, company website, or social media feeds, or printed out for signage and bulletin boards; just remember to include the URL for users to access additional information. We recommend using Monday as the day to send out these weekly cues because research shows individuals are more likely to adopt healthy habits towards the beginning of the week.

¹ Data Decisions Group, 2019. 1,000 online survey respondents.

Week 1



Week 2



Week 3



Week 4



Week 5

