



Moving Matters

Campaign Overview

Campaign Objective

To increase awareness of the benefits of physical activity, build self-efficacy to be more physically active, and prompt more physical activity among adults who are insufficiently active and inactive.

Audiences

Though the Moving Matters campaign website includes messages that are intended for the general public, many of our materials have been tailored to reach Black/African American women ages 18-44, including mothers of school-aged children (pre-K through high school) who are interested in being more physically active and are insufficiently physically active or inactive. We plan to develop messages and materials tailored to Latina/Hispanic women later this year.

Key Messages

Here are key physical activity messages to share with your audiences.

- Moving matters for my health.
- Moving matters for me and my family.
- Moving matters for our health.
- Being physically active* helps me[†] manage my weight.
- Being physically active* helps me[†] reduce stress.
- Being physically active* helps reduce my[†] risk of some cancers.
- Being physically* active helps my heart.
- Adults need at least 150 minutes of moderate-intensity physical activity each week. This doesn't have to be done all at once; you can count smaller amounts of activity each day. This could be 22 minutes every day, 30 minutes 5 days a week, or any other combination that works for you.
- Notes:
 - *Consider substituting specific moderate or vigorous-intensity physical activities. For example, "Dance breaks help me manage my weight."
 - [†] If appropriate, remove "my, me, etc." or swap it with "us, our, etc."