



Support the Moving Matters campaign today

Help 27 million Americans become more physically active by 2027.

What is the Moving Matters Campaign?

Moving Matters is a campaign supporting CDC's Active People, Healthy NationSM initiative. The objective of the Moving Matters campaign is 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.

As you probably know, increased physical activity can improve health and quality of life and reduce health care costs. Physical activity can help reduce the risk of at least 20 chronic diseases and provide effective treatment for many of these conditions. Other potential benefits include better school performance and improved military readiness.

The campaign provides messaging and materials to encourage increased physical activity. We are using multiple media and dissemination channels to help Black and Hispanic women between the ages of 18 through 44 years old, including moms, become more physically active. This strategy includes everything from helping people understand the benefits of physical activity to showing how to fit it into their day while overcoming barriers.

Become a Moving Matters Partner!

Your participation will help us encourage audiences to integrate more activity into their lives and communities and expand the resources you're able to provide your networks. There are many ways you can support the campaign through your existing communication efforts—everything from sharing social media messages to using our web banners to including campaign messages in your newsletters.

We'll be here to support you along the way, providing easy-to-use messaging and materials. Contact us to learn more!

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