



# South Dakota Playbook

Your Game Plan for Increasing Physical Activity in SD Communities



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# Acknowledgments and Collaboration

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Move Your Way® South Dakota Playbook is adapted from the federal Move Your Way® Initiative. Move Your Way® and the Move Your Way logo are registered service marks of the U.S. Department of Health and Human Services. Used with permission.

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# Move Your Way® South Dakota Playbook Summary

## **South Dakotans need to move more!**

Regular physical activity can prevent and treat chronic disease, improve mental health, and enhance overall quality of life. The benefits of physical activity are numerous, yet many South Dakotans aren't meeting the recommended amounts of physical activity.



South Dakota data indicates that nearly half of South Dakota adults met the Physical Activity Guidelines for aerobic activity of 150 minutes of aerobic physical activity per week, and less than half met the guideline of muscle strengthening exercise of 2 or more times per week<sup>1</sup> — so there is a lot of room for improvement!

The good news is that any amount of physical activity has health benefits! We used to think people had to exercise for long periods of time all at once or in certain settings with special equipment. Now we know that our movement can accumulate throughout the day and still be beneficial. Anything that gets your heart pumping counts — housework, dancing, gardening, taking the stairs, walking to school or work — it all adds up.

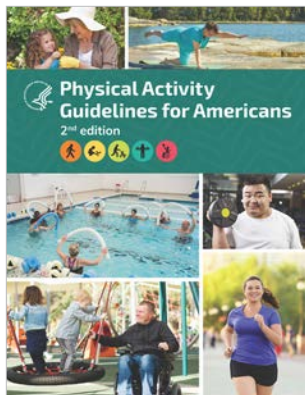
## **Even 5 minutes of physical activity has real health benefits!**

Community-level approaches to promote, support, and encourage physical activity where people live, work, learn, and play are key to getting people more active. Move Your Way® helps reframe the conversation around physical activity and promotes the message that **all sorts of physical activity counts!**

This Playbook is a South Dakota adaptation of the federal Move Your Way® Community Playbook, the implementation guide for the Move Your Way® campaign, the promotional campaign for the second edition of the Physical Activity Guidelines.<sup>2</sup>

Here you'll find examples and tools that South Dakota communities, local champions, and organizations can use to promote the Move Your Way® messages. We've also included ideas to help engage key partners. This Playbook builds on the Move Your Way® resources with information and ideas tailored to South Dakota's needs so we can help all South Dakotans get moving and stay active!

## Recommendations from the *Physical Activity Guidelines for Americans, 2nd Edition*




The [Physical Activity Guidelines for Americans](#) (Guidelines), issued by the U.S. Department of Health and Human Services (HHS), provides science-based guidance to help people ages 3-years and older improve their health through participation in regular physical activity.






The 2nd Edition offers new key guidelines for children ages 3 to 5 and new evidence that further demonstrates the health benefits of physical activity for individuals of all ages.

Preschool-aged children age 3-5 should be physically active throughout the day to enhance growth and development. Adult caregivers of preschool-aged children should encourage active play that includes a variety of activity types, including aerobic, muscle-, and bone-strengthening physical activity.<sup>3</sup>

Here's a quick reference for activity recommendations for adults and youth ages 6 to 17:




### Adults need a mix of physical activity to stay healthy.

<b>Moderate-intensity aerobic activity*</b> Anything that gets your heart beating faster counts.		<b>Muscle-strengthening activity</b> Do activities that make your muscles work harder than usual.
		
		

If you prefer vigorous-intensity aerobic activity (like running), aim for at least **75 minutes a week**.  
If that's more than you can do right now, **do what you can**. Even 5 minutes of physical activity has real health benefits.

Walk. Run. Dance. Play. **What's your move?**





## How much physical activity do kids and teens need?

### At least 60 minutes every day.

Most of that time can be **moderate-intensity aerobic activity** — anything that gets their heart beating faster counts.



And at least 3 days a week, encourage them to step it up to **vigorous-intensity aerobic activity**, so they're breathing fast and their heart is pounding.



### As part of their daily 60 minutes, kids and teens also need:

#### Muscle-strengthening activity

at least 3 days a week



Anything that makes their muscles work harder counts — like climbing or swinging on the monkey bars.

#### Bone-strengthening activity

at least 3 days a week



Bones need pressure to get stronger. Running, jumping, and other weight-bearing activities all count.



Walk. Run. Dance. Play. **What's your move?**



## Move Your Way® Campaign

To assist in implementation of the Guidelines, the Office of Disease Prevention and Health Promotion, part of the U.S. Department of Health and Human Services, developed the Move Your Way® Campaign to reframe the conversation around physical activity, by adapting key science-based guidance to messages like “lots of things count as physical activity,” “it all adds up,” and “find activities that work for you.”

Move Your Way® aims to reach people who aren't active enough yet — but who are thinking of making a change. The campaign helps communicate the recommendations to the public in ways that everyone can understand and shows how manageable and adaptable physical activity can be.

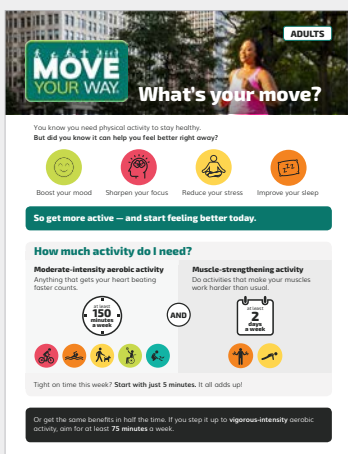
The conditions in which we live, learn, work, and play — or social determinants of health — can greatly impact our opportunities to be healthy and well. Promoting the messages of Move Your Way® can help make physical activity and moving more accessible and doable for all South Dakotans.



## Move Your Way® Fact Sheets

Move Your Way® print material resources are a great go-to shortcut to help you jumpstart physical activity promotion for key populations in your community. Here are some of our favorite downloadable PDFs:

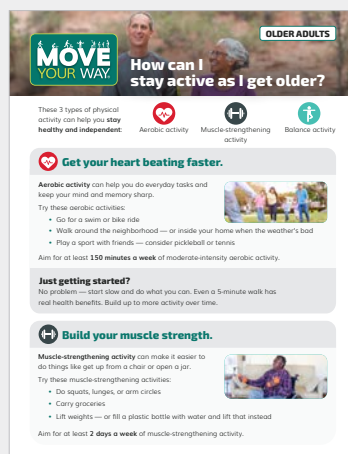
### Adults and Older Adults



Physical Activity for Adults



Physical Activity for Older Adults

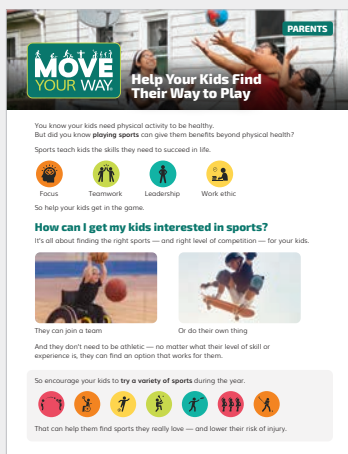


Different Activity Types for Older Adults

### Parents and Kids



Help Your Kids Get Active



Help Your Kids Find Their Way to Play



Physical Activity is Important for Kids

## Move Your Way® — Your Coaching Strategy



As a South Dakota community leader, health/wellness champion, or super volunteer, you can use the tools in this Playbook to coach your community — help them understand why physical activity is so important, provide education, and increase awareness about Move Your Way®. Some of the key Move Your Way® messages are that **lots of activities count**, and that **something is better than nothing**. Check out these videos that you can share with community members to promote physical activity:

### Learn More



For more information about the science behind Move Your Way® check out [Move Your Way Community Playbook: Guiding Models of Move Your Way](#)

#### Regular physical activity:

- ✓ Boosts energy 
- ✓ Helps you sleep better at night 

Don't feel like getting active?  
[Learn some tips for getting motivated.](#)

Get stuff done and  
get physical activity  
**at the same time.**

Too busy for physical activity?  
[Get tips for fitting more activity into your day.](#)

## Pre-Game Pep Talk — Pump Up Your Partners!

Community-wide campaigns with messaging via multiple channels are an evidence-based strategy for increasing physical activity in communities.<sup>4</sup>

Communities should strive to create equal access to places and spaces where people can be more physically active, and design neighborhoods and main streets with activity friendly routes to every day destinations. In addition, community leaders should promote messages that **all sorts of physical activity counts!** Walking to work, mowing the lawn, chasing your grandkids — it all counts.



When promoting physical activity in your community, use these talking points and references to inform and engage your partners:

- Regular physical activity is one of the most important things people can do to improve their health. Moving more has tremendous benefits for **everyone**. More movement can work or look different for each individual.
- The Physical Activity Guidelines for Americans detail specific scientifically proven benefits and offer a set of recommendations to follow for better overall health, but the point is **ANY movement is good**. Even small amounts of physical activity can help to reduce risk and progression of many chronic diseases. Just a little movement can improve mood, sleep, and other health markers right away.

Physical activity can help:

- Prevent and manage chronic disease
- Lower the risk of dementia
- Improve quality of life
- Reduce symptoms of anxiety and depression
- Provide opportunities for social engagement and interaction with others
- Check out these infographics from the CDC on the many benefits of physical activity:

- [Health Benefits of Physical Activity for Adults](#)

- [Health Benefits of Physical Activity for Children](#)

- When pitching your ideas to your community, these campaign talking points may also be helpful.
  - [Move Your Way® Community Playbook — Campaign Talking Points](#)
  - [Move Your Way® Community Playbook — Sample Pitch Language](#)
- Promoting the principles of Move Your Way® can help South Dakotans live healthier lives through increased physical activity wherever they are. Promote these core messages in your community as often as possible:
  - Some activity is always better than nothing
  - Lots of things count as physical activity — even everyday tasks like cleaning your house and walking your dog
  - It all adds up — even a few minutes of moving more each day has real benefits
  - Find activities that work for you — so it's easier to stick with them

# Move Your Way® — Help Everyone Get Moving!

## Physical Activity & Chronic Disease

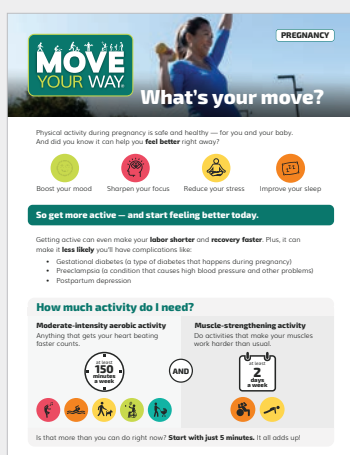
All individuals, including those who live with a chronic disease or a physical disability, benefit from regular physical activity. The scientific evidence continues to build. Physical activity is linked to even more positive health outcomes than we previously thought. Even better — benefits can start accumulating immediately after doing small amounts of physical activity.<sup>3</sup>

Regular physical activity can help promote improved quality of life for people with chronic conditions and reduce the risk of developing new conditions. For many chronic conditions, physical activity provides therapeutic benefits and is part of recommended treatment for the condition. Those who are not able to meet the Guidelines should engage in regular physical activity according to their abilities and avoid inactivity.<sup>5</sup>

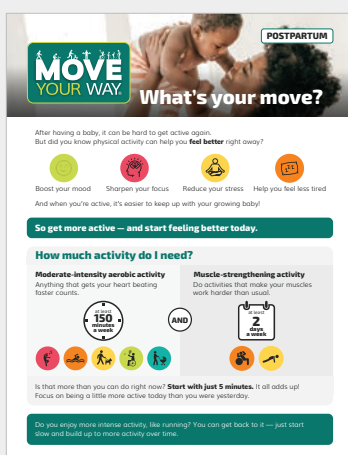
- **Physical Activity Benefits for Adults & Those With Chronic Conditions**

## Physical Activity During Pregnancy and Postpartum

During pregnancy or the postpartum period, physical activity is recommended and can help individuals feel better immediately. A key message for women during this time is that *5 minutes at a time is just fine*. Here are some specific resources for physical activity to share with your community:



What's your move?  
Pregnancy



What's your move?  
Postpartum

Visit the [Move Your Way® Materials for During and After Pregnancy webpage](#) to find more fact sheets and other resources—like posters, and videos. To help people understand the amount and types of physical activity they need during and after pregnancy visit the [health.gov](#) website.

## Physical Inactivity & COVID-19

The Centers for Disease Control and Prevention (CDC) recently included lack of physical activity as a risk factor for increasing complications from and severity of COVID-19. By promoting the messages of Move Your Way® and working to increase physical activity rates, communities may help reduce the impact of COVID-19.<sup>6</sup>

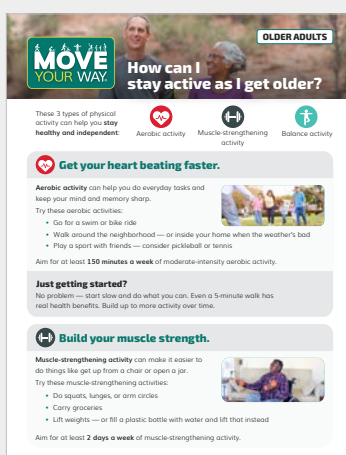
- People with Certain Medical Conditions | CDC

## Older, Sedentary Adults

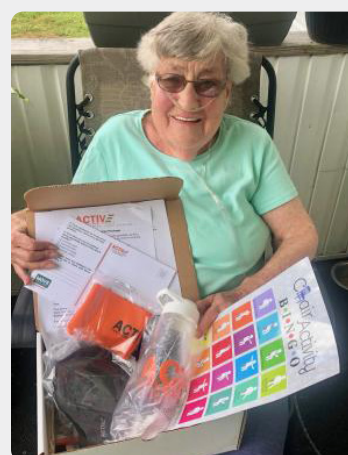
For older people, physical activity can help manage many health problems.



Physical Activity  
for Older Adults



Different Activity Types  
for Older Adults



At-Home  
Physical Activity Kits

## Rural Communities

South Dakota has many beautiful places to engage in physical activity, but also many challenges due to the frontier and rural nature of our state. Many small South Dakota communities lack traditional access to places and spaces to be physically active, which makes promoting Move Your Way® a unique opportunity to get South Dakotans moving more regardless of where they live, work, learn, and play.

By promoting the message that all sorts of activities counts towards the 150 minutes per week for adults, we can change the conversation around physical activity and get South Dakotans moving more, even in small rural communities that lack many physical activity places and amenities. Visit [HealthySD.gov](https://HealthySD.gov) for more ideas on how to stay active in a rural community.



## Overcoming Barriers

In communities where physical activity guidelines are not being met, start by identifying the barriers that are getting in the way. Talk with your partners about why residents are not getting enough physical activity. Ask trusted members of the community to brainstorm solutions that would help them be more motivated to reach their physical activity goals. Some common barriers in South Dakota include:

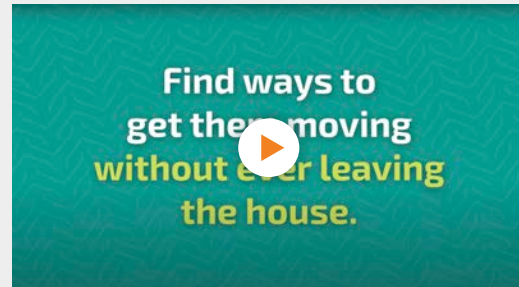
- Lack of safe places to walk
- Lack of transportation to parks, spaces, recreation
- Lack of financial resources

Check out the Move Your Way® videos to the right for ideas on how to address barriers and find inspiration from success stories here:

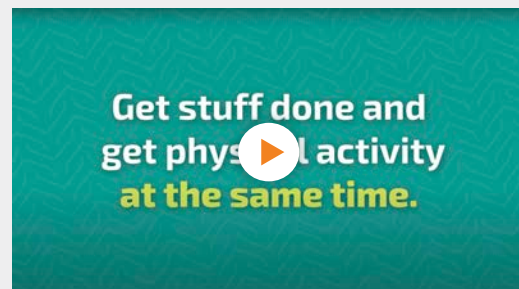
- Sioux City, Iowa – [Sioux City Launches Local Move Your Way Campaign with Winter Kickoff](#)
- Streator, Illinois – [Local Move Your Way Campaign Kicks Off in Streator, Illinois](#)
- Southern West Virginia – [Southern West Virginia Blends In-Person and Virtual Activities for Move Your Way Community Campaign](#)

### Learn More

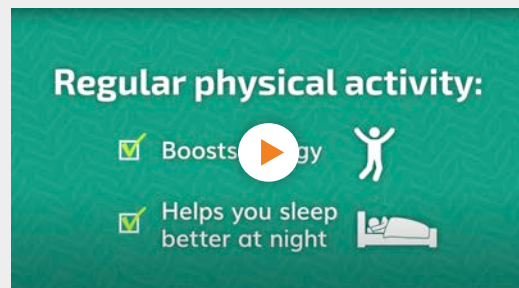
It is important to understand the barriers to physical activity and help people find strategies to overcome them. For more information and ideas, check out [Overcoming Barriers to Physical Activity](#)



Stuck indoors?  
Get tips for getting active indoors.



Too busy for physical activity?  
Get tips for fitting more activity into your day.



Don't feel like getting active?  
Learn some tips for getting motivated.

# Game Plan for the Playbook!

## Play 1, 2, 3

Play 1: Planning & Partners

Play 2: Implementation & Kickoff

Play 3: Evaluation & Sharing Success



## Play 1 — Planning & Partners

### Recruiting Your Team

It's very important when recruiting your team to include individuals or organizations that your key audience trusts and engages with. Consider recruiting partners from these organizations for your team:

- **South Dakota City Leaders:** YMCAs, Parks & Rec, SD Local Leaders, Community Rec Centers, Senior Centers, Multi- or Joint-Use Facilities, Physical Activity Champions, Faith and Places of Worship Leaders
- **South Dakota Volunteers:** Cooperative Extension, County or City Offices, Chamber of Commerce, Marketing Managers, Tribal Leaders and Community Health Representatives (CHRs), Community Health Workers (CHW), Trusted Members of Community
- **South Dakota Local Media Partners:** Newspaper Companies, Printing Companies, Local Radio Stations, Digital, Social Media Partners, Website and Branding
- **South Dakota Chronic Disease Partners:** SD Department of Health, Avera, Sanford, Monument Health, Local Health Clinics, Indian Health Services, Specialty Clinics, Chiropractors, Therapy Offices, Insurance Companies, Tobacco Coalitions, Wellness Coalitions
- **South Dakota Schools:** Youth and Teen Centered Organizations, Youth Engagement Services, 4-H leaders, Afterschool Programs and Higher Education, Safe Routes to Schools Programs, School Wellness Committees

Discuss how implementation of Move Your Way® messages, alongside other established physical activity initiatives, interventions, and programs, can provide an overarching message to unite and strengthen existing efforts.

## Game Plan — Let's Go!

To get started, make a simple list of your goals, objectives, and strategies or activities. Choose the priority audience (or audiences) you want to focus on, and include members of that audience in your planning. Then answer these questions:

- What is our overall goal in promoting Move Your Way®?
- What is our objective — what will we accomplish, who will take the lead, and by when?
- What strategies and activities (the tasks!) will help us meet our objective?
- Agree on your endgame — how will you know you were successful?
- **Use the Campaign Launch Task List**

## Don't Forget!



Be sure to check-in. Keep in touch with partners and community members throughout your implementation to hear their feedback and enlist their support.

## How do I promote Move Your Way® in my SD community?

Engage and enlist community members from multiple, diverse sectors (i.e. city officials, educators, tribal or faith-based groups, youth organizations, senior facilities, etc.) to plan and implement your strategy.

1. **Plan a community-wide physical activity event.** Events can range from a community meeting, block party, biking or walking event, free to the public fitness classes, etc.
  - Create community-wide physical activity challenges
  - Collaborate with other community events to promote Move Your Way®
  - Promote existing physical activity programs to your community
  - **Find tips for Partnering with Community-Based Organizations**
  - **Brainstorm implementation strategies**
  - **Explore strategies to increase physical activity from the CDC**
2. **Share print materials** from Move Your Way®
  - Distribute fact sheets, posters, and other resources such as worksite/mail stuffers, school/community event handouts, and grocery store stuffers — anywhere your community residents congregate!
  - Display Move Your Way® signage
3. **Launch a social media campaign** with your community partners to promote Move Your Way® messaging
  - Social media platforms are a great way to engage communities. Coordination with partners is the key. Be clear about what you are asking them to do, the timing of your campaign, and make it as easy as possible for them to participate.



- Consider coordinating your campaign with upcoming local events, holidays, or National Health Observances and encourage partners and participants to use the #MoveYourWay campaign hashtag on their posts and promotional materials.
- Piggyback on existing programs like [Park Rx](#), a South Dakota program that encourages physicians to prescribe physical activity. When doctors prescribe physical activity, their patients can fill the prescription by visiting any South Dakota State Park and receive a free day in the park or a discounted annual pass.
- [Check out these tips for Coordinating Social Media Promotions](#)

### **How do I promote Move Your Way® with SD parents, early childhood centers, and child care organizations and professionals?**

Engage and enlist parents, representatives and volunteers who work in childcare settings to plan and implement your strategy.

Point them to these resources:

- [HealthySD: Tips for Families to Increase Physical Activity](#)
- [SDWIC.org](#)
- [Fact Sheet for Parents](#)
- [SDSU Extension – Early Childhood Education](#)
- [fitCare](#) – A Daycare Provider Best-Practice Training Program
- [Sanford fit](#) – Children’s Health Initiative from Sanford Health. Discover printables, lessons, videos, games and more!
- [Sanford fit](#) – Move-specific slideshows & lessons

### **How do I promote Move Your Way® in SD schools and youth centered organizations?**

Engage and enlist school personnel, administrators, school wellness coalitions, volunteers and parent groups to plan and implement your strategy. Share Move Your Way® messages and resources.

Collaborate by asking your local school district these questions:

- Is there a Safe Routes to School Program in place, a School Wellness Policy or a Wellness Coalition?
- Is there a coordinated effort to plan Family Fitness events?

Use these tools to jumpstart the conversation:

#### Partnering with Schools Fact Sheets

- Find tips for Partnering with Schools
- Provide this Activity Fact Sheet for Kids
- Provide this Activity Poster for Kids

#### Fact Sheets for Parents

- Are my kids getting enough physical activity?
- Materials for Parents

#### CDC Healthy Schools Toolkit

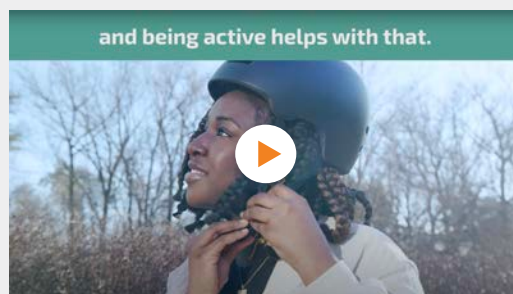
- **Priority 1 – Physical Education/Physical Activity** ([ora.u.gov](http://ora.u.gov))

**#GetYour60** is a social media challenge to promote 60 minutes a day of physical activity for youth and teens, with videos and other materials. If your priority audience is youth and teens, check it out!

- Find more tips for Creating Your Own Move Your Way® Teen Video Fact Sheet



#GetYour60  
Get your heart pumping.



#GetYour60  
Move when you can.

#### Partnership with Youth Sports Organizations

Check out some of the sports-specific materials for parents of children and teens ages 6 to 17. They encourage youth sports participation and support the vision of the **National Youth Sports Strategy**: one day, all youth will have the opportunity, motivation, and access to play sports. Reference these handy sports-related materials:

- Social media graphics
- Sports Fact Sheet for Parents
- Poster: Focus on Fun
- Poster: Find Your Own Way to Play
- Poster: More Than Just a Workout
- Video: Play for Fun, Build Skills for Life

## How do I promote Move Your Way® in SD worksites?

Engage and enlist worksite leadership, worksite wellness coordinators, and human resource directors to plan and implement your strategy.

Tips for partnering with Worksites Fact Sheets

- **Tips for Partnering with Worksite Wellness Programs**



**Workwell** is a South Dakota initiative to support healthy workplaces. Check out the wealth of resources available in the [Workplace Wellness Toolkit](#).

Healthy individuals mean healthy organizations! When employers choose to invest in the health and well-being of employees, everyone benefits. Adopting a workplace wellness program has many benefits including:

- Promoting healthy behaviors
- Preventing and reducing chronic disease
- A positive effect on the company's bottom line

Plus, employees who take part in these programs learn healthy habits, are more productive, and tend to have better morale — it's a win-win! There are many ways to take small steps that can have a huge impact on employee health.

## How do I promote Move Your Way® with SD healthcare providers?

Engage and enlist local healthcare providers, clinic managers, and statewide healthcare organizations to plan and implement your strategy. Check out these tools to help motivate providers:

- **Healthcare Providers Fact Sheet**
- **Park Rx Materials** – Park Rx is a successful collaboration between the South Dakota Department of Health, Department of Game Fish & Parks, SDSU Extension, and SD healthcare providers to increase physical activity education and prescription in our state parks. Help spread the word!
- **Exercise is Medicine Fact Sheet**
- **Walk With a Doc Fact Sheet**



## How do I promote Move Your Way® in SD tribal communities?

Engage and enlist tribal leaders and representatives, **Community Health Workers** (CHWs), **Community Health Representatives** (CHRs), and key trusted tribal members to plan and implement your strategy.

### Partnering with Tribal Communities

Working with CHWs and CHRs as trusted members of a tribal community can help you identify specific barriers, concerns, and address cultural issues for achieving the Guidelines. Promote Move Your Way® by collaborating with existing physical activity efforts and adapting messaging and images for tribal communities. Here are some additional resources:

- **Community Wellness Coalition**
- **IHS Physical Activity Kit (PAK)**
- **Traditional Native American Games**
- **International Traditional Games Society** – Promotes traditional native games as a form of physical activity
- **POWWOW Sweat** – Video series promoting fitness through traditional dance, developed by the Coeur D'Alene tribe
- **Well For Culture** – Initiative led by Chelsey Lugar and Thosh Collins which aims to reclaim and revitalize indigenous health and wellness

## Learn More



Creating walkable, safe communities benefits everyone, and provides opportunities for physical activity and social connection. Many tribal communities in South Dakota are making progress to support and enhance walkability. Wanblee, Mission, Rosebud and many others have stories to share. Connecting walkability and Move Your Way® is a great way to get your community physically active. **Contact [HealthySD.gov](https://HealthySD.gov) to learn more.**



### Adapt Better Choices, Better Health® SD Workshops

BCBH-SD workshops are FREE and designed for adults living with chronic health conditions. Incorporating culture can enhance the experience of these workshops and improve results. We encourage the use of cultural practices alongside workshop curricula. Each workshop group can customize the activities that speak to them. Learn more and register at [GoodandHealthySD.org](https://GoodandHealthySD.org) or **download the brochure** to share with your community leaders.

## Other Strategies for Promoting Move Your Way®

South Dakota has many existing physical activity focused interventions you can adopt and programs willing to collaborate. Often, just starting the conversation will provide another opportunity to promote the messages of Move Your Way®. Take a look in the [resource section](#) and see what is available near you. Find more creative ideas here:

- [Brainstorm Implementation Strategies](#)



## Play 2 — Implementation & Kickoff

### Implement Your Game Plan — Final Strategizing

- Take advantage of the places where people already gather! Farmers markets, food distribution sites, or even summer outdoor movies can be great opportunities to share information about Move Your Way®.
- Don't forget to add the Move Your Way® [web badges and widgets](#) to your city or organization's website to draw people back to the Move Your Way® materials.
- Gear up to set up for your events, campaign, challenge or whatever you have chosen as your Move Your Way® effort. Refer back to [Campaign Launch Task List!](#)
- Disseminate materials, hang signage, prep for your challenge, launch social media/community education & awareness messaging, and make sure you let your community know about it through multiple print and social media channels.
- Refer back to the many examples of how you encourage people to move more, and keep referring back as these will be updated.

### Plan Ahead — Have Move Your Way® Resources Ready for Your Events

- [Campaign Materials](#) English and Spanish Content Available
- [Tips for Coordinating Social Media Promotion](#)

### Move Your Way® South Dakota Adapted Resources

When you are ready to spread the Move Your Way® message in your community we can provide South Dakota-specific print materials and tradeshow displays to help call attention to your efforts. To find out more about FREE promotional materials visit [Move Your Way® South Dakota](#). Then, [contact us](#) and use Move Your Way SD-Materials as your subject line in your message.

## Move Your Way® National Resources

**Move Your Way® Consumer Homepage** — a website that includes Move Your Way® tools, videos, and fact sheets with tips to help people get a little more active.

Use these Interactive Tools for Parents and Adults to find ways to fit more activity into each day:

- **Activity Planner** — an interactive tool to help adults build a weekly activity plan.
- **Parent Interactive Graphic** — an interactive graphic to help parents see how their kids can get the recommended 60 minutes of physical activity a day.

More quick references for inspiration:

- **Fact Sheets, Posters, and Videos**
- **Sample Social Media Messages, Graphics, and GIFs**
- **Web Badges and Widgets**



## Play 3 — Evaluation & Sharing Success

Remember to document your progress as you go and reflect on what worked and what didn't. That way, you can tweak your ongoing efforts and improve your campaign strategy. Next, think back to the goals and objectives you set in the planning phase of your campaign, and try to evaluate the success of each one. If you adjusted your goals along the way, make sure to update your evaluation plan, too.

After each event and at regular intervals throughout the campaign, make sure to document important information, like:

- How many community members attended each event (either in person or virtual)?
- How many of each campaign material did you and your partners distribute?
- How many people did you reach through each communication activity, like email newsletters or social media challenges?
- **How will you know you were successful?**

There are several tools to help you evaluate your Move Your Way® effort:

- **Campaign Implementation Tracker** (.docx)
- **Interviewing Event Attendees** — this can be a simple way to gather feedback.
- **Social Media Analytics** — ask your media partners to help you track!





## Enlisting Funders for the Win — ask yourself:

- ✓ What would you use funding for?
- ✓ Who are your funding partners that would benefit from collaborating?
- ✓ Who in your community can you ask to sponsor or donate towards your efforts?

## Here are Tips to Find Funding or Volunteers

- **Ask local colleges if their students need volunteer opportunities.** Student volunteers can help run events. They may also be able to contribute skills like video production and graphic design.
- **When you ask for donations, explain how they'll be used.** Paint a picture of the event or material and how it will impact real people in your community. People are more likely to donate if they can picture what they're funding.
- If you're approaching existing donors, **frame the campaign as an exciting new project** — and a reason to renew their support.
- **Offer to add donor logos** to your campaign materials in exchange for donations.
- **Ask everyone involved in your campaign to help out with networking** — personal contacts are more likely to donate time and money. Encourage them to reach out in person and on social media.

## Sample Recruitment Resources

Always keep your audience in mind — what's in it for them? How will their participation benefit them? Customize these tools for each audience:

- [Sample Pitch Language](#)
- [Recruitment Email](#)

## Tips for Developing a Campaign Budget

Obtaining funding will be easier if you have a budget to back your plan up! Use these tips to help you get started:

- [Move Your Way® Community Playbook: Tips for Developing a Campaign Budget](#)



## Endgame

- ✓ Reinforce Move Your Way® messages — often and in as many places as possible
- ✓ Gather your lessons learned — practice makes progress
- ✓ Share your Move Your Way® Game Plan with us!
- ✓ **Reach out to us!** — [HealthySD.gov](https://HealthySD.gov)

**Remember: Everyone needs physical activity to stay healthy,** but it can be hard to find the time and motivation. The key to success is to take small steps, keep trying, engage partners, and share progress.

The Move Your Way® tools, videos, and materials outlined in this toolkit can help make it easier to motivate South Dakotans to be a little more active everyday. Small changes can add up to big health benefits!

No matter who you are or what your community challenges are, there are ways to find safe, fun ways to get active — to *move your way*.

## Sources and References

1. South Dakota Department of Health, *The Health Behaviors of South Dakotans*. Pierre, SD: South Dakota Department of Health; 2019.
2. U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion, *Move Your Way®*. Page last updated August, 25, 2021.
3. U.S. Department of Health and Human Services, *Physical Activity Guidelines for Americans, 2nd edition*. Washington, D.C.: U.S. Department of Health and Human Services; 2018.
4. Keener, D., Goodman, K., Lowry, A., Zaro, S., & Kettel Khan, L. *Recommended community strategies and measurements to prevent obesity in the United States: Implementation and measurement guide*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention; 2009.
5. South Dakota Department of Health, Office of Disease Prevention and Health Promotion, Nutrition and Physical Activity Program. Page last updated 2022.
6. National Center for Immunization and Respiratory Diseases (NCIRD), Division of Viral Diseases. Page last updated October 19, 2022.

## Resources

- [HealthySD.gov](https://HealthySD.gov)
- [Physical Activity Guidelines for Americans](#) (Guidelines), 2nd edition, 2018
- [Move Your Way® Community Resources](#) (materials available in English & Spanish)
- [National Physical Activity Plan](#)
- [Physical Activity Alliance](#)
- [CDC Guide to Strategies for Increasing Physical Activity in the Community](#)
- [CDC Strategies to Increase Physical Activity](#)
- [American Cancer Society Guideline on Diet and Activity for Cancer Survivors 2022](#)
- [CDC Active People, Healthy Nation](#)
- [South Dakota Game, Fish & Parks](#)
- [AARP](#)
- [Livable605](#)
- [Better Choices, Better Health® SD](#)
- [South Dakota Community Health Worker Initiative](#)
- [Walk With Ease](#)
- [Fit & Strong](#)
- [Matter of Balance](#)
- [SAIL, Stay Active & Independent for Life](#)