

# Motivate to Move Training

With Laura Burbine

Welcome!

A stylized silhouette of a mountain range in shades of teal, located in the bottom right corner of the slide.

# Motivate to Move Agreement

- ◆ Review and sign agreement
- ◆ I agree to notify NH Celebrates Wellness of the dates I will run the program and to provide the requested program data to NHCW within 30 days of completion of the program. I understand that my data will provide input for program improvements and will assist in securing future funding for the program.
- ◆ I understand that this training and manual are for my use at my business/organization only and that I will not use this training and manual to train others.
- ◆ I agree not to make any alterations to the program without prior consent from the Motivate to Move trainer. I understand that this will ensure the integrity of the program and the data collected. I also understand that NHCW would welcome my comments and suggestions at any time.
- ◆ A copy of this form is in section 1

# Agenda

- ◆ Introductions
- ◆ History of Motivate to Move
- ◆ Review of Stages of Change Model
- ◆ Overview of Motivate to Move
  - Planning and Implementation
  - Marketing and Promotion
  - Participant Materials
  - Daily and Weekly Tips
  - Resources
- ◆ Excel spreadsheet 101
- ◆ Small Group Discussion
- ◆ Wrap - up
- ◆ Evaluations


# History of Motivate to Move

- ◆ Modeled after March into May
  - Developed by CDC in 1995
  - Revised by Portland, ME Public Health in 1999
  - NHCW began offering March into May
- ◆ NHCW developed Motivate to Move 2005

# Motivate to Move

- ◆ Based on Stages of Change Health Promotion Model
- ◆ Worksite Based
- ◆ 8 Weeks
- ◆ Updated to include new Government Physical Activity Guidelines
- ◆ New Education / Promotional Tools

# Stages of Change Behavior Change Model

- ◆ Pre-contemplation – “Never”
  - ◆ Contemplation – “Someday”
  - ◆ Preparation – “Soon”
  - ◆ Action – “Now”
  - ◆ Maintenance – “Forever”
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# Motivate to Move - Goal

- ◆ Motivate to Move is an 8 week wellness program designed to improve the health of employees by increasing their activity level to a minimum of 30 - 60 minutes of moderate to vigorous physical activity 5 or more days per week.

# Summary

- ◆ Motivate to Move – a registered program of *NH Celebrates Wellness* – is an 8-week wellness program designed to increase physical activity among individuals / employees for overall better health.
- ◆ Motivate to Move is ideal because it recognizes that everyone is different. The program is structured to meet the needs of all people – from those that are thinking about being more active to people who are physically active every day.
- ◆ The program encourages individuals to set their own goals based on their physical activity status.
- ◆ Motivate to Move uses the team approach. Being part of a team provides encouragement and motivation.

# Motivate to Move

## Rationale

- ◆ Physical inactivity is one of the leading risk factors for most chronic diseases, such as heart disease, high blood pressure, cancer, obesity and type 2 diabetes. Each year, an estimated 365,000 deaths are attributed to physical inactivity and poor diet.
- ◆ Approximately 129 million adults in the United States are currently overweight and obese, which costs the nation anywhere from \$69 billion to 117 billion each year. Public and private employers are shouldering much of these costs in the form of health insurance and lost productivity.
- ◆ According to the Centers for Disease Control and Prevention, only 25% of American adults achieve the recommended 30 - 60 minutes of physical activity on most days of the week.

# Program Highlights

- ◆ **Marketing**
  - Posters and Flyers to promote **Motivate to Move**.
  - Tools including daily & weekly tip sheets and ideas for keeping participants motivated.
- ◆ **Coordinator Resources**
  - Suggestions for gaining management support and recruiting your planning team.
- ◆ **Computer Data Collection**
  - Excel spreadsheet to input participant's data.
  - Spreadsheet includes calculations to make data reporting easy.
- ◆ **Evaluation**
  - For each participant to complete at the end of the program to gather hard data on program success.
- ◆ **Program Forms**
  - Registration, Participant Packet, Informational handout based on participant's "Stage of Change" and Activity Logs.

# Coordinator's Responsibilities

- ◆ Communicate with management to solicit support
- ◆ Recruit leaders from various departments to assist in implementing **Motivate to Move**
- ◆ Promote the program within the workplace and recruit participation
- ◆ Distribute educational and program materials
- ◆ Collect registration / evaluation forms
- ◆ Organize events and activities
- ◆ Provide incentives for participants
- ◆ Submit Data Summary Log with final program data and Evaluation Summary to *NH Celebrates Wellness* at the end of the program

# Checklist

- ◆ Use this checklist as a guide to implementing Motivate to Move
- ◆ Directions on where to find items in the binder are included

# Step 1

## Gaining Management Support

- ◆ This step is crucial. Be familiar with the following:
  - What is the goal of Motivate to Move?
  - Why is Motivate to Move the right program for us?
  - What are the benefits it can bring to the organization?
  - What are the benefits to the staff?

# Determine What You Need

- ◆ Here are some ideas to get you started:
  - Staff person to coordinate the program and events
  - Time for volunteers to meet, plan and coordinate
  - Time for participants to attend the program events
  - Budget for promotional and educational materials
  - Money, rewards and/or donations to be used for incentives

# Have Management Be Visible

- ◆ Support the program through active participation & positive talk
- ◆ Appoint a member of management to the planning group
- ◆ Encourage staff to support and participate in the program
- ◆ Actively participate in kick-off & celebration events
- ◆ Issue a memo, newsletter article, or email message supporting the program
- ◆ Other ideas?

# Maintain Communication

- ◆ You may want to report the following:
  - Important dates, including the kickoff, motivational activities and ending celebration
  - The number of participants in the program
  - Midpoint percent increases, and final percent increases. Share the summary of the evaluations with them
  - Anecdotal information, including success stories, how departments have been affected, morale boosters, etc.

# Communication Strategies


The manual contains two ways to communicate with management:

- Sample letter to Management (follow up by meeting with management)
- Management tool: Handout for a presentation to a management Meeting

# Step 2


## Recruit Volunteers

Volunteers will be responsible for:

- Planning and Promotion of **Motivate to Move**
  - Encouraging employees to sign up and participate
  - Promoting competition between teams or departments (optional)
  - Obtaining incentive prizes
  - Coordinating motivational activities and ending celebration
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# Step 3

## Hold Planning Meeting for Volunteers

- ◆ Sample agenda is in the manual.
  - ◆ Use handout: Volunteer tool
  - ◆ The goal of this meeting is to delegate responsibility
  - ◆ If possible, recruit Team Captains at this meeting
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# Step 4

## Recruit Team Captains

- ◆ The team captain's role is very important because they are responsible for :
  - 1:2 guidance
  - Motivation
  - Distribution and collection materials
- ◆ One team captain for every 15 – 30 employees
- ◆ At Team Captain meeting, use handout:
  - *Team Captain Guide*
  - *Suggestions to Keep your Workplace Motivated*

# Questions?

- ◆ Marketing and Promotion of **Motivate to Move** is next.....

# Section 4

## Marketing and Promotion


- ◆ Now that your team is on board, management is supportive...it'd time to start promoting **Motivate to Move!**
  - Hang Posters
  - Send out emails
  - Arrange for payroll inserts
  - Publish newsletter article
  - Set up **Motivate to Move** bulletin board
  - Distribute and collect Registration and Physical Activity Survey
  - Input names into Excel Spreadsheet. Indicate their "Physical Activity Status" in column E-1

# Section 3

## Participant Materials

- ◆ Hold Initial Meeting to distribute Participant Packet
  - Welcome
  - PAR-Q
  - Activity Logs
  - Motivational Sheets - corresponds w/ activity status
    - Status 1 – “Is it Time to Take Action”
    - Status 2/3 – “Fitting in Physical Activity”
    - Status 4 & 5 - “Staying on Course”

# Motivate to Move Up and Running

- ◆ Conduct activities & keep participants motivated (p. 12)
  - ◆ Keep management/administration updated
  - ◆ Distribute or email daily (for the first 10 weekdays) and / or weekly health tips
  - ◆ Collect Activity Log – 1 (If possible offer an incentive drawing to encourage this collection.)
  - ◆ Distribute new activity logs. Encourage participants to set a new goal.
  - ◆ Optional: post midpoint results on the number of participants who reached their weekly goal.
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# Post - Motivate to Move

- ◆ Collect Activity Logs and record ending "Physical Activity Status" in column E-2 and # of weeks goal met in column 3
- ◆ Distribute, collect and tally Evaluations
- ◆ Calculate final data
- ◆ Begin planning a celebration party!

# Questions?

◆ Next Excell !!!