

OMB Control Number: 0990-0281
ODPHP Generic Information Collection Request:
Prevention Communication and Formative Research

**Audience Research to Inform Physical Activity
Guidelines Strategic Communication**

Attachment G:
ODPHP Physical Activity Guidelines, 2nd Edition
Graphics and Taglines (English)
Stimulus Material

June 21, 2017

Submitted to:

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Office of the Chief Information Officer
U.S. Department of Health and Human Services

Submitted by:

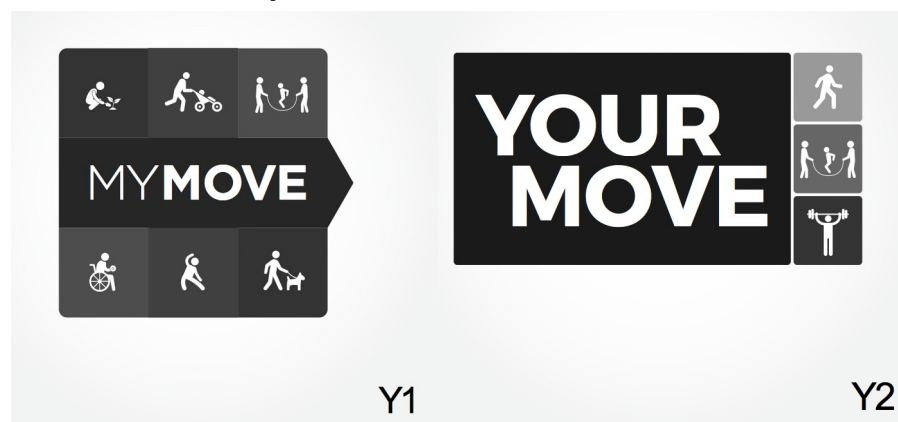
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1. Go Your Way



- Get moving your way. Just about any activity counts. (G1)
- Find your way to better health. (G2)

2. Your Move/My Move



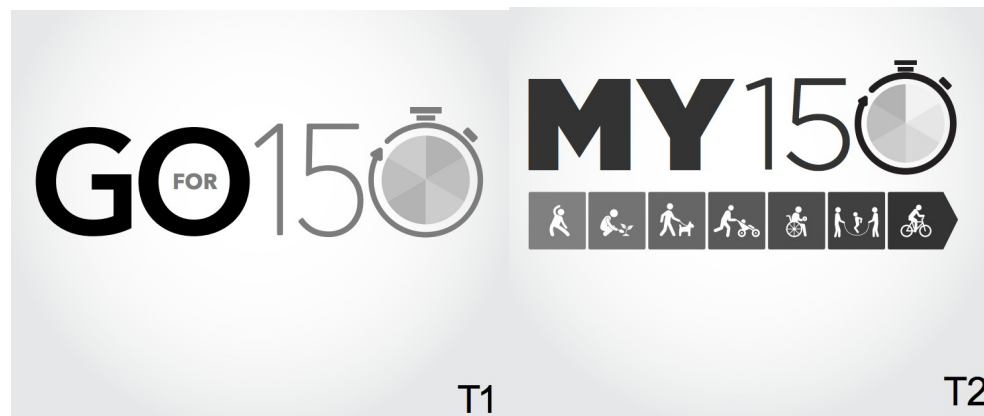
- Walk. Run. Dance. Play. Make your move. (Y1)
- Walk. Run. Dance. Play. What's your move? (Y2)

3. Move My Way



- What's the best way to meet the Physical Activity Guidelines? **Your way.** (M1)
- Meet the Physical Activity Guidelines your way. (M2)

4. Go for 150/My 150



- **Set a goal.** Build up to 150 minutes of activity each week. (T1)
- Go for 150 minutes of activity every week. **What's your 150?** (T2)