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ODPHP Generic Information Collection Request:
Prevention Communication and Formative Research

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

Attachment H:
ODPHP Physical Activity Guidelines, 2nd Edition
Messages (English)
Stimulus Material

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Messages for General Adult Audience

Set #1 — Benefits and Barriers

- Does exercise seem boring? Try taking a daily walk with a friend or neighbor after dinner or before work. You can chat and catch up while getting some healthy physical activity!
- It's never too late to become active. No matter how old you are, physical activity has real health benefits — and can make you feel better, too.
- Don't let a disability, health condition, or injury stop you from getting the benefits of physical activity. Work with your doctor to create an activity plan that fits with your abilities.
- Don't have time for a long workout? Find ways to fit in little bursts of activity during your day. Try doing crunches during commercials when you watch TV. Or take the stairs instead of the elevator at work. It all adds up.
- Being active can help prevent chronic diseases like heart disease and diabetes down the road. But it also has benefits right now. It may help boost your energy and mood and help you sleep better.
- If you want to make your muscles stronger, joining a gym isn't your only option. You can find ways to build muscles at home with simple exercises (like push-ups) or with dumbbells or resistance bands.

Set #2 — Dosage and Variations on 150

- Some days, you can't fit in your usual activity. We get it. When that happens, just aim to be active a little longer tomorrow — so you're getting at least 150 minutes of moderate-intensity physical activity a week.
- Just about any kind of physical activity — walking the dog, gardening, or even vacuuming and mowing the lawn — counts toward your goal of at least 150 minutes of moderate-intensity physical activity a week.

- If 150 minutes of physical activity seems like too much right now, that's okay. Look at it as a goal that you can work toward, step by step. For now, focus on being a little more active today than you were yesterday. When it comes to physical activity, something is better than nothing.
- The Physical Activity Guidelines recommend at least 150 minutes a week of moderate-intensity activity. That's just 22 minutes every day — shorter than a TV show.
- The Physical Activity Guidelines recommend at least 150 minutes a week of moderate-intensity activity. That's just 30 minutes, 5 days a week.

Set #3 — High vs. Moderate Intensity

- Get the same benefits in less time! The Physical Activity Guidelines recommend at least 150 minutes of moderate-intensity activity a week, like brisk walking or mowing the lawn. But if you switch to high-intensity activity — like running or fast biking — you can aim for 75 minutes a week.
- The Physical Activity Guidelines recommend at least 150 minutes of moderate-intensity activity a week or at least 75 minutes of high-intensity activity. What's the difference? Use the talk test while you're active and breathing faster:
 - If you can still talk comfortably but you can't sing, the activity is moderate intensity
 - If you can't even talk comfortably, the activity is high intensity

Messages for Parent Audience

Set #1 — Benefits, Barriers and Facilitators

- Getting physical activity won't just make your kids' bodies stronger. It may also help them boost their mood, sleep better at night, and improve their grades.
- Encouraging your kids to get active isn't only about making them healthier now. It's about helping them build healthy habits that will last for the rest of their lives.
- Some kids may view physical activity as a chore or punishment. Take the time to help your kids find an activity that they actually enjoy. If they're having fun, they're much more likely to stick with it.
- Having your kid play team sports can be expensive — the uniforms, equipment, and travel can add up. But physical activity doesn't have to cost a lot. Look into community parks and rec centers, which offer low- and no-cost activities for kids and families.
- Do you have to beg your kids to put down their phones and get outside? Try meeting them halfway — look into active video games, like dancing or fitness games. Or try phone apps that give rewards for moving around.
- Your kid's friends are a big influence on what they think about physical activity. Encourage your kids to invite their friends to join them for active outings like hikes and bike rides.

Set #2 — Family

- Set physical activity goals together as a family. Kids and teens need to aim for at least 60 minutes a day. Adults need at least 150 minutes a week.
- Want to get your kids to be more active? Be a role model — become more active yourself. Your kids are paying more attention to your behavior than you think.

- Make family activities more active. Instead of going out to sit in a restaurant, pack a picnic dinner for the park and bring along a Frisbee or soccer ball.
- Try to build activity into your daily family schedule. When would your kids want to get active? Before school? After they get off the bus? Find out what works for them and get them into a routine.

Set #3 — Adaptability

- When it comes to being active, some kids like being part of a team and others just want to do their own thing. Help your kids find their own way of getting more physical activity.
- There are so many ways for teens to fit in their daily hour of activity. A workout video online. A dance video game. Even walking the dog. They're all great ways to get moving.
- Find ways to help your kids work physical activity into their day naturally. For example, if it's a safe option where you live, encourage your kids to walk or bike to school. Or get them to do active chores on the weekend, like mowing the lawn or gardening.
- Between school, homework, and afterschool activities, fitting in a whole hour of activity every day might seem hard to your kids — and you. Don't get overwhelmed. For now, just focus on helping your kids get a little more activity than they do now.