



**NATIONAL
GET FIT
DON'T SIT DAYSM**
GET UP & MOVE!
MAY 4, 2016

Let's Get Moving!

Thank you for your interest! On **National Get Fit Don't Sit DaySM**, we encourage everyone to get up and move throughout the day—igniting a national conversation about the importance of being physically active at work and at home. This e-toolkit provides a wealth of scalable ideas, tips and activities to inspire, encourage and empower your employees and members. You decide how to best celebrate the day, based on your corporate culture.

IMPLEMENTATION/COMMUNICATIONS	PROMOTION	RESOURCES
<ul style="list-style-type: none">• 10 Steps for Success• Activation Ideas for Any Workplace or Organization• Prep to Step Out: Walk to Stop Diabetes• Talking Points for Your Executive Champion• Email Templates• How to Share Your Participation with Us	<ul style="list-style-type: none">• Social Media Messages and Images• Press Release Template• Customizable Posters• Stickers• Digital Banners	<ul style="list-style-type: none">• Desk Moves Handout• Tip Sheet: 8 Ways to Be More Active During the Work Day• Word Search

If you have any questions or need any guidance on the best ways to bring **National Get Fit Don't Sit Day** to life at your organization, please let us know. We look forward to seeing how you embrace this day of wellness.

In Good Health,
The American Diabetes Association® Team

BROUGHT TO YOU BY



A national sponsor of National Get Fit Don't Sit Day and Wellness Lives HereSM, an American Diabetes Association initiative designed to inspire and fuel our nation's healthful habits at work and beyond.



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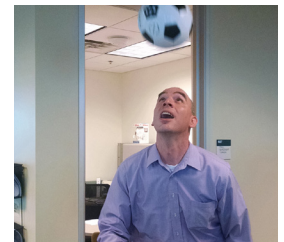
10 Steps for Success

- 1 Appoint an internal champion or set up a committee to communicate to all employees about participation in National Get Fit Don't Sit Day and plan activities for your company/organization.
- 2 Let your employees know that their health is important...and that you will be sharing information and opportunities to make it easier for them to get up and move.
- 3 Publicly encourage your employees to commit to being physically active throughout the day and engage your CEO and senior leadership in leading by example.
- 4 Decide on your activities for the day. If your organization requires special notice that you will need specific space, inside or outside, or if other resources are required, arrange those logistical details.
- 5 Communicate, communicate, communicate! Use your internal communication channels and the National Get Fit Don't Sit Day e-toolkit resources (email templates, tip sheets, posters and more) to spread the word in your organization.
- 6 Remind all employees a week before and a day before National Get Fit Don't Sit Day and include any action employees need to take to participate, such as bringing sneakers to work.
- 7 Promote on social media about how and why your organization is participating in National Get Fit Don't Sit Day. Use the hashtag #GetFitDontSit on all social media posts.
- 8 Do a last check-in on any logistical details. If your CEO/executive champion is kicking things off, make sure he/she has the prepared information (share Executive Talking Points) on why getting up and moving every 90 minutes is important.
- 9 Use the day as an opportunity for employee engagement and teambuilding, making the most out of the activity and sharing that your company cares. Take the opportunity to promote your internal wellness offerings, too.
- 10 Invite family and friends, other companies in your community and even your competitors to participate in the day. Have fun adopting healthier habits and supporting the fight to Stop Diabetes®!



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Activation Ideas for Any Workplace or Organization



Choose the ideas that will work best in your organization or department, and feel free to create your own activities!

- Designate National Get Fit Don't Sit Day a "workout wear" day. Employees can wear sneakers or other workplace-appropriate exercise clothing.
- Encourage walking:
 - Have an organized walk, led by your executive health champion.
 - Have a walking scavenger hunt around your building or campus.
 - Challenge employees to choose in-person communication—walking to someone's desk if they need something, instead of calling or emailing.
 - Schedule "get up and walk around" alerts on staff calendars (Outlook or other) for every 90 minutes.
 - Turn all meetings that day into standing or walking meetings.
- Encourage biking to work. Provide bike racks to secure their rides during the day.
- Have a Hula Hoop®-a-thon, plank- or squat-off, stair-climbing challenge or some other type of contest.
- Allow everyone a 30-minute exercise break during this day.
- Encourage DIY desk exercises—see page 11.
- Distribute the tip sheet "8 Ways to Be More Active During the Work Day" from this toolkit—see page 11.
- Reach out to a local fitness establishment to secure an instructor who will come to your location for a stretching class, yoga or general fitness talk.
- Challenge everyone to take the farthest parking space that day—and reward the employees who pick those spots.
- Set up circuit training stations in common areas such as the cafeteria or copy room. Station #1 could be push-ups, station #2 could be knee lifts and so on.
- Have a fitness tracker challenge using Fitbits or other devices. The person or team who documents the most steps for the day (or even the week) wins a health-related prize.
- Challenge other organizations in your community or industry to match your fitness activities.



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Activation Ideas for Any Workplace or Organization *Continued*



- Prep to Step! This is the perfect time to sign up for your local Step Out: Walk to Stop Diabetes[®] and recruit walkers. See page 5.
- Place a National Get Fit Don't Sit Day station in a common area of your office. Every time an employee gets away from his or her desk and "checks in" at the station (which they can do every 90 minutes), it triggers a \$5 company donation to the Association. Give them a sticker or other trinket to mark each check-in.
- Work with a local cycling store to set up a stationary bike station (indoor or outdoor) and let employees take turns taking it for a spin. Place a masked bike odometer on the station that will tally the staff's mileage all day long. Ask employees to place bets on the total miles accumulated by 5 p.m.—each bet requires a \$5 donation to the Association, and the person who guesses the closest wins a prize.
- Take the opportunity to encourage physical activity and support for the diabetes cause year-round with Charity Miles, a free iPhone/Android app that lets people earn money for charity when they walk, run or bike, thanks to the support of corporate sponsors. Just download Charity Miles for iPhone or Android, choose the Association as your charity and get moving! Learn more at charitymiles.org.



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Prep to Step: Leverage the Day to Encourage Participation in Step Out: Walk to Stop Diabetes[®]



IDEAS FOR ORGANIZATIONS

- Announce that your organization will be participating in Step Out: Walk to Stop Diabetes[®] and invite employees to sign up as team captains and walkers.
- At your National Get Fit Don't Sit Day activity, arrange to have Step Out team information and event day details front and center. Have a computer or device handy to show employees how to sign up and join the organization's team(s).
- If you have multiple teams, use a ribbon, special hat or sticker to identify team captains on National Get Fit Don't Sit Day. Reward the team captain who recruits the most walkers that day with a fitness or health incentive.
- Make National Get Fit Don't Sit Day your walker recruitment day. Encourage everyone to sign up that day. Ask walkers personally to join your team. People respond best to a personal ask.
- Encourage your registered walkers to send emails on National Get Fit Don't Sit Day asking their friends and donors to "get up and move." Walkers can ask for a walk donation at the same time.

FUNDRAISING IDEAS

IDEAS FOR TEAM CAPTAINS

- Get excited! Your enthusiasm is contagious. Walk around your office, floor or department on National Get Fit Don't Sit Day and invite people to join your team and sign up to participate.
- For a \$5 donation to Step Out, employees can earn the opportunity to wear workplace-appropriate fitness clothing, sneakers or their favorite team jersey to work on National Get Fit Don't Sit Day.
- Host a healthy potluck lunch or a healthy snack break as part of your National Get Fit Don't Sit Day activities. Ask for a small Step Out donation for the lunch or food items.
- If you are having an organized class, such as yoga, ask all participants for a \$5 donation to the Step Out team.



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Talking Points For Your Executive Champion

- Why is National Get Fit Don't Sit Day so important? Research shows that changing our sedentary habits is one of the most effective ways of preventing type 2 diabetes and obesity-related illnesses.
- The American Diabetes Association recommends that everyone limit the amount of time they spend sitting. Let's have National Get Fit Don't Sit Day be the start of healthy new habits. Let's get up and get moving at least every 90 minutes every day starting today.
- National Get Fit Don't Sit Day is helping us draw attention to the importance of being physically active during the day as part of a healthy lifestyle both at work and at home...as well as its role in lowering the risk for type 2 diabetes and heart disease.
- Your health and well-being matters to the [company/organization], and to your colleagues, families and friends. That's why National Get Fit Don't Sit Day is all about you...to empower you with the resources you need to get moving today and every day.
- Remember, we all spend a significant amount of time at work. My hope is that National Get Fit Don't Sit Day inspires all of us to take better care of ourselves by getting up and moving at least every 90 minutes.

- We have [add number of/percentage of people] participating today. Thank you for your enthusiasm and commitment. Given our success today, I am confident that National Get Fit Don't Sit Day will ignite a continuous dialogue about and support for the importance of exercise each and every day. Here's to good health!

QUOTABLE QUOTES ON EXERCISE AND HEALTH:

"Physical fitness is not only one of the most important keys to a healthy body, it is the basis of dynamic and creative intellectual activity."

—President John F. Kennedy

"Those who do not find the time for exercise will have to find the time for illness."

—Edward Stanley, Earl of Derby,
British statesman

"Take care of your body. It's the only place you have to live."

—Jim Rohn, entrepreneur, author
and motivational speaker

"It is exercise alone that supports the spirits, and keeps the mind in vigor."

—Cicero, Roman philosopher,
statesman and lawyer

"We do not stop exercising because we grow old, we grow old because we stop exercising."

—Dr. Kenneth Cooper



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Email Templates

Announce your participation in National Get Fit Don't Sit Day and send these perfectly timed reminders to employees. You could also incorporate this text into your regular e-newsletter.

Email 1 — ***Announce Participation***

Email 2 — ***Week Prior***

Email 3 — ***Day Prior***

Email 4 — ***Day of Event***

Consider attaching the Desk Moves Handout, "8 Ways to Be More Active During the Work Day" Tip Sheet or Word Search to each email to help inform, empower and engage your employees.

Find the email templates in easy-to-use Word documents, as well as a National Get Fit Don't Sit Day email banner, in the Communication folder.



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American Diabetes Association



Dear Friend,

Great news: On Wednesday, May 4, **[Company/Organization Name]** will participate in the American Diabetes Association's **National Get Fit Don't Sit DaySM**. And we want you to participate!

You may have always known that exercise is good for you, but it's likely you didn't know until recently that too much sitting is actually harmful for your health. That's why the Association recommends that everyone, including people with diabetes, limit the amount of time they spend sitting. In fact, they advise getting up and moving at least every 90 minutes.

Here at **[Company/Organization Name]**, we value your health and want to empower you with the resources you need to get moving—today and every day.

Some of the fun activities we are planning for this important Wellness Day include:

[Describe what you have planned for the day, or simply ways your employees/members can be more active. See pages 3-4 of the toolkit for ideas. If your CEO or executive champion is joining that day, make sure to include those details.]

Please make sure to **[any action they have to take on that day, i.e., wear appropriate exercise clothes or sneakers to work, bring a yoga mat]**.

We'll see you **[when, where]** for National Get Fit Don't Sit Day!

In good health,
[Coordinator, Committee or CEO/Executive Champion]

wellnessliveshere.org
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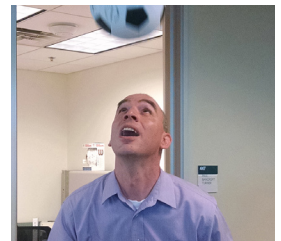
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Please add news@diabetes.org to your address book to ensure you receive all future emails.
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How to Share Your Participation with Us



On National Get Fit Don't Sit Day, share photos and videos of your organization in action!

Whether you're posting to Facebook, Twitter or Instagram, be sure to use hashtag **#GetFitDontSit** in all your messages.

Please also tag the American Diabetes Association on:



facebook.com/AmericanDiabetesAssociation



twitter.com/AmDiabetesAssn



instagram.com/amdiabetesassn



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Social Media Messages and Images



FACEBOOK MESSAGE THOUGHT STARTERS

Be sure to use **#GetFitDontSit** in your posts.

- We're getting excited for **#GetFitDontSit** Day on May 4. [photo of preparation for activities]
- Leading by example! **#GetFitDontSit** Day [photo of your executive champion leading your activity or in workout clothes or sneakers]
- We're committed to good health at [organization name]! **#GetFitDontSit** [photo of group walking or doing exercise together]
- Let's get this fitness party started! **#GetFitDontSit** [photo of your team participating in activities]
- Here's how we're getting up and moving on **#GetFitDontSit** Day [individual or team action photo]
- The [insert name] team won the [activity name] challenge! **#GetFitDontSit** [photo of winners]



TWITTER AND INSTAGRAM MESSAGE THOUGHT STARTERS



Be sure to use **#GetFitDontSit** in your posts.

- We're getting ready for **#GetFitDontSit** Day [photo of preparation for activities]
- Who's up and moving? We are! **#GetFitDontSit** [photo of group walking or doing exercise together]
- On our feet every 90 minutes! **#GetFitDontSit** [photo of activity]
- We all win with exercise! **#GetFitDontSit** [photo of competition]



- Don't just sit there! Get up and move every 90 minutes for **#GetFitDontSit** Day.

IMAGES

Use National Get Fit Don't Sit Day imagery to add interest and attract more attention for your social media channels and posts.

- Facebook cover image and post artwork
- Twitter cover image and post artwork
- Instagram post image

DIGITAL BADGES

These badges can further help your organization promote its participation—and let your employees get in on the fun as well. Post them on social media!



- Companies/organizations: "We're participating!"
- Employees/individuals:
 - "I'm energized!"
 - "I'm up and moving!"

Find all the images you need in the Promotion folder.



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More Ways to Build Buzz and Engagement

PRESS RELEASE TEMPLATE

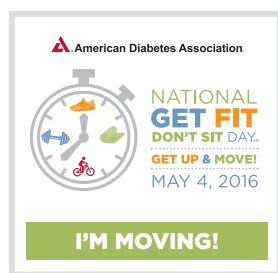
Why not take advantage of this valuable opportunity to get coverage in the press about your company/organization's participation in National Get Fit Don't Sit Day? Here are some easy steps to implement your media campaign:

1. If you don't already do so, consider using an online press release distribution service to optimize your release for search engines (SEO) and exponentially increase your reach. These services offer easy instructions for uploading your release and targeting the right audiences.
2. Reach out to your existing media contacts. If you post your release via an online distribution service or on your website, you will have a custom URL to include in a friendly message announcing that a new press release is available from your company.

Find a customizable press release template in the Promotion folder.

CUSTOMIZABLE POSTERS

Use these posters to publicize your National Get Fit Don't Sit Day activities. Post them in highly trafficked locations, such as break rooms, locker rooms, lunch rooms, cafeterias, and even the elevators or stairwells for maximum exposure. Find two sizes of print-ready posters in the Promotion folder.



STICKERS

It's easy to print these predesigned stickers to give to each participant. Find the artwork in the Promotion folder. You can find print-to-the-edge, square, 2" x 2" labels with 12 stickers per sheet for use with Microsoft Word documents at office supply stores.



DIGITAL BANNERS

Use these banners on your website, in e-newsletters and more. The banners should link to diabetes.org/getfitdonsit. Three sizes are available in the Promotion folder:

- 160 x 600 vertical
- 300 x 250 rectangular
- 728 x 90 horizontal



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Tip Sheets, Infographics and More

Make every day a National Get Fit Don't Sit Day. Share these handy resources either in hard copy or digitally with your employees to encourage them to get up and move. Find these pre-made handouts in the Resources folder.

- Desk Moves Handout
- Tip Sheet: 8 Ways to Be More Active During the Work Day
- Word Search

