GET YOUR ORGANIZATION MOVING!
LEAD A MONDAY MILE!

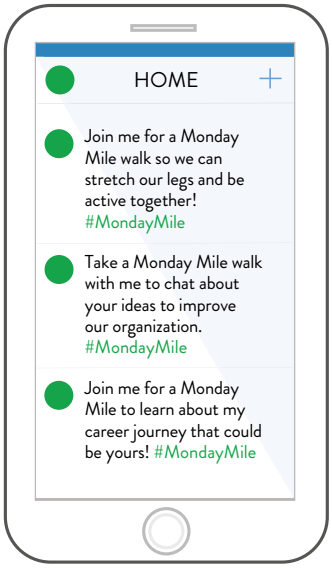
WHAT IS THE MONDAY MILE? The Monday Mile is a weekly group walk or jog that helps everyone start the week off by moving together! Developed by Move It Monday, it's a fun activity that helps promote wellness, mentorship, and team-building among any audience – peers, staff, you name it!

HEALTHY MONDAY

WHY SHOULD I LEAD A MONDAY MILE?

- **Promotes communication and team-building.**
  Leading a Monday Mile can help bring people together and provide an opportunity for socializing and open communication.
- **Shows your commitment to wellness and mentorship.**
  Organizing and leading a Monday Mile helps show your audience that you believe in being healthy.
- **Offers the healthy benefits of physical activity.**
  Walking or jogging regularly has been shown to improve cardiovascular health, reduce stress, and sharpen focus.
- **Gets every week off to a fresh start.**
  A Monday Mile can help everyone to start the week off right – regardless of age or fitness level.
- **Requires minimal time commitment.**
  Walking or jogging a mile takes on average about 20 minutes, so the Monday Mile is a great activity for busy schedules!

HOW CAN I ORGANIZE A MONDAY MILE?



1. Identify an easy route that's familiar to your audience.
2. Schedule your Monday Mile at a regular and convenient time. Your group could be as small as three to as large as 100, the Monday Mile is great for any size group!
3. Announce and promote the Monday Mile on different communication channels every week. Tell your audience why you're doing it.
4. Share pictures on social media using #MondayMile or other appropriate communication channels.
5. Have fun moving together on Mondays!



HOW TO MEASURE ENGAGEMENT OR BEHAVIOR CHANGE?

How do you measure success? It could be as simple as counting the number of people who attend. Or it could be a few questions to determine participants expectations and experience.

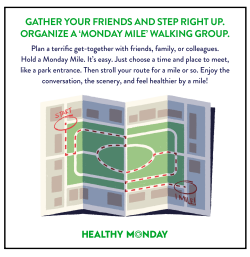
At the Monday Campaigns, we always want to know if using a Monday cue got more responses – like greater participation on a Monday versus other days of the week, more "likes" on social media or more emails opened. It all depends on what information you can collect! If you'd like some guidance on how to measure your Monday Mile outcomes, just email us.

WHAT CAN I USE TO PROMOTE MY MONDAY MILE?

Healthy Monday provides all the resources you'll need to promote your Monday Mile and get people engaged! And they're all free!

They include a variety of digital assets to choose from for online use and on social media. https://healthymonday.com/healthy-monday-resources







STILL HAVE QUESTIONS OR NEED SUPPORT?

We're happy to help however we can.
Email us at: healthymonday@syr.edu

ABOUT HEALTHY MONDAY

Healthy Monday is a public health initiative supported by the Syracuse University Lerner Center for Public Health Promotion and Population Health and dedicated to fostering change, uniting communities, and reducing the risk of chronic disease through consistent and dedicated efforts using behavioral cues.