



# Michigan Moves Month - 2023

## *Impact Report*



### Highlights:

- [Proclamation](#) signed by Governor Gretchen Whitmer proclaiming May 2023 Michigan Moves Month
- Launched the website: <https://www.mimovesmonth.com/>
- Collaboration between the following [Partner Organizations](#):
  - American Heart Association
  - American Physical Therapy Association - Michigan Chapter
  - Girls on the Run: Mid-Michigan Chapter
  - Governor's Council for Physical Fitness, Health and Sports
  - Medical Fitness Association
  - Michigan Department of Health & Human Services
  - Michigan Fitness Club Association
  - Michigan Fitness Foundation
  - Michigan School Health Coordinators' Association
  - mParks
  - Society of Health and Physical Educators - Michigan
  - State Alliance of Michigan YMCAs
  - Trinity Health
- Hosted the Webinar: [Movement is Mental Health Medicine](#) on 5/11/23
  - Panelists:
    - Ashley Bradshaw, MPH: Michigan Department of Health & Human Services - Physical Activity and Nutrition Unit
    - Dr. Rebecca Hasson, PhD: Professor of Movement Science University of Michigan
    - Dr Patricia Deldin, PhD: Professor of Psychology and Psychiatry University of Michigan
    - Senator Kevin Hertel Democratic Senator Michigan 12th District & Chair Senate Health Policy Committee
      - Senator Hertel participated in a separate interview due to a last minute schedule conflict with the webinar
  - Registered Attendees: 128
- Grassroots social media campaign:
  - Provided 136 [Michigan Moves Ambassadors](#) with:
    - 31 [Physical Activity Facts](#)
    - 31 [Movement of the Day Videos](#)
- Conducted a [Movement Challenge](#) focused on the Education Sector in Michigan
  - N = 451
  - Mean Age = 45
  - 64% female, 33% male, 3% gender not identified
  - Baseline Activity Level
    - < 1 hour per week (Low) = 14.6%
    - 1-2 hours per week (Moderate) = 22.2%

- > 2 hours per week (High) = 60.7%
  - Not reported = 2.5%
- Average Daily Step Count = 8565
  - Average Daily Step Count - Low Baseline Level of Activity = 4493
  - Average Daily Step Count - Moderate Baseline Level of Activity = 7039
  - Average Daily Step Count - High Baseline Level of Activity = 10148
- Prizes provided by: Detroit Lions, Detroit Pistons, Detroit Tigers, Planet Fitness, Applied Fitness Solutions, Move Wellness, & F45 Livonia

### **Areas of Improvement:**

1. More strategic and target social media posting. Consider one post each day, rather than two.
2. Capturing social media reach/engagement data.
3. More variability in social media post design
4. In-person events around the State.
5. Better promotion of the webinar.
6. Movement Challenge:
  - a. Accuracy of data entry/collection.
  - b. Ease of data entry/collection.
  - c. Engagement of individuals with lower activity levels.
  - d. Interventions to target an increase in activity levels.
  - e. Increasing the value of the prizes.
  - f. Teams
7. Increasing the number of Michigan Moves Ambassadors.
8. Greater coordination with MDHHS.
9. Broadening the number of stakeholders under the Michigan Moves umbrella.
10. Use conferences as a platform to increase engagement (SHAPE, mParks, MFCA, etc.)
11. Ambassador education session(s)
  - a. At conferences, events, webinar
  - b. Consider team/group captains
12. Greater engagement individual representatives/businesses in the various stakeholder groups
  - a. Need a better content distribution system
13. Coordination between local stakeholders (i.e., fitness clubs with local schools and/or parks/rec)
14. Begin planning process earlier
15. Leveraging local MiSHCA health coordinators in regions throughout the State
16. Upgraded website
  - a. Find tool/resources on website (schools, employers, fitness professionals, cities)
    - i. Example: Commuter Challenge in Ann Arbor (May), SNAP-Ed, safe routes to school (funding)
    - ii. Link to other organizations websites
    - iii. Ambassador map, supporting organizations/venues
17. Creating awareness of what the different physical activity stakeholder groups are doing

### **Next Steps:**

- Mike to research steps and costs to formalizing the Michigan Moves Coalition under the correct governance and tax structure.
- Mike to meet with MDHHS to discuss coordination and strategic planning