

# #MoveTogetherKC

## Campaign Talking Points

### What is the #MoveTogetherKC campaign?

#MoveTogetherKC is a campaign to inspire and promote a culture of physical movement for every body in the Kansas City region. The campaign is powered by The Kansas City Physical Activity plan, a framework to increase physical activity through the work of partnering organizations in key sectors throughout the community.

### What is the Kansas City Physical Activity Plan?

The Kansas City Physical Activity Plan (KCPA Plan) is a comprehensive set of Kansas City-focused, sector-specific strategies and tactics designed to foster a culture of physically active lifestyles in our region. The KCPA Plan draws from local research studies, community recommendations on physical activity, and national physical activity reports, including the National Physical Activity Plan and the United States Report Card on Physical Activity for Children and Youth.

### Who is leading this campaign?

Kansas City Healthy Lifestyles Collaborative, a Children's Mercy program, serves as the backbone organization for #MoveTogetherKC and the KCPA Plan by aligning community initiatives and partners to promote healthy lifestyles in our region.

Core Work Group members supporting #MoveTogetherKC include:

- BikeWalkKC
- Calvary Community Outreach Network
- Children's Mercy
- Harvesters
- Health Resources and Services Administration (HRSA)
- Johnson County Parks and Rec
- Kansas City Star
- KCMO Parks and Rec
- KC United
- Midwest Dairy
- UMKC Health Equity Institute
- UMB
- ShareWaves Foundation
- Office of the Assistant Secretary for Health (OASH)

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### Who can participate in the #MoveTogetherKC campaign?

Anyone in the Kansas City region! However you choose to move, any physical activity is a step towards better health. No matter your age, background or ability, all are welcome and encouraged to move together.

**For organizations interested in getting involved**, social media content, print materials and other ready-to-use resources are available to use to promote the campaign and get your community moving at [kcphysicalactivityplan.org/movetogetherkc](https://kcphysicalactivityplan.org/movetogetherkc)

### Why physical activity?

Regular physical activity is one of the best ways to keep our bodies healthy, but it can also improve overall well-being and quality of life.

Benefits of regular physical activity:

- Strengthen muscles, bones and joints
- Maintain a healthy weight
- Relieve stress
- Control blood pressure
- Improve mental health
- Increase energy and self-esteem
- Reduce anxiety and depression
- Boost mood
- Improve sleep
- Condition heart and lungs
- Improve brain health
- Build endurance
- Reduce the risk of preventable chronic diseases like type 2 diabetes, cancer, obesity and heart disease.

Experts say **adults** need at least 150 minutes of physical activity per week, or around 20 minutes per day. This can seem daunting, but remember that all movement counts! Where we can, we should try to include higher intensity and strength building activity two days a week.

For **children & teens ages 6-17**, at least 60 minutes of daily activity is recommended. Most of the time, this can be moderate aerobic activity, but aim to include muscle and bone strengthening activities, like climbing, swinging, running, or jumping, at least 3 days a week.

For **children ages 3-5**, active play throughout the day is needed for growth and development.

(Physical Activity Alliance; Physical Activity Guidelines for Americans)