

#everyBODYmoves Mobility-a-Thon Took Kit



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For the most up-to-date information and resources, visit hopkinsamp.org/everybodymoves and follow @HopkinsAMP on Twitter



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Campaign Management Tools

These tools and resources are valuable in helping you build and plan your #everyBODYmoves Mobility-a-thon Campaign.

SAMPLE CAMPAIGN TIMELINE: Every hospital is different. Hospital culture, current implementation of mobility efforts and other details can affect your #everyBODYmoves Mobility-a-Thon campaign.

SAMPLE CAMPAIGN EVENT AGENDAS: Find samples like an agenda that covers a 15-20 minute #everyoBODYmove Mobility-a-Thon campaign kickoff rally (in person or virtual.)

SAMPLE CAMPAIGN EVENT EMAILS: Sample emails you can customize and send to your staff. Including:

- Sample Leadership Preview Email
- Sample Campaign Preview Email

PROMOTIONAL MATERIALS: Promotional items help to spread the #everyBODYmoves message.

- Mousepads
- Buttons
- Lanyards
- Pens

Organizations are welcome to use the #everyBODYmoves logo. A downloadable version of the logo is available on our website, hopkinsamp.org/everybodymoves.



Sample Campaign Timeline

The #everyBODYmoves Mobility-a-Thon is a three-day campaign to engage your clinical staff in improving mobility across the hospital. Your hospital's culture, current implementation of mobility efforts and other factors will affect how you approach your campaign. Take time to determine which engagement tactics will work best for your organization. Consider one exciting kick-off huddle and/or 3-4 smaller events to provide your co-workers with key information they need to feel motivated to make mobility a priority during and beyond the campaign.

4 Weeks Out

- ✓ Review #everyBODYmoves campaign materials at hopkinsamp.org/everybodymoves and follow @HopkinsAMP on Twitter for tips to help refine your campaign.
- ✓ Inform executive leadership about the campaign and get their buy-in.
- ✓ Select a campaign champion who will lead the effort.
- ✓ Start recruiting your internal campaign team and hold a kick-off meeting to organize them.
- ✓ Educate team members on #everyBODYmoves.
- ✓ Develop an internal communications plan and timeline. Consider communication methods such as CCTV, screen savers, signage, intranet, email blasts, PSAs, newsletters, etc.
- ✓ Review examples of #everyBODYmoves competitions and brainstorm other ways to get everyone excited about the campaign.
- ✓ Consider giving away promotional items such as mouse pads, buttons, lanyards, pens, etc. Feel free to use the #everyBODYmoves logo.

3 Weeks Out

- ✓ Set campaign start and end dates.
- ✓ Discuss institutional and unit-based campaign goals, such as unit participation goals and patient mobility goals.
- ✓ Develop a campaign plan that can include virtual and in-person activities. Be creative in how to engage everyone.
- ✓ Decide on a theme, incentives, volunteer activities, etc.
- ✓ Set a meeting schedule, agendas, and platform or location.
- ✓ Assign responsibilities and tasks to team members.
- ✓ Start talking about it! Mention the campaign in meetings with leadership, front-line clinicians/staff and others in your organization.
- ✓ Continue meeting with your campaign team.
- ✓ Participate in @HopkinsAMP social media competitions, including the poster contest (email your submission to hopkinsAMP@jhmi.edu)

1-2 Weeks Out

- ✓ Create energy, awareness, and passion.
- ✓ Increase frequency/volume of promotion (posters, emails, flyers, newsletter, etc.).
- ✓ Visit hopkinsamp.org/everybodymoves and follow @HopkinsAMP on Twitter for updates to refine your campaign.
- ✓ Have leadership communicate campaign to all employees.
- ✓ Have campaign ambassadors talk with co-workers about #everyBODYmoves and invite others to join campaign events.
- ✓ Review all plans for every element of the campaign with your campaign committee.
- ✓ Continue participation in @HopkinsAMP supported pre-event competitions

Campaign Week

- ✓ Host your campaign kick-off and send a kick-off email (find templates in our toolkit).
- ✓ Hold your planned rallies, events, engagement activities, etc.
- ✓ Distribute campaign materials during campaign events, by email, and/or through your organization's website or intranet.
- ✓ Communicate your progress to your co-workers and share via social media using #everyBODYmoves and @HopkinsAMP
- ✓ Be available to answer campaign questions.
- ✓ Hold daily internal campaign team debrief meetings to plan next-day activities and address challenges and barriers.

Campaign Wrap-up

- ✓ Arrange for executive leadership to communicate the campaign's success and thank employees.
- ✓ Share successes on social media using #everyBODYmoves and tagging @HopkinsAMP.
- ✓ Document the campaign successes and challenges for the next Mobility-a-Thon.
- ✓ Thank the campaign team.

Beyond the Campaign

Consider actions to systematically implement a hospital-wide approach to addressing the immobility harm going forward.

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Sample Huddle Agenda



This sample agenda covers a 15-20 minute huddle that can be held in person or virtually. Adjust it to best fit your timeframe and campaign goals.

1. Introduction to the #everyBODYmoves Mobility-a-Thon:

- 2 minutes
- Led by the #everyBODYmoves Campaign Champion

2. Why mobility matters to your hospital/unit:

- 2-5 minutes
- Share one of our patient testimonials – coming soon!
- Share data from your unit
- Led by a Nursing Leader (nurse manager, nurse educator, etc.)

3. Review examples of competitions and staff engagement activities and brainstorm your own

- 5 minutes
- Led by #everyBODYmoves Campaign Champion

4. Recap and Motivation

- 1-2 minutes
- Led by #everyBODYmoves Campaign Champion
- Tie it all together

5. Next Steps and Thank You

- 3-5 minutes
- Led by #everyBODYmoves Campaign Champion
- Discuss goals for this year's campaign
- Narrow down ideas for the unit campaign

Thank you!

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Sample Leadership Preview Email



Leadership support of your campaign is integral to ensuring staff engagement. Below is a brief example to introduce the campaign to staff.

EMAIL NAME: Leadership Preview

AUDIENCE: All staff

TIMING: Three weeks prior to campaign launch

SUBJECT LINE: The #everyBODYmoves Mobility-a-Thon is coming!

BODY COPY:

Dear Colleagues [OR PERSONALIZE],

Please mark your calendars for the #everyBODYmoves Mobility-a-Thon coming November 8-10, 2022[OR PERSONALIZE]! With your support, we can foster a culture that prioritizes mobilizing patients.

The #everyBODYmoves campaign is a grassroots effort that aims to address immobility harm in the acute hospital and post-acute setting. Our goal is to develop a forum for clinicians and organizations to share best practice that nurses, therapists and medical colleagues can embrace.

Be on the lookout for updates in the coming weeks, including competitions and events!

Sincerely,

[HOSPITAL LEADER NAME]

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Sample Campaign Preview Email



This sample email is a great way to build momentum in the week prior to your event. Introduce staff to competitions, promotional events, and remind them about the meaning behind the campaign.

EMAIL NAME: Campaign Preview

AUDIENCE: All staff

TIMING: One week prior to campaign launch

SUBJECT LINE: The #everyBODYmoves Mobility-a-Thon is coming!

BODY COPY:

[UNIT/HOSPITAL NAME'S] annual #everyBODYmoves Mobility-a-Thon campaign is almost here!

Our team is excited to reveal some special events and activities in the works to connect you with your co-workers and patients to share more about the importance of patient mobility.

Be on the lookout for [ADD EVENT COMPETITIONS, PROMOTIONS, ETC]

Supporting the #everyBODYmoves Mobility-a-Thon campaign highlights the importance of patient mobility in reducing immobility harm. As we get ready, we want to ask you this one thing: What does mobility mean to you?

On behalf of the [UNIT/HOSPITAL CAMPAIGN TEAM/COMMITTEE], we're excited to connect with you and have a fun campaign!

Thank you!

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ENGAGING STAFF IN YOUR CAMPAIGN: One of the keys to a successful campaign is getting everyone excited and engaged in the effort. These tools will help make that happen!

CAMPAIGN INCENTIVES. Many organizations provide incentives tied to their campaign goals. A large budget is not necessary for incentives: There are many free incentives you can offer to employees for participating in the campaign; examples are below.

- Participate in a campaign activity and get a t-shirt
- Company gear and logo items
- Free lunch passes
- Challenges among departments
- Raffle tickets for participating in campaign events

COMPETITIONS. Competitions and promotions can help build and sustain momentum. Engaging your staff in the lead up to the campaign is a great way to ensure that your campaign remains a grass roots, staff activity.

- **Pre-event competitions:** In the lead up to the campaign, competitions can help to create momentum. Engaging your staff in the lead up to the campaign is a great way to ensure that your campaign remains a grass roots, staff activity.
- **During Event Competitions:** Keep the excitement going! Friendly competitions during the campaign will keep staff energized with a fun edge.
- Be sure to inform staff to follow organizational guidelines with regard to social media and patient privacy. We strongly suggest including your hospital's Social Media Guideline and Policy, as well as any relevant Patient Release forms.

SAMPLE COMMUNICATIONS. These documents can be used to help you create messages for your workplace campaign. Included in this kit are:

- A downloadable, customizable PowerPoint presenting the campaign can be found on our website, hopkinsamp.org/everybodymoves.

#everyBODYmoves MOBILITY-A-THON

November 8 - 10, 2022



For 72 hours, join the Johns Hopkins Medicine community to combat immobility harms by making patient mobility a care priority. We invite you to share ways to engage our patients safely in more activity, more often and to move further throughout the day. Individuals or groups of any size are welcome to join. For best outcomes, we recommend identifying the following people:

Hospital and Department Ambassadors

Nurses, physicians, rehabilitation



- Interface with other participating organizations
- Identify resources for promotion and messaging
- Gain buy-in and support from key stakeholders
- Provide updates to leadership
- Support event logistics and operations

Unit-Based and Service-Based Advocates



- Drive creative engagement and help overcome barriers at the unit level
- Assist in collecting success stories, best practices, and promotional materials
- Share successes through social media

Access the Mobility-a-Thon Toolkit

- Suggested Planning Timelines
- Presentations
- Engagement Ideas
- Competitions
- Messaging resources (posters and give-aways)

Talk About Activity and Mobility

- What can you do to prioritize mobility?
- Does every care plan include a mobility goal?
- Are there barriers to getting out of bed?
- What can we do facilitate patients being active throughout the day?



Share Successes on Social

- Follow **@HopkinsAMP** on Twitter and **@Hopkins AMP** on Instagram and use **#everyBODYmoves**
- Share your successes with videos, stories and photos
- Challenge other clinicians to prioritize mobility, safety and quality



To access the Mobility-a-Thon Toolkit, visit hopkinsamp.org/everybodymoves

For more information, contact HopkinsAMP@jhmi.edu



#everyBODYmoves MOBILITY-A-THON

Contests - NOW to Nov 10



For 72 hours, join the Johns Hopkins Medicine community to combat immobility harms by making patient mobility a care priority. Join us for some friendly competitions!



Winners receive FREE registration to the Spring 2022 JH-AMP Conference!

Poster "Doodle" Contest

Staff are invited to create posters that encourage the principles of JH-AMP. The best poster will be selected by the JH-AMP team and will be produced and shared in our tool kit!

Rules:

1. Posters can be individual or group submissions
2. Posters should be submitted in electronic format but do not have to be polished perfect.
3. Be creative!
4. Submissions deadline: November 10, 2022. Email HopkinsAMP@jhmi.edu to enter!
5. All winning posters will receive the full design treatment by the JH-AMP Team.

Share Patient Stories on Twitter

Do you have a Mobility Rockstar patient who wants to share their story? Videos should be shared on social media as part of our campaign

Rules:

1. Remember to follow all relevant institutional policies, JHMI and JH-AMP are not responsible for external submissions. All external submissions are assumed to be in compliance with their local policies.
2. Share on Twitter @HopkinsAMP #everyBODYmoves
3. The post with the most retweets and comments wins!

Why does mobility matter?

Create and shoot a video highlighting why mobility matters to member of your team.

Share your videos on Twitter.

Some things to consider:

- Why does mobility matter to you?
- How have you seen mobility improve your patients?
- Show us how you move – show off your moving safely techniques
- Use your own idea! Get creative!

Rules:

1. Remember to follow all relevant institutional policies, JHMI and JH-AMP are not responsible for external submissions. All external submissions are assumed to be in compliance with their local policies.
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3. The post with the most retweets and comments wins!

For questions or more information, contact:
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JOHNS HOPKINS
MEDICINE

Institutional Policies



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Please insert relevant institutional relating to social media use and patient privacy.

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Campaign Promotional Resources

CAMPAIGN PROMO TOOLS. The following videos, fliers, and other tools are examples to use, paraphrase, or repurpose to help promote your #everyBODYmoves Mobility-a-Thon campaign.

SOCIAL MEDIA POSTS: Follow [@HopkinsAMP on Twitter](#), search #everyBODYmoves for examples of social media posts.

VIDEOS: Examples of videos, including hospital leadership videos, clinical leader and staff #everyBODYmoves videos can be found on our [website](#) and by following [@HopkinsAMP on Twitter](#). We suggest creating short videos that briefly explain why mobility matters. Videos can be used internally, and shared on social media. Examples include:

- Hospital Leadership Videos
- Clinical Leader Videos
- Staff Videos

POSTERS: #everyBODYmoves Posters and resources for clinicians and patients that may be used before, during, and after your event can be found at our website, hopkingsamp.org/everyBODYmoves. These include:

- Posters highlighting why bed rest is bad, for patients and staff
- Reminder posters – Did your patient get out of bed today? Did your patient walk around the room today?
- JH- HLM level appropriate activities for patients