

# Annual #everyBODYmoves MOBILITY-A-THON Timeline

## November 14 - 16, 2023



The following timeline prepares your unit, department, service, or hospital for a successful Mobility-A-Thon.

### More Than 4 Weeks Out

- Communicate with central JH-AMP Mobility-A-Thon coordinator to support establishing your organization's plan by emailing [HopkinsAMP@jhmi.edu](mailto:HopkinsAMP@jhmi.edu)
- Recruit your internal campaign team and hold a kickoff meeting to organize them.
- Set a meeting schedule and agendas.
- Review #everyBODYmoves campaign materials at [hopkinsamp.org/everybodymoves](http://hopkinsamp.org/everybodymoves).
- Review #everyBODYmoves competitions and establish a plan to participate.
- Identify other opportunities to creatively engage staff and patients.
- Consider giving away promotional items beyond those supplied centrally by JH-AMP.

### 4 Weeks Out (Week of October 16)

- Discuss any unit-based campaign goals, such as unit participation goals and patient mobility goals.
- Consider a theme, incentives, games, etc.
- Assign responsibilities and tasks to team members.
- Start talking about it throughout the unit! Present a brief kick-off message (see toolkit for presentation example).

### 3 Weeks out (Week of October 23)

- Increase frequency/volume of promotion on unit (posters, emails, flyers, newsletter, etc.).
- Confirm with JH-AMP central coordinator by emailing [HopkinsAMP@jhmi.edu](mailto:HopkinsAMP@jhmi.edu)
  - The rounding schedule for executive leadership
  - Giveaway or promotional items
  - Access to any #everyBODYmoves posters or communication materials
- Finalize any plans for entry into Mobility-A-Thon competitions.
- Develop materials to support unit-based themes, games or competitions.

### 1-2 Weeks Out (Week of October 30)

- Have campaign ambassadors talk with co-workers about #everyBODYmoves and invite others to join events.
- Review all plans for every element of the campaign with your campaign committee.

### Campaign Week (Week of November 13)

- 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.
- 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 and Beyond

- 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.
- Debrief with central JH-AMP team, sharing best practices and thoughts on how to sustain this mobility effort throughout the year