Walking Campaign Texts for Mobile Devices

Instructions: Employers may give employees a choice to receive texts from either the Sedentary or the Somewhat Active Category, depending on the employee’s level of physical activity. The employer then may send 2 texts per week from that category to the employee.

Sedentary Employees

1. Do you need some encouragement to become physically active? Reply MORE ACTIVE for tips on ways to begin a Walking Program.
2. Thank you for signing up for Walking Program texts. Brisk walking should be done for at least 10 minutes at a time at a pace that increases your heart rate.
3. Thinking of being more physically active? Set a goal of walking at least 10 minutes at a time and see how the minutes add up.
4. Do you have a plan to be physically active? You can start by making a walking plan for the week and work it into your schedule.
5. Believe in yourself! Get more active by taking a walk. Some physical activity is better than none.
6. Need a break during the day? Take a walking break outside and get some fresh air.
7. Did you walk today? If your answer is, “Yes!” reward yourself and put the time and distance in your walking log.
8. See if you can find one or more chances to walk more while doing errands.
9. No time at work to walk? Fit a short walk in before or after work with a friend or family.
10. Is the weather nice today? Try a walk around the neighborhood after dinner. Keep it up each day while the nice weather lasts.
11. Make being active part of your daily routine. Getting outside for a brisk walk will give you a break and some fresh air!

Somewhat Active Employees

1. Do you need encouragement to keep walking and to do more? Reply WALK MORE for tips on ramping it up or call CDC 800-232-4636.
2. Thank you for signing up for tips to walk more and be active. Brisk walking should be done for at least 10 minutes at a time and at a pace that increases your heart rate.

3. Do you want to increase your physical activity? Make a plan to start walking more often, a little longer, or a little farther.

4. Did you walk today? If so, give yourself credit and put the time and distance in your walking log.

5. On your next walk, step it up and walk more briskly. The average pace for a brisk walk is about 20 minutes per mile.

6. Try to walk as often as you can each week, at least 10 minutes at a time. But if you can’t do that much, remember some physical activity is better than none.

7. Think of your walking plan as part of your well-being. Doing it just for fun is okay too!

8. Try to increase the distance you walk over time. Measure one mile, record the time, and see how you improve.

9. Go for a brisk 30-minute walk break and burn calories!

10. Does a regular brisk walking routine help you?

   **Answer options:** A. control body weight B. improve mood C. reduce high cholesterol D. all of these

   **a. Correct Answer is D.** Regular brisk walking can help you control body weight, improve mood, and reduce high cholesterol.
   
   **b. Incorrect Answer when only A, B, C are given.** Correct Answer is D, regular brisk walking can help you control body weight, improves mood, and reduces high cholesterol.

11. Did you know that walking regularly can help keep your bones and muscles strong? Fit in at least 10 minutes of brisk walking at a time because some physical activity is better than none.

12. Stay safe while walking. Don’t text and walk. You should also wear reflectors or reflective clothes if you walk at night near traffic.

13. Stick with it! Build walking into your routine by finding a friend for motivation and encouragement.