



JOHNS HOPKINS
M E D I C I N E

2021 #everyBODYmoves Campaign

Johns Hopkins Activity Mobility Promotion (AMP) Program™

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.

#everyBODYmoves MOBILITY-A-THON

November 9 - 11, 2021



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

How can you help support?

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



Competitions Include:

- Pre-Event – let's great ready to move!
Tell us why mobility matters:
 - Poster Contest
 - Staff Video Contest
 - Patient Testimonials
- During the Event:
 - Goal Achievement: The unit that gets their patients moving the most
 - Best local unit campaign
 - Most shared tweet/video

For more information

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

For more information, contact HopkinsAMP@jhmi.edu



Access the Mobility-a-Thon Toolkit

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