



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.

For questions and more information, contact hopkinsAMP@jhmi.edu or follow us @HopkinsAMP on Twitter.



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