Welcome to the 2017 Movement Challenge! We hope you will use the challenge to make physical activity a priority in your life for the next 6 weeks and beyond. Here are a few tips to get you started this week:

**Identify a few reasons for exercise that are truly meaningful to you.** We all value our health and want to live long, disease-free lives, but for many of us these benefits are too distant to motivate us to do anything TODAY. Try flipping the script and thinking about ways exercise might enhance your daily well-being. When you’re active, are you in a better mood? Less stressed? More energetic? Focusing on these benefits transforms physical activity into something you want to do instead of a chore you feel like you have to do.

**Think about a few strategies to overcome it your biggest obstacle.** For many of us, a lack of time gets in the way of our good intentions to be active. Here are a few ideas for fitting physical activity into a busy schedule:

- Instead of setting aside a large chunk of time to be active, plan to **take several 10-minute walks throughout the day**
- **Add exercise to your weekly calendar** and treat it as a non-negotiable meeting or appointment
- **Wake up 30 minutes earlier** and exercise first thing in the morning before life gets in the way

“If exercise could be packaged in a pill, it would be the single most widely prescribed and beneficial medicine in the nation.”

- Robert Butler, National Institute on Aging