**Communications Toolkit: "Mission to the Moon" Movement Challenge**

**Objective:** Encourage participation in a collective movement challenge to "reach the Moon" (238,855 miles/384,400 km) while raising awareness of deconditioning and promoting physical activity to stay fit and healthy.

**Video:** Please find the Mission to the moon video here: <https://vimeo.com/1092378255/5a452f1635> which can be downloaded.

**Website URL:** [www.uhnm.nhs.uk/ToTheMoon](http://www.uhnm.nhs.uk/ToTheMoon)

**1. Internal Newsletter Content**

Join the Mission to the Moon! ✨

**Header:** Let’s Move Together to Reach the Moon

**Body:** Are you ready for lift-off? We’re inviting all staff to join our "Mission to the Moon" Movement Challenge! Together, we’ll be walking, running, cycling, swimming, and wheeling our way to the Moon – 238,855 miles away!

Why? Because inactivity and deconditioning can sneak up on all of us..but especially our patients. Whether you’re sitting at a desk or working from home, or in a bed at home or hospital small changes like regular movement can make a huge difference to your health.

Let’s raise awareness, get active, and inspire others. Log your miles, track progress, and contribute to our giant leap for wellness!

Sign up today [insert sign-up link] and start tracking your steps toward the Moon from 1 July until 10 July!

**2. Website Copy**

Mission to the Moon: Move More, Feel Better

A challenge to reach 238,855 miles together while raising awareness about the risks of deconditioning.

Deconditioning – the loss of physical fitness due to inactivity – can happen faster than you think. But with small, daily movements, we can stay strong, mobile and healthy.

Join our Mission to the Moon, a fun and inclusive challenge where every step counts. Walk, run, cycle, swim, or wheel – just keep moving. Together, we aim to travel the distance from Earth to the Moon while spreading the word about the importance of physical activity.

**How it works:**

* Register and log your miles between 1 July and 10 July 2025
* Share your journey and motivate others. #missiontothemoon

**Are you in?** Let's make this giant leap together!

**Links:**

* Join the Challenge (URL www.uhnm.nhs.uk/ToTheMoon and QR Code)
* Resources on Deconditioning https://www.uhnm.nhs.uk/our-services/older-adults/sit-up-get-dressed-keep-moving/

**3. Example interview script for short films (for internal use or media) -**

**Intro:** "I'm excited to talk about our Mission to the Moon Movement Challenge."

**Q1: What is the Mission to the Moon challenge?** "It’s a collective effort to cover the distance from Earth to the Moon – 238,855 miles – by moving. Whether it’s walking, running, cycling, or any kind of movement, every bit counts."

**Q2: Why are you doing this?** "The goal is to raise awareness about deconditioning. It's the physical decline that can result from inactivity – and it affects everyone, especially when routines are disrupted. Regular movement helps us maintain strength, stamina, and mental well-being."

**Q3: How can people get involved?** "It’s easy! Just sign up, start logging your activity, and track our collective journey. We also encourage participants to share their progress and tips with others to keep the momentum going."

**Q4: Any tips for staying motivated?** "Set personal goals, invite colleagues or friends to join, celebrate milestones, and remember why we’re doing this – for a healthier, more active future."

**Closing:** "Let’s make movement a habit and reach the Moon together!"

**4. Social Media Posts**

**Post 1 – Pre- Launch Day**  
✨ We’re going to the Moon! Join our #MissionToTheMoon challenge and help us travel 238,855 miles through movement. Walk, run, cycle, wheel – every mile counts! [Sign-up link] #StayActive #MoveMore #situpgetdressed #pjparalysis

**Post 2 – Launch Day Mid-Challenge Update**

**(Use Launch Video as above)**  
🚀 We have lift off. Thaks to all of you who have signed up to take part in our #MissiontotheMoon challenge to raise awareness about deconditioning and physical decline that can result from inactivity. It’s not too late to sign up, so why not #getupgetdressedkeepmoving {sign up link and QR code}

**Post 3 - Awareness Focus – video clip from ward of patients taking part in activity and interview with someone on ward.**

Did you know deconditioning can start in just days of inactivity? Let's raise awareness and move more. Join the #MissionToTheMoon challenge today! [Link]

**Post 3 - Awareness Focus – video clip from Amit Arora on the ward talking about Sit Up, Get Dressed, Keep Moving**

Between 30 and 55 per cent of older patients show a decline in the ability to perform routine activities such as bathing, getting dressed and going to the toile during a hospital stay. These changes can lead to a loss of independence and the need for residential care.

Deconditioning is also associated with a variety of physiological effects including pneumonia, skin breakdown leading to pressure ulcers, constipation, incontinence, depression and an increased risk of falls.

**Post 4 – Mid Point**

We’re halfway to the Moon! Your miles matter. Keep moving, log your activity, and encourage others to stay active. #MissionToTheMoon #WellnessChallenge #KeepGoing

**Post 5 - Motivation Boost**  
Need a lift? Movement boosts mood, strength, and energy. Every step helps us get to the Moon! 🚀 #MissionToTheMoon #SitUpGetDressedKeepmoving

**5. Posters (Possible Headline & Tagline Examples) (digital and for print)**

**Poster 1:**  
**Headline:** Mission to the Moon

Ready for Launch?  
**Tagline:** Join the Movement. Log Miles. Reach the Moon.  
[Sign-up QR Code or URL]

From XX to XX July 2025

**Poster 2:**  
**Headline:** Deconditioning Happens Fast. Movement Fights Back.  
**Tagline:** Walk, run, cycle your way to a healthier you – and help us reach the Moon!

[Sign-up QR Code or URL]

**Poster 3:**  
**Headline:** One Giant Leap for independence  
**Tagline:** Let’s cover 238,855 miles together – one step at a time.

[Sign-up QR Code or URL]

**Need Help?** For challenge guidelines, tracking tools, or support resources, visit [Website URL] or contact [Support Email].