**Make every day World Move for Health Day**

World Move for Health Day is a global health awareness day celebrated every year in May, to encourage people to get more active.

**So, what is this day all about?**

**And, what can you do to get involved?**

World Move for Health Day is an initiative from the World Health Organization that was created in response to the alarming levels of sedentary (inactive) lifestyles around the world.

WHO’s goal of encouraging more activity aligns to ours at Vitality Global – and resonates with us even more so after the launch of the Vitality Habit Index last month in London. This new research, published in partnership with the London School of Economics, looks at the important role that habits play in our lives and how we can live healthier, longer lives by building the right habits, and breaking the bad ones.

**Habits + health**

Speaking about the Index, Ari Zadikov, Head of Brand and Technical Marketing for Vitality Global, says that this new Vitality research shows that healthy habits can both extend the quality of life we live, and also our length of life, no matter our age, risk factors or health status. “A big part of World Move for Health Day is recognising global health challenges when it comes to physical inactivity and a concern is that we’re seeing worsening health across the world, so being able to impact that, positively, is critical. We believe that the role of habits and elements of behavioural change can get people more active, more often. Not just at the individual level, but at the population level which then has positive knock-on benefits to our healthcare systems”.

Zadikov adds that small behavioural changes are significant when it comes to our overall health and wellbeing. **And, this all starts with a habit.** “Our data shows that small and steady steps to achieve a health habit is key and the good news is that it’s never too late to start.”

Dr Katherine Tryon, Director of Health Strategy at Vitality UK and panellist at the Global Vitality Conference where this new research was launched, offers three steps for creating robust habits:

1. Set the target based on your aims and health status.
2. Start small, setting achievable goals and focus on building frequency and consistency of the healthy habit rather than intensity.
3. Keep up the activity to form the habit and only increase the intensity once the action has been repeated for between 6 and 8 weeks.

“Start low and start slow but be consistent to build a habit”, advises Dr Tryon. “This is our Vitality recipe for success”.

As part of World Move for Health Day – and making exercise a priority in your life – Dr Tryon suggests choosing a healthy habit to commit to. This could be taking the stairs instead of the lift, signing up for a race event, joining a fitness club, etc. Whatever the behaviour, let Vitality help you make it a habit – with fun rewards and incentives to keep you committed along the way.

For more on the Vitality Habit Index and tips to get more active, explore the full report.