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## Advancing Communication on Physical Activity for Health: Creation of a Slogan and its Visualization

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**Introduction:** Although physical activity (PA) is essential for overall health and well-being, existing PA guidelines are often complex and fail to effectively reach the general population. Further, adherence remains suboptimal, particularly for muscle-strengthening recommendations. To enhance public engagement, we aimed to distill key PA messages into a memorable slogan and design an accompanying infographic to support primary disease prevention.

**Methods** Our multidisciplinary team examined scientific literature on PA for health and identified core, actionable messages for adults. Through iterative discussions, the core messages were refined into candidate slogans, which were then supplemented with and contrasted against suggestions from multiple large language models. Prioritizing clarity, memorability, and support for long-term adherence, the team finalized a brief slogan and developed an infographic with the aim of presenting the advice in an inviting and visually accessible format.

**Results:** The final slogan, “Move –Mix it up –Make it fun,” encapsulates core PA guidance. “Move” encourages any PA, emphasizing the benefit of doing some PA over none, without focusing exclusively on structured exercise. “Mix it up” highlights the benefits of engaging in various activities, specifically including both, aerobic and muscle-strengthening components. “Make it fun” reminds individuals to choose enjoyable activities, supporting sustained engagement in PA.

**Conclusion:** Presenting PA advice in a concise, attractive format may help lower perceived complexity and make the information feel more approachable, potentially supporting public engagement with PA. The slogan and accompanying infographic are proposed as communication tools that might encourage the general population to integrate PA into daily life.

### Keywords

Physical activity, Public health, Health communication, Artificial Intelligence

### Conflict of Interest & Ethical Approval

yes

### Abstract submitters declaration

yes

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