



JEFFERSON COUNTY PUBLIC HEALTH SERVICE

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Join the APHA Keep It Moving 2025 Challenge

Watertown, NY – Each year, The American Public Health Association (APHA) organizes the Keep It Moving Challenge to help promote healthy behaviors and to encourage physical activity and movement in communities across the nation. The 2025 Challenge begins January 1 and runs through April 13, the last day of APHA’s celebration of National Public Health Week.

The Jefferson County Public Health Service will be participating in the APHA Challenge and encourages residents of Jefferson County to join the team, *Jefferson County, NY Wellness Warriors*, to help motivate engagement in physical activity during the winter months. Evidence shows that consistent physical activity helps prevent chronic disease, improve quality of life, maintain mental health and promote healthy aging.

Participate in a range of activities and enjoy some competition. You can also earn chances to win prizes for reaching Challenge Goals as you work your way up the leaderboard. Prizes are given in the middle of and at the end of the challenge and may include a towel, baseball cap or and aluminum water bottle. To join the challenge, follow these steps: <https://www.hekahealth.com/apha25>

1. Download the “APHA Keep it Moving Challenge” app.
2. Complete the in-app registration and join the team “Jefferson County, NY Wellness Warriors.”
3. Pair your activity tracker (your smartphone, Apple Watch, Fitbit or Garmin, etc.). If you don’t have an activity tracker, that’s okay! You can also manually enter activity by selecting fitness activity type & time spent.
4. Start moving! Be sure to sync or enter your activity each day.

