



## Rules (...but not *really* rules):

### 1. Get up and move

First, there are no hard and fast rules about how to play with these cards. Spread them around the room. Organize them in a way that requires you to get up and see them from a different perspective. Read the *How Do You Play?* section for specific playing scenarios.

### 2. Talk with others

These cards are intended to be read, shuffled, organized, thrown out, and added to in collaboration with others. Ask people's opinions. Confer. Disagree, brainstorm, and inspire each other. Always respect and support your conversation partners in this process.

### 3. Be open and creative

Let yourself imagine the possibilities rather than the barriers. Play! Be bold! At this stage, it's more important to consider which cards should be on the table rather than which should be off. Work to foster an environment that has room for everyone's opinions and encourages others to brainstorm and try new ideas.

### 4. Plan thoughtfully and consider equity

These four questions should be asked throughout any health promotion planning process: Who participates and who is left out? Who benefits? Who is burdened? What are the unintended consequences? You should ask these questions at the earliest planning stages and continue to ask them throughout your project.

### 5. Do more than one thing in more than one place

Consider what strategies, programs, or initiatives are already in place, and how you can build on them. Can you choose strategies that complement each other? Can you choose strategies in multiple settings?

### 6. Move beyond the cards

While these cards provide a wide range of evidence-based strategies to improve community health, it is not an exhaustive list. Use these to get started but make room for creativity and innovation.

### 7. Listen to your community

Understanding community context is vital to knowing which strategies are most needed, how best to adapt them, and their potential impact. The diverse voices of community coalitions and grassroots organizing groups are key to providing leadership and local context when building an initiative.

### 8. Look online for more resources

These cards are an abbreviated version of information from MobilizeForHealth.org. Visit the website to find in-depth information about each strategy, including examples, resources, evidence, complementary strategies and more.



## Types of cards

### Strategy Cards

These cards provide brief descriptions of the Mobilize for Health health promotion strategies. Research shows that these approaches to health improvement are the most likely to create positive changes.

### Setting Cards

These cards can be used to help “map” out where different interventions can take place. Your community might look different so feel free to mix and match or create your own settings where you’d like to see health improvement efforts take place.

### Levels of Change Cards

These cards describe the different levels at which health improvement efforts take place. Research shows that implementing policy, systems, or environment level changes can make the longest lasting difference in your community. Programs are also a great way to get people involved but often require considerable funding that is difficult to maintain. It’s important to consider these levels of change so that you can consider the multiple ways you can bring about the change you want to see in your community.

### Power Player Cards

These cards represent different sectors/groups that you will want to consider connecting with in order to move forward with your selected strategy. The list includes: health care, government, business, education, philanthropy, faith community, non profits, community members, and community development. The power players in your community might be different – be sure to note that and include your community’s power players in the card game!

### Blanks

If you find that a certain strategy, setting, or power player is missing from the game, you can print out your own! Check out [www.mobilizeforhealth.org](http://www.mobilizeforhealth.org) to print off blank cards and include your own local power players, settings, and strategies in your group discussion.

## How Do You Play?

### Mobilize where? (Think geographically)

You can use the **settings cards** or an actual map of your community to plan where possible strategies can take place.

### Mobilize who? (Consider your sphere of influence)

You can use the **power players cards** for ideas on who you might want to connect with and mobilize in your efforts to implement change.

### Mobilize how? (Determine what level of change are you seeking)

You can identify different **levels of change** on all the strategy cards. Are you looking to start with a program or support a policy change? Or address the systems and environment around you? All levels are worthwhile but some might be more feasible or impactful than others.

### Mobilize what? (Narrow the list of strategies you will implement)

This card deck includes 34 health promotion strategies that are evidence-informed. Each strategy will look different in each community. There are many other strategies you might consider and we hope this card deck gets the conversation going about where, with whom, and how to do the work.

## Background

The Mobilize for Health card deck and website are a part of the University of Wisconsin Obesity Prevention Initiative (OPI). OPI works to build healthier communities across Wisconsin through action research, community coaching, and network building.