

National Physical Activity Plan



www.physicalactivityplan.org

Background

- Release of the 2008 PA Guidelines for Americans necessitates action to ensure greater ability to comply with those guidelines.
- National Plans in other domains (e.g. smoking cessation, diabetes, arthritis) have proven successful in the U.S.



Background

- Other nations (e.g. Finland, Australia, U.K.) have developed National PA Plans.
- There currently is no U.S. National PA Plan.



What is a Physical Activity Plan?

A comprehensive set of strategies including policies, practices, and initiatives aimed at increasing physical activity in all segments of the population.

Vision

All Americans are physically active and live, work, and play in environments that facilitate regular physical activity.



Mission

Develop a National Plan for Physical Activity that produces a marked and progressive increase in the percentage of Americans who meet physical activity guidelines throughout life.



ORGANIZATIONAL PARTNERS

- Active Living Research
- American Academy of Pediatrics
- AAHPERD
- AARP
- American Association of Cardiovascular and Pulmonary Rehabilitation
- American Cancer Society
- American College of Sports Medicine
- American Diabetes Association
- American Heart Association

ORGANIZATIONAL PARTNERS

- American Medical Association
- American Physical Therapy Association
- Centers for Disease Control and Prevention
- National Academy of Sports Medicine
- National Athletic Trainers' Association
- National Coalition for Promoting Physical Activity
- Road Runners Club of America
- U.S. Dept. of Health and Human Services, National Institutes of Health, National Cancer Institute
- YMCA of America
- USDA

COORDINATING COMMITTEE

- Katie Adamson, *YMCA of the USA*
- Steven Blair, *University of South Carolina*
- David Buchner, *University of Illinois - Urbana-Champaign*
- Amy Callender, *National Athletic Trainers' Association*
- Sherrie Colberg-Ochs, *American Diabetes Association*
- Lisa Culver, *American Physical Therapy Association*
- Carmen Cutter, *San Diego State University, Active Living Research*
- Colleen Doyle, *American Cancer Society*
- Jacqueline Epping, *CDC*
- Barry Franklin, *Beaumont Hospital, American Heart Association*
- Sheila Franklin, *National Coalition on Promoting Physical Activity*
- Matthew Grady, *Children's Hospital of Philadelphia, AAP*

COORDINATING COMMITTEE

- Kelly Griffin, *AARP*
- William Haskell, *Stanford University*
- Ebony James, *United States Dept. of Agriculture*
- Jean Knaack, *Road Runners Club of America*
- Amelia Lee, *Louisiana State University, AAHPERD*
- Bess Marcus, *Brown University*
- Russell Pate, *University of South Carolina*
- Michael Pratt, *CDC*
- Alan Russell, *National Academy of Sports Medicine*
- James Sallis, *San Diego State University, Active Living Research*
- Jim Whitehead, *ACSM*
- Janet Williams, *American Medical Association*
- Toni Yancey, *University of California – LA*

Organizational Affiliates

- American Dietetic Association
- American Institute on Cancer Research
- American Kinesiology Association
- American School Health Association
- Association of Rheumatology Health Professionals
- Colonie Youth Center
- Corporate Fitness Works
- Hilton Head Health
- Inclusive Fitness Coalition
- International Association for Worksite Health Promotion
- International Health and Racquet and Sportsclub Association

Organizational Affiliates

- Ladimax Group
- Medical Fitness Association
- National Center on Physical Activity and Disability
- National Consortium for Physical Education and Recreation for Individuals with Disabilities
- Parisi Speed Schools
- Playworldsystems
- President's Council on Physical Fitness and Sports
- Seattle Performance Medicine
- Senior Fitness
- Spark
- Technogym

Goals

The National Plan for Physical Activity will:

- Make a compelling and urgent case for increasing physical activity in the American population.
- Provide a clear roadmap for actions that support short and long term progress in increasing Americans' physical activity.
- Develop strategies for increasing physical activity in all population subgroups and reducing disparities across subgroups.

Goals (cont.)

The National Plan for Physical Activity will:

- Create a sustained and resourced social movement that provides for ongoing coordination, partnerships, capacity building, and evaluation.
- Develop new and innovative strategies for promoting physical activity.
- Undergo periodic evaluation to assess achievements in increasing physical activity.

Sectors

- Mass Media
- Public Health
- Education
- Healthcare
- Volunteer and Non-Profit Organizations
- Transportation, Urban Design, Comm. Plan.
- Business and Industry
- Parks, Recreation, Fitness, and Sports



Mass Media Sector

Sample Strategy:

- Enact federal legislation to support a sustained physical activity mass media campaign.



Mass Media Sector

Sample Tactic:

- Establish *Mass Media/Physical Activity Task Force* to:
 - Build advocacy for sustained federal funding of a mass media/social marketing campaign.

Public Health Sector

Sample Strategy:

- Disseminate tools and resources important to promoting physical activity:
 - Burden of disease due to inactivity
 - Evidence-based interventions



Public Health Sector

Sample Tactic:

- Support and expand the National Society of Physical Activity Practitioners in Public Health resource.

Education Sector

Sample Strategy:

- Develop and implement policies requiring school accountability for quality and quantity of P.E. and P.A. programs.



Education Sector

Sample Tactic:

- Enact the FIT Kids Act.

Healthcare Sector

Sample Strategy:

- Make physical activity a patient “vital sign” that all healthcare providers assess and discuss with their patients.



Healthcare Sector

Sample Tactic:

- Track patients' level of physical activity in electronic medical records/health records (EMRs/EHRs).

Volunteer / Non-Profit Sector

Sample Strategy:

- Convene stakeholders at local, state and federal levels into strategic collaborations.



Volunteer / Non-Profit Sector

Sample Tactic:

- Promote an “Adopt a strategy” approach
 - Different groups assume lead on collaboration for each piece of the plan

Transportation, Urban Design and Community Planning Sector

Sample Strategy:

- Change how the U.S. Dept. of Transportation collects and distributes funding to develop alternative forms of travel.



Transportation, Urban Design and Community Planning Sector

Sample Tactic:

- Create a complete and interconnected system of pedestrian, bike, and transit facilities.

Business / Industry Sector

Sample Strategy:

- Businesses interact with all other sectors to promote physical activity within the workplace and throughout society.



Business / Industry Sector

Sample Tactic:

- Identify a lead organization within business/industry to interact with other sectors.

Parks, Recreation, Fitness and Sports Sector

Sample Strategy:

- Build capacity to increase interventions promoting physical activity.



Parks, Recreation, Fitness and Sports Sector

Sample Tactic:

- Develop certification and continuing education programs in P.A. and public health for fitness instructors, personal and fitness trainers, and other qualified professionals.

Project Timeline (2007-2010)

- CDC funding to initiate project (9/07)
- Formation of interim Coordinating Committee
- Organizational Partners

Project Timeline (2007-2010)

- First in-person meeting - Coordinating Committee (2/08)
 - Eight sectors
 - Plan for launch and implementation
 - Commission white papers
 - National conference
 - Evaluation plan
- Website and public announcement (1/09)
- MOU with NCPPA

Project Timeline (2007-2010)

- Formation of sector working groups
- National conference (7/09)
- Draft the Plan (8/09 – 12/09)
- Publish white papers (11/09)
- Launch (May 3, 2010)
- Sustained implementation effort (2010+)
- Ongoing evaluation (2010+)

Launch Events

- Washington, D.C.
 - Press conference held at Press Club
 - Representation from: Govt., NGOs, Private, Public
 - Congressional Briefings
- Nationwide
 - National Media presence
- State and Local
 - Self-identified groups to host local “launch events.”

Implementation

May 3, 2010: Just the beginning

An opportunity to advance the goals of the NPAP while advancing the agenda of organizations.



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Get Involved

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