THE NATIONAL PHYSICAL ACTIVITY PLAN:

HOW CITIES, TOWNS AND COUNTIES CAN TAKE ACTION TO INCREASE PHYSICAL ACTIVITY

June 19, 2014
• Agenda:
  – Short overview of *Let’s Move!* Cities, Towns and Counties
  – Focus on Goal V
  – Overview of National Physical Activity Plan
  – Questions?
Advance Call for Questions

Your Participation

• Please submit your text questions and comments using the Questions Panel
• Note: Today’s presentation is being recorded. Slides and recording will be sent within 48 hours.
Let’s Move! Cities, Towns and Counties by the Numbers

- Almost 450 cities, towns and counties participating!
- Over 1,600 promising practices implemented
- Nearly 70 million Americans live in LMCTC communities
- 49 states represented

www.HealthyCommunitiesHealthyFuture.org
# Let’s Move! Cities, Towns and Counties - Background

<table>
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<th>Cities, Towns &amp; Counties are…</th>
<th>Let’s Move! Cities Towns and Counties…</th>
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| • Hungry for ideas & actions to improve children’s health in their communities | ✓ Offers manageable and achievable steps  
✓ Provides structure for action and innovation  
✓ Connects sites to a wealth of resources, including regular webinars, newsletters, subject matter experts, and a peer network of local elected officials |
| • Looking for opportunities to be recognized | ✓ Provides many opportunities to be recognized nationally  
✓ Recognizes sites for work that may already be underway |
| • Often already doing work in this area | ✓ Builds upon jurisdictions’ goals and activities  
✓ Leverages local resources |
Includes 5 Actionable & Achievable Goals by Local Elected Officials

- **Goal I:** Start Early, Start Smart
- **Goal II:** MyPlate, Your Place
- **Goal III:** Smart Servings for Students
- **Goal IV:** Model Food Service
- **Goal V:** Active Kids at Play
Goal V: Active Kids at Play

To increase physical activity, local elected officials commit to mapping local playspaces, completing a needs assessment, developing an action plan and implementing a minimum of three recommended policies, programs or initiatives.
Goal V’s Medal Benchmarks

Goal V: Active Kids at Play

Bronze: All playspaces are mapped.

Silver: A needs assessment of playspaces is completed and an action plan is developed; plus Bronze benchmark.

Gold: At least three recommended policies, programs or initiatives from the action plan are launched to increase access to physical activity; plus Bronze and Silver benchmarks.
National Physical Activity Plan

- Russ R. Pate, Professor and Director, Children's Physical Activity Research Group, University of South Carolina

- James R. Whitehead, Executive Vice President and CEO of the American College Sports Medicine
Outline

• Development of the NPAP

• Activities since Launch of the NPAP

• Applications of NPAP for Cities & Towns
Key Steps in the Development of the U.S. National Physical Activity Plan

2007-2010
Physical Activity and Public Health

Circulation

Statement on exercise. Benefits and recommendations for physical activity programs for all Americans. A statement for health professionals by the Committee on Exercise and Cardiac Rehabilitation of the Council on Clinical Cardiology, American Heart Association
GF Fletcher, SN Blair, J Blumenthal, C Coperson, B Chatman, S Epstein, H Falls, ES Froelicher, VF Froelicher and IL Pina

Physical Activity and Health

A Report of the Surgeon General Executive Summary

Physical Activity Guidelines for Americans

U.S. Department of Health & Human Services

Physical Activity Plan
Make the Move
First Steps

• CDC funding to initiate project (9/07)

• Formation of interim Coordinating Committee

• Identify & Recruit Organizational Partners

• Establish Coalition as Public-Private Partnership
Organizational Partners

American Academy of Pediatrics
American Medical Assoc.
American Diabetes Assoc.

RRCA
AARP
American Heart Association
American Alliance for Health, Physical Education, Recreation and Dance
USDA
AACVPR
American Cancer Society
Active Living Research
Robert Wood Johnson Foundation
CDC
Y
American College of Sports Medicine
EAT RIGHT
American Dietetic Association
National Athletic Trainers’ Association
National Coalition for Promoting Physical Activity
APTA
NASM
American Physical Therapy Association
First Steps

First Coordinating Committee Meeting (2/08)

- Vision, Mission, Goals
- Eight Sectors
- Plan for launch and implementation
- Commission white papers
- National Conference
- Evaluation plan
Vision

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

- Mass Media
- Public Health
- Education
- Healthcare
- Volunteer and Non-Profit Organizations
- Business and Industry
- Parks, Recreation, Fitness, and Sports
Key Process Steps

• Formation of sector working groups

• National conference (7/09)
Key Process Steps

- M.O.U with NCPPA
- 3 Draft versions circulated (8/09 – 4/10)
- JPAH Publishes Special Issue (11/09)
- Launch (May 3, 2010)
May 2010 Launch

• 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.”
Content of the Plan

Sector-specific Strategies & Tactics

• 52 Strategies

• 215 Tactics
Accomplishments since the Launch of the U.S. National Physical Activity Plan

2010-2013
Establishment of NPAP Alliance

- Needed to formalize what was an informal coalition of organizations.

- Formally incorporated as a non-profit organization.

- ACSM assumes lead management role.
Formal Relationships

- New M.O.U. with N.C.P.P.A
- M.O.U. with U.S. Department of Health and Human Services
Building Awareness

• Presentations at scientific and professional meetings

• Exhibits at national conferences

• Monthly e-newsletter

• Published book with Human Kinetics publishers (2014)
Development of PA Plans based on the National Physical Activity Plan

• West Virginia, Texas, and Hawaii Physical Activity Plans

• Active Living Plan for a Healthier San Antonio

• Arthritis Foundation: Environmental and Policy Strategies to Increase Physical Activity Among Adults With Arthritis
New Organizational Partners (2011-2014)

- American Council on Exercise
- The Arthritis Foundation
- Bell Institute of Health and Nutrition
- National Physical Activity Society
- National Strength and Conditioning Association
2014 US Report Card on Physical Activity for Children and Youth
Save the Date...
National Physical Activity Plan Congress
February 23-24, 2015
Ronald Reagan Building and International Trade Center,
1300 Pennsylvania Ave. NW, Washington, D.C.

Who Should Attend:
Public Health Professionals, Policy Makers, Researchers, Media, Community Leaders, Educators and all who support initiatives to increase physical activity in the U.S.

This National Congress Will Include:
• Keynote speakers & plenary sessions with experts in the field
• Poster sessions highlighting initiatives related to the strategies in the National Physical Activity Plan
• Discussion of the Revision of the National Physical Activity Plan
• Champions Awards for groups and programs exemplifying the principles of the National Physical Activity Plan
• Highlights of the National Physical Activity Report Card for Kids
• Opportunities to influence the next edition of the National Physical Activity Plan

Background
The National Physical Activity Plan, released in 2010, is a comprehensive set of policies, programs, and initiatives that aim to increase physical activity in all segments of the American population. The Plan is the product of a private-public sector collaborative. Hundreds of organizations are working together to change our communities in ways that will enable every American to be sufficiently physically active.

The Plan aims to create a national culture that supports physically active lifestyles. Its ultimate purpose is to improve health, prevent disease and disability, and enhance quality of life.

Strategies Aimed at Promoting Physical Activity
Each strategy outlines specific tactics that communities, organizations and agencies, and individuals can use to address the strategy. Recognizing that some strategies encompass multiple sectors, the Plan also has several overarching strategies.

One day, all Americans will be physically active and they will live, work, and play in environments that facilitate regular physical activity.
—The National Physical Activity Plan vision

NATIONAL Physical Activity Plan.
Make the Move.

Watch your in box and visit the National Physical Activity Plan website at www.physicalactivityplan.org for registration details.
NPAP Champions Award Program

Purpose: to shine a national spotlight on organizations, companies, governmental agencies, and individuals that have made a significant commitment to adopt one or more strategies outlined in the NPAP and have shown progress towards improving physical activity for their target audience(s).
Surgeon General’s Call to Action
Walking and Walkable Communities
Planned for release in mid-2014

• Initiated by former Surgeon General Regina Benjamin in late 2012

• Evidence-based plan that will target multiple sectors of society to increase walking and walkability

• The National Physical Activity Plan Alliance will play a role in disseminating the Call to Action through an established network of national organizations
Sample National Physical Activity Plan Strategies and Tactics
Education

Strategy 3: Develop partnerships with other sectors for the purpose of linking youth with physical activity opportunities in schools and communities.

– **Tactic:** Develop and institute local policies and joint agreements that facilitate shared use of physical activity facilities, such as school gyms and community recreation centers and programming.

[Physical Activity Plan Logo]
Transportation, Land Use, and Community Design

**Strategy 1:** Increase accountability of project planning and selection to ensure infrastructure supporting active transportation and other forms of physical activity.

- **Tactic:** Support and integrate the use of health impact assessments in planning to inform activity-friendly design and development.

**Strategy 2:** Prioritize resources and provide incentives to increase active transportation and other physical activity through community design, infrastructure projects, systems, policies, and initiatives.
Transportation, Land Use, and Community Design

Strategy 3: Integrate land-use, transportation, community design and economic development planning with public health planning to increase active transportation and other physical activity.

– Tactic: Develop standards to guide communities to develop integrated plans that incorporate land-use, transportation, community design, parks, trails and greenways, and economic development planning.
Parks, Recreation, Fitness, and Sports

Strategy 4: Increase funding and resources for parks, recreation, fitness, and sports programs and facilities in areas of high need.

— Tactic: Increase funding to improve the equity of access to parks, trails, recreation, fitness, and sports (public, private, and non-profit) programs and facilities.
“Fifty years ago, children did not avoid obesity by making healthy choices; they simply lived in an environment that provided fewer calories and included more physical activity for all.”

David B. Allen, MD, NEJM, April 2012
Synergistic Platforms

- Builds on accomplishments
- Public commitment
- Five goals
- Use of tracking survey
- Earn medals
- Recognition
- Support

- Builds on accomplishments
- Based on a sector approach
- Provides options for strategies and actions
- Revision and updating
- Recognition
- Support
What is Needle-Moving?
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What is Needle-Moving?

- Operating Principles for Needle-Moving City Collaboratives
  - 10% progress on a clear city-wide indicator
  - Commitment to long-term involvement
  - Involvement of key stakeholders
  - Use of shared data to set the agenda and improve
  - Engagement of city sectors
What is Needle-Moving?

• Characteristics of Success Needle-Moving City Collaboratives
  – Find the common denominator: Have a shared vision and agenda
  – Keep decision-makers at the table: Achieve effective leadership and governance
  – Focus on what works: Use data to continually adapt
  – Move talk to action: Create capacity and structure
  – Adequate resourcing: Make targeted investments
International Needle-Moving: London

• The Design Council in London launched Active by Design, a program to design places for healthy lives.

• The intention is to promote the use of good design in buildings and spaces to encourage greater levels of daily physical activity and increase access to healthy and nutritious food.

• The Brighton Road Project is an example of an award-winning scheme.
Interstate Needle-Moving: Maryland and Virginia

HEAL Cities & Towns provides free technical assistance and support to local elected officials and their staff to adopt policies that stem the obesity epidemic and create healthy, prosperous communities in Maryland and Virginia's cities and towns.
Interstate Needle-Moving: Maryland and Virginia

HEAL supports cities and towns to adopt policies promoting active lifestyles, including:

– Joint Use of Facilities
– Complete Streets
– Comprehensive Plan Updates
Institutional Needle-Moving: New York City

• The Center for Active Design promotes four key concepts of active design to reduce obesity through the design of buildings, streets, and neighborhoods:

  – Active buildings: encouraging greater physical movement within buildings for users and visitors;
  – Active transportation: supporting a safe and vibrant environment for pedestrians, cyclists, and transit riders;
  – Active recreation: shaping play and activity spaces for people of different ages, interests, and abilities; and
  – Improving access to nutritious foods in communities that need them most.
Local Needle-Moving: Indianapolis

HEALTH BY DESIGN

• OVERALL:
  – Health by Design works to create a built environment that promotes physical activity and protects the natural environment through education, advocacy and action.

• GOALS:
  – Increase walking, biking and public transit options
  – Increase neighborhood, city and regional connectivity
  – Encourage land use decision-making that promotes public health
  – Reduce dependency on automobiles

• COLLABORATIONS:
  – Indiana Safe Routes to School Partnership
  – Indiana Complete Streets Coalition
  – Indiana Citizens Alliance for Transport
LMCTC + NPAP
Needle-Movers
Grand Opportunities
What Is The New Economy?

RESILIENCE

COMMONWEALTH

RESISTANCE
PHYSICAL ACTIVITY AND MOBILITY
AS A HUMAN RIGHT
WHERE HAPPINESS, PERFORMANCE AND HEALTH INTERSECT

• The movement to build, sustain and support liveable cities worldwide is growing, with mayors and individuals around the world leading the way.

• Everyone deserves access to the benefits of good design that unite a community, empower social integration, promote good health.

• Cities represent the single greatest opportunity for targeted, meaningful actions that create impact on the ground, improve the quality of life for billions of people, and reduce the risks of climate change.
DESIGNED TO MOVE

ONE VISION: FUTURE GENERATIONS RUNNING, JUMPING AND KICKING TO REACH THEIR GREATEST POTENTIAL
ASK 1
CREATE EARLY POSITIVE EXPERIENCES FOR CHILDREN

5 LARGE SCALE SOLUTIONS

YOUTH SPORTS
YOUTH SPORTS NGO’S & SCHOOLS, THE KID
EARLY POSITIVE EXPERIENCES IN SPORT GET KIDS ACTIVE FOR LIFE

ACTIVE SCHOOLS
SCHOOL ADMINISTRATORS/TEACHERS
ACTIVE KIDS DO BETTER

ACTIVE FAMILIES
PARENTS, ROLE MODELS
PARENTS SHAPE EARLY POSITIVE EXPERIENCES

ACTIVE CITIES
MAYORS, ARCHITECTS, URBAN PLANNERS
ACTIVE CITIES ARE COMPETITIVE CITIES

ACTIVE WORKPLACES
EMPLOYERS
AN ACTIVE WORKFORCE IS A COMPETITIVE ADVANTAGE

ASK 2
INTEGRATE PHYSICAL ACTIVITY INTO EVERYDAY LIFE
Plus a U.S. Surgeon General
BIG Announcement
Since Mayors Move The World
U. S. Conference of Mayors adopts physical activity resolution in 2005

- A resolution was passed at the 73rd Annual Meeting of the Conference of Mayors in Chicago, IL, held June 10-14, 2005.

- "The healthier we are as individuals, the healthier we are as cities, communities, states and as a nation."

- “BE IT FURTHER RESOLVED, that The U.S. Conference of Mayors, as the official nonpartisan and premier organization of cities in the United States, continues its leadership role in advancing and enhancing the availability and opportunity for physical activity, fitness activities inclusive of individual participation in sports and sporting activities within our cities.”
Now, Let’s Make A **Real** Move!
Thank You

www.physicalactivityplan.org
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Questions

- Use the question feature/box on GotoWebinar
Upcoming Webinar: Goal III

- Wednesday, July 9 @ 3pm ET
- Tune in to learn how you can achieve bronze, silver and gold medals in the enhanced Goal III by expanding access to meal programs before, during and after the school day and/or over the summer months.
- Register at www.HealthyCommunitiesHealthyFuture.org
THANK YOU!!!

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