

THE NATIONAL PHYSICAL ACTIVITY PLAN:

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



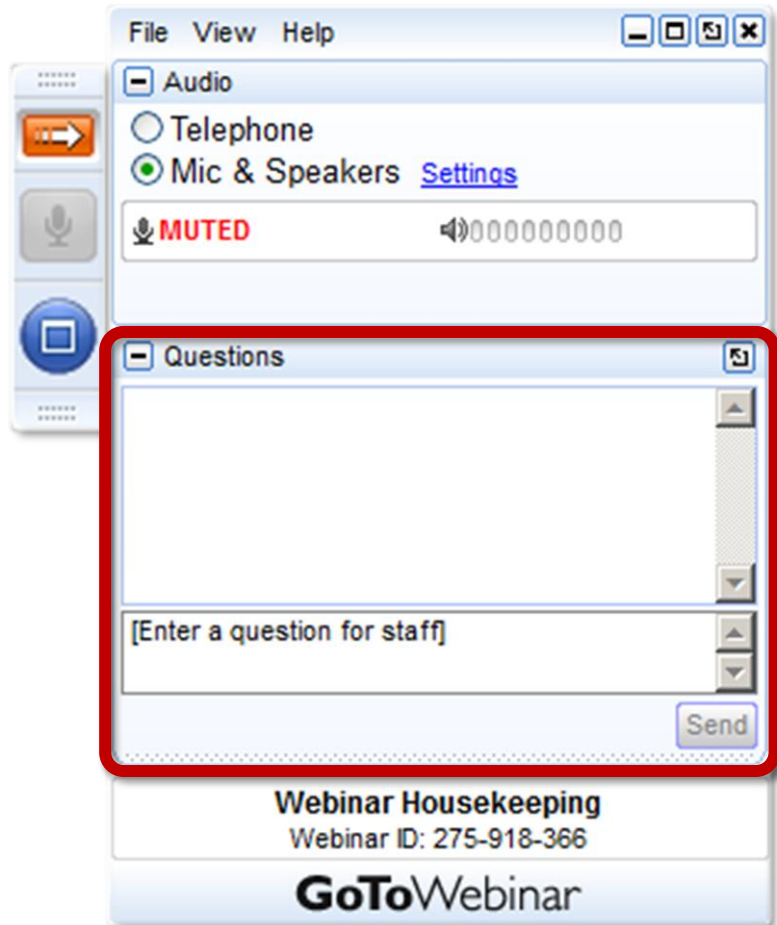
June 19, 2014

Agenda



- 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



Let's Move! Cities, Towns and Counties - Background

Cities, Towns & Counties are...

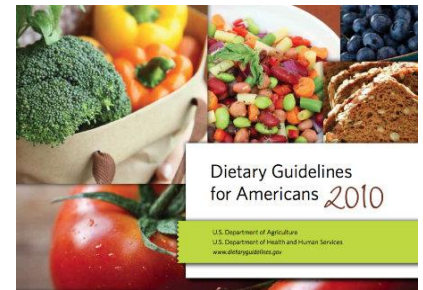
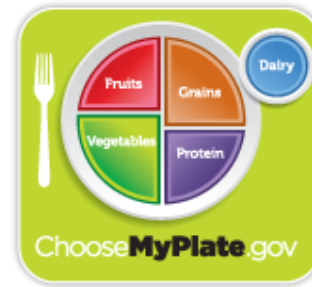
Let's Move! Cities Towns and Counties...

- | | |
|--|---|
| <ul style="list-style-type: none">• Hungry for ideas & actions to improve children's health in their communities | <ul style="list-style-type: none">✓ 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 |
| <ul style="list-style-type: none">• Looking for opportunities to be recognized | <ul style="list-style-type: none">✓ Provides many opportunities to be recognized nationally✓ Recognizes sites for work that may already be underway |
| <ul style="list-style-type: none">• Often already doing work in this area | <ul style="list-style-type: none">✓ 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



Russell Pate, PhD
Arnold School of Public Health
University of South Carolina

James Whitehead, CEO
American College of Sports
Medicine

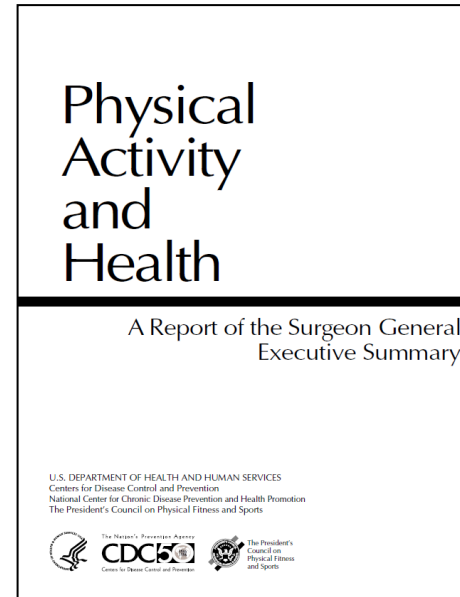
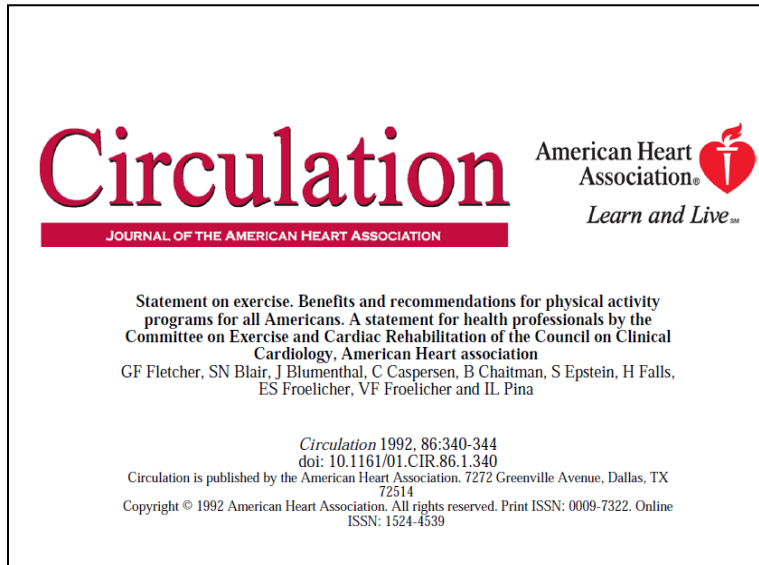
Outline

- 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

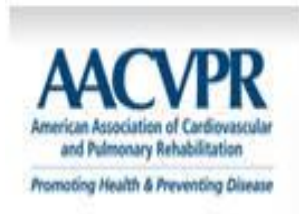
Physical Activity and Public Health



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.

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
- Transportation, Urban Design, Comm. Plan.
- 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

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

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.



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.

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

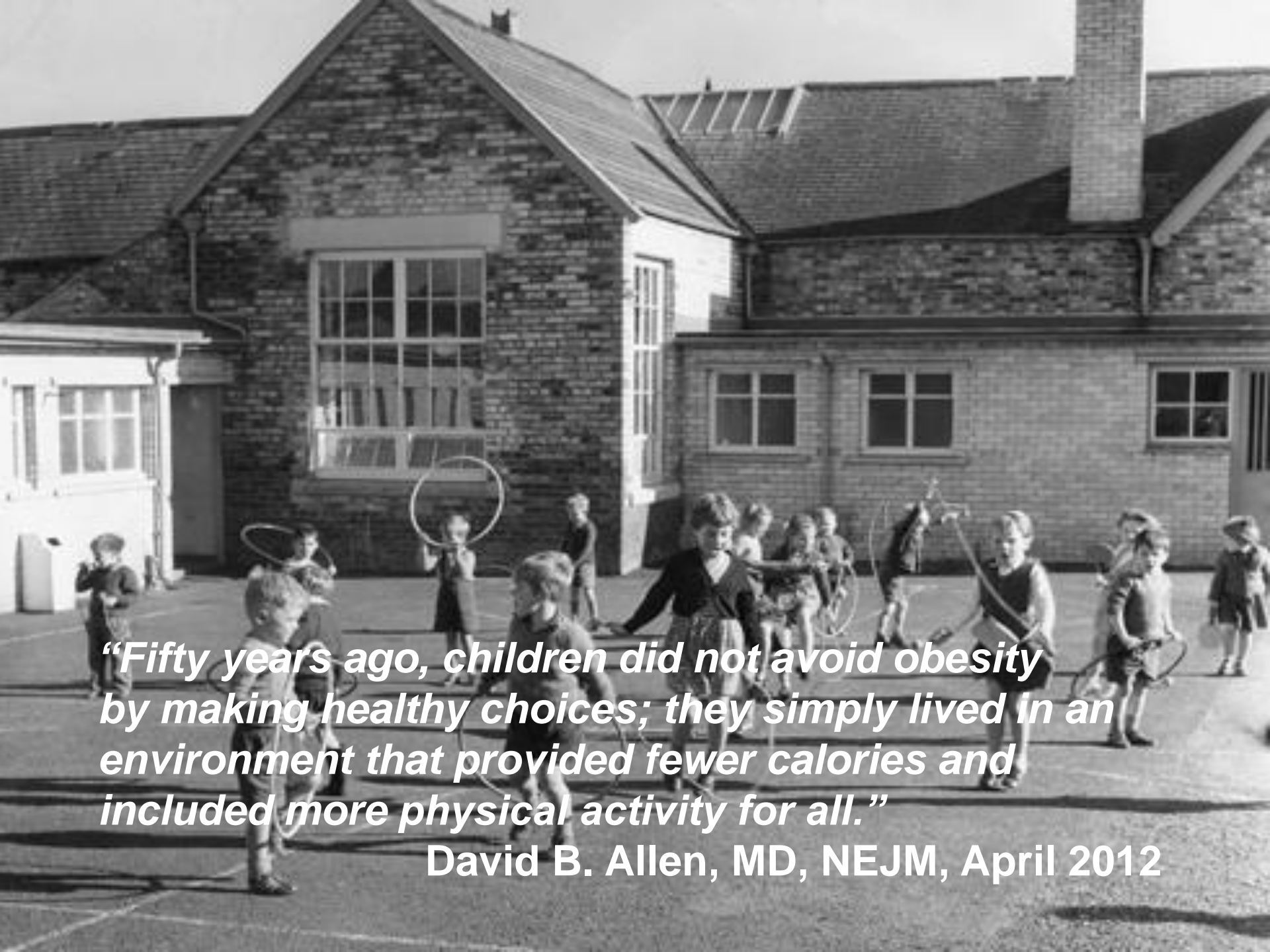
Strategy 4: Increase funding and resources for parks, recreation, fitness, and sports programs and facilities in areas of high need.

- **Tactic:** Increase funding to improve the equity of access to parks, trails, recreation, fitness, and sports (public, private, and non-profit) programs and facilities.



LMCTC + NPAP Needle-Movers

Grand Opportunities



“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?



What is Needle-Moving?



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**

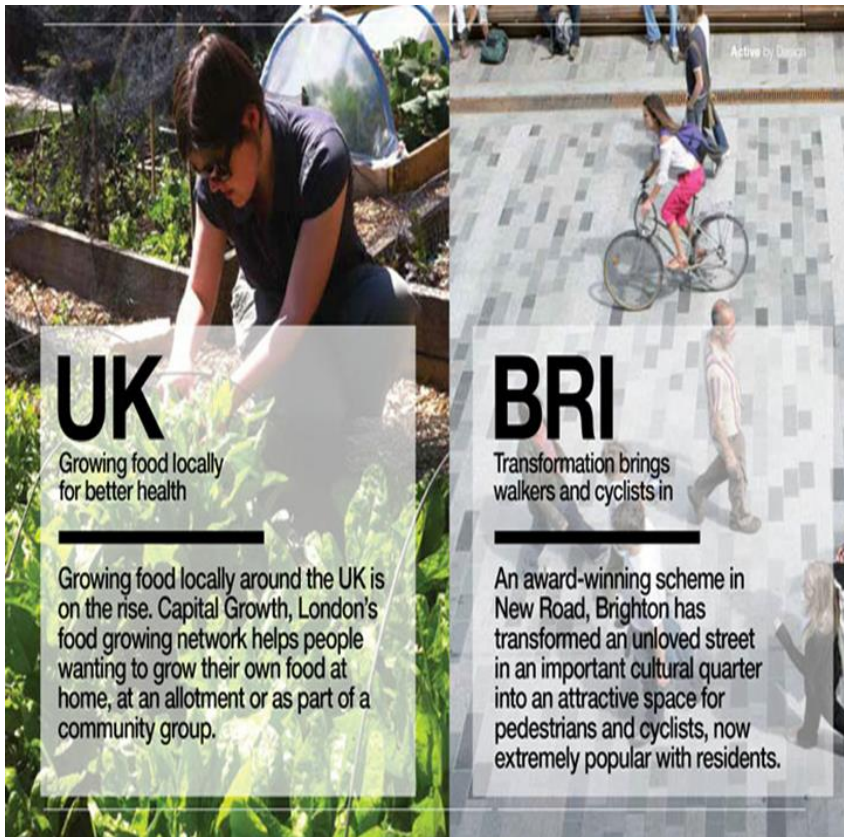


What is Needle-Moving?

- **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



THE ROLE OF Transportation

IN PROMOTING PHYSICAL ACTIVITY



What Works to Get Kids Active

Schools and communities can help kids get the 60 minutes of physical activity they need each day



Bassett, D.R. et al. (2013). Estimated Energy Expenditures for School-Based Policies and Active Living. *American Journal of Preventive Medicine*. 42(2), 108-113. Link to paper <http://www.sciencedirect.com/science/article/pii/S0749379713006057>

Active Living Research is a national program of the Robert Wood Johnson Foundation
www.activelivingresearch.org

Robert Wood Johnson Foundation

THE ROLE OF Parks and Recreation

IN PROMOTING PHYSICAL ACTIVITY



THE ROLE OF Schools

IN PROMOTING PHYSICAL ACTIVITY



Sources: RACIAL DISPARITIES: Moore LV, Diez Roux AV, Evenson KR, et al. "Availability of Recreational Resources in Minority and Low Socioeconomic Status Areas." *American Journal of Preventive Medicine*. 34(1): 16-22, 2008. PROPERTY VALUES: Boltzner S and Netusil N. "The Impact of Open Spaces on Property Values in Portland, Oregon." *Journal of Environmental Management*. 59(3): 185-193, July 2000. OPEN SPACE: Gordon-Larsen P, Nelson M, Page P, et al. "Inequality in the Built Environment Underlies Key Health Disparities in Physical Activity and Obesity." *Pediatrics*. 111(2): 417-424, 2006. TRAILS: Wang G, Mocerla CA, Scudder-Soucie B, et al. "A cost-benefit analysis of physical activity using bike/pedestrian trails." *Health Promotion Practice*. 6(2): 116-119, 2005.

Sources: RECESS: Fernandez M and Sturm R. "The Role of School Physical Activity Programs in Child Body Mass Trajectories." *Journal of Physical Activity and Health*. 8(1): 104-108, February 2011. P.E.: Cooney J, Maynard-Henry S and Neumark S. "The correlation of youth physical activity with state policies." *Contemporary Economic Policy*. 36(1): 128-135, 2007. ACHIEVEMENT: Nelson MC and Gordon-Larsen P. "Physical Activity and Sedentary Behavior Patterns Are Associated With Selected Adolescent Health Risk Behaviors." *Pediatrics*. 109(4): 1020-1026, April 2006. SAFE ROUTES TO SCHOOL: Sallis JF, Hovell MF, McMillen RL and Pate RR. "Physical Activity and Active Commuting to Elementary School." *Medicine and Science in Sports and Exercise*. 37(12): 2042-2046, 2005.

THE ROLE OF Communities

IN PROMOTING PHYSICAL ACTIVITY

WALKABLE COMMUNITIES
People who live in walkable neighborhoods are

2 times
as likely to get enough physical activity as those who don't.

RECREATIONAL FACILITIES
Teens who live in poor or mostly minority neighborhoods are

50% less likely to have a recreational facility near home.

TRAILS
People who live near trails are

50% more likely to meet physical activity guidelines.

JOINT USE
The number of children who are physically active outside is

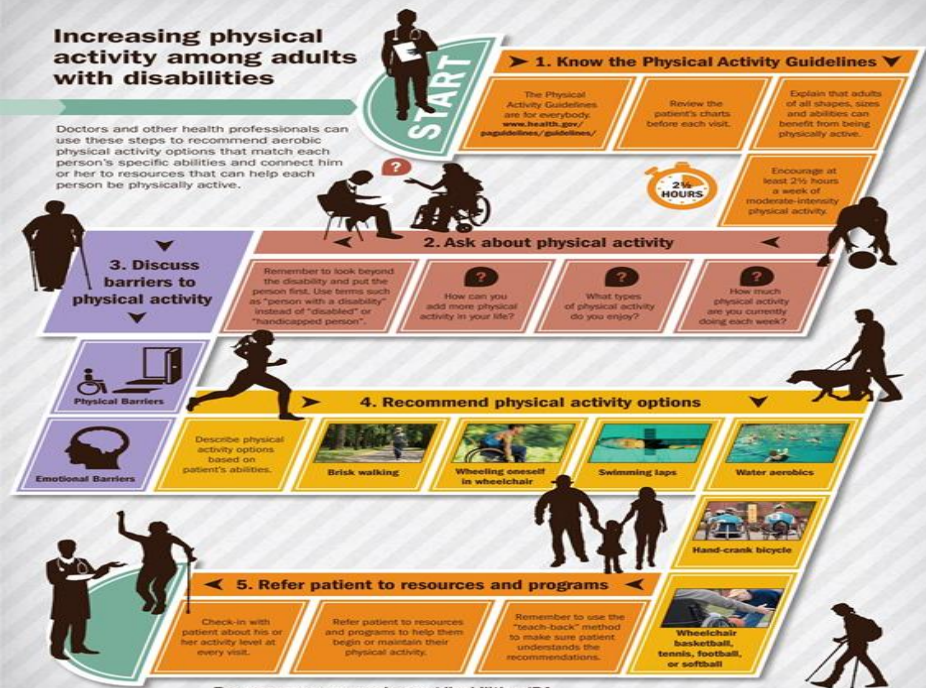
84% higher when schoolyards are kept open for public play.

Active Living Research
www.activelivingresearch.org

Sources: TRAILS: Huston S, Eversole K, Bory R, et al. "Neighborhood Environment, Access to Places for Activity, and Leisure-Time Physical Activity in a Diverse North Carolina Population." *American Journal of Health Promotion*, 2011; 25: 58-68. WALKABLE COMMUNITIES: Frank LD, Schmid TL, Sallis JF, Chapman J, Kopman BE. "Linking objectively measured physical activity with objectively measured urban form: Findings from SMARTAC." *American Journal of Preventive Medicine* 2009; 45(1): 101-105. JOINT USE: Fanning L, Marquardt R, Baker S, Weiden L, Johnson C, Webster L. "Safe play spaces for juvenile physical activity in inner-city children." Results from a pilot study of an environmental intervention. *Am J Pub Health* 2007; 97: 1623-1625. RECREATIONAL FACILITIES: Saelens W, Sallis JF, Frank LD. "Physical Activity and the Built Environment: Linking Physical Activity and the Built Environment." *Health Affairs* 2003; 22: 1500-1505.

Increasing physical activity among adults with disabilities

Doctors and other health professionals can use these steps to recommend aerobic physical activity options that match each person's specific abilities and connect him or her to resources that can help each person be physically active.



For resources: www.cdc.gov/disabilities/PA

SOURCE: 2008 Physical Activity Guidelines for Americans 2008; Exercise is Medicine, 2014. <http://exercisemedicine.org/>.

Let's Ride!

4 Requirements for a Bikeable Community

To share the bicycle, people need things to be safe and convenient. They need access to a bicycle, and they want bike lanes that are safe and comfortable. There are a few of the many policies that can help get people beginning around town.

Safety

Travel by bicycle is sufficiently safe.

POLICIES INCLUDE

SAFE FREIGHT TRAFFIC SIGNALS: A STREET DESIGN (Signal timing, lane, and other features) keeps bicyclists safe.

COMPLETE STREETS: Safe and convenient streets are required to accommodate everyone, including bicyclists, cars, and pedestrians.

TRAFFIC CALMING: Streets include features like median strips, speed bumps, and speed limits to reduce speed and other hazards.

Convenience

Travel by bicycle is convenient.

POLICIES INCLUDE

SAFE PARKING: Safe housing and commercial development must have bicycle parking.

BIKEWAYS ON MAJOR ROADS: Can be brought on public transit, and services include storage racks.

20 MINUTE NEIGHBORHOODS: Parks and dining areas provide that everyone, including bicyclists, can enjoy the community.

Access

People have access to bicycles.

POLICIES INCLUDE

BIKE SHARE: Affordable programs make bicycles available to people for short trips around town, especially to and from transit.

BIKE TRUSTS FOR ENVIRONMENT: Local government agencies provide bicycles with access for short-distance work travel.

Share-a-Bike PROGRAM

Social Acceptability

Travel by bicycle is seen as socially acceptable and worthwhile.

POLICIES INCLUDE

OPEN STREETS: Communities designate certain roads as "bicycle streets" on select days.

SAFE ROUTES TO SCHOOLS: Kids are encouraged to ride and walk to school through education and information programs.

BIKEWAY: Safe bike paths, trails, and routes are provided to encourage bicycling and other active transportation.

"Start the Conversation About Children's Health"

...it begins with Fitness Assessment

1. What is Fitness Assessment?

Fitness Assessment provides children, parents and physical education teachers with valuable information to:

- Better understand personal health-related fitness.

- Create individualized fitness plans.

- Help students reach fitness goals and improve overall well-being.

YET ONLY 14 STATES mandate measurement of physical fitness, National Standard 3.1.

2. A New Era

ONE comprehensive program that emphasizes student health, improves performance in learning, incorporates into physical education programs nationwide, empowering kids to live an active lifestyle!

The new Presidential Health Fitness (PHF) program, students pursuing personal fitness goals for lifelong health and wellness comparisons between children.

Introducing FITNESSGRAM™ - One tool, adopted by PYP in Fitnessgram, which measures the health-related components of fitness.

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A Positive Fitness Experience for ALL!

FITNESSGRAM identifies students' current level of health-related fitness and their risk of developing chronic health conditions.

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TAKE ACTION!

Ask your PYP or physical education teacher and principal if a fitness assessment is required in your state and the status of physical education.

Visit www.fitnessgram.org for more information on the program and its benefits.

Learn more about PYP at www.pyp.org

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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



ASK 1

**CREATE EARLY POSITIVE
EXPERIENCES FOR CHILDREN**

ASK 2

**INTEGRATE PHYSICAL ACTIVITY
INTO EVERYDAY LIFE**

5 LARGE SCALE SOLUTIONS

YOUTH SPORTS



AUDIENCE

**YOUTH SPORTS
NGO'S & SCHOOLS,
THE KID**

INSIGHT

**EARLY POSITIVE
EXPERIENCES IN SPORT
GET KIDS ACTIVE
FOR LIFE**

ACTIVE SCHOOLS



AUDIENCE

**SCHOOL
ADMINISTRATORS/TEACHE
RS**

INSIGHT

**ACTIVE
KIDS
DO BETTER**

ACTIVE FAMILIES



AUDIENCE

**PARENTS,
ROLE MODELS**

INSIGHT

**PARENTS SHAPE
EARLY POSITIVE
EXPERIENCES**

ACTIVE CITIES



AUDIENCE

**MAYORS,
ARCHITECTS,
URBAN PLANNERS**

INSIGHT

**ACTIVE CITIES
ARE COMPETITIVE
CITIES**

ACTIVE WORKPLACES



AUDIENCE

EMPLOYERS

INSIGHT

**AN ACTIVE
WORKFORCE
IS A COMPETITIVE
ADVANTAGE**

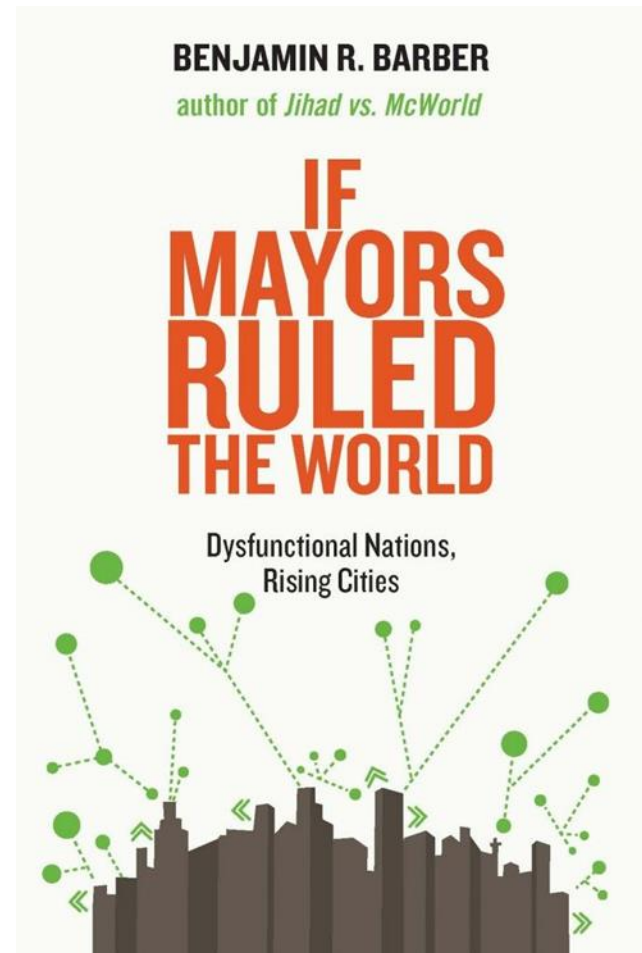
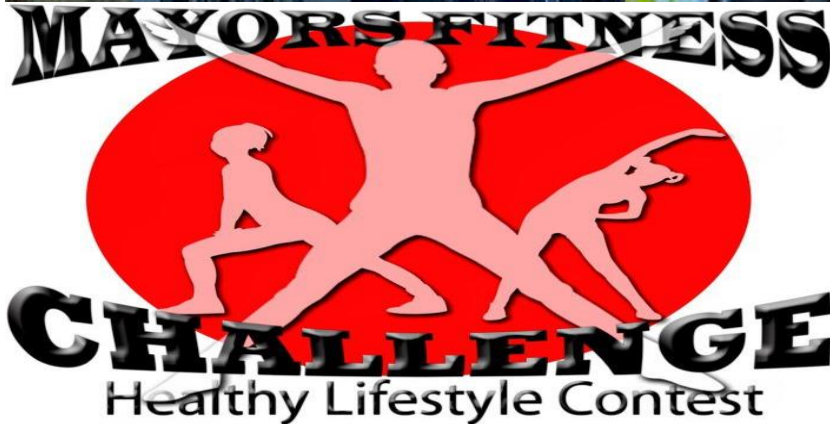
Every Body **WALK!**

THE CAMPAIGN TO GET AMERICA WALKING

Plus a U.S. Surgeon General BIG Announcement

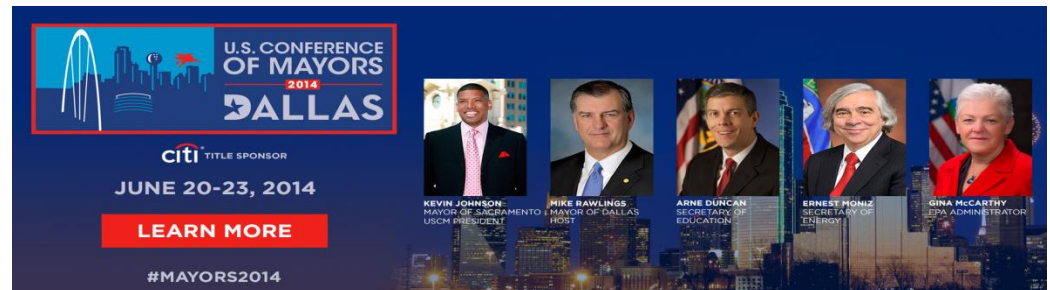
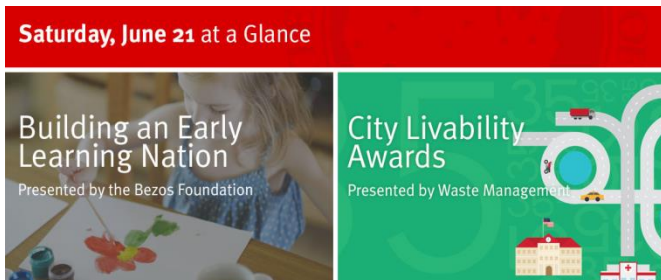


Since Mayors Move The World



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

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,

Background

The National Physical Activity Plan, released in 2010, is a

<http://www.physicalactivityplan.org/>

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

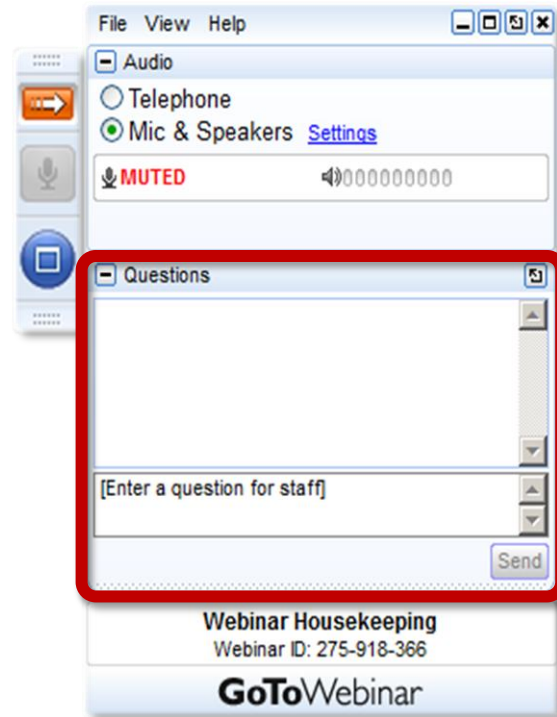
change our communities in ways that will enable every American to be sufficiently physically active.

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

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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