National Strategic Plans for Promotion of Physical Activity

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Outline

• Worldwide Efforts

• Development of the U.S. NPAP

• Organization and Content of the Plan

• Current Activities of NPAP Alliance
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.
Agita Mundo Network

• Stimulate research, encourage the dissemination of information on the health benefits of physical activity and effective strategies to increase the level of physical activity.

• Defend physical activity and health, and support for national and regional development programs and physical activity promotion networks.
World Health Organization – European Region

Physical activity strategy for the WHO European Region 2016-2025
World Health Organization – European Region

• **Mission:** The physical activity strategy aims to inspire governments and stakeholders to work towards increasing the level of physical activity among all citizens of the European Region by:
  – promoting physical activity and reducing sedentary behaviors
  – ensuring an enabling environment that supports physical activity through engaging and safe built environments, accessible public spaces and infrastructure;
  – providing equal opportunities for physical activity regardless of gender, age, income, education, ethnicity or disability; and
  – removing barriers to and facilitating physical activity.
Ireland

Get Ireland Active! National Physical Activity Plan for Ireland
Let’s make Scotland more active: a strategy for physical activity
Australia

Be Active Australia: A Framework for Health Sector Action for Physical Activity 2005-2010
United Kingdom

Be active be healthy: A plan for getting the nation moving
Norway

Working together for physical activity
Finland

On the Move: National strategy for physical activity promoting health and wellbeing 2020
Active Canada 2020: A Physical Activity Strategy and Change Agenda for Canada
Republic of Mauritius


Republic of Mauritius
Development of the U.S. National Physical Activity Plan

2007-2016
Physical Activity and Public Health

Circulation

Physical Activity and Health

Physical Activity Guidelines for Americans

Physical Activity Plan
Organizational Development

• CDC funding to initiate project (9/07)
• Formation of interim Coordinating Committee
• Identify & Recruit Organizational Partners
• Establish Coalition as Public-Private Partnership
Organizational Development

• Informal coalition of organizations transitioned to a formal non-profit organization (March, 2013)

• Mission: to maintain and expand the impact of the National Physical Activity Plan, a comprehensive strategic plan for increasing physical activity in all segments of the U.S. population.
2016

National Physical Activity Plan
Revising and Refining the Plan

• Established Sector Expert Panels

  Mass Media – Jay Maddock
  Public Health – Genevieve Dunton
  Healthcare – Liz Joy
  Transportation, Land Use, and Comm. Design – Risa Wilkerson
  Business and Industry – Nico Pronk
  Community Recreation, Fitness, and Parks – Andy Mowen
  Faith-Based – Ken Resnicow
  Education – Jim Morrow
  Sport – Jim Whitehead
Revising and Refining the Plan

• NPAP Revision Committee
• Diversity Committee
• Public Comment
• Near-Final Draft
Enhancements to the Plan

• Two new sectors
  – Faith-Based
  – Sport

• Major updates to Strategies and Tactics

• Objectives, Metrics, Action Steps
Revising and Refining the Plan

• Review and Approval by NPAPA
• Review and Approval by NPAPA Board of Directors
• Release – April 20, 2016
Overarching Priorities

• FEDERAL OFFICE OF PHYSICAL ACTIVITY AND HEALTH

• COMPREHENSIVE SURVEILLANCE SYSTEM

• NATIONAL PHYSICAL ACTIVITY REPORT CARD

• PHYSICAL ACTIVITY POLICY DEVELOPMENT
Overarching Priorities

• NATIONAL PHYSICAL ACTIVITY CAMPAIGN

• STATE AND LOCAL PHYSICAL ACTIVITY ACTION PLANS

• INCREASED FUNDING FOR PHYSICAL ACTIVITY INITIATIVES
9 Sectors

• Mass Media
• Public Health
• Education
• Healthcare
• Sport
• Business and Industry
• Faith-Based Settings
• Community Recreation, Fitness and Parks
• Transportation, Land Use and Community Design

Physical Activity Plan
Content of the Plan

Sector-specific Strategies & Tactics

• 50 Strategies

• 264 Tactics
Public Health Strategy 1

Public health organizations should develop and maintain a workforce with competence and expertise in physical activity and health and that has ethnic, cultural, and gender diversity.
States and school districts should adopt policies that support implementation of the Comprehensive School Physical Activity Program model.
Healthcare Strategy 1

Healthcare systems should increase the priority of physical activity assessment, advice, and promotion.
Healthcare Strategies

**Strategy 1:** Healthcare systems should increase the priority of physical activity assessment, advice, and promotion.

**Strategy 2:** Healthcare systems and professional societies should establish the spectrum of physical inactivity to insufficient physical activity as a treatable and preventable condition with profound health and cost implications.
Healthcare Strategies

**Strategy 3:** Healthcare systems should partner with other sectors to promote access to evidence-based physical activity-related services and to reduce health disparities.

**Strategy 4:** Universities, post-graduate training programs, and professional societies should include basic physical activity education in the training of all healthcare professionals.
Community planners should integrate active design principles into land-use, transportation, community, and economic development planning processes.
Community Recreation, Fitness and Parks Strategy 1

Communities should develop new, and enhance existing, community recreation, fitness and park programs that provide and promote healthy physical activity opportunities for diverse users across the lifespan.
Faith-Based Settings Strategy 1

Faith-based organizations should identify effective applications of their health ministries to promote physical activity.
Business and Industry Strategy 1

Businesses should provide opportunities and incentives to adopt and maintain a physically active lifestyle.
Mass Media Strategy 1

Government health agencies, in collaboration with national non-profit health organizations, should launch a national physical activity campaign to educate individuals about effective behavioral strategies for increasing physical activity.
Sport Strategy 1

Sports organizations should collaborate to establish a national policy that emphasizes the importance of sports as a vehicle for promoting physical activity.
Key Accomplishments
Expanding Awareness of the NPAP

- Presentations at scientific and professional meetings
- Exhibits at national conferences
- Monthly e-newsletter (n = 5800)
- E-Blasts
- Commentaries
- Champions
Expanding Awareness of the NPAP

• Implementing Physical Activity Strategies
  – In partnership with Human Kinetics Publishers
Standing Committees

• Communications Committee

• College and Universities Committee
  – Academic Applications
  – Campus Planning and Programming

• State Liaisons
MOUs

- U.S. Department of Health and Human Services
- National Coalition for Promoting Physical Activity
Formal Evaluation

- CDC-Funded
- Physical Activity Policy Research Network (PAPRN)
- University of North Carolina
- Publications
  - *Journal of Physical Activity and Health* – September 2014
Evaluation

• Study of Organizational Involvement and Coalition Success

• Publications
  – *Health Education and Behavior* – published online ahead of print November 12, 2014
State and Local Plans

• West Virginia Physical Activity Plan

• Hawaii Physical Activity and Nutrition Plan

• Active Living Plan for a Healthier San Antonio
Dissemination Projects

• Physical Activity Guidelines Midcourse Report, 2013

• Surgeon General’s Call to Action, 2015
Current Activities
U.S. Physical Activity Report Card

- Released April 2014 in Congressional Briefing

- Goal: to assess levels of physical activity and sedentary behaviors in American children and youth, facilitators and barriers for physical activity, and related health outcomes
# U.S. Physical Activity Report Card

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Walking and Walkability Report Card

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Physical Activity in Argentina

• Relevant Initiatives – Ministry of Health
  – Plan "Healthy Argentina": promotes healthy eating, tobacco control, active lifestyles and control of obesity and chronic diseases related to nutrition

  – The National Plan to Combat Sedentarism: goal of strengthening personal and community skills for the development of physical activity, developing public policy for the promotion of physical activity and strengthening the health sector's capacity.
Physical Activity in Argentina

• Relevant Initiatives – Ministry of Health
  – The Argentinean Guidelines for Physical Activity and Health 2013: makes recommendations for the practice of physical activity
Physical Activity in Argentina

• Relevant Initiatives – Ministry of Social Development
  – Physical Activity for Health National Program: aimed at patients with asthma, diabetes, cardiovascular diseases, obesity, etc. Its goal is to establish effective lines of action to promote healthy lifestyles through physical activity and sports.

  – The National Plan for Sportive Infrastructure: focuses on creating adequate and sustainable conditions in the different regions, communities and sportive institutions, aiming to promote local management of physical activity
Physical Activity in Argentina

• Bodies Created
  – National Sports Council – CONADE: 17 members representing different fields and organizations, who work on the elaboration of policies to fight physical inactivity and other healthy preventive measures.

  – National Physical Activity Network and Human Development – REDAF: created as part of the National Council for the Coordination of Social Policies to enhance, reposition and give physical activity a new meaning in Argentina, in order to regard it as a human right.
Thanks!