

# **Developing a Statewide Physical Activity Plan The National PA Plan and the WV PA Plan as Potential Models**

**Alabama Obesity Task Force  
Meeting**

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# 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.



Focus on Environment, Policy, and Systems Change

Individual Behavior Change

Decrease the prevalence of chronic health conditions affected by lack of physical activity

# Why does every state need a detailed Physical Activity Plan?

- Represents a unified effort among all population sectors in a state to work together to improve physical activity opportunities and participation collectively
- Provides sector-specific strategies to promote physical activity
- Helps to raise awareness of physical activity (or lack thereof) as a public health problem that needs specific attention
- Will enhance all state chronic disease-related plans

*NOTE: Although nutrition and PA go hand in hand in the prevention and treatment of obesity, a detailed plan for each independent of the other will help to set more obtainable and specific health goals for each, far beyond obesity.*

# What will it do for Alabama?

- Represent a collective voice of Alabamians
- Resonate with the people who live, work, and play in
- Alabama
- Represent the specific contextual variables of Alabama



# What can one do for the Alabama OTF?



- **Assist with meeting the following OTF Goals:**
  - **Goal One: Increase strategic partnerships that can increase capacity to address obesity in Alabama**
  - **Goal Two: Increase obesity prevention work in the state (through the promotion of PA) in all identified sectors to include every individual**
  - **Goal Four: Elevate Programs/partners that can promote healthy lifestyles**
  - **Goal Five: Advocate for policy changes that impact healthy lifestyles**

# You already have a great start!

- The interested group to coordinate this initiative – AOTF
  - Representing a number of stakeholder organizations, agencies, sectors across the state
- Physical Activity initiatives already in place
  - Get Moving Alabama
    - A public awareness campaign
  - The 2016 Summit
  - 2016 Alabama Employee Health and Fitness Walk
  - Alabama Senior Olympics
  - Many more



# The U.S. National Physical Activity Plan

**Overarching Priorities**

**Strategies**

**Tactics**

*Released April 2016*



**NATIONAL**  
**Physical Activity Plan**



# What is The U.S. National Physical Activity Plan?

A comprehensive strategic plan for increasing physical activity in all segments of the U.S. population.

Developed by the  
National Physical  
Activity Plan  
Alliance

Comprised of  
overarching  
priorities,  
strategies, and  
tactics

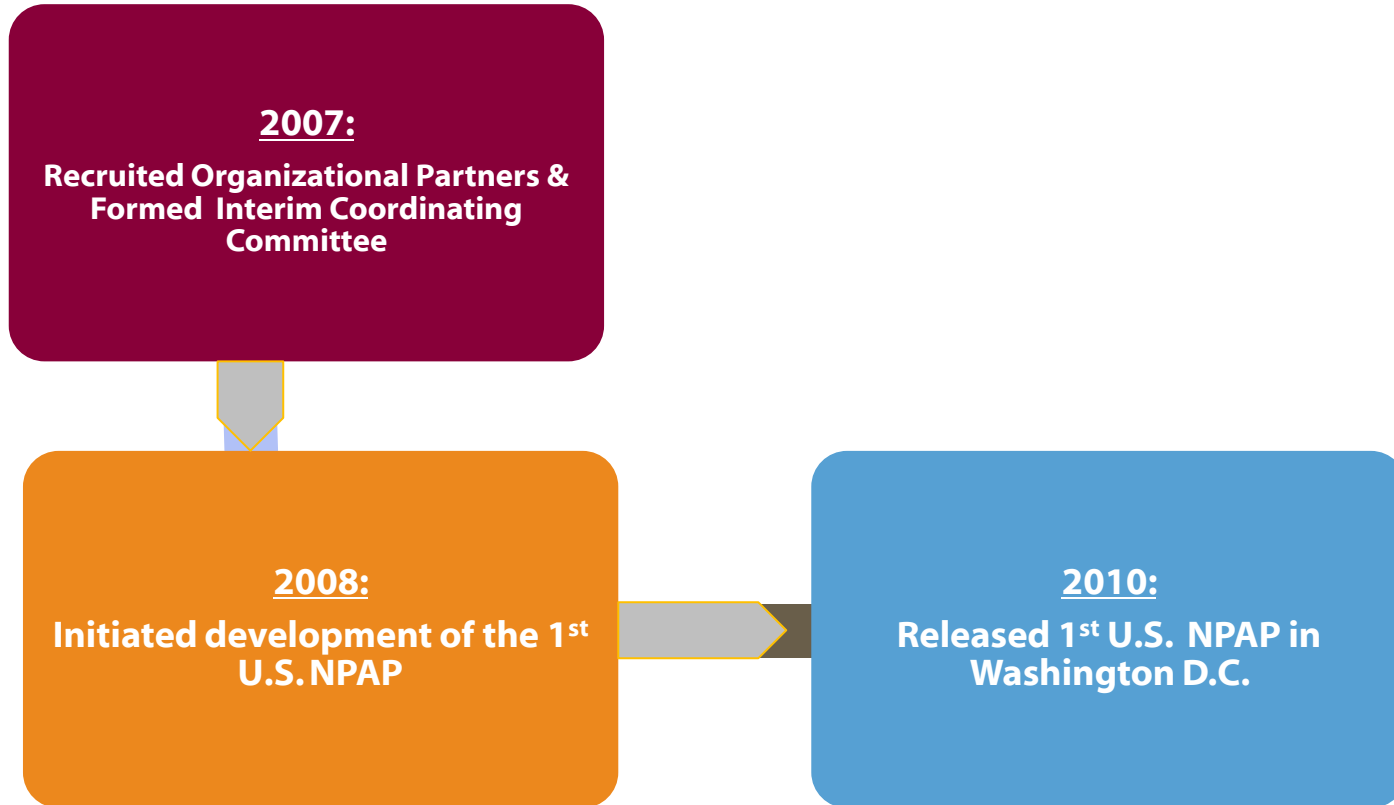


# Organizational Development

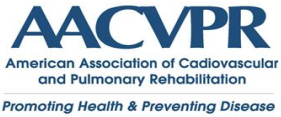
- CDC funding to initiate project (9/2007)
- Formation of interim Coordinating Committee
- Identify & Recruit Organizational Partners
- Establish Coalition as Public-Private Partnership



# How Was it Developed?



# Organizational Partners



# Organizational Development

- Informal coalition of organizations transitioned to a formal non-profit organization – The NPAP Alliance (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.

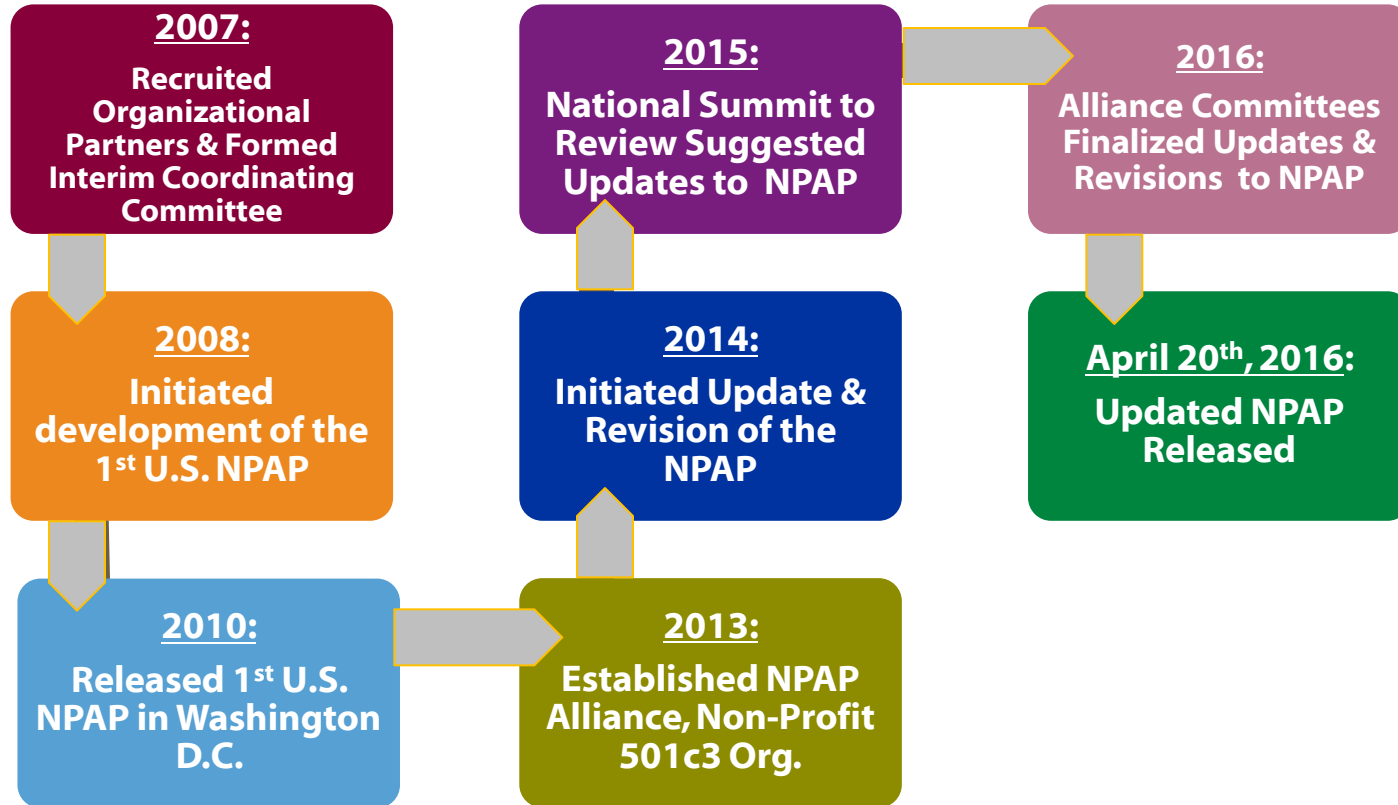


# Initiated NPAP Revision - 2014

- Established Sector Expert Panels
- Established the NPAP Revision Committee
- Added a Diversity Committee
- Held a National Summit



# How Was it Developed?



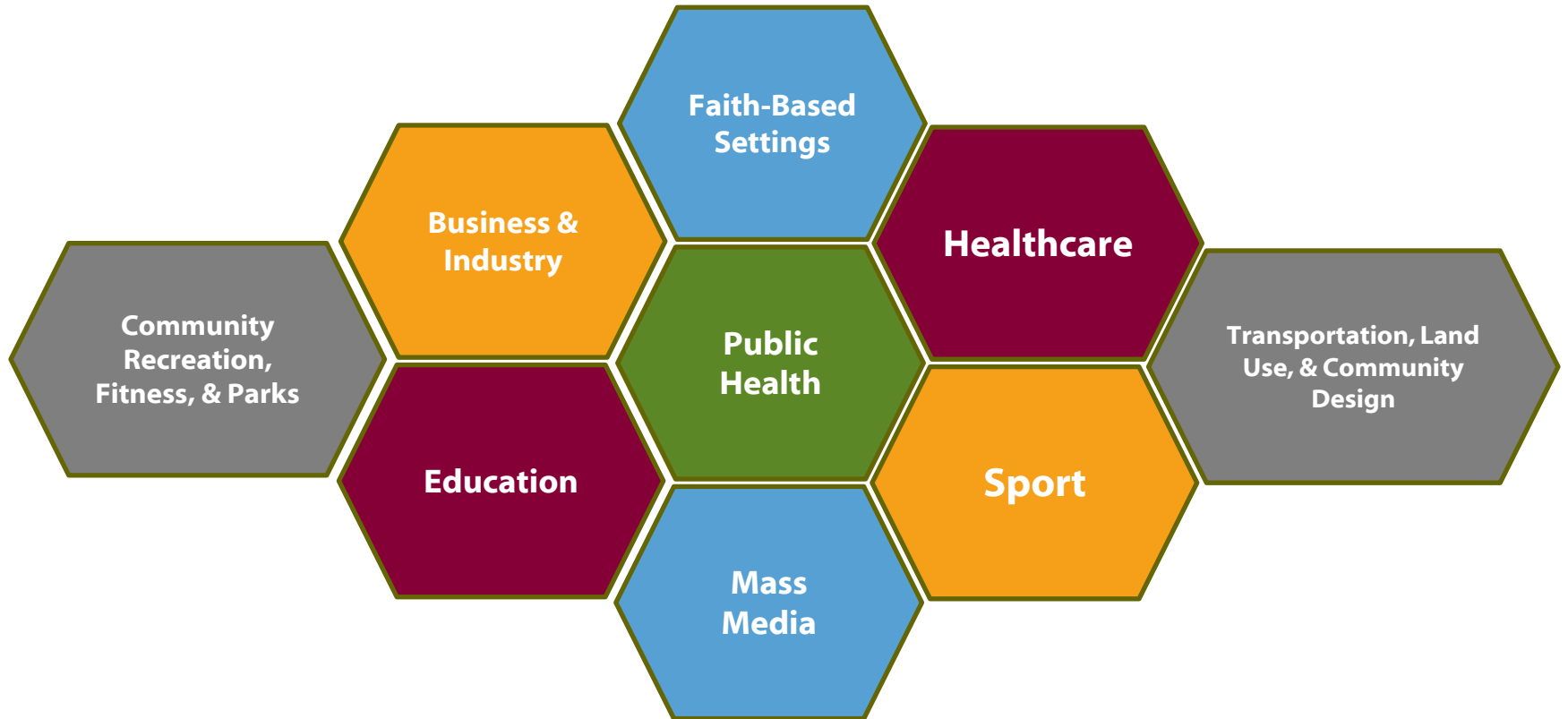
# Changes from the NPAP 2010 to 2016

- Two new sectors
  - Faith-Based
  - Sport
- Major updates to Strategies and Tactics
- Objectives, Metrics, Action Steps





# 9 Societal Sectors



# Overarching Priorities

**Establish Federal  
Office of Physical  
Activity and Health**

**Establish a  
Comprehensive  
Surveillance  
System**

**Develop and  
Disseminate a  
National Physical  
Activity Report  
Card**

**Promote Physical  
Activity Policy  
Development**

**Launch a National  
Physical Activity  
Campaign**

**Support  
Development of  
State and Local  
Physical Activity  
Plans**

**Advocate for  
Increased Funding  
for Physical Activity  
Initiatives**

# Content of the Plan

- Sector-specific Strategies and Tactics
  - 50 Strategies
  - 264 Tactics



## NPAP SOCIETAL SECTORS:

# Business and Industry

Healthy people are an asset to successful business endeavors. Business can play an important leadership role in creating, coordinating, supporting, and sustaining public-private partnerships and strategies that promote physical activity.

The total annual national healthcare expenditure is ~\$3 trillion

~80% of healthcare costs are associated with non-communicable diseases

Business benefits from public health programs that reduce costly health risks

Lack of physical activity is associated with reduced worker performance



## NPAP SOCIETAL SECTORS:

# Business and Industry

## STRATEGIES

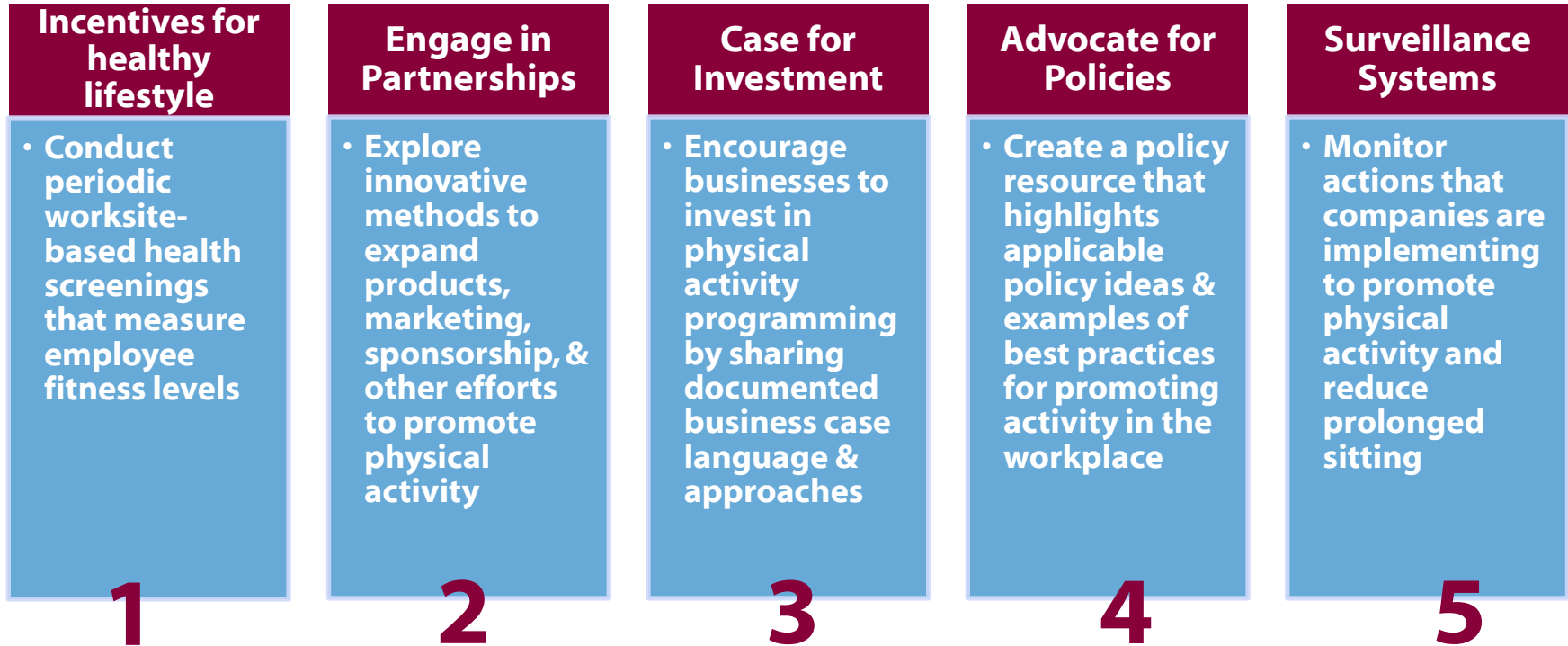


- 1** Provide opportunities & incentives for employees to adopt a healthy lifestyle
- 2** Engage in partnerships to promote activity within the workplace, & extend to local communities & geographic regions
- 3** Create & widely disseminate a business case for investment in physical activity promotion
- 4** Develop & advocate for policies that promote physical activity in workplace settings
- 5** Support the development of surveillance systems that monitor physical activity and activity promotion efforts in workplaces

## NPAP SOCIETAL SECTORS:

# Business and Industry

## EXAMPLE tactic for each strategy



## NPAP SOCIETAL SECTORS:

# Community Recreation, Fitness, and Parks

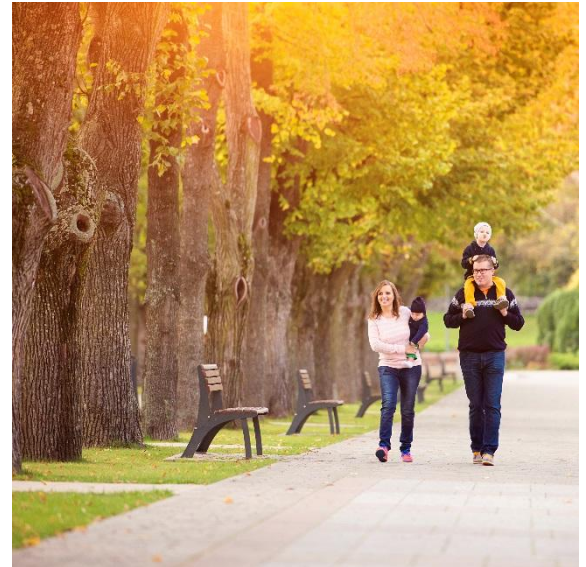
This sector can help everyone incorporate enjoyable and meaningful leisure-time physical activity into their daily lives through strategies to provide better access to, and education about, available parks and recreation resources.

This sector manages more than 108,000 outdoor & 65,000 indoor facilities

30% of U.S. adults engage in physical activity at a park compared to 21% at an indoor gym

In 2015, 3 out of 10 U.S. adults participated in community programs & 7 out of 10 used a local park

Partnerships with other sectors can help to promote enhanced physical activity through increased use of community facilities, programs & services



## NPAP SOCIETAL SECTORS:

# Community Recreation, Fitness, and Parks

## STRATEGIES



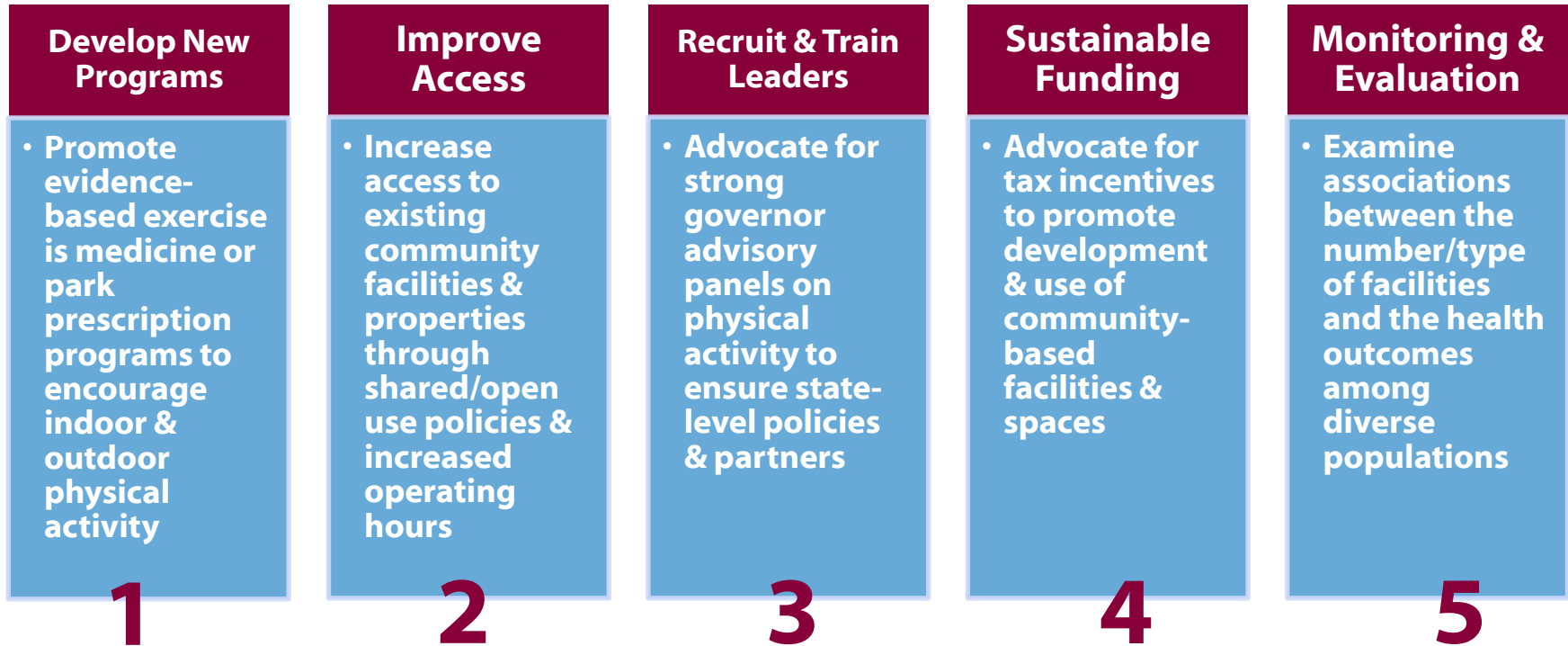
- 1** Develop community recreation, fitness, & park programs to provide physical activity for diverse users or all ages and abilities
- 2** Improve availability of and access to safe, clean, & affordable community resources
- 3** Recruit, train, & retain a diverse group of leaders to advocate for physical activity in their community
- 4** Advocate for increased & sustainable funding to create new - or enhance existing - facilities & services in areas of high need
- 5** Improve monitoring & evaluation of participation in community-based physical activity programs to gauge effectiveness



## NPAP SOCIETAL SECTORS:

# Community Recreation, Fitness, and Parks

## EXAMPLE tactic for each strategy



## NPAP SOCIETAL SECTORS:

# Education

School-based personnel and education decision makers can significantly affect the development and delivery of physical education and physical activity programs. This sector has the potential to support high-quality program delivery from early childhood through post-secondary education.

Approximately 50 million individuals are enrolled in K-12 programs

Education settings have the opportunity to affect 25% of the population



## NPAP SOCIETAL SECTORS:

# Education

# STRATEGIES



- 1** Adopt policies that support implementation of Comprehensive School Physical Activity Program
- 2** Provide high-quality physical education programs
- 3** Afterschool, holiday, & vacation programs should adopt policies & practices to support activity
- 4** Adopt standards for childcare & early education to ensure children ages 0-5 are physically active
- 5** Provide college students & employees with opportunities & incentives to engage in active lifestyles
- 6** Provide pre-service & in-service professional development training programs to deliver programs
- 7** Develop & advocate for policies that promote physical activity among all students

## NPAP SOCIETAL SECTORS:

# Education

## EXAMPLE tactic for each strategy

<b>Comprehensive School Physical Activity Program</b>	<b>Physical Education</b>	<b>Afterschool &amp; Holiday Programs</b>	<b>Childcare &amp; Early Education</b>	<b>Colleges &amp; Universities</b>	<b>Pre-Service &amp; In-Service Training</b>	<b>Policies for All Students</b>
<ul style="list-style-type: none"><li>• Disseminate best practices that exemplify effective adoption of the model</li></ul>	<ul style="list-style-type: none"><li>• Provide daily physical education for students in grades K-12</li></ul>	<ul style="list-style-type: none"><li>• Adopt standards ensuring that children in afterschool, holiday, &amp; vacation programs engage in physical activity for 60 minutes per full-day or 30 minutes per half-day of participation</li></ul>	<ul style="list-style-type: none"><li>• Provide professional development at the state, district, &amp; school levels to ensure effective implementation of physical activity standards</li></ul>	<ul style="list-style-type: none"><li>• Design walkable campuses that promote safe &amp; accessible active transportation options for students &amp; staff</li></ul>	<ul style="list-style-type: none"><li>• Prepare physical education teachers to assume the role of school physical activity director</li></ul>	<ul style="list-style-type: none"><li>• Support adoption of policies requiring that students at all levels be given physical activity breaks during the school day</li></ul>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>

## NPAP SOCIETAL SECTORS:

# Faith-Based Settings

Faith-based organizations promote community service, outreach, and volunteerism. This inclusive mission, combined with broad reach across diverse communities, makes religious congregations well-positioned to play an important role in public health programs that aim to promote physical activity.

76.5% of  
Americans report a  
religious affiliation

Religious affiliation  
is higher in older  
generations & in  
the South

The United States  
has an estimated  
350,000 religious  
congregations



## NPAP SOCIETAL SECTORS:

# Faith-Based Settings

## STRATEGIES



- 1** Identify effective applications of their health ministries to promote activity
- 2** Establish partnerships to promote physical activity in a manner that is consistent with own values, beliefs, and practices
- 3** Institutionalize physical activity promotion programs for employees
- 4** Develop marketing materials for faith community leaders to enhance their perceived value of physical activity
- 5** Partner with public health organizations to deliver physical activity programs that are tailored for and accessible to diverse groups
- 6** Maintain an electronic resource to access evidence-based best practices for physical activity promotion in this setting

## NPAP SOCIETAL SECTORS:

# Faith-Based Settings

## EXAMPLE tactic for each strategy



## NPAP SOCIETAL SECTORS:

# Healthcare

Advances in the education of all healthcare professionals and primary care providers to support physical activity assessment and counseling is imperative, along with efforts to encourage healthcare providers themselves to be active role models for their patients, their families, and their communities.

The average U.S. adult sees a primary care provider 2.8 times per year

Patients report receiving physical activity counseling in only 32% of clinical office visits

Programs like Exercise Is Medicine® aim to enhance the promotion of physical activity

A few healthcare systems have started to integrate exercise vital signs into electronic health records





## NPAP SOCIETAL SECTORS:

# Healthcare

## STRATEGIES



- 1** Increase the priority of physical activity assessment, advice, and promotion
- 2** Establish the spectrum of physical inactivity to insufficient physical activity, and insufficient physical activity to recommended physical activity, as a treatable and preventable condition with profound health and cost implications
- 3** Partner with other sectors to promote access to evidence-based physical activity-related services and to reduce health disparities
- 4** Include basic physical activity education in the training of all healthcare professionals

## NPAP SOCIETAL SECTORS:

# Healthcare

## EXAMPLE tactic for each strategy

### Prioritize Physical Activity Assessment

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

1

### Establish the Spectrum of Physical Inactivity as a Treatable Condition

- Embed physical activity promotion in clinical guidelines where sufficient evidence exists for both positive health and cost outcomes

2

### Promote Access to Evidence-Based Services

- Develop partnerships with community-policy groups, government units, and other community organizations to promote safe access to opportunities to walk, bicycle, swim, and play outdoors

3

### Basic Physical Activity Education in Training

- Include physical activity content in licensing exams and in board certification exams for clinicians involved in physical activity promotion

4

## NPAP SOCIETAL SECTORS:

# Mass Media

This sector can increase awareness and/or knowledge, influence attitudes and beliefs, and eventually result in behavior change. It allows stakeholders in the physical activity community to reach key opinion leaders and policy makers to help them make informed decisions as they shape environments and develop new policies.

Well-designed mass media campaigns can result in increased activity levels & walking behavior

Individually-adapted behavior change programs have been shown to increase physical activity

Mass Media is a powerful avenue to inform, educate, & motivate

Media campaigns are effective as part of broad multicomponent interventions



## NPAP SOCIETAL SECTORS:

# Mass Media

## STRATEGIES



**1** Launch a national physical activity campaign to educate individuals about effective behavior change strategies

**2** Develop mass communication messages and a standardized brand for promoting physical activity consistent with current federal guidelines

**3** Inform mass media about the effects of physical activity on health and effective strategies for increasing physical activity at the individual and community levels

**4** Optimize application of social media and emerging technologies in media campaigns to promote physical activity

## NPAP SOCIETAL SECTORS:

# Mass Media

## EXAMPLE tactic for each strategy

### Launch a Collaborative National Physical Activity Campaign

- Identify and test evidence-based media messages and campaign strategies with the greatest reach and likelihood of influencing population physical activity levels

1

### Standardized and Consistent Messaging

- Engage public health agencies and key stakeholders at all levels and sectors in developing a “brand” for promoting physical activity

2

### Inform about the Health-Related Effects of Physical Activity

- Educate media professionals about the documented effects of physical activity on prevention and treatment of obesity and non-communicable diseases

3

### Optimize Social Media & Emerging Technologies

- Support public health agencies and key stakeholders at all levels to incorporate social media techniques in promotion programs

4

## NPAP SOCIETAL SECTORS:

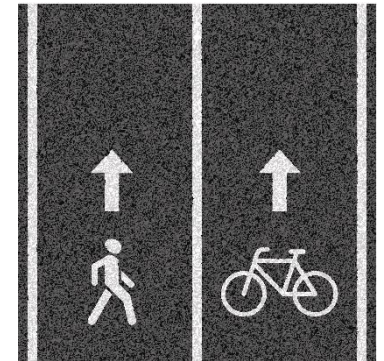
# Public Health

As evidence linking physical activity to the reduction of chronic disease risk grows, public health organizations are increasingly focusing on programs and initiatives to promote physical activity. This sector consists of...

- Governmental organizations
- Public health agencies
- Federal/state/local health departments
- Advocacy groups
- Institutions of higher education
- Professional societies
- Non-profit organizations
- Think tanks

Public health promotes, protects, and maintains health and prevents disease at the population level

Policies targeting enhanced infrastructure for walking are commonly implemented



## NPAP SOCIETAL SECTORS:

# Public Health

## STRATEGIES



- 1** Develop and maintain a workforce with expertise in physical activity and health that has ethnic, cultural, and gender diversity
- 2** Create, maintain, and leverage partnerships and coalitions that implement evidence-based strategies to promote physical activity
- 3** Non-profits should engage in policy development and advocacy to elevate the priority of physical activity in public health practice, policy, and research
- 4** Expand monitoring of policy and environmental determinants of physical activity and the implementation of public health approaches to promote active lifestyles
- 5** Disseminate tools and resources important for promoting physical activity
- 6** Invest in physical activity at a level equivalent to its impact on disease prevention and health promotion

## NPAP SOCIETAL SECTORS:

# Public Health

## EXAMPLE tactic for each strategy

### Develop a Culturally Diverse Workforce

- Expand recruitment, outreach, and training efforts to engage students of diverse racial, ethnic and cultural backgrounds, and those at particular risk of physical inactivity

1

### Leverage Partnerships

- Increase networking and collaboration between practitioners, researchers, community-based organizations, and advocates

2

### Prioritize Physical Activity

- Use the most current version of the federal *Physical Activity Guidelines* and related documents as foundation for advocacy and policy development

3

### Expand Monitoring of Policy & Implementation

- Identify a common set of measures that can be applied across diverse populations to track progress in physical activity promotion

4

### Tools & Resources

- Support expansion of culturally-salient tools that build upon community assets to promote physical activity across all population groups

5

### Invest in Physical Activity

- Fund professional societies, schools of public health, and other academic settings to develop tools and resources for policymakers and practitioners

6



## NPAP SOCIETAL SECTORS:

# Sport

Sports play a unique and profound role in American society. They promote overall health and provide specific health benefits. Sports can also advance health equity, support child development, assist academic achievement, stimulate economic growth, and make a cultural impact.

More than 200 million youth & adults participate in some form of sports

73% of all adults in the United States played sports in their youth

76% of parents who have children in middle or high school encourage them to play sports

For adults who play sports, a majority report gains in stress reduction, mental health, and physical health



## NPAP SOCIETAL SECTORS:

# Sport

## STRATEGIES



- 1** Establish a national policy that emphasizes the importance of sports as a vehicle for promoting and sustaining a physically active population
- 2** Establish an entity to serve as a central resource to unify and strengthen stakeholders
- 3** Expand access to recreational spaces and quality sports programming while focusing on eliminating disparities
- 4** Adopt policies and practices that promote activity, health, participant growth, and competency in physical activity literacy
- 5** Ensure that sports programs are conducted in a manner that minimizes risk of sports-related injuries
- 6** Develop and implement a comprehensive surveillance system for monitoring sports participation
- 7** Create safe and inclusive environments for sports participation
- 8** Use advances in technology to enhance the quality of the sport experience

## NPAP SOCIETAL SECTORS:

# Sport

## EXAMPLE tactic for each strategy

A National Policy	A Central Resource	Expand Access	Adopt Policies for Growth	Minimize Risk & Injuries	Surveillance System	Safe & Inclusive Environments	Use Technology
<ul style="list-style-type: none"><li>• Build support for a national policy by increasing awareness of the importance among all sectors</li></ul>	<ul style="list-style-type: none"><li>• Develop a funding mechanism for an entity that serves as a central resource for stakeholders in the sport sector</li></ul>	<ul style="list-style-type: none"><li>• Incorporate sports activities into before- and after-school programs</li></ul>	<ul style="list-style-type: none"><li>• Establish pricing models and sport season timelines that encourage multi-sport access</li></ul>	<ul style="list-style-type: none"><li>• Educate parents, athletes, coaches, teachers, and others about the signs and symptoms of injuries and conditions</li></ul>	<ul style="list-style-type: none"><li>• Establish a comprehensive surveillance collaborative that will help to improve sport programs at all levels</li></ul>	<ul style="list-style-type: none"><li>• Align coaching curricula with best practices</li></ul>	<ul style="list-style-type: none"><li>• Use technology innovation to promote physical activity to spectators and fans of sports at events</li></ul>
1	2	3	4	5	6	7	8

## NPAP SOCIETAL SECTORS:

# Transportation, Land Use and Community Design

We must be intentional in the design and development of our communities to make it easier for people to be active on a daily basis. Equitable design of communities and transportation systems can make walking and biking both safe and enjoyable.

Most people would like to live in places where amenities are within walking distance

More than 600 local & state ordinances for Complete Streets guidelines have been adopted

Locals are passing ballot measures to increase funds for transit investment & connectivity

41% of all trips taken in the U.S. are three miles or less

Changes to improve access & support active transportation requires multi-sectoral partnerships



## NPAP SOCIETAL SECTORS:

# Transportation, Land Use and Community Design

## STRATEGIES



- 1** Integrate active design principles into land-use, transportation, community, and economic development planning processes
- 2** Change zoning laws to require or favor mixed-use developments that place common destinations within walking and bicycling distance of most residents and incorporate designated open space suitable for physical activity
- 3** Advocate for funding and policies that increase active transportation and physical activity through greater investment in bicycle and pedestrian infrastructure and transit
- 4** Invest in and institutionalize the collection of data to inform policy and to measure the impacts of active transportation on physical activity, population health, & health equity
- 5** Implement initiatives to encourage, reward, and require more walking, bicycling, and transit use for routine transportation

## NPAP SOCIETAL SECTORS:

# Transportation, Land Use and Community Design

## EXAMPLE tactic for each strategy

### Active Design Principles

- Establish parking policies that encourage & support active living & active transport

1

### Mixed-Use

- Encourage state governments to provide incentives for local jurisdictions to adopt mixed-use zoning laws

2

### Funding for Active Transit

- Reform transportation spending at all levels to tie it to larger goals for health, safety, & the environment rather than only traffic volumes & speeds

3

### Data Collection

- Improve & expand existing data collection sources to assess active transportation patterns & trends

4

### Implement Incentives

- Promote & expand existing Bicycle-Friendly & Walk-Friendly Community, Campus, & Business award programs

5

# In Summary...



## OVERARCHING PRIORITIES

Federal Office of  
Physical Activity  
and Health

Comprehensive  
Surveillance  
System

National Physical  
Activity Report  
Card

Physical Activity  
Policy  
Development

National Physical  
Activity Campaign

State and Local  
Physical Activity  
Action Plans

Increased Funding  
for Physical  
Activity Initiatives

## Strategies and Tactics for 9 Societal Sectors

**Business &  
Industry**

**Community  
Recreation,  
Fitness & Parks**

**Education**

**Faith-Based  
Settings**

**Healthcare**

**Mass Media**

**Public Health**

**Sport**

**Transportation,  
Land Use &  
Community  
Design**

