

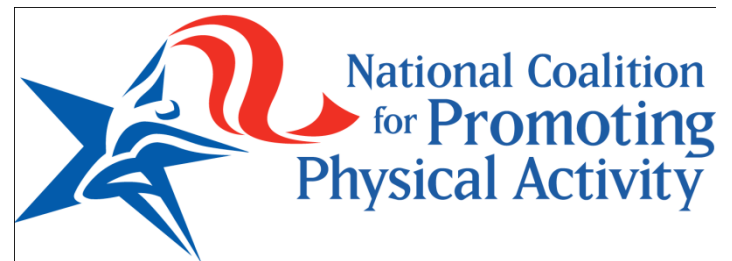
Improving Physical Activity Choices for All Americans

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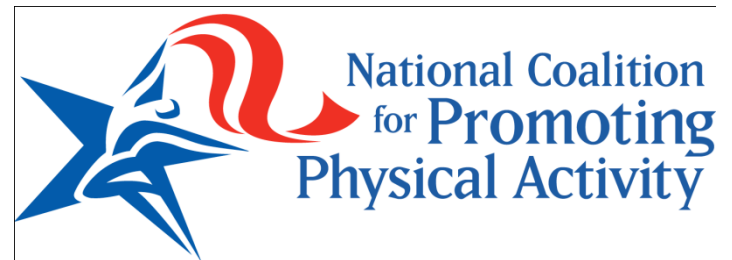


The US National Physical Activity Plan

**-A Call to Action-
Released May 3, 2010**

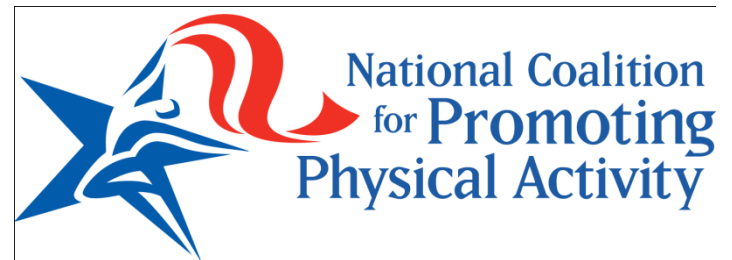
Background

- Response to the National Physical Activity Guidelines (October 2008)
- Initiated by Centers for Disease Control as a public private call to action
- Development led by the Prevention Research Center at the University of South Carolina



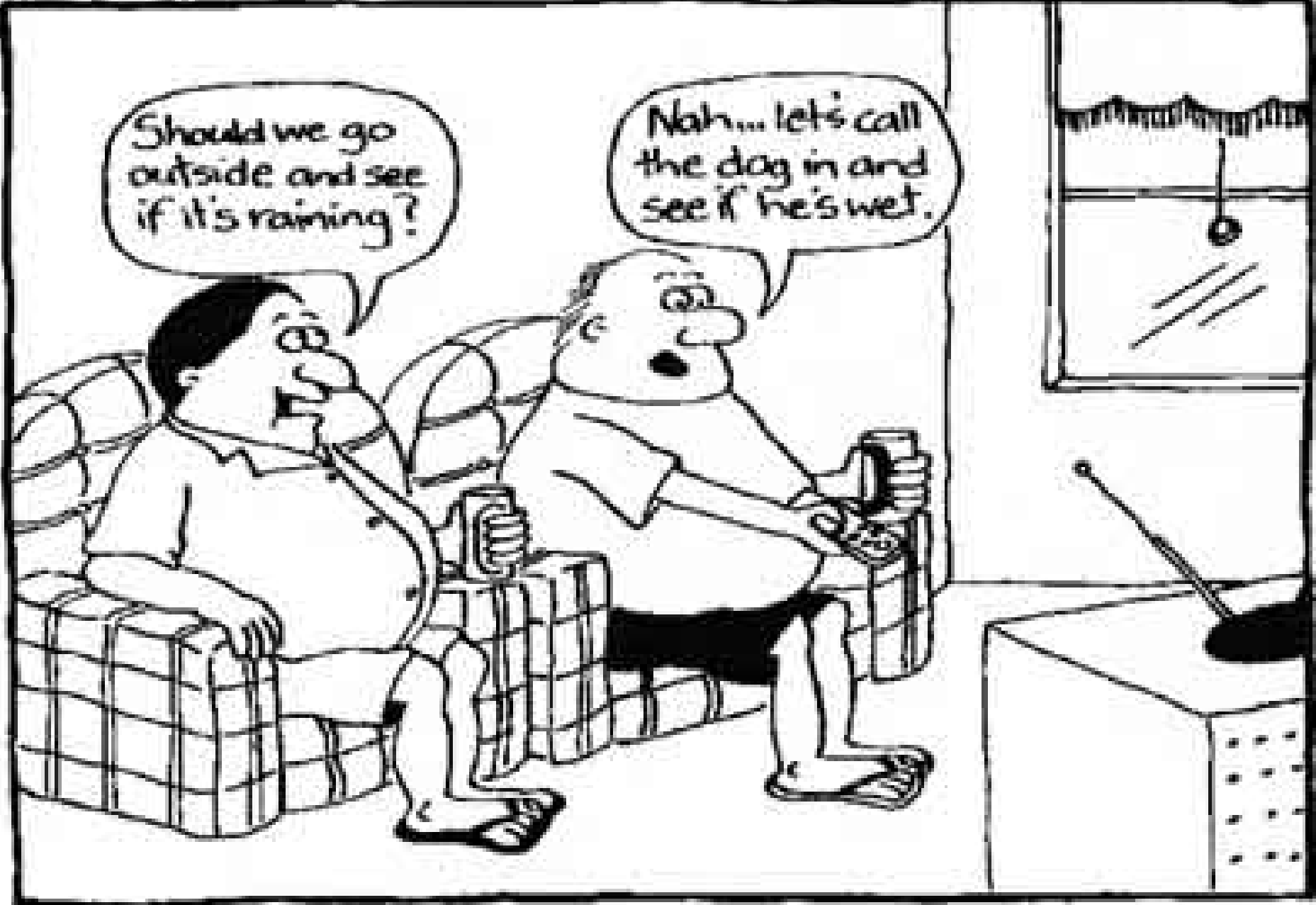
Background

- Written by public and private organizations throughout the country
- Offers first comprehensive framework for a broad national effort to increase physical activity throughout the population
- Unique from other initiatives with a focus on improving policies and practices to make it easy to be active



We will not create a substantial improvement in physical activity without all facets of American culture unifying behind a single plan.

-National Physical Activity Plan



Should we go outside and see if it's raining?

Nah... let's call the dog in and see if he's wet.

TYPICAL DISCOURSE BETWEEN MEMBERS OF THE HUMAN ENERGY CONSERVATION SOCIETY.

Sectors of Influence

- Public Health
- Education
- Transportation & Community Planning
- Health Care
- Mass Media
- Parks, Recreation & Fitness
- Business & Industry
- Non-profit & Volunteer Organizations

Strategies

- Each sector sets forth changes in policies and practices that will influence physical activity behaviors
- Strategies are to be written to be achieved within 5 years

Sample Strategies

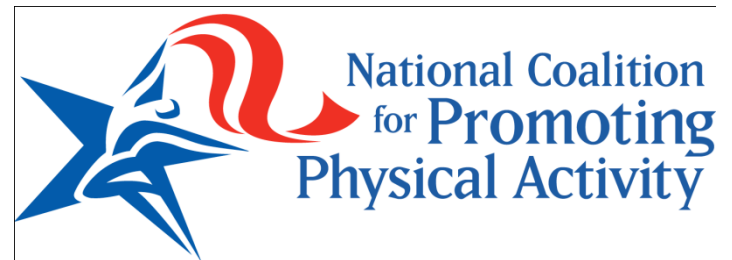
- Education: Develop and implement policies requiring school accountability for quality and quantity of physical education and physical activity
- Health Care: Make physical activity a patient “vital sign” that all health care providers assess and discuss with patients
- Transportation/Planning: Local, state, and federal agencies will use routine performance measures and set benchmarks for active travel (walking, biking, public transit)
- Recreation: Enhance the existing parks and recreation infrastructure with effective policy and environmental changes to promote physical activity.
- Business/Industry: Identify and disseminate best practice models for physical activity in the work place

Target Audiences

- Primary Audience
 - National, State, Local Policy Leaders
 - Organizational Decision Makers
- Secondary Audiences
 - National, State, Local Organizations to lead and influence implementation of the Plan
 - American public to show support and demand for policy and practice changes

Measures of Success

- National, state, and local organizations have adopted Plan strategies
- The American public supports and demands change for improved physical activity choices
- National, state, and local policy and practices outlined in the Plan are enacted
- An increase in physical activity for all Americans



Plan Implementation

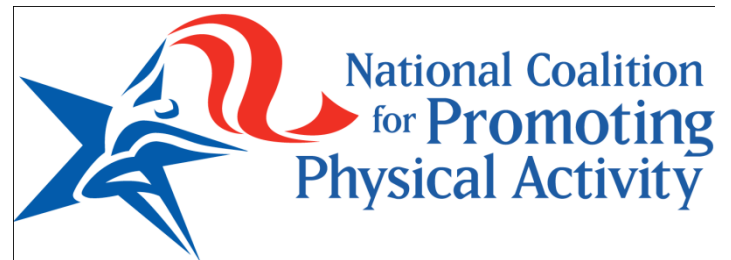
SEE!
THIS IS CALLED
THE OUTDOORS

OH, I'VE SEEN
THIS LEVEL ON MY
VIDEO GAMES

National Coalition for Promoting Physical Activity (NCPPA)

NCPPA is the leading force in the country promoting physical activity and fitness initiatives representing diverse associations, health organizations, and private corporations, advocating for policies that encourage Americans of all ages to become more physically active.

www.ncppa.org



National Physical Activity Plan Implementation Priorities

Phase 1: February – June 2010

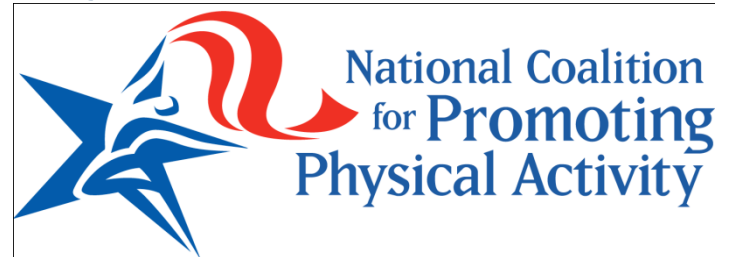
Assemble National Implementation Teams

Phase 2: February 2010- ongoing

Raise funds to sustain central coordination and promotion of the Plan

Phase 3: May 2010 – September 2010

Develop a coordinated and focused National policy agenda based on the Plan



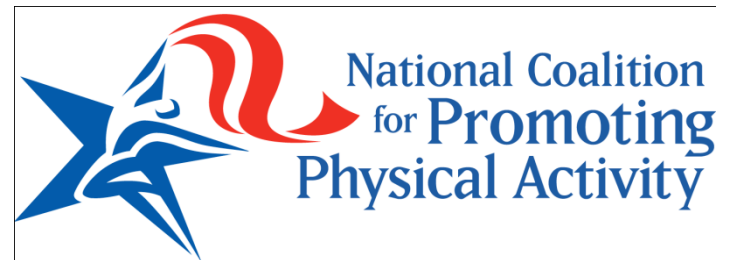
National Physical Activity Plan Implementation Phases

Phase 4: May 2010 – May 2011

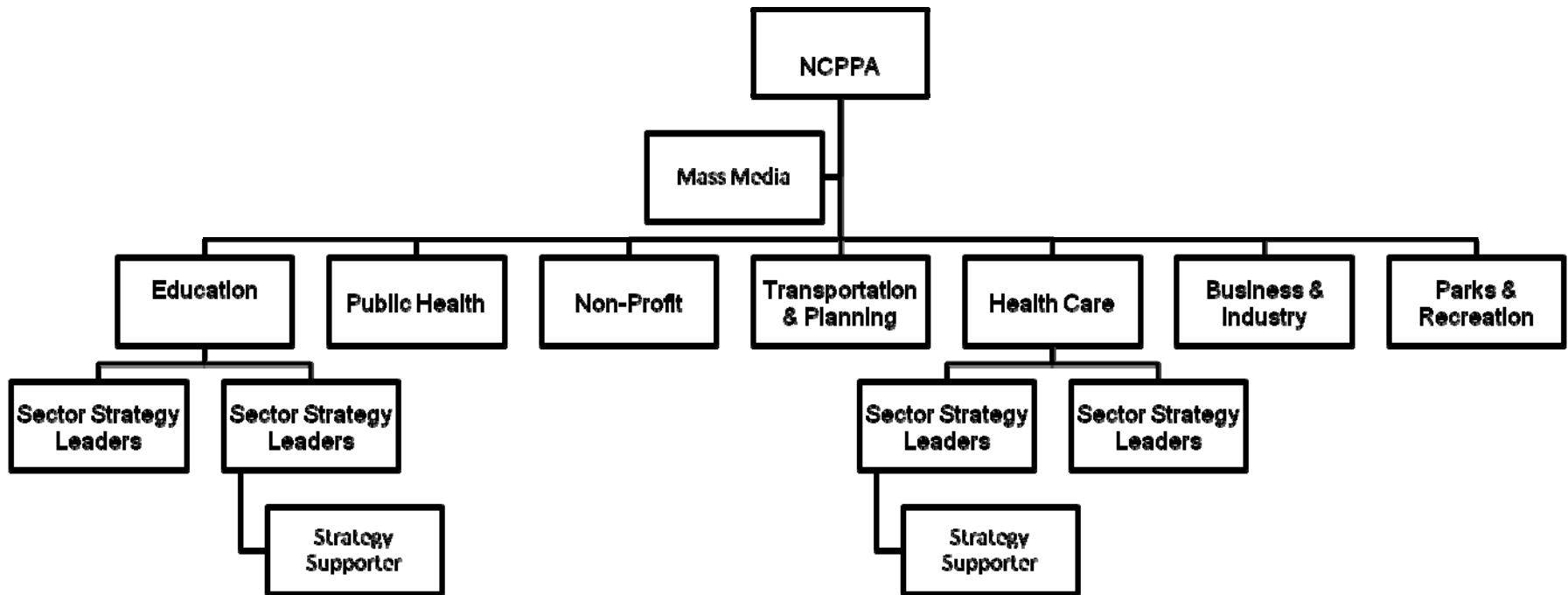
Establish a unified brand and communications plan to generate broad awareness for the Plan's collective efforts to improve physical activity

Phase 5: October 2010- Ongoing

Work through grassroots organizations to provide information, training and resources to implement that Plan at the state and community level



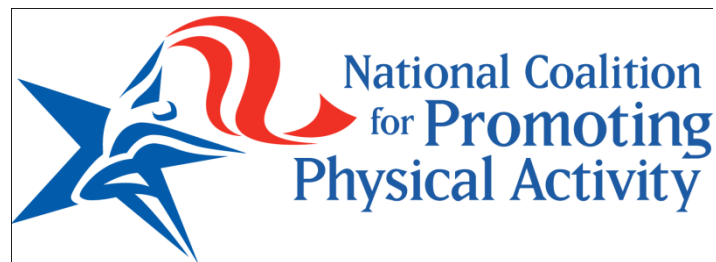
National Leadership Structure



Each sector of influence in the Plan is co-chaired by 2-3 national organizations that convene a focused team of organizations to lead action around each strategy within the Plan.

National Sector Leaders

Public Health:	National Society of Physical Activity and Public Health Practitioners
Education:	National Association of State Boards of Education (NASBE), National Association of Sport and Physical Education (NASPE)
Health Care:	American Medical Association (AMA), American College of Sports Medicine (ACSM)
Business & Industry:	International Health, Racquet & Sports club Association (IHRSA), American Council on Exercise (ACE), American Heart Association (AHA)
Transportation:	Transportation for America (T4America) Nemours Foundation
Media:	Coordinated centrally through NCPPA
Parks, Recreation, Fitness, & Sport:	YMCA of the USA National Recreation Park Society (NRPA) National Academy of Sports Medicine
Non-profit & Volunteer:	American Cancer Society (ACS) AARP

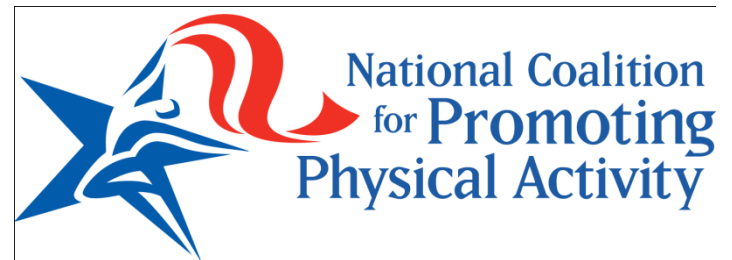


What you can do today...

- Read the Plan at <http://www.physicalactivityplan.org/>
- Sign-on at the “**GET INVOLVED**” button to stay informed about national implementation efforts

What you can do today...

- Reference the Plan to increase support for existing efforts aligned with strategies
- Use the Plan to inform future priorities and decision making
- Share the Plan with diverse sectors to encourage participation in collaborative efforts



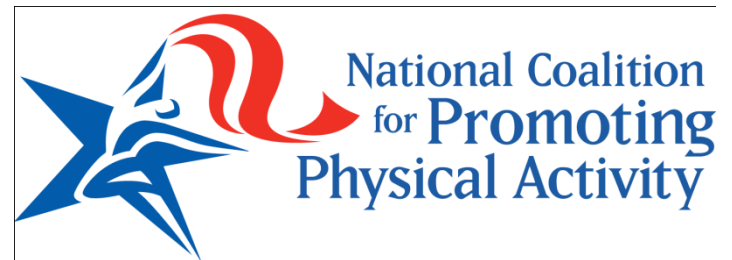
- Get Involved
- Sign Up
- Implement change

<http://www.ncppa.org/resources/plans/getinvolved/>

What to expect next...

Fall 2010

- National Implementation Plan and Policy Agenda (Fall 2010)
- Shared social cause brand
- Implementation website
- Webinar to promote early implementation efforts (above)





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