



NATIONAL Physical Activity Plan

A Cross Sector Initiative to get America Moving

We know that incorporating movement into our daily lives is a key to staying healthy. The National Physical Activity Guidelines recommend that youth accumulate 60 minutes of physical activity into each day – 30 minutes for adults – yet up until now, this has been a concept easier said than done.

Help is now on the horizon to get and keep Americans moving.

The National Physical Activity Plan, is the culmination of a strategic alliance of scientific, academic, medical and fitness

organizations in America. The new National Physical Activity Plan (**The Plan**) provides a roadmap to get America moving. It addresses all the behavioral, policy, educational, medical and physical infrastructure issues that affect how and why so many Americans are not moving. It unites professionals across sectors – in medicine and public health, transportation and urban planning, business, education and recreation – in a massive effort to unite and solve the problem.

The Plan maps out a vision for a better America - with more sidewalks, green spaces, trails and pathways for walkers and bicyclists - where doctors have clear, consistent messages that inspire, educate and change the behavior of their patients - where schools offer more opportunities for kids to move and play as well as incorporate structured physical fitness time. And most importantly, the Plan outlines clear strategies to get us there.





Business & Industry

- Opportunities to be physically active are part of the work place.
- Employer sponsored physical activity programs are provided to all working Americans.



Media

- A branded cause campaign for improved physical activity choices serves as a unifying voice for change at the national, state, & local level.



Non-profit

- Non-profit members, volunteers, & constituents advocate for policies that support physical activity choices in communities.



Parks, Recreation, Fitness, & Sport

- Safe, affordable, & accessible physical activity opportunities are available to all people where they work, learn, live, play, & worship.
- Professional, amateur, & college athletics programs increase physical activity opportunities for communities.
- Open spaces & recreation areas are protected & maintained throughout the US.



Education

- Early childhood facilities & K-12 schools provide comprehensive physical activity programs that offer before, during, & afterschool opportunities for daily physical activity.
- Schools report on accountability measures for the quality & quantity of physical education & physical activity programs.
- School & community partnerships (e.g. sharing facilities) will expand physical activity choices for youth & families



Transportation & Community Planning

- Active modes of travel (walking, biking, transit) & health impacts are part of all transportation & community planning at the national, state, & local level.
- Employers receive financial incentives to encourage active travel for employees.
- Schools are located in neighbor-hoods where youth & families can walk to school.



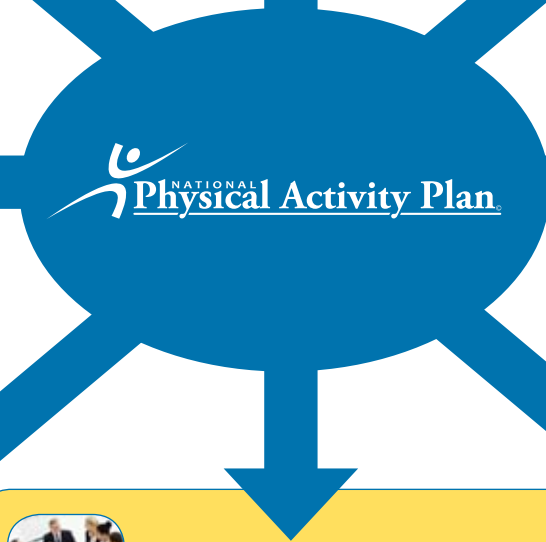
Public Health

- A public health workforce trained to lead policy & practices that support physical activity for states & communities.
- Broad partnerships between public health, transportation, recreation, education, business, media, non-profits & more work together to improve physical activity choices for communities.



Health Care

- Physical activity is a patient vital sign at healthcare visits.
- Physical inactivity is a treatable/preventable condition.
- Health care professionals advocate for improved physical activity choices for their schools & communities.



Now is the Moment

A national plan to get America moving is an idea whose time has come.

The notion that the nation needs to be more physically active is not new. Myriad individuals, professional organizations and even communities have long been working toward the same goal. Yet, despite all we know, Americans have not managed to significantly increase their levels of physical activity. What do we think is different now?

Power of Collaboration

Never before has the urgency of physical inactivity and its complications been so widely reported. The rise in awareness – along with a better understanding of what interventions works and how to apply them – has provided the momentum for The Plan.

Initiated by the Centers for Disease Control and Prevention in 2008 after the release of the National Physical Activity Guidelines, the Plan has secured an unprecedented level of cooperation across eight sectors.

- Public Health

- Health Care
- Education
- Business & Industry
- Media
- Parks, Fitness, Recreation, & Sport
- Non-profit
- Transportation & Community Planning

National organizations encompassing the eight sectors helped to craft the plan and will be closely involved with its implementation. Their ranks include many well known groups – the American Cancer Society, the American College of Sports Medicine, and the YMCA of America, to name a few – as well as prominent universities such as Stanford, the University of South Carolina, and the University of California, Los Angeles.

These organizational leaders were part of a national team that sorted through scientific evidence and examined barriers to action with their sphere of influence to define actionable strategies and clear measures of success designed to be achieved within the next five years. The result is an evidence-



based, holistic set of solutions to a pervasive problem aimed at addressing national, state, and local policy leaders and decision makers that include the organizations that will serve as the Plan's leaders and implementers.

Central Coordination, National Reach, Local Presence

The National Coalition for Promoting Physical Activity (NCPA) will provide central direction for the Plan as it is implemented in local communities across the United States. NCPA is the nation's leading voice for physical activity and promoter of fitness initiatives, composed of a diverse blend of associations, health organizations, and private corporations all advocating for policies that encourage Americans toward a more active lifestyle. NCPA, the only national convener for physical activity across sectors, will ensure participation from all stakeholders and include of strategies that reach across age, gender, race, and socio-economic status.

The National Physical Activity Plan will have unprecedented reach. In the aggregate, the reach among the fifteen organizations leading implementation across sectors represents:

- **315** public health officials at every level of government
- **48** state boards of education providing oversight to almost 46 million children
- **1,000,000** certified professionals working in health, education, transportation, fitness, business and the nonprofit world

- More than **390,000,000** consumers... and...
- Over **2.8 billion** media impressions.

The ability to reach such a diverse and distributed network with a prescription for change and simple strategies to achieve it is one of the most powerful components of the National Plan.

Get Involved

We have a plethora of ideas and a strategy for delivering core messages to a broad audience of stakeholders. For example, we know that along with an integrated behavior change communications campaign, we will also need a vigorous advocacy and policy change campaign. Also, given the size of our country, we know we will need to be very strategic in segmenting and targeting our messages to a diverse audience base.

Implementation tools and resources will be introduced over time. To learn more and receive regular updates visit the NCPA website at <http://www.ncppa.org/>

