

NATIONAL PHYSICAL ACTIVITY PLAN

PUBLIC HEALTH SECTOR



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NATIONAL PHYSICAL ACTIVITY PLAN**

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**PHYSICAL
ACTIVITY
ALLIANCE**
MOVE WITH US

WHY PUBLIC HEALTH?

- Public health works to promote, protect, and maintain health and prevent disease at the population level
- Decades of evidence show physical activity helps promote good health and prevent disease



OUR FOCUS

THE PUBLIC HEALTH strategies focus on:

- 1) developing a competent workforce,
- 2) building partnerships,
- 3) developing policy and advocacy efforts,
- 4) improving surveillance and evaluation of programs,
- 5) disseminating tools and resources, and
- 6) funding and resources.

WHO IS INVOLVED WITH THE PUBLIC HEALTH SECTOR?

- governmental organizations, such as public health agencies and federal, state, county, and local health departments
- non-governmental organizations that seek to address public health goals, such as institutions of higher education, professional societies, non-profit organizations, think tanks, and advocacy groups



WHAT DO THEY DO?

- research
- surveillance
- program development and delivery
- evaluation
- training
- advocacy



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, ability, and gender diversity

TACTIC: Promote efforts by CDC, professional societies, and academic institutions to provide training and capacity building in the use, adaptation, and evaluation of evidence-based physical activity promotion strategies.

- Objectives:
 - By 2025, CDC, professional societies, and academic institutions will inventory existing physical activity promotion trainings on implementation, adaptation, and evaluation of physical activity strategies efforts.
 - By 2025, CDC, professional societies, and academic institutions will increase dissemination of these trainings by 20%.
 - By 2025, all providers of trainings will collect and analyze diversity statistics on participants.

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, ability, and gender diversity

Support the creation of a physical activity and health unit in state health departments that functions as part of an integrated and coordinated approach to chronic disease prevention.

- Objectives:
 - By 2025, state health departments in at least 40 states will have a physical activity and health unit.
 - By 2030, all state health departments will have a physical activity and health unit.

STRATEGY 2

Public health agencies should create, maintain, and leverage cross-sectoral partnerships and coalitions that implement evidence-based strategies to promote physical activity.

TACTIC: Examine successful cross-sectoral partnerships to identify and incorporate key elements of success into physical activity initiatives.

Objective:

By 2025, NPAP Public Health committee will develop a common cross-sectoral framework to be used when planning collaborative physical activity initiatives.

STRATEGY 3

Non-profit public health organizations should engage in policy development and advocacy¹ to elevate the priority of physical activity in public health practice, policy, and research.

TACTIC: Advocate for the creation and funding of an Office of Physical Activity and Health within the National Center for Chronic Disease Prevention and Health Promotion at CDC.

Objectives:

- By 2025, create a long- and short-term communication schedule for advocacy for the creation and funding of an Office of Physical Activity and Health within the National Center for Chronic Disease Prevention and Health Promotion at CDC.

STRATEGY 3

Non-profit public health organizations should engage in policy development and advocacy¹ to elevate the priority of physical activity in public health practice, policy, and research.

TACTIC: Engage decision makers in funding research on policy development and evaluation of the effects of existing policies related to physical activity.

Objective:

By 2020, NPAP Public Health committee, in partnership with physical activity practitioner and research organizations, will develop aggregated advocacy information on evidence-based policies related to physical activity to be used in educating policy makers at local, state, and national levels.

STRATEGY 4

Public health agencies should expand monitoring of policy and environmental determinants of physical activity and the levels of physical activity in communities (surveillance), and should monitor implementation of public health approaches to promoting active lifestyles (evaluation).

TACTIC: Identify and promote a common set of measures that can be applied across diverse populations to track progress in physical activity promotion at state and national levels.

- Objectives:
 - By 2025, professional societies with a physical activity focus will identify common measures of physical inactivity, sedentary time, and light activity.
 - By 2030, professional societies with a physical activity focus will implement surveillance plan in partnership with key national, state, and local partners.

STRATEGY 4

Public health agencies should expand monitoring of policy and environmental determinants of physical activity and the levels of physical activity in communities (surveillance), and should monitor implementation of public health approaches to promoting active lifestyles (evaluation).

TACTIC: Develop a national physical activity report card that is informed by evidence and tracks actions taken and progress in reducing burden of disease due to inactivity in the United States. Use the report card to regularly assess and report on progress toward increasing physical activity and reducing physical inactivity.

- Objectives:
 - By 2023, the NPAPA in partnership with key experts will develop a reporting framework and template to document and report key surveillance indicators for physical activity (i.e., a national report card template).
 - By 2025, NPAPA will produce the physical activity report card using data at various levels (e.g., National, State, Local) where available.

STRATEGY 4

Public health agencies should expand monitoring of policy and environmental determinants of physical activity and the levels of physical activity in communities (surveillance), and should monitor implementation of public health approaches to promoting active lifestyles (evaluation).

Tactic: Expand surveillance systems to monitor the status of environmental and policy determinants of physical activity and the disparities in resource availability and utilization.

Objectives:

- By 2025, NPAPA Public Health committee in partnership with key national state and local partners will develop a surveillance plan and timeline to implement surveillance of key environmental and policy determinants of physical activity and disparities in physical activity resource availability and utilization.
- By 2025, NPAP Public Health committee in partnership with key national state and local partners will implement surveillance plan.

- **STRATEGY 5**

- Public health organizations should disseminate tools and resources important to promoting physical activity, including resources that address the burden of disease due to inactivity, the implementation of evidence-based interventions, and funding opportunities for physical activity initiatives.

Tactic: Create repositories and clearinghouses of information on public health practices, tools and resources, including evidence-based and promising physical activity interventions and practices.

- Objectives:
 - By 2025, NPAPA Public Health committee will create a resource checklist with at least 100 resources across all categories (measures, toolkits/programs, policies, experts).
 - By 2027, State Health department websites will include link to resource checklist.

STRATEGY 6

- Public health agencies should invest equitably in physical activity, commensurate with its impact on disease prevention and health promotion.

Tactic: Provide resources in state and local health agencies and programs for physical activity comparable to resources provided for tobacco and nutrition. Provide sustainable funding for state and local health departments so that Physical Activity and Public Health Specialists can create and implement initiatives that promote physical activity.

QUESTIONS?