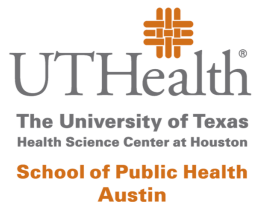


Active Texas 2030: A Plan for Physical Activity as a Public Health Priority

Summer Webinar Series



Texas Department of State Health Services



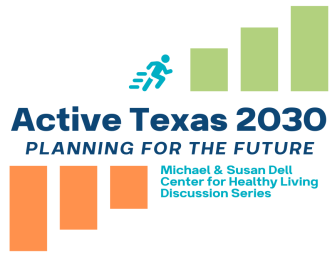
Active Texas 2030

- Public health planning is central to improving population health
- Began in 2008 with birth of Active Texas 2020 – Texas Governor’s Council on Physical Fitness
- Predated US National Physical Activity Plan
- Texas and West Virginia remain only two states with stand-alone physical activity plans.
- Need to update the Texas plan for the future
- Need to bring into alignment with sector-based approach of the National Physical Activity Plan
- Need to include ideas and opinions from stakeholders – All Health is Local

10 Sectors

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





Active Texas 2030 Summer Webinar Series

Active Texas 2030: Business and Industry Sector

August 3, 2022 | 2-3pm

Speaker: Laurie Whitsel/Elizabeth Ablah

[Register today!](#)

Active Texas 2030: Faith-based Sector

August 4, 2022 | 2-3pm

Speaker: Elva Arrendondo

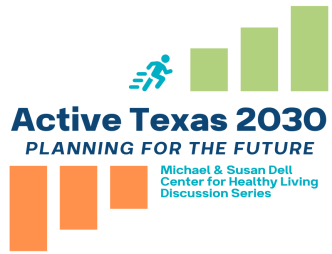
[Register today!](#)

Active Texas 2030: Transportation, Land Use, and Community Design

August 5, 2022 | 1-2pm

Speaker: Melissa Bopp

[Register today!](#)



Active Texas 2030 Summer Webinar Series



WEBEX discussion series

Active Texas 2030: Business & Industry Sector

August 3, 2022
2-3pm CDT

SPEAKER

Laurie P. Whitsel, PhD, FAHA

*Vice President of Policy Research and
Translation, American Heart Association
Senior Advisor, Physical Activity Alliance
American Heart Association*



Active Texas 2030 Summer Webinar Series

- How can state and local public health people work in this space?
- What is the lowest hanging fruit?
- What additional support would help speed up the strategies?
- How does this sector fit into a state physical activity plan (Active Texas 2030)?
- What can community leaders do to include these strategies and tactics at the state and local level?
- Among participants - do you have any examples of barriers or enablers to achieving some of these strategies and tactics?

NATIONAL PHYSICAL ACTIVITY PLAN

BUSINESS AND INDUSTRY SECTOR



Harold W. (Bill) Kohl, III, Ph.D.
Professor of Epidemiology and Kinesiology
University of Texas Health Science Center - Houston
Michael and Susan Dell Center for Healthy Living

University of Texas at Austin
Department of Kinesiology and Health Education

Laurie Whitsel, Ph.D.
Elizabeth Ablah, Ph.D.
Co-Chairs – Business And Industry Sector
NATIONAL PHYSICAL ACTIVITY PLAN

AUGUST 2022

NPAP Business & Industry Sector –

[Business and Industry - PAA \(paamovewithus.org\)](http://paamovewithus.org)

SINCE EMPLOYMENT IS WHERE MOST ADULTS SPEND A MAJORITY OF THEIR TIME THE BUSINESS AND INDUSTRY SECTOR OF THE NPAP OFFERS IMPORTANT STRATEGIES, TACTICS, AND OBJECTIVES TO INCREASE PHYSICAL ACTIVITY AND WELL-BEING ACROSS THE US WORKFORCE

- The health of the U.S. workforce is a major concern for the U.S. business community. The total annual national healthcare expenditure is approximately \$3 trillion, or close to 18% of the Gross Domestic Product (GDP), and a large portion of these costs are borne by employers.
- Approximately 80% of healthcare costs are associated with non-communicable diseases (NCDs), such as obesity, heart disease, and diabetes.
- NCDs reduce workforce productivity when employees are absent due to illness as well as when they are at work but unable to be as efficient or effective as when they are fully healthy.

NPAP BUSINESS & INDUSTRY SECTOR STRATEGIES



The National Physical Activity Plan strategies for the Business and Industry Sector range from those at the individual level to the organizational level and include partnerships with other sectors. They focus on programs, policies, and practices and support the development of surveillance and evaluation activities to monitor physical activity in U.S. workers.

Strategy 1

Businesses should provide employees opportunities and incentives to adopt and maintain a physically active lifestyle.

Strategy 2

Businesses should engage in cross-sectoral partnerships to promote physical activity within the workplace, and such efforts should extend to local communities and geographic regions.

Strategy 3

Professional and scientific societies should create and widely disseminate a concise, powerful, and compelling business case for investment in physical activity promotion.

NPAP BUSINESS & INDUSTRY SECTOR STRATEGIES

Strategy 4

Professional and scientific societies should develop and advocate for policies that promote physical activity in workplace settings.

Strategy 5

Physical activity and public health professionals should support the development and deployment of surveillance systems that monitor physical activity in U.S. workers and physical activity promotion efforts in U.S. workplaces.

Strategy 1 – Tactics

Businesses should provide employees opportunities and incentives to adopt and maintain a physically active lifestyle.



Adopt policies that support implementation of evidence-based programs and initiatives to promote physical activity in the workplace setting (e.g., CDC Healthy Worksite Initiative). (BI-1.1)

Create or enhance access to places for employees to engage in physical activity before, during, and after work hours; combine with informational outreach activities. (BI-1.2)

Design safe and walkable worksite campuses that encourage employees to incorporate physical activity into their daily routines. (BI-1.3)

Promote physical activity across multiple environments within the worksite setting, including the physical, psychosocial and cultural, and socio-economic environments. (BI-1.4)

Conduct periodic worksite-based health screenings that measure physical activity and fitness levels of workers. Include measures of fitness components that are relevant to the job types of the workers. (BI-1.5) **Objective:** By 2020, establish guidance documents, best practices, and norm tables related to onsite screenings for physical activity and physical fitness. (BI-1.5.1)

Provide resources necessary to support physical activity behavior adoption and maintenance among employees, including access to relevant expertise, evidence-based behavioral change programs, and well-qualified fitness and behavior change professionals.

Strategy 2 – Tactics

Businesses should engage in cross-sectoral partnerships to promote physical activity within the workplace, and such efforts should extend to local communities and geographic regions.

Identify promising cross-sectoral partnerships that can promote physical activity within the workplace and throughout society. (BI-2.1)

Develop a communication strategy to inform relevant constituents about these cross-sectoral partnerships to promote physical activity within the workplace setting. (BI-2.2)

Explore innovative methods to expand products, marketing, sponsorship, and other efforts to promote physical activity. (BI-2.3)

Collaborate with partners to develop and implement a plan for evaluating the effectiveness of workplace physical activity programs. (BI-2.4)



Strategy 3 – Tactics

Professional and scientific societies should create and widely disseminate a concise, powerful, and compelling business case for investment in physical activity promotion. (BI-3)

Ensure the business case addresses the needs of all worksites, especially small and medium size businesses (100 or fewer employees and 101-999 employees, respectively). Ensure that the needs of organized labor, diverse populations, and low-resource populations are addressed. (BI-3.1)

Develop specific approaches to promoting physical activity and reducing prolonged sitting time that are appropriate for large, medium, and small sized businesses as well as worksites with large numbers of lower income workers and workers of diverse racial and ethnic backgrounds. (BI-3.2)

Encourage businesses to invest in physical activity programming by disseminating documented business case language and approaches. (BI-3.3)

Identify, summarize, and disseminate best practice policies, models, tools, and interventions for physical activity promotion and reduction of prolonged sitting in the workplace. (BI-3.4)



Strategy 4 – Tactics

Professional and scientific societies should develop and advocate for policies that promote physical activity in workplace settings.

Create a policy resource that highlights applicable policy considerations and provides examples of best practices and resources for promoting physical activity in the workplace. (BI-4.1)

Advocate for the integration of physical activity promotion in existing leadership development curricula at business schools and continuing education programs for executives throughout the country. (BI-4.7)

Recognize and reward organizations that are exemplary examples of innovative and best practices for promoting physical activity in the workplace. (BI-4.2)

Develop and make available a toolkit that provides guidance on the process for policy implementation and enforcement in the workplace setting. (BI-4.3)

Use legislative, regulatory, and organizational priorities to develop policy agendas that promote employer-sponsored physical activity programs and healthy environments (physical, psychosocial and cultural, socio-economic) while protecting individual employees' and dependents' rights. (BI-4.4)

Educate and engage business and industry leaders regarding their role as change agents to promote physically active and healthy lifestyles within the workplace and throughout all levels of society. (BI-4.5)

Recruit key business and industry leaders to play central roles in influencing their peers and other decision-makers in their communities and at state, national, and global levels. (BI-4.6)

Strategy 5 – Tactics

Physical activity and public health professionals should support the development and deployment of surveillance systems that monitor physical activity in U.S. workers and physical activity promotion efforts in U.S. workplaces.

Advocate for the development of a surveillance system that includes, at a minimum, the measurement of physical activity across types of occupation and industry; worker race and gender; and physical, psychosocial and cultural, and socio-economic environments. (BI-5.1)

Identify and partner with appropriate agencies on the surveillance needs for physical activity among the U.S. workforce. (BI-5.2)

Monitor actions that companies are implementing to promote physical activity and reduce prolonged sitting. (BI-5.3)

Provide organizational-level surveillance using environmental audits that assess workplace characteristics, physical, psychosocial and cultural, and socioeconomic environments. (BI-5.4)

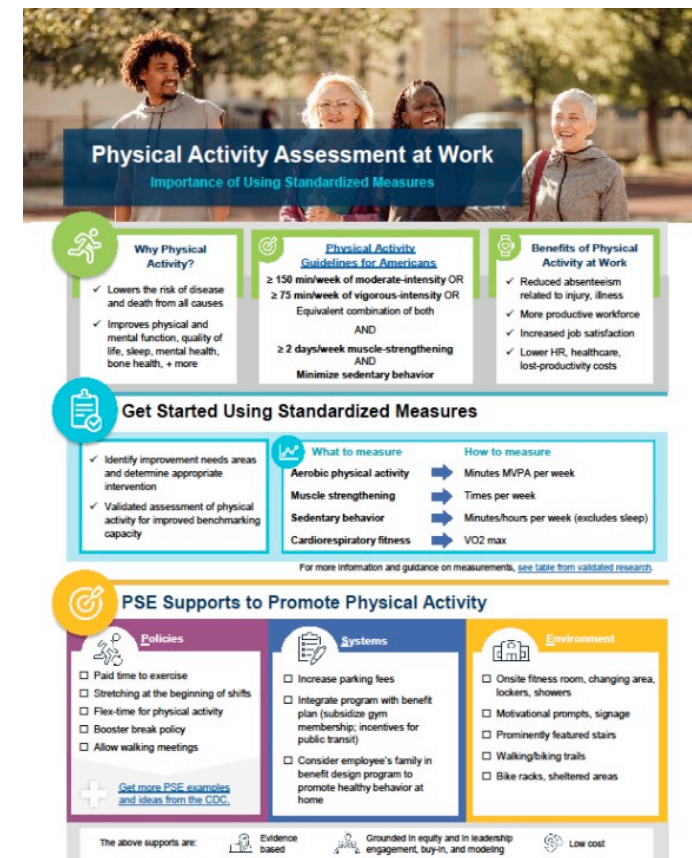
Advance physical activity environmental assessment and improvement planning tools for worksites to help companies build environments that support active, healthy living as a behavior. (BI-5.5)

Plan and conduct a national longitudinal study of worksite physical activity programming, engagement, and outcomes. (BI-5.6)



Some Resources our Sector has Recently Created

- **Infographics on how to optimally assess physical activity, fitness and sedentary behavior in the work place:**
- https://paamovewithus.org/wp-content/uploads/2022/06/PhysicalActivityAtWork_Table.pdf
- https://paamovewithus.org/wp-content/uploads/2022/06/PAatWorkInfographic_.pdf
- **Paper on optimizing PA Surveillance in the Workplace:**
- [Physical Activity Surveillance in the United States for Work... : Journal of Occupational and Environmental Medicine \(lww.com\)](https://www.occupationalmedicine.com)
- **Coming Soon!** The Physical Activity Alliance's CEO Pledge



THANK YOU!!!

