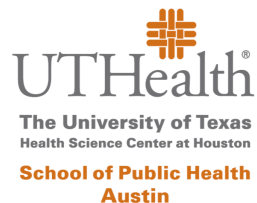


Active Texas 2030: A Plan for Physical Activity as a Public Health Priority

Summer Webinar Series



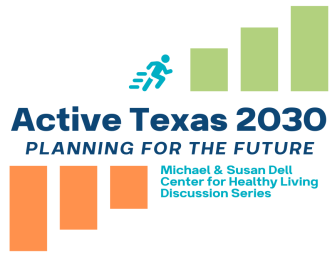
Active Texas 2030

- 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: Media & Communications Sector

July 28, 2022 | 1-2pm

Speaker: Kate Olscamp

[Register today!](#)

Active Texas 2030: Sports Sector

August 2, 2022 | 1-2pm

Speaker: Amy Eyler

[Register today!](#)

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

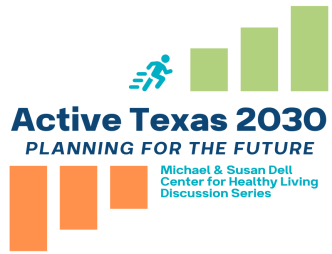
[Register today!](#)

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: Media & Communications Sector

July 28, 2022
2-3pm CDT

SPEAKER

Kate Olscamp, MPH, CHES, PMP

Adjunct Instructor, Milken Institute School of Public Health at George Washington University Senior Health Communications Fellow, Office of Disease Prevention and Health Promotion, US Dept of Health and Human Services



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?

The National Physical Activity Plan: Media and Communications Sector

KATE OLSCAMP, MPH, CHES, PMP

Media and Communications Subcommittee

Elroy Aguiar, UNIVERSITY OF ALABAMA

Mary Gillis, INDIANAPOLIS, IN WISH-TV NEWS 8

Macey Levan, JOHNS HOPKINS UNIVERSITY

Jay Maddock, TEXAS A&M

Emily Mailey, KANSAS STATE UNIVERSITY

Brooke McKeever, UNIVERSITY OF SOUTH CAROLINA

Kate Olscamp, U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Wei Peng, MICHIGAN STATE UNIVERSITY

Michelle Segar, UNIVERSITY OF MICHIGAN

Gretchen Reynolds, NEW YORK TIMES

2010

- First edition of National Physical Activity Plan is published
- Media Landscape:
 - iPhone is 3 years old (but only available to AT&T users)
 - ~45,000,000 weekday newspaper subscribers
 - ~105 million U.S. TV households were paid-TV subscribers (90% of TV homes)
 - 46% of adults use at least one social networking site



Social Marketing Campaign

2002 – 2006

Audiences:

- Tweens (aged 9-13)
- Parents (specially mothers aged 29-46), teachers, youth program leaders

Goal: Increase and maintain physical activity levels ahead of teenage years

How: Paid advertisements on top media channels for youth (e.g., Nickelodeon, Cartoon Network, Teen People, Seventeen), community activities, school outreach, grassroots marketing, contests and sweepstakes



2022

- Modern Media Landscape
 - ~24,000,000 weekday newspaper subscribers
 - ~67 million paid cable and traditional TV subscribers
 - 3.96 billion total social media users across all platforms
 - The average person bounces between seven different social networks per month
 - 95 minutes per day is average amount of time adults use social media across all platforms
- The future.... the metaverse?

Sector Evolution

Mass Media



Media and
Communications

Media and Communications Sector

- Media and communications campaigns are designed to increase awareness and/or knowledge, influence attitudes and beliefs, and eventually result in behavior change
- Used to influence health behaviors at the community, state, and national level
- Stand-alone interventions or as part of broader multicomponent interventions
- Allow stakeholders to reach key opinion leaders and policy makers to help them make informed decisions as they shape our environments and develop new policies
- Continued research into successful framing and messaging strategies that can help change the public's knowledge, attitudes, and beliefs about physical activity is needed
- **Successful implementation of these strategies and tactics has the potential to become a powerful and promising avenue to inform, educate, and motivate the U.S. population to be active**

Health Communication

- Health communications is...

The study and use of communication strategies to inform and influence decisions that enhance health.

- Understanding the underlying health issue/behavior
 - Understanding your audience
 - Using theory at each phase of the communications process
 - Using research to develop messages, test materials, and assess impact
 - Delivering messages to intended audiences using various channels
- Health communication involves education, advocacy, and risk/crisis/outbreak communication

Health Literacy

- **Personal health literacy** is the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.
- **Organizational health literacy** is the degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.

Media and Communication Strategies

STRATEGY 1

Government health agencies, in collaboration with non-profit and private sector organizations should use a unified physical activity brand and launch/promote a physical activity campaign across the country to educate individuals about effective behavioral strategies for increasing physical activity. (MC-1)

STRATEGY 2

Professionals in physical activity and public health should work with media professionals to reframe physical activity and inform the public about effective strategies for increasing physical activity at the individual and community levels. (MC-2)

STRATEGY 3

Professionals in physical activity and public health should collaborate with social media platforms and technology companies to optimize application of social media and innovative technologies to promote physical activity. (MC-3)

Tactics within Strategy 1

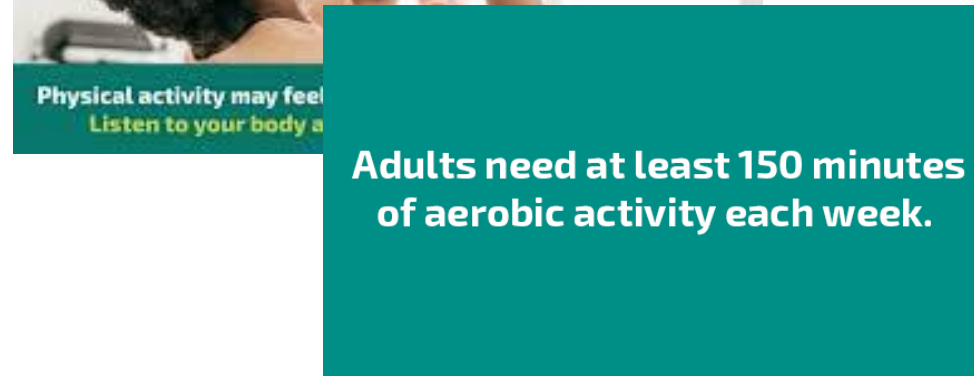
STRATEGY 1

Government health agencies, in collaboration with non-profit and private sector organizations should use a unified physical activity brand and launch/promote a physical activity campaign across the country to educate individuals about effective behavioral strategies for increasing physical activity. (MC-1)

TACTICS:

- Expand application of Move Your Way[®], the national physical activity campaign associated with the *Physical Activity Guidelines for Americans*, to support individuals in being regularly physically active. (MC-1.1)
- In collaboration with communications experts, identify and test evidence-based messages and campaign strategies grounded in theory to influence population physical activity levels across sectors. (MC-1.2)
- Disseminate evidence-based messages and campaign strategies through collaboration across sectors. (MC-1.3)

The Move Your Way[®] Campaign



Tactics within Strategy 2

STRATEGY 2

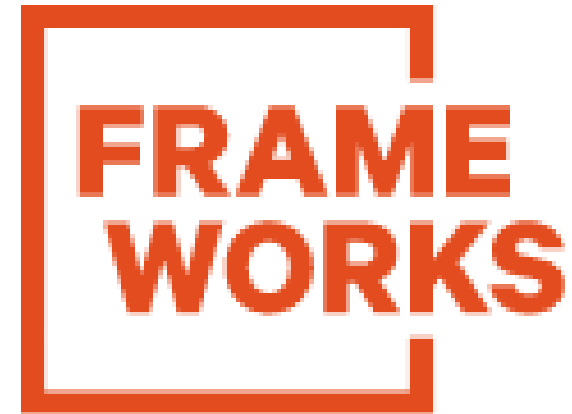
Professionals in physical activity and public health should work with media professionals to reframe physical activity and inform the public about effective strategies for increasing physical activity at the individual and community levels. (MC-2)

TACTICS:

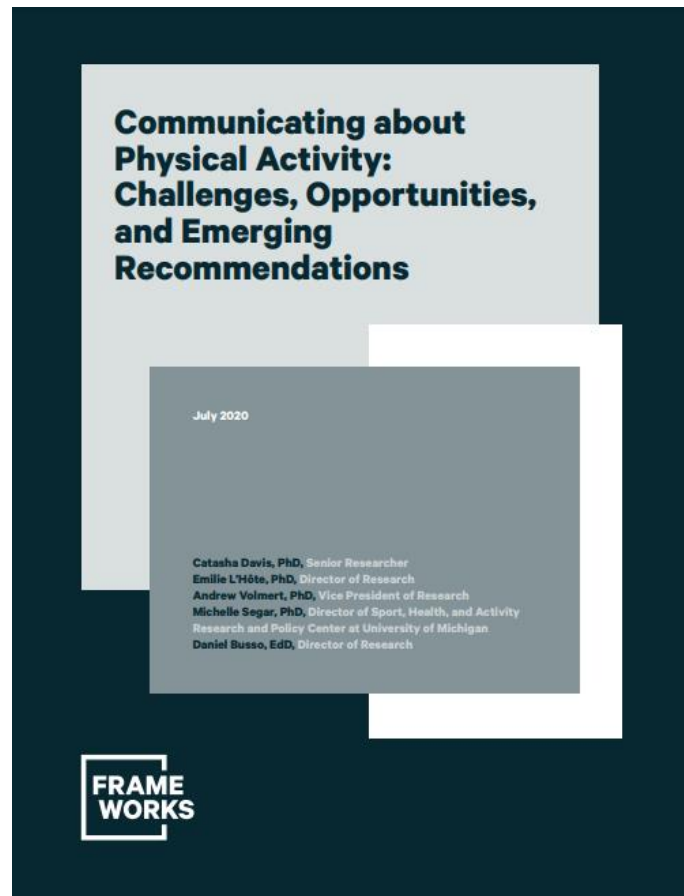
- Create an open dialogue with media professionals to communicate the broad effects of physical activity on physical and mental health. (MC-2.1)
- Collaborate with media professionals to reframe the public's understanding of physical activity, including the immediate benefits of physical activity and the benefits of modest increases in physical activity.
- Increase awareness of sector-based strategies included in the National Physical Activity Plan to broaden the public's understanding of factors that influence physical activity. (MC – 2.3)
- Encourage widespread participation and engagement in CDC's Active People Healthy NationSM initiative to promote the implementation of evidence-based strategies to increase physical activity across sectors and settings. (MC-2.4)
- Design materials to inform media professionals about effective strategies for increasing physical activity at the individual and community levels. (MM-2.5)

Collaboration with Frameworks Institute

- The Frameworks Institute...
 - applies social science methods to study how people understand social issues—and how best to frame them
 - helps shape effective communications
 - applies rigorous social science methods to study how people understand social issues
 - develops evidence-based techniques to explain issues more effectively



Collaboration with Frameworks Institute





Finding #1: The media narrowly focus on strenuous forms of exercise and exclude other forms of physical activity.

Finding #2: In the media, explanations for why people are physically active tend to be highly individualized.

Finding #3: The field focuses on the role of environmental factors in shaping levels of physical activity.

**More Than Just
Exercise: Media
and Organizational
Discourse on
Physical Activity**

August 2020

Catasha Davis, PhD, Senior Researcher
Daniel Busso, EdD, Director of Research
Michelle Segar, PhD, Director of Sport, Health, and Activity
Research and Policy Center at University of Michigan
Theresa Miller, PhD, Senior Researcher
Mackenzie Price, PhD, Principal Strategist

**FRAME
WORKS**

Finding #4: Both the media and the field focus on the impacts of physical activity on physical health.

Finding #5: Both the media and the field lack an equity perspective.

Finding #6: The field talks about the physical activity needs of children but rarely explains the link to healthy development.



Recommendation #1: Broaden the public's understanding of all the ways that people can be physically active.

Recommendation #2: Continue to talk about ways in which the built environment can enable or promote physical activity.

Recommendation #3: Provide examples of effective programs and policies that promote physical activity among children.

**More Than Just
Exercise: Media
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**FRAME
WORKS**

Recommendation #4: Emphasize the benefits of physical activity beyond physical health.

Recommendation #5: Highlight disparities in levels of physical activity and explain why they exist.



Challenge #1: The public has a narrow understanding of physical activity as vigorous exercise.³

Challenge #2: Members of the public tend to assume that a person's willpower and inner drive shapes whether they are physically active or not.

Challenge #3: Members of the public tend to adopt a "no pain, no gain" perspective on physical activity (i.e., exercise).

Challenge #4: The public thinks that physical activity mostly happens in dedicated workout spaces.

Challenge #5: The public does not fully understand how people's socioeconomic status can limit their opportunities to be physically active.

**Communicating about
Physical Activity:
Challenges, Opportunities,
and Emerging
Recommendations**

July 2020

Catasha Davis, PhD, Senior Researcher
Emilie L'Hôte, PhD, Director of Research
Andrew Volmert, PhD, Vice President of Research
Michelle Segar, PhD, Director of Sport, Health, and Activity
Research and Policy Center at University of Michigan
Daniel Busso, EdD, Director of Research

**FRAME
WORKS**

Opportunity #1: The public is sometimes able to see physical activity as enjoyable.

Opportunity #2: People recognize that physical activity has health benefits.

Opportunity #3: The public sees that the demands of modern life can constrain people's ability to be physically active.

Opportunity #4: People recognize that interpersonal connections can help people be physically active.

Active People, Healthy Nation

- National initiative led by CDC
- Goal: To get 27 million Americans become more physically active by 2027
- Encourages communities to implement evidence-based strategies to increase physical activity across sectors and settings.
- Focuses on providing equitable and inclusive access to safe places for physical active is foundational to each strategy.
- Emphasizes that everyone has a role to play – individuals, organizations, and community champions



Tactics within Strategy 3

STRATEGY 3

Professionals in physical activity and public health should collaborate with social media platforms and technology companies to optimize application of social media and innovative technologies to promote physical activity. (MC-3)

TACTICS:

- Support public health agencies and key stakeholders at all levels in incorporating sustained social media techniques in physical activity promotion programs. (MC-3.1)
- Collaborate with social media platforms in targeting dissemination of physical activity messages to population sub-groups. (MC-3.2)
- Support public health agencies and key stakeholders at all levels in applying evidence-based technologies (e.g., biometry, active video games) in physical activity promotion programs. (MC-3.3)
- Partner with technology companies in the design and evaluation of physical activity promotion strategies, including mobile health and social media interventions. (MC-3.4)

New Technologies and Media



Influence of Pokémon Go on Physical Activity: Study and Implications

AJPM American Journal of Preventive Medicine



Tim Althoff, MS, Ryen W White, PhD, and Eric Horvitz,

MD, PhD

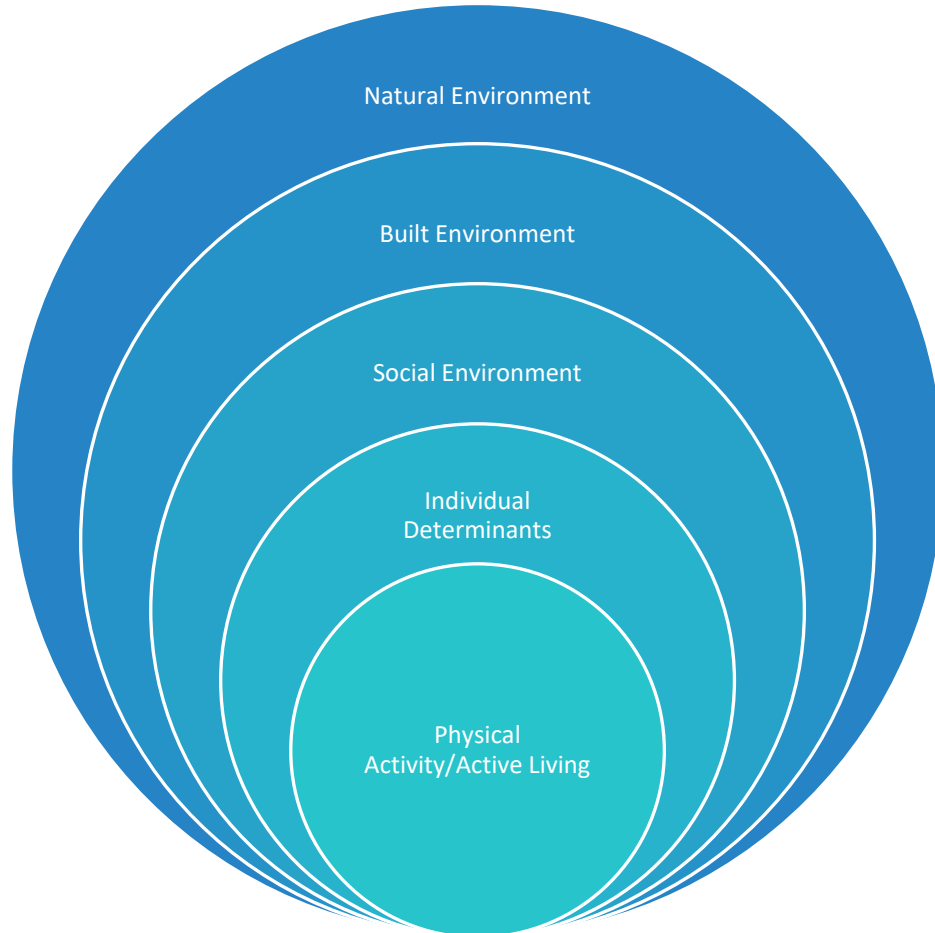
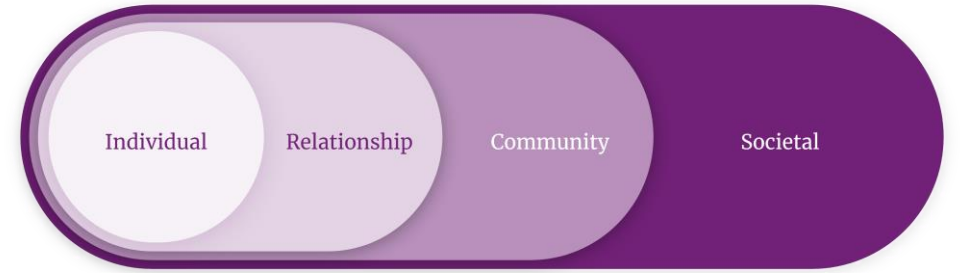
REVIEW ARTICLE | VOLUME 58, ISSUE 2, P270-282, FEBRUAR

Impact of Pokémon Go on Physical Activity: A Systematic Review and Meta-Analysis

Madina Khamzina, MPH • Kaustubh V. Parab, MPH, MBBS • Ruopeng An, PhD • Tiffany Bullard, PhD • Diana S. Grigsby-Toussaint, PhD

Published: December 10, 2019 • DOI: <https://doi.org/10.1016/j.amepre.2019.09.005> • Check for updates

Social Ecological Model



Communication in Other Sectors

Business and Industry:

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

Faith-based:

- “Faith-based organizations have unique social systems, environments and physical structures (e.g., fellowship halls), **communication channels**, policies and practices, and often, health-related goals and supports (i.e., health ministries), which make them particularly conducive to promoting physical activity.”
- Identify existing **messages** and materials that effectively address the beneficial effects of physical activity programs on faith-based organizations’ finances, membership, and member health and spirituality. (FB-4.1)
- Support the development of **messages** from all religions and denominations that demonstrate how scripture and religious law can support and encourage engagement in physical activity and other positive health behaviors. (FB-4.2)
- Partner with faith-based organizations to **boost awareness** and use of physical activity best practices among faith communities. (FB-5.4)

Communication in Other Sectors

Healthcare

- “Key to those efforts is expanded the education of learners (e.g., medical students and residents) and practicing clinicians. Educating and including advanced practice clinicians and allied health professionals (e.g., physical therapists, dietitians, pharmacists) is crucial as we seek to deliver a **consistent, coherent, and comprehensive physical activity message** to patients.”

Public Health

- **Tailor policy messages** for diverse audiences and settings. Identify and engage underserved populations. **Target policy messages** for each population, segment, and setting. (PH-3.12)
- Create a long- and short-term **communication schedule** for advocacy (3H-3.13)

Communication in Other Sectors

Sport

- Build support for development of a national policy on sport by **increasing awareness** of the importance of such a policy among key stakeholders. (S-1.1)
- **Increase awareness** about the need for parents and caregivers (and others who can properly advocate for children other than their own) to encourage sport sampling, where youth play multiple sports throughout the year, including formal (sports leagues) and informal (pick-up games) sports to ensure increased levels of physical activity. Allow youth to self-select their sport(s) of choice as they get older and have experienced a variety of sports. (S-7.4)
- Encourage **communication** between medical professionals and coaches to ensure safe outcomes during play. (S-7.6)

Transportation, Land Use, and Community Design

- Adjust physical activity outreach, promotion, and **messages** appropriately for various target **audiences**; do not focus solely on “exercise” promotion. (TLC-5.9)

Health Communication Resources



State and Community Health Media Center

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Visit Media Campaign
Resource Center

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When you're stressed...
TAKE FIVE

- ▶ Go for a walk or stretch
- ▶ Call, text or video chat with friends and family
- ▶ Take several deep breaths



How Right Now
HowRightNow.org

NEED HELP?

We are here to help with any questions

Contact us

Contact the Media Center:

 State and Community Health Media Center
MS S107-5
Centers for Disease Control and Prevention
4770 Buford Highway
Atlanta, GA 30341
 schmc@cdc.gov

Health Communication Resources

 Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

[A-Z Index](#)

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Gateway to Health Communication

CDC > Gateway Home    

[Gateway Home](#)

Inclusive Communication Principles

- [Using a Health Equity Lens](#)
- [Key Principles](#)
- [Preferred Terms](#)
- [Developing Inclusive Communications](#)
- [Resources & References](#)

Featured Campaigns

Interim Guidance

Risk Communication

Resources for Writers

Trainings, Tools & Templates

Health Equity Guiding Principles for Inclusive Communication

Table of Contents

| | |
|--|---|
| Inclusive Communication Principles | Preferred Terms |
| Using a Health Equity Lens | Developing Inclusive Communications |
| Key Principles | Resources & References |



Health Communication Resources

Health Communication Science Digest - June 2022 (VOL. 13, ISSUE 6e)

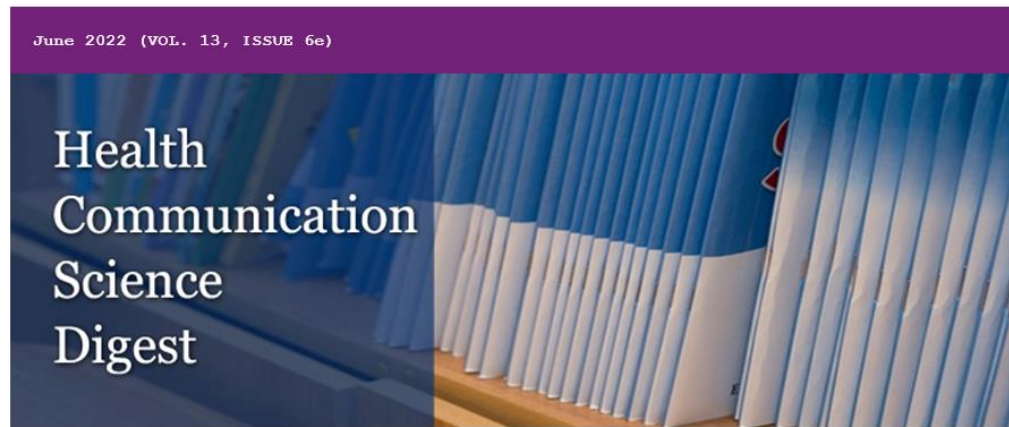


Centers for Disease Control and Prevention <no-reply@emailupdates.cdc.gov>
To: Olscamp, Kate (OS/OASH) (CTR)

Reply Reply All Forward

Thu 6/30/2022 8:49 AM

If there are problems with how this message is displayed, click here to view it in a web browser.

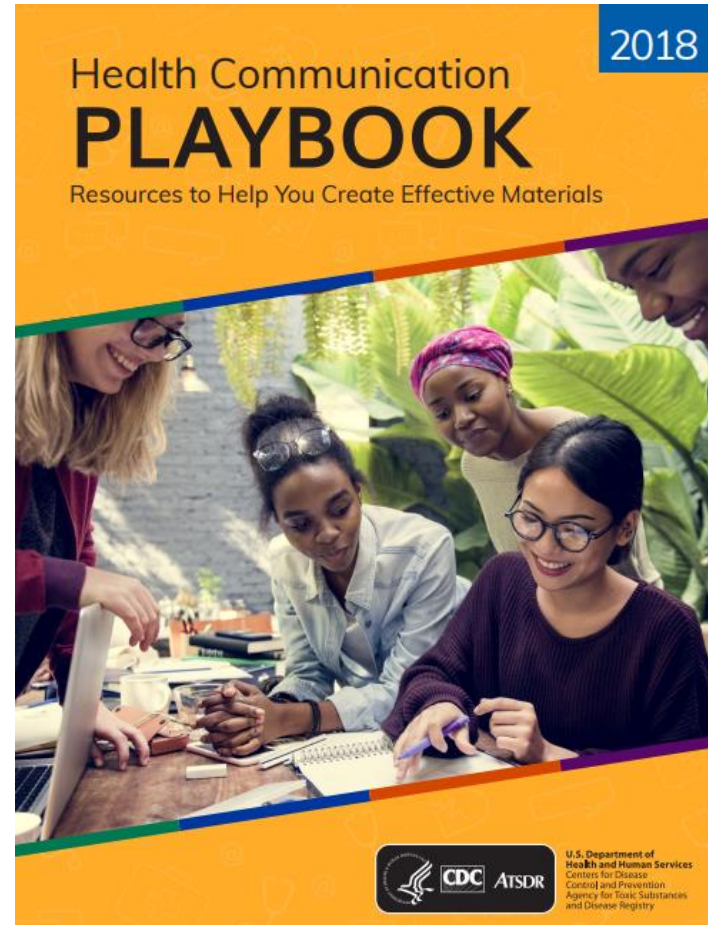


Greetings!

The June issue of **Health Communication Science Digest (HCSD or Digest)** is now available.

[Read More](#)

Health Communication Resources



Health Communication Resources

The screenshot displays the CDC Gateway to Health Communication website. At the top left is the CDC logo with the text "Centers for Disease Control and Prevention" and "CDC 24/7: Saving Lives, Protecting People™". To the right is a search bar with a magnifying glass icon and a "Search" label, with links for "A-Z Index" and "Advanced Search" nearby. Below the search bar is a dark teal header with the text "Gateway to Health Communication". Underneath the header is a breadcrumb trail "CDC > Gateway Home" and social media icons for Facebook, Twitter, LinkedIn, and YouTube. A left sidebar contains a "Gateway Home" link and a list of menu items: "Inclusive Communication Principles", "Featured Campaigns", "Interim Guidance", "Risk Communication", "Resources for Writers", "Trainings, Tools & Templates" (which is highlighted), "Health Communication Science Digest", and "Podcast". At the bottom of the sidebar is a "Get Email Updates" section with a text input field and a "To receive email updates about this page, enter your email address:" label. The main content area features a large heading "Trainings, Tools, & Templates" and a sub-heading "Trainings". A text box below the heading says "Save time and make your campaigns more successful with these trainings, tools, and templates. Explore the resources below." The "Public Health Emergency Law Online Training" section is highlighted in light blue and includes a description of the course. Below it is the "Region IV Public Health Training Center" section, which includes a description of the center and its components, and a list of services provided.

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

A-Z Index
Search
Advanced Search

Gateway to Health Communication

CDC > Gateway Home

Gateway Home

- Inclusive Communication Principles
- Featured Campaigns
- Interim Guidance
- Risk Communication
- Resources for Writers
- Trainings, Tools & Templates**
- Health Communication Science Digest
- Podcast

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Trainings, Tools, & Templates

Save time and make your campaigns more successful with these trainings, tools, and templates. Explore the resources below.

Trainings

Public Health Emergency Law Online Training

CDC's Public Health Emergency Law course prepares state, tribal, local, and territorial practitioners to make informed legal decisions related to emergency preparedness and response activities in their jurisdictions.

Region IV Public Health Training Center

The Region IV Public Health Training Center (PHTC) is one of 10 regional PHTCs in the [Public Health Learning Network](#). The Region IV PHTC is comprised of the [Central Office](#) located at the Rollins School of Public Health, Emory University; seven [Community-Based Training Partners](#) (CBTs); and three [Technical Assistance Providers](#) (TAPs).

The services provided by the Central Office and seven Community-Based Training Partners within Region IV include [public health workforce trainings](#) and [student field placements](#). Competency-based trainings are guided by state-identified needs and focus on primary [strategic skills](#) and priority health concerns in the region.

Trainings

Austin Public Health Summer 2022 Physical Activity Promotion



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Thank you!

KATE OLSCAMP, MPH, CHES, PMP

KATE.OLSCAMP@HHS.GOV | KATE.OLSCAMP@GMAIL.COM |
OLSCAMPK@GWU.EDU