

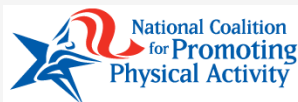
Make the Move News...Implementation of the National Physical Activity Plan

Quarter I, 2011

In This Issue

Education Sector Update
Healthcare Sector Update
Worksite Sector Update
Press Release Template

The National Coalition for Promoting Physical Activity (NCPA) is providing the leadership for the implementation of the [National Physical Activity Plan](#). NCPA's mission is to unite the strengths of public, private, and industry efforts into collaborative partnerships that inspire and empower all Americans to lead more physically active lifestyles.



Quick Links...

[NCPA Website](#)
[National Physical Activity Plan](#)
[Comments & Concerns?](#)

NPAP In Action....

Road Runners Club of America Introduces New Program in Support of the NPAP

Running is one of the most popular and affordable forms of exercise to get and keep people fit and healthy. Running with a group can also be a positive social experience. Running can generate significant economic

What's Happening With Implementation of the Physical Activity Plan?

On behalf of the entire Make the Move Council, the implementation team for the Nation's first Physical Activity Plan, we are very excited to bring to you this first issue of our 2011 Quarterly newsletter, Make the Move News. It is chock full of news of all the hard work that is taking place through the implementation of the Physical Activity Plan! We are so pleased that you have chosen to register to receive updates of the Plan's implementation efforts and welcome your comments and feedback.

Health Care Sector Hard at Work!



In the last several months there have been many developments in the work of the Health Care Sector of the NPAP. The work of the Health Care Sector focuses on three

strategies:

- Make physical activity a patient "vital sign" that all health care providers assess and discuss with their patients.
- Include physical activity education in the training of all health care professionals.
- Advocate at the local, state and institutional levels for policies and programs that promote physical activity.

Each of these strategies is the focus of a team of health care and public health professionals, bringing together the stakeholders and resources necessary to achieve these goals.

Progress made by the team working to make physical activity a vital sign targets both the health care provider and the health care system. Team members have outreached to presidents and executive directors of the major health care professional organizations in the country to discuss the importance of physical activity. Joint messaging is in development for each organization

impact dollars for communities that host events and support the running community. Pedestrian networks that include sidewalks, trails, paths, and share lanes often increase property values and overall quality of living in a community. While runners do not require a lot of expensive equipment, there are several ways that local communities can invest to ensure that running is safe, affordable, accessible, and enjoyable for anyone that wants to run.

Many communities support a variety of sports and sporting facilities and at the heart of almost every sport is running. Being a **Runner Friendly Community** not only supports the running community, but running as the foundation for many other community-based sports (soccer, football, tennis, basketball, etc.).

The goal of this program is to shine a national spotlight on communities that stand out as runner friendly and to provide incentive and ideas for communities to work towards becoming runner friendly communities.

"Runner friendly communities can increase the quality of life, can improve physical activity for residents as outlined in the [National Physical Activity Plan](#), and can provide for increased economic impact for the community," explained Jean Knaack, RRCA executive director.

The RRCA will review three primary segments: (1) community infrastructure, (2) community support, and (3) local government support. Each segment includes important criteria as part of the designation process. The goal is for applicants to prove that their community works together to promote running as healthy exercise for their community while ensuring runners safety. All applications will be reviewed and scored by a selection panel, and the

to share the importance of physical activity with their members. A conference was held to educate physicians about the importance of being a positive physical activity role model for patients and the importance of discussing physical activity at each patient interaction.

To address the health care system, the team has approached electronic health record (EHR) providers, several of whom have agreed to include fields that will help prompt physicians to ask patients about physical activity and track their progress. A task force is working with the National Committee of Quality Assurance (NCQA) to develop a HEDIS measure for physical activity in adults. This will also help to promote discussion of physical activity between health care providers and patients.

As a step toward including physical activity education in the training of all health care professionals, the NPAP team developed a survey to identify current and best practices in this area. Approximately 40 of the largest health care organizations were surveyed and results were compiled into a report to team members. The identified best practices include:

- Teaching the health care provider how to start the conversation.
- How to set up referral network (referring out is key)
- Understanding behavior change
- Taking a non-paternalistic approach

Team members are working to develop published literature with these results to help inform the discussion of physical activity and health care.

The sector team advocating for policies and programs that promote physical activity is working to determine physical activity champions to serve as local, state and national advocates. An organizational survey is being developed to identify these individuals whom we can then engage in the work of the team and physical activity promotion.



Education Sector Takes Off Running!

The Education Sector is moving forward on their year one goals! They will be hosting a conference call with the strategy leaders later in March to review Quarter I and make plans for Quarter II.

panel will determine the number of communities that will receive the designation throughout the year. One top city will be selected annually by the review panel and awarded as the Outstanding Runner Friendly Community for the year.

As part of the Runner Friendly Community Program, the RRCA has defined what is a **Runner Friendly Business**. Runner friendly businesses support the running community and are safe places for runners in times of need. Businesses are encouraged to purchase the *RRCA Runner Friendly Business* static window decals to hang in their places of business.

There are many benefits for communities that earn the Runner Friendly Community designation.

Learn more about the Runner Friendly Community designation program at <http://www.RRCA.org/programs/runner-friendly-community/>.

About the RRCA

Founded in 1958, the RRCA is the oldest and largest national association of running clubs, running events, and runners. The mission of the RRCA is to promote running as a competitive sport and as healthy physical activity. The RRCA achieves their mission by promoting the common interests of its members by providing educational opportunities, programs, and services. The organization's membership consists of over 1100 running clubs and events nationwide.

Strategies 1 & 2: Comprehensive School Physical Activity Programs; Create And Implement Mechanisms For Accountability

The strategy 1 & 2 advisory councils met in December to discuss the definition of what "mode PA in schools" looked like. The Councils concluded that many other groups were in the process of defining the 'gold standard' for PA and PE in schools and that they would be redundant to do that again. They did however determine, that they would need to wait until those consensus reports were released. The group also determined that what has been missing in what other groups have done is to better define what the steps are to get to the "gold standard" or what a tiered approach might look like. Outcomes of the call were:

- To put a hold on efforts until after NASPE guidelines and potentially others are released (which has now happened) that define a model for PA and PE in schools. The group will now work from those standards and tweak them as needed but not reinvent any wheels.
- Make a value-add for the Advisory Council's work by translating those or other consensus guidelines into a tiered approach for school/district/state policy makers so that they could see the steps to successfully achieving them over time.

An in-person workday was held on Feb. 25th in DC to tackle the second bullet point-look for a report in the coming months!

Strategy 3: Connect Youth With Physical Activity Opportunities In Schools And Communities

The Strategy 3 Advisory Council is working on collecting different national recommendations and compiling a list of conferences to make presentations supporting physical activity in child care settings. Presentations of the Caring for our Children physical activity guidelines have been made to six state teams focused on early childhood obesity prevention (Mississippi, Arkansas, Georgia, Kentucky, Rhode Island and New York).

Strategy 5: Promote Physical Activity Before And After School

The Strategy 5 Advisory Council has been working with the Health Out of School Time Coalition to draft their language for the afterschool nutrition and physical activity standards. The group was especially active in helping them think through the importance of inclusivity of children with physical and intellectual disabilities. Once the language is finalized, they will work on publicizing the standards through our various communications venues and

presentations.

Business/Industry Sector Really On the Move!



Strategy 1: Identify Best Practices And Model Interventions. Establish The NPAP As A Leading "Go-To" Resource. Evaluate Effective Physical Activity Interventions In The Workplace.

The Strategy 1 Advisory Council have developed a strong leadership and advisory team and are currently evaluating the available literature on best practices and model interventions.

Strategy 2: Develop A Multi-Communication And Outreach Plan Designed To Engage, Inform And Inspire Leaders To Promote Active Lifestyles In Organizations, Industries, And Local Communities.

The Advisory Council has define five aligned objectives that they are working on concurrently.

- Stating the case, or as the Council calls it, "the story,"...explaining why CEOs should embrace the National Physical Activity Plan.
- Creating a "pledge" for organizational leaders who are committed to adopting the principles of the National Physical Activity plan.
- Laying the groundwork for a robust advisory council capable of reaching deep into both Fortune 500 companies and the small business community.
- Developing a database for outreach to the business and industry community.
- Launching an aggressive campaign to spread the word about the National Physical Activity Plan through the business and industry community through print and conference presentations. A recent example of this in action, Strategy Leader Jack Groppel referenced the National Physical Activity Plan in an article published by The Physician & Sports Medicine (<http://www.physsportsmed.com/index.php?article=1803>), and will discuss the National Physical Activity Plan during major addresses at both The HERO Think Tank Leadership Roundtable in February 2011 and the AAHPERD National Convention & Exposition in March 2011.

Strategy 3: Develop Legislation And Policy Agendas That Promote Employer Sponsored Physical Activity.

Carefully Protect Individual Employees' And Dependents' Rights.

The strategy 3 Advisory Council is working on promoting passage of some strong worksite wellness legislation in the District of Columbia. The Council has had the opportunity to provide feedback on the language of the draft bill and the American Heart Association's state advocacy staff will track the legislation's progress and advocate for its passage.

If passed, the bill will establish a worksite wellness policy for the District government. The bill includes several initiatives including some regarding nutrition however, most important, in line with the National Physical Activity Plan, the bill would improve the physical fitness of employees and physical activity during the work day, by providing opportunities for employees to exercise at their desks and offices and provide well-lit staircases and promote their use.

The Council is also participating in the regulatory process for implementation of health reform, providing comments to the Secretaries of Labor, Treasury, and Health and Human Services as it pertains to worksite wellness programs in health coverage in the group market. The group also participated in a February Department of Health and Human services public forum held in advance of the publication of the Advanced Notice of Public Rule Making (ANPRM) exploring the standards for wellness programs subject to requirements under Section 2705 of the Public Health Service Act.

Communication Tools for Your Use

The National Plan Implementation Communications Team has been hard at work developing a plethora of tools for you to use in your own organization...through social media...newsletters...websites...etc.

Press Release Template for Personalization

The National Physical Activity Plan (NPAP) has established national implementation priorities in a new digital report, *Make the Move*, which provides an outline of short-term and long-term goals to implement policies, programs and initiatives to get more Americans moving. The report was developed by the National Coalition for Promoting Physical Activity (NCPA)..

[Organization name] is a proud partner of NPAP and [insert more information about involvement]. *More...[visit the NCPA website to download the entire template.](#)*

Sample Social Media Messages-Use As-is or Edit!

Facebook

- The National Physical Activity Plan envisions all Americans participating in daily physical activity on the way to achieving healthier lifestyles. Together we can improve health and prevent disease. Learn how you can join in the NPAP's vision of success. www.facebook.com/PhysicalActivityPlan
- Are you ready to Make the Move? Join in the National Physical Activity Plan's initiative to get all Americans on their feet in an effort to stay healthy. Find out how you can stay active and prevent disease. www.facebook.com/PhysicalActivityPlan

Twitter

- Begin your journey to daily physical activity today. NPAP is here to help! <http://bit.ly/g0xbrf>
- Make the Move and stay fit - team up with NPAP. <http://bit.ly/g0xbrf>
- Help your community become physically active, check out NPAP for a jump start.

A [variety of additional messages](#) for both Facebook and Twitter are available for your use on the NCPPA Website.

Newsletter Article Template for Your Use

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[Organization name] is a proud partner of NPAP and [insert more information about involvement].

Americans can join the movement with [Organization name] to influence daily physical activity in schools, early childcare, parks and recreation, worksites, health care and neighborhoods. *Make the Move* is helping to make the goal of NPAP a reality. *More...visit the [NCPA website to download the entire template](#).*

I hope that you have found the information in this issue of

the Make the Move News interesting, informative and beneficial. We do encourage you to share your comments, your feedback and particularly your stories of what your organizations is doing to help implement the Plan!

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