

# A National Physical Activity Movement

## Save Lives, Save Money

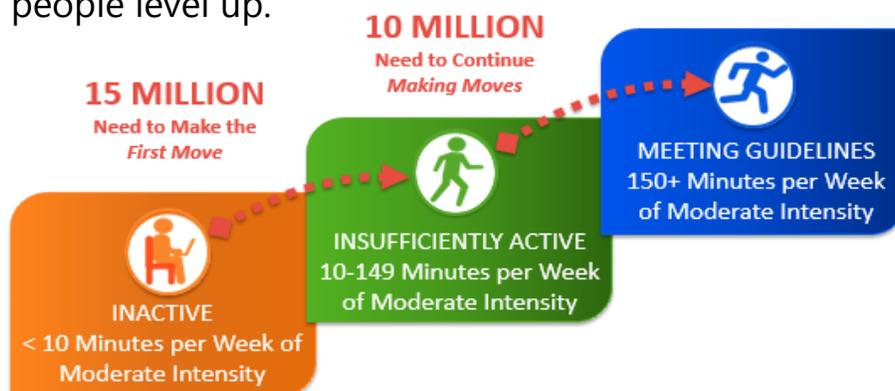
### Our Vision for the Future

#### What is the goal?

Move 25 million people up one physical activity level – *Level up!*

#### What will it take to level up?

If **20%** of the adult population **moves up one level of physical activity**, then **25 million** people level up.<sup>a</sup>



#### Why is it important to increase physical activity?

- Physical inactivity is a national crisis—only about **1 in 5 adults** and **1 in 5 youth** fully meet the physical activity guidelines.
- Addressing the crisis can improve our nation’s health and economy.
- Communities can help by encouraging safe and easy choices for physical activity.

#### What is the cost of physical inactivity?

- **Health Care Spending:** **\$117 Billion** in annual health care costs are associated with inadequate physical activity.
- **Lives:** **1 in 10** premature deaths could be prevented if Americans met recommended levels of physical activity—as could **1 in 8 cases** of breast and of colon cancers, **1 in 12 cases** of type 2 diabetes, and **1 in 15 cases** of heart disease.

<sup>a</sup> Physical activity categories are based on *the 2008 Physical Activity Guidelines for Americans*

# How Can Public Health Help Achieve This Goal?



## DELIVER Programs that Work

**Goal:** Use proven programs to promote physical activity at national, state, and local levels.

### Potential Activities

- Support the National Physical Activity Plan priorities of data collection systems, state and local activities, and policy development.
- Provide technical assistance to states and communities as they implement strategies to increase physical activity.



## MOBILIZE Partners

**Goal:** Support partners to create and sustain national, state, and local efforts to increase physical activity.

### Potential Activities

- Support physical activity initiatives through national, state, and local networks.
- Develop leadership coalitions at the local level to improve physical activity.
- Coordinate national efforts to increase physical activity across different sectors.



## MESSAGE Active Lifestyles

**Goal:** Message the benefits of adopting an active lifestyle.

### Potential Activities

- Develop and communicate branded messages to support active lifestyles amplified through multiple channels.
- Launch robust national media campaign to promote active lifestyles.



## TRAIN Leaders for Action

**Goal:** Prepare local and state leaders to promote and support physical activity.

### Potential Activities

- Train state and local leaders from a number of sectors (e.g. private, public) about effective strategies that support active lifestyles.
- Support local action institutes to equip community leaders with key skills to improve conditions of active lifestyles.



## DEVELOP Technologies, Tools, and Data That Matter

**Goal:** Address gaps in monitoring and evaluation of physical activity, walking, and walkable communities.

### Potential Activities

- Evaluate walking and walkability interventions at state and local levels.
- Enhance national, state, and local data collection systems on physical activity.
- Explore using data from alternative sources such as mobile and wearable devices to gauge levels of activity.

