

# 2025 ANNUAL REPORT

**PREPARED FOR:**  
**PHYSICAL ACTIVITY ALLIANCE**  
**DEC 2025**

**PHYSICAL  
ACTIVITY  
ALLIANCE**

**MOVE WITH US**



# TABLE OF CONTENTS

MESSAGE FROM THE PRESIDENT	1
CELEBRATING FIVE YEARS	3
BOARD ORGANIZATIONS	4
IT'S TIME TO MOVE	5
NATIONAL PHYSICAL ACTIVITY PLAN	7
PHYSICAL ACTIVITY SYMPOSIUM	8
CEO PLEDGE	10
CONGRESSIONAL PA CHALLENGE	11
ACTIVE PEOPLE, HEALTHY NATION <sup>SM</sup>	12
THANK YOU FROM THE PAA TEAM!	13

# MESSAGE FROM THE PRESIDENT

## END-OF-YEAR REFLECTIONS, 2025

As we close out 2025, I want to express my deepest gratitude to all of the Physical Activity Alliance Board Organizations, as well as the broader physical activity community. This year has challenged us, stretched us, and—importantly—moved us forward in ways that will shape our collective work for decades to come.

When I began my presidency, I had the privilege of speaking with many leaders in the physical activity community during a listening tour. Nearly every conversation returned to the same aspiration: we must become a culture of physical activity. This shared vision is exactly what propelled the PAA Board to set an incredibly bold and important goal: by 2050, more than 50% of Americans will meet or exceed the federal physical activity guidelines. This “50 by 2050” objective is our North Star—a generational target that will require sustained collaboration, leadership, and resilience.

We also established a crucial intermediate milestone: by 2035, every state will have an implemented and actively stewarded physical activity plan. Building the infrastructure to support this work—through deep collaboration with PAA partners across the nation—will be a central focus of our efforts going forward.

Another major achievement in 2025 was advancing national conversations with CMS on benefit design for supervised exercise therapy (SET). While there is still much work ahead, our engagement with CMS this year represents one of the most meaningful steps forward in positioning supervised exercise as essential healthcare. This is exactly the type of systems-level progress the PAA was built to drive—and it reflects your expertise, your advocacy, and your unwavering commitment to elevating physical activity as a public health priority.

As we look toward 2026—my second and final year as president—I am energized and deeply optimistic. Next year will be pivotal. We will refine our short-term strategic goals in preparation for the 2028 release of the National Physical Activity Plan, ensuring that it is actionable, effective for all, and grounded in the realities communities face every day. At the same time, we will continue building a sustainable and impactful business model for the PAA that ensures we can support the field, convene leaders, elevate best practices, and advocate for the policies and systems changes that Americans need to improve their health through movement.



**MIKE STACK**

PRESIDENT

This year reaffirmed something essential: our collective work matters. It matters now more than ever. In an era when public health is strained, polarization runs high, and physical literacy is declining across generations, it would be easy to view our future as bleak. But that is not what I see when I look at the physical activity community. I see leadership. I see courage. I see possibility. I see a community unwilling to waste a crisis—determined instead to meet it with innovation, hope, and collective action.

Thank you for showing up—for your communities, for each other, and for the millions of Americans who deserve the chance to move, thrive, and live healthier lives. The progress we made in 2025 is because of you. The progress we will make in 2026 and beyond will be because of us—together.

Here's to a year of meaningful work behind us, and to the opportunities ahead.

Michael Stack  
President, Physical Activity Alliance



# CELEBRATING FIVE YEARS!

This year, we celebrated five years of the Physical Activity Alliance, the nation's largest coalition dedicated to advancing regular physical activity participation. We represent a diverse and inclusive community of organizations and individuals who share a vision of a future where physical activity is a regular part of life. Using a rigorous evidence base, we harness our collective voice to lead efforts that create, support, and advocate for the policy and systems changes necessary to empower people to enjoy physically active lives.

Our work is more important than ever, as regular physical activity is critical to improving health, preventing disease, and enhancing quality of life. Together, we are driving meaningful change and shaping policies, systems, and environments that make active living accessible and achievable for everyone.

We are leading the movement. Please continue to #MoveWithUS as we push for policy and system change that enable all Americans to enjoy physically active lives.

# 2025 BOARD ORGANIZATIONS



American  
Heart  
Association.



Michigan Moves Coalition  
*Collaboration. Advocacy. Impact.*



# IT'S TIME TO MOVE

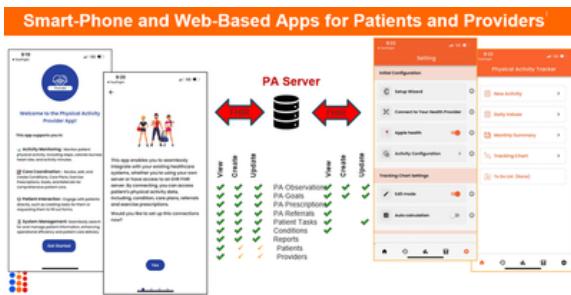


This year, It's Time to Move has made substantial strides toward its long-term vision of integrating physical activity into health care. Every step forward brings us closer to a future where assessing and prescribing movement is standard practice.

## IMPLEMENTATION GUIDE

We worked with Health Level Seven International (HL7), a non-profit organization that develops standards for health information exchange and integration, and a technical consultant to develop the first ever HL7 FHIR [Physical Activity Implementation Guide](#).

## WE HAVE AN APP!



The web-based and mobile app (our reference implementation) allows users to connect to health systems and clinicians to follow through on an exercise prescription. There are provider and patient versions. The coding and documentation are available at [FHIR/physical-activity-ri: Physical Activity implementation guide reference implementation](#) for health systems or end users who want to integrate it into their systems.

## CONNECTING CARE TO COMMUNITY

We want to connect patients to community-based resources that offer supervised exercise interventions. We were successful in applying to have physical activity assessment included in the [US Core Data for Interoperability](#), the minimum core data set required of all electronic health records in the US.

## BUILDING THE ECONOMIC BASE

We contributed to and led studies that helped frame the economic argument about why “It’s Time to Move” is so important. This is especially important for conversations with public and private payers. We collaborated with the Centers for Disease Control and Prevention and researchers at the University of Georgia on [Inadequate Aerobic Physical Activity and Healthcare Expenditures in the United States: An Updated Cost Estimate](#), which found inadequate leisure-time aerobic physical activity accounts for \$192 billion in annual health care costs among U.S. adults—12.6% of total national health care spending.

We led a review of the [Cost-Effectiveness of Supervised Exercise Therapy for Adults with Chronic Conditions in the United States](#) that systematically evaluated the cost-effectiveness of supervised exercise programs for US adults with chronic conditions. We found a consistent, positive return on investment of \$1.15-1.70 for every dollar spent.

## MEDICARE RECOGNIZES PHYSICAL ACTIVITY ASSESSMENT

The Centers for Medicare & Medicaid Services (CMS) recently finalized the 2026 Physician Fee Schedule, which recognizes physical activity assessment as a reimbursable clinical service. This change embeds movement into the core of preventive healthcare, validating decades of advocacy to treat physical activity as an important part of health assessment in clinical care. It positions clinicians, health systems, and community partners to identify, counsel, and connect patients to the resources they need to move more and live better. [More](#)

## WHAT'S NEXT: DRIVING CHANGE BY ALIGNING FINANCIAL INCENTIVES

We are starting to develop a clinical quality measure for physical activity assessment and referral. If adopted, this measure could financially incentivize integration of physical activity assessment, prescription, and referral into care delivery.

# NATIONAL PHYSICAL ACTIVITY PLAN

The National Physical Activity Plan (NPAP) sector had a productive year under the leadership of NiCole Keith and Karin Pfeiffer as Chair and Vice-Chair, respectively. The 10 sectors and committees of NPAP are preparing for a revision and update of the National Physical Activity Plan. A few highlights from the year are featured below:

## \* STEERING COMMITTEE

In September, the NPAP Steering Committee held its annual in-person strategic planning meeting in Washington, DC. The sectors have been tasked with evaluating the National Physical Activity Plan, which will be its first project of 2026.

## \* BUSINESS & INDUSTRY

Led by Dr. Laurie Whitsel and Dr. Elizabeth Ablah, the Business & Industry sector made significant strides in promoting physical activity in the workplace. The sector was instrumental in advancing the CEO Pledge for Physical Activity, encouraging leaders nationwide to prioritize employee health. In addition, it strengthened the scientific understanding of workplace wellness by publishing the paper: *Benefits of Supplementing a GLP-1 Type Medication With Physical Activity.* [Read](#)



## \* EDUCATION

The Education sector, led by Dr. Jayne Greenberg, continued its work and research on advancing physical activity in educational settings.

One of their projects, a publication titled *The National Physical Activity Plan Early Childhood Education Strategy: State Policy Surveillance*, describes the methodological approach used to create an evaluation rubric for assessing how state licensing regulations align with the National Physical Activity Plan's Education Sector Early Childhood Education (ECE) strategy. [Read](#)

# 2025 PHYSICAL ACTIVITY SYMPOSIUM



In September, we proudly hosted the 3rd annual Move With US Physical Activity Symposium, an important day dedicated to advancing our shared vision of a more active and healthier nation. The event brought together over 100 partners representing 65 organizations for a full day of collaboration, dialogue, and knowledge-sharing. Participants came from a wide range of sectors including community organizations, industry, professional associations, nonprofits, universities, public health, and our federal partners, reflecting the breadth and diversity of the movement.

The symposium was more than a meeting; it was a powerful reminder of the strength and potential of working together across sectors. By sharing insights, strategies, and best practices, participants reinforced the collective commitment needed to overcome challenges and create lasting systems and policy changes that make physical activity accessible for all.

We extend our heartfelt thanks to all of the panelists and attendees whose contributions, expertise, and engagement helped make this event such a success. Your insights, questions, and collaboration are what make gatherings like this meaningful and impactful, and we are grateful for your dedication to advancing the movement.

As conveners, the Physical Activity Alliance is proud to unite these leaders and looks forward to building on the momentum generated during the day. Together, we will continue moving forward as one, because true collective impact is essential to achieving the long-term changes that will benefit the health and well-being of communities across the country.

# 2025 PHYSICAL ACTIVITY SYMPOSIUM



# CEO PLEDGE FOR PHYSICAL ACTIVITY

## 2025 ACHIEVEMENTS

- \* Our network of committed leaders continues to grow, with more than 200 CEOs pledging to prioritize physical activity in their organizations. This represents a significant step forward in embedding wellness at the highest levels of leadership.
- \* **Redesigned Web Presence:** Our updated webpage now provides an engaging, user-friendly platform for CEOs and organizations to learn about the pledge, share success stories, and access resources to foster workplace activity.
- \* **Social Media Campaign Launched:** To amplify the impact of the pledge, we have rolled out a dedicated social media campaign, raising awareness, celebrating champions, and inspiring more organizations and leaders to join the movement.
- \* **Industry Ambassador Program Launched:** We recently launched the CEO Pledge Industry Ambassador Program. The Industry Ambassador Program is designed to expand the reach and impact of the CEO Pledge by engaging respected leaders who can champion physical activity within their own sectors. Bob Perry, the inaugural Industry Ambassador for Transportation & Trucking, is widely known in the trucking community as a long-time champion for driver health and host of the FIT DRIVERS® podcast. He's spent his career working to improve the well-being of professional drivers. His deep relationships with carriers, industry associations, and driver leaders make him an ideal partner to help bring the CEO Pledge message to the transportation and trucking sector.

We look forward to building on this momentum and continuing to support CEOs in creating healthier, more active workplaces.



An initiative of the  
Physical Activity Alliance



[CEO PLEDGE IN THE NEWS](#)

# CONGRESSIONAL PHYSICAL ACTIVITY CHALLENGE

In May 2025, we hosted the 5th Annual Congressional Physical Activity Challenge. The Congressional Physical Activity Challenge is an annual competition involving the offices of the US Congress in a bid to achieve the highest level of physical activity.



*Pictured Right: Staff from Senator Thune's office, who took 1st place in Highest Team Average Points category!*



## 2025 WINNERS

**Most Points** — Office of Senator Lummis

**Highest Team Average Points** — Office of Senator Thune

**Most Participants** — House Oversight Committee Majority

**Most Individual Points** — Mark Marin, House Oversight Committee Majority

Senator Lummis has successfully defended her title for the 3rd year. However, we had a new winner in the Highest Team Average category with Senator Thune's office (pictured above with the Myzone devices). In political terms, Thune's team won the electoral college; Lummis' team took the popular vote. The House Oversight Committee Majority took home two awards. We look forward to next year's Challenge!



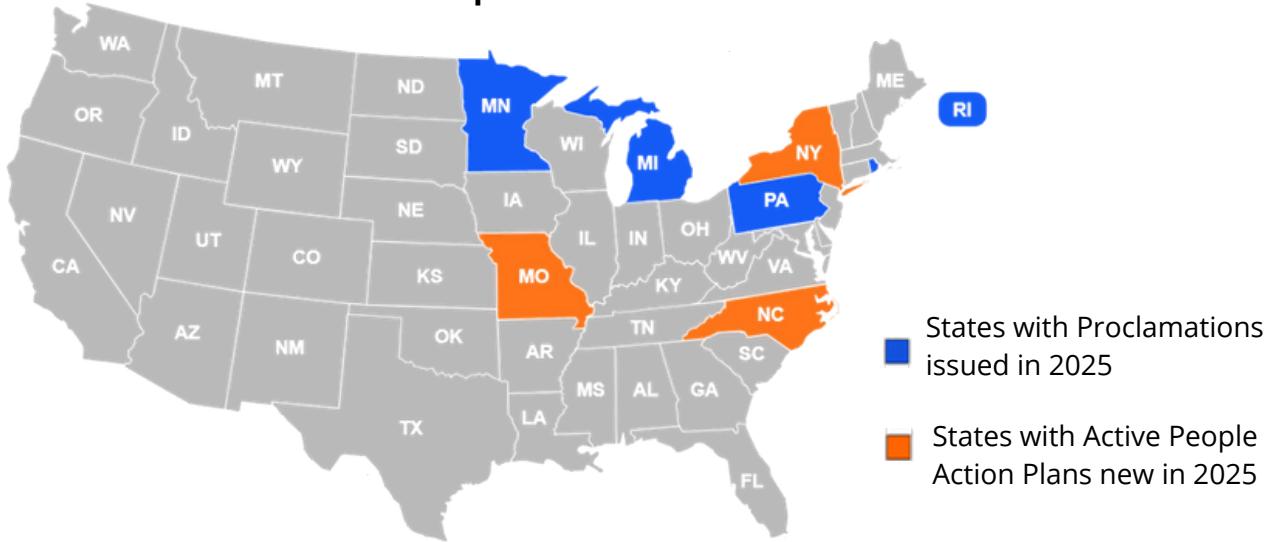
[CONGRESSIONAL CHALLENGE IN THE NEWS....](#)

# ACTIVE PEOPLE, HEALTHY NATION<sup>SM</sup>



CDC funding plays a vital role in advancing our physical activity promotion efforts. It provides support to It's Time to Move and the CEO Pledge, while also strengthening our capacity to communicate about and elevate the **Active People, Healthy Nation<sup>SM</sup>** initiative. We are helping to grow the Active People Partner Network and to encourage the adoption of Active People, Healthy Nation Proclamations, which are official commitments from local and state leaders to advance physical activity, as well as the development of Action Plans, which outline concrete, evidence-based steps communities can take to help more people become physically active. In 2025, we issued five new Proclamations and helped develop five Action Plans.

## 2025 Active People Proclamations + Action Plans



### PROCLAMATIONS IN 2025

- Bucks County, PA (pop. 650,131)
- Detroit, MI (pop. 645,705)
- Pawtucket, RI (pop. 76,996)
- Philadelphia, PA (pop. 1,573,916)
- St. Paul, MN (pop. 307,465)

### ACTION PLANS IN 2025

- Bucks County, PA (pop. 650,131)
- Detroit, MI (pop. 645,705)
- Pawtucket, RI (pop. 76,996)
- Philadelphia, PA (pop. 1,573,916)
- St. Paul, MN (pop. 307,465)

# THANK YOU!

We are truly grateful for your support, hard work, and commitment throughout the year. Together, we've made a meaningful impact, and we look forward to continuing this journey with you in the year ahead.

Thank you for being an essential part of our community and our success.

#MoveWithUS

With our heartfelt gratitude,

Your PAA Team  
Tom, Ayanna, and Laurie

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