Resources, Opportunities, and Challenges for Strengthening Community Leadership to Increase Physical Activity among Families, Children and Youth

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The statements and conclusions in this presentation are those of the author and do not necessarily represent the views of the Centers for Disease Control and Prevention.
Strengthening community leadership in physical activity

• Resources (staying current as SME)
• Opportunities (strategic partnerships)
• Challenges
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Presentation Outline

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Physical Activity

Fruits & Vegetables

Breastfeeding
Television Viewing
Sugar drinks
High calorie/low value foods
Strengthening community leadership in physical activity

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- **Challenges**
Resources

2008 Physical Activity Guidelines for Americans
Be Active, Healthy, and Happy!
www.health.gov/paguidelines

Physical Activity Plan

NATIONAL
Resources

The Guide to Community Preventive Services
What Works to Promote Health?

Promoting Physical Activity
A Guide for Community Action
Increasing Physical Activity: A Report on Recommendations of the Task Force on Community Preventive Services

- Community-wide campaigns
- Point of decision prompts
- Enhanced school-based PE
- Social Support
- Individually adapted behavior change
- Creation of or enhanced access to places opportunities to be active
2008 Physical Activity Guidelines for Americans

- Health Benefits
- Guidelines
  - Youth
  - Adults
  - Older adults

www.health.gov/paguidelines
• When adults [children] with disabilities are not able to meet the physical activity guidelines, they should engage in regular physical activity according to their abilities and should avoid inactivity.

• Adults [children] with disabilities should consult their health-care providers about the amounts and types of physical activity that are appropriate for their abilities.

(p. viii)

http://www.health.gov/paguidelines
People who want to lose a substantial amount of weight (> 5% of body weight) and people who are trying to keep a significant amount of weight off once it has been lost need a high amount of physical activity (> 300 minutes per week of moderate-intensity PA per week) unless they also reduce their caloric intake. (p. 12)

http://www.health.gov/paguidelines
2008 Physical Activity Guidelines for Americans

- “The good news is that some physical activity is better than none. People gain some health benefits when they do as little as 60 minutes a week of moderate-intensity physical activity.” (p. 24)

- “The health benefits of physical activity are generally independent of body weight. The good news for people needing to lose weight is that regular physical activity provides major health benefits, no matter how their weight changes over time”. (p. 10)

http://www.health.gov/paguidelines
Health Benefits of Physical Activity

- All-cause mortality
- Cardiovascular disease and stroke
- Diabetes
- Colon and breast cancer
- Obesity (physical activity combined with reduced caloric intake)
- Osteoporosis (bone and joint health)
- Enhanced muscle strength
- Enhanced mental health
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Background

Release of the 2008 PA Guidelines for Americans necessitates action to ensure greater ability to comply with those guidelines.
Sectors

• Mass Media
• Public Health
• Education
• Healthcare
• Volunteer and Non-Profit Organizations
• Transportation, Urban Design, Comm. Plan
• Business and Industry
• Parks, Recreation, Fitness, and Sports

www.physicalactivityplan.org
STRATEGY
Create, maintain, and leverage cross-sectional partnerships and coalitions that implement effective strategies to promote physical activity. Partnerships should include representatives from...organizations serving historically underserved and understudied populations.

TACTIC
Connect with agencies representing persons with disabilities and other populations affected by health disparities.
Select Physical Activity Strategies
Being used in States and Communities – Public Health

• Create safe, attractive, accessible and affordable places for activity

• Establish or support community walking groups, clubs, or programs

• Use point of decision prompts to promote stair usage
**STRATEGY**
Provide access to and opportunities for high-quality, comprehensive physical activity programs anchored by physical education, in pre-kindergarten through grade 12. Ensure that the programs are physically active, inclusive, safe, and developmentally and culturally appropriate.

**TACTIC**
Provide continuing education classes/seminars on state-of-the-art physical activities for children that provide information on adapting activities for children with disabilities, in classrooms and physical activity settings.
Select Physical Activity Strategies Being used in States and Communities - Education

- Create joint use agreements
- Develop safe routes to schools programs
- Promote recess in schools and daily physical activity in after-school or childcare settings
STRATEGY
Increase accountability of project planning and selection to ensure infrastructure supporting active transportation and other forms of physical activity.

TACTIC
Support increased accountability in planning to address equity and disparity issues, especially for vulnerable communities and vulnerable populations.
Select Physical Activity Strategies Being used in States and Communities – Land Use and Community Design

• Develop city, planning, zoning and transportation policies / Complete streets

• Promote increased physical activity or active transport (walking or biking to work or destinations)
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The Influences on Behavior

Societal/Public Policy

Community

Organizations

Family, Friends

Individuals

Challenges

• Truly embracing the ecological model - intervening in community settings that require assistance in “how to” be inclusive

• Messaging around goal setting (obesity only or obesity and other health benefits)

• Addressing disparities and health equity

• Knowing when, where, and how to partner with groups having similar goals
Thank You!