

ROLE OF PUBLIC HEALTH

Active People, Healthy Nation is a national initiative led by CDC to help 27 million Americans become more physically active by 2027. Increased physical activity can improve health, quality of life, and reduce healthcare costs.



HOW CAN WE ACHIEVE OUR GOAL?

We can create an active America by working together and coordinating our actions using five steps.

1 DELIVER PROGRAMS THAT WORK

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

Potential Activities:

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

2 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 settings.

3 SHARE MESSAGES THAT PROMOTE ACTIVE LIFESTYLES

GOAL: Connect and communicate the benefits of adopting an active lifestyle.

Potential Activities:

- Develop and communicate branded messages to connect a larger audience with the benefits of active lifestyles, using multiple channels.
- Launch a robust national media campaign to promote active lifestyles.

4 TRAIN LEADERS FOR ACTION

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

Potential Activities:

- Train state and local leaders about effective strategies that support active lifestyles.
- Support successful training model to equip community leaders with the skills to improve conditions for active lifestyles.

5 DEVELOP TECHNOLOGIES, TOOLS, AND DATA THAT MATTER

GOAL: Address gaps in monitoring and evaluating physical activity, walking, and walkable communities.

Potential Activities:

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





SUCCESS IN AMERICAN COMMUNITIES

To the right are highlights from the efforts we support. Through Active People, Healthy Nation, we can continue to make a difference, together.

Active Living Design in Indiana: Complete Street Policies Now Cover Almost Half of the State's Population

The Indiana State Department of Health (ISDH) has worked with partners to help design communities for active living since 2010. In collaboration with Bicycle Indiana, a statewide coalition dedicated to supporting bicycling, ISDH garnered support for healthy community efforts. These community partnerships and workshops supported by CDC funding helped establish Complete Street policies that cover more than 46% of the state's population. These policies are used in small towns, cities, and Metropolitan Planning Organization regions.



https://www.cdc.gov/nccdphp/dnpao/state-local-programs/pdf/14_252603-a_zaganjor_physical-activity-508_tag508.pdf

Bike Safety in Arkansas: State Revises Bicycle And Pedestrian Plan to Highlight Needed Changes for 16,000-Plus Miles of State Highway

In 2012, the League of American Bicyclists ranked Arkansas 50th in the nation for bicycle friendliness. In response, the governor of Arkansas requested that a technical advisory committee be formed to update the state's 14-year-old Bicycle and Pedestrian Plan. Members included the Arkansas State Highway and Transportation Department and Arkansas Department of Health. The plan now allows for better communication with communities, a more cohesive planning process, and a strategic approach to making environmental changes. As a result of these changes, in 2015, Arkansas improved its ranking to 36 on the Bicycle Friendly State Ranking list.



<https://www.cdc.gov/nccdphp/dnpao/state-local-programs/pdf/program-highlights/pa-access-ar.pdf>

Physical Activity in Wisconsin Worksites: Since 2008, Nearly 1,300 Worksites Across Wisconsin Received Training on Strategies to Improve Employee Health

The Wisconsin Department of Health Services has been working on strategies to improve worksite wellness, including access to physical activity. They reach out to health care providers and organizations such as YMCAs with free training and resources so they can help worksites conduct environmental assessments and change policies, environments, and programming to improve workers' health. The Wisconsin Department of Health Services since 2008 has provided training to nearly 1,300 worksites across Wisconsin on how to incorporate effective strategies to improve employee health.



https://www.cdc.gov/nccdphp/dnpao/state-local-programs/pdf/14_252603-a_zaganjor_physical-activity-508_tag508.pdf

FOR MORE PROGRAM AND STATE HIGHLIGHTS, VISIT:

<https://www.cdc.gov/nccdphp/dnpao/state-local-programs/physicalactivity.html>