Get Healthy California: Promoting Physical Activity

MCAH Education Day, October 21, 2010

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(formerly California Center for Physical Activity)
Safe and Active Communities Branch
California Department of Public Health

How Did We Get Here?

- Many years of hard work by passionate individuals who have been dedicated to research and program development in support of physical activity

- Gradual recognition by key stakeholders and policy makers that physical activity is critical to the health and wellness of all Americans

Physical Activity and Public Health Course - 1994

- Annual course initiated to improve the public's health by increasing the number of public health researchers and practitioners who have expertise in the relationship between physical activity and health in populations

- Sponsored by the CDC and the University of South Carolina, Prevention Research Center

- Held in September each year; 25 fellows are accepted for each course on a competitive basis (scholarships are available) – www.sph.sc.edu/paph/about.htm

National Physical Activity Plan

Surgeon General's Report on Physical Activity and Health - 1996

Significant health benefits can be obtained by including a moderate amount of physical activity (e.g., 30 minutes of brisk walking) on most, if not all days of the week.

National Physical Activity Plan

Surgeon General's Report on Physical Activity & Health - 1996

"Physical activity reduces the risk of premature mortality in general, and of coronary heart disease, hypertension, colon cancer, and diabetes mellitus in particular. "

CDC PA Program Benchmarks - 2004

- Developed 5 benchmarks based on evidence-based, data driven strategies, partnership development, and building and maintaining infrastructure
- Benchmarks were announced to states

National Physical Activity Plan

Physical Activity Collaborative - 2005

- Coordinates physical activity in public health action among organizations: CDC/DNPAO, NACDD, DHPE, ASTPHND and NSPAPPH

- Produced call to action paper: *The Critical Need for Public Health Leadership and Capacity to Improve Health through Physical Activity*

National Physical Activity Plan

1st Int'l Congress on PA and PH - 2006

- Intended to celebrate the 10th anniversary of the U.S. Surgeon General's Report on Physical Activity and Health
- Over 800 delegates from 45 countries
- Formation of the National Society for Physical Activity Practitioners in Public Health announced

National Physical Activity Plan

National PA Practitioners in PH - 2006

- Elevate physical activity as a public health priority
- Provide professional development for physical activity practitioners at the state and local level
- Develop a cadre of trained physical activity in public health specialists

2nd Int'l Congress on PA and PH - 2008

- Amsterdam: Over 600 delegates from 50 countries
- Birth: International Society of Physical Activity and Health

-- Organization dedicated specifically to advancing the science and practice of PA and health

-- Journal of Physical Activity and Health established

National Physical Activity Plan

Physical Activity Guidelines for Americans - 2008

Adults

"For substantial health benefits, adults should do at least **150 minutes** a week of **moderate-intensity**, or **75 minutes** of **vigorous-intensity** aerobic physical activity."

National Physical Activity Plan

Physical Activity Guidelines for Americans - 2008

Children and Adolescents

"Children and adolescents should do **60 minutes** or more of **daily** physical activity. Most of the 60 minutes or more should be either **moderate**- or **vigorous**-intensity aerobic physical activity."

National Physical Activity Plan

American Public Health Association - 2009

Physical Activity Special Primary Interest Group

- Provide physical activity education track at APHA annual conference which welcomes over 15,000 public health professionals
- Advance physical activity policy and best practices at the national, state and local levels

National Physical Activity Plan

Physical Activity in Public Health Specialist Certification - 2009

- American College of Sports Medicine and the National Society of Physical Activity Practitioners in Public Health - developed P.A.P.H.S. certification in 1.5 years

- Establishes a national standard
- Attests to the individual's knowledge and skills
- Assists employees in identifying qualified PA professionals
- Builds sense of pride and accomplishment
- Promotes continued professional development

National Physical Activity Plan

National Physical Activity Plan - 2010

- May 3, 2010 released at the National Press Club in Washington, D.C.
- Assembly and Senate Hearings announced NPAP

3rd Int'l Congress on PA and PH - 2010

- Toronto: Over 1200 delegates from 65 countries

- Toronto Charter for Physical Activity: A Global Call to Action

-- focuses on the global need for making PA a priority

-- provides a set of principles and priority areas for PA advocacy in countries throughout the world

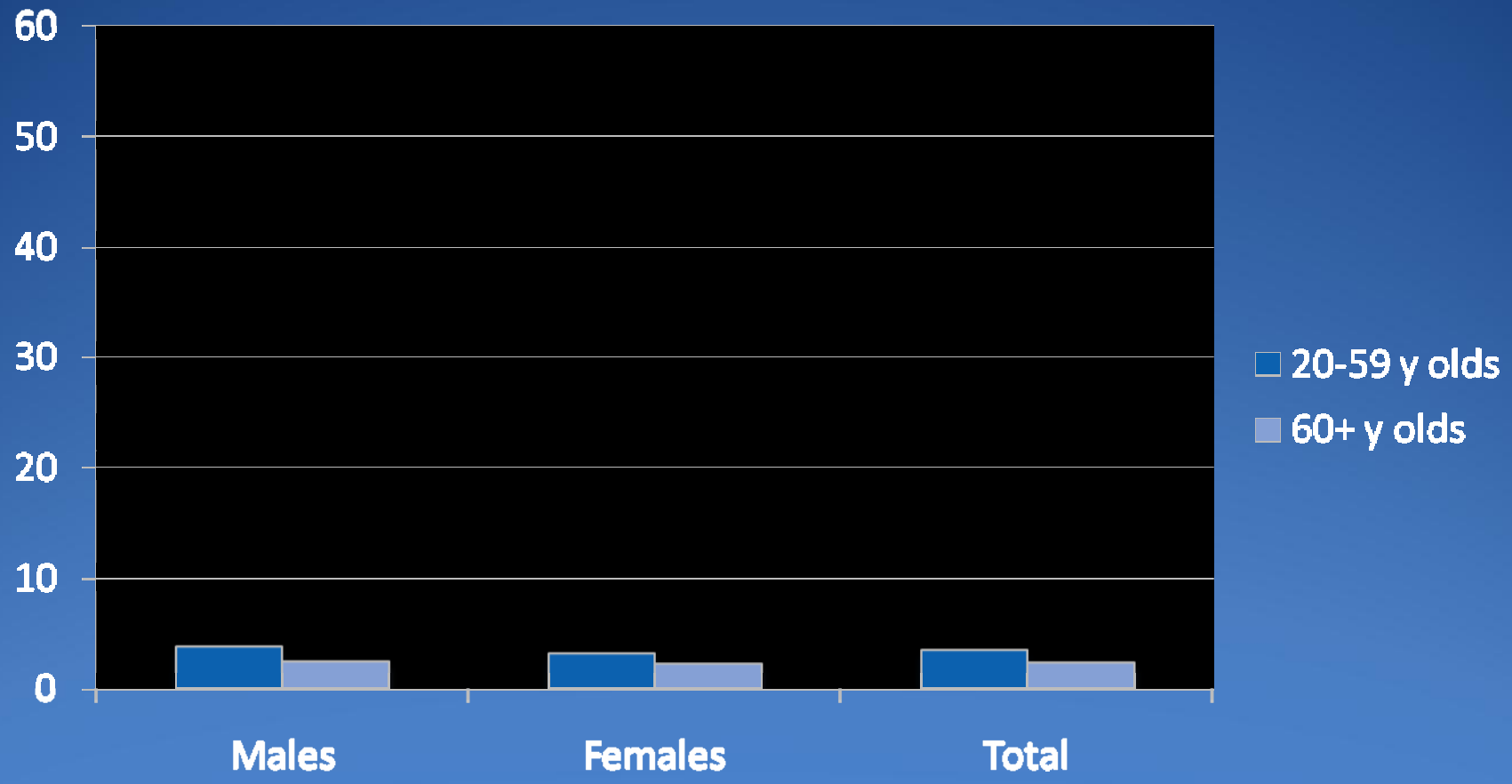
National Physical Activity Plan

State Indicator Report on PA - 2010

- Release on Tuesday, May 25, 2010 by U.S. Department of Health and Human Services Secretary Kathleen Sebelius
- Report will include information on PA behavior and policy and environmental supports within each state
- CA will be compared with national data for all 5 behavioral indicators and 12 policy and environmental indicators
- Data comes from Behavioral Risk Factor Surveillance System (BRFSS) and Youth Risk Behavioral Surveillance System (YRBSS)

National Physical Activity Plan

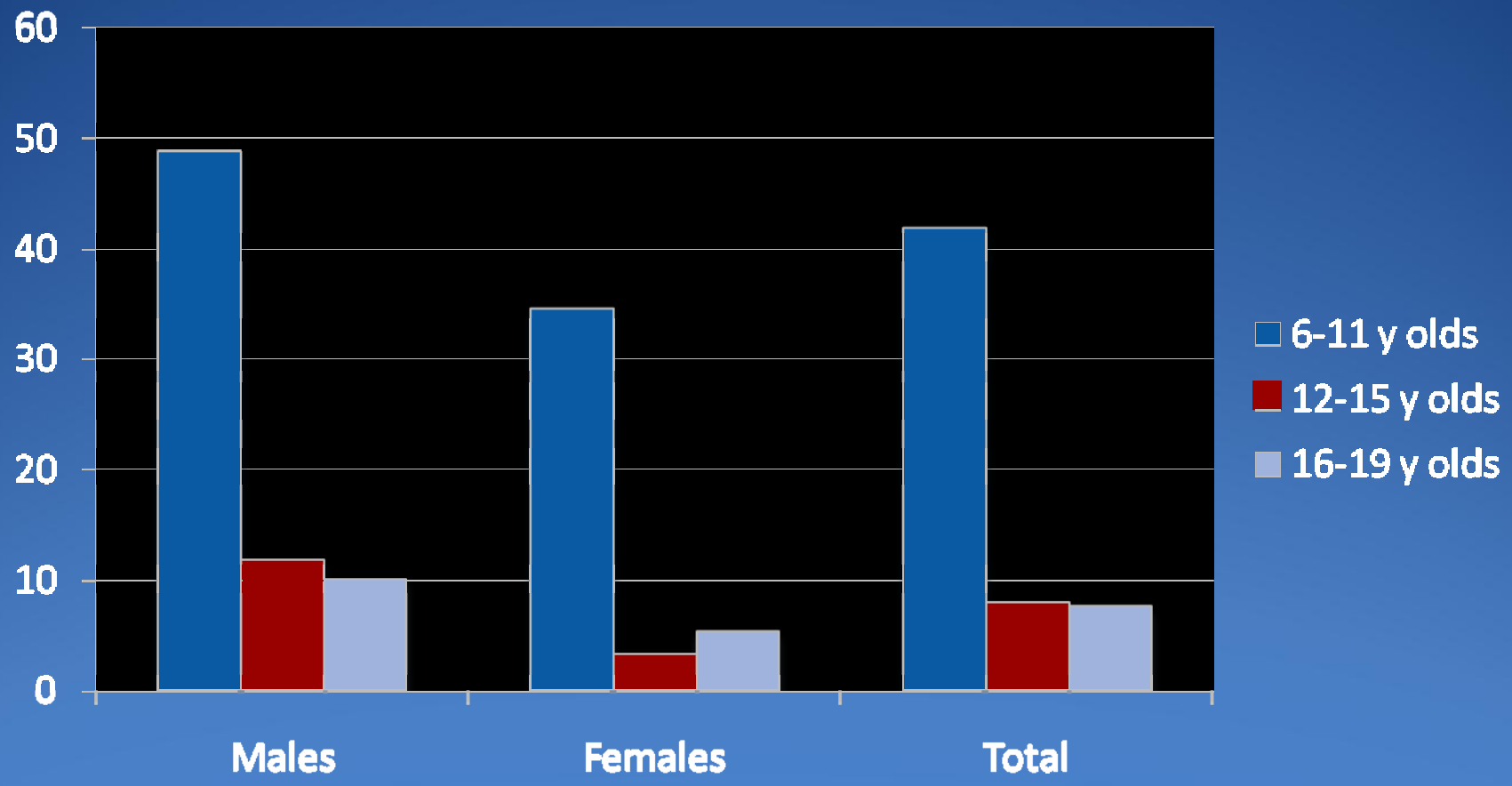
Prevalence of attaining 30 min of MVPA per day - Adults



Troiano et al. Med Sci Sports Exerc 2008;40(1):181-188

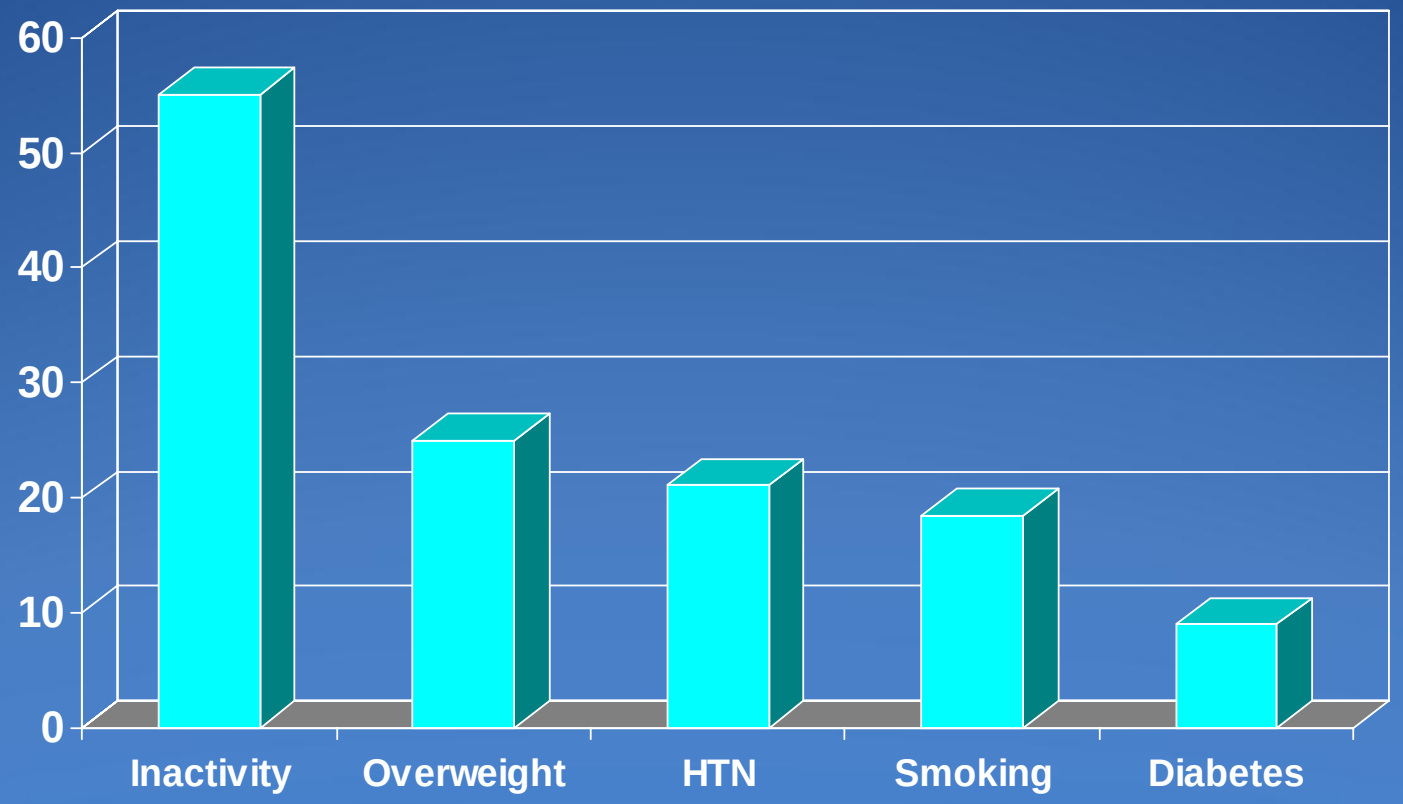
National Physical Activity Plan

Prevalence of attaining 60 min of MVPA per day - Youth



Troiano et al. Med Sci Sports Exerc 2008;40(1):181-188

Physical inactivity is the most prevalent risk factor in California



National Physical Activity Plan

Physical Inactivity Among Adults

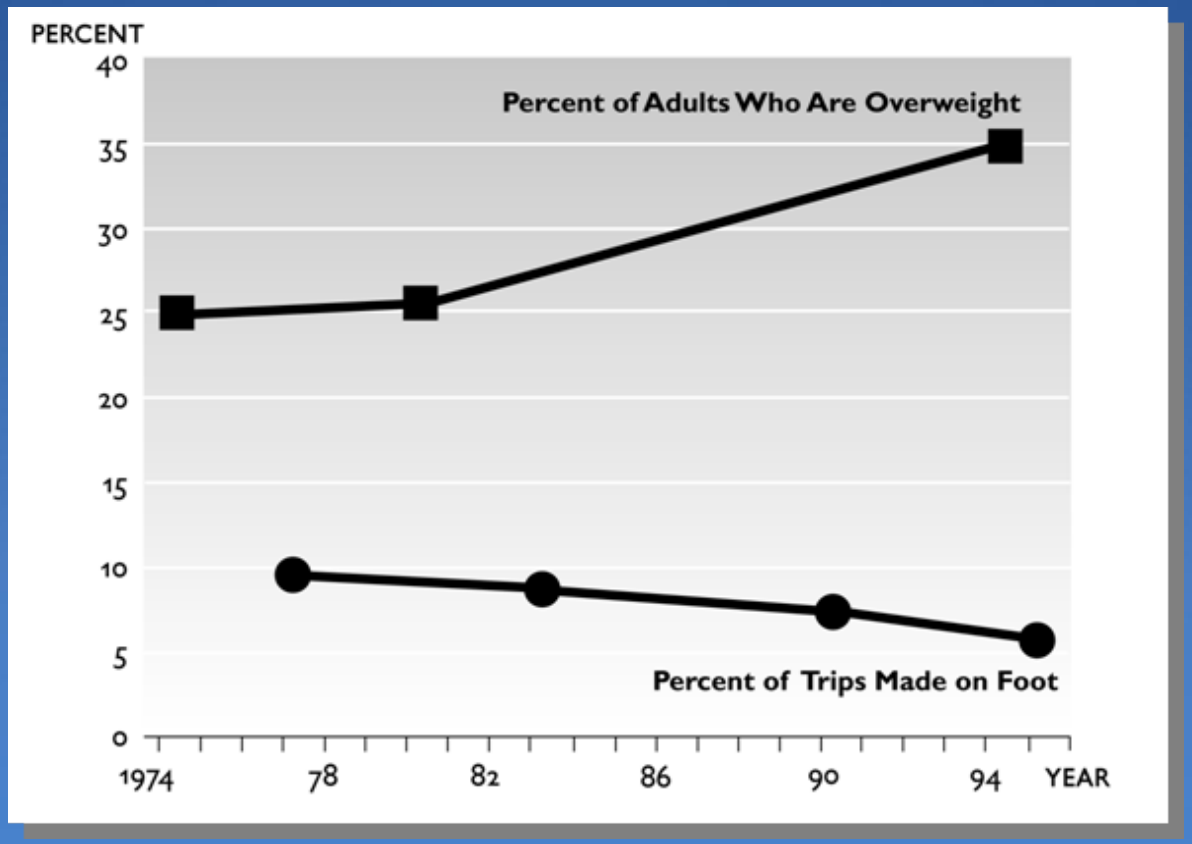
- 25% of all adults are sedentary
- Most are low-income and people of color
- > 20% get 30 minutes of physical activity at least 5 days a week

National Physical Activity Plan

Physical Inactivity Among Children

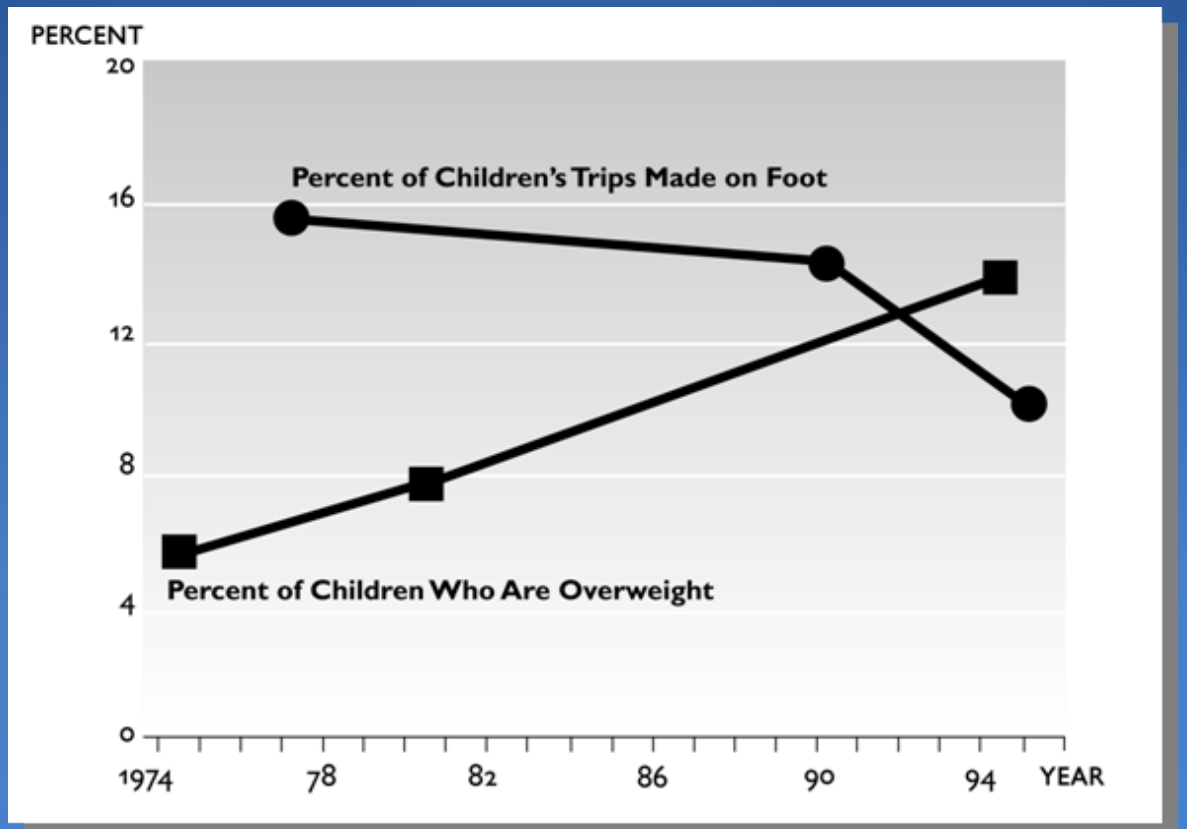
- 78% of children fall short of the recommended minimum dose of physical activity: 60 minutes a day
- 35% of children watch 5+ hours watching TV every day
- Only 14% of children walk or bike to school
- > 30% of California children in grades 5, 7, and 9 pass all six major fitness areas of the Fitnessgram

Walking for Transport and Overweight Among Adults



National Physical Activity Plan

Walking for Transport and Overweight Among Children



National Physical Activity Plan

Shift People from Cars to Walking and Bicycling

NATIONAL Physical Activity Plan.

National Physical Activity Plan

Definition of a National Physical Activity Plan

A comprehensive set of strategies including policies, practices, and initiatives aimed at increasing physical activity in all segments of the population.*

* CDC/WHO Collaborating Center Workshop On Global Advocacy For National Physical Activity Plans Workshop report. January, 2007

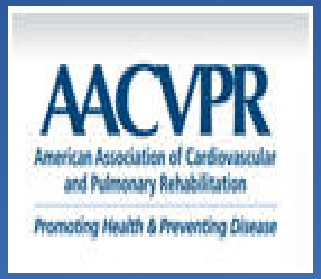
National Physical Activity Plan

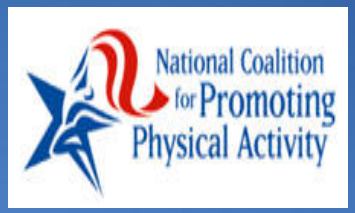
Vision

All Americans are physically active and live, work, learn, and play in environments that facilitate regular physical activity.

National Physical Activity Plan

Organization Partners





American Academy of Pediatrics American Medical Assoc. American Diabetes Assoc.

Steps in Developing NPAP

- Coordinating Committee
- Eight Societal Sectors
- White Papers
- National Conference – July 2009

National Physical Activity Plan

Steps in Developing NPAP

- Sector Working Groups
  - 336 individuals

- 3 Drafts of Plan Circulated (> 300 recipients)
  - Draft 1: January 29, 2010
  - Draft 2: March 3, 2010
  - Draft 3: April 15, 2010

Content of the Plan

- 52 Strategies
- 215 Tactics

National Physical Activity Plan

Overarching Strategies

- Launch a grassroots advocacy effort to mobilize public support for the NPAP
- Mount a national PA education program to educate Americans on effective behavioral strategies to increase PA
- Disseminate PA best practices and policies to ensure Americans access strategies to meet Federal PA Guidelines
- Create a national PA resource center w/ effective tools
- Establish a center for PA policy development and research across all sectors of the NPAP

Public Health

- Invest equitably in physical activity promotion, commensurate with its value in enhancing health and preventing chronic disease.

Public Health

- Include in each state health department a physical activity and health unit that functions as part of an integrated approach to chronic disease prevention. Staff these units with professionals with specialized training in physical activity and public health.

National Physical Activity Plan

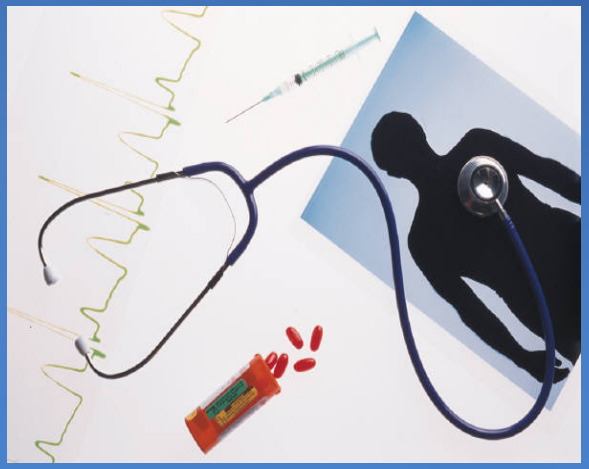
- Strategy 1: Develop and maintain an ethnically diverse public health workforce of both genders with competence and expertise in physical activity and health.

- Strategy 2: Create, maintain, and leverage cross-sector partnerships and coalitions that implement effective strategies to promote physical activity – partnerships should include representation from all sectors.

- Strategy 3: Engage in advocacy and policy development to elevate the priority of physical activity in public health practice, policy and research.

Health Care

- Develop a Healthcare Effectiveness and Data Information Set (HEDIS) measure for physical activity.



National Physical Activity Plan

- Strategy 1: Make physical activity a patient "vital sign" that all health care providers assess and discuss with their patients.
- Strategy 2: Establish physical inactivity as a treatable and preventable condition with profound health implications.
- Strategy 3: Include physical activity education in the training of all health care professionals.

Education

- Enact federal legislation, such as the FIT Kids Act, to require school accountability for quality and quantity of physical education.

National Physical Activity Plan

- Strategy 2: Develop and maintain state and school district policies requiring school accountability for the quality and quantity of PE and physical activity programs.
- Strategy 3: Develop partnerships with other sectors for the purpose of linking youth with physical activity opportunities in schools and communities.
- Strategy 5: Provide access to and opportunities for physical activity before and after school.

Transportation, Land Use and Community Design

- Federal and state Departments of Transportation should target funding and technical assistance to healthy planning approaches for low-income and high-need communities.

Transportation, Land Use and Community Design

- Support development of standards for adoption of best practice “safe routes” initiatives such as “Safe Routes to School”

National Physical Activity Plan

- Strategy 1: Increase accountability of project planning and selection to ensure infrastructure supporting active transportation and other forms of physical activity.
- Strategy 2: Prioritize resources and provide incentives to increase active transportation and other physical activity through community design, infrastructure projects, systems, policies and initiatives.
- Strategy 3: Integrate land-use, transportation, community design and economic development planning with public health planning to increase active transport and other physical activity.
- Strategy 4: Increase connectivity and accessibility to essential community destinations to increase active transport and other physical activity

National Physical Activity Plan

Parks, Recreation, Fitness, and Sports

- Assess the use of parks, recreation, fitness, and sports facilities and services through a nationwide population surveillance effort. Assess physical activity levels associated with use of these facilities and services.

National Physical Activity Plan

- Strategy 1: Promote programs and facilities where people work, learn, live, play and worship (i.e. workplace, public, private and non-profit recreational sites) to provide access to safe and affordable physical activity opportunities.

- Strategy 5: Improve physical activity monitoring and surveillance capacity to gauge program effectiveness in parks, recreation, fitness, and sports settings based on geographic population representation and physical activity levels, not merely numbers served.

National Physical Activity Plan

Business and Industry

- Develop legislation and policy agendas that promote employer-sponsored physical activity programs while protecting individual employees' and dependents' rights.

National Physical Activity Plan

- Strategy 1: Identify, summarize, and disseminate best practices, models, and evidence-based physical activity interventions in the workplace.
- Strategy 2: Encourage business and industry to interact with all other sectors to identify opportunities to promote physical activity within the workplace and throughout society.
- Strategy 3: Educate business and industry leaders regarding their role as positive agents of change to promote physical activity and healthy lifestyles within the workplace and throughout society, giving particular consideration to efforts targeting low-resource populations.

Volunteer and Non-Profit Organizations

- Influence policy makers to pass legislation that advances initiatives consistent with the National Physical Activity Plan.

National Physical Activity Plan

- Strategy 1: Advocate to local, state, and national decision makers for policies and system changes identified in the National Physical Activity Plan.

- Strategy 2: Convene multi-sector stakeholders at local, state, and national levels in strategic collaborations to advance the goals of the National Physical Activity Plan.

Mass Media

- Enact legislation to support a sustained physical activity mass media social marketing campaign…integrate the campaign across jurisdictional levels, agencies, and sectors.

National Physical Activity Plan

- Strategy 1: Encourage public health agencies to form partnerships with other agencies across the eight sectors to combine resources around common themes in promotion physical activity.

- Strategy 5: Sequence, plan, and provide campaign activities in a prospective, coordinated manner. Support and link campaign messages to community level programs, policies, and environmental strategies.

Future of the Plan

- Living Document
- Implementation
- Evaluation

National Physical Activity Plan

Implementation

- Sector Chairs meet on a quarterly basis
- Sector Chairs identified organizations to lead strategies
- Sector Teams write measurable goal statements for a five year period
- Sector Teams select three strategies/tactics to begin, phase in others

Future discussion topic:

- How to secure funding for all states

National Physical Activity Plan

Other National Efforts Supporting the National PA Plan

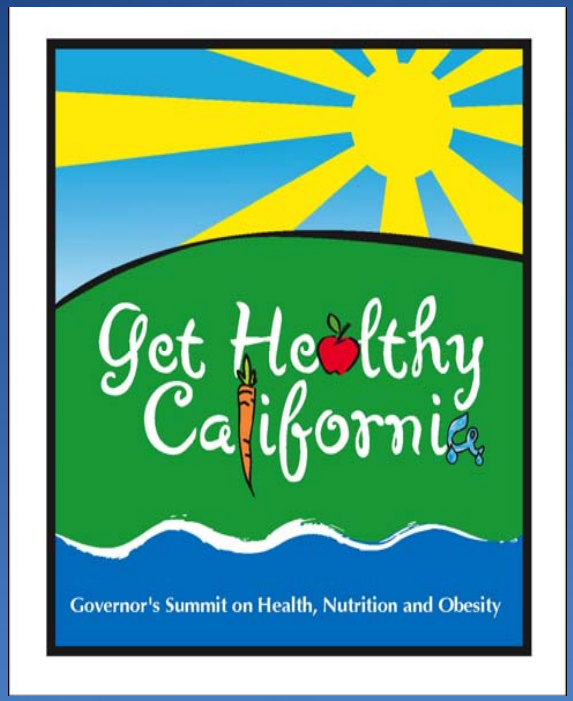
- First Lady's "Let's Move" Campaign
- Health Care Reform (Prevention Pillar)
- American Recovery and Reinvestment Act
- Healthy Measures: Trailhead to Better Lives

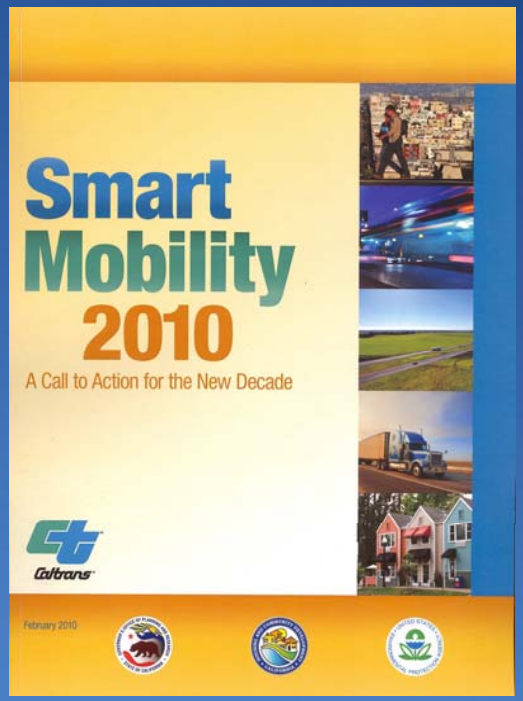
National Physical Activity Plan

www.PhysicalActivityPlan.org

Website houses all National Physical Activity Plan information and will be updated on a regular basis

California Efforts Support the NPAP





A Vision for California: 10 Steps for Healthy Living

1. Californians will understand the importance of physical activity and healthy eating, and they will make healthier choices based on their understanding.
2. Everyday, every child will participate in physical activities.
3. California's adults will be physically active every day.
4. Schools will only offer healthy foods and beverages to students.
5. Only healthy foods and beverages will be marketed to children ages 12 and under.
6. Produce and other fresh, healthy food items will be affordable and available in neighborhoods.
7. Neighborhoods, communities and buildings will support physical activity, including safe walking, stair climbing, and bicycling.
8. Healthy foods and beverages will be accessible, affordable, and promoted in grocery stores, restaurants, and entertainment venues.
9. Health insurers and health care providers will promote physical activity and healthy eating.
10. Employees will have access to physical activity and healthy food options.

California Obesity Prevention Plan

Revised 2006 plan focuses on "Place Matters" and includes:

- Increase consumption of fruits and vegetables
- Increase physical activity
- Increase breastfeeding initiation, duration and exclusivity
- Decrease consumption of sugar-sweetened beverages
- Decrease consumption of high energy dense foods (foods high in calories but have low nutritional value)
- Decrease television viewing time

Governor's Policy Initiatives

<u>Strategic Growth Council's Health in All Policies Taskforce</u>

- Identify priority programs, policies and strategies to improve the health of Californians

Examples of possible goals include:

- Every resident can safely walk, bike, or take public transit to school, work, and neighborhood destinations

- Every resident has access to safe places to play and be active

Governor's Policy Initiatives Cont.

Strategic Growth Council's Federal Transportation Policy

California is establishing policies, programs and institutions for continued growth and development that achieve environmental, equity, economic, and health benefits for rural and urban areas.

- California Consensus on Federal Transportation Reauthorization's recommended framework includes establishing regional plans and priorities, resources for planning, and enabling policies/incentives

- Senate Bill 375 (Steinberg, 2008) creates targets and incentives for regions and developers to decrease GHG through improved regional land use and transportation planning

Governor's Policy Initiatives Cont.

<u>Strategic Growth Council's Supports Prop 84 Projects:</u>

- Urban Greening Program
- Sustainable Communities Planning Grant and Incentive Program

Governor Supported Legislation

Assembly Bill 2705 (Hall): Joint use flexibility, increase moderate to vigorous physical activity in PE and after school programs

Assembly Bill 2147 (Perez): Consider benefits disadvantaged communities in the rating factors used to select proposals for funding under the Safe Routes to School program

Governor's Council for Physical Fitness and Sports

<u>Governor's Fitness Challenge:</u>
Students to be physically active for at least 30 to 60 minutes three days a week for a month

<u>Governor's Spotlight Awards:</u>
Annual awards to Principal, Teacher, Organization, Parent Association, Park and Recreation Program, Event, School, School District and County of the Year

- Gold - $10,000; Silver; $2,500 and Bronze; $1,000
- School of the Year receives $100,000 fitness center

Get Healthier Outdoors

The California Roundtable on Recreation, Parks and Tourism
Invites you to attend:

Get Healthier Outdoors
December 3-5, 2007
Lake Natoma Inn, Folsom, CA

The symposium will bring invited speakers, **Secretary of Interior Dirk Kempthorne, CA State Parks Director Ruth Coleman, CA Public Health Director Mark Horton, Dr. James Sallis, San Diego State University,** and others to discuss successful programs for promoting and building healthier lifestyles through connecting Californians to the outdoors. This symposium is a rare opportunity for the health profession and the outdoor community to work together. Participants will have the opportunity to discuss their needs, take away ideas and tools, and learn how to leverage their programs through partners and funding sources. Topics and programs to be discussed include:

- Leveraging programs
- Marketing
- Partnerships
- Trends in Recreation and Health
- Funding Sources
- Vendor/Display Salon

A must for Parks & Recreation and Public Health professionals to attend!

Symposium Registration Fee: $150

REGISTER NOW - Space is Limited!
Go to go to www.calroundtable.org and register online by November 26, 2007!

Conference and accommodations are at lovely Lake Natoma Inn, located in Folsom.
Call the hotel to book your reservations directly: 1-800-808-5253. (Mention "California Roundtable")
For the special conference rate you must book by November 26, 2007.

More information available at: www.calroundtable.org

We look forward to seeing you December 3-5 in Folsom!

Children's Outdoor Bill of Rights

Mission

To encourage all children to participate in outdoor recreation activities and discover their heritage

Objective

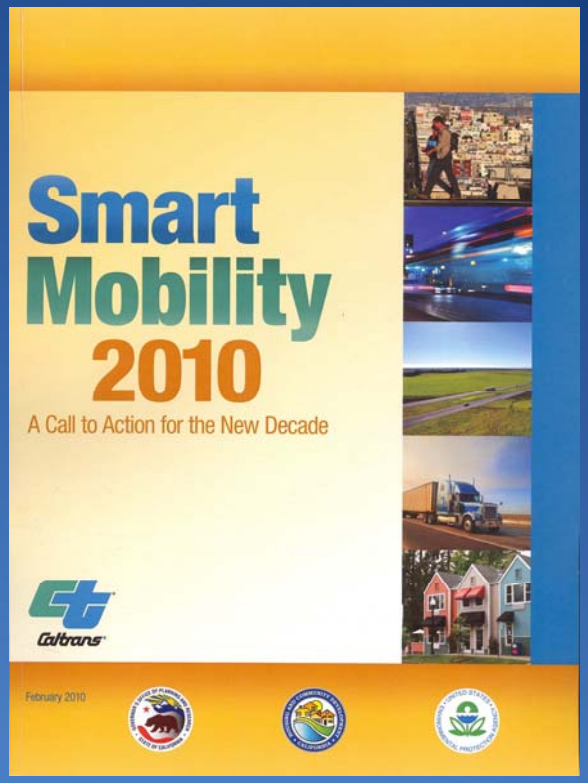
That every child have the opportunity to experience each of the activities listed within the Children's Outdoor Bill of Rights

Children’s Outdoor Bill of Rights

- Discover California’s past
- Splash in the water
- Play in a safe place
- Camp under the stars
- Explore nature
- Learn to swim
- Play on a team
- Follow a trail
- Catch a fish
- Celebrate your heritage

Caltrans Leads the Call to Action

- New approaches to mobility
- Social equity and environmental justice play a more central role
- Heightened emphasis on health and livability



Smart Mobility Purpose

- Find solution to climate change
- Reduce per capita vehicle miles traveled
- Safe transportation system that gets people and goods to destinations
- Principles focus on efficiency, reliable mobility, health and safety, environmental stewardship, and social equity

Other Caltrans Initiatives

- Deputy Directive 64
- Safe Routes to School Technical Assistance Resource Center in partnership with CDPH
- Revision of 2005 Main Streets Guide to include Complete Streets concepts, Livabillity and Sustainability
- Active Transportation and Livable Communities Advisory Committee

CA Department of Education

- Fitnessgram surveillance and evaluation
- CA Joint Use Grants Program
- CA After School Physical Activity Guidelines
- CA School Siting Guidelines Revision

Walk to School Day

Crocker Riverside Elementary School , Sacramento

- 431 out of 598 students participated (72%)
- Over 50% participated from each grade level (many grades with 70-80% participation)
- 15 parent and community volunteers
- Walking School Buses and 'Golden Shoe' Award

Future Plans for Crocker Riverside

- Bike Month activities in May to include: Bike Rodeo and Bike Parade/Bike Fashion show
- Maps of walking school bus routes and expansion
- Work with Police Department to institute pedestrian safety program
- Establish after-school bike trains back home
- Establish 'Golden Helmet' Award

San Diego Obesity Initiative

Partnership with the San Diego Padres

- 12 new healthy concession food items
- 7 new healthy concession food items for kids
- 'Instant Recess' during every Sunday home game
- Pedometers distributed to kids at FriarFit events

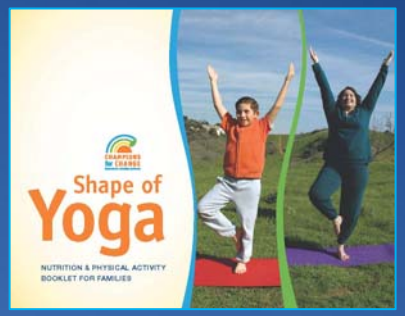
Additional FriarFit Programs

- Online tools and activities for teachers, students and parents to get children and their families moving and eating healthy
- 'Instant Recess' led by Padres First Baseman, Adrian Gonzalez
- Padres players and alumni provide Public Service Announcements encouraging kids and parents to be more physically active and make healthier food choices

Los Angeles County Programs

Physical Activity Resources

- Targets low SES
- Provides 'how to'
- Credible and free or low-cost
- Literacy and culturally appropriate



- Shape of Yoga
  - 10 poses in Hatha Yoga

- Power Up in 10
  - 10 strength-training exercises

LA Community Implementation

- Since 2007, over 30 workshops conducted to teach community leaders

- Over 600 leaders trained

- Physical activity resources now used by many low-income communities throughout Los Angeles

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