Active people in an activity-friendly world where...

- Everybody has access to convenient, safe, and accessible physical activity
- Everyone uses that opportunity
- Health improves as does the quality of our lives
The Problem

- About 1 in 2 adults live with a chronic disease.
  - About half of this group have two or more

- Only half of adults get the physical activity they need to help reduce and prevent chronic disease
Not Getting Enough Physical Activity Costs Money

- $117 billion in annual health care costs are associated with INADEQUATE PHYSICAL ACTIVITY.
Impact on Military Readiness

- Nearly 1 in 4 Young Adults are too heavy to serve in our military.

“Long-term military readiness is at risk unless a large-scale change in physical activity and nutrition takes place in America.”
Physical Activity Saves Lives and Protects Health

- 1 in 10 premature deaths could be prevented by getting enough physical activity.
- It could also prevent:

  - 1 in 8 cases of breast cancer
  - 1 in 8 cases of colorectal cancer
  - 1 in 12 cases of diabetes
  - 1 in 15 cases of heart disease
**Investing in Physical Activity Makes Cent$**

<table>
<thead>
<tr>
<th>BENEFITS FOR CHILDREN</th>
<th>BENEFITS FOR ADULTS</th>
<th>BENEFITS FOR HEALTHY AGING</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Improves aerobic fitness</td>
<td>• Lowers risk of high blood pressure</td>
<td>• Reduces risk of falling</td>
</tr>
<tr>
<td>• Improves muscular fitness</td>
<td>• Lowers risk of stroke</td>
<td>• Improves balance</td>
</tr>
<tr>
<td>• Improves bone health</td>
<td>• Improves aerobic fitness</td>
<td>• Improves joint mobility</td>
</tr>
<tr>
<td>• Promotes favorable body composition</td>
<td>• Improves mental health</td>
<td>• Extends years of active life</td>
</tr>
<tr>
<td>• Improves attention and some measures of academic performance (with school physical activity programs)</td>
<td>• Improves cognitive function</td>
<td>• Helps prevent weak bones and muscle loss</td>
</tr>
<tr>
<td></td>
<td>• Reduces arthritis symptoms</td>
<td>• Delays onset of cognitive decline</td>
</tr>
<tr>
<td></td>
<td>• Prevents weight gain</td>
<td></td>
</tr>
</tbody>
</table>

**BENEFITS FOR CHILDREN**
- Lowers risk of high blood pressure
- Lowers risk of stroke
- Improves aerobic fitness
- Improves mental health
- Improves cognitive function
- Reduces arthritis symptoms
- Prevents weight gain

**BENEFITS FOR ADULTS**
- Reduces risk of falling
- Improves balance
- Improves joint mobility
- Extends years of active life
- Helps prevent weak bones and muscle loss
- Delays onset of cognitive decline

**BENEFITS FOR HEALTHY AGING**
- Reduces risk of falling
- Improves balance
- Improves joint mobility
- Extends years of active life
- Helps prevent weak bones and muscle loss
- Delays onset of cognitive decline
Physical Activity Benefits Communities

**ECONOMIC**
- Building active and walkable communities can help:
  - Increase levels of retail economic activity and employment
  - Increase property values
  - Support neighborhood revitalization
  - Reduce health care costs

**SAFETY**
- Walkable communities can improve safety for people who walk, ride bicycles, and drive.

**WORKFORCE**
- Physically active people tend to take fewer sick days.
MAKING THE CASE

We have a national crisis of physical inactivity...

- Reversing the crisis will lead to improvements in our nation’s health and economy
- We have a consensus in the NPAP on how to reverse the crisis
- We have achieved some small successes
- Leveraging for a national physical activity movement saves money and saves lives
HOW DO WE SUPPORT OUR VISION?

Active people in an activity-friendly world where...

- Everybody has access to convenient, safe, and accessible physical activity
- Everyone uses that opportunity
- Health improves as does the quality of our lives

A National Physical Activity Movement
Save Lives, Save Money
A National Physical Activity Movement
Save Lives, Save Money

The Physical Activity (PA) Framework
Five Action Steps

DELIVER
Programs that Work

MOBILIZE
Partners

MESSAGE
Active Lifestyles

TRAIN
Leaders for Action

DEVELOP
Technologies, Tools, and Data That Matter

Save Lives, Save Money
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.
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.
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.
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.
Using the PA Framework to Level Up

Example: If 20% of the adult population moves up one level of physical activity, then 25 million people “level up”
Using the PA Framework to Level Up

Example: If **20%** of high school students move up one level of physical activity, then **2.3 million** students “**level up**”

- **0.4 MILLION** Need to Make the First Move
- **1.2 MILLION** Need to Work on Moving Up
- **2.3 MILLION** Level Up
- **0.7 MILLION** Need to Continue Making Moves

**INACTIVE**
- **0** Active Days

**Some Activity**
- **1-4** Active Days

**Mostly Active**
- **5-6** Active Days

**Active Daily**
- **7** Active Days
Thank you!

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333
Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
Visit: www.cdc.gov | Contact CDC at: 1-800-CDC-INFO or www.cdc.gov/info

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.