



# The Kansas City Physical Activity Plan

A comprehensive, multi-sector collaboration working to create a culture of physical activity in the Kansas City region.



## ACKNOWLEDGMENTS

The Kansas City Physical Activity Plan is generously supported by the Enid and Crosby Kemper Foundation and the Health Resources and Services Administration Region VII.

The Kansas City Physical Activity Plan is the work of the six sectors that convened to identify strategies and priorities to improve rates of physical activity for all people living in the Kansas City region. A very special thank you to the members of the Core Work Group, who have helped to lead and organize the Kansas City Physical Activity Plan. Additional thanks to Russ Pate, PhD, from the University of South Carolina and William Kohl, III, PhD, from the University of Texas for their guidance throughout the process.

## SUGGESTED CITATION

Kansas City Physical Activity Plan Core Work Group, The 2021 Kansas City Physical Activity Plan, Kansas City, MO, USA, 2021.

## ELECTRONIC ACCESS

All information about the Kansas City Physical Activity Plan can be found at <https://www.kcphysicalactivityplan.org>

## CONTACT

If you have any questions about the Kansas City Physical Activity Plan, please contact Weighing In at [weighingin@cmh.edu](mailto:weighingin@cmh.edu)

## WEIGHING IN

The Kansas City Physical Activity Plan was coordinated by Weighing In, a program of Children's Mercy Kansas City. Weighing In sits within the Center for Children's Healthy Lifestyles & Nutrition, which is a joint center between Children's Mercy Kansas City and The University of Kansas Medical Center. Weighing In is academically affiliated with the University of Missouri Kansas City.



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# VISION

The vision of the Kansas City Physical Activity Plan (KCPA Plan) is to foster a culture of physically active lifestyles in the region. The KCPA Plan is a comprehensive set of Kansas City-focused, sector-specific strategies and priorities designed to increase physical activity in residents of all ages.

Our coalition is organized for the following purposes:

- To make a collective statement that physical activity is a public health priority in KC;
- To establish a multi-sector coalition to advocate for KCPA Plan strategies and priorities; and
- To create an implementation framework for the strategies and priorities in the KCPA Plan.

The KCPA Plan draws from local research studies, community recommendations on physical activity, and national physical activity reports, including the **National Physical Activity Plan (p. 8)** and the **United States Report Card on Physical Activity for Children and Youth (p.10)**.

# OVERARCHING PRIORITIES

The KCPA Plan has three overarching priorities that, if accomplished, would strengthen our region's ability to implement the KCPA Plan's strategies and priorities:

1. Increase local funding for physical activity initiatives.
2. Regular, comprehensive surveillance of relevant physical activity metrics that monitor compliance with guidelines, environments, policies, and programs associated with physical activity.
3. Develop and disseminate, at regular intervals, the Kansas City Regional Report Card on Physical Activity for Children and Youth .

To learn more about the KCPA Plan, please visit: [www.kcphysicalactivityplan.org](http://www.kcphysicalactivityplan.org)

# OVERVIEW

## KC REGION:

The KCPA Plan focuses on the six counties that make up the majority of the Kansas City metropolitan area: Jackson, Clay, Cass and Platte Counties in Missouri, and Wyandotte and Johnson Counties in Kansas.



## STRUCTURE:

The KCPA Plan is organized by the **Core Work Group** (p. 6) and individual **Sector Work Groups** (p. 7). **Weighing In** (p. 7), a program at Children's Mercy that seeks to align community programs to promote healthy lifestyles within our region, serves as the backbone organization for the KCPA Plan by supporting the Core Work Group and each of the Sector Work Groups.

## PLANNING:

The information provided in this document includes strategies and priorities developed through discussions and planning with the KCPA Plan Sector Work Groups. From October 2019 to December 2020, the KCPA Plan hosted over 55 meetings, with over 550 individuals attending those meetings.

In September 2020, the KCPA Core Work Group hosted the **Kansas City Physical Activity Summit** (p. 12), which brought together KCPA Plan sector work groups, leaders in relevant organizations, and interested community members.

In addition to specific Sector Work Group meetings, the KCPA Plan has engaged the community through online surveys and hosted in-person events with youth prior to the pandemic.

Included in this document is a description for how each sector developed their respective strategies and priorities (see the Guide to the KCPA Plan on p. 14).

# SOCIETAL SECTORS

The KCPA Plan is organized by sector to increase opportunities for physical activity in all aspects of an individual's life.

In 2020, KCPA Plan sectors included:

- Healthy Schools
- Early Childhood
- Infrastructure
- Parks and Recreation
- Faith-Based Settings
- Healthcare

In 2021, additional sectors will be added to the KCPA Plan, including:

- Sport
- Mass Media
- Business and Industry
- Public Health

## The Kansas City Physical Activity Plan





# CORE WORK GROUP

The Core Work Group of the KCPA Plan includes the leaders of the Sector Work Groups, *ad hoc* members who have specific expertise related to physical activity in our region, and the staff of Weighing In. These members provide leadership within specific sectors and strategic guidance for the overall KCPA Plan. Core Work Group members include:

## WEIGHING IN

Weighing In provides 'backbone support' for the KCPA Plan. A program of Children's Mercy that sits within the Center for Children's Healthy Lifestyles & Nutrition, Weighing In has a long history of convening and connecting partners across the region around the promotion of children's healthy lifestyles.

Weighing In collaborates with partner organizations to provide services at all levels of the socio-ecological model, and the KCPA Plan is an extension of this work. Weighing In staff includes:

**Dr. Jannette Berkley-Patton**, Professor, School of Medicine & Director, Health Equity Institute, UMKC

**Carole Bowe Thompson**, Project Director, Health Equity Institute, UMKC

**Dr. Jordan Carlson**, Director, Community Engaged Research, Children's Mercy

**Michelle Dake**, Director of Youth Initiatives, KC Healthy Kids

**CDR Kimberly Davids**, Senior Public Health Advisor for HHS, OASH in Region VII

**Dr. Jodi Dickmeyer**, General Pediatrician, Children's Mercy, Assistant Professor UMKC SOM, & Director of CHiCoS Bilingual Clinic

**Rhonda Erpelding**, Early Childhood Consultant, Program Manager, Harvesters

**Maggie Green**, KCMO Public Works

**Jen Jutte**, Superintendent of Parks – Community Services, KCMO Parks and Recreation

**Roosevelt Lyons**, Deputy Director - Operations, KCMO Parks and Recreation

**Richard Overcast**, Public Health Analyst, HRSA

**Dr. Catherine Satterwhite**, Regional Health Administrator for HHS, OASH in Region VII

**Laura Steele**, Director of Education, BikeWalkKC

**Rev. Eric D. Williams**, Executive Director, Calvary Community Outreach Network

**Dr. Robin Shook**, Director

**Shelly Summar**, Program Manager

**Emily Meissen-Sebelius**, Project Coordinator

**Matthew Kleinmann**, Research Assistant

**Elizabeth Wilson**, Graduate Research Assistant

**Bryce Miller**, Research Assistant

**Paige Posson**, Research Assistant

# THE NATIONAL PHYSICAL ACTIVITY PLAN

## OVERVIEW:

The KCPA Plan is informed by the strategies, tactics, and research found in the National Physical Activity Plan (National PA Plan).

The National PA Plan was developed by a coalition of organizations that came together to form the Physical Activity Alliance, a non-profit organization whose goal is that Americans will be physically active, and can live, work and play in environments that encourage and support regular physical activity.

The National PA Plan was developed through a process that engaged hundreds of professionals, researchers, and leaders from public and private organizations across nine expert panels, each of which focused on one societal sector (for example, healthcare or schools).

Each expert panel reviewed the National PA Plan and recommended enhancements, refinements, and additions to the strategies and tactics for its sector. Public input informed the expert panels' work, which was collected at a National Summit in 2015, and again after a draft of the plan was released in 2016.

The KCPA Plan is informed by the strategies and tactics developed by the National PA Plan .



The National PA Plan uses evidence-informed approaches designed to promote physical activity through specific actions taken in each societal sector. Strategies are broad approaches, which are achieved through implementation of specific tactics.

To learn more about the National PA Plan, please visit: [www.physicalactivityplan.org](http://www.physicalactivityplan.org)



# THE KANSAS CITY PHYSICAL ACTIVITY PLAN

## BACKGROUND:

In 2018, Weighing In partnered with the Health Resources and Services Administration (HRSA) to host the "*Factors of Health: Addressing the Systems that Influence Childhood Obesity*" conference. Discussions between attendees and national experts made it clear: in order to properly address the facilitators and barriers to living health lifestyles, we must work collectively as a region to change the systems in which we live.

Following the leadership of the Physical Activity Alliance, Weighing In gathered a diverse group of organizations working across a variety of sectors of society to develop the KCPA Plan. While it is based on the National PA Plan, the KCPA plan includes Kansas City-specific strategies and priorities, which, if implemented, will create safe and equitable opportunities for physical activity.

## WEIGHING IN SUPPORT:

Weighing In is committed to supporting the KCPA Plan Sector Work Groups. This includes the convening and organization of the Sector Work Groups, coordinating with the Core Work Group, and developing ongoing evaluation and implementation efforts.

## GUIDING PRINCIPLES:

The KCPA Plan engages with the societal sectors known to influence physical activity. Each Sector Work Group represents those sectors, and is working towards identifying shared priorities in the Kansas City region that promote physical activity and address at least one of the four KCPA Plan guiding principles:

1. **Equitable access to safe places for physical activity;**
2. **Evidence-based approaches;**
3. **Community-informed strategies;**
4. **Systems-wide policy and environmental change.**

The KCPA Plan is based on the idea that physical activity behavior is influenced by a host of factors operating at the individual, family, institutional, community and policy levels. The KCPA Plan consists of strategies and priorities that are supported by evidence, including controlled research studies and best practices. While other behaviors such as promoting healthy eating and reducing sedentary time are important, the focus of the KCPA Plan is to identify strategies that ensure residents will obtain the recommended levels for physical activity.

# UNITED STATES REPORT CARD

## SUMMARY:

The United States Report Card on Physical Activity for Children and Youth (U.S. Report Card) was released in 2018 and is the third comprehensive assessment of physical activity in U.S. children and youth. The primary goal of the U.S. Report Card is to assess the levels of physical activity and sedentary behaviors in American children and youth, facilitators and barriers for physical activity, and health outcomes related to physical activity.

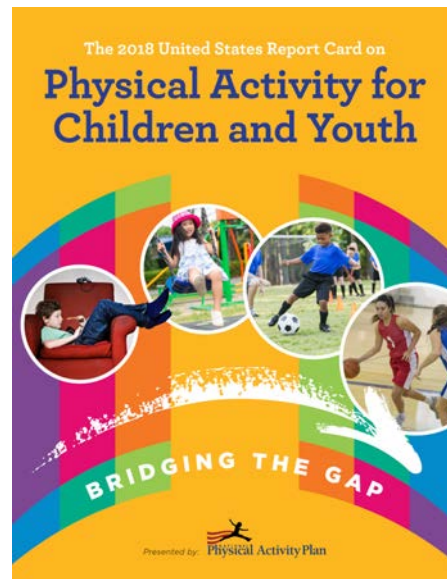
## INDICATORS:

The U.S. Report Card assigned grades to nine indicators of physical activity (right). By grading the same physical activity indicators over time, the U.S. Report Card has tracked changes in physical activity among youth (bottom right). Tracking physical activity indicators over time is an important surveillance tactic that allows for an assessment of population-level changes in behavior. The U.S. Report Card is a resource that summarizes health statistics related to physical activity levels among children and youth.

## PURPOSE:

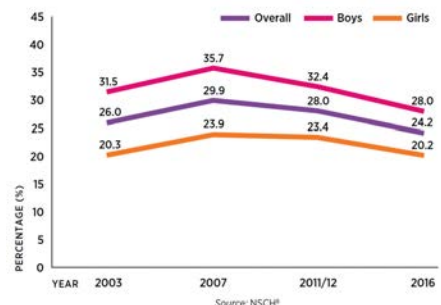
The U.S. Report Card works as an advocacy tool to provide a level of accountability. It can also serve as a call-to-action for decision-makers regarding ways that parents, teachers, health professionals, community leaders, and policy makers can better support the healthy environments that improve rates of physical activity and the health of all children.

To learn more about the U.S. Report Card, please visit: [www.physicalactivityplan.org/projects/reportcard.html](http://www.physicalactivityplan.org/projects/reportcard.html)



| INDICATOR                       | GRADE |
|---------------------------------|-------|
| Overall Physical Activity       | D-    |
| Sedentary Behaviors             | D     |
| Active Transportation           | D-    |
| Organized Sport Participation   | C     |
| Active Play                     | INC   |
| Physical Fitness                | C-    |
| Family and Peers                | INC   |
| School                          | D-    |
| Community and Built Environment | C     |

Figure 2 Percentage of 6-17 year-old children who engaged in at least 60 minutes of physical activity every day, by gender and survey period: U.S., 2003 to 2016.



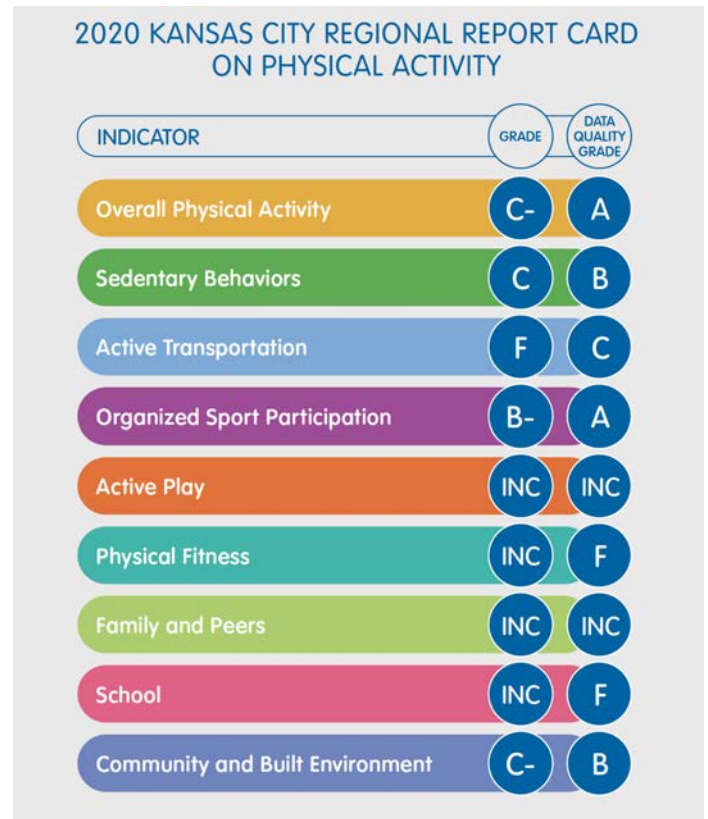
# THE KANSAS CITY REPORT CARD ON PHYSICAL ACTIVITY

## SUMMARY:

The Kansas City Regional Report Card on Physical Activity for Children and Youth (KCPA Report Card) is part of a comprehensive evaluation on the state of physical activity in the Kansas City metropolitan region. The goal of the KCPA Report Card is to document the rates of physical activity, sedentary behavior, and environmental and policy factors which affect physical activity among children and youth, and to establish an initial report which will be updated on a regular basis.

The KCPA Report Card is based on the U. S. Report Card, measuring the same nine indicators of physical activity on the same rating scale. The KCPA Report Card also measures the quality of the available data sources. Local data was obtained from publicly available sources between August 2019 and January 2020. In addition, members of the KCPA Plan Core Work Group provided input on indicator and data quality grades.

Like the U.S. Report Card, the KCPA Report Card can be a valuable evaluation tool to monitor local rates of physical activity, track changes over time, and advocate for policies and programs to enhance physical activity in the region.



## FINDINGS INCLUDE:

- Overall physical activity earned a 'C-' as only 42.5% of youth met the recommended levels of physical activity.
- The rate of all children living in the Kansas City region and engaged in the recommended amount of physical activity each day has declined from 58% in 2012 to 43% in 2019.
- Sports participation earned the highest grade of all indicators ('B-') while active transportation earned the lowest grade ('F').

To read more from the KCPA Report Card, please visit: [www.kcphysicalactivityplan.org/kcpa-report-card](http://www.kcphysicalactivityplan.org/kcpa-report-card)

# THE KANSAS CITY PHYSICAL ACTIVITY SUMMIT

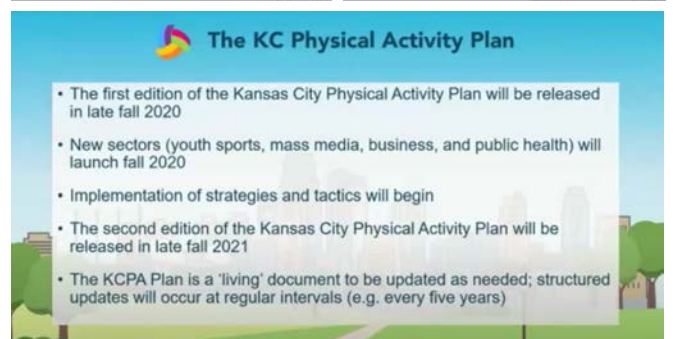
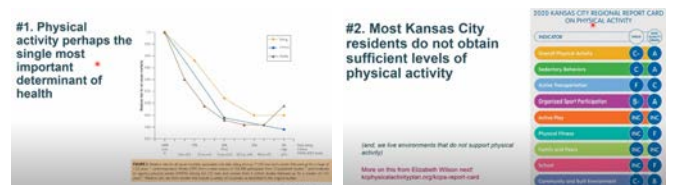
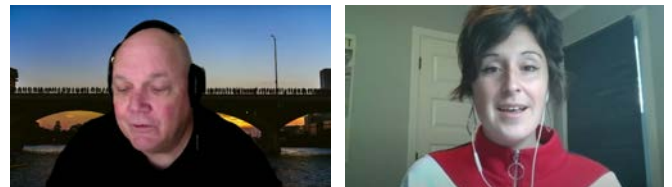
## SUMMARY:

As part of the planning process, the Kansas City Physical Activity Summit (KCPA Summit) was held virtually on September 10, 2020 to obtain input from KCPA partners. The half-day event began with welcoming remarks by regional elected officials, including KCMO Council Members Ryana Parks-Shaw and Eric Bunch, and KCKPS School Board President Randy Lopez.

Attendees were also welcomed to the KCPA Summit by Dr. Bill Kohl, the Chair of the National Physical Activity Plan Alliance and a Professor of Epidemiology and Kinesiology at the University of Texas Health Science Center - Houston School of Public Health and the University of Texas, Austin.

The KCPA Summit keynote was delivered by Kelli Cornett, MS, a Health Scientist from the Physical Activity and Health Branch of the Division of Nutrition, Physical Activity, and Obesity at the Centers for Disease Control and Prevention (CDC).

During the KCPA Summit, 115 attendees learned about the current state of physical activity in Kansas City and took part in multiple breakout rooms where conversations were focused around the strategies and priorities of each sector.



An evaluation of the KCPA Summit can be found in **Appendix E (p. 75)**.

The entire KCPA Summit can be watched online at: [www.kcphysicalactivityplan.org/kcpasummit](http://www.kcphysicalactivityplan.org/kcpasummit)



# THE KCPA PLAN PLAYBOOK

## FORMAT:

The Kansas City Physical Activity Plan Playbook (KCPA Playbook) was first released in December 2020. The KCPA Playbook is designed to be an easy-to-read summary of the KCPA Plan.

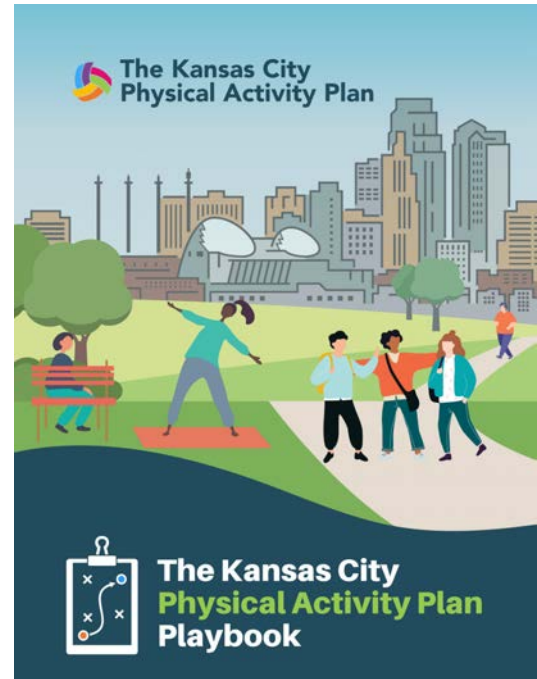
The KCPA Playbook includes the strategies and priorities selected by each Sector Work Group to create a culture of active living across six societal sectors: Healthy Schools, Early Childhood, Infrastructure, Parks and Recreation, Faith-Based Settings, and Healthcare. The KCPA Playbook will be digitally updated as Sector Work Groups continue to meet and make adjustments to the KCPA Plan.

## CARDS:

To communicate the strategies and priorities identified by the KCPA Plan, each strategy is represented in a card format. On the front, the strategies are numbered in order and have the color of the Sector Work Group. On the back are the respective priorities for each strategy.

These cards can be found on the KCPA Plan website and make the strategies and priorities more visually accessible and easy to discern. Future versions of the KCPA Playbook will incorporate cards translated into different languages.

You can download the KCPA Playbook at: [www.kcphysicalactivityplan.org/kcpa-playbook](http://www.kcphysicalactivityplan.org/kcpa-playbook)



The KCPA Playbook is an easy to share summary of the strategies and priorities from the KCPA Plan.





# GUIDE TO THE KCPA PLAN

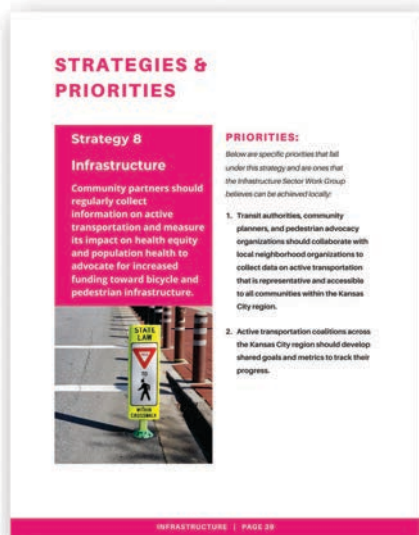
The KCPA Plan is organized in the following sections by Sector Work Group, each with a corresponding color for easy reference. The strategies included in the KCPA Plan are numbered in order to make them easier to reference.

While each Sector Work Group had a slightly different planning process, they all included guidance from the National PA Plan and engaged with local sector leaders to form their strategies and priorities.



1. Each sector begins with a **sector overview** page, which includes a brief description of the Sector Work Group and a list of all the strategies identified by that Sector Work Group.

2. Following the sector overview is a **development** page that explains the process for how each Sector Work Group was formed and how they developed their strategies and priorities.



3. Each **strategy** is presented using a card format, with a reference image and a list of **priorities** identified by the respective Sector Work Group.



4. Sector Work Groups that met earlier in the planning process include additional context and examples for each strategy **moving forward**.



5. Each section concludes with guidance on the **next steps** for each Sector Work Group as they seek to implement the strategies and priorities of the KCPA Plan.

# HEALTHY SCHOOLS

## SECTOR OVERVIEW:

School is the central focus of daily life for most children in the Kansas City region. On average, about half of children's physical activity occurs at school. Yet, the amount of physical activity children obtain at school can vary drastically across schools. Thus, children who accrue little physical activity at school often have low overall levels of physical activity.

The school setting can play a significant role in public health initiatives related to physical activity. School-based personnel, such as teachers, administrators, and other staff, as well as education decision makers and policy leaders can significantly affect the development and delivery of comprehensive physical activity programming that impacts all students.

The goals of the Healthy Schools Sector Work Group are to increase adoption of programs and policies rooted in best practices and increase access to physical activity and quality physical education in schools. For the KCPA Plan, the Healthy Schools Sector Work Group has chosen to focus on three specific strategies from the National PA Plan.

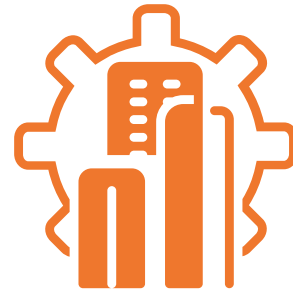


The Healthy Schools Sector Work Group is led by Michelle Dake from KC Healthy Kids, with the assistance from Stephanie Dickson, physical education instructor, and Robyn Stuewe from Midwest Dairy. Emily Meissen-Sebelius provides Weighing In support.

## STRATEGIES:

- 1. States, regional partners, and schools should support adoption of the Comprehensive School Physical Activity Program model (p. 18).**
- 2. States, regional partners and schools should provide training and professional development to prepare educators to deliver effective physical activity programs for all students (p. 21).**
- 3. Schools and regional partners should develop and advocate for policies that promote physical activity among all students (p. 23).**

# DEVELOPMENT



## PROCESS:

Prior to the initiation of the KCPA Plan, the Healthy Schools Sector Work Group met regularly as a standing work group of Weighing In.

The Healthy Schools Sector Work Group agreed to make creation of a KCPA Plan their main focus for 2020, and they began recruiting additional members to help inform the KCPA Plan School Sector strategies and prioritization.

The Healthy Schools Sector Work Group met seven times throughout 2020. In its first meeting, the group reviewed the National PA Plan, specifically strategies and tactics for the Education Sector. At that time, the group decided to focus on K-12 education strategies.

Attendees included staff from several area school districts as well as organizations that support physical activity in schools, such as KC Healthy Kids, BikeWalkKC, Girls on the Run, and local health departments.

## FEEDBACK:

The Healthy Schools Sector Work Group reviewed results from a stakeholder survey (see next page) and reached consensus on three high priority strategies. The group held one meeting for each of the three high priority strategies and its related tactics and objectives.

The Healthy Schools Sector Work Group used a collaborative online whiteboard tool called Miro Board to organize survey results, youth listening session feedback, national and local data, meeting discussions and to prioritize tactics from the National PA Plan. (Appendix C, p. 74).

Meetings also used Zoom polling and discussion to help prioritize and adapt tactics under the three priority strategies. In September, the group hosted two breakout sessions as part of the KCPA Summit.

In subsequent meetings, the group incorporated feedback from the KCPA Summit, particularly suggestions to engage with families and students and to align with existing regional efforts within the Healthy Schools Sector Work Group.

## YOUTH VOICES:

Early in the KCPA Plan development, the Healthy Schools Sector Work Group identified opportunities to engage students to provide feedback on the physical activity strategies and tactics. Weighing In partnered with KC Healthy Kids to hold three interactive youth listening sessions with approximately 150 students from across the Kansas City metro , in conjunction with the Champions for Health Youth Summit in early 2020.

In a participatory budgeting exercise, students identified how they would create school environments to improve physical activity (see Appendix D (p. 75) for more information about the Champion for Health Youth Listening Sessions). Feedback from youth, which highlighted the importance of PE, recess and activity breaks, helped to guide the Healthy Schools Sector Work Group process for creating their KCPA Plan strategies and priorities.



## SURVEY:

Sector leads, with Weighing In support, created and shared a survey with all members of the Healthy Schools Sector Work Group, which asked about the feasibility and viability of each of the K-12 education strategies from the National PA Plan. The survey also asked the participants to rank each strategy for the Schools Sector on its level of importance for improving physical activity in the region and the likelihood of it being implemented in the region. A total of 30 people completed the survey and results showed a high priority was given to strategies for the Comprehensive Physical Activity Program Model (CSPAP), physical education (PE) and advocacy for policies for improving physical activity in schools. (Appendix B, p. 73).



# STRATEGIES & PRIORITIES

## Strategy 1

### Healthy Schools

States, regional partners, and schools should support adoption of the Comprehensive School Physical Activity Program model.



## PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Healthy Schools Sector Work Group believes can be achieved locally:*

1. Support schools in adopting and implementing the Comprehensive School Physical Activity Program (CSPAP) model through state and regional training, resources, family engagement and advocacy.
2. Provide professional development on the CSPAP model at the state, regional, district, and school levels.
3. Support schools in adopting regional high priority best practices from the CSPAP model, related to active transportation (Safe Routes to School) and increased student physical activity throughout the school day (activity breaks, activity clubs, quality PE instruction and assessment).



# MOVING FORWARD



## APPROACH:

*Listed below are action-oriented steps that the Healthy Schools Sector Work Group has identified as ways to approach this strategy and achieve its priorities:*

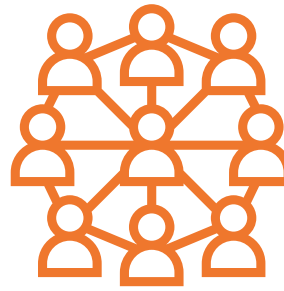
- Advocate at the state level for support and technical assistance for the CSPAP model to be implemented in schools in the KC region.
- Include a focus on physical activity breaks, PE instruction/assessment, physical activity clubs, and active transportation (regional high priority best practices from the CSPAP model).
- Identify opportunities to align efforts with researchers, physical activity practitioners, PE and school administrators to promote and formally embed physical activity throughout curriculum and learning.
- Expand regional Safe Routes to School/active transportation efforts in partnership with schools, students and families.
- Support Complete Streets policies, prioritizing improvements to the pedestrian environment around schools.
- Promote student/family advocacy tools for improved pedestrian environment, such as The Walking Detective or other walk audit tools.
- Coordinate among organizations that provide support for physical activity clubs or other programming, in order to maximize reach and streamline services.
- Partner with cross-sector organizations to support student and family engagement through existing programs and services.



## LOCAL LEADERS:

*Below are a few key ways that local leaders can use this strategy and its priorities to promote physical activity within schools:*

- Provide no cost before and after school physical activity opportunities (e.g., physical activity clubs, use of playground, use of grounds for walking groups, etc.).
- Support walking school bus, walking audits and other Safe Routes to Schools activities.
- Encourage opportunities for staff involvement in physical activity breaks and before/after school clubs.
- Infuse physical activity within family engagement activities.
- Support family engagement efforts as part of the CSPAP (i.e., communicate with families about physical activity opportunities, benefits of physical activity, etc.).



## COMMUNITY INVOLVEMENT:

*Local communities can support these efforts by engaging in one of the following ways:*

- Attend or provide feedback to your school's wellness committee.
- Identify champions or decision makers within the school for physical activity changes.
- Encourage schools to provide no cost before and after school physical activity opportunities (e.g., physical activity clubs, use of playground, use of grounds for walking groups, etc.)
- Advocate for physical activity breaks throughout the day and incorporated within learning.
- Help brainstorm ideas for activity breaks with students; support teachers with ideas or supplies.
- Get involved with Safe Routes to School initiatives, walk audits or advocacy efforts for neighborhood improvements to the walking environment
- Participate in walk-to-school/bike-to-school initiatives.

# STRATEGIES & PRIORITIES

## Strategy 2

### Healthy Schools

States, regional partners and schools should provide training and professional development to prepare educators to deliver effective physical activity programs for all students.



### PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Healthy Schools Sector Work Group believes can be achieved locally:*

1. Prepare physical education teachers to assume the role of school physical activity director, in order to coordinate programs that are consistent with the CSPAP model.
2. Provide school staff with professional development on provision of physical activity programs that are safe, developmentally and culturally appropriate, and support equitable opportunities for physical activity for all students.
3. Prioritize professional development related to physical activity breaks, PE instruction and assessment, and active transportation (regional high priority best practices from the CSPAP model).

# MOVING FORWARD



## APPROACH:

Listed below are action-oriented steps that the Healthy Schools Sector Work Group has identified as ways to approach this strategy and achieve its priorities:

- Advocate for annual cross-district training opportunities that focus on physical activity, for PE teachers and classroom teachers, that align with state/national organizations (i.e. MoSHAPE, KAHPERD, OPEN).
- Prioritize training on implementation of high priority best practices from CSPAP to increase physical activity during the school day, such as activity breaks and PE instruction and assessment.
- Explore offering college credit/partnering with universities for regional trainings on physical activity best practices aligned with the CSPAP model.
- Provide regional training on advocacy for the built environment (i.e., Complete Streets, The Walking Detective, Safe Routes to Schools)



## LOCAL LEADERS:

Below are a few key ways that local leaders can use this strategy and its priorities to promote physical activity within schools:

- Provide training targeted on implementation of high priority best practices from CSPAP to increase physical activity during the school day, such as activity breaks and activity clubs.
- Attend or support training on advocacy for the built environment (i.e., Complete Streets, The Walking Detective, Safe Routes to Schools).



## COMMUNITY INVOLVEMENT:

Local communities can support these efforts by engaging in one of the following ways:

- Attend or support training on advocacy for the built environment (i.e., Complete Streets, The Walking Detective, Safe Routes to Schools)

# STRATEGIES & PRIORITIES

## Strategy 3

### Healthy Schools

Schools and regional partners should develop and advocate for policies that promote physical activity among all students.



### PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Healthy Schools Sector Work Group believes can be achieved locally:*

1. Advocate for the enactment of federal and state policies that establish physical education as a component of a well-rounded education.
2. Encourage policy makers to establish state-wide policies in Kansas that require elementary schools to provide daily recess to all students.
3. Encourage policy makers to strengthen state-wide policies in Missouri that require elementary schools to provide daily recess to all students.
4. Support adoption of policies requiring that students at all levels be given physical activity breaks during the school day.
5. Educate administrators and other key stakeholders about the beneficial effects of physical activity on learning and lifelong health.



# MOVING FORWARD



## APPROACH:

Listed below are action-oriented steps that the Healthy Schools Sector Work Group has identified as ways to approach this strategy and achieve its priorities:

- Compile or create documents for professional and public use in advocating to establish physical education as a component of a well-rounded education, and for policies requiring elementary schools to provide daily recess for all students.
- Disseminate materials to school administrators and physical activity advocates outlining the relationship between physical activity and academic success. Include the impact of physical activity policies and opportunities on behavior, mental health and health equity.
- Align with state-level or regional advocacy efforts to strengthen state-level policies for PE and recess.



## LOCAL LEADERS:

Below are a few key ways that local leaders can use this strategy and its priorities to promote physical activity within schools:

- Join or promote advocacy efforts to strengthen state-level recess and PE requirements.
- Work to strengthen school wellness committees and school wellness policies, particularly related to recess, PE and physical activity breaks.
- Adopt policies that require physical activity breaks daily.
- Provide recess beyond minimum required at state level, when possible.
- Enforce existing PE requirements and, when possible, offer additional PE or physical activity opportunities.



## COMMUNITY INVOLVEMENT:

Local communities can support these efforts by engaging in one of the following ways:

- Participate in school wellness committees or advocate for creation of wellness committees; create school wellness policies that address physical activity.
- Advocate at the building, district and state level for maintaining or increasing the amount of PE and/or recess offered.
- Advocate at the building and district level for requiring physical activity breaks daily.
- Provide opportunities for students to engage in advocacy for physical activity policies or built environment improvements.

# NEXT STEPS



## DISCUSSION:

*While the KCPA Plan reflects the output of the Healthy Schools Sector Work Group, the discussion below outlines future directions as the working group seeks to implement the Healthy Schools strategies and priorities.*

Throughout the process, the group reviewed survey data and feedback and sought consensus at meetings through in-depth discussion. Although the survey identified PE as a high priority strategy, it was ranked lower in terms of feasibility.

Group discussion about feasibility, particularly due to budget constraints and variability across schools, led the Healthy Schools Sector Work Group to eliminate PE as a the stand-alone strategy. Instead, through discussion, the group decided to emphasize PE best practices within other highly favored strategies, such as the CSPAP, professional development and advocacy strategies, which the group perceived to be more feasible.

In addition, the Healthy Schools Sector Work Group prioritized strategies that would promote equity. In meeting discussion, the group defined equity as those strategies that would be low or no cost for schools or for families, and made physical activity equitably accessible for all students.

For example, the group specifically emphasized activity during the school day, and before and after school opportunities that are available to all students regardless of costs (physical activity clubs/groups) as CSPAP priority areas, as these provide more equitable access to physical activity.

The Healthy Schools Sector Work Group continued to review youth listening session data while refining the regional tactics, particularly regarding policy and advocacy. The group noted the importance of educating policy makers and stakeholders about the relationship between physical activity and academic success, including the impact of physical activity policies and opportunities on academics, mental health and health equity.

Making the connection between mental health and physical activity has been an important part of discussion about first steps and connection to current school trainings and priorities.

Ongoing engagement of school and community voices continues to be a goal for the group. Next steps include increasing collaboration with regional partners in supporting before and after school physical activity opportunities, particularly as some schools begin to return to in-person learning in 2021.

# EARLY CHILDHOOD

## SECTOR OVERVIEW:

Targeting children from birth through age five, the early childhood sector has the opportunity to intervene during a critical window of child development. Most young children spend time in care outside of their homes, making the early care and education (ECE) setting an important focus for physical activity promotion, policy and environmental change.

Early childhood providers play a critical role in creating policies and enacting best practices for physical activity in young children, as well as engaging families in physical activity opportunities.

Strategies and Priorities for the Early Childhood Sector Work Group mirror the National PA Plan, with an emphasis on opportunities that align with state and regional quality improvement and training efforts. In addition, the group highlighted family engagement and included it as a stand-alone strategy that complements those from the National PA Plan.

The Early Childhood Sector Work Group is led by early childhood consultant and Harvesters Program Manager, Rhonda Erpelding, with assistance from Lori Lanter, from Child Care Licensing at the Unified Government Public Health Department. Emily Meissen-Sebelius provides Weighing In support.



## STRATEGIES:

- 4. State and regional partners should adopt standards for early childhood education (ECE) settings to ensure that children are appropriately physically active (p. 28).**
- 5. State and regional partners should provide professional development to ensure effective implementation of physical activity standards and best practices (p. 30).**
- 6. State and regional partners should share and promote high priority best practices for physical activity in ECE settings (p. 32).**
- 7. Early childhood providers should include physical activity resources and opportunities within family engagement efforts at the regional or program levels (p. 34).**

# DEVELOPMENT

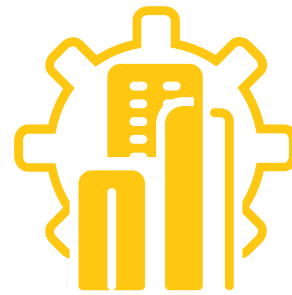
## PROCESS:

The Early Childhood Sector Work Group was a standing work group of Weighing In that met regularly prior to the creation of the KCPA plan. In early 2020, the Early Childhood Sector Work Group members agreed to make the development of the KCPA Plan, Early Childhood Sector, their primary focus for 2020. The group met eight times in 2020, creating four priority strategies for increasing physical activity in early childhood.

Attendees included early childhood programs and organizations such as The Family Conservancy, regional Head Start programs, Mid-America Regional Council, local WIC offices, regional extension specialists, and Child Care Aware of Kansas.

## SURVEY:

Sector leads and Weighing In created and shared a survey with all members of the Early Childhood Sector Work Group asking about the feasibility and viability of tactics under the early childhood strategy from the National PA Plan. The survey also asked the participants to rank each tactic on its level of importance for improving physical activity in the region and likelihood of it being implemented in the region. A total of 12 people completed the survey and results showed that high priority was given to changes to standards for physical activity for early care and education (ECE) programs, professional development for ECE providers, and best practices for ECE programs. (Appendix B, p. 73).



## PRIORITIES:

A collaborative online whiteboard tool, called Miro Board, was created to help organize national and regional data, survey results, strategy prioritization and meeting discussion and notes. (Appendix C, p. 74). The group reviewed results from the survey and reached consensus on three high priority strategies to focus on from the National PA Plan. The group meetings included in-depth discussions and identification of priority strategies, using breakout rooms, polls and consensus to further adapt regional priorities under each of these three strategies.

Through reviewing survey comments and discussion, the Early Childhood Sector Work Group decided to add a strategy not included in the National PA Plan, focusing on family engagement. Additional meetings focused on creating the detailed priorities and approaches for this strategy. In September 2020, the group hosted two breakout sessions as part of the regional KCPA Summit. Subsequent meetings included incorporating feedback from the KCPA Summit, focused on family engagement and alignment across the strategies.

# STRATEGIES & PRIORITIES

## Strategy 4

### Early Childhood

State and regional partners should adopt standards for early childhood education (ECE) settings to ensure that children are appropriately physically active.



## PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Early Childhood Sector Work Group believes can be achieved locally:*

1. Partner with ECE providers to identify high-priority model physical activity licensing standards.
2. Create evidence-based documents for professional and public use in advocating for childcare licensing regulations and early learning standards to include model physical activity standards.
3. Advocate for childcare licensing regulations to include model physical activity standards.



# MOVING FORWARD



## APPROACH:

Listed below are action-oriented steps that the Early Childhood Sector Work Group has identified as ways to approach this strategy and achieve its priorities:

- Utilize national resources to identify state-level gaps for physical activity in current licensing standards in both Kansas and Missouri.
- Engage ECE providers to identify the most regionally acceptable, feasible and enforceable standards for physical activity in ECE settings.
- Engage ECE providers to address barriers, motivators and supports needed to implement standards changes for physical activity.
- Share and promote evidence-based materials, focused on high priority physical activity standards, for professional and public use in advocating for licensing change to include these physical activity standards.
- Align with state-level or regional advocacy efforts for licensing changes. Create advocacy campaign as needed.



## LOCAL LEADERS:

Below are a few key ways that local leaders can use this strategy and its priorities to promote physical activity within ECE:

- Explore opportunities for regional pilots for standards change in ECE settings.
- Organize regional grassroots advocacy campaign for ECE standards change, that includes providers and families.



## COMMUNITY INVOLVEMENT:

Local communities can support these efforts by engaging in one of the following ways:

- Ask about how many hours of physical activity, outdoor time and screen time children receive in ECE programs. Advocate for ECE programs to meet or exceed physical activity standards.
- Advocate for increased outdoor and active play time, decreased sedentary time or screen time as part of licensing standards.

# STRATEGIES & PRIORITIES

## Strategy 5

### Early Childhood

State and regional partners should provide professional development to ensure effective implementation of physical activity standards and best practices.



## PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Early Childhood Sector Work Group believes can be achieved locally:*

- 1. Collaborate with regional partners to provide ongoing professional development about physical activity in ECE settings that aligns with best practices and standards.**
- 2. Advocate to include professional development on physical activity in state licensing regulations, and work with state partners to ensure accessible and appropriate training exists in the region.**
- 3. Advocate for regional and state trainings to include technical assistance / coaching, curriculum and ongoing supports for ECE settings to implement best practices and standards.**

# MOVING FORWARD



## APPROACH:

*Listed below are action-oriented steps that the Early Childhood Sector Work Group has identified as ways to approach this strategy and achieve its priorities:*

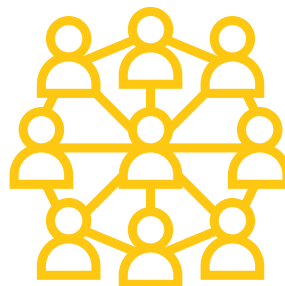
- Engage ECE providers to inform professional development and related supports needed to implement best practices and/or standards for physical activity in ECE settings
- Advocate for training and supports at a state level for early childhood education programs to implement standards that ensure young children are appropriately physically active when in early care and education settings.



## LOCAL LEADERS:

*Below are a few key ways that local leaders can use this strategy and its priorities to promote physical activity within ECE settings:*

- Include physical activity or obesity prevention in regional training for ECE settings. Build on existing regional expertise and training experiences
- Provide series of trainings on physical activity best practices and/or standards, including importance of physical activity and implementation recommendations by age groups (from infant through 5 years).
- Ensure trainings are available at multiple levels of expertise (entry, mid, expert) based on ECE programs' experience or knowledge.
- Infuse physical activity within existing training opportunities (i.e., annual regional trainings, childcare health consultant and/or health department trainings, social emotional training, etc.).



## COMMUNITY INVOLVEMENT:

*Local communities can support these efforts by engaging in one of the following ways:*

- Ask about professional development at ECE programs. Advocate for training on physical activity, screen time, health and wellness topics.

# STRATEGIES & PRIORITIES

## Strategy 6

### Early Childhood

State and regional partners should share and promote high priority best practices for physical activity in ECE settings.



### PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Early Childhood Sector Work Group believes can be achieved locally:*

1. **Compile and disseminate documents that present examples of regional priority best practices, including rationale and implementation recommendations by age group.**
2. **Collaborate with state and regional partners to promote and expand ECE program participation in quality initiatives that support physical activity best practices (such as Missouri Move Smart, Kansas Links to Quality, and Missouri and Kansas Go NAPSACC initiatives).**
3. **Incorporate physical activity best practices within regional and state quality initiatives (such as Mid-America Regional Council's [MARC] Early Learning Profile Program, state quality rating systems, and state early learning standards).**



# MOVING FORWARD



## APPROACH:

Listed below are action-oriented steps that the Early Childhood Sector Work Group has identified as ways to approach this strategy and achieve its priorities:

- Compile and disseminate documents and other resources that present examples of implementation of regional priority best practices by age group (from infant through 5 years old).
- Engage ECE providers to inform best practice implementation supports and pilots.
- Explore creating a physical activity recognition program in Kansas (similar to MOve Smart recognition in Missouri and/or Kansas Breastfeeding Friendly Child Care Designation).
- Support and promote Missouri Go NAPSACC and MOve Smart efforts to increase reach, supports and uptake in the Kansas City region. Advocate for expanding Kansas GO NAPSACC reach regionally.
- Advocate to include physical activity standards into state early learning standards and/or quality assurance report/systems.
- Advocate that Mid-America Regional Council (MARC) include physical activity best practices within the regional Early Learning Profile Program.
- Identify opportunities to collaborate with state and regional initiatives, ECE providers and research organizations to collect and make publicly available data on the impact of best practice implementation in ECE settings.



## LOCAL LEADERS:

Below are a few key ways that local leaders can use this strategy and its priorities to promote physical activity within ECE settings:

- Increase the number of regional ECE programs that have participated in GO NAPSACC initiatives.
- Increase the number of regional ECE programs that are MOve Smart recognized.
- Explore opportunities to pilot a Kansas physical activity recognition program regionally.



## COMMUNITY INVOLVEMENT:

Local communities can support these efforts by engaging in one of the following ways:

- Ask about how many hours of physical activity, outdoor time and screen time children receive in ECE programs. Advocate for ECE programs to adopt physical activity best practices.

# STRATEGIES & PRIORITIES

## Strategy 7

### Early Childhood

Early childhood providers should include physical activity resources and opportunities within family engagement efforts at the regional or program levels.



### PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Early Childhood Sector Work Group believes can be achieved locally:*

- 1. Discuss physical activity with families as part of existing family health assessments or goal setting in settings such as Head Start, home visiting, WIC, or healthcare visits.**
- 2. Collaborate across sectors to ensure families have connections to resources and strategies for physical activity.**
- 3. Include physical activity within existing family engagement efforts in ECE settings (i.e., parent cafes, family events, family education, parent councils, etc.).**

# MOVING FORWARD



## APPROACH:

*Listed below are action-oriented steps that the Early Childhood Sector Work Group has identified as ways to approach this strategy and achieve its priorities:*

- Explore opportunities to pilot physical activity focus within existing health assessments or family goal setting in regional programs. Pair physical activity with family well-being outcomes or needs identified by families (i.e. mental health, stress reduction, non-screen time family activities, etc.).
- Engage families in identifying resources, strategies, or advocacy priorities for increasing opportunities for physical activity.
- Review regional and state family engagement standards for opportunities for incorporating physical activity.



## LOCAL LEADERS:

*Below are a few key ways that local leaders can use this strategy and its priorities to promote physical activity within ECE:*

- Provide opportunities for families to connect with one another to share resources and identify physical activity barriers and/or advocacy opportunities.
- Offer physical activity/movement opportunities for children and families within existing family engagement events.
- Pilot projects that target increasing home physical activity for families with young children and include tracking physical activity, while providing incentives and supports.



## COMMUNITY INVOLVEMENT:

*Local communities can support these efforts by engaging in one of the following ways:*

- Provide opportunities for families to connect with one another to share resources and identify physical activity barriers and/or advocacy opportunities.
- Encourage ECE programs to include physical activity opportunities at family nights or other family engagement events.

# NEXT STEPS



## DISCUSSION:

*While the KCPA Plan reflects the output of the Early Childhood Sector Work Group, the discussion below outlines future directions as the working group seeks to implement the ECE strategies and priorities.*

The current strategies and priorities reflect the Early Childhood Sector Work Group’s discussions about how each strategy connects to a comprehensive approach. The group talked about the importance of building towards state level licensing changes, a long-term policy and systems goal, by investing in ongoing professional development that includes curriculum, technical assistance and coaching and supports for implementation.

Through discussions, the group emphasized that all age ranges, including infants and toddlers, should be included. In addition, the group recognized that screen time standards and best practices can be important for increasing physical activity (through decreased sedentary time) and are included in the definition of physical activity standards and best practices.

Emphasis was given to recognizing the expertise that exists within the region from past early childhood health and wellness initiatives, both among ECE programs and among partner organizations. In addition, the group emphasized approaches that align with and build upon current federal and state investments in ECE health and wellness, such as state initiatives for the Go NAPSACC assessment and supports.

The group discussion about family engagement identified this as a critical stand-alone strategy, and also the importance of weaving it into other strategies for standards and best practices. Emphasis was placed not only on family engagement, but deeper ECE provider engagement as well, particularly as ECE programs begin to emerge from the pandemic .

Next steps for the group include a focus on ECE provider engagement in designing implementation plans and supports to move the KCPA Plan strategies into action. Additional next steps include coordination with regional and state professional development efforts and best practices programs, such as the GO NAPSACC initiatives, that can be leveraged in the region.



# INFRASTRUCTURE

## SECTOR OVERVIEW:

A community's built environment can greatly impact a person's ability to be physically active. Whether going on a bicycle ride or walking to the grocery store, infrastructure can encourage or limit physical activity. Done poorly, it can also serve as a barrier that prevents children and adults from getting their recommended amount of physical activity each day.

The Infrastructure Sector Work Group represents three overlapping societal sectors called for by National PA Plan: Transportation, Land Use and Community Design.

The Infrastructure Sector Work Group also recognizes that public-facing community engagement is critical due to the sensitive context and concerns around sustainability for infrastructure improvements.

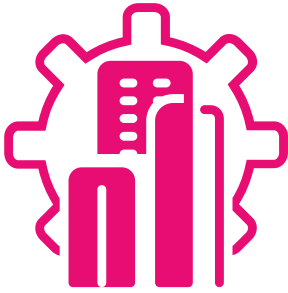
The Infrastructure Sector Work Group is led by Laura Steele from BikeWalkKC and Maggie Green from KCMO Public Works, and supported by Matt Kleinmann of Weighing In.



## STRATEGIES:

- 8. Community partners should regularly collect information on active transportation and measure its impact on health equity and population health to advocate for increased funding toward bicycle and pedestrian infrastructure (p. 39).**
- 9. Transportation and public health agencies should work to implement initiatives to encourage, reward, and require more walking, bicycling, and transit use for routine transportation (p. 41).**
- 10. Community planners should integrate active design principles into land-use, transportation, community, and economic development planning processes (p. 43).**

# DEVELOPMENT



## PROCESS:

The Infrastructure Sector Work Group met virtually four times throughout 2020. The first meeting served as an introduction to the National PA Plan. Individuals were invited to based on their prior involvement with infrastructure initiatives, support of community organizations working on infrastructure-related projects, or their participation in existing working groups that regularly engaged in infrastructure and physical activity initiatives.

Infrastructure Sector Work Group participants met to translate the strategies and tactics and develop priorities for the KCPA Plan's Infrastructure Sector. The KCPA Summit brought in additional focus to further refine and validate those priorities with an emphasis on equitable investments, actionable policy, and participatory data collection.



## FEEDBACK:

Feedback from the Infrastructure Survey was shared back with Infrastructure Sector Work Group participants . An online whiteboard tool called Miro Board was used to further prioritize and refine the strategies and priorities of the Infrastructure Sector Work Group (Appendix C, p. 74).

These conversations were recorded, and notes taken from the Miro Board were used to develop the initial KCPA Plan strategies and priorities for the Infrastructure Sector.

## SURVEY:

At the beginning of planning process, Weighing In shared a survey to all members of the Infrastructure Sector Work Group asking about the feasibility and viability of each of the strategies and tactics from National PA Plan.

The survey asked the participants to rank each strategy for the infrastructure sector, and then score each tactic on its level of importance for improving physical activity in the region and likelihood of it being implemented in the greater Kansas City area.

# STRATEGIES & PRIORITIES

## Strategy 8

### Infrastructure

Community partners should regularly collect information on active transportation and measure its impact on health equity and population health to advocate for increased funding toward bicycle and pedestrian infrastructure.

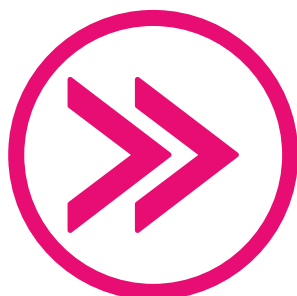


## PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Infrastructure Sector Work Group believes can be achieved locally:*

1. Transit authorities, community planners, and pedestrian advocacy organizations should collaborate with local neighborhood organizations to collect data on active transportation that is representative and accessible to all communities within the Kansas City region.
2. Active transportation coalitions across the Kansas City region should develop shared goals and metrics to track their progress.

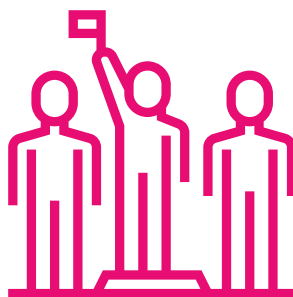
# MOVING FORWARD



## APPROACH:

Listed below are action-oriented steps that the Infrastructure Sector Work Group has identified as ways to approach this strategy and achieve its priorities:

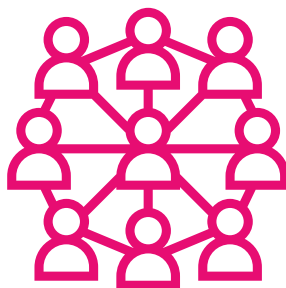
- Identify and promote active transportation metrics that are appropriate for Kansas City Infrastructure partners to report on.
- Develop protocols for equitable data collection with community partners and messaging to mitigate racial profiling.
- Share and implement with Miovision Cameras and Operation Greenlight.
- Ensure funding resources go to where they are most needed.



## LOCAL LEADERS:

Below are a few key ways that local leaders have modeled this strategy and its priorities to promote physical activity within infrastructure:

- The Bike Pedestrian Advisory Committee (BPAC) led by the Mid-America Regional Council (MARC) brings together local government, departments, and organizations to establish infrastructure priorities for the region
- In Wyandotte County, the Infrastructure Action Team (IAT) includes local government and community organizations working together to champion infrastructure projects.



## COMMUNITY INVOLVEMENT:

Local communities can support these efforts by engaging in one of the following ways:

- Attend BikeWalkKC infrastructure training opportunities for residents, such as the Advocacy 101 Workshop.
- Take part in the Kansas Active Transportation Plan to share feedback on statewide priorities for pedestrian, mobility, and bicycle infrastructure.



# STRATEGIES & PRIORITIES

## Strategy 9

### Infrastructure

Transportation and public health agencies should work to implement initiatives to encourage, reward, and require more walking, bicycling, and transit use for routine transportation.

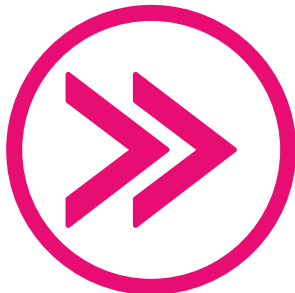


### PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Infrastructure Sector Work Group believes can be achieved locally:*

1. Invite community participation to provide feedback on ways to improve existing infrastructure through short-term physical activity events.
2. Prioritize neighborhood connectivity and walkability for seniors and youth through small neighborhood parks.
3. Invite neighborhood seniors and youth to participate in infrastructure planning efforts through the use of walking guides and toolkits to better assess existing conditions and advocate for improvements.

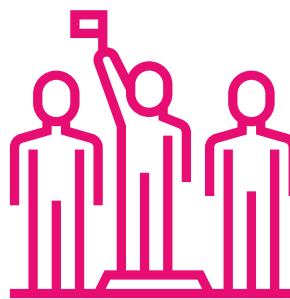
# MOVING FORWARD



## APPROACH:

*Listed below are action-oriented steps that the Infrastructure Sector work group has identified.*

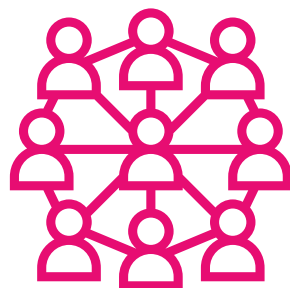
- Create a communications plan that promotes active living and active transportation.
- Host regional events and demonstrations to increase local interest in improvements around walking, and biking for health and transportation.
- Ensure that community input and participation is part of the data collection process.
- Implement common messaging standards through existing physical activity campaigns.
- Build partnerships between physical activity campaigns and temporary, pop-up infrastructure programs and events.
- Develop and share policy toolkits for residents interested in taking on more community ownership of existing infrastructure to improve rates of physical activity.
- Create commonly used metrics for temporary infrastructure projects that are easy to measure and evaluate.
- Establish best practices in prioritizing, collaborating, and coordinating on regional infrastructure investments.



## LOCAL LEADERS:

*Below are ways that local leaders can use this strategy and its priorities to promote physical activity in infrastructure:*

- Introduce a Health-In-All-Policies framework with regional planning agencies and local government departments to score and evaluate the benefits of physical activity in infrastructure projects.
- Adopt regional Complete Streets policies and abolish parking minimum requirements to encourage active transportation in mixed-use development areas.
- Include tools that are easy to access, understand, and follow in regional funding mechanisms (PIAC, GO Bonds, etc.) so that the planning process can be held accountable.



## COMMUNITY INVOLVEMENT:

*Local communities can support these efforts by engaging in one of the following ways:*

- Look up and attend any neighborhood-related planning processes that invite community participation or feedback.
- Support Complete Streets ordinances during local government meetings related to public works and urban planning.
- Share with local elected officials the importance of safe and walkable infrastructure.

# STRATEGIES & PRIORITIES

## Strategy 10

### Infrastructure

Community planners should integrate active design principles into land-use, transportation, community, and economic development planning processes.

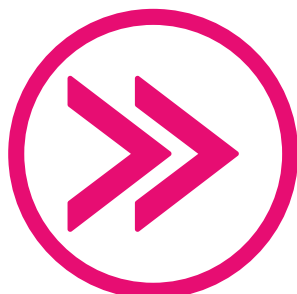


### PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Infrastructure Sector Work Group believes can be achieved locally:*

1. **Prioritize the implementation of existing infrastructure plans that can improve public health.**
2. **Create safe opportunities for physical activity by connecting vacant lots, infrastructure maintenance, and road safety to create beautiful places to walk within existing neighborhoods.**

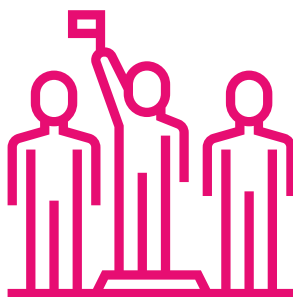
# MOVING FORWARD



## APPROACH:

Listed below are action-oriented steps that the Infrastructure Sector Work Group has identified as ways to approach this strategy and achieve its priorities:

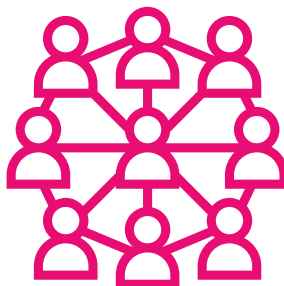
- Require alignment by community and private development with published infrastructure plans.
- Incorporate health equity and environmental justice language in infrastructure planning efforts.
- Link data collection and policy goals to actionable steps that can directly address issues uncovered in the infrastructure planning process.
- Move forward with implementation of Complete Streets and Vision Zero ordinances.
- Work with communities to promote pedestrian safety, and help communities identify appropriate interventions.



## LOCAL LEADERS:

Below are a few key ways that local leaders can use this strategy and its priorities to promote physical activity in infrastructure:

- Connect with initiatives like 12345 Fit-Tastic!, the Move Your Way Campaign, and the 202020 Movement to promote accessible messaging on the benefits of leading a physically active lifestyle.
- Form infrastructure-specific working groups like Better Block KC, the KC Open Streets Program, Healthy Community Corridor to prioritize the implementation of local infrastructure improvement projects.
- Educate members of local professional organizations, including architects, urban planners, and urban designers (AIA KC, NOMA KC, KC APA, ULI Kansas City, etc.) on the importance of promoting physical activity in the design and planning process.



## COMMUNITY INVOLVEMENT:

Local communities can support these efforts by engaging in one of the following ways:

- Support local efforts to better connect vacant lots and sidewalks to neighborhood amenities, such as the Safe Routes to School program.
- Take part in strategic planning efforts that invite public comments on the importance of infrastructure improvements.

# NEXT STEPS



## DISCUSSION:

*While the KCPA Plan reflects the output of the Infrastructure Work Group, the discussion below outlines future directions as the working group seeks to implement these strategies and priorities in the built environment.*

The current strategies and priorities reflect the Infrastructure Sector Work Group's commitment to ensuring equitable access to amenities that support physical activity throughout the Kansas City region.

The group identified the need for greater transparency in how data is collected with local community participation. The Sector Work Group identified the need for collected data on infrastructure to be used and shared equitably so that unnecessary surveillance and residential displacement does not occur as a result of infrastructure improvements.

An emphasis was placed on supporting ongoing activities to increase safety for pedestrians and bicyclists. Greater coordination between public health and transit agencies was called for, which is an opportunity for cross-sector collaboration in the work going forward.

The process of making improvements to infrastructure should also include active living design and community planning guidelines to ensure that the planning process is equitable and accessible to all residents that are interested in taking part in the process.

The Infrastructure Sector Work Group meetings took place in 2020, and in 2021 the group joined with the Parks and Recreation Sector Work Group to form a standing working group for Physical Activity in Parks and Infrastructure. This new working group continues to meet on an ongoing basis to connect and support infrastructure projects in the built environment that focus on improving access to physical activity.

In addition to the working group, there are ongoing efforts related to the KCPA Plan that promote a culture of safety for all pedestrians and bicyclists. These efforts range from local policies and initiatives like Vision Zero and Complete Streets ordinances to statewide initiatives like The Kansas Active Transportation Plan.

Work remains, however, to develop a shared understanding of how community planning efforts collect and share data in an equitable way, and how to integrate active design principles into infrastructure planning that meets communities where they are.



# PARKS AND RECREATION

## SECTOR OVERVIEW:

The Parks and Recreation Sector Work Group emphasizes accessible facilities, spaces, and services that are available at low or no cost to residents.

This sector includes the environments, programs, and services that are provided by non-profit and local government, such as community centers, public parks, trails, and open spaces. The priorities of the Parks and Recreation Sector Work Group benefit all ages and populations across the Kansas City region.

Opportunities for alignment exist both within the group and with other sectors. Alignment can also be found through ongoing community health initiatives that prioritize equitable access to parks and trails.



The Parks and Recreation Sector Work Group is led by Roosevelt Lyons and Jen Jutte from KCMO Parks and Recreation and supported by Matt Kleinmann of Weighing In.

## STRATEGIES:

- 11. Parks departments, recreation centers, and community partners should develop new park programs that support physical activity opportunities for all residents (p. 48)**
- 12. Parks departments and community partners should track the participation in community-based physical activity programs to better engage with all audiences (p. 50).**
- 13. Parks and recreation, business and community organizations should advocate for sustainable funding to improve the availability of safe, clean, and affordable physical activity for all residents (p. 52).**

# DEVELOPMENT



## PROCESS:

The Parks and Recreation Sector Work Group met together in virtual meetings three times throughout 2020. The first meeting served as an introduction to the National PA Plan and asked participants to prioritize the existing strategies to apply to the KCPA Plan. Those attending represented a wide geographic area but were primarily coming from local parks and recreation departments. The second meeting included more participation from community groups and other relevant agencies, like public health departments.

The Parks and Recreation Sector Work Group participants used their time to prioritize strategies and tactics from the National PA Plan to develop priorities for the KCPA Plan's Parks and Recreation Sector.

Participants at the KCPA Summit in September 2020 noted that parks are important venues for physical activity, particularly during the pandemic. A concern among participants was how to creatively deliver quality programs to residents using park and recreation facilities while facing potential budget cuts due to the economic impact of the pandemic. At the same time, an emphasis on creating more equitable investments of park amenities in underserved communities was considered a high priority by participants.



## FEEDBACK:

At the beginning of planning process, Weighing In shared a survey to all members of the Parks and Recreation Sector Work Group asking about the feasibility and viability of each of the strategies and tactics from the National PA Plan. The survey asked the participants to rank each strategy for the sector, and then score each tactic on its level of importance for improving physical activity in the region and likelihood of it being implemented in the greater Kansas City area.

Results from the survey were shared back with Parks and Recreation Sector Work Group participants. The group then met to further prioritize and refine the priorities to include in the KCPA Plan. These conversations were recorded, and notes taken from the meetings were used to develop the initial KCPA Plan strategies and priorities for the Parks and Recreation Sector.

# STRATEGIES & PRIORITIES

## Strategy 11

### Parks and Recreation

Parks departments, recreation centers, and community partners should develop new park programs that support physical activity opportunities for all residents.



## PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Parks and Recreation Sector Work Group believes can be achieved locally:*

- 1. Build cross-sector partnerships to promote physical activity in public parks.**
- 2. Reimagine public parks as a “third choice” amenity, where they are recognized as welcoming alternative places for families and communities to gather, other than their work or home.**
- 3. Engage with local, environmental conservation organizations and invite them to be partners in increasing physical activity in parks.**

# MOVING FORWARD



## APPROACH:

Listed below are action-oriented steps that the Parks and Recreation Sector Work Group has identified as ways to approach this strategy and achieve its priorities:

- Invite collaboration between infrastructure and parks and recreation departments.
- Engage partners in the natural environment not otherwise engaged in promoting physical activity efforts.
- Invite collaboration between school districts, places of worship, and parks and recreation departments.
- Study how public spaces and parks have encouraged physical activity during the pandemic and share lessons for effective implementation going forward.



## LOCAL LEADERS:

Below are a few key ways that local leaders can use this strategy and its priorities to promote physical activity within parks and recreation spaces:

- Connect with conservation partners like Heartland Tree Alliance, Bridging the Gap, Groundwork NRG, and Urban Rangers Corps to create opportunities for youth engagement in park and green space restoration projects.
- Partner with local businesses and faith-based partners to use their nearby park and recreation spaces and promote physical activity in their communities.
- Support local arts and culture organizations, like Open Spaces KC and the Kansas City Symphony, to use art and music to attract people to parks, which in turn can encourage greater civic participation while promoting physical activity.



## COMMUNITY INVOLVEMENT:

Local communities can support these efforts by engaging in one of the following ways:

- Engage with neighborhood community groups around local parks to create a safe, inviting, and inclusive space for all users.
- Host community-building exercises in public parks, such as organizing walking clubs, park cleanups, and educational activities and programs for youth.
- Bring community events that might otherwise occur in large parking lots or gymnasiums out into public park spaces where people can gather together.
- Create art walls or surfaces within public parks to draw citizens to these spaces where they can engage in physical activity.
- Organize back-to-school events and large conversations about important civic issues to take place in public parks.

# STRATEGIES & PRIORITIES

## Strategy 12

### Parks and Recreation

Parks departments and community partners should track the participation in community-based physical activity programs to better engage with all audiences.



## PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Parks and Recreation Sector Work Group believes can be achieved locally:*

- 1. Collect data through the use of innovative tools, with a focus on specific areas and community groups.**
- 2. Use data to better engage with audiences and highlight the purpose or mission of the organization through storytelling.**



# MOVING FORWARD



## APPROACH:

Listed below are action-oriented steps that the Parks and Recreation Sector Work Group has identified as ways to approach this strategy and achieve its priorities:

- Highlight the missions and purposes of park and community recreation programs and initiatives through existing state and regional park associations.
- Connect with other Sector Work Groups to build partnerships with community organizations to promote physical activity efforts in parks and at recreation facilities.
- Invite collaboration between school districts, places of worship, and parks and recreation departments.
- Learn from and further promote how public spaces and parks have encouraged physical activity during the pandemic.
- Introduce metrics like the Net Promoter Score to focus on public participation in community-based physical activity programs.



## LOCAL LEADERS:

Below are a few key ways that local leaders have modeled this strategy and its priorities to promote physical activity within parks and recreation spaces:

- YMCA regularly evaluates their existing programs such as their Enhance Fitness using their Healthy Eating Physical Activity (HEPA) Standards.
- The Move More, Get More program led by UMKC, Truman Medical Center, Children's Mercy, and KCPS has worked with local middle school students to issue Garmin fitness trackers and encourage physical activity in Kansas City parks and trails.
- Johnson County Park and Recreation District has installed innovative signage to help track participation in park programs.
- Kansas City Parks and Recreation has developed engaging one-minute videos to actively promote upcoming events in park and recreation spaces.



## COMMUNITY INVOLVEMENT:

Local communities can support these efforts by engaging in one of the following ways:

- Participate in any citizen satisfaction surveys or budget priority surveys to share which park and recreation amenities are most beneficial.
- Take part in available chronic disease management or park prescription programs offered by your local YMCA, health department, or healthcare setting.

# STRATEGIES & PRIORITIES

## Strategy 13

### Parks and Recreation

Parks and recreation, business and community organizations should advocate for sustainable funding to improve the availability of safe, clean, and affordable physical activity for all residents.



### PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Parks and Recreation Sector Work Group believes can be achieved locally:*

- 1. Build partnerships between parks and recreation organizations and local businesses and health organizations to attract sustainable funding sources.**
- 2. Connect parks with neighborhoods through sidewalk infrastructure investments.**
- 3. Highlight the disparity in amenities between neighborhood parks and promote more equitable investment strategies.**

# MOVING FORWARD



## APPROACH:

*Listed below are action-oriented steps that the Parks and Recreation Sector Work Group has identified as ways to approach this strategy and achieve its priorities:*

- Use walkability surveys to develop a scoring matrix to identify where park access is limited.
- Work with public works and parks and recreation departments to be strategic about building out networks of accessibility to parks.
- In light of budgetary concerns due to the pandemic, promote a group that can coordinate between different municipal government departments.



## LOCAL LEADERS:

*Below are a few key ways that local leaders have modeled this strategy and its priorities to promote physical activity within parks and recreation spaces:*

- The KC Healthy Kids Walking Detective tool is an accessible tool for youth and families to explore their infrastructure, including connections to parks.
- MOCSA (the Metropolitan Organization to Counter Sexual Assault) has promoted park cleanups and training workshops with neighborhood leaders.
- The Blue Hills Neighborhood Association broke ground on Blue Hills-Kissick Park with partners from local business, infrastructure, and public health sectors.
- Groundwork NRG and the Community Health Council of Wyandotte County have organized neighborhood-led sidewalk audits.



## COMMUNITY INVOLVEMENT:

*Local communities can support these efforts by engaging in one of the following ways:*

- Apply for Safe Routes to Parks and other municipal funding sources like PIAC.
- Join park ambassador programs or champion park improvements in neighborhood parks.
- Start adopt-a-park strategies with surrounding businesses.
- Participate in (or start) a community-led park redesign effort.
- Attend public meetings where park budgets are being discussed.

# NEXT STEPS



## DISCUSSION:

*While the KCPA Plan reflects the output of the Parks and Recreation Sector Work Group, discussion below outlines future directions as the working group seeks to implement the Parks and Recreation strategies and priorities.*

The current strategies and priorities reflect the Parks and Recreation Sector Work Group's commitment to ensuring equitable access to parks and recreation amenities that support a healthy lifestyle throughout the Kansas City region. The group identified the need for more inclusivity in park programming so that participants of all abilities and in all Kansas City neighborhoods can conveniently use park and recreation facilities.

The discussion also reflected the evolution of how park programs and improvements can best serve their users. New methods of data collection may be necessary to ensure that innovative park programs function as they were intended to. An opportunity exists for other Sector Work Groups to engage with Parks and Recreation to give feedback and help guide how new programs offered in parks operate and are evaluated.

A major emphasis from the Parks and Recreation Sector Work Group was a desire to find more sustainable sources of funding to provide new programs. Historically, park and recreation departments are underfunded when local economic conditions deteriorate.

Group discussion around the economic impact that the pandemic will have on Parks and Recreation suggested that lessons can be learned from what worked in parks and recreation spaces. The group emphasized the value of identifying what park and recreation strategies worked best, how communities chose to use their park and recreation spaces, and develop innovative operating procedures through sustainable funding sources.

The Parks and Recreation Sector Work Group held meetings in late 2020, but in 2021 they have joined with the Infrastructure Sector Work Group to form a standing working group for Physical Activity in Parks and Infrastructure. These meetings will be ongoing and continue to connect and support infrastructure projects in the built environment that focus on improving access to physical activity.

# FAITH-BASED SETTINGS

## SECTOR OVERVIEW:

The Faith-Based Settings Sector Work Group is designed to encompass diverse religious organizations, including religious congregations or houses of worship, organized religious denominations, faith-based social service agencies, and faith-based charities. The inclusive mission of faith-based settings, combined with their broad reach across diverse communities, makes religious congregations well-positioned to play an important role in improving rates of physical activity.

Like worksites and schools, faith-based organizations have unique social systems, physical environments, communications, policies and practices, and health-related goals that make them conducive to promoting physical activity.

The Sector Leads include Rev. Eric Williams from the Clergy Response Network, and Dr. Jannette Berkley-Patton and Carole Bowe Thompson from the Health Equity Institute at UMKC, with Weighing In support from Shelly Summar. Anyone serving in a faith-based setting and interested in improving health through physical activity is invited to join.



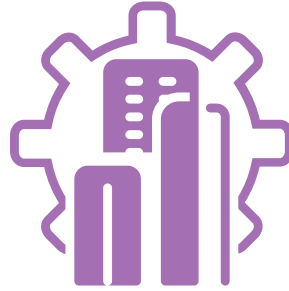
## STRATEGIES:

14. Faith-based organizations should identify effective uses of their health ministries to promote physical activity (p. 57).
15. Faith-based organizations should establish cross-sector partnerships to promote and deliver physical activity programs consistent with and tailored for diverse groups of constituents aligning with their values, beliefs, and practices (p. 58).
16. Faith-based organizations should create long-term plans that include promoting physical activity programs for their congregation and residents in communities they serve (p. 59).

*Strategies continue on next page >>>*



# DEVELOPMENT



## STRATEGIES (CONTINUED):

17. Faith-based organizations should identify and/or develop marketing materials to better understand the importance of physical activity that are tailored to the congregants and communities they serve (p. 60).
18. Physical activity and public health organizations should develop and maintain an electronic resource of proven and well established (evidence-based and best practice) physical activity programs for faith-based organizations to access for reference and implementation (p. 61).

## PROCESS:

The first step in the work of the Faith-Based Settings Sector Work Group was to develop a survey to gather feedback on the strategies and tactics from the National PA Plan.

The survey was shared with people in faith-based settings through the Clergy Response Network and other networks of those attending sector meetings. A total of 32 out of 50 survey responses included useful information. Through three subsequent meetings and email feedback, a small group of participants used the results from the survey to finalize the strategies and priorities to be included in the KCPA Plan.

Further discussion refined the language to make it more culturally relevant. The group revised some of the National PA Plan strategies, combining two, which resulted in five strategies. Finally, the group focused on establishing priorities that can be achieved in the short term.

# STRATEGIES & PRIORITIES

## Strategy 14

### Faith-Based Settings

Faith-based organizations should identify effective uses of their health ministries to promote physical activity.



## PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Faith-Based Settings Sector Work Group believes can be achieved locally:*

- 1. Identify the individuals and groups who will lead implementation of physical activity promotion strategies in faith-based settings.**
- 2. Establish, if necessary, health ministries that are consistent with the faith community's religious beliefs to promote physical activity among the faith community.**
- 3. Create an environment supportive of physical activity by delivering proven and well-established (evidence-based and best practice) physical activity messaging and programs that are consistent with the faith community's religious beliefs.**

# STRATEGIES & PRIORITIES

## Strategy 15

### Faith-Based Settings

Faith-based organizations should establish cross-sector partnerships to promote and deliver physical activity programs consistent with and tailored for diverse groups of constituents aligning with their values, beliefs, and practices.



## PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Faith-Based Settings Sector Work Group believes can be achieved locally:*

- 1. Foster relationships between collaborators to engage in equitable and trustworthy partnerships.**
- 2. Collaborate with local healthcare delivery systems, academic institutions (e.g., undergraduate and graduate kinesiology programs, public health) and other local faith-based organizations to develop and implement inclusive physical activity programs and to provide technical assistance and expertise when requested.**
- 3. Support planning and implementation of physical activity programs that use existing infrastructures, such as ministerial organizations and interfaith coalitions.**

# STRATEGIES & PRIORITIES

## Strategy 16

### Faith-Based Settings

Faith-based organizations should create long-term plans that include promoting physical activity programs for their congregation and residents in communities they serve.



## PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Faith-Based Settings Sector Work Group believes can be achieved locally:*

- 1. Train and prepare clergy and ministry leaders to see the value of and advocate for physical activity planning in their faith-based organizations and in communities they serve.**
- 2. Communicate with clergy and ministry leaders regarding the importance of incorporating physical activity into existing programs.**
- 3. Support existing health ministries and meeting groups already present in faith-based organizations, such as youth, women's, and men's groups who seek to promote and incorporate physical activity.**

# STRATEGIES & PRIORITIES

## Strategy 17

### Faith-Based Settings

Faith-based organizations should identify and/or develop marketing materials to better understand the importance of physical activity that are tailored to the congregants and communities they serve.



## PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Faith-Based Settings Sector Work Group believes can be achieved locally:*

- 1. Develop materials that link physical activity programs to other activities, such as prayer and study groups.**
- 2. Encourage clergy leaders, including existing cross-faith organizations and committees, to incorporate religiously and culturally tailored physical activity messages in their communications.**
- 3. Support the development of messages from all religions and denominations that demonstrate how scripture, religious doctrine, and practices can support and encourage engagement in physical activity and other positive health behaviors.**



# STRATEGIES & PRIORITIES

## Strategy 18

### Faith-Based Settings

Physical activity and public health organizations should develop and maintain an electronic resource of proven and well established (evidence-based and best practice) physical activity programs for faith-based organizations to access for reference and implementation.



### PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Faith-Based Settings Sector Work Group believes can be achieved locally:*

1. **Identify proven and well-established (evidence-based and best practice) physical activity resources in collaboration with faith-based leaders and lay community members for faith-based organizations to access electronically.**
2. **Promote the electronic resource to existing faith-based organizations through social media, email lists, and other outlets.**
3. **Support faith-based organizations to implement physical activity programs at multiple levels, including individual, family, faith-based organization, and community.**

# NEXT STEPS



## DISCUSSION:

*While the KCPA Plan reflects the output of the Faith-Based Settings Sector Work Group, the discussion below outlines future directions as the work group seeks to implement the Faith-Based strategies and priorities.*

The group continues to meet and has identified the Strategies 14, 15, and 17 on which to focus their efforts. In doing so, the next steps will be to:

1. Take a deeper dive to learn how these strategies align with other efforts going on in the faith-based community.
2. Identify how this group can collaborate across sectors to achieve success in meeting the needs of the prioritized strategies.

Faith-based leaders continue to balance the immediate needs of their congregations during the COVID-19 pandemic with implementation of the KCPA Plan related projects.

The group will continue to meet to try to align physical activity with other efforts currently in faith-based settings (ex. COVID testing and vaccinations, KC Faith Initiative, etc.).

# HEALTHCARE

## SECTOR OVERVIEW:

The goal of the Healthcare Sector Work Group is to increase physical activity among the Kansas City population. The Healthcare Sector Work Group has a unique opportunity to reach many patients and families throughout the Kansas City region to promote physical activity and healthy lifestyle choices through in-person and TeleHealth visits with healthcare professionals.

Successful implementation of the Healthcare Sector plan will require healthcare systems, practicing healthcare providers and learners to recognize, embrace, and adopt physical activity promotion as a key strategy to improve population health and reduce the overall financial burden of healthcare.

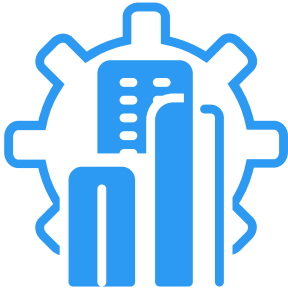
The Healthcare Sector Work Group is led by Dr. Jodi Dickmeyer, a pediatrician at Children’s Mercy in the Primary Care Clinics, with Weighing In support from Shelly Summar. The patients and families we serve will be the priority for the Healthcare Sector Work Group, and anyone interested in addressing physical activity in healthcare settings is invited to join in this work.



## STRATEGIES:

- 19. Healthcare systems should partner with other sectors to promote access to evidence-based physical activity-related services and to reduce health disparities (p. 65).**
- 20. Healthcare systems should increase the priority of physical activity assessment, advice, and promotion (p. 66).**
- 21. Healthcare providers and professional societies should recognize that physical inactivity and insufficient physical activity are treatable and preventable conditions with profound health and cost implications (p. 67).**
- 22. Universities, post-graduate training programs, and professional societies should include basic physical activity education in the training of all healthcare professionals (p. 68).**

# DEVELOPMENT



## PROCESS:

To begin the work to identify strategies and tactics for this sector, a survey was developed to prioritize strategies from the National PA Plan to include in the KCPA Plan.

The survey was sent to a diverse sample of healthcare providers inviting anyone interested in physical activity and healthcare to respond and share with others who might be interested. The survey was completed by 38 individuals in various healthcare settings and specialties.



## FEEDBACK:

The results from the survey were reviewed at the KCPA Summit, which was also the first meeting of the Healthcare Sector Work Group. At the summit, the work to prioritize and refine the strategies began and continued across two additional meetings.

While the strategies finalized by this group remain similar to the strategies in the National PA Plan, the group did change the order of priority and emphasized the importance of developing and enhancing partnerships with other sectors to promote access to physical activity for all.

# STRATEGIES & PRIORITIES

## Strategy 19

### Healthcare

Healthcare systems should partner with other sectors to promote access to evidence-based physical activity-related services and to reduce health disparities.



### PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Healthcare Sector Work Group believes can be achieved locally:*

1. **Develop partnerships with community organizations to promote safe and equitable access to opportunities to walk, bicycle, swim, and play outdoors and access to active transportation to expand opportunities for recreational activity.**
2. **Partner with other sectors and providers of community physical activity services to form referral networks that increase opportunities for physical activity and ensure equal access of their patients to community resources.**
3. **Reduce financial barriers to use of community physical activity services by including reimbursement and/or sponsorship to community providers as part of healthcare benefit packages, including funding of programs likely to reach diverse populations in the community and subgroups with lowest levels of physical activity.**
4. **Support the capacity of school-based health clinics and programs to promote physical activity.**



# STRATEGIES & PRIORITIES

## Strategy 20

### Healthcare

Healthcare systems should increase the priority of physical activity assessment, advice, and promotion.



### PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Healthcare Sector Work Group believes can be achieved locally:*

- 1. Make it a normal practice to assess and discuss physical activity at every routine patient encounter and document it in the patient's chart.**
- 2. Integrate a physical activity plan into every routine patient encounter and document it in the patient's chart.**
- 3. Encourage healthcare professionals to be role models for active lifestyles for patients.**

# STRATEGIES & PRIORITIES

## Strategy 21

### Healthcare

Healthcare providers and professional societies should recognize that physical inactivity and insufficient physical activity are treatable and preventable conditions with profound health and cost implications.



### PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Healthcare Sector Work Group believes can be achieved locally:*

1. Expand the evidence on the cost-effectiveness of promoting physical activity in inactive patients with and without chronic disease, including evidence on the effect of therapeutic physical activity for existing conditions on patient outcomes and costs of care.
2. Embed physical activity promotion in clinical guidelines where sufficient evidence exists for both positive health and cost outcomes.
3. Ensure that priority is given to treatment of physical inactivity in population groups with the lowest levels of physical activity.

# STRATEGIES & PRIORITIES

## Strategy 22

### Healthcare

Universities, post-graduate training programs, and professional societies should include basic physical activity education in the training of all healthcare professionals.



### PRIORITIES:

*Below are specific priorities that fall under this strategy and are ones that the Healthcare Sector Work Group believes can be achieved locally:*

1. **Include basic physical activity education during assessment, brief counseling, and referrals as part of the required curriculum in medical school.**
2. **Foster health professional student interest in physical activity.**
3. **Provide an array of evidence-based curricular resources to support physical activity education throughout all health professional training**
4. **Include physical activity content in continuing education professional development for all health professionals.**

# NEXT STEPS



## DISCUSSION

*While the KCPA Plan reflects the output of the Healthcare Sector Work Group, the discussion below outlines future directions as the working group seeks to implement the Faith-Based strategies and priorities.*

Since finalizing the strategies and priorities for the sector, this group has continued to meet monthly to identify current strategies and resources utilized in healthcare settings to promote physical activity and to review potential action steps and pilot projects.

The group continues to work on improving diversity among the involved participants to include a broad range of subspecialists as well as adult and pediatric providers.

# NEW SECTORS IN 2021



## SPORT

The National PA Plan recognizes that sports play a unique role in American society, with more than 200 million youth and adults participating in some form of sports. However, many youth still experience barriers to sports participation. While participation in sports nationally is still high, there has been a notable decline in recent years.



## MASS MEDIA

Research has shown that mass media campaigns can play an important role in promoting physical activity at the population level. While mass media campaigns promoting physical activity in isolation are generally modest and inconsistent, there is ample evidence supporting the effectiveness of media campaigns conducted when aligned with broader multi-sector interventions.

**The strategies below are recommended by the National PA Plan for the Sport Sector:**

- Establish policies that emphasize sports as a way of sustaining physical activity.
- Expand access to recreational spaces and quality sports programs.
- Have sports organizations adopt policies and practices that promote physical activity.
- Implement better surveillance on physical activity rates with public health departments.
- Create safe and inclusive environments at sporting events for all participants.
- Use technology to enhance the quality of the sports experience for participants.

**The National PA Plan includes a variety of strategies for the Media Sector to focus on, including calls to:**

- Develop a regional physical activity campaign.
- Establish a standardized brand for promoting physical activity.
- Educate media professionals about the effects of physical activity on health.
- Optimize both traditional and new media channels in promoting the importance of physical activity.



# NEW SECTORS IN 2021



The Business and Industry Sector includes organizations that provide goods and services, as well as those related to manufacturing goods. Healthy people are an essential asset to a successful business, and businesses benefit from workplace programs that reduce health risks. However, a lack of physical activity represents an important underlying risk that is associated with poor work performance.



The goals of the Public Health Sector, which includes local health departments as well as non-profits and higher education, are to promote, protect, and maintain health to prevent disease in the population. Evidence links physical activity to a reduction in chronic disease risk, indicating that public health organizations should increasingly focus on promoting physical activity.

**To improve rates of physical activity among individuals and organizations in the Business and Industry Sector, the National PA Plan includes four strategies:**

- Provide employees opportunities and incentives to maintain a physically active lifestyle.
- Promote physical activity within the workplace and local community.
- Develop the business case for investing in increased levels of physical activity.
- Monitor physical activity efforts in the workplace.

**The National PA Plan includes six strategies for Public Health to promote physical activity:**

- Develop a diverse workforce that has expertise in physical activity.
- Create cross-sectoral partnerships to implement evidence-based strategies.
- Engage in policy and advocacy to elevate the priority of physical activity.
- Expand monitoring of physical activity rates in communities.
- Disseminate tools and resources to promote physical activity.
- Invest equitably in physical activity, understanding its impact on disease prevention and health promotion.

# APPENDIX A

## PARTICIPATION:

The following organizations participated in the development of the KCPA Plan by either attending the KCPA Summit, joining one of the Sector Work Groups, or taking part in the Core Work Group.

- Alliance for a Healthier Generation
- Archdiocese of Kansas City in Kansas
- Barker Memorial Cathedral of Praise Church of God in Christ
- Barton County Health Department
- Beacon Hill Church of Nazarene
- BikeWalkKC
- Bill and Virginia Leffen Center for Autism
- Calvary Temple Baptist Church
- Calvary Community Outreach Network
- Centennial United Methodist Church
- Center for Children's Healthy Lifestyles & Nutrition
- Cerner Corporation
- Child Care Aware of Kansas
- Children's Mercy: Cardiology, Community Health Initiatives, Operation Breakthrough; Pediatrics; Sports Medicine; West, Weight Management
- Church of the Resurrection
- City of Kansas City, Missouri
- Clay County Public Health Center: WIC program
- Clergy Response Network
- Communities Creating Opportunities
- Emmanuel Family & Child Development Center
- Harvesters
- Health Resources and Services Administration
- Hoxie Collective
- Ivanhoe Neighborhood Council
- Jackson County Health Department
- Johnson County Department of Health and Environment: Public Health; WIC program
- Johnson County Park & Recreation District
- KC Healthy Kids
- Kansas City Parks and Recreation (MO)
- Kansas City Public Schools (MO)
- Kansas City Kansas Public Schools
- Kansas City University - Score 1 for Health
- Kansas-State Research and Extension, Wyandotte County
- Kansas City Community Gardens
- Kansas City Missouri Health Department
- Kansas Recreation and Park Association
- Lee's Summit R-7 School District
- Metropolitan Missionary Baptist Church
- Mid-America Regional Council (MARC)
- Mid-America Regional Council - Head Start, Family and Community Engagement
- Mid-America Regional Council - Early Learning Department
- Midwest Dairy and Fuel Up to Play 60
- Missouri Department of Health and Senior Services, and Women, Infants and Children
- New Bethel Church Community Development Corporation (NBC CDC)
- Olathe School District
- Operation Breakthrough
- Platte County Health Department: Public Health, WIC Department
- Prevention Research Center at Washington University in St. Louis
- Profile by Sanford
- Randolph County Health Department
- Rockhurst University
- ShareWaves Foundation
- Sophic Solutions, LLC
- Start at Zero
- Stone County Health Department
- The Family Conservancy
- Tico Productions
- Trinity Lutheran Church
- Truman Medical Center
- Turner Unified School District
- Unified Government of Wyandotte County: Parks and Recreation; Public Health; Child Care Licensing, WIC program
- University of Missouri Kansas City: Health Equity Institute; School of Nursing and Health Sciences; School of Medicine
- University of Kansas Medical Center
- University of Missouri Extension: Jackson County
- U.S. Department of Health and Human Services
- WellRight
- Wyandotte Health Foundation
- YMCA Head Start
- YMCA Linwood
- Youth Ambassadors

# APPENDIX B

## SURVEYS:

Each Sector Work Group started the KCPA Plan process with a sector-specific survey to prioritize the strategies and tactics represented in the National PA Plan.

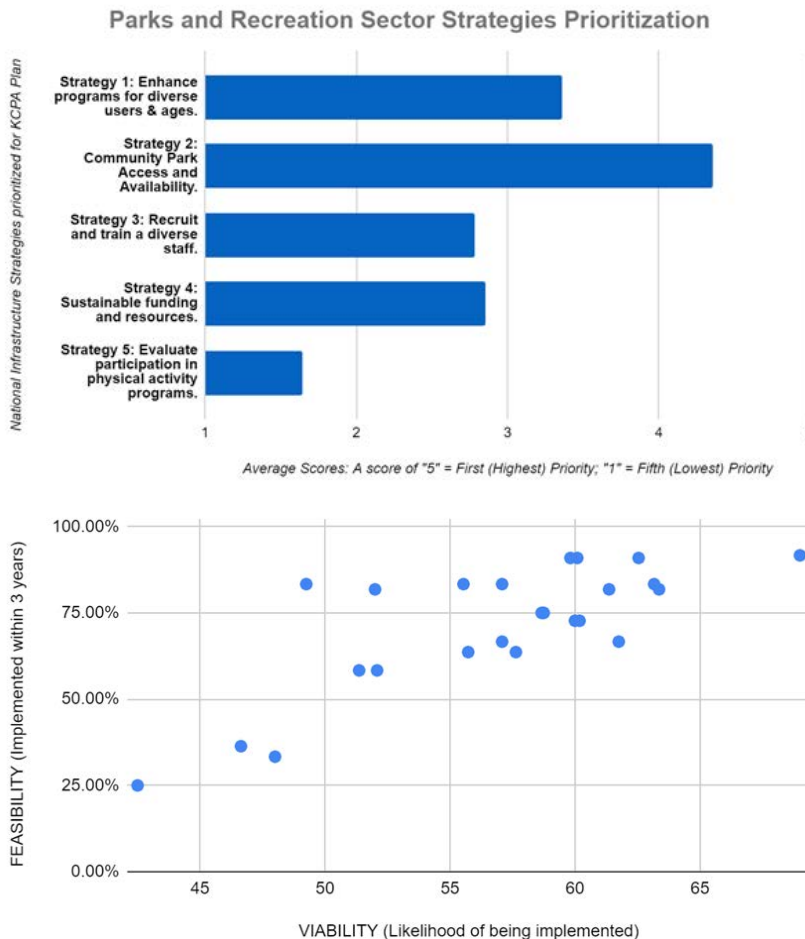
The survey responses were used by their respective Sector Work Groups to inform the strategies and priorities of the KCPA Plan.

Survey participants were asked to rank the National PA Plan strategies, with some sector surveys also asking participants to indicate their perceptions on the feasibility and viability of specific tactics.

Results were shared with each Sector Work Group, and helped to start the discussions that resulted in the final strategies and priorities of the KCPA Plan.

While these surveys provided context for each Sector Work Group, it was the discussions at each group's respective meetings that formed the consensus for the final strategies and priorities included in the KCPA Plan.

If you would like to learn more, please contact Weighing In: [weighingin@cmh.edu](mailto:weighingin@cmh.edu)



|       | Viability | Feasibility |
|-------|-----------|-------------|
| S1:T1 | 56        | 83.33%      |
| S1:T2 | 49        | 83.33%      |
| S1:T3 | 57        | 83.33%      |
| S1:T4 | 69        | 91.67%      |
| S2:T1 | 48        | 33.33%      |
| S2:T2 | 43        | 25.00%      |
| S2:T3 | 57        | 66.67%      |
| S2:T4 | 62        | 66.67%      |
| S2:T5 | 63        | 83.33%      |
| S2:T6 | 59        | 75.00%      |
| S3:T1 | 52        | 58.33%      |
| S3:T2 | 59        | 75.00%      |
| S3:T3 | 51        | 58.33%      |
| S4:T1 | 63        | 90.91%      |
| S4:T2 | 61        | 81.82%      |
| S4:T3 | 47        | 36.36%      |
| S4:T4 | 58        | 63.64%      |
| S4:T5 | 60        | 90.91%      |
| S4:T6 | 56        | 63.64%      |
| S5:T1 | 60        | 72.73%      |
| S5:T2 | 60        | 90.91%      |
| S5:T3 | 52        | 81.82%      |
| S5:T4 | 63        | 81.82%      |
| S5:T5 | 60        | 72.73%      |

# APPENDIX C

## MIRO BOARDS:

For the Healthy Schools, Early Childhood, and Infrastructure Sector Work Groups, the Miro Board tool was used to facilitate group meetings and record group comments.

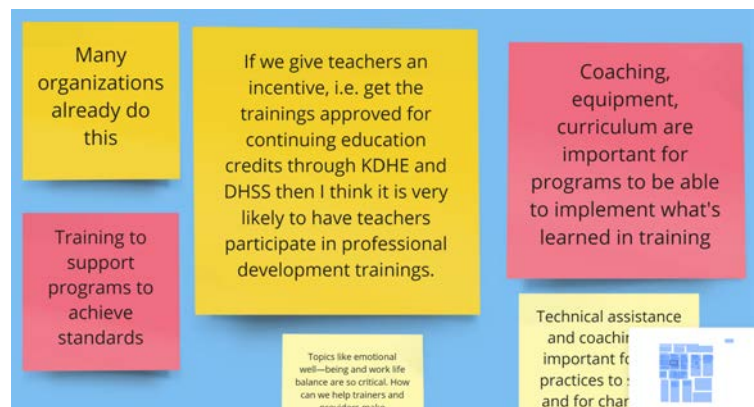
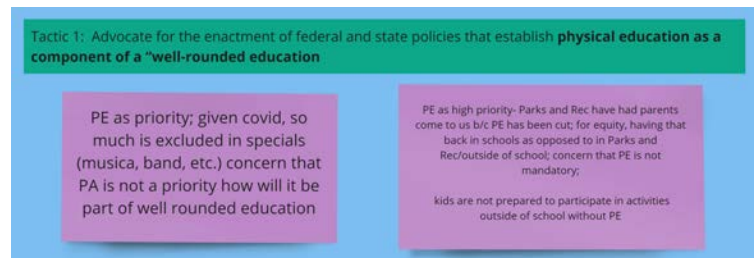
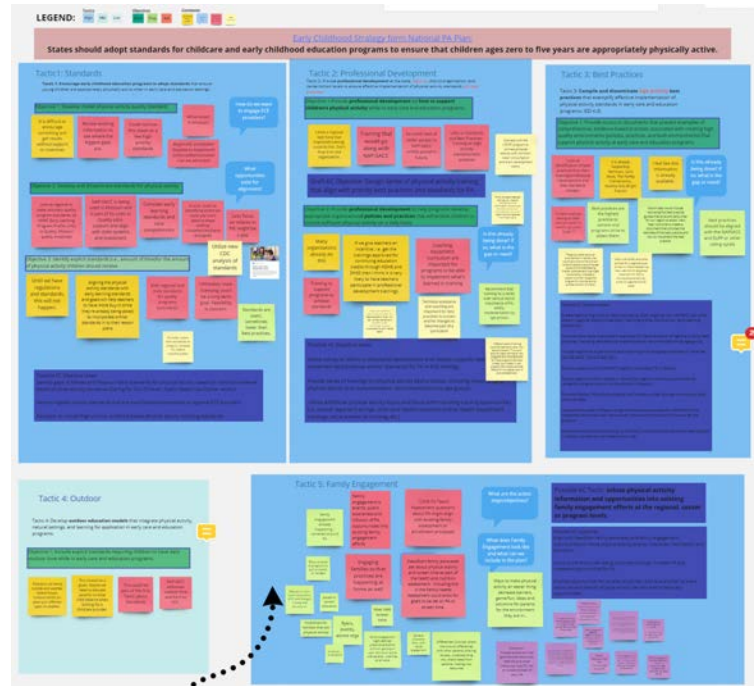
Miro Board is an interactive and digital whiteboard that mimics the process of using sticky notes in a virtual setting.

During virtual meetings, Sector Work Group leaders and Weighing In asked participants to add their opinions, share additional context, or make decisions in real-time together.

Survey results and other relevant data was also captured on the Miro Boards for group review and consideration.

The Miro Boards serve as a record of the work-in-progress and reflect the adaptive nature of the KCPA Plan during the pandemic.

If you would like to learn more, please contact Weighing In: [weighingin@cmh.edu](mailto:weighingin@cmh.edu)





# APPENDIX D

## YOUTH VOICES:



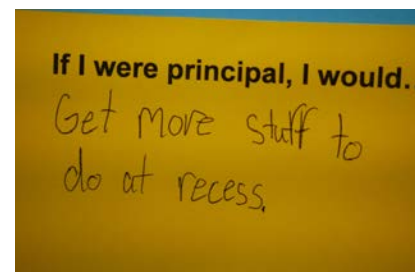
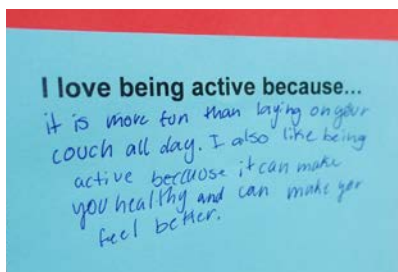
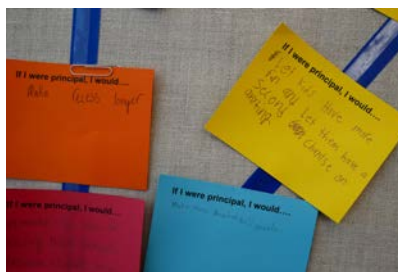
In 2020, Weighing In led three listening sessions with about 150 students from across the Kansas City region, in partnership with KC Healthy Kids.

Students participated in several activities, including a budgeting exercise, to prioritize evidence-based best practices for increasing physical activity.

Students envisioned being “principal for a day” and were given a budget of four “\$100 bills” to spend on the ideas that they thought were the best.

The top practices that students identified were more outdoor recess (18.6%), activity breaks during the day (14.1%), and more PE (12.4%).

The Healthy Schools Sector Work Group incorporated this student feedback into the KCPA Plan, particularly within the strategy for advocacy, which includes recess, PE and activity breaks as the main focus areas.





# APPENDIX E



## The Kansas City Physical Activity Summit

### RECAP:

The Kansas City Physical Activity Summit (KCPA Summit) brought together community leaders and partner organizations from a variety of societal sectors to learn more about the ways that we can collaborate to improve rates of physical activity across the Kansas City region.

Over 100 participants attended the KCPA Summit, which was held on September 10, 2020.

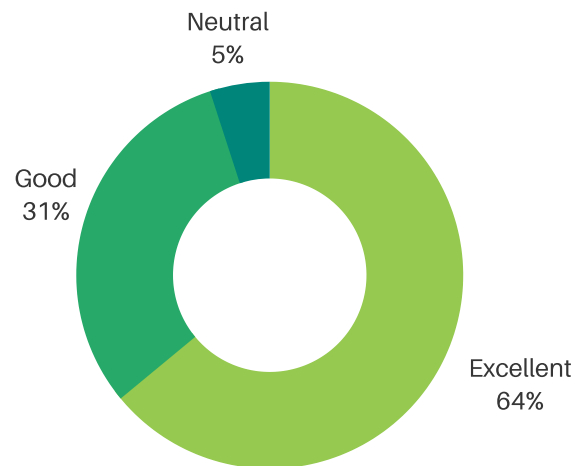
The KCPA Summit presented research on the the state of physical activity in the Kansas City region, which is included in the KCPA Report Card.

The KCPA Summit also introduced how strategies and tactics from the National PA Plan were being adapted to create local strategies and priorities for increasing levels of physical activity in Kansas City.

The KCPA Summit included cross-sector discussions that invited new connections and relationships to be formed between Sector Work Groups.

The conclusion of the KCPA Summit provided additional opportunities for future collaboration, including opportunities to connect at upcoming Sector Work Group meetings.

### RESPONSE:



**"Great summit! Thank you for wonderful speakers, information, and the energy! Much needed right now!"**

-- An attendee comment on the KCPA Summit

# APPENDIX E



## The Kansas City Physical Activity Summit

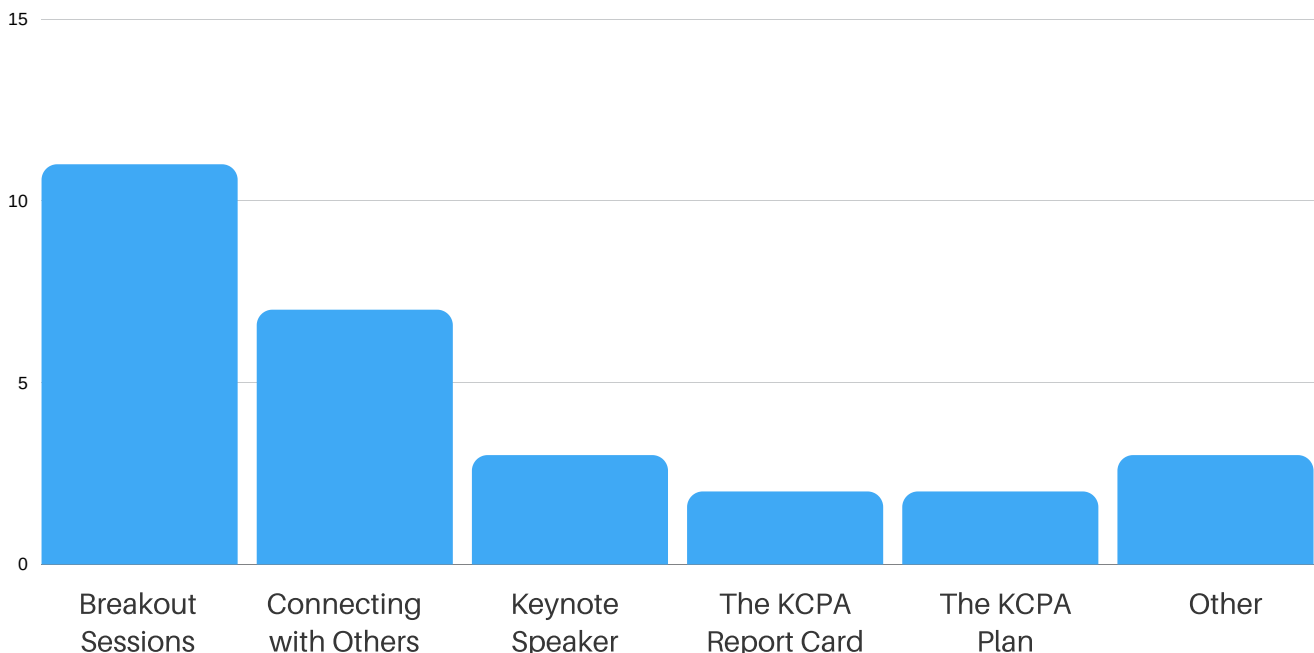
### BY THE NUMBERS:

- Hosted on September 10th, 2020
- 115 Attendees
- 7 Sectors were included
- 13 Interactive breakout sessions
- 2 National experts featured, including a keynote session from the CDC
- 3 Local elected officials provided Summit introductions

"I would like the KCPA Plan to be provided to local policymakers, community organizations and stakeholders to help guide efforts to improve rates of physical activity, reduce the rate of chronic conditions and diseases, and create better connected communities."

-- An attendee on their vision for KCPA Plan

### MOST BENEFICIAL FEATURES OF THE SUMMIT:

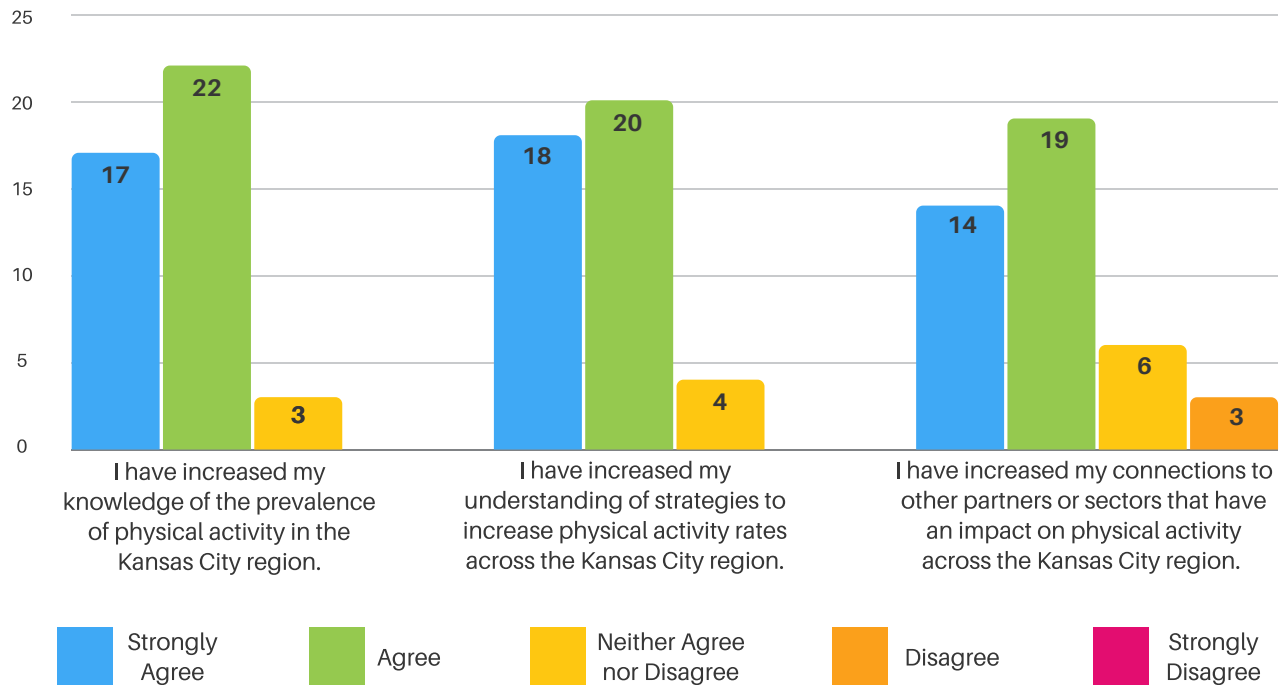


# APPENDIX E

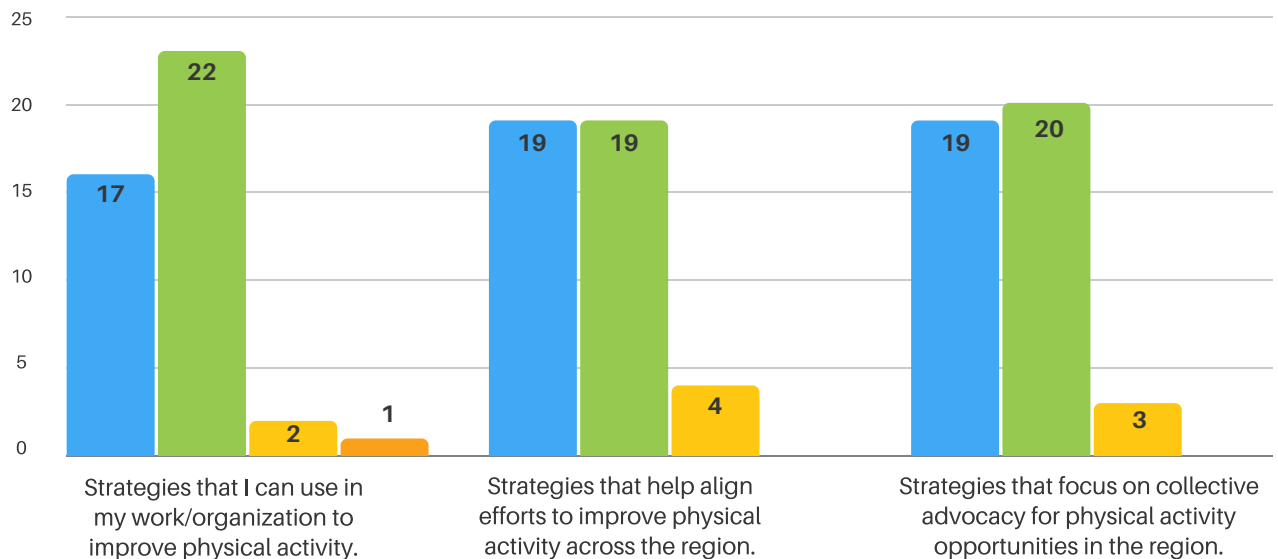


# The Kansas City Physical Activity Summit

## AS A RESULT OF THE SUMMIT:



## I WOULD LIKE THE KCPA PLAN TO INCLUDE:



**"All children and their families deserve the chance to be healthy and have opportunities in their communities to be physically active."**

Robin Shook, PhD

Director, Weighing In, Center for Children's Healthy Lifestyles and Nutrition

Learn more at:  
<https://www.kcphysicalactivityplan.org>

