

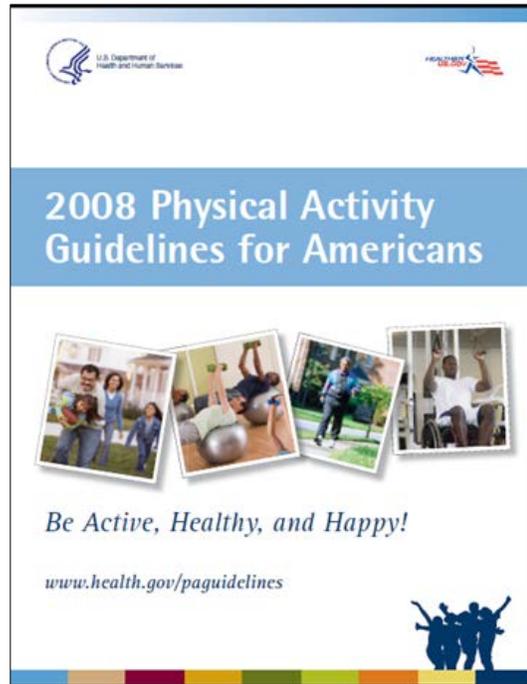
All children and their families deserve the chance to be healthy and have opportunities in their communities to be physically active.

Kansas City Physical Activity Plan

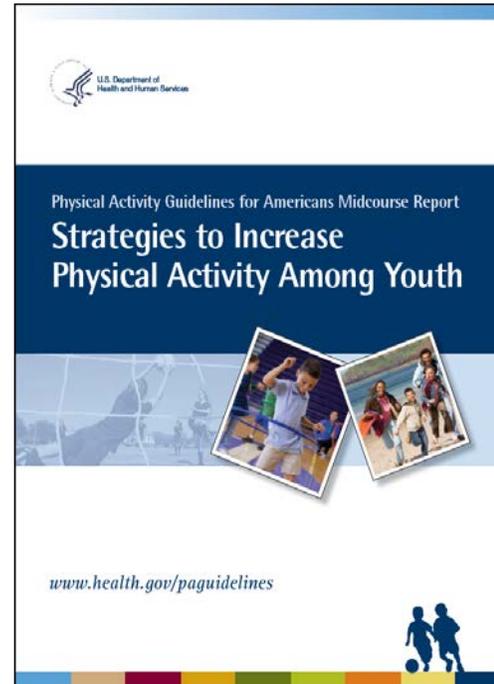
Robin Shook, PhD
Children's Mercy
Center for
Children's Healthy Lifestyles
3/19/2020



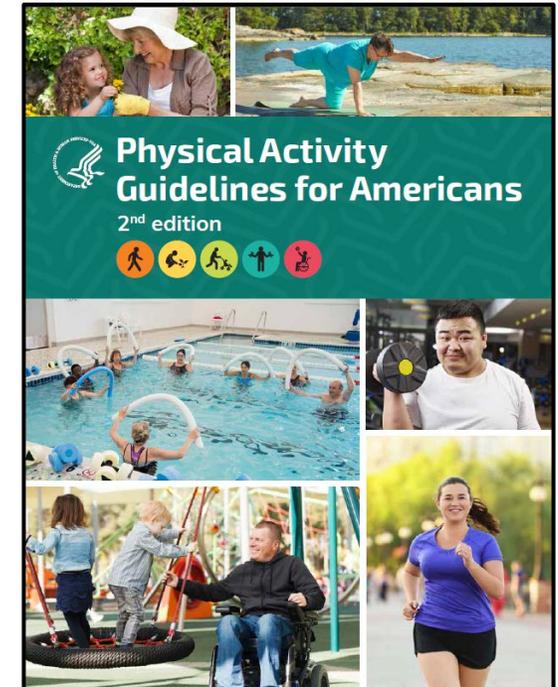
History of the Physical Activity Guidelines



2008



2013



2018



Less than 6



✓ Preschool-aged children (ages 3 through 5 years) should be physically active throughout the day to enhance growth and development.



6-17 years



How much do they need?

Kids and teens ages 6 to 17 need at least **60 minutes** every day.

Most of it can be **moderate-intensity aerobic activity**. Anything that gets their heart beating faster counts.



At least 3 days a week, encourage your kids to step it up to **vigorous-intensity aerobic activity**.



Is it moderate or vigorous? Use the "talk test" to find out.

When you're being active, try talking:

- ✓ If you're breathing hard but can still have a conversation easily, it's **moderate-intensity activity**
- ✓ If you can only say a few words before you have to take a breath, it's **vigorous-intensity activity**



Adults



How much activity do I need?

Moderate-intensity aerobic activity

Anything that gets your heart beating faster counts.



AND

Muscle-strengthening activity

Do activities that make your muscles work harder than usual.



Tight on time this week? **Start with just 5 minutes.** It all adds up!



Less than 6



✓ Preschool-aged children (ages 3 through 5 years) should be physically active throughout the day to enhance growth and development.



Recommendations for physical activity are necessary but insufficient to increase population-level physical activity

At least 3 days a week, encourage your kids to step it up to vigorous-intensity aerobic activity.



Is it moderate or vigorous? Use the "talk test" to find out. When you're being active, try talking:
✓ If you're breathing hard but can still have a conversation easily, it's moderate-intensity activity
✓ If you can only say a few words before you have to take a breath, it's vigorous-intensity activity



Adults



How much activity do I need?

Moderate-intensity aerobic activity
Anything that gets your heart beating faster counts.

at least
150
minutes
a week

AND

at least
2
days
a week

Muscle-strengthening activity
Do activities that make your muscles work harder than usual.

Tight on time this week? Start with just 5 minutes. It all adds up!



physicalactivityplan.org

- Originally developed in 2010, updated in 2016
- *‘The Plan is a comprehensive set of policies, programs, and initiatives designed to increase physical activity in all segments of the U.S. population. **The Plan aims to foster a national culture that supports physically active lifestyles.**’*
- Russ Pate, PhD, Arnold School of Public Health, University of South Carolina- founding chairman (presented at CMH Academic Scholarship Conference in 2017)
- Bill Kohl, PhD, University of Texas- current chairman (member of CHLN SAB and keynote speaker at Weighing In Factors of Health Summit in 2018)
- There is strong support from the CDC in the development and ongoing efforts

NPAP Part 1- Sector strategies & tactics

- Strategies and tactics- Specific evidence-informed approaches designed to promote physical activity
- Developed by expert panel in nine societal sectors:
 1. Business and Industry
 2. Community Recreation, Fitness and Parks
 3. Education
 4. Faith-Based Settings
 5. Healthcare
 6. Mass Media
 7. Public Health
 8. Sport
 9. Transportation, Land Use and Community Design

Sample Sector: Public Health

PUBLIC HEALTH

The overarching goals of the Public Health Sector are to promote, protect, and maintain health and prevent disease at the population level. Public health initiatives historically have focused on controlling communicable diseases. In recent years, in response to the rise in rates of obesity, heart disease, diabetes, cancer, and other chronic conditions, public health efforts have increasingly focused on preventing these non-communicable diseases. The public health sector consists of governmental organizations, such as public health agencies and federal, state, county, and local health departments. It also includes non-governmental organizations that seek to address public health goals, such as institutions of higher education, professional societies, non-profit organizations, think tanks, and advocacy groups. Organizations within the public health sector perform a variety of functions, including research, surveillance, program development and delivery, evaluation, training, and advocacy. These functions complement and support the goals of several of the National Plan sectors, including Healthcare; Education; Community Recreation, Fitness and Parks; and Transportation, Land Use and Community Design.

Sample strategy:



STRATEGIES

STRATEGY 1

Public health organizations should develop and maintain a workforce with competence and expertise in physical activity and health and that has ethnic, cultural, and gender diversity.

STRATEGY 2

Public health agencies should create, maintain, and leverage cross-sectoral partnerships and coalitions that implement evidence-based strategies to promote physical activity.

STRATEGY 3

Non-profit public health organizations should engage in policy development and advocacy¹ to elevate the priority of physical activity in public health practice, policy, and research.

STRATEGY 4

Public health agencies should expand monitoring of policy and environmental determinants of physical activity and the levels of physical activity in communities (surveillance), and should monitor implementation of public health approaches to promoting active lifestyles (evaluation).

STRATEGY 5

Public health organizations should disseminate tools and resources important to promoting physical activity, including resources that address the burden of disease due to inactivity, the implementation of evidence-based interventions, and funding opportunities for physical activity initiatives.

STRATEGY 6

Public health agencies should invest equitably in physical activity, commensurate with its impact on disease prevention and health promotion.

STRATEGIES AND TACTICS

STRATEGY 1

Public health organizations should develop and maintain a workforce with competence and expertise in physical activity and health and that has ethnic, cultural, and gender diversity.

TACTICS:

- Promote efforts by CDC, professional societies, and academic institutions to provide training and capacity building in the use, adaptation, and evaluation of evidence-based physical activity promotion strategies.
- Build the capacity of practitioners to monitor key outcome measures of chosen physical activity interventions.
- Enhance academic programs with physical activity practitioner core competencies embedded into the curricula of public health and other disciplines (e.g., healthcare, education, transportation and planning, parks and recreation).
- Increase the number of Master's of Public Health (MPH) programs that provide training on physical activity and its promotion. Increase the number of graduates from these programs.
- Expand recruitment, outreach, and training efforts to engage students of diverse racial, ethnic, and cultural backgrounds; students with disabilities; and students representing groups at particular risk of physical inactivity.
- Encourage professional societies to sponsor scholarship programs for students of diverse racial, ethnic, and cultural backgrounds; students with disabilities; and students representing groups at particular risk of physical inactivity.
- Collaborate with a wide range of organizations, including those representing minority ethnic groups and persons with disabilities, to build a diverse public health work force that is well prepared to promote physical activity.
- Support and expand training opportunities (e.g., Physical Activity and Public Health Course) based on core competencies for practitioners, paraprofessionals, community health workers, and professionals from other sectors.

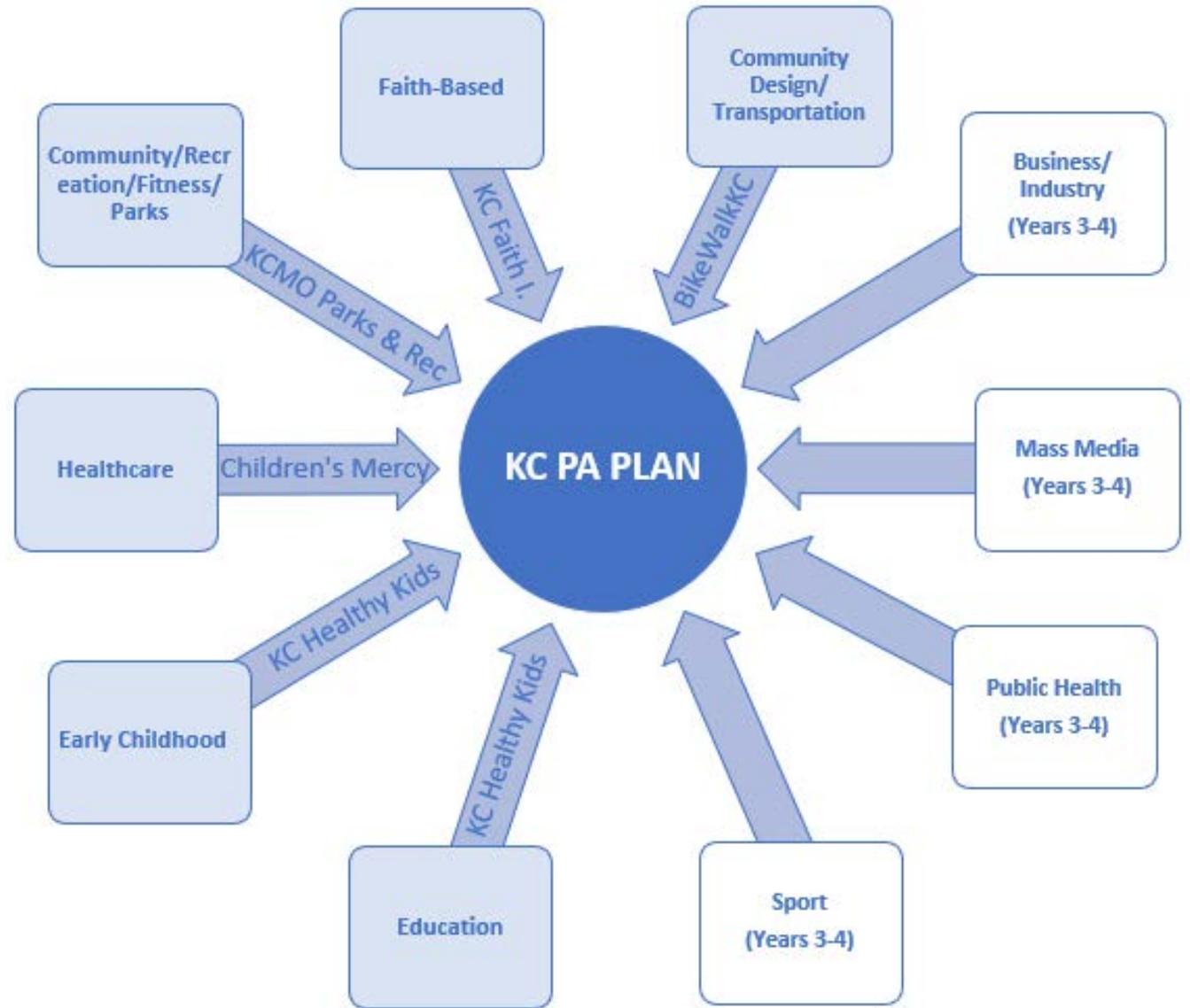
NPAP Part 2- Overarching Priorities

- Federal office of Physical Activity and Health
- Comprehensive surveillance system
- Physical activity policy development
- National physical activity campaign
- Increased funding for physical activity initiatives
- **National Physical activity report card***
- **State and local physical activity plans***

*We received funding from the **Kemper Foundation** and the **Health Resources Services Administration** in September 2019 to fund the initial launch of a **Kansas City-specific Physical Activity Plan** (KC PA Plan) and regional physical activity report card

The KC PA Plan
will be
developed by a
coalition of
partners

Sectors and
sector leads →



*# Ad Hoc members include Health Resources and Services Administration, Office of the Assistant Secretary for Health, and Kansas City, MO Public Works
We will add additional sectors and accelerate the timeline based as necessary

Goals of the KC PA Plan

Create Kansas City-focused, sector-specific strategies and tactics that will foster a culture of physically active lifestyles

- Make a collective statement that physical activity is a public health priority in Kansas City
- Establish multi-sector coalition to advocate for priorities
- Create a framework for implementation of strategies and tactics

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Additionally, our overarching priorities are:

1. Increased local funding for physical activity initiatives
2. Regular, comprehensive surveillance of relevant physical activity metrics
3. Regular, regional physical activity report card (See Elizabeth's presentation next)

KC PA Plan Guiding Principles

These guiding principles should be considered as strategies and tactics are developed:

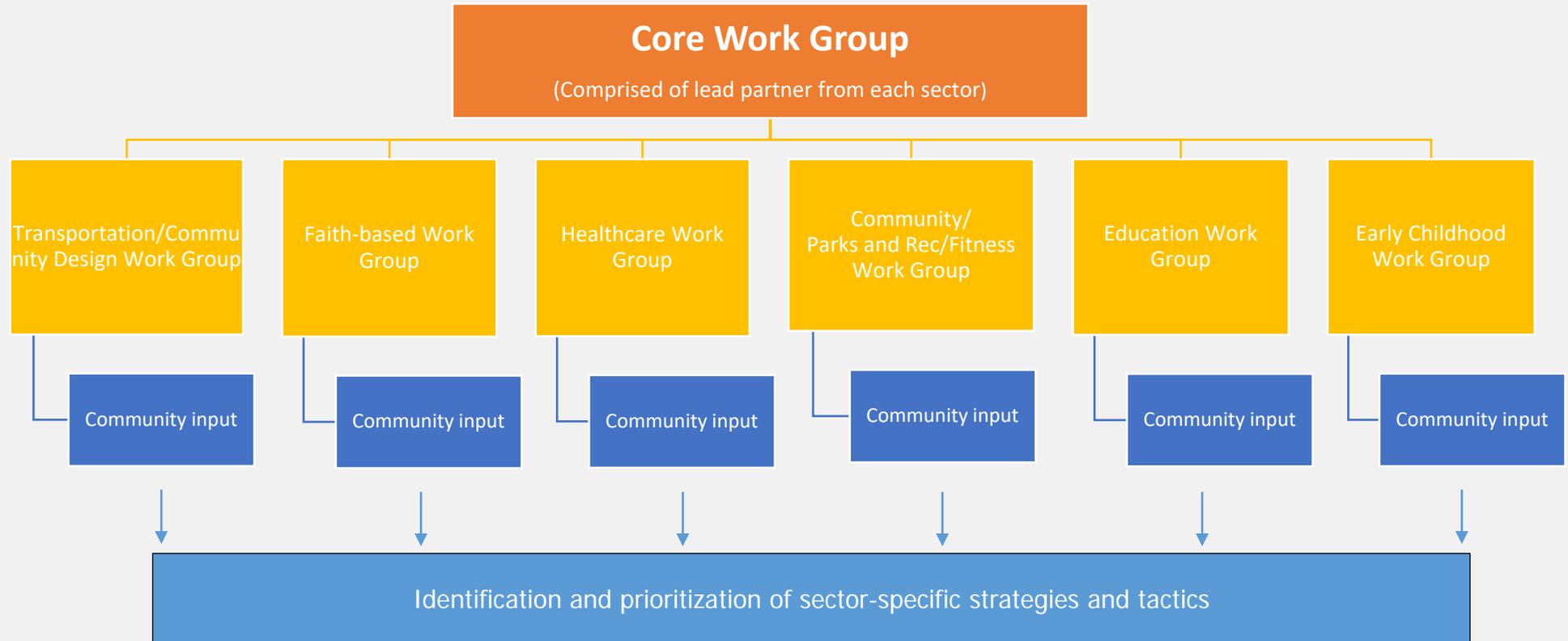
1. Equitable access to safe places for physical activity
2. Evidence-based approaches
3. Community-informed strategies
4. Systems-wide policy and environmental change

Organizational structure during development

~6 orgs

~5-10
orgs/sector

~10 community
members/sector



Proposed steps in the process- Year 1

- 1) Develop a community profile of physical activity in KC (in progress)
 - Current PA prevalence, policies, programs
- 2) Establish a multi-sector core work group (Oct 2019)
- 3) Form sector work groups (March-April 2020)
 - Identify and engage approximately 5-10 additional key stakeholders per sector to form sector work groups
 - Create opportunities for community engagement
- 4) Convene a Physical Activity Summit (June 2020)
 - The Summit will include a review of the National PA Plan, results from community listening sessions, and initial development of the KC PA Plan, with sector work groups beginning to prioritize sector-specific strategies and tactics
- 5) Create the KC PA Plan (June- September 2020)
 - Sector work groups will identify strategies (2–4 per sector) aimed at promoting physical activity, along with short-term tactics (2–4 per strategy) that will facilitate completion of a specific strategy

Year 2: Implement selected S/T; Year 3: Expand to remaining sectors; Year 4: Implement selected S/T; Year 5: Revisit

Opportunities for involvement, Part 1

- Join a sector work group at **kcphysicalactivityplan.org**
- Establish an additional sector working groups (public health, sports, mass media, business)
- Contribute to efforts in harmonizing regional surveillance of physical activity metrics

Opportunities for involvement, Part 2

Upcoming meetings (all virtual unless noted)

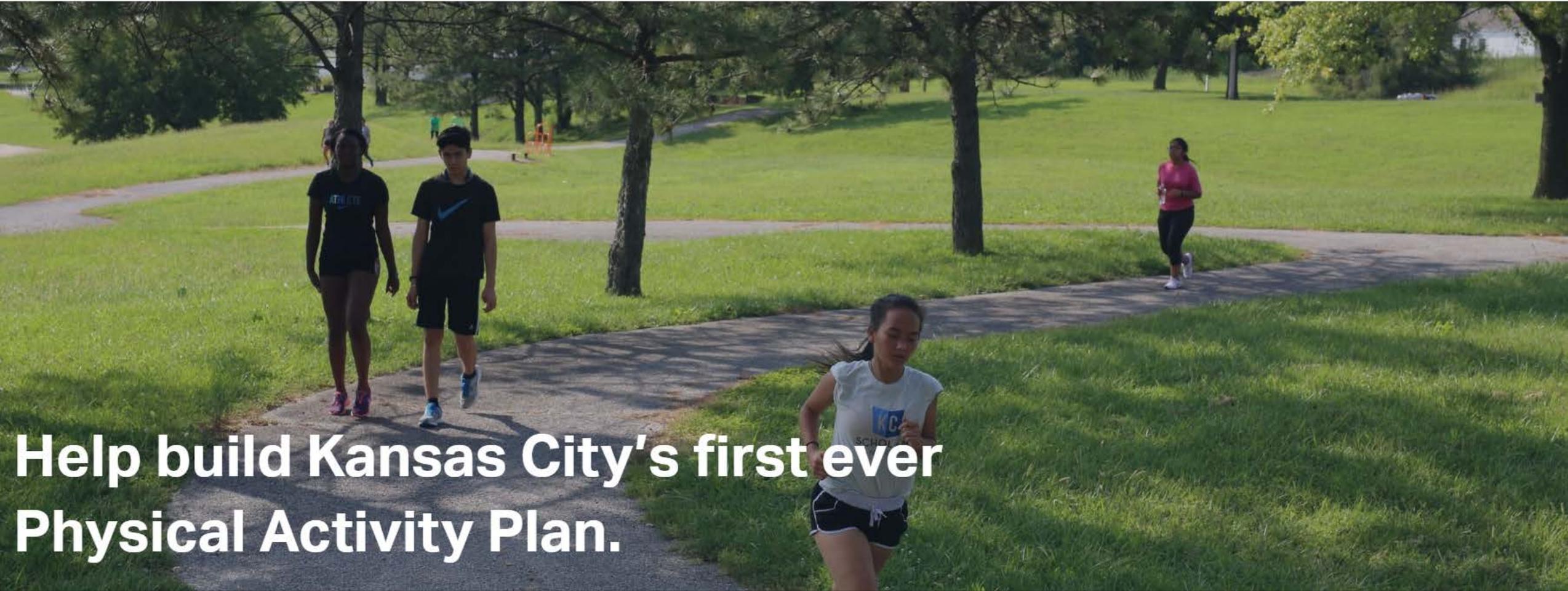
- **Early Childhood Working Group**- March 26 from 1-2:30 (will meet monthly on the 4th Thursdays, 1-2:30pm)
 - Led by Rhonda Erpelding with assistance from Emily Meissen-Sebelius
- **Infrastructure Working Group**- April 14, 2-3pm
 - Led by Laura Steele with assistance from Matt Kleinmann
- **Schools Working Group**- May 5, 2-3:30pm
 - Led by Michelle Dake with assistance from Emily Meissen-Sebelius
- **Parks and Recreation Working Group**- **TBD**
 - Led by Roosevelt Lyons with assistance from Matt Kleinmann
- **Faith Working Group**- **TBD**
 - Led by KC Faith Initiative with assistance from Shelly Summar
- **Healthcare Working Group**- **TBD**
 - Led by Jodi Dickmeyer, MD with assistance from Shelly Summar



.....
**Opportunities
for involvement,
Part 3**

**Kansas City
Physical Activity
Summit- Tuesday,
June 9, Kauffman
Foundation,
8:30am-3pm**

- Nationally recognized speaker to kick things off
- Local updates
- Sector working groups developing strategies and tactics



**Help build Kansas City's first ever
Physical Activity Plan.**

Let us know which Sector Work Group you would like to join:

Name *

First Name

Last Name

I would like to join the Sector Work Group for: *

(Please let us know which Sector you are most interested in participating in)

Email *

Message *



The National Physical Activity Plan

“The U.S. National Physical Activity Plan is based on a vision: One day, all Americans will be physically active, and they will live, work and play in environments that encourage and support regular physical activity. The Plan was developed by a coalition of organizations that came together to form the National Physical Activity Plan Alliance. The Alliance is a non-profit organization committed to developing the Plan and taking actions that will enhance its effect on physical activity in the U.S. population.

The 2016 Plan builds on the first U.S. National Physical Activity Plan, which was released in 2010. Like the original Plan, the 2016 Plan was





Weighing In Quarterly Meeting

9:00 AM – 11:00 AM

[Kauffman Foundation Conference Center \(map\)](#)

[Google Calendar](#) · [ICS](#)

Join us at the next Weighing In Quarterly Meeting, where elements of the Kansas City Physical Activity Plan will be introduced. The Weighing In team and KCPA Plan Sector leaders will be attending to answer any questions you have about participating in a sector working group.

[You can RSVP here.](#)



Early Childhood: Sector Work Group

1:00 PM – 2:30 PM

[Google Calendar](#) · [ICS](#)

Join the **Early Childhood** group via Zoom for a virtual meeting March 26th from 1-2:30. We will

