Promoting Physical Activity – An Introduction

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Physical Activity

A Complex Behavior that:
- Takes Many Forms
- Is Packaged in Many Ways
- Is Performed for Many Reasons
- Is Influenced by Many Factors
Health Behavior Theories

- Theory of Planned Behavior
  - Intention to be Active

- Social Cognitive Theory
  - PA Self-Efficacy

- Stages of Change
  - Readiness to be Active
Social Ecological Model

- Intrapersonal
- Interpersonal
- Institutional
- Community
- Public Policy
Targets in Physical Activity Interventions

- Individuals
- Peers and Family
- Institutions
- Community Resources
- Policies
- Media
Interventions to Increase Physical Activity

Evaluations of Effectiveness
Systematic review of the literature for PA interventions:
- Individual approaches
- Setting-specific interventions
- Community-wide interventions

Published between 1980 and 2000

94 studies included
Conclusions: Guide to Community Preventive Services - 2002

Informational Approaches to Increase PA:

- **Strong Evidence:**
  - Community-wide campaigns

- **Sufficient Evidence:**
  - Point-of-decision prompts

- **Insufficient Evidence:**
  - Mass media campaigns
  - Classroom-based health education focused on information provision

Conclusions: Guide to Community Preventive Services - 2002

Behavioral & Social Approaches to Increase PA:

- **Strong Evidence:**
  - School-based physical education
  - Social support interventions in community settings
  - Individually-adapted health behavior change programs

- **Insufficient Evidence:**
  - College-based health education and PE interventions
  - Classroom-based health education focused on reducing TV and video game playing
  - Family-based social support

Conclusions: Guide to Community Preventive Services - 2002

Environmental & Policy Approaches to Increase PA:

- **Strong Evidence:**
  - Creation of or enhanced access to places for physical activity combined with informational outreach activities

Interventions to Increase Physical Activity in Children

Physical Activity Guidelines for Americans Midecourse Report
Strategies to Increase Physical Activity Among Youth

www.health.gov/paguidelines
## PAG Mid-course Report: Strategies to Increase PA among Youth

<table>
<thead>
<tr>
<th>Intervention Type</th>
<th>Conclusion</th>
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<tbody>
<tr>
<td>Multi-Component School Intervention</td>
<td>Sufficient</td>
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<tr>
<td>Physical Education</td>
<td>Sufficient</td>
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<td>Active Transportation</td>
<td>Suggestive</td>
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<td>Activity Breaks</td>
<td>Emerging</td>
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<td>School Physical Environment</td>
<td>Insufficient</td>
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<td>Preschool &amp; Childcare Center</td>
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<td>Built Environment</td>
<td>Suggestive</td>
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<tr>
<td>Camps &amp; Youth Organizations</td>
<td>Insufficient</td>
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<tr>
<td>Other Community Programs</td>
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<tr>
<td>Home &amp; Family</td>
<td>Insufficient</td>
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<tr>
<td>Primary Care</td>
<td>Insufficient</td>
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National Physical Activity Plan

www.physicalactivityplan.org
What is a Physical Activity Plan?

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

RRCA
Bell Institute of Health and Nutrition
American Heart Association
General Mills
American Cancer Society
National Physical Activity Society
USDA
SHAPE America
AACVPR
American Association of Cardiovascular and Pulmonary Rehabilitation
Promoting Health & Preventing Disease
American College of Sports Medicine
LEADING THE WAY
American Dietetic Association
American Academy of Pediatrics
American Medical Association
NAGM
National Athletic Trainers' Association
Health Care for Life & Sport
American Physical Therapy Association
ACE
American Council on Exercise
AKA
American Kinesiology Association
Development of the NPAP

- CDC funding to initiate project (9/07)
- Coordinating committee established
- Identified & recruited organizational partners
- Formed sector working groups

- National Conference (7/09)
8 Sectors of the National PA Plan

- Public Health
- Education
- Volunteer & Not for Profit Organizations
- Transportation, Urban Design, Community Planning
- Mass Media
- Healthcare
- Business & Industry
- Parks, Recreation, & Sports
Content of the Plan

Sector-specific Strategies & Tactics

• 52 Strategies
• 215 Tactics
The Workshop Plan

- A Setting Format
- Focus on state of the art
- Innovation
- Examples of Creative (and Sustainable) Initiatives