

Promoting Physical Activity – An Introduction

Russell R. Pate, PhD
Arnold School of Public Health
University of South Carolina



Physical Activity

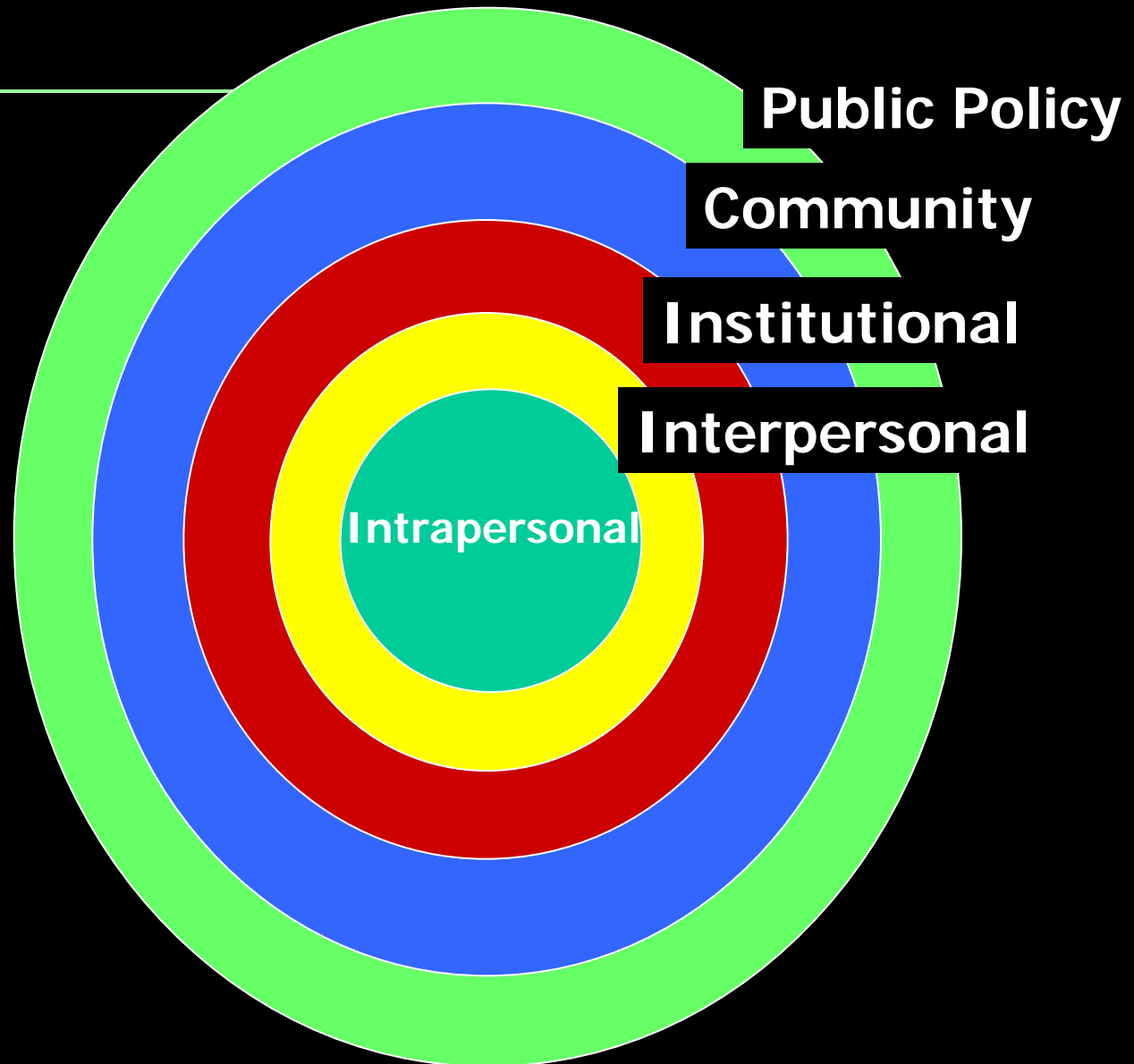
A Complex Behavior that:

- 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



Targets in Physical Activity Interventions

- Individuals
- Peers and Family
- Institutions
- Community Resources
- Policies
- Media

Interventions to Increase Physical Activity

Evaluations of Effectiveness

Guide to Community Preventive Services - 2002

- 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:

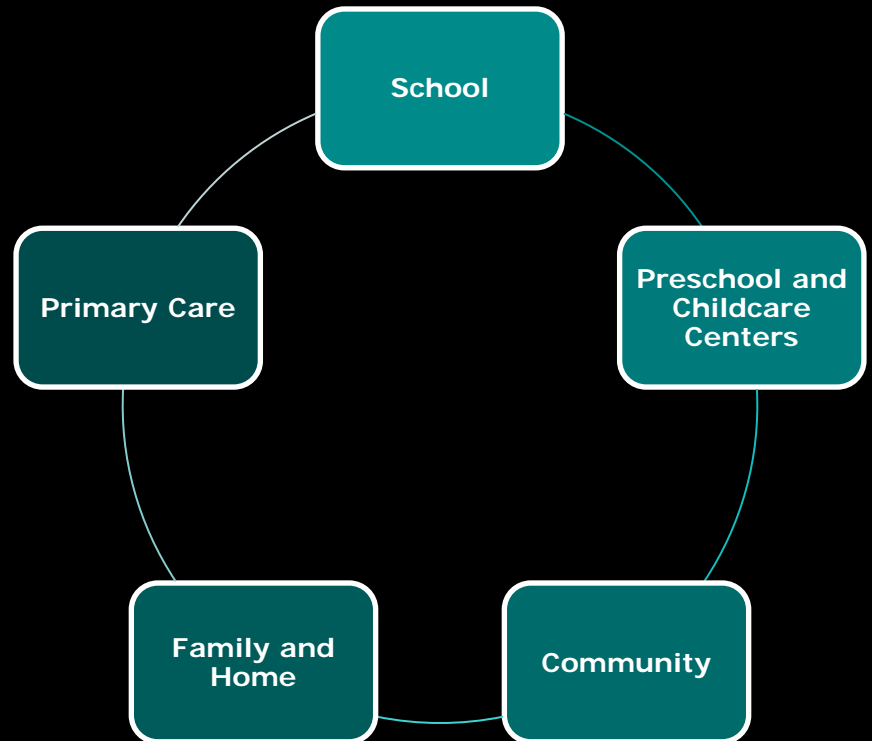
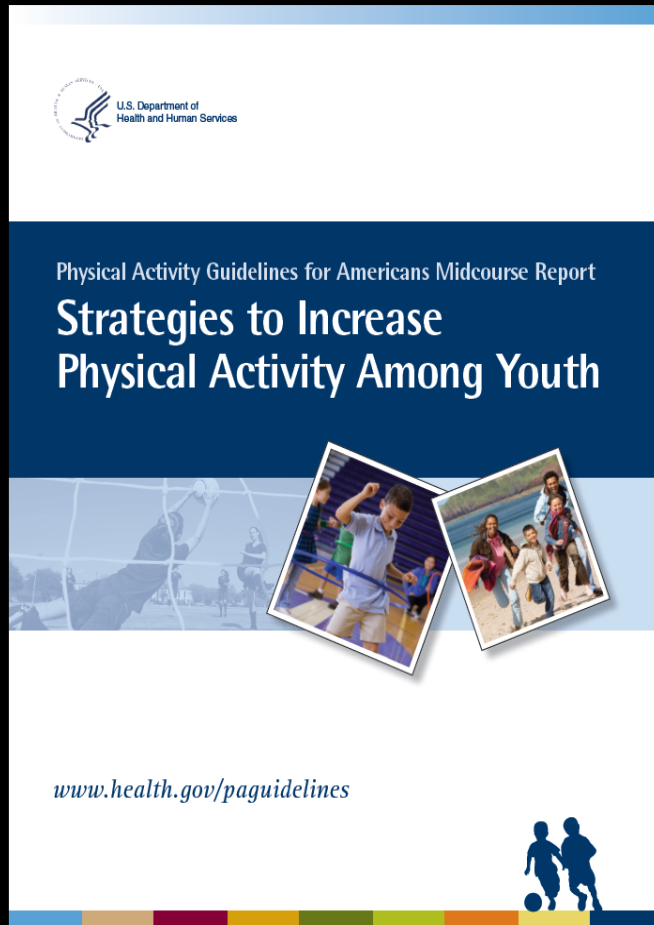
- College-based health education and PE interventions
- Classroom-based health education focused on reducing TV and video game playing
- Family-based social support

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



PAG Mid-course Report: Strategies to Increase PA among Youth

Intervention Type	Conclusion
Multi-Component School Intervention	Sufficient
Physical Education	Sufficient
Active Transportation	Suggestive
Activity Breaks	Emerging
School Physical Environment	Insufficient
After School	Insufficient
Preschool & Childcare Center	Suggestive
Built Environment	Suggestive
Camps & Youth Organizations	Insufficient
Other Community Programs	Insufficient
Home & Family	Insufficient
Primary Care	Insufficient

National Physical Activity Plan

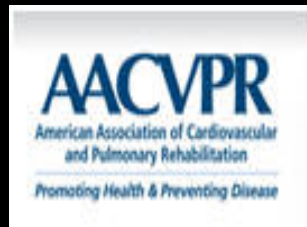


www.physicalactivityplan.org

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



American Academy of Pediatrics

American Medical 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

