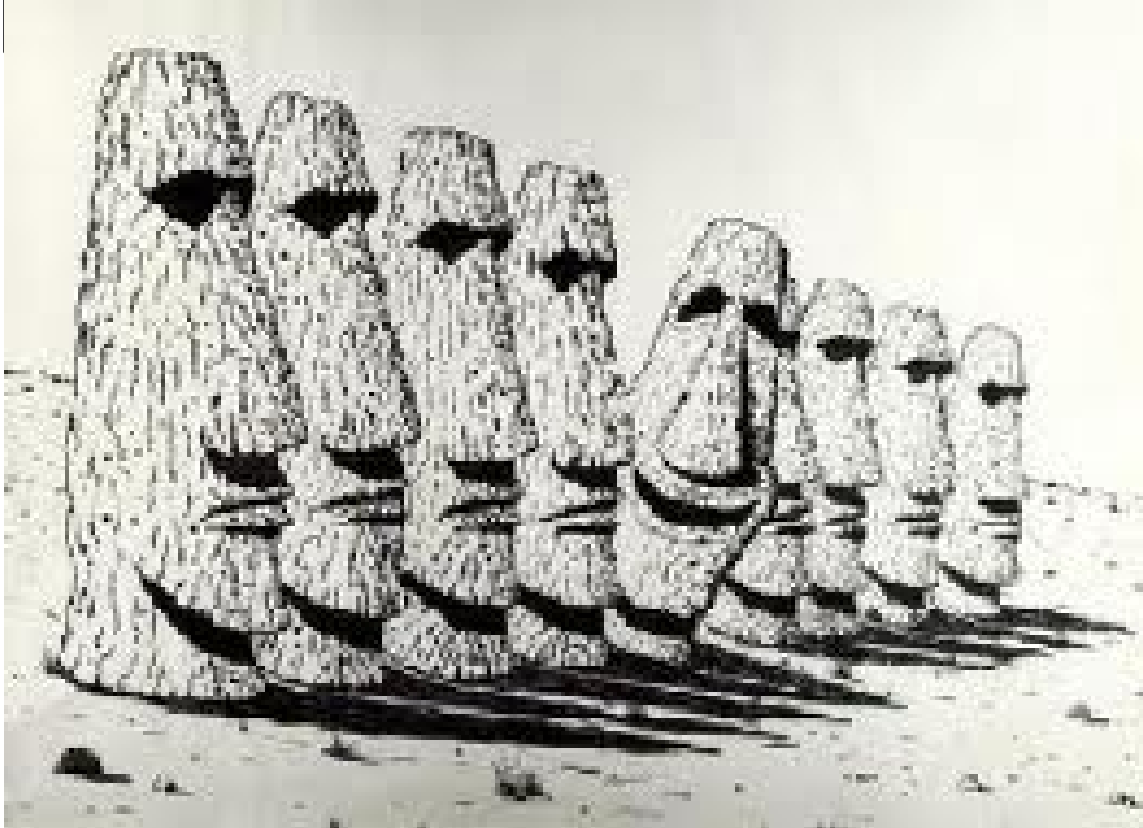


OVERVIEW OF EFFECTIVE, PROMISING, AND EMERGING STRATEGIES TO PROMOTE PHYSICAL ACTIVITY IN COMMUNITIES

| Approaches | Strategy | Classification |
|------------------------------------|---|---------------------------------|
| Campaigns and Informational | Point-of-decision Prompts | EFFECTIVE |
| | Community-wide Campaigns | EFFECTIVE/ PROMISING |
| | Mass media Campaigns | PROMISING |
| | Short Informational Messages | EMERGING |
| Behavioral and Social | School-based Strategies | EFFECTIVE |
| | Social Support in Communities | EFFECTIVE |
| | Provider-based Counseling | PROMISING |
| | Community PA Classes | PROMISING |
| Policy and Environmental | Community-scale Urban Design | EFFECTIVE |
| | Street-scale Urban Design/Land use | EFFECTIVE |
| | Transportation Policies and Practice | EMERGING |
| | Community-wide Planning and Policies | EMERGING |

More of the same

is not enough



Toward Physical Activity and Public Health

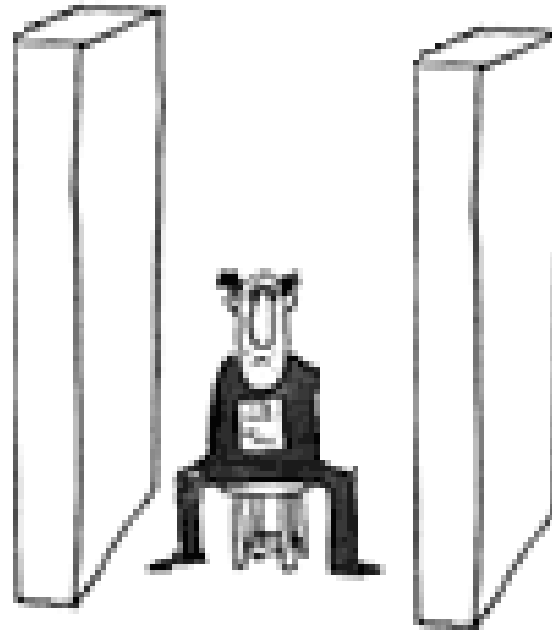
Efficacy?

Translatable?

Scalable?

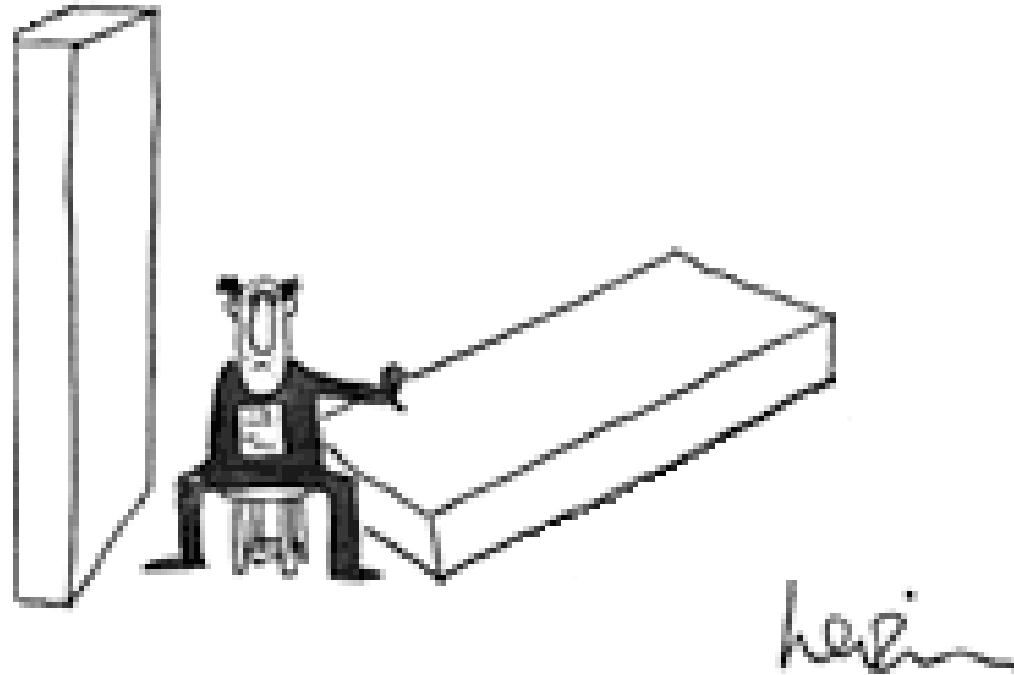
Sustainable?

Managing Complexity

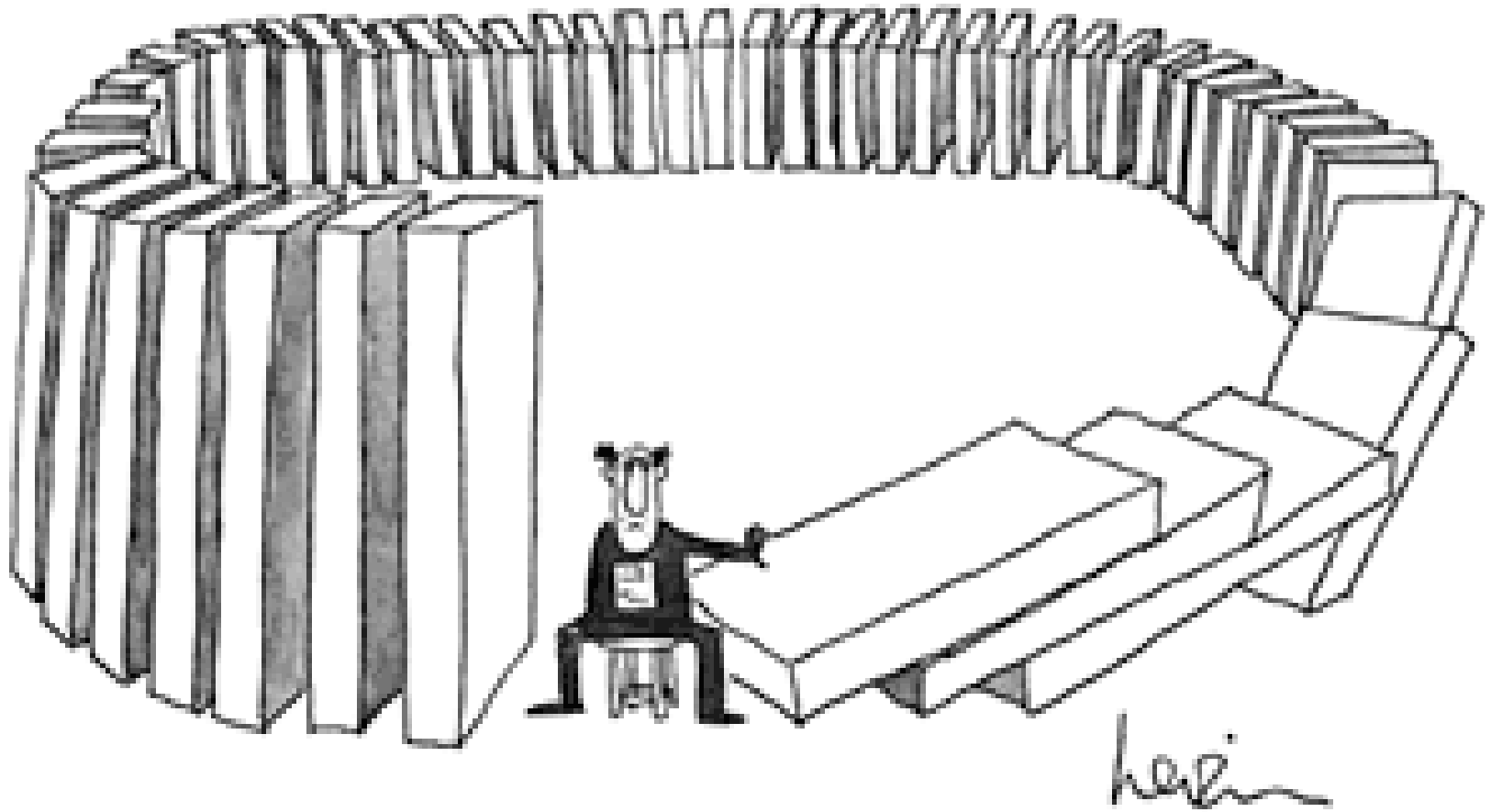


Levin

Managing Complexity



Complexity & Unintended Consequences



Complexity Beneath the Surface

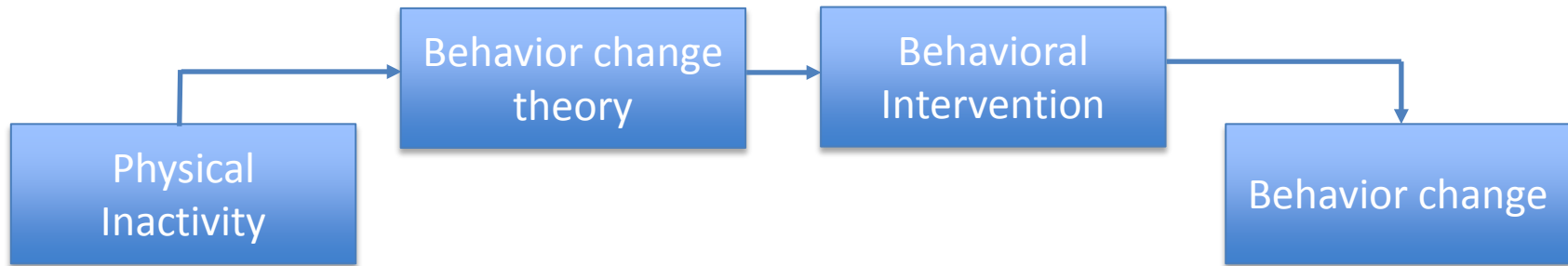


SYSTEMS APPROACH

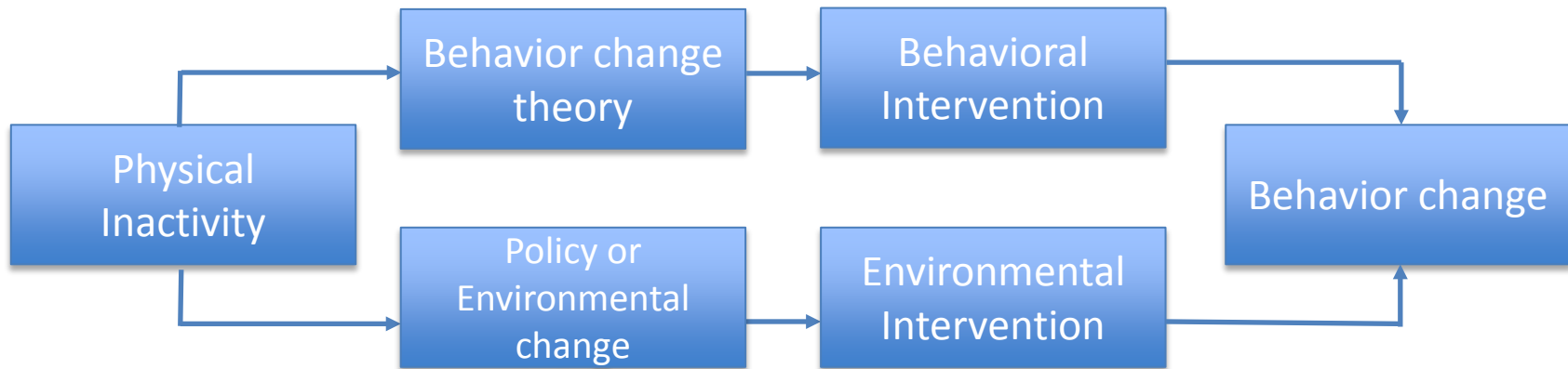
Complexity of Behavior

- Complex non-linearity of health behaviors
 - interactions, adoption delays, adaptations, competing actions, and unintended consequences
- Systems Approach
 - Inputs and levels of influence are considered to be interdependent
 - Identifies enablers, accelerants, synergies, and interconnectedness of multiple influences and multiple sectors of influence
 - Has the highest potential to affect population physical activity

Behavioral Approaches to Health Behavior Change for Physical Inactivity



Behavioral and Environmental Approaches to Health Behavior Change for Physical Inactivity



Toward a Systems Approach for Physical Inactivity

