



MARCH 5, 2024, PEER-TO-PEER SHARING WEBINAR

State Physical Activity Plans and Integrating Policy to Advance Arthritis Public Health Strategies



**NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS**
Promoting Health. Preventing Disease.



Agenda

- Welcome
- Legislative and Policy News
 - Liz Ruth, Center for Health Policy
- West Virginia Physical Activity Plan
 - Eloise Elliott, West Virginia University
- State Sharing and Q&A
- Opportunities for Partnership
 - Ali Jaglowski, Center for Advancing Healthy Communities
- Wrap Up



Webinar Objectives

1. Educate participants about the current physical activity legislative trends happening at the state and federal level and opportunities to tap into the expertise of the NACDD Center for Health Policy.
2. Discuss the West Virginia Physical Activity Plan and opportunities for states to replicate this work in their community.
3. Engage participants in discussion around using lifestyle change programs as a strategy to accomplish goals and objectives outlined in statewide physical activity plans.
4. Provide a platform to share tools and resources and brainstorm opportunities for collaboration and sustainability.



Housekeeping

Rename

Rename yourself to include state or organization

Use

Use the chat box for questions during the presentation or present questions via speaking during Q&A

Visit

Visit the Action on Arthritis website for recording, notes, and resources, and the Engage platform for continued conversation on this topic

NACDD Technical Assistance Opportunities - Arthritis

- Engage
 - Discussion platform
- Meetings and Webinars*
 - Monthly webinars, 1st Tuesday/month @2pm ET
 - Strategy 1 workgroup, 2nd Thursday/month @2pm ET
 - Strategy 2 workgroup, 1st Thursday/month @2pm ET

**Registration required*





Legislative and Policy News

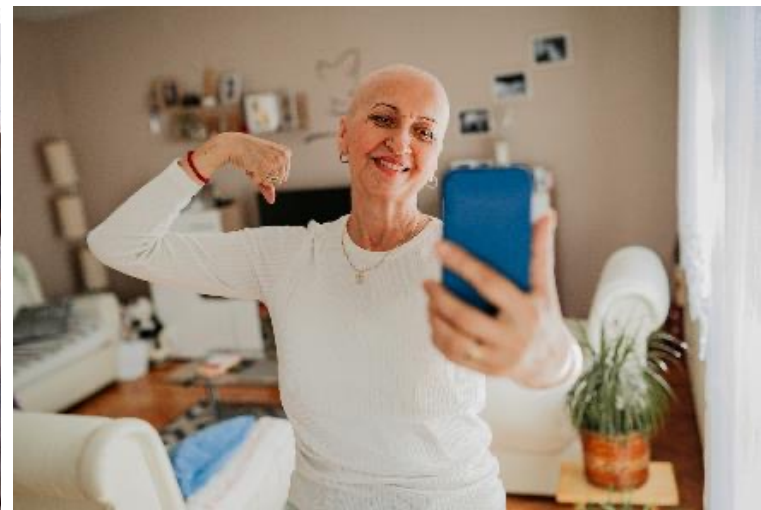
Physical Activity Policy



**NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS**
Promoting Health. Preventing Disease.

Improving the overall health of the population by making the prevention of chronic diseases a policy priority.

- **Bringing more attention** to the devastating impact of chronic diseases and how they can be prevented.
- **Using policy as a lever** to shape better population health.
- **Moving upstream** to address root causes of health.



WHO WE SERVE



STAFF/CONSULTANTS



POLICYMAKERS



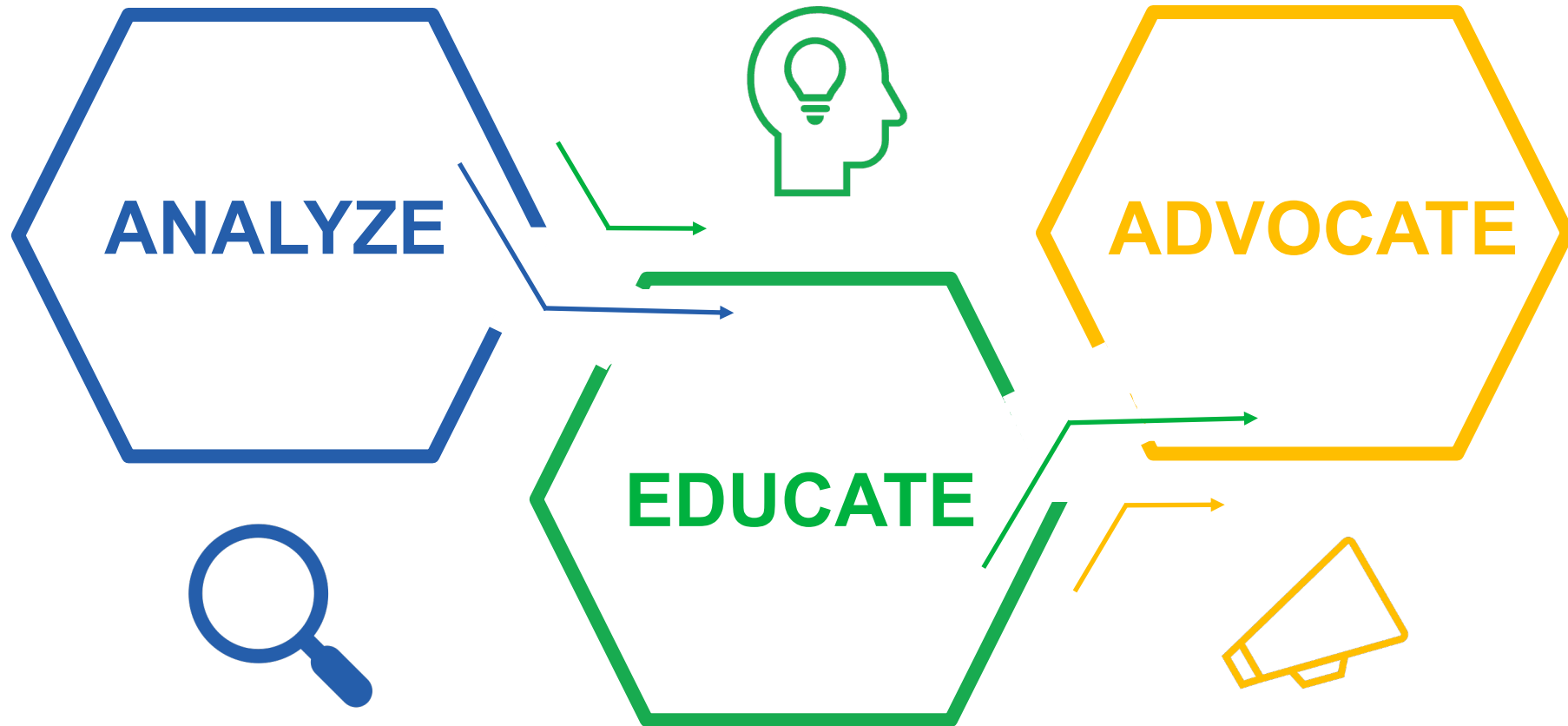
PARTNERS



MEMBERS



WHAT WE DO

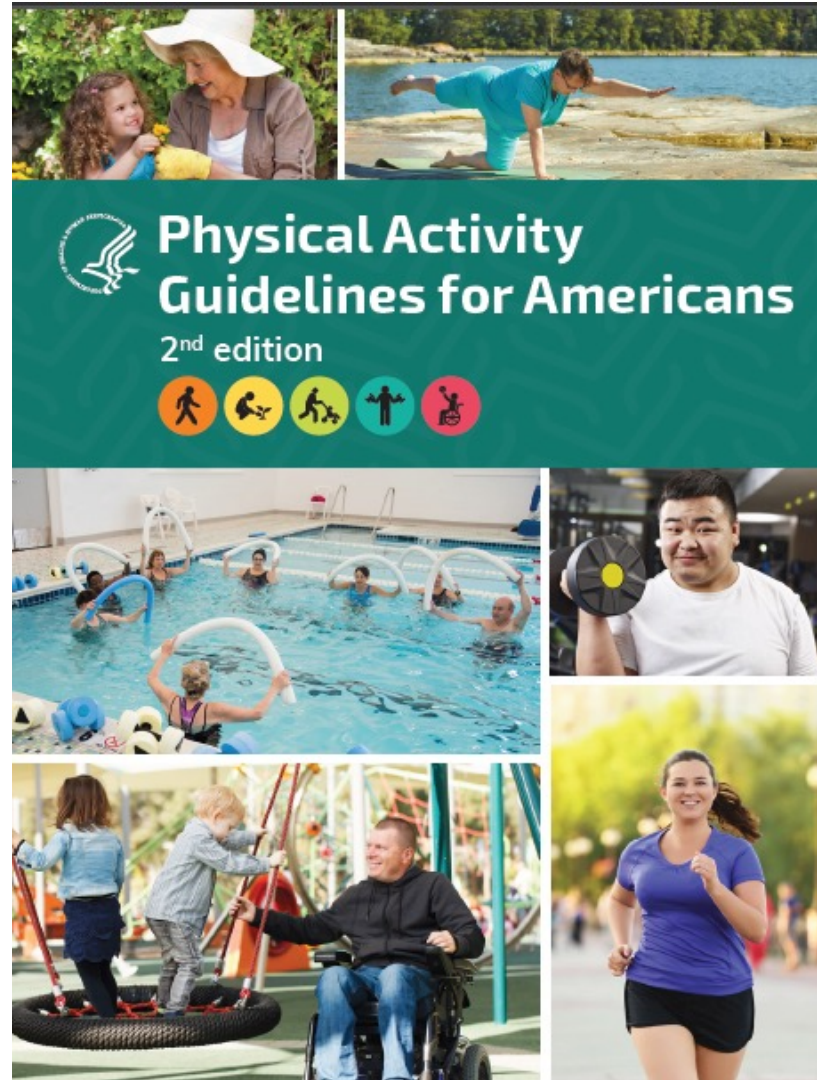




FEDERAL POLICY

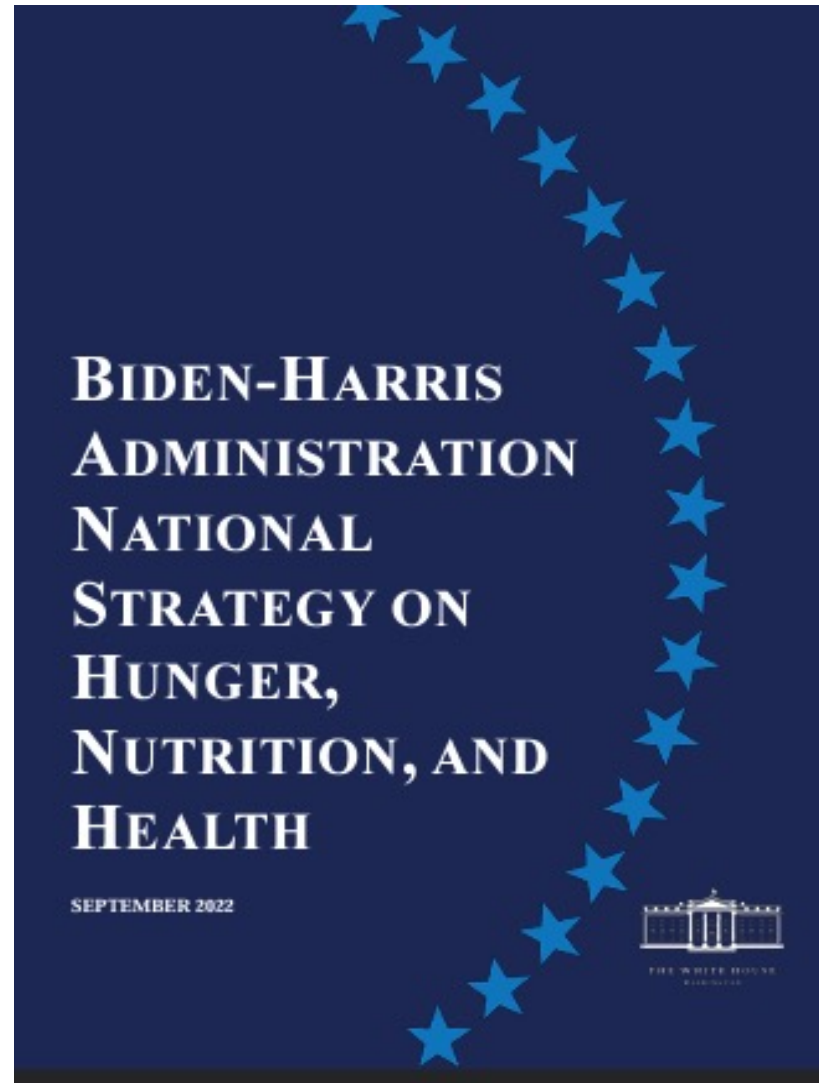


Administration Activities





Administration Activities





Administration Activities





CONGRESSIONAL PRIORITIES



Physical Activity Caucus

Caucus Membership

Primary staff contacts:

Seamus M. McKeon
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Jacqueline Collie Baggett
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[Add Current Members to Contact List](#)

Member List:

Rep. Brian Fitzpatrick (R-PA)
Co-Chair

Rep. Don Bacon (R-NE)

Rep. Michael Burgess (R-TX)

Rep. John Larson (D-CT)

Rep. Stephen Lynch (D-MA)

Delegate Eleanor Holmes Norton (D-DC)

Rep. Adam Smith (D-WA)

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Rep. Jimmy Panetta (D-CA)
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Rep. Earl Blumenauer (D-OR)

Rep. Darrell Issa (R-CA)

Rep. Bob Latta (R-OH)

Rep. Richard Neal (D-MA)

Rep. Pete Sessions (R-TX)

Rep. Mike Turner (R-OH)

Rep. Joe Wilson (R-SC)

Congressional Priorities

 **Requirements for the PA guidelines**

 **Tax policy**

 **Additional funding/grant programs**

Congressional Priorities

Promoting Physical Activity for Americans Act

Requires the Department of Health and Human Services (HHS) to continue issuing at least every 10 years physical-activity guidelines.

Reducing Obesity in Youth Act of 2023

Requires the Centers for Disease Control and Prevention, in coordination with the Administration for Children and Families, to award grants to promote healthy eating and physical activity and address food insecurity among children in early care and education settings.

Congressional Priorities

PHIT Act of 2023

Allows a medical care tax deduction for up to \$1,000 (\$2,000 for a joint return or a head of household) of qualified sports and fitness expenses per year.

PLAY Act of 2023

Modifies the child and dependent care tax credit to cover expenses for youth physical activities and increases the maximum dollar amount for dependent care flexible spending arrangements.



CDC PROGRAMS



CDC Programs

State Physical Activity and Nutrition

High Obesity Program

Racial and Ethnic Approaches to Community Health

Active People, Healthy Nation



STATE POLICY



KEY POLICY AREAS

Schools/ECE

Parks and recreation

Land use/community development

Crime/safety

Transportation



Questions?

lruth@chronicdisease.org



West Virginia Physical Activity Plan

The West Virginia Physical Activity Plan

Eloise Elliott, PhD
West Virginia University
Director, Center for ActiveWV
WVPAP Coordinating Committee, Chair

Why States conduct Public Health Planning?

- Plan for improved population health
- Preventing and controlling the spread of diseases
- Promoting health education and healthy behaviors
- Implementing policies that regulate and promote health and safety
- Often defined by a specific problem or concern and with specific health objectives
- Often required by higher levels of government (i.e. to receive federal funding)

Recent Study

- To detail state-level physical activity and public health planning efforts in the United States
- To determine the extent to which existing plans support the Physical Activity Guidelines for Americans (USDA, 2019), and the US National Physical Activity Plan

Number of Plans per Individual State	
State	# of Health Plan with PA
Iowa	5
Michigan	7
Minnesota	6
Montana	4
New Hampshire	5
North Carolina	6
Oklahoma	5
Oregon	6
Vermont	4
Virginia	4
West Virginia	5
Utah	6

Kohl, H.W., Johnson, A.M*, Dooley, E*, Towner, B*, Pate, R.R., Heischmidt, K*, Elliott, E. (2023) An assessment of state-level planning for physical activity promotion in the United States. *Journal of Physical Activity and Health*. 20 (7), 633-638.

Types of US State-level Chronic Disease Control and Health Promotion Plans that included Physical Activity

Composite Plans (n=245)	(n)	(%)
Physical Activity and Nutrition	28	11.5
Obesity	24	9.9
Chronic Disease	32	13.2
Diabetes	29	11.9
Cancer	52	21.4
Cardiovascular Disease	26	10.7
Health Improvement	49	20.2
Physical Activity and Education	3	1.2
Stand-Alone Physical Activity Plans	2	0.8

Why does every state need a detailed Physical Activity Plan?

- All Health is Local
- Takes into consideration priorities, cultures, resources, etc
- Resonates with the people who live, work, play in your state
- Represents a unified effort among all of the state's population sectors to promote physical activity
- Helps to raise awareness of physical activity as a public health priority
- Will enhance all state chronic disease-related plans

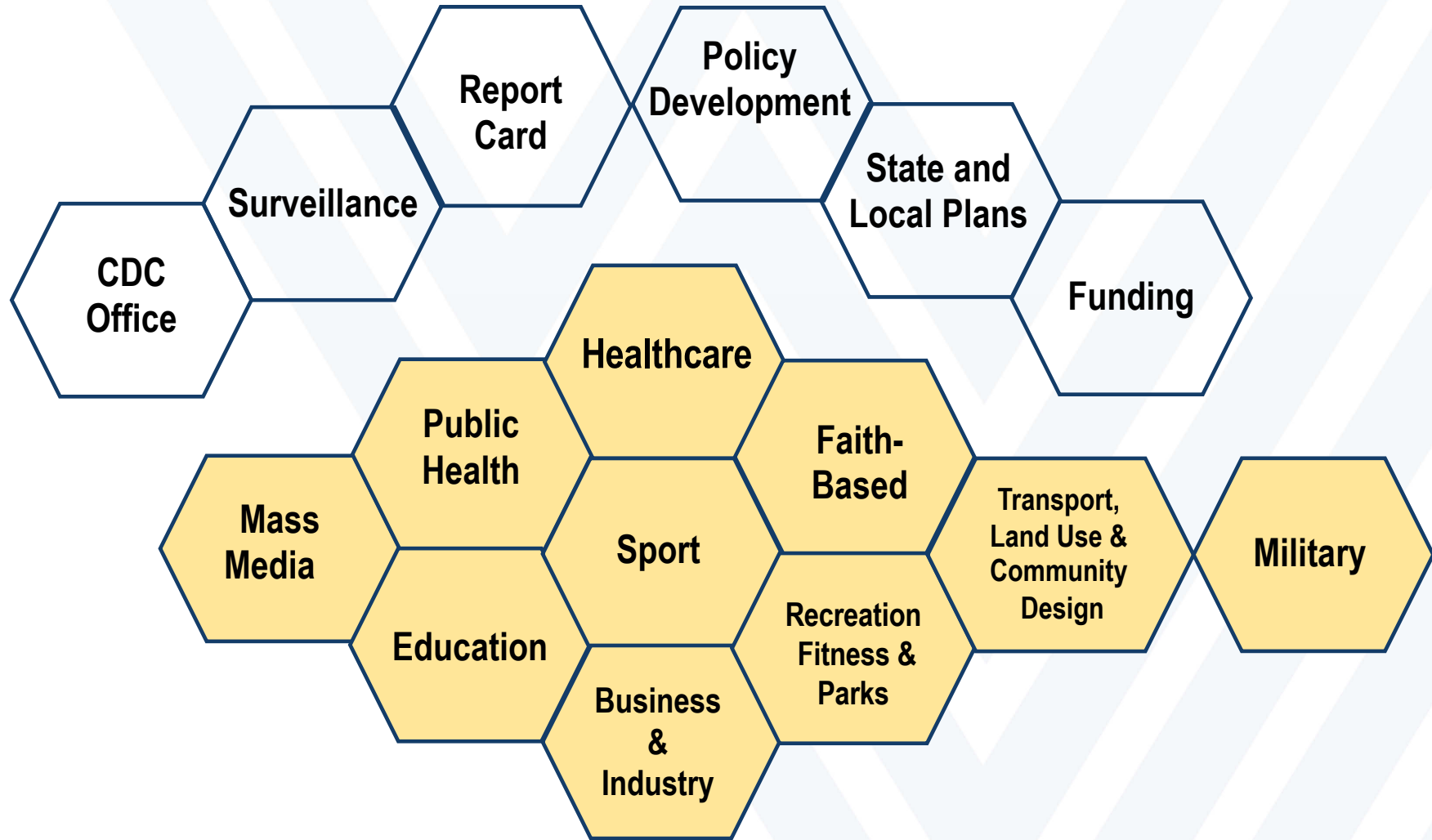


health care • education • public health • parks, recreation, fitness, & sports • transportation, land use, & community design • mass media • business & industry • volunteer & non-profit • health care • education • public health • parks, recreation, fitness, & sports • transportation, land use, and community design • mass media • business & industry • volunteer & non-profit • health care • education • public health • parks, recreation, fitness, & sports • transportation, land use, and community design • mass media • business & industry • volunteer & non-profit • health care • education • public health • parks, recreation, fitness, & sports • transportation, land use, & community design • mass media • business & industry • volunteer &

NATIONAL Physical Activity Plan®

U.S. Physical Activity Alliance
paamovewithus.org

US National Physical Activity Plan



NPAP Call to Action for All States



Develop a stand-alone state public health **Physical Activity Plan**



Involve **all sectors** in decision making, development, and implementation

WV Physical Activity Plan (WVPAP)

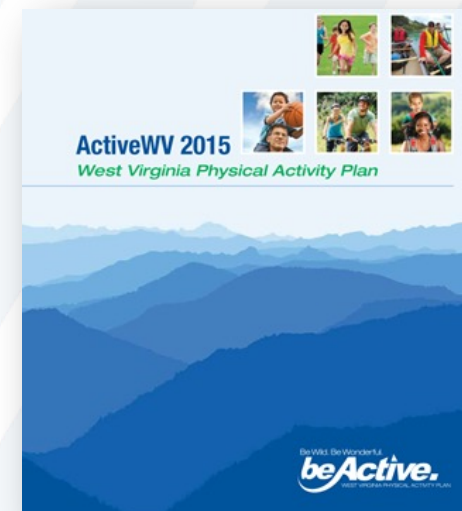
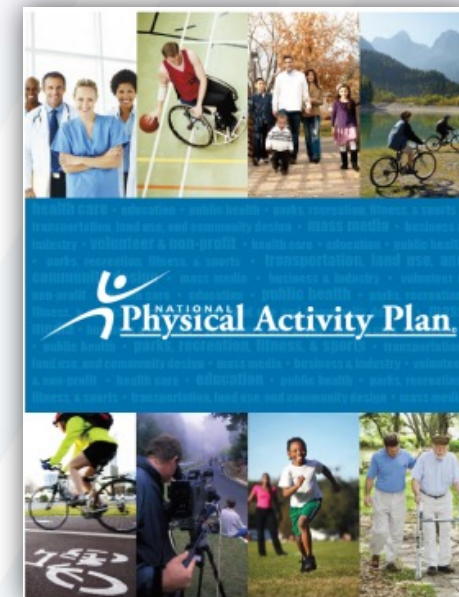
Modeled after the National Physical Activity Plan (2010)

<http://www.physicalactivityplan.org/>

- Provides a state-specific set of priority areas, and strategies and tactics for 10 population sectors to increase physical activity

WVPAP was released January 2012 following a two-year strategic development process <http://www.activewv.org/>

- Began the development of ActiveWV 2030 – our new WVPAP – Fall 2022
Will officially be released on May 29, 2024





Goal

The overarching goal of the WV Physical Activity Plan is to provide a strategic direction to increase/maintain healthy physical activity levels of WV citizens.

Its effective development, dissemination, implementation, and evaluation aims to facilitate sector input and collaboration as well as guide policy and practice.

ActiveWV 2015: WV Physical Activity Plan

Plan Development Process I

WV Physical Activity Symposium (2010)

- Initial brainstorming efforts for plan development

Capacity Building Efforts ('10-11)

- Meetings/presentations with key stakeholders and policy leaders

Established Org. Partnerships ('10-11)

- By sectors to serve on Sector Teams

Plan Development Process II

WV PA Plan Concept Mapping (June 2011)

- Statewide group decision-making exercise to develop sector-specific strategies and tactics
- Five priority areas identified

Sector Team Planning Meeting (October 2011)

- 72 state and local leaders met to draft sector-specific strategies, tactics and develop Calls to Action

Plan Release (January 2012)

- WV State Capitol, statewide recognition

WV Physical Activity Symposium



- Host a statewide event representing all population sectors to garner support and buy-in
- Secure resources and “people power”
- Facilitated statewide awareness and interest in the WVPAP

WVPAP Release Jan 19, 2012



State of West Virginia
Senate Resolution

SENATE RESOLUTION NO. 6
(By Senators Stollings, Lamb, Edgar, Foster, Preston, Browning, Jenkins, Kessler (Mr. President), Unger, Kline, Tate, Williams and Frymire)

[Adopted by the Senate, January 19, 2012]

Designating January 19, 2012, as "West Virginia Physical Activity Day".

Whereas, Serving for a more healthy citizenry of the State of West Virginia is of the utmost importance; and

Whereas, West Virginia Physical Activity Plan wants a healthier West Virginia by providing opportunities throughout the state to improve the health of West Virginia's citizens by promoting healthy living where everyone lives, works and plays; and

Whereas, The overarching goal of the ActiveWV 2015 is to provide a strategic direction to increase and maintain healthy physical activity levels of the citizens of West Virginia through the development, implementation, and evaluation of an effective West Virginia Physical Activity Plan; and

Whereas, It is expected that the Plan's implementation will increase the physical activity levels of children and adults to meet or exceed the national physical activity recommendations and therefore improve the health and quality of life of West Virginians; and

Whereas, The implementation of the Plan relies on the cooperation of policy makers, community leaders, and leaders from other sectors; therefore, be it

Resolved by the Senate:
That the Senate hereby designates January 19, 2012, as "West Virginia Physical Activity Day"; and, be it

Further Resolved, That the Clerk is hereby directed to forward a copy of this resolution to the West Virginia Physical Activity Plan.

Given under our hands and the SEAL of the SENATE OF WEST VIRGINIA this 19th day of January, 2012.

Earl Ray Tomblin
Governor

David E. Holmes
Clerk of the Senate

Senate Resolution designating January 19, 2012 as WV PA Day
WV Physical Activity Day - Capitol Building, WV



Proclamation
by Governor Earl Ray Tomblin

Whereas, West Virginians must continue to work together to reduce risk factors for chronic disease and manage the associated impact on mortality, morbidity, quality of life and economic viability; and

Whereas, physical activity is one of the most important behaviors that West Virginians of all ages can adopt to improve their health status; and

Whereas, we must all work together to find workable solutions to make a physically active lifestyle the easy choice; and

Whereas, all sectors throughout our State must promote physical activity, including: Health Care, Public Health, Education, Business and Industry, Mass Media, Parks, Recreation, Fitness and Sports, Transportation, and Volunteer and Non-Profit; and

Whereas, cooperative and coordinated efforts should work to establish a culture that facilitates physically active lifestyles in every societal sector and geographic region, regardless of the various environmental, social and individual barriers that people may face; and

Whereas, the goal of Physical Activity Day is to support the announcement and subsequent implementation of Active WV 2015: The WV Physical Activity Plan.

Now, Therefore, Be it Resolved that I, Earl Ray Tomblin, Governor of the Great State of West Virginia, do hereby proclaim **January 19, 2012**, as:

**West Virginia
Physical Activity Day**

in the Mountain State and encourage all citizens to support physical activity at school, in the community and within families.

In Witness Whereof, I have hereunto set my hand and caused the Great Seal of the State of West Virginia to be affixed.

Done at the Capitol, City of Charleston, State of West Virginia, this the Seventeenth day of January, in the year of our Lord, Two Thousand Twelve, and in the One Hundred Forty-Ninth year of the State.

Earl Ray Tomblin
Governor

Natalie E. Trueman
Secretary of State



Many physical activity exhibits at the Capitol



Proclamation issued by Governor Tomblin recognizing WV PA Day
WV Physical Activity Day - Capitol Building, WV

Public Health

State government public health branch
Health Insurance Agencies
Local Health Departments
Community Public Health Grantees

Transportation / Community Planning

State economic development leadership
State Dept. of Transportation (Director)
County Commission (State ED)
City Planner

Mass Media

State Media Outlets
Advertising Agency
University social marketing researchers

Education

State Dept. of Education
State Board of Education
Regional School Wellness Directors
State Physical Education Organization
PreK-12 and Higher Ed. Professionals

Health Care

WV Medical Schools
State medicaid / Allied Health Assoc.
Practicing Health Care Providers
Hospital Wellness Programs

Business & Industry

State worksite wellness council
State chamber of commerce
For-profit business dedicated employee
Other business dedicated to employee health promotion

Parks, Recreation, Fitness & Sports

YMCAs of WV
Recreation and Sport Associations
State and County Park Systems
Community Wellness Centers

Non-Profit & Volunteer Organizations

Non-profits with physical activity mission
University Extension Chapters
WV Chapters of Chronic Disease Prevention Organizations
State young professionals organization

Policy

Elected Policymakers
Other State Policy Leaders
County government official
Local foundation (funding) officer
Governor-appointed Healthy Lifestyle Coalition

ActiveWV 2030: WVPAP Revised

Coordinating Committee - 2022-24

Evidence-Based Resources

- National Physical Activity Plan
- Physical Activity Guidelines for Americans (2nd Edition)
- Healthy People 2030
- Active People, Healthy Nation
- Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities

Community Engagement - Summer/Fall 2023

- WV Sector team experts, leaders, and decision makers
- National leaders

Current Support

- WVU Center for ActiveWV
- National Association of Chronic Disease Directors

Marketing

- WV Physical Activity Symposium
- Paid and earned media
- Social media and website
- Partnership marketing
- Displays and presentations at planned events across the state

Release Date - May 2024

Be Wild.
Be Wonderful.



*Informing local
decision-makers
& champions
to make it
happen!*

www.wvphysicalactivity.org



10 Sectors

- 1 Business & Industry
- 2 Community Recreation, Parks, & Fitness
- 3 Education
- 4 Faith-Based Settings
- 5 Healthcare
- 6 Mass Media
- 7 Military Settings
- 8 Public Health
- 9 Sport
- 10 Transportation, Land Use, & Community Design





5 Priority Areas

1. Structural Capacity
2. Public Awareness and Social Marketing
3. Community Engagement and Environment
4. Policy
5. Multi-Sector Collaboration

The WVPAP is structured by 5 evidence-informed Priority Areas that drive strategies and tactics for each sector.

www.activewv.org

Drivers of Change to the Strategies and Tactics

- New evidence-based/informed research and recommendations
- New sector team experts
- Greater focus on across-sector collaborations
- Include inclusive language and tactics (i.e. chronic conditions and other limitations)

WVPAP Healthcare Strategies

- Prioritize physical activity assessment, counseling, prescription, and referral in healthcare delivery.
- Engage healthcare systems and providers in promoting physical activity through clinical practice and community outreach.
- Partner with other community groups and healthcare providers to minimize social and environmental barriers that hinder physical activity promotion
- Support systems and policy changes that promote healthy lifestyles
- Increase healthcare provider engagement in school and community-based initiatives that support physical activity



WVPAP Healthcare Tactics for Strategy 4

Strategy 4: Support systems and policy changes that promote healthy lifestyles

1. Advocate for health care systems and clinicians to apply physical activity assessments and prescriptions as a required preventive health measure.
2. Identify current research and support increased research that identifies best practice for physical activity **assessment, counseling**, and promotion in healthcare settings.
3. Advocate for and adopt local policies in support of physical activity within clinics, hospitals, and work places.
4. **Identify and acknowledge clinicians/healthcare systems that integrate physical activity assessment as a vital sign, provide physical activity prescriptions, and/or integrate objectively measured physical activity into clinical care.**
5. Ensure that children and adolescents ages 3-17 will receive physical activity assessment and counseling by a healthcare provider at well child visits following current guidelines (e.g., AAP, FAAP-Bright Futures).
6. **Ensure that older adults, particularly those with chronic conditions, will receive physical activity assessment and counseling by a healthcare provider and will be prescribed appropriate physical activity (e.g., walking programs).**
7. Identify and acknowledge individual or group advocacy efforts and accomplishments related to physical activity promotion in the healthcare setting.

WVPAP Public Health Strategies

- Engage members of the public health sector to build capacity for physical activity resources, places, and programming for people that are diverse, inclusive, and equitable.
- Develop, launch, and evaluate a marketing plan and multi-sector physical activity awareness campaigns that are diverse, inclusive, and equitable.
- Engage and support community-based organizations to develop and enhance the capacity for physical activity for all populations.
- Engage in policy development and advocacy to elevate the priority of physical activity in evidence-based public health practice, policy, and evaluation.
- Create, maintain, and leverage cross-sectoral partnerships to implement evidence-based strategies to promote physical activity.



WVPAP Public Health Tactics for Strategy 1

Strategy 1: Engage members of the public health sector to build capacity for physical activity resources, places, and programming for people that are diverse, inclusive, and equitable.

1. Conduct standardized county- and state-level surveillance of physical fitness, physical activity, and physical inactivity in children, adolescents, adults, and older adults with objective measures (e.g., Behavioral Risk Factor Surveillance System Arthritis Module), and use the data to inform future policy, programming, and funding decisions.

2. Provide training and technical assistance for communities on how to fund, implement, and evaluate physical activity programs.

3. Use the Surgeon General's Call to Action on Walking and Walkability to advocate with the state legislature and other potential funders to build community infrastructure to support walking.

4. Provide relevant health (e.g., prevalence of chronic conditions) and physical activity data and resources to institutions/organizations/businesses to inform their decisions and practices.

5. Develop and maintain a diverse public health workforce with competence and expertise in physical activity and health.

6. Conduct research that focuses on equitable access to physical activity.

Multi-sector Collaboration

A few examples of Priority Area 5 tactics:

Increase the number of healthcare providers actively serving on local school wellness policy committees. (Healthcare)

Work with Healthcare administrators to integrate levels of physical activity as vital signs into electronic health records for recruits and on through the lifespan of service members and veterans. (Military)

Work with education and business leaders to develop training programs to help diverse faith-based organizations build their own capacities to adopt effective and inclusive physical activity promotion programs. (Faith-based)

Collaborate with the education sector to integrate physical activity and healthy lifestyle promotion (e.g., risk factor reduction for chronic conditions) into educational offerings for all grade levels. (Public Health)

activewv.org

West Virginia Physical Activity Plan

Key components of a successful plan

- Input and participation from all societal sectors and all geographical regions
- A dedicated group of state and local key stakeholders and organizations
- Policy leaders who see physical activity as a health priority in the state and will advocate for policy change to provide more localized physical activity opportunities
- Funding agencies that support physical activity as a public health priority

A Blueprint for YOUR State PA Plan

- Capacity-building with key stakeholders
- Systematic Development Process
- Public Awareness from the beginning, at Launch, and during implementation
- Funding for Plan development, implementation, evaluation, and dissemination
- Partnerships and community involvement for effective Plan implementation
- Refer to the NPAP and WVPAP – Evidence-informed blueprint, guidance, input

Making it Happen

- Think Big!
- Form a motivated coordinating committee
- Develop a strategic Plan Development process
- Form Sector work groups with sector leaders
- Align with existing initiatives
- Advocate/Publicize
- Seek funding
- Be Patient
- Ask for help!

References

- Bornstein, D. B., Pate, R. R., & Buchner, D. M. (2014). Development of a National Physical Activity Plan for the United States. *Journal of Physical Activity & Health, 11*(3), 463–469. DOI:10.1123/jpah.2013-0358
- Bulger, S., Jones, E., & Elliott, E. (2018). The United States of America. In *Routledge Handbook of Physical Activity Policy and Practice* (pp. 575–586). Routledge. <https://doi.org/10.4324/9781315672779-41>
- Elliott, E., Jones, E., & Bulger, S. M. (2014). Active WV: A Systematic Approach to Developing a Physical Activity Plan for West Virginia. *Journal of Physical Activity and Health, 11*, 478–486.
- Elliott, E., Jones, E.M., Nichols, D.C., Murray, T.K., and Kohl, H.W. (2014). Chapter 29: State-Based Efforts for Physical Activity Planning: Experience from Texas and West Virginia. In R.R. Pate and D.M. Buchner (Eds.) *The National Physical Activity Plan: Implementing Physical Activity Strategies* (pp. 249-257). Champaign, IL: Human Kinetics.
- Elliott, E., Kohl, H. W., Johnson, A. M., Dooley, E., Towner, B., Heischmidt, K. (2019). State-level physical activity planning in the United States: A Report to National Physical Activity Plan Alliance. Retrieved from: https://paamovewithus.org/wp-content/uploads/2020/06/NPAP-Report-State-Physical-Activity-Planning-FINAL_12-11-19.pdf
- Kansas City Physical Activity Plan, kcphysicalactivityplan.org



Thank You!

Questions?

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activewv.org

paamovewithus.org



State Sharing and Q&A





Opportunities for Partnership



Wrap Up and Closing



Thank you!



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