



Agenda

Day 1: February 23, 2015

8:00 a.m.

Registration

9:00-9:45 a.m.

Welcome/Keynote Address (Atrium Hall)

The Importance of Partnerships in Increasing Physical Activity

Presenter: Wanda Jones, U.S. Department of Health and Human Services

Moderator: Jim Whitehead, American College of Sports Medicine

9:45-10:30 a.m.

Plenary Session (Atrium Hall)

National Physical Activity Plan Alliance – History, Current Status, and Future Directions

Presenter: Russell Pate, University of South Carolina

Changing the Rules to Support Physical Activity

Presenter: Mark Fenton, Tufts University

This thought provoking session will explore a core question: Can we simply “scale up” physical activity promotions of recent decades, or do we need to fundamentally change our approach? Using examples from the Transportation, Land Use, & Community Design (TLUCD) sector, Mark will make the case for a focus on environmental and policy change with an eye toward high risk populations; innovative approaches that support not just exercise, but routine physical activity as part of daily life; and collaboration between sectors to assure comprehensive impact.

10:30-10:45 a.m.

Break

10:45-11:45 a.m.

New Federal Initiatives in Monitoring and Promoting Physical Activity (Atrium Hall)

Panelists:

- *Katrina Piercy, U.S. Department of Health and Human Services*
- *Janet Fulton, Centers for Disease Control and Prevention*
- *Command Master Chief Terry Prince, Senior Enlisted Advisor to the Defense Health Agency Director*

Moderator: Richard Troiano, National Cancer Institute

The National Physical Activity Plan includes numerous strategies and tactics that call for actions by multiple federal agencies. This session will highlight recently completed, current and anticipated federal initiatives related to physical activity promotion. Panelists will address initiatives related to both surveillance of physical activity in the U.S. population and programs aimed at increasing compliance with the federal Physical Activity Guidelines for Americans.

Healthcare – Innovations in Promoting Physical Activity (Oceanic A & B)

Panelists:

- *Robert Sallis, Kaiser Permanente*
- *Edward Phillips, Harvard University*
- *Ryan Buchholz, American Academy of Pediatrics*

Moderator: Tyler Norris, Kaiser Permanente

Leading experts in promoting physical activity will discuss current and future initiatives in the health, healthcare and community sectors. Emphasis will be on the role of healthcare providers, systems and associations in normalizing walking and walkability, “walking the talk” by modeling sustained behavior change, preventing childhood obesity and advocating for increased access to safe places to be active. National movements that will be highlighted include Every Body Walk!, Exercise is Medicine®, Culture of Health and Let’s Move!

12:00-1:00 p.m.

Physical Activity Planning at the State and Local Level – Case Studies from Three States (Oceanic A & B)

Panelists:

- *Bill Kohl, University of Texas*
 - *Eloise Elliott, West Virginia University*
 - *Jay Maddock, University of Hawaii*
- Moderator: David Buchner, University of Illinois*

The U.S. National Physical Activity Plan provides a framework for action for physical activity public health planning. Characteristics at the state and local level often times drive the reality of implementation. The purpose of this session is to highlight three examples of state-level physical activity planning that have been based on the U.S. National Physical Activity Plan. Overall approaches, strengths, pitfalls and evaluation information will be presented.

Let’s Move! Active Schools: A Public-Private Partnership in Promoting Physical Activity (Atrium Hall)

Panelists:

- *Shellie Pfohl, President’s Council on Physical Fitness, Sport and Nutrition*
 - *Larry Soler, Partnership for a Healthier America*
 - *Brian Weaver, Alliance for a Healthier Generation*
- Moderator: Paul Roetert, SHAPE America*

Since youth spend a significant portion of their day in school, it is critical we all work together to help schools become hubs for physical activity. Join organization leaders from the Let’s Move! Active Schools national movement as they reveal how to develop a school culture in which physical education and physical activity are foundational to academic success.

1:00-1:30 p.m.

Lunch (provided) (Atrium Hall)

1:30-2:30 p.m.

Town Hall – Updating the National Physical Activity Plan: Healthcare; Public Health; Transportation, Land Use, and Community Design; Mass Media (Atrium Hall)

Presenters:

- *Public Health – Genevieve Dunton, University of Southern California*
- *Healthcare – Liz Joy, Intermountain Healthcare*
- *Transportation, Land Use, and Community Design – Risa Wilkerson, Active Living by Design*
- *Mass Media – Jay Maddock, University of Hawaii*

Moderator: Pam Eidson, National Physical Activity Society

The process of reviewing, revising and refining the National Physical Activity Plan is underway, and it is anticipated that an updated Plan will be released in late 2015. In this session, the chairpersons of four Expert Panels will report on their panels' work to date in developing recommendations for revision of the National Plan. After brief overviews by the four panelists, comments from all attendees will be entertained. It will be "open mike" time!

2:30-2:45 p.m.

Break

2:45-3:45 p.m.

Breakout Sessions

Healthcare (Continental B)

Moderator: Liz Joy, Intermountain Healthcare

Public Health (Meridian DE)

Moderator: Genevieve Dunton, University of Southern California

Transportation, Land Use, and Community Design (Continental C)

Moderator: Risa Wilkerson, Active Living by Design

Mass Media (Meridian C)

Moderator: Jay Maddock, University of Hawaii, Texas A&M University

Each Breakout Session will provide an opportunity for participants to engage in detailed, sector-specific discussions regarding the content of the revised National Physical Activity Plan. Sessions will be led by the chairs of the Sector Expert Panels that are working to review, revise and refine the National Physical Activity Plan. Come advocate for strategies and tactics that you think should be included in the revised Plan!

4:00-5:00 p.m.

Physical Inactivity Leads to Energy Imbalance and Public Health Problems (Atrium Hall)

Panelists:

- *Steven Blair, University of South Carolina*
- *Timothy Church, Pennington Biomedical Research Center*
- *John Jakicic, University of Pittsburgh*

Moderator: William Kraus, Duke University

This seminar will focus on causes of energy imbalance and the relation of this to obesity and other public health problems. We will also discuss how to implement energy balance interventions in

worksites and health care systems, and describe the Global Energy Balance Network and its goals and objectives.

Role of Non-Profit Organizations in Promoting Physical Activity (Oceanic A & B)

Panelists:

- *Jean Knaack, Road Runners Club of America*
- *Monica Hobbs Vinluan, The Y*
- *Colleen Doyle, American Cancer Society*

Moderator: Mary Waterman, The Arthritis Foundation

A wide range of non-profit organizations are contributing to the nationwide effort to increase population-level physical activity. This session highlights the innovative contributions of three organizations that have launched major initiatives aimed at promoting physical activity in key segments of the U.S. population.

5:00-6:00 p.m. (Atrium Hall)

Posters with Presenters

Day 2: February 24, 2015

7:30-8:30 a.m.

Registration

8:30-9:15 a.m.

From a Communications Evolution to a Movement Revolution: What We Can Learn From Copernicus (Atrium Hall)

Presenter: Michelle Segar, University of Michigan

Moderator: Dan Bornstein, The Citadel

Leveraging the work from the National Physical Activity Plan's Communications Committee, this presentation will assess our communications history, including the assumptions embedded in the theories and science driving them. This new understanding provides the basis for new messaging strategies to get people's attention in a competitive communications environment and help make physical activity more relevant and compelling to prioritize within their busy lives.

NPAP Applications in Colleges and Universities (Oceanic A & B)

Presenters:

- *Bridget Melton, Georgia Southern University*
- *Jim Pivarnik, Michigan State University*

Moderator: Loretta DiPietro, George Washington University

The NPAP College and University Committee has been working to develop practical strategies to increase the reach and use of the National Physical Activity Plan in higher education. This brief session will introduce three levels of implements of the NPAP proposed for the near future.

9:30-10:30 a.m.

Leveling the Playing Field: Addressing Disparities in Physical Activity (Atrium Hall)

Panelists:

- *Shavon Arline-Bradley, NAACP*
- *James Rimmer, University of Alabama Birmingham*

• *Virginia Lee, Advancement Project*

Moderator: Jackie Epping, Centers for Disease Control and Prevention

A physical activity “friendly” community is one in which physical activity opportunities are accessible to all individuals. However socioeconomic disadvantages and environmental, programmatic, cultural and attitudinal barriers can contribute to disparities in opportunity experienced by many individuals. This panel presentation will address challenges, barriers and opportunities for reducing disparities and promoting equity in physical activity.

Wearable devices and Mobile Apps: A Game-changer for promoting and understanding PA at both the individual and population levels (Oceanic A & B)

Panelists:

• *Eric Hekler, Arizona State University*

• *James McClain, National Cancer Institute*

• *Margaret McKenna, RunKeeper*

Moderator: Kevin Patrick, University of California San Diego

The last few years has seen a veritable explosion of wearable devices and mobile apps that help individuals self-monitor their physical activity, share these data with others, and improve their overall fitness. The data captured by these devices has the potential to be beneficial not only for the individuals who gather it, but researchers and public health professionals who want to understand patterns of PA across time and among populations. This session, sponsored by the Robert Wood Johnson Foundation Health Data Exploration Project, will provide updates about innovative developments in this area.

10:30-10:45 a.m.

Break

10:45-11:45 a.m.

Town Hall – Updating the National Physical Activity Plan: Education; Parks, Recreation, Fitness and Sports; Business and Industry; Faith-Based (Atrium Hall)

• *Education – Jim Morrow, University of North Texas*

• *Parks, Recreation, Fitness, and*

Sports – Andrew Mowen, Pennsylvania

State University

• *Business and Industry – Nico Pronk, HealthPartners*

• *Faith-Based – Ken Resnicow, University of Michigan*

Moderator: Tom Richards, American Council on Exercise

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12:00-1:00 p.m.

Breakout Sessions

Education (Continental C)

Moderator: Jim Morrow, University of North Texas

Parks, Recreation, Fitness and Sports (Meridian DE)

Moderator: Andrew Mowen, Pennsylvania State University

Business and Industry (Continental B)

Moderator: Nico Pronk, HealthPartners

Faith-Based (Meridian C)

Moderator: Ken Resnicow, University of Michigan

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1:00-1:30 p.m.

Lunch (provided) (Atrium Hall)

1:30-2:00 p.m.

NPAP Awards Ceremony (Atrium Hall)

Moderator: Pamela Peeke, M.D., University of Maryland School of Medicine

Recipients of the National Physical Activity Plan Champions awards and the recipient of the National Physical Activity Plan Alliance Honor Award will be recognized.

2:00-3:00 p.m.

City Strategies for Fostering Physically Active Communities (Atrium Hall)

Panelists: Mayor Dennis Michael, Rancho Cucamonga

Council Member Melodee Colbert-Kean, Joplin, MO

Mayor Rick Elumbaugh, Batesville, AR

Moderator: Tracy Wiedt, National League of Cities

Enhancing promotion of physical activity through strategies applied in the healthcare, business and industry, and education sectors has become a focus for many for-profit, non-profit and educational organizations. This session highlights the creative efforts of three of these organizations.

Novel Strategies for Promoting Physical Activity (Oceanic A & B)

Panelists:

• *Meg Molloy, Prevention Partners*

• *Sheri Colberg-Ochs, American Diabetes Association*

• *Jennifer Trilk, University of South Carolina School of Medicine Greenville*

Moderator: Amy Callender, National Athletic Trainers’ Association

Enhancing promotion of physical activity through strategies applied in the healthcare sector has become a focus for many for-profit, non-profit and educational organizations. This session highlights the creative efforts of three of these organizations.

3:00 p.m.

Closing Session (Atrium Hall)