

FrameWorks Report

Communicating Physical Activity

Few people in the United States live a lifestyle active enough to promote their optimal health and wellbeing.¹ People associate physical activity with the dreaded term *exercise*. They imagine long, exhausting workouts performed day after day in gyms or other places designated for fitness.² They see physical activity as a chore that must be planned and included in already packed schedules. This perception makes it difficult for many people to engage in physical activity, even if they want to enjoy its benefits: good for the body, mind, and connecting with other people.

FrameWorks examined the similarities and differences between how professionals in the field and the public understand physical activity, exercise, and movement, using data from researchers and practitioners in the field.¹ This work to identify key ideas is essential to create an effective communication strategy to motivate people to move more and inspire decision makers to prioritize physical activity across all policy.³

Despite the many challenges in conveying the importance of having an active lifestyle to the wider public and policy makers, FrameWorks has identified several opportunities to shift public opinion:²

- Expand the understanding that there are multiple ways to be physically active.
- Explore more ways in which our environment can promote physical activity.
- Promote programs and policies that have been successful promoting physical activity in children.
- Highlight that physical activity has benefits beyond physical health.
- Analyze disparities in levels of physical activity and why they occur.



Media coverage plays an important role in forming attitudes regarding physical activity.¹ Other influential groups include advocacy organizations, researchers, and direct service providers.

Please [click](#) for the full FrameWorks report.

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References

1. Davis C, Busso D, Segar M, Miller T, Price M. More Than Just Exercise: Media and Organizational Discourse on Physical Activity. Washington, DC: FrameWorks Institute.; 2020.
2. Davis C, L'Hôte E, Volmert A, Segar M, Busso D. Communicating about Physical Activity: Challenges, Opportunities, and Emerging Recommendations. Washington, DC: FrameWorks Institute.; 2020.
3. Communicating about Physical Activity: Research Methods and Sample Composition. Washington, DC: FrameWorks Institute.; 2020.