

# PHYSICAL ACTIVITY ALLIANCE

*MOVE WITH US*

## 2022 END OF YEAR REPORT



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# MEMBERSHIP AND DEVELOPMENT

In 2022, we welcomed three new members to our Board of Directors: Move to Live More, Tivity Health, and the California Fitness Alliance. This brings us to 17 member organizations.

In addition to our annual budget from board dues, we received renewed grant funding from the CDC through America Walks to support and promote *Active People, Health Nation*.

We also received funding for year 2 of our "It's Time to Move" physical activity assessment, prescription, and referral campaign.

## PHYSICAL ACTIVITY ALLIANCE

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## PHYSICAL ACTIVITY ALLIANCE

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An initiative of the Physical Activity Alliance

Since launching in September, more than 75 CEOs and business leaders have signed onto our [CEO Pledge for Physical Activity](#). These leaders collectively reach over 20,000 employees. The goal of the CEO Pledge is to create a social movement to make physical activity and healthy movement a cultural norm in workplace environments and ultimately impact 10 million people.

# 75 CEOs employing 20,000 workers



## Examples Sections of the CEO Pledge Tab of the PAA Website:

The following is a menu of optional strategies to consider for creating a supportive work environment and culture for physical activity and active living. The strategies are grouped in the following categories:



Offer a physical activity program, accessible for all ability levels, that includes motivational elements to inspire employees, such as employee competitions, team challenges and recognition/rewards.	<b>ENVIRONMENT</b>
Support "healthy meetings" such as stand-up or walking meetings, and/or meetings that incorporate stretching or other physical activity.	<b>STAFF POLICY</b>
Provide education and information to employees about the benefits of a active lifestyle or reducing sedentary behavior.	<b>SYSTEMS</b>

### How does a signer fulfill the pledge?

There are three components to fulfilling the CEO Pledge for Physical Activity:

1. Adopt at least three strategies that will provide equitable opportunities for physical activity and healthy movement before, during or after the workday.
2. Personally engage in regular physical activity (whatever works for the signer).
3. Join the "Active People, Healthy Nation" initiative as an organization-affiliated supporter to help 27 million Americans become more active by 2027 (The signer of the pledge is welcome to designate a staff member as the organization supporter).

**BE THE FIRST TO SIGN THE PLEDGE**

First Name

Last Name

Title

Organization

Organization address

Contact email id

Industry or business type

# of employees

By signing the CEO Pledge for Physical Activity, all you agree to the following:  
 1. Support these strategies that will provide equitable opportunities for physical activity and healthy movement before, during or after the workday.  
 2. Personally engage in regular physical activity (whatever works for the signer)  
 3. Join the "Active People, Healthy Nation" initiative as an organization-affiliated supporter to help 27 million Americans become more active by 2027 (The signer of the pledge is welcome to designate a staff member as the organization supporter).

I AGREE TO THE ABOVE



Our "It's Time to Move" campaign progressed faster than anticipated in 2022. We continue to actively engage in standardizing measures for physical activity assessment, prescription, and referral through the Health Level 7 International (HL7) process (See our [project page](#)).

This year, we created a [FHIR implementation guide](#) with the goal to bring to ballot and publish in 2023. The guide will enable implementers (health systems, electronic health record vendors, technology companies, community-based organizations, etc.) to integrate physical activity assessment, prescription, and referral into patient care.

We updated our [CPT® codes for Physical Activity](#) resource table by completing the annual legal review with the American Medical Association to copyright and obtain permission to disseminate it to stakeholders.

We secured funding to continue "It's Time to Move" work in 2023, but must secure greater funding to assure implementation and uptake.

In October, we submitted an application to have physical activity assessment included in Version 4 of the [US Core Data Standards for Interoperability](#) (USCDI) — a standardized set of health data that allows for seamless nationwide health information exchange. We recently learned that our application was upgraded to USCDI [Level 2](#) and that the US Office of the National Coordinator for Health Information Technology (ONC) will include our application in the January 2023 USCDI draft, which will be open for public comment.

We continue to engage numerous key stakeholders in our work, including the White House, federal regulatory agencies, payers, equity-focused community-based organizations, the HL7 community, technology companies, the fitness industry, and other non-governmental organizations.



# NATIONAL PHYSICAL ACTIVITY PLAN

The National Physical Activity Plan (NPAP) had a productive year, with "mid-course revision" processes being completed for all sectors of the plan. Next step is revision of the [NPAP section of the PAA website](#).

In July, we launched the new [Military Settings Sector](#) of the NPAP via [Congressional Briefing](#). Along with the launch, we produced new resources which include:

- A reader-friendly version of [Military Settings Sector document](#) (35 pages)
- A [one-pager](#) on the physical activity and national security

Led by Dan Bornstein, PhD, the Military Settings Sector hosted it's first all-day in-person meeting focused on developing a legislative and communication strategies for implementing the sector strategies.



PAA's NPAP Military Settings Sector in-person strategic planning meeting on November 16, 2022, Washington, DC.

# NATIONAL PHYSICAL ACTIVITY PLAN

The Business and Industry Sector published its [Physical Activity Assessment at Work](#) resources with PAPREN.

In August, we held the webinar "Framing Equity in Physical Activity," with speakers from WHO, HHS, & CDC. This webinar marked the release of a new resource "[Framing Guidance: Equitable Physical Activity](#)" with The Frameworks Institute.

In October, we hosted a webinar to release the [2022 US Report Card on Physical Activity for Children & Youth](#). The comprehensive 81-page report and 7-page [report card summary](#) was published alongside reports from 56 other nations for the Active Healthy Kids Global Alliance [Global Matrix 4.0](#).

At the end of 2022, Dr. Russ Pate will officially be stepping away from his NPAP leadership responsibilities. We thank Dr. Pate for his years of service, and wish the next co-chairs the best of luck!

**Physical Activity Assessment at Work**  
Importance of Using Standardized Measures

**Why Physical Activity?**

- ✓ Lowers the risk of disease and death from all causes
- ✓ Improves physical and mental function, quality of life, sleep, mental health, bone health, & more

**Physical Activity Guidelines for Americans**

- 150 min/week of moderate intensity OR 75 min/week of vigorous intensity OR Equivalent combination of both
- AND
- 2-2.5 days/week muscle strengthening AND Minimize sedentary behavior

**Benefits of Physical Activity at Work**

- ✓ Reduced absenteeism related to injury, illness
- ✓ More productive workforce
- ✓ Increased job satisfaction
- ✓ Lower HR, healthcare, lost-productivity costs

**Get Started Using Standardized Measures**

- ✓ Identify improvement needs areas and determine appropriate intervention
- ✓ Validated assessment of physical activity for improved benchmarking capacity

**What to measure**

- Aerobic physical activity
- Muscle strengthening
- Sedentary behavior
- Cardiorespiratory fitness

**How to measure**

- Minutes MVPA per week
- Times per week
- Minutes/hours per week (excludes sleep)
- VO2 max

**PSE Supports to Promote Physical Activity**

**Policies**

- Paid time to exercise
- Stretching at the beginning of shifts
- Flex-time for physical activity
- Breaker break policy
- Allow walking meetings

**Systems**

- Increase parking fees
- Integrate program with benefit plan (subsidize gym membership, incentives for public transit)
- Consider employee's family in benefit design program to promote healthy behavior at home

**Environment**

- Onsite fitness room, changing areas, lockers, showers
- Motivational prompts, signage
- Prominently featured stairs
- Highlighting trails
- Bike racks, sheltered areas

Get more PSE examples [visit them from the CDC](#)

The above supports are: Evidence based, Documented in equity and in leadership engagement, legal, and existing, Low cost

**Framing Guidance: Equitable Physical Activity**

June 2022

Nico Connolly, Principal Strategist  
Julie Sweetland, PhD, Senior Advisor

**FRAMEWORKS**

**PHYSICAL ACTIVITY ALLIANCE**  
— MOVE WITH US

**ACTIVE HEALTHY KIDS GLOBAL ALLIANCE**  
— GLOBAL MATRIX 4.0

A Strategic Brief in partnership with the Physical Activity Alliance.

**PHYSICAL ACTIVITY ALLIANCE**  
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**The 2022 United States Report Card on Physical Activity for Children and Youth**

Illustration of children playing and a pair of scissors.

# POLICY

The Policy Sector had a successful year engaging federal policymakers to support physical activity.

In May, we partnered with Myzone to host the [2nd Annual Congressional Physical Activity Challenge](#). The Challenge included 324 participants from 37 congressional offices (12 Senate, 25 House of Representatives). Each office received a participant social media toolkit, email reminders encouraging participation, and education on physical activity and public health legislation.

In July, we sent a comprehensive [letter to the White House](#) about the importance of physical activity as they sought input for their White House Conference on Hunger, Nutrition, and Health. As a result of our letter, we were recognized as leaders in physical activity and asked to participate in numerous stakeholder calls leading up to the conference.

In September, PAA was well represented at the [White House Conference on Hunger, Nutrition, and Health](#). We have continued our dialogue with the White House as leaders in physical activity and recently briefed them on our It's Time to Move campaign. We have continued participating in biweekly Conference Stakeholders' calls with the White House Domestic Policy Team.



PAA staff with Senator Richard Burr (R-NC) [pictured center], the Winning Office of the 2022 Congressional Physical Activity Challenge



[Pictured left] PAA President Graham Melstrand and Dr. Laurie Whitsel at the White Conference on Hunger, Nutrition, and Health



# PROFESSIONAL DEVELOPMENT

This year, PAA collaborated with the CDC to host a four-part "**Year of Active People, Healthy Nation**" webinar series. In total, 1,470 people registered and 788 attended the webinars, and we collaborated with 9 different organizations to host them.

Additionally, the **Physical Activity Practitioners Survey** draft was completed, which will be distributed in January 2023. Finally, the asynchronous course recordings for the physical activity and public health certificate course are underway.

Webinar Title	Organizations Represented	Date	Registrations	Attendees
<a href="#"><u>Why We Need Active People for a Healthy Nation</u></a>	<ul style="list-style-type: none"> <li>US Centers for Disease Control &amp; Prevention (CDC)</li> <li>Physical Activity Policy Research and Evaluation Network (PAPREN)</li> </ul>	May 3, 2022	425	238
<a href="#"><u>Promoting Outdoor Spaces for A Healthy Nation</u></a>	<ul style="list-style-type: none"> <li>National Recreation and Parks Association</li> <li>City of La Crosse, WI Department of Parks &amp; Recreation</li> <li>CDC</li> </ul>	July 12, 2022	295	167
<a href="#"><u>Framing Equity in Physical Activity</u></a>	<ul style="list-style-type: none"> <li>World Health Organization</li> <li>US Department of Health and Human Services</li> <li>CDC</li> </ul>	August 22, 2022	464	227
<a href="#"><u>2022 US Report Card on Physical Activity for Children and Youth</u></a>	<ul style="list-style-type: none"> <li>Pennington Biomedical Research Institute</li> <li>Aspen Institute Sport and Society/Project Play</li> <li>Active Schools US</li> <li>CDC</li> </ul>	November 7, 2022	286	146
<b>TOTAL</b>	<b>9 Organizations Represented</b>		<b>1,470</b>	<b>788</b>