PHYSICAL ACTIVITY ALLIANCE

MOVE WITH US

2022 END OF YEAR REPORT
# TABLE OF CONTENTS

- **PAA Initiatives**
  - Membership and Development: Page 2
  - CEO Pledge for Physical Activity: Page 3
  - It's Time to Move: Page 4

- **PAA Sectors**
  - National Physical Activity Plan: Page 5-6
  - Policy: Page 7
  - Professional Development: Page 8
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.
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:

- **ENVIRONMENT**
  - 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.
  - Support “healthy meetings” such as stand-ups or walking meetings, and for meetings that incorporate stretching or other physical activity.

- **STAFF POLICY**
  - Provide education and information to employees about the benefits of a healthy lifestyle or reducing sedentary behavior.

- **SYSTEMS**
  - Develop a system that encourages physical activity in the workplace, such as standing desks, access to exercise facilities, or on-site fitness classes.

How does a signer fulfill the pledge?

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

1. **Engage employees**
   - Adopt at least three strategies that will provide equitable opportunities for physical activity and healthy movement before, during, or after the workday.
   
2. **Safety and compliance**
   - Personally engage in regular physical activity (on or off the worksite).

3. **Community impact**
   - 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 supported.
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.
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.
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!
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.
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.

<table>
<thead>
<tr>
<th>Webinar Title</th>
<th>Organizations Represented</th>
<th>Date</th>
<th>Registrations</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why We Need Active People for a Healthy Nation</td>
<td>• US Centers for Disease Control &amp; Prevention (CDC)</td>
<td>May 3, 2022</td>
<td>425</td>
<td>238</td>
</tr>
<tr>
<td></td>
<td>• Physical Activity Policy Research and Evaluation Network (PAPREN)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promoting Outdoor Spaces for A Healthy Nation</td>
<td>• National Recreation and Parks Association</td>
<td>July 12, 2022</td>
<td>295</td>
<td>167</td>
</tr>
<tr>
<td></td>
<td>• City of La Crosse, WI Department of Parks &amp; Recreation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• CDC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Framing Equity in Physical Activity</td>
<td>• World Health Organization</td>
<td>August 22, 2022</td>
<td>464</td>
<td>227</td>
</tr>
<tr>
<td></td>
<td>• US Department of Health and Human Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• CDC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2022 US Report Card on Physical Activity for Children and Youth</td>
<td>• Pennington Biomedical Research Institute</td>
<td>November 7, 2022</td>
<td>286</td>
<td>146</td>
</tr>
<tr>
<td></td>
<td>• Aspen Institute Sport and Society/Project Play</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Active Schools US</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• CDC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>9 Organizations Represented</td>
<td></td>
<td>1,470</td>
<td>788</td>
</tr>
</tbody>
</table>