

PHYSICAL ACTIVITY ALLIANCE

MOVE WITH US

2023 END OF YEAR REPORT



Members of the PAA Board of Directors take a break during the September 2023 board Meeting

PHYSICAL ACTIVITY ALLIANCE

MOVE WITH US

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ABOUT US

The Physical Activity Alliance is the nation's largest coalition dedicated to advancing regular participation in physical activity. We represent a diverse and inclusive community of organizations and individuals who share a vision of a future where physical activity is a regular part of life. Using a rigorous evidence-base, we harness our collective voice to lead efforts that create, support, and advocate for the policy and systems changes necessary to empower people to enjoy physically active lives.

We are leading the movement to make physical activity more accessible, frequent, and integrated into the day-to-day lives and healthcare of all people. Move With US as we push for the necessary systems changes to empower people to enjoy active living.





It's Time to Move is A multi-year, multi-prong strategy to accelerate the integration of physical activity assessment, prescription, and referral into healthcare delivery

USCDI v4 Published with Physical Activity Measures

On, July 20th, The Office of the National Coordinator for Health Information Technology (ONC) published the [United States Core Data for Interoperability Version 4 \(USCDI v4\)](#), which included our proposed Physical Activity Data Elements ([see page 16](#)), alongside other new data elements that focus on improving equity across the healthcare ecosystem.

The USCDI is a standardized set of health data classes and constituent data elements for sharing health information across information systems. The addition of our proposed Physical Activity Data Elements to the USCDI v4 means that electronic health record platforms in the United States (i.e. the software platforms used to collect and share patient information) will be required to include the Physical Activity Data Element that captures data related to muscle-strengthening and strenuous physical activity.



Publication of the Implementation Guide

On Aug. 31, we announced the official publication of PAA's [Physical Activity Implementation Guide \(IG\)](#). The IG standardizes the ability of computer systems or software to exchange information involved in measuring, reporting, and intervening to improve patient physical activity levels. With this publication, the IG is ready to start being incorporated and used in stakeholder systems (e.g., healthcare systems, Electronic Health Records (EHR), physical activity professionals/organizations, physical activity-oriented app developers). The early implementation of the IG will provide real-world testing and feedback for continued improvement and development.

In 2024, our work on the IG will address new digital quality and performance measures that will incentivize payers, health systems, and clinicians to assess, prescribe, and refer for physical activity. We also look forward to coordinating our efforts with groups that share our intent to bring digital measures for physical activity into the HL7® space, including NCQA, NQF, and CMS. Concurrently, our technical consultant will focus on developing reference implementation standards that allow the end user (e.g. qualified exercise professionals, wearable technology creators, community-based organizations) to more easily connect to the IG and patient care continuum.

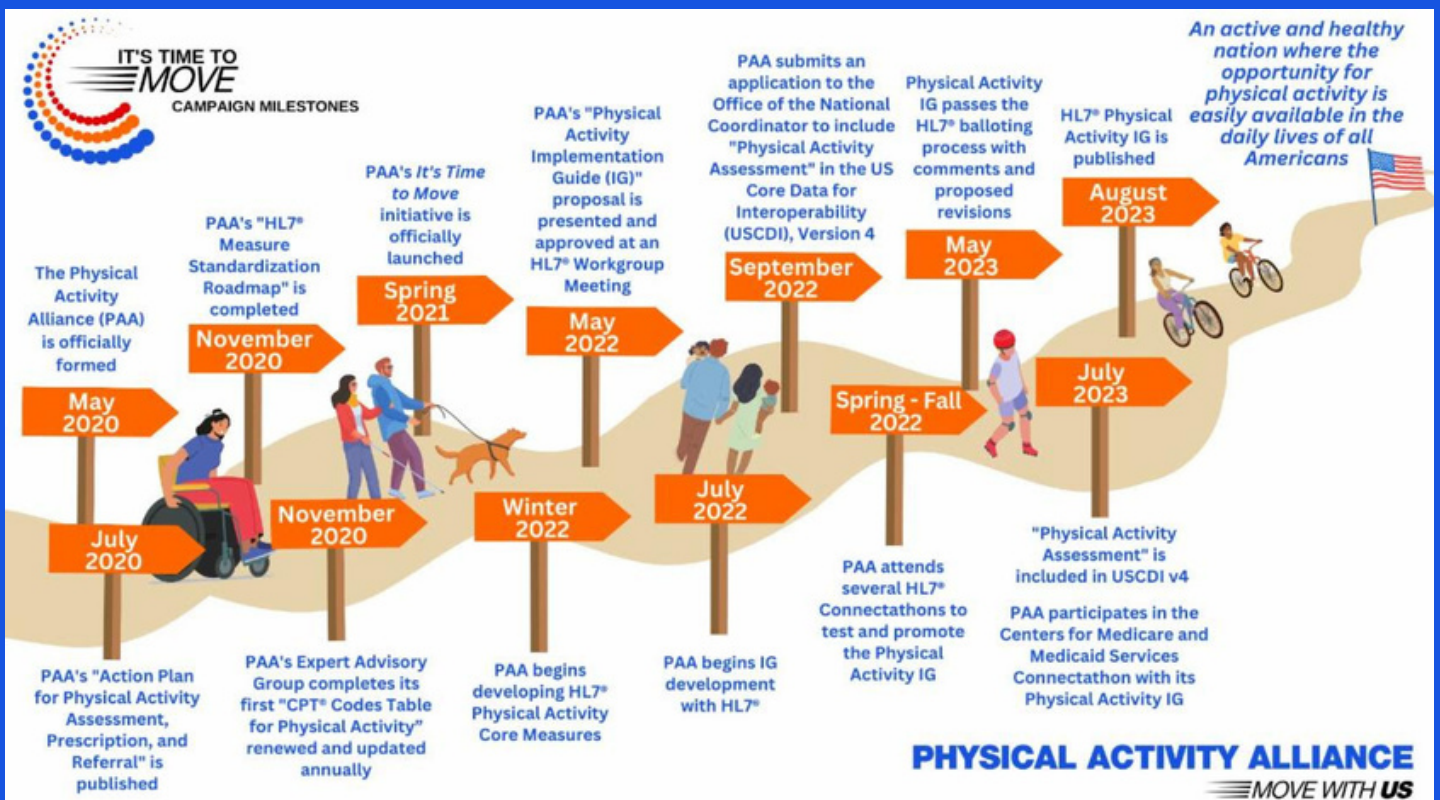


The Cornerstone Group

We convened a new committee of healthcare system experts, The Cornerstone Group, to help drive implementation of the IG in 2024 and beyond.

Implementation Roadmap

We contracted with a leading healthcare consulting firm to produce a market access roadmap for engaging payers to improve reimbursement/coverage for physical activity assessment and referrals.





An initiative of the
Physical Activity Alliance

The CEO Pledge for Physical Activity is a social movement to make physical activity and healthy movement a cultural norm in workplace environments

Appointment of National Co-Chairs

In 2023, we announced the appointment of Karen Moseley, HERO President & CEO, and Dr. Jack Groppe, Chief Science & Wellbeing Officer of NEXT Integrative Minds Life Sciences, as National Co-chairs for the CEO Pledge for Physical Activity.

[Link](#) to the press release announcing the co-chairs



"In support of our organization, our employees, our families, and our communities, I pledge to adopt strategies that will provide equitable opportunities for physical activity and healthy movement before, during or after the workday and to enhance my own health and wellness by engaging in regular physical activity."

X

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Our Goal is to reach:

5000 CEOs employing 

10 million workers



MOVE WITH US

Physical Activity Symposium

In September, we held the Inaugural #MoveWithUS Physical Activity Alliance Symposium. The transformative convening brought together 100 representatives from 80 organizations to discuss physical activity and public health.

It was an amazing opportunity for PAA to bring together the physical activity field and to make new connections. We are excited for the impact our diverse group will have on the future of physical activity and public health. Plans are already underway for a 2024 Symposium.



Group photo with all the PAA Symposium attendees!



From L to R: Amy Bantham, DrPH, Chair, PAA Board of Directors; Laurie Whitsel, Ph.D., PAA Strategic Advisor; Harold Kohl, Ph.D., Chair, National Physical Activity Plan Sector; Marzell Gray, DrPH, Vice-Chair, Professional Development Sector; Monte Ward, Chair, Policy Sector



From L to R: Joli Studley-Cibik, Jill Meyer, Vicki Shepard, and Justin Barclay, the Team representing our sponsor, Tivity Health!

PROFESSIONAL DEVELOPMENT

Webinar Series

This year, the PAA Professional Development Sector again collaborated with the CDC to host a webinar series promoting [Active People, Healthy Nation](#). In total, the webinars featured experts from 9 different organizations and reached 616 attendees.

Specialist Course

PAA developed and launched the [Physical Activity and Public Health Specialist Practitioner Certificate](#), which trains individuals on the essential competencies required to incorporate physical activity efforts into public health practice. The Certificate course is presented in collaboration with the American College of Sports Medicine.

Webinar Title	Organizations Represented	Date
Physical Activity and Persons with Disabilities	<ul style="list-style-type: none">Lakeshore FoundationNational Center on Health, Physical Activity and Disability (NCHPAD)Southern Illinois University Recreational Sports and Services	April 21
Physical Activity & Older Adults	<ul style="list-style-type: none">US Department of Health and Human ServicesTivity HealthAARP Livable Communities	July 13
Rural Physical Activity	<ul style="list-style-type: none">Smart Growth AmericaMayor Luke Feeney, Chillicothe OhioMelinda Mehaffy and Councilwoman Sonya Morgan, Excelsior Springs Missouri	November 1

POLICY

Omnibus Physical Activity Legislation

In 2023, the Policy Sector collaborated on the development of a landmark comprehensive physical activity bill. We expect the bill sponsors to introduce the bill in early 2024.

Congressional Physical Activity Challenge

In May, we partnered with Myzone to host the 3rd Annual Congressional Physical Activity Challenge. The Challenge included 402 participants from 68 congressional offices. Each office received a participant social media toolkit, email reminders encouraging participation, and education on physical activity and public health legislation. We look forward to growing the challenge in 2024.



Amy Callender, Kristy Anderson, Brian Williams, and Mike Goscinski, your Policy Panel at the PAA Symposium



PAA participated in the Hill day for board member organization IHRSA; the Global Health and Fitness Association



PAA with Senator Rick Scott (R-FL) [pictured center], the Winning Office of the 2023 Congressional Physical Activity Challenge



Monte Ward, Brian Williams, and Mike Leveque alongside Congressional Challenge winner Senator Lummis.(R-WY)

NATIONAL PHYSICAL ACTIVITY PLAN

The National Physical Activity Plan (NPAP) sector had a productive year with major changes announced for the leadership team and steering committee. In 2024, we look forward to welcoming [NiCole Keith](#) and [Karin Pfeiffer](#) as incoming Chair and Vice-Chair, respectively.

The National Physical Activity Plan held its first webinar [All Health is Local: Lessons from the Kansas City Physical Activity Plan](#). The Kansas City Physical Activity Plan is a comprehensive set of strategies and priorities that are evidence-based and informed by local community leaders to increase rates of physical activity.

The 10 sectors of NPAP continue to work on their own projects. The Business & Industry sector published 5 papers (below), and the Education sector submitted its first manuscript, which will be published in early 2024.

- It's Time to Move: Integrating Physical Activity Assessment, Prescription, and Referral through Policy and Systems Change [Read](#)
- Amplifying Support for Physical Activity: The National Strategy on Hunger, Nutrition, and Health [Read](#)
- Editors' Desk – Creating a Movement for Healthy Physical Activity at Work [Read](#)
- Physical Activity Promotion in the Evolving Work Landscape [Read](#)
- Effects of Changing Work Environments on Employer Support for Physical Activity During COVID-19 [Read](#)

NEWSLETTER

Our monthly "Physical Activity News" email newsletter is a cornerstone of our external communications strategy. The newsletter highlights new research, reports, news, and events related to promoting physical activity and public health, as well as the programs and initiatives of PAA.

If you want to keep up with all things Physical Activity Alliance, please subscribe to our newsletter [here!](#)

#ActivePeople #PhysicalActivity #MoveWithUS

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Your Monthly News and Updates from The Physical Activity Alliance

Updates from the Physical Activity Alliance!

All Health is Local



Join Our Webinar - June 21 2pm ET
All Health Is Local...
Lessons from the Kansas City Physical Activity Plan

Join Dr. Robin Shook as he leads the Kansas City Physical Activity comprehensive set of Kansas strategies and tactics design activity in residents of all ages.

Issue 28 | April 2023 | [View as Webpage](#)



Your Monthly News and Updates From The Physical Activity Alliance

Updates from the Physical Activity Alliance!

Join Our Webinar Friday April 21

PHYSICAL ACTIVITY AND PERSONS WITH DISABILITIES



Zoe Young
National Center on Health, Physical Activity and Disability (NCHPAD), University of Alabama at Birmingham

Sydney Devine
Southern Illinois University Recreational Sports and Services

Kelly Bonner
Lakeshore Foundation, NCHPAD

Friday, April 21st
1pm - 2pm EST



PHIT Act Reintroduced with Expanded Support

The Personal Health Investment Today (PHIT) Act was recently reintroduced in both the U.S. House of Representatives (H.R. 1582) and Senate (S.786) with bipartisan support.

Click here to [read](#) our board member IHRSA's news release on this announcement.

Promoting Physical Activity for Americans Act S.397

The Promoting Physical Activity for Americans Act (S.397) was also recently reintroduced. The bill would Require the

July 25, 2023

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Major Milestone for *It's Time to Move*
The USCDI v4 is published, and Physical Activity is included!



WIN!

PHYSICAL ACTIVITY IS INCLUDED

in United States Core Data for Interoperability version 4



June 2023 Update

The Physical Activity Implementation Guide will be a part of the upcoming [CMS HL7 Virtual Connectathon](#). This will be a great opportunity showcase the implementation guide and expose our work to additional key stakeholders.

