

PHYSICAL ACTIVITY ALLIANCE
MOVE WITH US

2024 A YEAR IN REVIEW



TABLE OF CONTENTS

MESSAGE FROM
THE PRESIDENT

1

ABOUT
US

2

2024 REPORT CARD
ON YOUTH PA

7

BOARD
ORGANIZATIONS

3

PAPHS
CERTIFICATE

8

PHYSICAL ACTIVITY
SYMPOSIUM

4

IT'S TIME TO
MOVE

9

CEO PLEDGE

5

ADVOCACY &
POLICY

11

NATIONAL PHYSICAL
ACTIVITY PLAN

6

CONGRESSIONAL
PA CHALLENGE

12

THANK YOU FROM
THE PAA TEAM!

13

MESSAGE FROM THE PRESIDENT



**PAM
WATTS**
PRESIDENT

Dear PAA Friends, Members and Supporters,

As we close out 2024, I am proud to reflect on a year of growth, collaboration, and meaningful change for the Physical Activity Alliance (PAA). Our mission has always been to lead efforts that create, support, and advocate for the policy and systems changes necessary to empower people to enjoy physically active lives. This year, we have made great strides in advancing that mission and driving forward initiatives that have the potential to shape the future of physical activity in our communities and beyond.

In partnership with a growing network of organizations, we have raised awareness of the benefits of physical activity, from improved physical and mental health to enhanced economics and well-being

Together, we have advocated for increased funding for programs that promote physical activity and are creating a path forward embedding physical activity into the healthcare system.

The success of our initiatives in 2024 would not have been possible without the unwavering support of all of you—our members, partners, and supporters. Your passion for advancing physical activity and your tireless work has been essential to our progress. Whether you've participated in our initiatives, supported our advocacy efforts, or partnered with us on projects, your contributions have made a lasting impact.

As we move into 2025, we remain committed to driving positive change in our nation's physical activity landscape. We will continue to advocate for policies that make physical activity more accessible, increase our collaborations with diverse stakeholders, and focus on ensuring that every person has the chance to be physically active.

Thank you for your partnership and your unwavering belief in the power of collective action. With your continued support, we will empower even more individuals to enjoy the countless benefits of physical activity.

Wishing you a healthy, active, and joyful end to the year.

Sincerely,

Pam Watts, CAE
President, Board of Directors
Physical Activity Alliance

ABOUT US

WHO WE ARE

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. #MoveWithUS as we push for the necessary systems changes to empower people to enjoy active living.

BOARD ORGANIZATIONS





2024 PHYSICAL ACTIVITY SYMPOSIUM

In September, we held the 2nd Annual #MoveWithUS Physical Activity Alliance Symposium. The transformative convening brought together more than 100 representatives from 80 organizations and government agencies 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 the 2025 Symposium.

CEO PLEDGE FOR PHYSICAL ACTIVITY

2024 RELAUNCH

The CEO Pledge for Physical Activity was 1 of 141 new bold commitments from stakeholders across the nation, including health systems, insurers, companies, non-profits, academia, philanthropic groups, and local elected officials, who stepped up as part of the White House Challenge to End Hunger and Build Healthy Communities.



[WATCH THE RELEASE](#)



WHAT IS THE COMMITMENT?

By 2028, The Physical Activity Alliance commits to obtaining 1000 "CEO Pledges" from the nation's largest employers to support the CDC's "Active People, Healthy Nation" initiative and help make physical activity and healthy movement a cultural norm in the workplace for 10 million workers in America. Our commitment will span across industries and regions, focusing particularly on areas with disproportionately high rates of preventable disease.

NATIONAL PHYSICAL ACTIVITY PLAN

The National Physical Activity Plan (NPAP) sector had a productive year under new leadership. NiCole Keith and Karin Pfeiffer as Chair and Vice-Chair, respectively. The 10 sectors and committees of NPAP continue to work on their own projects. A few highlights from the year are featured below:

* STEERING COMMITTEE

In September, the NPAP Steering committee held it's annual in-person strategic planning meeting in Washington, DC.

* EDUCATION

This article *"The Role of Physical Education Within the National Physical Activity Plan"* from the February 2024 issue of JOPERD presents an overview of the strategies and tactics, along with objectives specific for K-12 school physical education programming.

[Read the Article](#)

* BUSINESS & INDUSTRY

The Business & Industry sector's paper entitled *"Physical Activity and Brain Health: Integrating the Evidence Base into Workplace Health Promotion"* is being featured as a "Paper of the Year" at the American Journal of Health Promotion.

[Read the Paper](#)

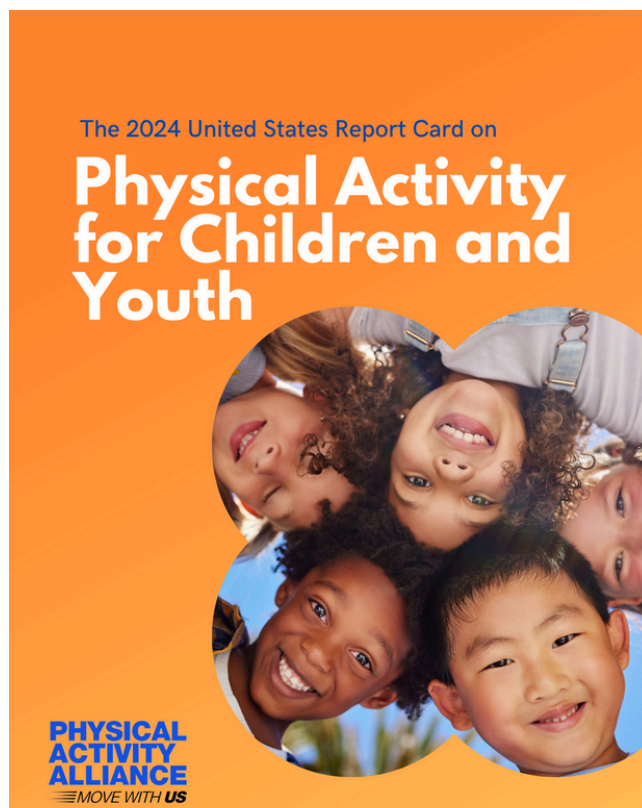
* MEDIA & COMMUNICATIONS

In 2022, an interdisciplinary team of subject matter experts was convened to substantially revise the Mass Media sector content of the National Physical Activity Plan. The updated version recognizes the rapid pace at which the media landscape is evolving and includes a new sector name (Media and Communications) and revised strategies and tactics that reflect progress in the development of a national physical activity campaign brand (Move Your Way®).

This commentary *"Moving With the Times: Updating the National Physical Activity Plan's Media and Communication Strategies to Increase Population-Level Physical Activity"* summarizes key changes and highlights the importance of ongoing collaboration between physical activity and media professionals to optimize promotion of physical activity through diverse channels.

[Read the Commentary](#)

2024 U.S. REPORT CARD ON PHYSICAL ACTIVITY FOR CHILDREN & YOUTH



RELEASE

In October, PAA released the 2024 United States Report Card on Physical Activity for Children and Youth. The Report Card summarizes national data on levels of physical activity and influences of physical activity among American children and youth, providing valuable insights into the physical activity levels and health of our children and youth.

PAA hosted a webinar where researchers took a deep dive into the findings and discussed the implications for parents, educators, and policymakers.



[VIEW THE WEBINAR](#)

REPORT CARD SUMMARY

The overall physical activity grade for children and youth remained low at D-, the same grade it received in 2022, the last time a report was made. [Read the Report Card.](#)

D-

Overall Physical Activity Grade

10 YEARS OF REPORTING!

The 2024 Report Card is the fifth comprehensive assessment of physical activity in U.S. children and youth, updating the Report Cards released in 2014, 2016, 2018, and 2022.

PHYSICAL ACTIVITY AND PUBLIC HEALTH SPECIALIST (PAPHS) COURSE

The field of physical activity is a critical component in public health. The Physical Activity Alliance (PAA) has developed, in partnership with the Centers for Disease Control and Prevention (CDC), the recommended essential competencies for staff assigned to physical activity efforts that will lead to improved public health.



The set of competencies has been revised and expanded, in partnership with the American College of Sports Medicine® (ACSM), for the Physical Activity in Public Health Specialist (PAPHS) certificate, which can be received upon completion of this [course](#).



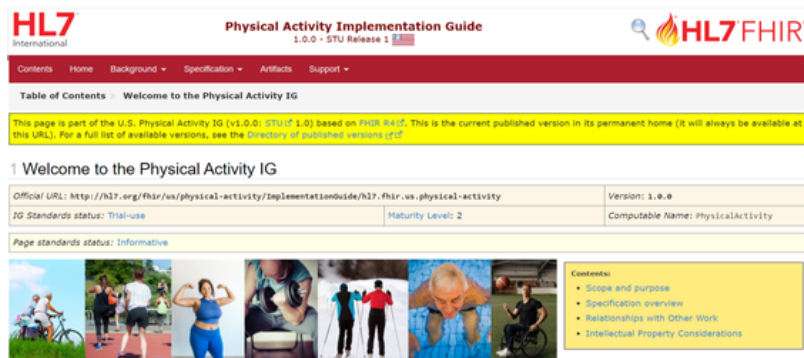
IT'S TIME TO MOVE

The ***It's Time to Move*** campaign is our multi-year project that will empower health care providers to seamlessly integrate physical activity clinical measures into patient care plans and help make physical activity assessment, prescription and referral a standard of care.



IMPLEMENTATION GUIDE

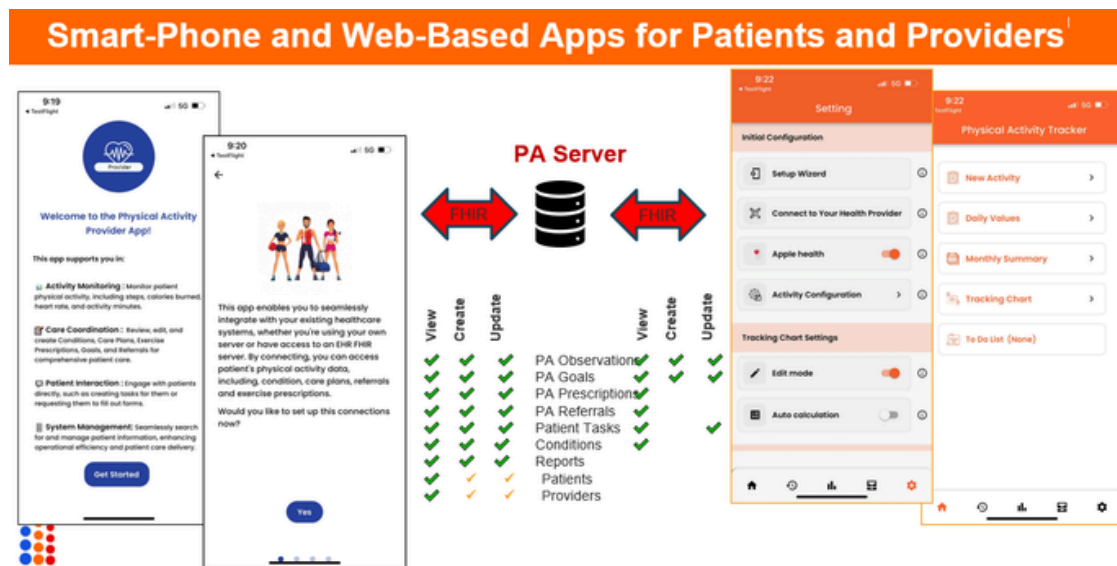
HL7 (Health Level 7) International is officially constituted as a standards development body under the American Standards Institute (ANSI). PAA worked with an Expert Advisory Group and HL7 to create the 1st ever PA FHIR Implementation Guide - now in the public domain! An Implementation Guide is a set of rules or instructions for implementing a standard in a specific healthcare context. Implementation guides are published on the Internet after they are generated.



These standardized measures, when fully implemented, will also provide an important supplement to our national surveillance systems and further research on the health and economic benefits of regular physical activity.

WE HAVE AN APP!

The web-based and mobile app (our reference implementation) allows users to connect to health systems and clinicians to follow through on an exercise prescription. There are provider and patient versions. The app will be available in the public domain for use soon. When ready, we'll have resources and materials to help communicate and explain the app and ask that all of you help promote and elevate its use.



NORTH CAROLINA COLLABORATIVE

Our new North Carolina Collaborative makes North Carolina a demonstration state where we pilot new programs and technology and reimbursement/coverage strategies before scaling up across the country. We are excited to continue this work in 2025.

We are bringing together multiple implementers:

- Health systems
- EPIC, as the primary EHR vendor in the state
- Community-based organizations
- Professional organizations
- NC Department of Health
- Others



ADVOCACY & POLICY

FIRST IN-PERSON CONGRESSIONAL BRIEFING

In February 2024, the Physical Activity Alliance held its **FIRST** in-person congressional briefing with Congressional Physical Activity Caucus Co-Chair Representative Jimmy Panetta [D-CA] to highlight new physical activity legislation and the importance of prioritizing physical activity. A huge thank you to our federal partners from CDC and HHS who shared research and data, as well as to our PAA members who moderated and served on the panel.



Pictured L-R: Tom Richards, Mike Goscinski, Ayanna McKnight, Vicki Shepard, Monte Ward, Amy Callender, Katrina Piercy, Liz Clarke, and Rohan Jyothinagaram



Briefing speakers and panelists (pictured L-R): Congressman Panetta, Mike Goscinski, Dr Ruth Petersen (CDC), Monte Ward, Katrina Piercy (HHS), and Vicki Shepard



PAA Board members that work in Policy after their Symposium panel. L-R: Monte Ward, Amy Callender, Brian Williams, Mike Goscinski, Kristy Anderson, and Katie Adamson

CONGRESSIONAL PHYSICAL ACTIVITY CHALLENGE



* Pictured above is the staff from Senator Lummis's office, who took 1st place in two categories: Average Myzone Effort Points and Total Myzone Effort Points.

* Pictured right are the participants in first ever Congressional Physical Activity Challenge workout on Capitol Hill. The workout was sponsored by the [Health & Fitness Association](#) and [Myzone](#).



* In May 2024, we hosted the 4th Annual Congressional Physical Activity Challenge. The Congressional Physical Activity Challenge is an annual competition involving the offices of the US Congress in a bid to achieve the highest level of physical activity.

The Challenge is held each May for the duration of National Physical Fitness and Sport Month (May 1-31) and open to all members of Congress & their DC- based congressional staff and interns, committee staff and leadership staff.



* Pictured left is Speaker Mike Johnson and staff, who were runner's up in this years challenge.

THANK YOU!

We are grateful to have you by our side as we continue to grow and move forward.

Thank you for being a part of our journey.

Let's keep pushing boundaries

#MoveWithUS

With sincere appreciation,

Your PAA Team,
Ayanna, Laurie, and Tom



SEE YOU IN 2025!

