Creating An Active America, Together

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Active People, Healthy Nation Coordinator
Three Things to Remember

Why does CDC care about walking?

What is Active People, Healthy Nation?

How does CDC’s Active People, Healthy Nation support walking?
What if I told you your work promoting walking protects people’s health?
One solution to many problems.
One of the Best Things People Can Do to Improve Their Health

Benefits for Children
- Improves cognition*
- Reduces risk of depression
- Improves aerobic fitness
- Improves muscular fitness
- Improves bone health
- Promotes favorable body composition

Benefits for Adults
- Reduces short-term feelings of anxiety*
- Improves sleep outcomes*
- Lowers risk of high blood pressure
- Lowers risk of stroke
- Improves mental health
- Improves cognitive function
- Reduces arthritis symptoms
- Prevents weight gain

Benefits for Healthy Aging
- Improves sleep outcomes*
- Reduces risk of falling
- Improves balance
- Improves joint mobility
- Extends years of active life
- Helps prevent weak bones and muscle loss
- Delays onset of cognitive decline

*immediate benefits

Just to name a few...
Physical Activity Saves Lives and Dollars

Inadequate levels of physical activity are associated with $117 billion in annual health care costs

$117 BILLION
Too Few Americans Get the Recommended Amount of Physical Activity

31 MILLION

About 31 million adults aged 50 or older are inactive, meaning they get no physical activity beyond that of daily living.

Only 1 in 5 adults and 1 in 5 high school students fully meet physical activity guidelines for aerobic and muscle-strengthening activities.
A national initiative led by CDC to help

**27 million Americans**

become more physically active by 2027. Increased physical activity can improve health, quality of life, and reduce healthcare costs.

**27 Million by 2027**
Strategies that Work
Why Active Routes to Everyday Destinations?

They solve the two of the most common reported barriers...

“Not enough time to “go to the gym”
“Unsafe places”
Community Supports for Walking

- 1 in 3 reported access to safe streets -- 1 in 2 reported access to walkable locations
- People in metro areas more likely to report access to safe streets and walkable locations than non-metro
- People who met Physical Activity Guidelines for Americans more likely to report access than people who were inactive

How does CDC fund recipients to implement Active People?

Combine interventions from two major categories

Pedestrian or Bicycle Transportation Systems
- Pedestrian infrastructure
- Bicycle infrastructure
- Public transit infrastructure and access

Land Use and Environmental Design
- Proximity to destinations
- Mixed land use
- Residential density
- Parks and recreational facilities


## CDC Program Guidance for Implementation

<table>
<thead>
<tr>
<th>Activity-friendly Routes</th>
<th>Everyday Destinations</th>
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</thead>
<tbody>
<tr>
<td>Street pattern design and connectivity</td>
<td>Mixed land use</td>
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<tr>
<td>Pedestrian infrastructure</td>
<td>Increased residential density</td>
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<tr>
<td>Bicycle infrastructure</td>
<td>Proximity to community or neighborhood destinations</td>
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<tr>
<td>Public transit infrastructure and access</td>
<td>Parks and recreational facility access</td>
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Examples of specific areas supported

- **Policies:** Complete Streets and Safe Routes policies
- **Plans:** Master/general plans, bike/ped plans or Vision Zero action plans.
- **Codes:** Zoning, building, subdivision, or unified development codes.
- **Programs:** Safe Routes to School, Safe Routes to Parks, or Safe Routes for All programs.
- **Systems:** Public transit systems or pedestrian/bicycle networks.
Examples of Possible Recipient Activities

• Support coalitions representing transportation and others including formal IAG/MOU.
• State level policies like Complete Streets, Safe Routes, or Vision Zero.
• Pedestrian and Bicycle Master Plans.
• Provide grants to communities.
• Provide communities with TA on community engagement, needs assessment, action planning, evaluation, etc.
• Training to educate state and local staff, state and local coalition members, and opinion leaders.

• State Physical Activity and Nutrition (15 states)
• High Obesity Programs (16 land grant universities)
• Racial Ethnic Approaches to Community Health (35 community orgs)
• National Organizations

Appropriations: REACH: $35m; NPAO: $61m

https://www.cdc.gov/nccdphp/dnpao/state-local-programs/funding.html
Funded Recipients to Implement Active People
Communications Resources

Fact Sheets and Presentations

Design Element

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Print and Digital Advertisements

I choose to play as a family

"I Choose to Walk/Play"

Badges

Sample Social Media Posts

#ActivePeople Twitter Posts

Everyone should have safe and accessible places for physical activity. Learn how CDC's Active People, Healthy Nation is promoting physical activity across America. https://bit.ly/22XiYyQ #ActivePeople

#ActivePeople Facebook Posts

Only 39% of the U.S. population lives within a half mile of a park. Learn how CDC's Active People, Healthy Nation initiative is promoting safe and accessible places for physical activity. https://bit.ly/2GHUE8a #ActivePeople

https://www.cdc.gov/physicalactivity/activepeoplehealthynation/resources-to-implement.html
Three Things to Remember

CDC cares about walking.

CDC’s Active People, Healthy Nation promotes walking.

CDC’s Active People, Healthy Nation may fund recipients in your area that can help your work.
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