2015-2016 Year in Review

National Physical Activity Society
Today

- Funding
- Trainings
- Board retreat
- Partnerships
- Social media

- Survey
- Resources distributed
- Weaknesses
Sources:

- CDC contract
- Certification & Royalties
- Membership Fees & Donations
CDC-Funded Projects

- Local outreach
- Walkability Call to Action communications
- Comparison of tobacco control and physical activity strategies
- *Stories from Small Towns*
- Webinars
- Examine states’ needs for walkability resources and training
- Database of state physical activity plans
- Join NCPPA
In the Black
Trainings
36%↑
Webinar Attendance Increase
Webinar Topics

● Communities -- Mark Fenton
● America Walks
● Let's Move Active Cities, Towns and Counties

● Jamie Chriqui, university research on zoning
● University of Minnesota research/health inequities

● NCHPAD -- physical activity and disabilities
● Colleen Doyle/American Cancer Society on cancer and PA
● Vision Zero Network
● Voices for Healthy Kids

● SHAPE America -- schools
● Rails to Trails
● Safe Routes to School National Partnership
Webinars: Now Open to All
In-Person Meeting

ANNUAL MEETING RETURNS
OCTOBER 27-28, 2015
AT THE NATIONAL WALKING SUMMIT

NATIONAL PHYSICAL ACTIVITY SOCIETY

Collaborating to Create Active Communities
Policies, Programs & Initiatives

- Joint (shared) use agreements
- Recess policy
- Zoning ordinances
- Safe Routes to School
- Revitalizing playgrounds
- Open streets programs
- Physical activity requirements for city programs
- Biking/walking in city master plan
Board Retreat
Members - Value You Get

(Represent interests)
-Someone who can speak for me at the national level, and keep my local needs in mind.

-A network who are fighting the same fight I am fighting for.

Networking, access to ideas and resources (tools for success)

-Access to expertise (success)

Partners - Value You Get

(Bridge) between Public Health and the rest of the PA world

-Exposure of your mission and ideas to a engaged and growing membership.

-Access to a diverse group of professionals working to promote Physical Activity

-Strategic alignment with common priorities

Next Steps

St+G types everything

Original planning team walkoffs then whole board

Wordsmith value statements

Member: Mark 1/22
Partner: Dave 1/22

Vision: Chris + Hillary 1/29

1st sentence stand on own

2 bullet points TONIGHT!
Mission/ Vision/ Value
The National Physical Activity Society is a network of professionals working together to promote physical activity across all sectors of society. We build linkages among our members and build bridges between our members and partners.

For our members, we:

- Represent your interests at a national level while keeping in mind your needs at the local level
- Provide a collaborative learning environment with access to ideas, resources, and tools designed to help you succeed in your work

For our partners, we:

- Communicate the mission and activities of your organization to our members
- Support strategic alliances that share priorities in promoting physical activity
- Provide opportunities to access the diverse expertise and experience of our members

Through our efforts, we seek the health, economic, and environmental benefits that result from achieving health equity and active communities.

**Current Activities**

*Stories from Small Towns*, towns of 25,000 or less,

https://dl.dropboxusercontent.com/u/33080117/Mid2016%20Flyer%20NPAS.pdf
Partnerships

Boards:

- EveryBody Walk!
- National PA Plan Alliance
- National Coalition for Promoting PA
Participated in Person

- Release of *Step It Up! The Surgeon General’s Call to Action to Promote Walking and Walkable Communities*
- National Walking Summit
- NCPPA May meeting
- CDC partners meeting on raising the priority of physical activity
- EveryBody Walk! Collaborative coordinating committee
- 2nd Walkability Action Institute (NACDD)
Social Media
Twitter

- 173 followers, up from 83
- Reposts from partners
- Quotes from conferences
- Upcoming webinars
Facebook

- 735 followers, up from 427 one year earlier
- December #WalkforYou
- PA benefits other than weight control
- 5,669 views
- 416 clicks
- 42 shares
#WalkatWork article on lunchtime walking
- 6,600 views
- 257 clicks
- 62 shares
Survey
188
Survey Respondents
2. How much EXPERIENCE have you had in the following PAPHS competencies? (The competency # is in parentheses.)

<table>
<thead>
<tr>
<th>Competency</th>
<th>No experience</th>
<th>Very little</th>
<th>Some experience</th>
<th>A good deal</th>
<th>Very much experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create and communicate appropriate physical activity information on social media (1.3)</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Use public health data as a tool to develop community-based interventions</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
Preview training results

https://www.dropbox.com/sh/itk30t179s0znes/AAD7al2Hi8lEKl6yTD00lYLFa?dl=0
And That’s Not All
Distributed

- *Stories from Small Towns*
- Newsletter -- 11 issues
- Comparison of tobacco control and physical activity strategies Summary paper
- SGCTA communication recommendations
- Presentation on how 2014 survey was used
The Public Health Intersection of Tobacco Prevention and Control and Physical Activity

5/9/2013
Leverage Points Consulting, LLC
Joey Vrazel, PhD, MA
Updated 03/10/15

Public Health Preparation for the Surgeon General’s Call to Action on Walking and Walkable Communities

Communications and Dissemination Plan for the Public Health Sector

August–September 2015
Welcome

Mission

To create safe and accessible communities, where people of all ages and abilities are physically active, by taking deliberate and informed actions across all sectors of society

Vision

for monthly newsletter and webinar announcements

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Recent Posts

- Pokemon GO Gets People Moving
- Welcome new board members
- No Webinar Today, July 18
- Vision Zero Webinar
- Watts Is Worth It
also

- Invited to speak at the PAPH course in September
- Coffee with Jeremy Google Hangout interview
- Commented on National PA Plan
- Nominated David Buchner for PA Guidelines
Holes

Could do better

- Membership neglected
- Webinars & Communications chairless
- PAPHS still not revised

___
Stable & Growing
Walk your human