The US National Physical Activity Plan
Strategies to Achieve Health Equity

NiCole R. Keith, Ph.D., FACSM
Center for Aging Research
Regenstrief Institute, Incorporated
Department of Kinesiology
Indiana University-Purdue University, Indianapolis (IUPUI)
Indianapolis, IN

@nicolekeithphd
Presentation Overview

- Brief review of the US National Physical Activity Plan
- Introduction of Diversity sub-committee
- Defining inclusion
- Address the importance of diversity
- Explore potential root causes of disparities from a historical perspective
- Disparate physical activity groups
- Specific strategies and tactics presented by our sub-committee
- Recommendations for implementation
- Questions
The US National Physical Activity Plan
9 Societal Sectors

- Business & Industry
- Faith-Based Settings
- Public Health
- Transportation, Land Use, & Community Design
- Community Recreation, Fitness, & Parks
- Education
- Healthcare
- Sport
- Mass Media
- Diversity Workgroup
Diversity sub-committee

- NiCole Keith, Chair  INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS
- Dianna Carroll  CENTERS FOR DISEASE CONTROL AND PREVENTION
- Nailah Coleman  CHILDREN’S NATIONAL HEALTH SYSTEM
- Carlos Crespo  PORTLAND STATE UNIVERSITY
- Bess Marcus  UNIVERSITY OF CALIFORNIA SAN DIEGO
- Justin Moore  WAKE FOREST UNIVERSITY
- Jim Rimmer  UNIVERSITY OF ALABAMA BIRMINGHAM
- Renee Umstattd  BAYLOR UNIVERSITY
In order to increase physical activity in all segments of the U.S. population, the Alliance recognizes that the Plan must address the substantial disparities in physical activity that exist across groups based on gender, age, race, ethnicity, socioeconomic status, physical, cognitive or sensory ability, and geography. Further, the Alliance recognizes the remarkable diversity of the American population and has been committed to producing a Plan that will encourage persons of all religious, cultural, ideological, sexual orientation, and gender identity groups to become more physically active.”
Why is diversity important?

Individuals tend find comfort in homogenous groups

Why is diversity important?

Diverse groups perform better

Why is diversity important?

Most people are interested in fairness.

Doing what is right to make sure others are treated as valuable members of society; sometimes means equal, but fairness does not always mean the same.
Why is diversity important?

Equality = SAMENESS
Equality is about SAMENESS, it promotes fairness and justice by giving everyone the same thing.

Equity = FAIRNESS
EQUITY is about FAIRNESS, it’s about making sure people get access to the same opportunities.
A Root Cause of Disparity and Inequity Timeline

- Slavery: 1600
- Abolition: 1800
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A Root Cause of Disparity and Inequity Timeline

- **Slavery**: 1600
- **Abolition**: 1800
- **Civil War**: 1861
- **Reconstruction**: 1865
- **Progressive Era**: 1900
- **Niagara Movement**: 1905
- **World War I**: 1914
- **Between Wars**: 1920
A Root Cause of Disparity and Inequity Timeline

- Slavery 1600
- Abolition 1800
- Civil War 1861
- Reconstruction 1865
- Progressive Era 1900
- Niagara Movement 1905
- World War I 1914
- Between Wars 1920
- World War II 1939
- Segregation Ended 1948
- Civil Rights Movement 1954
- Brown vs. Board of Education 1954
- American Indian Movement 1960
- March on Washington 1963
- Civil Rights Act 1964
- Voting Rights Act 1965
- Fair Housing Act (FHA) 1968
- Women’s Rights Movement 1970s
- FHA + Gender 1974
- FHA + Disability 1988
Disparities in Physical Activity

Race

Adults

- 21% of whites and blacks compared to 18% of Latinos meet USPA Guidelines
- Blacks (41%) and Latinos (42%) are also more likely to be classified as inactive when compared to whites (28%)

Disparities in Physical Activity

Race/Gender

Children and Youth Inactivity

Black girls (27%)
Latina girls (21%)
White girls (14%)
Black boys (12%)
Hispanic/Latino boys (11%)
White boys (9%)

Jones-Palm DH, Palm, J. World Health Organization; 2005.

Disparities in Physical Activity

Gender

- Men (23%) are more likely than women (18%) to meet PA Guidelines
- Men spend 18 more weekday min and 13 more weekend min in MVPA
- Men (10%) are less likely than women (18%) to be inactive

Disparities in Physical Activity

Children and Youth

- 77% aged 9–13 yr reported participating in PA during the previous 7 days

High School Students

- 1 in 3 participate in at least 60 min/day
- 14% engage in no PA
- 29% percent reported PA during the previous 7 days
- Participation in PA declines as young people age


People with Disabilities

- 54% of all adults (18-64 years) with disabilities get no aerobic PA
- Aerobic PA can help prevent, delay, or manage chronic disease
- Adults with disabilities are 3X more likely to have chronic disease

Disparities in Physical Activity

Sexual Minorities

- 57-78% of lesbians do not engage in sufficient amounts of PA
- 12,779 boys and girls ages 12-22 years reported 1.2-2.6 h/week less MVPA
- PA participation does not differ between gay and heterosexual men
- More research regarding PA and sexual minorities is needed

Social Determinants of PA participation

- **Explained** by psychosocial, cognitive, and emotional factors
- **Greater PA participation and education**
  - Greater health knowledge
  - Better problem-solving skills to make more informed choices
  - More social support
  - Better social norms
  - Greater potential for schedule flexibility


- **Structural factors that promote or restrict PA**
  - Quality housing
  - Transportation
  - Recreational facilities
Cross-Sector Strategies to Increase Physical Activity
Triple Bottom Line

Economic

Environmental

Social
Social Equity

Social equity addresses inequalities across a population that limits

- Access resources
- Meet basic needs
- Maintain health and wellbeing
- Have economic opportunity
- Participate in public life
Cross-Sector Strategies

Key Questions

What are the most important ways physical activity influences equity?

What are the opportunities to address equity while increasing physical activity opportunities?

How can goals and metrics be developed to make equity relevant and achievable to implementers?
Gentrification

When addressing PA in low-income communities we must

- Be attentive to smart growth
- Retain existing residents/businesses
- Not expose people to unhealthy conditions
Cross-Sector Social Equity Stakeholders

- People directly involved in community redesign (residents, city planners, engineers)
- The communities surrounding the redesigned community
- People impacted by the production or destruction of resources
Cross-Sector Communities

STRATEGIES

Community and quality of life
(accessibility, affordability, engagement)

Individual health and wellbeing
(residents, users & surrounding community members)

Economy
(jobs, skills, wages, benefits, education)
Social Equity – Creating Physically Active Communities

- Facilitate meaningful community engagement in planning & land use decisions
- Promote clean, safe environments
- Strengthen existing communities
- Provide transportation options
- Improve access to opportunities and health promoting resources
- Preserve and build on distinctive community features
Social Equity – Creating Physically Active Communities

STRATEGIES

- Advocate for those who have a limited public voice
- Build inclusive structures that support engagement & decision making of community members
- Promote equity through dialogue that reflects a range of social identities
- Generate ideas that build capacity
- Enhance community and quality of life
Strategies to increase physical activity

- Develop national plans and policies to increase population PA
- Implement national PA guidelines
- Informed by publication of research based interventions
- Baseline evidence demonstrating need
- Starting points to establish goals and objectives
- Models for success
Strategies to increase physical activity

• Continued research that includes diverse populations
• Surveillance
Strategies to increase physical activity

- Physical activity plan and guideline implementation difficult
- Surveillance is inaccurate or not possible
- One strategy for all nations is not reasonable
- Diverse populations are frequently excluded
Moving Physical Activity Into Population Health

- Government and private agency policies are helpful
- Implementation may require public demand
- Potential models to create constituent support
- Multiple streams
- Advocacy coalition
- Punctuated equilibrium
Multiple Streams Framework

- Greatest opportunity for change happens by addressing
  - Problem
    - How the issue can be addressed by strategic action
- Policy
  - Solutions being offered to address the issue
- Politics
  - Political climate
  - Arrangement of constituents
  - National mood
Advocacy Coalition Framework

• Greatest opportunity for change happens by addressing
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Punctuated Equilibrium Theory

• Policy
  • Tends to remain the same unless change is warranted
• Change can occur quickly under certain circumstances
  • New science
  • Different perceptions
  • Increased media attention and public interest
• Crisis
  • Political
  • Economic
  • Environmental
• Social influence
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Diversity Workgroup