

ANNUAL REPORT 2013-2014: EXECUTIVE SUMMARY

The National Physical Activity Society (NPAS) formed in 2009 as the Educational Foundation for Physical Activity in Public Health (EFPAPH), a 501(c)(3) designated public charity. In 2012, EFPAPH changed its commonly used name to National Physical Activity Society. In 2014, NPAS moved its office to Atlanta and obtained authority to transact business in the State of Georgia.

GOVERNANCE: The NPAS board of directors is selected annually by July 1st. The board contracted with interim executive director Pam Eidson, M.Ed., in October 2013, after the original executive director resigned. At the end of 2013 the board affirmed its vision and mission for the organization.

VISION: Every community is an active, safe, and healthy place, where all people have equal opportunity to be physically active.

MISSION: Collaborating to create active communities

PRIMARY STRATEGIES:

1. Advocating policy and systems approaches that make the active choice the easy choice
2. Connecting professionals working on physical activity strategies with each other and with information they need when they need it
3. Representing the needs of state and community based physical activity specialists in the national dialogue on improving public health
4. Widening the circle of advocates who promote changes to result in increased physical activity
5. Raising the priority of physical activity in discourse and actions of policymakers

PARTNERS: NPAS has a board seat on the National Physical Activity Plan Alliance and participates on partner calls with Every Body Walk! Collaborative, the Physical Activity Policy Research Network, and the CDC Physical Activity and Health Branch. NPAS works with other partners as needed.

CALL TO ACTION PROJECT: NPAS was contracted to prepare a communications and dissemination plan for public health professionals and their allies for the upcoming Surgeon General's Call to Action on walking and walkability. NPAS conducted a needs assessment and recommended to CDC and the US Surgeon General's office to give advanced lead time; offer approaches for beginners and experienced; stress policy and environmental change efforts; identify action steps for the public health community; target messages while being mindful of health equity, special populations, and setting; and post success stories. The release of the Call to Action has been delayed by U.S. DHHS.

MEMBERS: NPAS has 48 paid members out of 334 registrants on the physicalactivitysociety.org web site. The mailing list has 1,343 active addresses. NPAS thanks its donor members.

MEMBER SURVEY:

NPAS's intentions for the 2014 member survey were to profile the membership, determine training needs, and provide direction to NPAS leadership. 173 people from 44 states, two territories, D.C., and other countries completed the survey. Common member activities include writing promotional materials, issuing social media messages, reporting to a funding agency, giving technical assistance to communities with high disparities, answering exercise physiology questions, and promoting safe routes to school.

Training Needs: These needs crossed subgroups of the respondents:

- Create and communicate appropriate physical activity information on social media
- Using media advocacy to advance physical activity
- Developing worksite policies that support physical activity
- Identifying appropriate policy strategies for different communities

Organizational Direction: Respondents said:

- Increase priority on education to the public that physical activity has health benefits for all people, regardless of weight or weight-related goals
- Become more involved in policy development and policy education efforts nationally

PROFESSIONAL DEVELOPMENT: Goals include increasing the number of Physical Activity in Public Health Specialists (PAPHS, currently 325 people), updating the PAPHS exam, and conducting training. NPAS conducted a webinar every month this year, with topics suggested by members and important to the field. Webinars are posted on the NPAS Web site after airing. All are archived for NPAS paid members, with some webinars open to visitors. An average of 62 people attended each webinar.

COMMUNICATIONS: The communications action team published 12 monthly electronic newsletters, with an average open rate of 30% (366 people), above the nonprofit industry mean. NPAS increased its presence on four social media vehicles: Facebook, Twitter, LinkedIn, and Pinterest. Experienced volunteers will enhance social media strategy in the next year.

BUDGET: NPAS receives income from PAPHS course sales and registrations, paid memberships, honoraria, and contractual work. Total was just under \$50,000. NPAS operates on a cash basis and its fiscal year ends June 30. Cost savings measures have been implemented and NPAS operates frugally to maximize the impact of available funds. Each year, NPAS seeks new opportunities for funding that promotes its mission.

CONCLUSION: The National Physical Activity Society had a year that featured change in directorship, increase in social media, a project to complement a national initiative of the Surgeon General, working with partners, a primary location move, 12 monthly newsletters and 12 webinars, 173 responses to a biennial membership survey, and improvements to contact lists and web site. Total income was less than \$50,000. For the NPAS to remain viable, the changes initiated in 2013-2014 must be sustained through stable funding, secure staff, and involved volunteers.