

# Annual Report

2013-2014

Highlights of the National Physical Activity Society's mission of Collaborating to Create Active Communities

## THE NUMBERS

### People



MEMBERS: 366 monthly newsletter readers; 1343 mailing list; 173 survey respondents; most members work at community (57%) and state (29%) levels; 70% in PA >5 years; 79% master's or doctorate

### Training



PROFESSIONAL DEVELOPMENT AND TRAINING: 325 certified Physical Activity in Public Health Specialists; 12 webinars averaging 62 participants on parks, policy, evaluation, exercise as medicine, coalitions, and more; Identified high priority topics

### Talking



COMMUNICATIONS: 12 newsletters; published one book chapter (in Implementing Physical Activity Strategies); increased Facebook following by 298% and added LinkedIn, Twitter, and Pinterest.

### VISION:

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

## EXPERIENCED MEMBERS



We asked members:

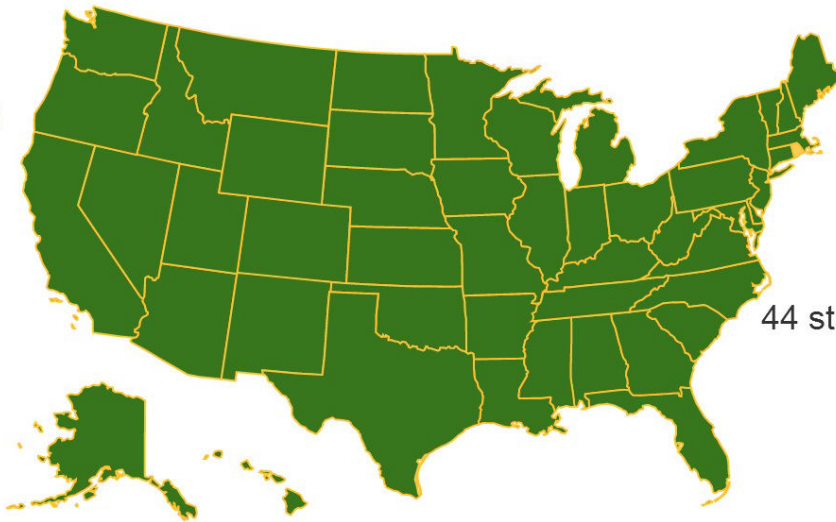
"What activities do you carry out frequently?"



# NATIONAL ENGAGEMENT

## State PA in Public Health Contacts

48 states  
Need CT and NM



## Survey Respondents

44 states, 2 territories, & DC  
All except IN, NJ, NV, RI, WV, WY



**AMERICAN COLLEGE of SPORTS MEDICINE**



**physical activity**  
policy • research • network



**ASSOCIATION OF STATE PUBLIC HEALTH NUTRITIONISTS**  
formerly ASTPHND

## Key Partners



**NATIONAL Physical Activity Plan**  
Make the Move

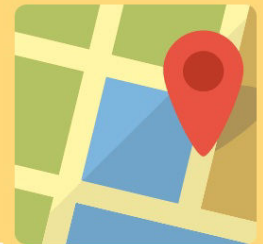
*Every Body*  
**WALK!**

Maya Mohan, MPH, PAPHS, President, Atlanta, Georgia  
Brett Mccliff, PhD, PAPHS, Vice President, Salt Lake City, Utah  
Amber Dallman, MPH, PAPHS, Secretary/Treasurer, St Paul, Minnesota

David Buchner, MD, MPH  
Natasha Frost, JD  
Hillary Hanson, MPH, MS, CPH  
Virginia Lee, MPH, CHES  
Elizabeth Walker Romero, MS

## Board of Directors

July 1-June 30 fiscal year



## ORGANIZATION

### Moved to Atlanta



Hired Interim Executive Director

### Financials

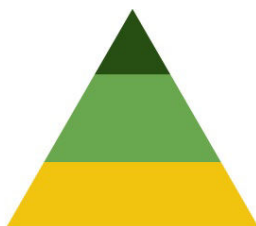


Funding for NPAS comes mainly from contracts and donations. Fiscal year income was less than \$50,000.

NPAS operates frugally to maximize dollar impact but ran an expected deficit.



*Operating needs are higher than current income*



■ Increase engagement & reach (30%)

■ Produce training & resources on identified needs (40%)

■ Update PAPHS (30%)

2014-2015 Goals

#1 Member Priority Message:  
Physical activity for all

**"Physical activity benefits your body and is not something you do just to change your weight. Active is good for all!" --NPAS**



<http://physicalactivitysociety.org>

**NATIONAL Physical Activity SOCIETY**