

ANNUAL REPORT 2014-2015: 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.

GOVERNANCE: The NPAS nine-member board of directors is selected annually by July 1st. In October 2014, the board hired executive director Pam Eidson, M.Ed., after one year as interim executive director. NPAS initiated payroll and no longer required on parent organizations or contractual management.

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 on the coordinating committee of the Every Body Walk! Collaborative. NPAS is on the steering committee for a walkability action institute led by NACDD. Major partner is the CDC Physical Activity and Health Branch. Five members of NPAS presented to the PAHB home, the Division of Nutrition, Physical Activity & Obesity, in January. Eidson signed the CEO pledge of the National Coalition on Promoting Physical Activity. NPAS signed the America Walks Vision for a Walkable America.

CONTRACTUAL PROJECT: NPAS received a contract for services to the CDC Physical Activity & Health Branch in three areas:

- Preparing for the proposed Call-to-Action on Walking and Walkability
- Coordination & Activation of Existing Resources
- Collect Case Studies (now called “Stories from Small Towns”)

SPONSORSHIPS: NPAS sponsored two conferences, as bronze sponsor for the February 2015 National Physical Activity Plan Alliance Congress and collaborative sponsor for the upcoming October 2015 2nd National Walking Summit. The organization had never before sponsored partner conferences.

MEMBERS: NPAS had 34 individual contributors during the year, a newsletter readership of 328 each month, and a mailing list of 1,279. One major constituency group is the state physical activity coordinators, a subset of about 50. Active volunteers, state coordinators, plus paid members make up more than 100 people who would consider themselves members. NPAS thanks its donor members, which includes 100% of board members. The most accessed benefits of paid membership are archived webinars and discount to the PAPHs exam. The next member survey will be deployed in Spring 2016. Results from the 2014 survey were presented in a poster session at the National Physical Activity Plan Alliance Congress in February 2015, with the title “Who Works in Physical Activity?” A membership campaign in December 2014 provided half the total membership contributions for the year.

PROFESSIONAL DEVELOPMENT: NPAS conducted 11 webinars 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 74 people attended each webinar. NPAS partnered with the Association of State and Territorial Health Officials to host a separate webinar as part of the ASTHO president’s challenge on healthy aging.

PAPHs: Professional development goals include increasing the number of Physical Activity in Public Health Specialists (PAPHs, currently 404 people, managed through a partnership with the American College of Sports Medicine) and updating the PAPHs exam. The executive director became certified PAPHs this year, two months after hire. NPAS’s webinars each offer one credit.

COMMUNICATIONS: The communications action team published 12 monthly electronic newsletters, with an average open rate of 26% (328 people). NPAS doubled its Facebook and Twitter followings, with 427 and 83 followers, respectively. Postcards about NPAS were distributed at three conferences and two meetings. A two-page infographic of NPAS’s first ever annual report (2013-2014) was distributed at two meetings and posted on the web site.

NATIONAL PRESENCE: The executive director represented NPAS at a meeting on physical activity at the Institute of Medicine, the National PA Plan Alliance Congress, and a policy meeting of the Every Body Walk Collaborative held at Rails to Trails. Officers of the board represented NPAS and distributed postcards at the American College of Sports Medicine annual conference and Active Living Research.

BUDGET: NPAS receives income from PAPHs course sales and registrations, paid memberships, honoraria, and contractual work. Total was just over \$80,000. NPAS operates on a cash basis and its fiscal year ends June 30. NPAS ran an expected deficit with a multi-month funding gap before new funding arrived in October. Cost savings measures, including substantial reduction in management time, maximized available funds. NPAS seeks new opportunities for funding that promotes its mission.

CONCLUSION: The National Physical Activity Society sponsored two conferences, published its first annual report, hired its executive director and initiated payroll, and received a year-long funding contract. The pdf document *The Year in Visuals 2014-2015* provides a quick overview of accomplishments.