



### **About the U.S. National Physical Activity Plan**

In April 2016, the National Physical Activity Plan Alliance released the current U.S. National Physical Activity Plan (NPAP). The NPAP is a comprehensive set of policies, programs, and initiatives designed to increase physical activity in all segments of the U.S. population. The Plan aims to foster a national culture that supports physically active lifestyles. Its ultimate purpose is to improve health, prevent disease and disability, and enhance quality of life.

The Plan is comprised of seven Overarching Priorities and over 300 strategies and tactics organized in nine societal sectors. Strategies for the Plan are broad approaches to be achieved through implementation of specific tactics. Objectives are associated with tactics and identify measureable outcomes that should be attained within a specified time period.

In developing the Plan, several guiding principles were applied:

- The Plan is grounded in a socio-ecological model of health behavior. This model holds that physical activity behavior is influenced by a wide array of factors operating at the personal, family, institutional, community and policy levels. Sustainable behavior change is most likely achieved when influences at all the levels are aligned to support change.
- The Plan consists of initiatives that are supported by evidence of effectiveness. Levels of evidence range from significant findings in controlled research studies to best practice models.
- The Plan includes recommendations for actions at the national, state, local and institutional levels, but fundamentally it is a roadmap for change at the community level that facilitates personal behavior change.

### **Implementing the NPAP on College and University Campuses**

Colleges and universities, through student enrollment and on-campus employment, represent communities that are ideal for implementation of the NPAP. Several strategies across multiple sectors are applicable to promote physical activity for students and employees in college and university settings. In order to implement the Plan, individuals and campus organizations can educate decision-makers and other administrators about the importance of physical activity and encourage them to adopt elements of the Plan on campus.

The following list is not comprehensive, but provides examples of NPAP strategies that may be implemented on campuses. Please visit [www.physicalactivityplan.org](http://www.physicalactivityplan.org) to see each strategy's associated tactics as well as the complete National Physical Activity Plan.

### **Education Sector – Strategy 5**

Colleges and universities should provide students and employees with opportunities and incentives to adopt and maintain physically active lifestyles.

### **Healthcare Sector – Strategy 1**

Healthcare systems should increase the priority of physical activity assessment, advice, and promotion.

Tactic: Make physical activity a patient “vital sign” that all healthcare providers assess and discuss with their patients.

### **Transportation, Land Use and Community Design Sector – Strategy 1**

Community planners should integrate active design principles into land-use, transportation, community, and economic development planning processes.

### **Transportation, Land Use and Community Design Sector – Strategy 4**

Transportation and public health agencies should invest in and institutionalize the collection of data to inform policy and to measure the impacts of active transportation on physical activity, population health, and health equity.

### **Transportation, Land Use and Community Design Sector – Strategy 5**

Transportation and public health agencies should implement initiatives to encourage, reward, and require more walking, bicycling, and transit use for routine transportation.

### **Community Recreation, Fitness and Parks Sector – Strategy 1**

Communities should develop new, and enhance existing, community recreation, fitness, and park programs that provide and promote healthy physical activity opportunities for diverse users across the lifespan.

### **Public Health Sector – Strategy 6**

Public health agencies should invest equitably in physical activity, commensurate with its impact on disease prevention and health promotion.

### **Sport Sector – Strategy 3**

Leaders in multiple sectors should expand access to recreational spaces and quality sports programming while focusing on eliminating disparities in access based on race, ethnicity, gender, disability, socioeconomic status, geography, age, and sexual orientation.

### **Business and Industry Sector – Strategy 1**

Businesses should provide employees opportunities and incentives to adopt and maintain a physically active lifestyle.

### **Faith-Based Sector – Strategy 5**

Physical activity and public health organizations should partner with faith-based organizations in developing and delivering physical activity programs that are accessible to and tailored for diverse groups of constituents.

### **Mass Media – Strategy 4**

Professionals in physical activity and public health should optimize application of social media and emerging technologies in media campaigns to promote physical activity.