

**National Physical Activity Plan (NPAP)
Business and Industry Sector
NAHF Annual Meeting
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Analysis Approach and Summary

- The DRAFT NPAP contained 44 strategies among all 8 sectors.
- Business and Industry Sector working group has identified 5 of the 44 strategies.
- The 44 NPAP strategies were categorized into 8 high level, common strategies that were present in at least 1 of the 8 sectors.
- Business and Industry Sector is utilizing 4 of the 8 common strategies.

Definition - 8 Common Strategies

- 1) **EDUCATE** people, organizations, and society on how to become more physically active.
- 2) **DEVELOP PARTNERSHIPS** that create synergies in implementing initiatives and in reinforcing the importance and methodologies associated with physical activity.
- 3) **COMMUNICATE**, promote, and advocate the importance and methodologies associated with physical activity. Make a compelling and urgent case for increasing physical activity.
- 4) **DEVELOP AND ACQUIRE RESOURCES** needed to support initiatives, activities, and project tasks.

Definition - 8 Common Strategies

(continued)

- 5) **ESTABLISH STANDARDS**, monitor progress, and measure performance including in terms of the "how to" approaches to become physically active and the "how to" approaches to influence people to become physically active.
- 6) **DEVELOP PROGRAMS**, disseminate, implement, and maintain physical activity programs.
- 7) **CREATE LEGISLATION** at all levels through advocacy (Political Action Committee).
- 8) **INTEGRATE** all NPAP programs within each sector; integrate strategies, and initiatives with other organizations, e.g., health care providers, local communities, transportation, professionals, colleges and professional sports associations.

Strategy # 1

Business and Industry

- Identify, collect, and make available best practices, models, and existing programs of physical activity in the workplace.
 - Recognize organizations that are examples of best practices.
 - Recruit key business/industry leaders to play central roles in influencing their peers.
 - Develop and maintain a clearinghouse of best practices and resources that can be accessed by business and industry.
- Common Strategy - ESTABLISH STANDARDS
 - Establish standards, monitor progress, and measure performance, including in terms of the "how to" approaches to become physically active and the "how to" approaches to influence people to become physically active.
- Business and Industry strategy # 1 and # 5 address the same common strategy – ESTABLISH STANDARDS

Strategy # 2

Business and Industry

- Encourage business/industry to interact with all other sectors to identify opportunities to promote physical activity within the workplace and throughout society.
 - Identify a lead organization within business/industry to interact with other sectors.
 - Identify exemplary cross-sector partnerships for promoting physical activity within the workplace and throughout society and make information about these partnerships available through a clearinghouse.
 - Encourage businesses to explore ways to expand products, marketing, sponsorship, and other efforts to promote physical activity and health.
- Common Strategy – COMMUNICATE
 - Promote, and advocate the importance and methodologies associated with physical activity. Make a compelling and urgent case for increasing physical activity.

Strategy # 3

Business and Industry

- Educate business/industry regarding its role as a positive agent of change to promote physical activity and healthy lifestyles within the workplace and throughout society.
 - Identify key policies and activities that employers, both private and public, can implement to promote physical activity in the workplace.
 - Establish and advance a research agenda on promoting PA and health in the workplace.
 - Develop and implement an advocacy agenda. Work with employers to make physical activity practices and policies, such as flex time for activity, commonplace.
- Common Strategy - EDUCATE
 - Educate people, organizations, and society on how to become more physically active.

Strategy # 4

Business and Industry

- Develop legislation and policy agendas that promote employer-sponsored physical activity programs while protecting individual employees' and dependents' rights.
 - Identify funding sources for advocacy activities.
 - Develop a plan to educate legislators and policy makers about the benefits of physical activity in the workplace
 - Develop an advocacy agenda.
- **Common Strategy - CREATE LEGISLATION**
 - Create legislation at all levels through advocacy (Political Action Committee).

Strategy # 5

Business and Industry

- Develop a plan for monitoring and evaluating worksite health promotion programs.
 - Identify organizations to develop a plan that includes
 - A brief set of critical evaluation measures.
 - A baseline national survey of worksite health promotion programs, practices, and outcomes.
 - An employee Health Interest Survey to identify employee trends and preferences in worksite health.
- Common Strategy - ESTABLISH STANDARDS
 - Establish standards, monitor progress, and measure performance including in terms of the "how to" approaches to become physically active and the "how to" approaches to influence people to become physically active.
- Business and Industry strategy # 1 and # 5 address the same common strategy – ESTABLISH STANDARDS

Extraordinary strategies exist in other sectors and could be implemented in the B & I Sector.

- **DEVELOP PARTNERSHIPS** that create synergies in implementing initiatives and in reinforcing the importance and methodologies associated with physical activity.
- **DEVELOP AND ACQUIRE RESOURCES** needed to support initiatives, activities, and project tasks.
- **DEVELOP PROGRAMS**, disseminate, implement, and maintain physical activity programs.
- **INTEGRATE** all NPAP programs within each sector; integrate strategies, and initiatives with other organizations, e.g., health care providers, local communities, transportation, professionals, colleges and professional sports associations.

Summary

- Issues
 - To what extent do we need to build flexibility (ongoing) into NPAP to respond to changing global, national and local conditions?
 - Should the most relevant common strategies be deployed initially?
 - Do we devour the whole enchilada?
- Next Steps/Challenges:
 - Finalize and **prioritize** strategies and tactics.
 - Determine one most important, specific, measurable goal.
 - Develop an implementation plan and execute.
 - Determine quality, cost, people, schedule, and scope
 - Define success and effectiveness.

Thank You!



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