

Public Health Policy for Physical Activity

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Physical Activity Policy

- **Definition**
- Rationale
- Conceptual framework
- Research priorities

Background

- CDC and RWJF have been developing research agendas
- Policy research and analysis are a priority
- Policy research for physical activity remains poorly defined and is underdeveloped

Background

- Further our understanding of the determinants, process and impacts of new or existing policy on physical activity
- Provides information to help shape public policy
- Guided by practical experience of community leaders and public health practitioners

Policy Definition

- Organizing structure and guidance
- Legislative or regulatory action
- Formal and informal rules
- Explicit or implicit

Policy Definition

- Formal written codes
- Written standards that guide choices
- Unwritten social norms

Policy Research

- Identifying relevant policies
- Determinants of establishing policy
- Process of developing and implementing policy
- Outcomes of implementation of policy

**In policy research either the dependent or independent variable will be a policy or policies

Policy Research

POLICY DETERMINANTS



POLICY



ENVIRONMENT



→ PHYSICAL ACTIVITY



HEALTH



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Policy Research

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POLICY



ENVIRONMENT



PHYSICAL ACTIVITY



HEALTH

GUIDE TO

COMMUNITY

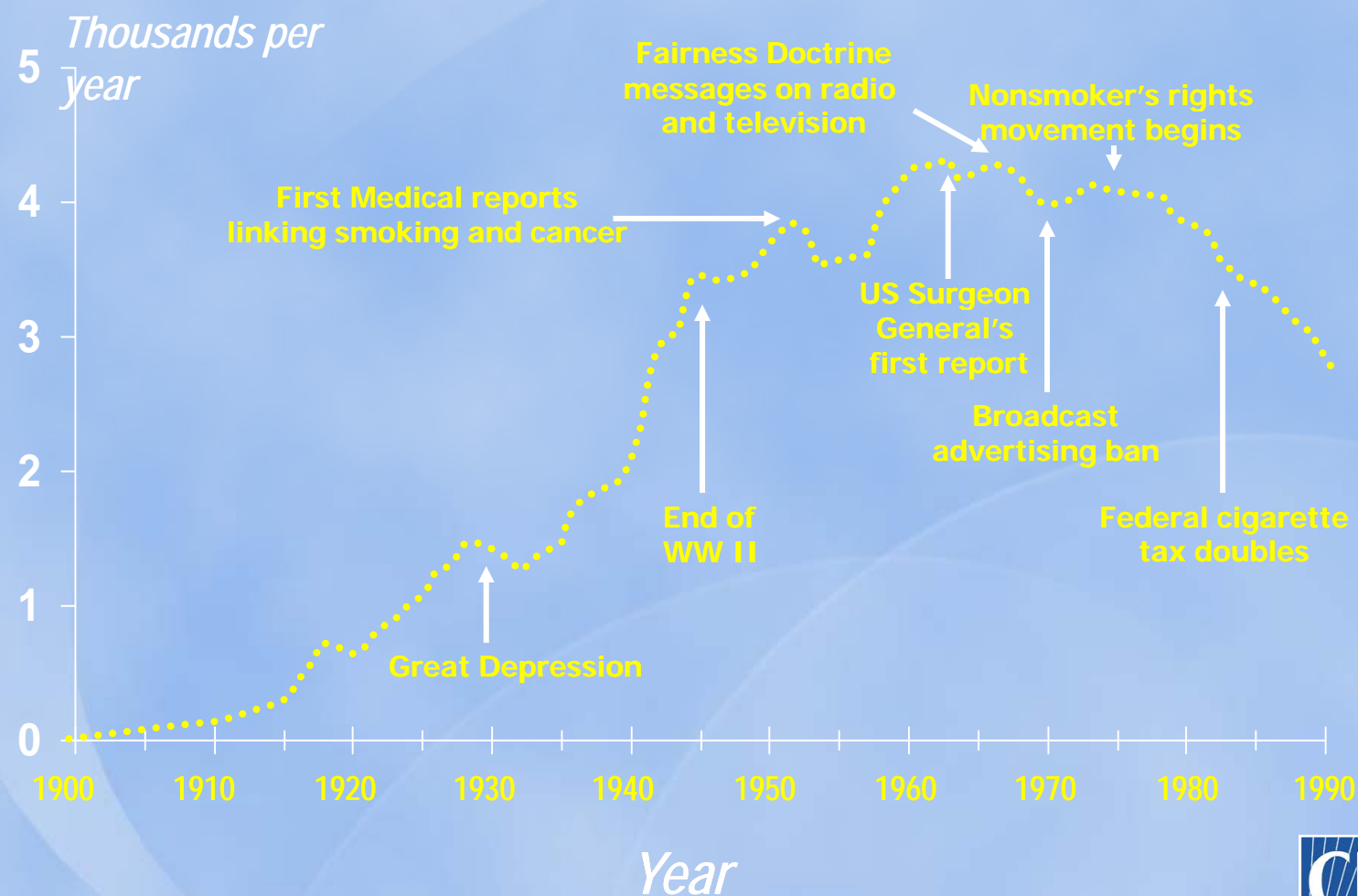
Preventive Services ←

● SYSTEMATIC REVIEWS AND EVIDENCE BASED RECOMMENDATIONS

Guide to Community Preventive Services

- Community wide campaigns
- “Point of decision” prompts
- School based physical education
- Non-family social support
- Individually adapted health behavior change
- Creation and/or enhanced access to places for PA combined with information outreach activities

Adult per Capita Cigarette Consumption and Major Environmental and Policy Changes in the US 1900-1990



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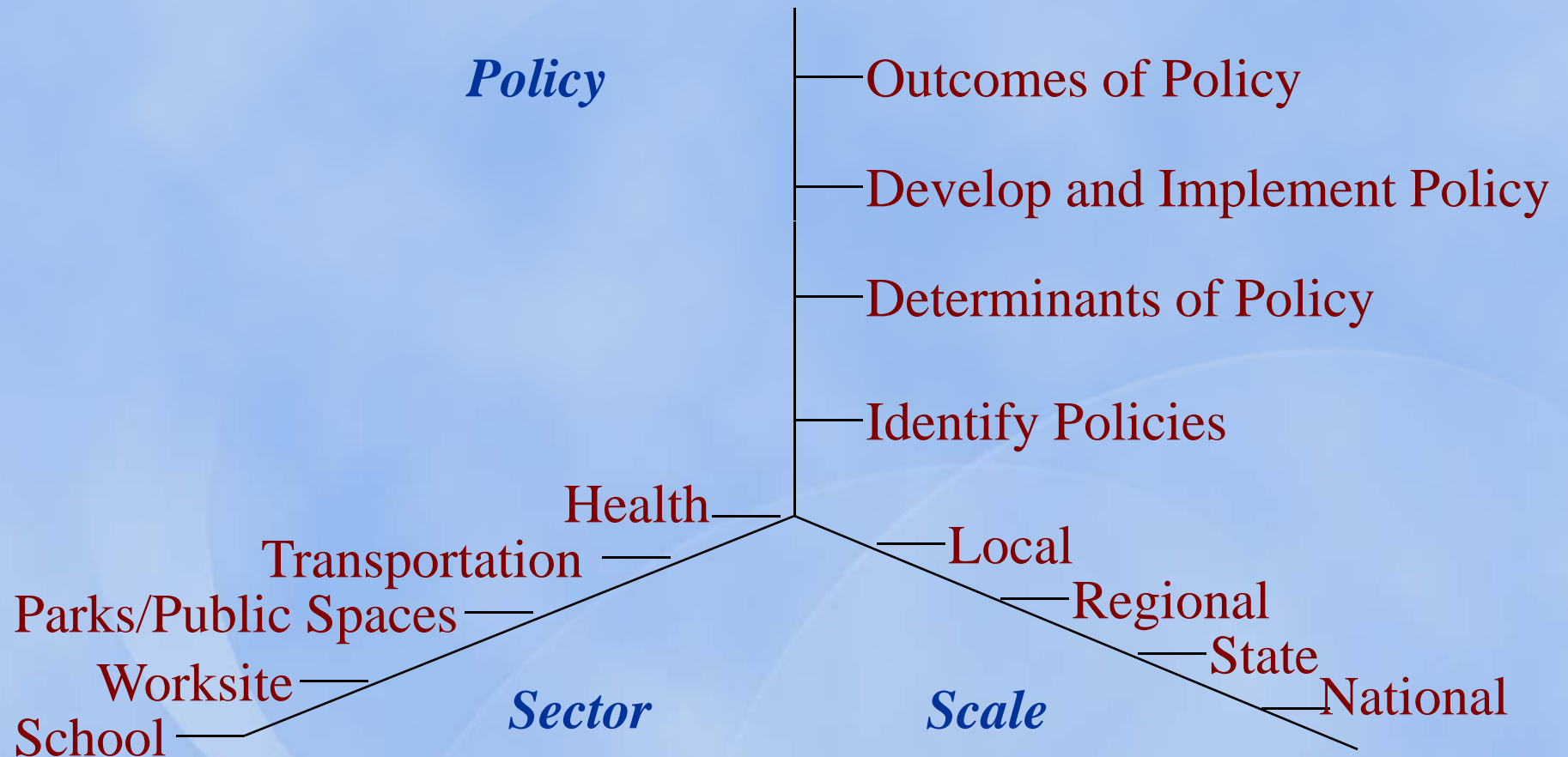
Policy Conceptualization

- Formal Written Codes
 - Formal written codes or regulations bearing legal authority
- Written Standards that guide choices
 - Implementation is usually accompanied by a written statement, explanation or decision that guides choices

Policy Conceptualization

- Unwritten social norms
 - Social and cultural norms that influence behavior
 - Much of public health interest in increasing physical activity is focused on identifying social and cultural norms and encouraging the development of written policies to increase physical activity access and availability

Physical Activity Policy Framework



CDC / WHO CONSULTATION ON PHYSICAL ACTIVITY POLICY DEVELOPMENT



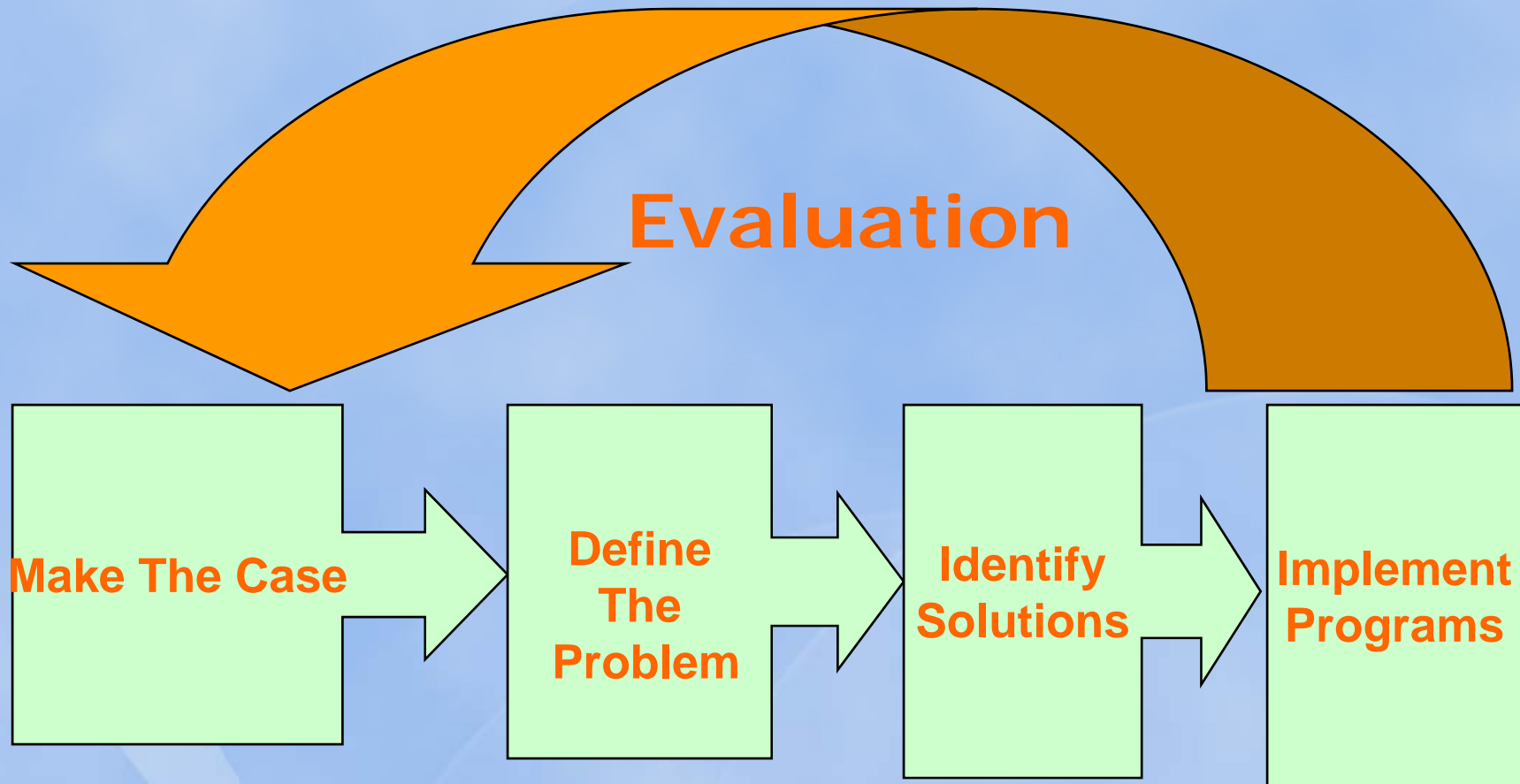
The majority of the population ...of the world is either totally sedentary, or taking an amount of physical activity that is inadequate to sustain physical and mental health.

In response to this challenge, WHO setting forth a comprehensive physical activity policy ...through formal Consultations with Member States, UN Agencies, NGO partners, and international experts in the domain of physical activity promotion.

**WHO/CDC Consultation on
Physical Activity Policy Development
Atlanta, GA
September, 2002**



Physical Activity Policy Framework



COMPREHENSIVE PHYSICAL ACTIVITY (PA) POLICY FRAMEWORK

1. VISION

Sustainability
Credibility
Data linked with policy
Innovation
Adaptation
Equity, social justice

3. DEFINING THE PROBLEM

Prevalence of inactivity
Identified target populations
Determinants of physical inactivity
Barriers to PA policy and practice

2. MAKING THE CASE

High prevalence of inactivity
Burden of disease due to inactivity
Positive impact on physical, mental and social health
Societal benefits of PA
Links to other non communicable disease (NCD) risk factors
Economic cost of inactivity
Thirty minutes of moderate PA per day provides substantial health benefits

4. SOLUTIONS

Effective interventions based evidence based reviews
Population, public health focus
Utilization of multiple domains
Use of multiple settings
Regulatory, legislative approaches
Good governance and accountability
Opportunistic approach
Cultural specificity and adaptation
Links to priority health issues
Links to major health, sport, educational and cultural events

5. IMPLEMENTATION: ELEMENTS OF SUCCESSFUL PROGRAMS

Consultation and needs assessment
Written plan and objectives
Surveillance of PA, policy, public opinion, and environments
Stable base of support
Clear program identity and message
Coalitions, partnerships, leaders, and champions
Multiple intervention strategies, sites, populations
Integration of PA efforts with overall health promotion and policies of health related sectors
Focus on PA providing enjoyment and social interaction
Evaluation throughout the process

6. EVALUATION - Formative, Process and Impact

Physical Activity Policy

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Physical Activity Policy Research Agenda

- Schools
- Walk to School
- Worksite
- Active Commute to Work
- Recreation, parks and trails
- Health
- Public spaces
- Safety and crime
- Economics
- Neighborhood walkability
- Connectivity, land use and community design

Physical Activity Policy Research Agenda

- Research areas that need more review
 - Public spaces and parks
 - Worksite
 - Safety and crime
 - Economics
 - Liability

Future Work

- Careful review of physical activity policy areas
- Publish framework for physical activity policy
- Implement priority research projects
- Coordinate between ALR, RWJF, NIH, CDC and other organizations for physical activity policy research