

PUBLIC HEALTH SECTOR

2011 ACCOMPLISHMENTS



BACKGROUND

<i>Co-chairs</i>	Jimmy Newkirk · Jack Rayburn
<i>Co-chair affiliations</i>	National Society of Physical Activity Practitioners in Public Health (NSPAPPH) · Trust for America's Health (TFAH)
<i>Members</i>	20

STRATEGY 1

STRATEGY	Develop and maintain an ethnically and culturally diverse public health workforce of both genders with competence and expertise in physical activity and health.
GOALS	<p>For 2011: Increase diversity among Physical Activity in Public Health Specialists (PAPHS) certified professionals by approximately 5% to 10% by September 2011.</p> <p>For 2015: Increase diversity among the Physical Activity in Public Health Specialists certified professionals, as well as increase the number of certified professionals who are trained to work with diverse populations from 100 to 400 by September 2015.</p>
ACTIVITIES	<ul style="list-style-type: none">✓ Developed a public marketing campaign, including a video and website, for capacity building efforts and to encourage certification of PAPHS.✓ Certified 63 people in 2011 for a year-end total of 232 PAPHS-certified practitioners, a 37% increase in PAPHS certified professionals.

STRATEGY 2

STRATEGY	Create, maintain, and leverage cross-sector partnerships and coalitions that implement effective strategies to promote physical activity. Partnerships should include representatives from public health; health care; education; parks, recreation, fitness, and sports; transportation, urban design, and community planning; business and industry; volunteer and non-profit organizations; faith communities; mass media; and organizations serving historically underserved and understudied populations.
ACTIVITIES	<ul style="list-style-type: none">✓ American Public Health Association (APHA) held a 4-part webinar series from January to March about transportation and health that had 3,400 registrants.✓ APHA held a separate transportation toolkit webinar in May, hosting 1,100 registrants.✓ TFAH hosted approximately 500 participants on periodic webinars about the Community Transformation Grants.✓ Worked to get the NPAP included in the 2012 Weight of the Nation Conference.

STRATEGY 3

STRATEGY	Engage in advocacy and policy development to elevate the priority of physical activity in public health practice, policy, and research.
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- ACTIVITIES**
- ✓ Ongoing advocacy by TFAH around federal legislation to increase Physical Activity (FIT Kids Act, Safe Routes to Schools Act, Healthy Lifestyles and Prevention America Act).
 - ✓ TFAH worked with partners to find sponsors and original co-sponsors for Complete Streets legislation and to advocate for favorable reauthorization policies in the Surface Transportation Authorization Act.
 - ✓ APHA organized a transportation fly-in for public health officials from CA, OR, and RI to join transportation activists from their states in Washington, DC at the "Utilizing Transportation Investment to Expand Opportunity for All".
 - ✓ ASTHO worked to promote Health in All Policies at the state level to health officials.

STRATEGY 4

STRATEGY Disseminate tools and resources to promote physical activity, including resources that address the burden of disease due to inactivity, the implementation of evidence-based interventions, and funding opportunities for physical activity initiatives.

GOAL FOR 2011: Increase states and territories tool and resource submissions from 40 to 53. Submissions will go to the NSPAPPH matrix by September 2011.

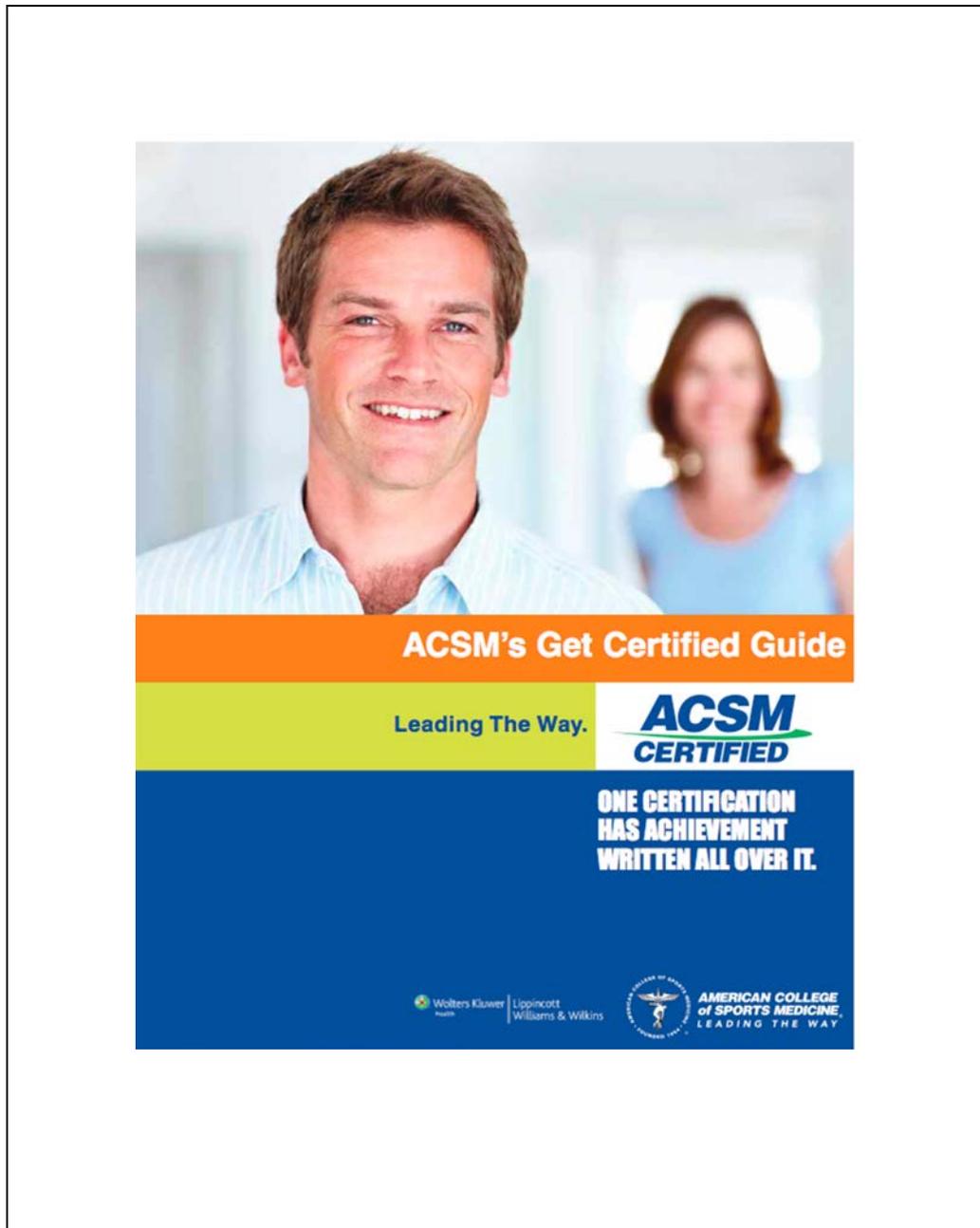
- ACTIVITIES**
- ✓ Continued updating NSPAPPH matrix of resources of more than 750 resources.

STRATEGY 5

STRATEGY Expand the monitoring of policy and environmental determinants of physical activity and the levels of physical activity in communities (surveillance), and monitor the implementation of public health approaches to promote active lifestyles (evaluation).

GOAL FOR 2011: Collaborate with the Centers for Disease Control and Prevention (CDC) and Physical Activity Policy Research Network (PAPRN). Define common framework. Evaluate policy and environmental change processes, outcomes, and impacts by September 2011.

- ACTIVITIES**
- ✓ Appointed NSPAPPH liaison to PAPRN.
 - ✓ Ongoing work by TFAH with CDC to monitor implementation of the Communities Putting Prevention to Work grant.
 - ✓ Distributed initial results of a survey of the NSPAPPH membership about awareness and use of the US National Physical Activity Plan (http://www.unc.edu/~keverson/_NSPAPPH_SurveySummary.pdf).



NOTE: Strategies and goals primarily are from "Make the Move 2010-2011 National Implementation of the U.S. Physical Activity Plan" and occasionally the U.S. National Physical Activity Plan. This document describes key activities completed in 2011, so may not include all strategies and goals for the sector.

This summary was based on quarterly reports, meeting notes, and end-of-year interview with sector co-chairs.