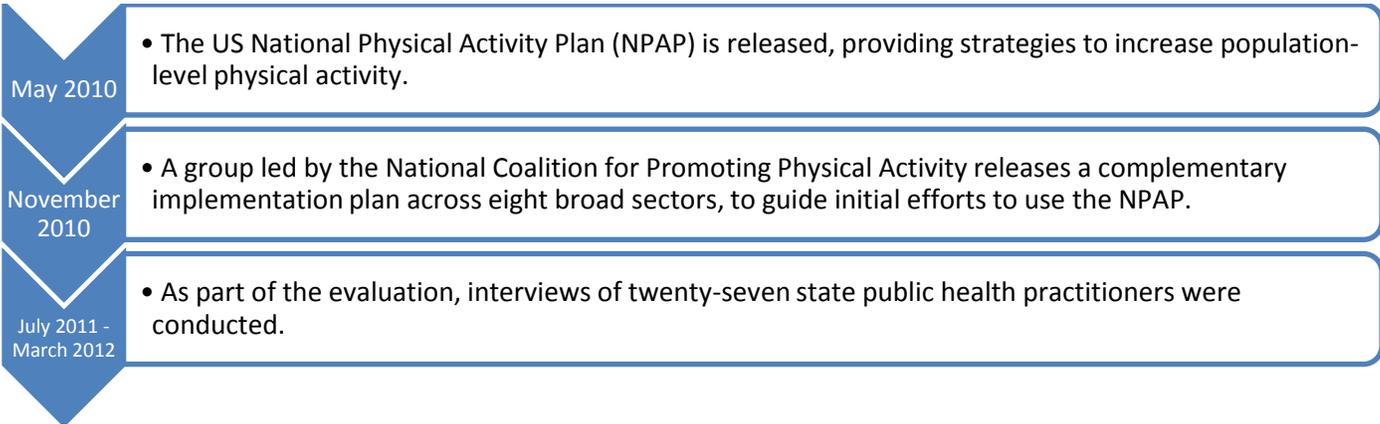


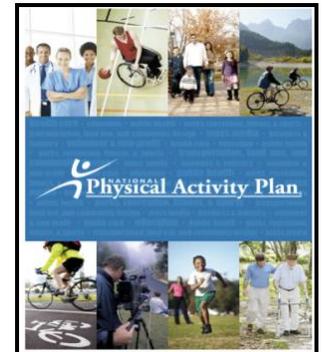
Perspectives from State Public Health Practitioners on the U.S. National Physical Activity Plan

This study determined state-level public health practitioner awareness, dissemination, use, challenges, and future recommendations for the National Physical Activity Plan (NPAP) and their awareness and use of the companion implementation plan.



Methods

- ✚ Interview protocol was guided by the RE-AIM (Reach, Effectiveness, Adoption, Implementation, Maintenance) framework and Diffusion of Innovations theory.
- ✚ 27 state public health practitioners were interviewed, representing 25 states from each of the four US regions.
- ✚ Of the 27 practitioners interviewed, 16 were members of the National Society of Physical Activity Practitioners in Public Health (NSPAPPH).



Results

Awareness and Dissemination

Awareness and reach of the NPAP was high among state public health practitioners, but the dissemination of the plan through state practitioners to local health departments and coalitions is happening inconsistently across states, as summarized in the table below.

Awareness and Dissemination	Exemplary Quotes
All but two practitioners interviewed were aware of the NPAP.	“I don’t really know that plan. So I haven’t really read up on it to share it. All we do is we come up with our own plan and we share it.”
Most respondents shared the NPAP with others, often involving further	“The first thing I did after the plan was rolled out was I brought together ... seven different departments here at the state ... and I educated them

discussion, such as through sponsored webinars or meetings. However, others did not share it.	on the plan and just basically did a state rollout here. And then we also sent this similar information and held a teleconference call for the counties.” “I personally haven’t sent it or shared it with any of our local[s].” “It was not clear that physical activity practitioners could participate.”
Many mentioned that the support from their leadership for the NPAP was not as strong because of competing priorities and the existence of other plans.	- “I don’t know if now if you brought it back up if it would be in the forefront of them because really there’s only probably me who continues to bring that up and they don’t hear as much from their associations ... there’s not continual talk or promotion of it.”

Positive Aspects and Challenges to Uses of the NPAP

The most common positive uses of the NPAP included its use as a reference document, and the support it provided for both existing work and future environment and policy change, as summarized below.

Positive Aspects	Exemplary Quotes
As a reference document to develop state-level strategies and goals	“We’re using some of the ideas in the National Plan to develop our own plan.”
Supports existing work	“It validated what we’ve been doing all these years” “In a way nice to see that the work we were doing when the plan came out was consistent with what the plan was saying.”
Supports environment and policy changes	“When the new physical activity guidelines came out in 2008, I think it was sort of like the elephant in the room. Here are these guidelines, we know we need to get more physical activity, but the environment isn’t conducive to that, or there [are] no sidewalks in my neighborhood, that sort of thing. So the National Physical Activity Plan really addresses that and what we can do to improve the environment and the policies that support the environment to get more physical activity.”

The most common challenge identified in interviews was insufficient time and resources to implement the NPAP. Three other themes relating to challenges were balanced by positive aspects, as summarized in the table below.

Positive Aspects	Exemplary Quotes	Challenges	Exemplary Quotes
Usefulness	“... there wasn’t a whole lot of focus put on the physical activity components of some of the grants. It was more like nutrition, nutrition, nutrition. And now we’re adding physical activity right up there as an equal partner. So I think that probably helped a lot.”	Not as Useful	“We can talk about the strategies that are outlined in the plan, but finding kind of those meeting points between health and community design sometimes are very difficult.”
Simplicity	“I think that it’s a fairly concise document for the amount of information that it includes, but ...	Complexity	“Having a simplified [Plan] where you can click on if you’re a worksite or if you’re a school or even another

and so for someone who doesn't have a lot of background in physical activity, that it kind of provides them a quick, broad, general picture of the efforts that can be done regarding physical activity."

category, we use what we call, we do healthy in front of all of our website categories, healthy schools, healthy childcare, and then we do healthy you, so there's also a piece that would even wrap it in the [physical activity] guidelines 2008. But I think we need to keep the language as simplified as possible because I think we've just gone all over the map."

Compatible or Consistent "We can move forward with what we did and still be in line with the National Plan."
"Most of the objectives of the National Plan actually almost mirrored or complemented our state plan."

Not Compatible or Consistent "There seems to be a disconnect with maybe some of the federal policy recommendations and the Physical Activity Plan ... I think that the other federal organizations could do a better job of supporting that at the national level."

Conclusions

- These results provide early evidence of dissemination and use of the NPAP, along with challenges encountered.
- The lessons learned from this work can be applied to implementation of other national plans.
- It is noteworthy that public health is one of eight sectors in the NPAP. Further efforts are needed to understand uptake and use by other sectors, as well as to monitor long-term relevance, progress, and collaboration across sectors.

Full publication: Evenson KR, Satinsky SB, Carnoske C, Gustat J, Healy I, Litt J, Hooker SP, Reed H, and O'Hara Tompkins N. Perspectives from state public health practitioners on the United States National Physical Activity Plan. Under review. Fact sheet by Jessica Richardson, available at http://www.unc.edu/~kevenson/_2012_NPAP_StatePractitioners.pdf.

MORE INFORMATION ON THE NATIONAL PHYSICAL ACTIVITY PLAN AVAILABLE AT:

Evenson KR and Satinsky SB. Summary of Initial Results: NSPAPPH survey. December 2011. 2 pages. Available at http://www.unc.edu/~kevenson/_NSPAPPH_SurveySummary.pdf

Business and Industry Sector: 2011 Accomplishments. Available at http://www.unc.edu/~kevenson/_2011_NPAP_B&IReport.pdf

Education Sector: 2011 Accomplishments. Available at http://www.unc.edu/~kevenson/_2011_NPAP_EducationReport.pdf

Health Care Sector: 2011 Accomplishments. Available at http://www.unc.edu/~kevenson/_2011_NPAP_HealthCareReport.pdf

Parks, Recreation, Fitness, and Sports Sector: 2011 Accomplishments. Available at http://www.unc.edu/~kevenson/_2011_NPAP_PRFSReport.pdf

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