



# ABOUT ACTIVE PEOPLE

Active People, Healthy Nation<sup>SM</sup> is a national initiative led by CDC to help 27 million Americans become more physically active by 2027. Increased physical activity can improve health, quality of life, and reduce healthcare costs.

## WHAT WORKS: STRATEGIES TO INCREASE PHYSICAL ACTIVITY

We can increase physical activity in communities using the following strategies.

### Why 27 Million?

If 27 million Americans become more physically active, we will double the Healthy People 2020 goal and reduce the risk of at least 20 chronic diseases. To reach this goal, communities can implement strategies to increase physical activity across sectors and settings.



- Complete Streets policies
- Zoning policies
- Comprehensive or Master plans
- Safe Routes
- Shared-use agreements
- Workplace facilities and policies
- Parks and recreation centers
- Comprehensive physical education
- Opportunities to be active before, during, or after school
- Events combined with multi-channel messaging
- Walking or other activity groups
- Groups that support people with disabilities or chronic conditions
- Peer or professional support
- Technology
- Point-of-decision signage

### TO LEARN MORE ABOUT THE STRATEGIES, VISIT:

Community Preventive Services Task Force Finding for Physical Activity ([www.thecommunityguide.org](http://www.thecommunityguide.org))  
 Physical Activity Guidelines for Americans, 2nd edition (Chapter 8)  
 Community Strategies, Centers for Disease Control and Prevention, 201 ([www.cdc.gov/PhysicalActivity](http://www.cdc.gov/PhysicalActivity))





# WHAT WORKS: STRATEGIES TO INCREASE PHYSICAL ACTIVITY



## Increasing Physical Activity Through Community Design

Improves the design of communities by connecting routes such as sidewalks, trails, bicycle lanes, and public transit to destinations such as grocery stores, schools, worksites, libraries, parks, or health care facilities. This strategy makes it safe and easy to walk, bicycle, or wheelchair roll for people of all ages and abilities.



## Access to Places for Physical Activity

Creates or enhances access to places for physical activity and provides information to encourage their use. Places can include public parks and trails, fitness and recreational facilities, schools and universities, malls, senior centers, and worksites.



## School and Youth Programs

Uses a combination of strategies to increase physical activity before, during, and after school. Components include physical education, recess, classroom physical activity, staff involvement, before- or after-school programs, and family and community engagement.



## Community-Wide Campaigns

Promotes physical activity by combining a variety of strategies, such as media coverage and promotions, risk factor screening and education, community events, and policy and programmatic initiatives, such as walking trails or social supports.



## Social Supports

Provides supportive social networks, friendships, and actions that can help people start, maintain, or increase physical activity. Social supports include buddy systems and walking or other activity groups.



## Individual Supports

Supports individuals to incorporate physical activity into their daily routines by teaching behavioral skills such as goal setting and problem-solving. These strategies are tailored to a person's individual interests and needs.



## Prompts to Encourage Physical Activity

Prompts such as signs or reminders inform and motivate people to make an active choice in specific environments.