Sign your organization on to the letter below to call for a greater federal investment in physical activity! Deadline is September 30, 2016

To sign on, send an email to ncppa@heart.org with your organization’s name, city and state as well as your contact information.

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AN IMMEDIATE OPPORTUNITY FOR AN ENDURING LEGACY:
IMPROVING AMERICAN HEALTH BY INCREASING PHYSICAL ACTIVITY

September 15, 2016

To the next President of the United States:

As our next President, your focus will be on many important issues and goals during your tenure. Most important, you will be charged with ensuring that all Americans have an equal opportunity to live a long, healthy, and fulfilling life. As you set your priorities for your administration, we strongly urge you to put our nation’s physical inactivity crisis at the top of your list. Physical inactivity is now the fourth leading cause of preventable death worldwide and The Lancet has formally labeled physical inactivity a pandemic due to its widespread and rapidly growing impact on health, economies, and quality of life, and has called for global action. If we can get Americans to move more, we will save lives, protect families from the costs and pain and sorrow of dealing with easily preventable diseases, and make American employers and the U.S. overall much more productive and successful.

Sedentary behavior is a major public health problem, and due to its high prevalence, may be of the same order of magnitude as tobacco use and unhealthy diets; however it receives comparatively little federal investment. A significant federal investment in actions to promote physical activity and physical fitness, combined with a coordinated effort among federal agencies, would improve population health, reduce suffering from chronic disease, reverse soaring medical costs, improve labor productivity and military readiness, and increase our children’s academic performance in schools. Research has shown that better physical fitness in middle-aged adults helps reduce health care costs as they became older by almost 40%. Systematic reviews show that many interventions to increase physical activity are cost-effective, and are often on par with pharmaceutical interventions, especially if they involve brief exercise advice on prescription with multiple means of delivery using current technologies.

Specifically, we ask for $120 million for the Centers for Disease Control and Prevention (CDC) to implement a comprehensive physical activity framework, led by the Division of Nutrition, Physical Activity, and Obesity (DNPAO). DNPAO will be able to fund national partners, states, and communities across the nation to get millions of Americans to move more. The physical activity framework would be the first national, coordinated, comprehensive framework to increase physical activity. It would require a massive effort most appropriately coordinated by the federal government to provide a foundation for a comprehensive approach to increase physical activity among Americans. Specifically, the framework would:

- Mobilize physical activity partners by leveraging existing resources and coordinating activities across sectors to create and sustain a national movement
- Train leaders for action to be strategists and mobilizers in communities using evidence-based strategies to promote physical activity while supporting action institutes across sectors
- Evaluate the effective key communication components to message active lifestyles and launch a national media campaign
- Deliver physical activity programs that work to adopt and implement policy, support communities, and implement community-oriented strategies
- Report technologies, tools and data that matter to address inadequacies in physical activity monitoring and evaluation, identify key metrics of success, upgrade CDC surveillance and develop rapid implementation evaluation of policy, systems, and environmental strategies.

This dedicated funding for physical activity should be a new investment in the health of Americans and should not be pulled from existing CDC initiatives to promote physical activity and prevent chronic diseases. We ask you to make this part of your budget with an increased commitment to prevention.

Our national statistics on physical activity are alarming and call for an urgent response. Despite the known benefits of physical activity, one in three adults are active for less than 10 minutes/week. Furthermore, half of U.S. adults and three in four adolescents do not meet minimum recommended levels of aerobic physical activity for good health. If every American met the levels of recommended physical activity, we would save money and lives: $117 billion per year in health care costs and 250,000 premature deaths.

Inactivity is also a threat to our military readiness. Twenty-seven percent of young Americans are too overweight or physically unfit to join the military. Many are turned away by recruiters and others never try to join. Of those who attempt to join, many potential recruits fail their entrance physicals every year because they are physically unfit.

Reversing the crisis will lead to improvements in our nation’s health and economy. If Americans meet recommended levels of physical activity:

- 1 in 10 premature deaths would be prevented
- 1 in 8 cases of breast and of colon cancers would be prevented
- 1 in 12 cases of type 2 diabetes would be averted
- 1 in 15 cases of heart disease could be avoided
- More Americans would be physically able to join the military

Now is the right time to develop a comprehensive program to promote physical activity in this country. Within the CDC and across other government agencies, DNPAO staff currently provide expert assistance, research and consultation about the best program and policy approaches to create healthier built environments and evidence-based programs that often produce a return on investment.

We have a national consensus on how to reverse the crisis. Now is the time for DNPAO to take the lead on implementing a physical activity framework to mobilize partners, train leaders, create a social movement, improve surveillance, and fund states for programs, system, and environmental change. We have a strong network of motivated partners to support change from all sectors: public health, active living, transportation, parks, disease prevention and control, education, and sports. We ask for a serious commitment of resources to a serious health crisis facing our nation.
We greatly appreciate your consideration of our request to make a commitment to helping our population move more, coordinating efforts across the federal agencies, and committing $120 million to increase physical activity funding at the CDC. We look forward to talking with you and your team more about this in the coming months.

Sincerely,