

National Physical Activity Plan

Introduction and Updates



Important progress has been made in establishing physical activity as a public health priority in the United States. Nonetheless, there has been very little success in increasing physical activity at the population level.

A comprehensive plan for promoting physical activity in the American population would provide the framework to support a broad and comprehensive national effort to increase physical activity throughout the population.

National plans have been undertaken with considerable success in other health domains. The current prevalence of and costs related to chronic disease, including obesity, make it dramatically evident that the time has come for the US to adopt a National Plan for Physical Activity as many other nations have already done.

The National Physical Activity Plan is a growing collection of organizations and individuals dedicated to developing a plan that will empower all Americans to be physically active every day. A planning conference was held July 1-2, 2009. Attendees were representatives of organizations with goals compatible with promoting physical activity.

The National Physical Activity Plan Coordinating Committee commissioned White Papers for each of the eight sectors identified as being important to the development and launch of a National Physical Activity Plan. The eight sectors include:

- Public Health
- Education
- Transportation, Urban Design, and Community

Planning

- Mass Media
- Healthcare
- Business and Industry
- Parks, Recreation, Fitness, and Sports
- Volunteer and Non Profit Organizations

Papers on selected topics, organizational polling, and public polling were utilized to provide attendees with an evidence-based background for prioritizing the contents of the National Plan. The papers were used by the working groups for each sector to develop recommendations to be included in the National Physical Activity plan.

In addition to working groups for each sector, the National Physical Activity Plan has organizational partners and organizational collaborators who have committed resources to assist with the realization of the mission, as well as organizational affiliates who will assist with aspects of development and dissemination of The Plan. The Inclusive Fitness Coalition is pleased to announce our support of the National Physical Activity Plan. We plan to participate in development, launch, and implementation of the National Physical Activity Plan as an Organizational Affiliate.

To visit the National Physical Activity Plan homepage, use: <http://www.physicalactivityplan.org/>

To learn more about the Plan use this link: <http://www.physicalactivityplan.org/about.htm>

To view white papers for each of the eight sectors, go to: <http://www.physicalactivityplan.org/summaryrecs.htm>

To view the working groups for the Plan, use this link: <http://www.physicalactivityplan.org/groups.htm>

To become a supporter of the Plan, go to: <http://www.physicalactivityplan.org/getinvolved.htm>

To express your interest in participating in the development, launch or implementation of the Plan, go to: <http://www.physicalactivityplan.org/>

[contact.htm](#)

If you would like to contribute your own ideas, please send an email to dornstein@physicalactivityplan.org.

With a comprehensive network of resources that continues to expand, the National Physical Activity Plan is gaining momentum towards meeting the ultimate goal of increasing physical activity nationwide. Stay tuned for more updates as we continue to support this great initiative!

The Summit on the Value of Play

Held on June 14 - 16, 2009
Clemson University
Madren Conference Center
Clemson, SC

Contact: Fran Mainella, 864-656-2566
fmainer@clemson.edu

Contact: Brett Wright, 864-656-3036
wright@clemson.edu

"The Summit on the Value of Play," addressed our nation's problem with the erosion of the value of play. We are all beginning to see the negative impacts from the lack of play among our citizens, including obesity, attention deficit disorder and limited creativity, to name a few. This summit addressed the measurable benefits of play; highlighted the current political, economic and social barriers that stifle play and identified existing and new opportunities to overcome these barriers.

The purpose of the summit was to bring together a target audience of the nation's leading authorities on the role and value of play from the fields of health, education, human development and recreation. The summit gave these authorities the opportunity to discuss the current role of play in modern society and the factors that limit its value. It will be a mechanism to further "Healthy People 2010," and its overarching goal of "increasing quality and years of healthy life."

Participants in the summit had a venue in which to articulate the latest thinking and information on the measureable benefits of play on the health,

physical activity, and well-being of this nation and its citizens. They were able to highlight the current political, economic, and social barriers that stifle play and worked toward the identification of existing opportunities and new initiatives necessary to overcome these barriers.

Additional summit objectives included:

- Based on the collaborative exchange of ideas among attendees, developed calls to action, including implementation steps that convey the value of play as it relates to health, physical activity, and overall well-being.
- In association with conference attendees, compiled and published a self-perpetuating annotated bibliography and web directory of people, programs, projects, and publications (including the summit proceedings) associated with the value of play.

By the conclusion, conference attendees were able to identify the benefits and barriers of play, as well as the key cognitive, physical, and affective aspects of play as they relate to health, physical activity, and overall well-being.

Play is Not Just for Fun!

By: Joel R. Agate

Play is not just for fun. People who play experience benefits including increased physical health, emotional well-being and cognitive abilities. We believe play is essential to a person reaching his or her full potential. Full success requires full brain development and research shows that play contributes to this process. Educators, health professionals, park and recreation providers and policy-makers from across the country met to discuss such benefits during *The Summit on the Value of Play* June 14-16 at the Madren Conference Center at Clemson University.

At the end of the Summit, attendees voted on the Top 10 Calls to Action. The process resulted in the following **10 Calls for Action**.

- ✓ 10. Identify the costs to society and individuals that result from a lack of play.
- ✓ 9. Target others from related professions for the purpose of collaboration and partnering.
- ✓ 8. Inspire families to change their perceptions

- and behaviors in regard to the essential value of play.
- ✓ 7. Change liability laws to be friendlier to play.
 - ✓ 6. Develop national guidelines for healthy play and healthy communities.
 - ✓ 5. Mobilize youth and young adults as key players in developing a play movement.
 - ✓ 4. Create one organized coalition of professional organizations to communicate and advocate for the play crisis.
 - ✓ 3. Synthesize existing research on play and cognitive, physical, and affective development.
 - ✓ 2. Advocate for legislation in support of play.
 - ✓ 1. Develop a robust national communication campaign on the benefits of play.

Further consideration of the calls to action resulted in some obvious connections and the calls were synthesized into 5 major strategies.

- ✓ From the list of attendees, “create a Coalition for Play to communicate and advocate for a new play movement”
 - Strategically grow the Coalition for Play by “targeting others from related professions” and organizations in areas of needed emphasis
 - “Mobilize youth and young adults as key players in developing a play movement”
- ✓ Begin “synthesizing existing research on play as it affects a person’s lifelong cognitive, physical and affective development”
 - “Identify the costs to society and individuals that result from lack of play”
- ✓ Develop a robust national communications campaign” on promoting a play movement
 - “Inspire families to change their perceptions and behaviors regarding the essential value of play”
- ✓ Develop the capacity to “Advocate for legislation in support of play”
 - “Change liability laws to be friendlier to play”

- ✓ “Develop national guidelines for healthy play and healthy communities”

Committees will be formed from attendees of *The Summit on the Value of Play* and other interested individuals to implement steps to carry out the strategies described above. **Please let us know in what way you would be interested in helping us further the cause of play.**

Website: <http://www.hehd.clemson.edu/PRTM/Play/>

Contact: Joel R. Agate. (801) 655-3042 or agate@clemson.edu

Inclusive Fitness Opportunities

Club Industry 2009 Inclusive Fitness Pavilion NCPAD/IFC Presentations McCormick Place—Chicago, IL

The National Center on Physical Activity and Disability (NCPAD) and the Inclusive Fitness Coalition (IFC) are pleased to announce the return of the Inclusive Fitness Pavilion at Club Industry’s 2009 Conference in Chicago. The Inclusive Fitness Pavilion is a one stop shop for information and advice about inclusive and adaptive equipment, universal design, facility accessibility, and staff training as well as inclusive marketing techniques that reach a greater audience.

This is an ideal opportunity for representatives from across the fitness industry to come explore the principles of inclusive fitness and universal design as well as see first-hand a variety of exercise and fitness equipment that can be used by people with *and* without disabilities.

Given the increasing life-span of the population in general as well as the potential spending power of the 54 million individuals with disabilities, the inclusion of people with a wide variety of abilities needs to be embraced by the fitness sector in order to properly respond to and accommodate the ever-changing marketplace.

Companies displaying inclusive and adaptive equipment include:

- ✓ Concept2, Inc

- ✓ Cybex
- ✓ HUR Health and Fitness Equipment
- ✓ Marpo Kinetics
- ✓ Matrix
- ✓ RehaMed International

Informational resources include:

- ✓ ACSM Exercise Is Medicine Handouts
- ✓ ASTM Sports Equipment and Facilities Committee (F08) Handouts
- ✓ Resources on Autism and Exercise
- ✓ Resources on up-to-date information, referrals, resources, and training on the Americans with Disabilities Act (ADA)

The Inclusive Fitness Pavilion at Club Industry 2009 will be located in the Exhibit Hall during regular expo hours from October 15-17, 2009 at McCormick Place in Chicago, IL. Specific hours include:

Thursday, October 15th – 12:30p-5:30p
Friday, October 16th - 11:30a-5:30p
Saturday, October 17th – 10:00a-2:00pm

To see a layout of the Exhibit Hall floor click [here](#), the Inclusive Fitness Pavilion will be located in spot 449. You can use this link to download a [VIP Pass](#) for free admission to the Expo using the code IFZ! For more information, visit: <http://incfit.org/node/246>.

The following sessions are being presented by NCPAD/IFC staff members and may be of special interest to you.

- ✓ Creating a Welcoming and Accessible Environment for a Diverse Population

Wednesday, October 14 • 12:00 PM - 1:30 PM
Session B05 • Specialty Populations
- ✓ Set Yourself Apart: ACSM/NCPAD's Certified Inclusive Fitness Trainer (CIFT)

Wednesday, October 14 • 2:00 PM - 3:30 PM
Session C06 • Personal Training
- ✓ Wellness Coaching for People with Disabilities: Motivation, Customer Service and Retention

Thursday, October 15 • 10:15 AM - 11:30 AM
Session F09 • Wellness, Weight Loss & Medical Integration

To register or for more information on all of the

sessions in the Specialty Populations track, visit: <http://national.clubindustryshow.com/National2009/Public/Calendar.aspx?TrackId=204&View=Calendar>.

To register or for more information on all of the sessions in the Personal Training track, visit: <http://national.clubindustryshow.com/National2009/Public/Calendar.aspx?TrackId=37&View=Calendar>.

To register or for more information on all of the sessions in the Wellness, Weight Loss & Medical Integration track, visit: <http://national.clubindustryshow.com/National2009/Public/Calendar.aspx?TrackId=1000098&View=Calendar>.

Whether you're a personal trainer or a club owner, club operator or fitness director, exercise director or country club professional, Club Industry has a session for you! For more information on the show please visit: <http://incfit.org/node/239> or <http://incfit.org/node/240>.

. . . Member News . . .

Legally blind runner is a sight to behold

August 29, 2009
By: Dale Bowman
Chicago Sun Times

"I only bit the dust once," Kim Borowicz said.

That's remarkable for any long-distance runner, let alone a triathlete with a vision impairment.

The fall came on an extended training run. When runners in a 5K intersected their run, her guide, one of several she has, had to track them off the path. There were "multiple obstacles at once," and Borowicz took a tumble. But she got up with her knee "totally bleeding" and finished the final two miles.

That toughness explains why the 27-year-old trains for marathons and triathlons. With guide Krysten Rose-McCully, Borowicz will participate in the new Accenture ParaTriathlon Challenge at the 27th Chicago Triathlon on Sunday. It will be Borowicz's fifth triathlon, and she plans to do the

Chicago Marathon again.

The ParaTriathlon has six recognized physically challenged categories of competition. Paratriathlon is expected to be part of the 2016 Olympics. This Chicago Triathlon, the world's largest, is expected to showcase the city's bid for the 2016 Games.

Borowicz's decision to start running in law school fits her overall mind-set, Rose-McCully said.

"You wouldn't know until she told you that she was visually impaired," Rose-McCully said. "She made it her life's work to make sure her visual impairment didn't get in her way. There are no obstacles for her."

Borowicz works at Access Living as a lawyer for disability rights. But there are realities to having a vision impairment.

"When you are vision-impaired, you are not introduced to sports," she said. "You can't play anything with a ball flying at you."

She is legally blind, visually impaired because of a genetic condition called achromatopsia. She has 20/200 vision with correction and is highly light sensitive and totally color blind. She describes it as "really blurry [with] a lot of glare."

Running is the part of the triathlon she loves the most.

"Tandem bike is fun," she said. "You can chat, and there is more camaraderie among cyclists."

Swimming is the toughest, and not just because she is not the strongest swimmer.

"[It's] because there are so many people in such a small area, it is very easy to veer off course," she said.

In the swimming segment, a resistance band connects Borowicz and her guide, who swims alongside and directs Borowicz.

She and Rose-McCully met through a mutual friend and fellow Michigan State alumnus, Aaron Schiedies, a world-record-holding visually impaired triathlete, through C-Different Foundation (cdifferent.org).

The swimming part of the triathlon is along the sea wall at Monroe Harbor. The biking is north on Lake Shore Drive from Randolph Street and back. The

running is south on LSD, through the Museum campus, then north to the finish at Columbus Drive.

It's a haul. And Rose-McCully had reasons why Borowicz is good at it.

"Two things: As to which leg, she is a good runner," Rose-McCully said. "Psychologically, she makes it fun. And it is not always fun. There are times when you ask, 'Why am I doing this?'"

Rose-McCully began with Team in Training, the fund-raising arm for the Leukemia and Lymphoma Society, in 2006. She did an Iron Man competition and is considering such physical challenges as a career.

Accessed via: <http://www.suntimes.com/sports/outdoors/1742063,CST-SPT-tri29.article>

Kim Borowicz recently joined the IFC Health and Fitness Clubs Workgroup. Way to go Kim!

Program Spotlight -

Wheelchair Basketball Clinic at Family YMCA of Black Hawk County

On Thursday December 3rd, 2009 there will be a Wheelchair Basketball clinic taking place at the YMCA in Waterloo Iowa, from 5-8 PM. Athletes between the ages of 8-18 will come around 5PM to get fitted for a sports chair, then take the court to begin instruction. There will be a scrimmage following the instructional portion of the program at 6PM.

There will be many basketball sports chairs for athletes to play in. "We will try to get all athletes into a sports chair, so that they can see how they are different from most other chairs they see out in the community," clinic organizer Jack Eherenman explains. Eherenman encourages youth without disabilities to attend the clinic, "so that that they can get an idea of the skill that it takes to play basketball



Eherenman hopes that, "Camaraderie, friendships and respect for individual talents can be gained and enhanced from including many different abilities in this sport. Wheelchair basketball is not just a sport for people with disabilities; it is a way to truly have some fun and competition by all players of all abilities". Athletes of all abilities are included in the sports camp offered through the Family YMCA of Black Hawk County.



"Athletes always take away a different perspective on the athleticism it takes to play wheelchair basketball," Eherenman explains.

After seeing the reaction to the clinic in Waterloo, Eherenman hopes there are opportunities to begin Wheelchair Basketball programs elsewhere in Iowa. "Hopefully, we are able to spark the interest athletes so that there is more involvement in sports programs such as this around the state. We have to start somewhere!"

For more information, or to sign up, please contact:

Jack Eherenman
319-493-0978
JEConstruction1@gmail.com

Or visit the Family YMCA of Black Hawk County on the IFC site: <http://incfit.org/node/252>

Rock on the Green Brings San Francisco Its First Look at All-Inclusive Fitness

**\$200,000 Raised for Challenged Athletes Foundation
San Francisco, September 13, 2009**

Nothing could deter the three hundred strong who lined the majestic Marina Green on Saturday September 12, armed with nothing but a pair of tennis shoes and personal passion to usher in a new day of "inclusive fitness" in San Francisco. They arrived in wheelchairs and on crutches, sporting various prosthetic devices in order to mount their bikes and pedal for a great cause ... Rock on the Green to benefit the Challenged Athletes Foundation (CAF).

San Francisco's inaugural event, Rock on the Green, a 2K/5K family fun walk and three hour spinning event defied the elements as the city braved the unlikely remnants of Hurricane Linda and athletes of all abilities enjoyed a choreographed session of spinning® and kranking® lead by world class fitness instructor Jim Karanas and the inventor of the famous Krankcycle®, Johnny G. The Krankcycle®, a specialized piece of exercise equipment used primarily for an upper body aerobic workout, gives individuals with physical impairments the opportunity to level the playing field and exercise together with other athletes.

The group exceeded their first year goal to raise almost \$200,000 for CAF, which provides equipment, training and mentoring for individuals who have physical disabilities but want to pursue an active lifestyle through sports.

Individuals shared heroic stories of lost limbs from participation in the Iraq war, through accidents and disease. The highlight of the day was an inspirational story told by CEO, President and chief sponsor of the event, Jim Mizes from Club One in San Francisco. He introduced 14-year-old cancer survivor Robert Ram from Santa Marguerita, California who lost his leg to Ewings Sarcoma almost two years ago. Robert was the first Rock on the Green award recipient and was presented a high tech running prosthesis manufactured by OSSUR with funds raised by Rock on the Green, FRS Energy and CAF

Also in attendance were Susan Mizner from the

Mayor's Office on Disability and Christine Goette from Shape Up San Francisco. Both confirmed the Mayor's commitment to health and fitness for all San Franciscans and endorsed the work of both Club One and Rock on the Green's other top sponsor, Barney and Barney for having the vision to bring this type of event to San Francisco.

Plans are already underway for Rock on the Green II, scheduled for next September 2010. For more information call, Nancy Johnson, Director of Marketing, Rock on the Green, 925 -736-9015 or email at njohnson@helmsbriscoe.com.



Additional photographs from the event are available upon request.

Events and Conferences

✓ **Club Industry Chicago Conference and Expo**

Conference: October 14-17, 2009
Exhibits: October 15-17, 2009
McCormick Place • Chicago, IL

Club Industry is the Conference and Exposition for Health & Fitness Facility Management. Whether you're a personal trainer or a club owner, club operator or fitness director, exercise director or country club professional, Club Industry has a session for you! Develop new skills at the industry's most comprehensive conference program. More than ever, Club Industry is taking the lead in expanding your educational horizons.

✓ **MFA Medical Fitness and Healthcare Conference**

Conference: December 2 - 5, 2009
Orange County Convention Center • Orlando, FL

Celebrating its 15th anniversary, the Annual MFA Medical Fitness and Healthcare Conference is scheduled to take place in Orlando, FL. Register today to get all the latest information on building, operating, marketing, programming and staffing your medical fitness facility.

As part of the Athletic Business Conference and Expo, the 15th Annual MFA Medical Fitness and Healthcare Conference is the only conference dedicated to the medical fitness industry.

✓ **October Paralympic Sport Clinic**

Date: Saturday, October 17, 2009

The University of Texas at Arlington and Paralympic Sport Arlington will be hosting a Paralympic sport clinic on campus for students with disabilities as well as members of the Arlington/DFW Community who would like more information on sports and recreation opportunities or training in our community. The sport clinic will include table tennis, wheelchair basketball and bocce'.

Contact: Jainy James - Intern
Telephone: (817) 253-9894
Email: JAINY.JAMES@MAVS.UTA.EDU

✓ **New Fitness Program for People with Disabilities**

The Upper Main Line YMCA in Berwyn, PA has just announced a new fitness program for people with disabilities. The program's name, description and time are as follows:

Name: "Wellness Wednesday"

Time: 7:00pm - 8:00pm

Location: Upper Main Line YMCA in Berwyn, PA

Interested community members are invited to come learn how to use the new Precor and Fitlinxx equipment in the Upper Main Line YMCA brand-new 8500 square foot Wellness Center. FitLinxx is computerized systems that will help you meet your fitness goals faster by adding extraordinary "intelligent" dimension to the workout experience. This class is lead by a certified Personal Trainer.

Contact: Jennifer F. Whalen

Upper Main Line YMCA
1416 Berwyn-Paoli Road
Berwyn, PA. 19312

Telephone: (610) 647-9622 X2401

Email: Jennifer.Whalen@UMLY.org

✓ **New Intramural Programs and Sport Clinics for Students with Disabilities**

The Adapted Sports and Recreation program, as part of the Department of Campus Recreation and the Department of Student Affairs at University of Texas Arlington is offering new intramural programs and sport clinics for students with disabilities. For the Fall semester there will be Bocce' and 3 on 3 Wheelchair Basketball. Spring programs include wheelchair tennis and soccer for students with visual impairments.

Contact: Doug Garner, UTA Movin' Mavs/Campus Recreation Adapted Sports

Telephone: (817) 272-3410

Email: dgarner@uta.edu

✓ **Up2Us National Conference**

Conference: October 21-23, 2009

Georgetown University Hotel & Conference Center
Washington, DC

The Up2Us National Conference will be the first conference to unite all stakeholders in the field of Sports-Based Youth Development (SBYD). Organizations, researchers, practitioners, world renowned athletes and political leaders be brought together to share ideas, learn from one other, identify opportunities and celebrate the important work being done in the field of youth sports and development.

Register Today:

www.up2usnationalconference09.eventbrite.com

Research Announcements

✓ **Study Examining Leisure-time Physical Activity of Young Adults with Visual or Mobility Impairments**

Are you a young adult between the ages of 17-27 with a visual or mobility impairment?

A study examining things that promote or impede the leisure-time physical activity of young adults with visual or mobility impairments is recruiting participants. The purpose of this study is to learn things that promote or get in the way of your participation in leisure-time physical activity. The research team plans to share what is learned with service providers of recreation and fitness services as well as student accessibility services on college campuses to promote greater participation in this aspect of your life.

To participate in this study you will be asked to complete an electronic survey that will take approximately 15 minutes.

If you are interested or would like further details please contact Dr. Mary Ann Devine, Associate Professor, Kent State University at mdevine@kent.edu or phone: (330) 672-0214.

Resources Available

✓ World Sport Chicago is offering Chicago high school juniors the World Sport Chicago Scholarship

This scholarship will award up to fifty-six student-athletes (representing a variety of Olympic/Paralympic sports) with Kaplan ACT tutoring and a Chicago Scholars mentoring program to help with the college admissions process. Up to sixteen finalists will also receive a renewable college scholarship worth up to \$10,000 annually (maximum of \$40,000), supported by the MacArthur Foundation.

This is a great opportunity for students who are:

- High school juniors who live and study in Chicago
- Participants in a Summer Olympic/Paralympic sport for a minimum of two seasons in the last three years
- Academically qualified (maintain a "C" GPA or higher)
- Demonstrating the Olympic values of Excellence, Friendship and Respect on and off the field of play
- Willing to fulfill the Scholar Duties which include participating in programming and community service

Applications are due **November 30, 2009**. Please visit www.wscscholars.org for more information.

For questions, please email Stephanie Miller at smiller@chicago2016.org or call directly at (312) 861-4946.

The Inclusive Fitness Coalition Newsletter is changing!

You can expect to see the newsletter on a quarterly basis with new editions each Fall (October), Winter (January), Spring (April) and Summer (July)! Please email announcements and submissions to Jessica Madrigal at jmadri1@uic.edu for inclusion in future publications.