



# Creating An Active America, Together



**Kaitlin Graff, MSW, MPH**

**Health Scientist, Physical Activity and Health Branch**



# Active People, Healthy Nation

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.







# Tracking Progress





# Active People, Healthy Nation Resources



Designing communities for increased physical activity can make it easier for people of all ages and abilities to walk, bicycle, or take public transportation to their everyday destinations. But these changes may increase property values, which can contribute to the risk of displacing people with lower incomes, including people from racial and ethnic minority groups.

[Newly published research](#) by authors from the Physical Activity Policy Research and Evaluation Network (PAPREN) and CDC explores this issue. The research offers 141 strategies to prevent or mitigate the risk.



 CDC DNPAP @CDC\_DNPAP There are many fun ways and places that can help provide variety when being physically active. Check out these options: [bit.ly/3PqHpKw](https://bit.ly/3PqHpKw) #ActivePeople



## Equitable and Inclusive Access

[Print](#)



Equitable and inclusive access to safe places for physical activity is the foundation of all Active People, Healthy Nation<sup>SM</sup> strategies. Every Active People, Healthy Nation strategy can be designed to support the goal of equitable and inclusive access to

On This Page

[Prioritizing Health Equity](#)

[Success Stories](#)

[Resources](#)



# Active People, Healthy Nation<sup>SM</sup> Design Element





# Active People, Healthy Nation

## Location Specific Design Element

- 1 Brand as "Active People, Healthy Nation<sup>SM</sup>" or "Active People, Healthy [jurisdiction]"  
Note: There are character limits



- 2 Co-brand



- 3 Use "in support of Active People, Healthy Nation<sup>SM</sup>"

**POC: Kaitlin Graff**





# SPAN, HOP, and REACH Recipient Examples

## New York State Dept of Health (SPAN)



**We play as a family.**  
Get more active  
and feel good.

ACTIVE PEOPLE, HEALTHY NEW YORK

[www.health.gov/moveyourway](http://www.health.gov/moveyourway)



## South Dakota State University (HOP)



## RAO Community Health (REACH)

**ACTIVE PEOPLE, HEALTHY CHARLOTTE<sup>SM</sup>**

The Centers for Disease Control and Prevention (CDC) invites the general public, organizations, and leaders to join Active People, Healthy Nation<sup>SM</sup>. This multisector initiative aims to help 27 million Americans become more active by 2027 through scientifically-credible strategies that work. The initiative is based on a foundation of inclusion and health equity where physical activity is a universal social norm regardless of age, race, income, socio-economic status, disability status, and geographic location. To find out more information about Active People, Healthy Nation<sup>SM</sup>, [click here](#).

- More than 15% of adults in every state are inactive.
- In the majority of locations examined, non-Hispanic blacks and Hispanics had a significantly higher prevalence of inactivity than non-Hispanic whites.
- By region, the South had the highest prevalence of physical inactivity (28%), followed by the Northeast (25.6%), Midwest (25.0%), and the West (20.5%).
- In seven states and two territories (Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Oklahoma, and Tennessee, Puerto Rico, and Guam), 30% or more of adults were physically inactive.

For map and data findings, [click here](#).

**BENEFITS OF PHYSICAL ACTIVITY:**

- Being physically active is one of the most important actions that people of all ages can take to improve their health.
- Increased physical activity can reduce the risk of more than 20 chronic diseases and conditions, including heart disease, type 2 diabetes, obesity, some types of cancer, and depression.
- Some health benefits start immediately after activity, and even short episodes of physical activity are beneficial. Physical activity can boost your mood, sharpen your focus, reduce stress, and improve sleep.
- Regular physical activity can also help manage weight.

## Marion County Public Health Department (REACH)





# Moving Matters

**Want to  
reduce  
your risk  
of type 2  
diabetes?**



→ **Being physically active can help!**



Get Tips Here

[cdc.gov/MovingMatters](https://cdc.gov/MovingMatters)



**¿Quieres  
reducir tu  
riesgo de  
la diabetes  
tipo 2?**



→ **¡Hacer actividad física  
te puede ayudar!**

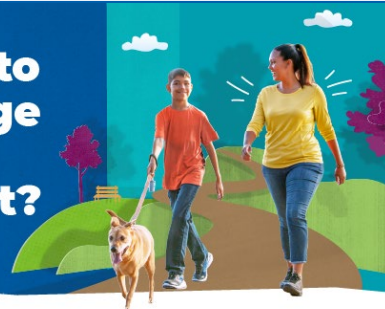


Obten consejos aquí

[cdc.gov/movernos](https://cdc.gov/movernos)



**Want to  
manage  
your  
weight?**



→ **Being physically active can help!**

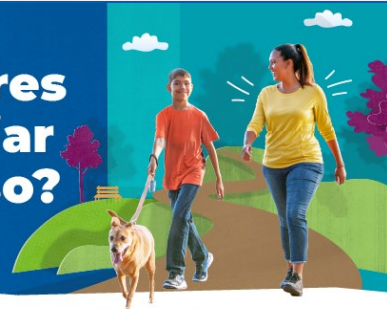


Get Tips Here

[cdc.gov/MovingMatters](https://cdc.gov/MovingMatters)



**¿Quieres  
manejar  
tu peso?**



→ **¡Hacer actividad física  
te puede ayudar!**



Obten consejos aquí

[cdc.gov/movernos](https://cdc.gov/movernos)







# Moving Matters: Recipient Examples



SW - Texas - Facebook

Jan 23, 2023

Regular physical activity can help improve your overall quality of life, so you can be there for those most important to you. Find out how to get active by visiting Moving Matters. [#MovingMatters](#) [#ActivePeople](#)



**Moving Matters for My Health**

Learn more about the benefits of Physical...

[cdc.gov](#)



SW - Texas - Facebook

Jan 23, 2023

What do improved sleep, reduced blood pressure, and reduced stress all have in common? They are a few of the immediate benefits that physical activity has to offer. Learn how to tap into these benefits and get active by visiting Moving Matters. [#MovingMatters](#) [#ActivePeople](#)



**Moving Matters for My Health**

Learn more about the benefits of Physical...

[cdc.gov](#)

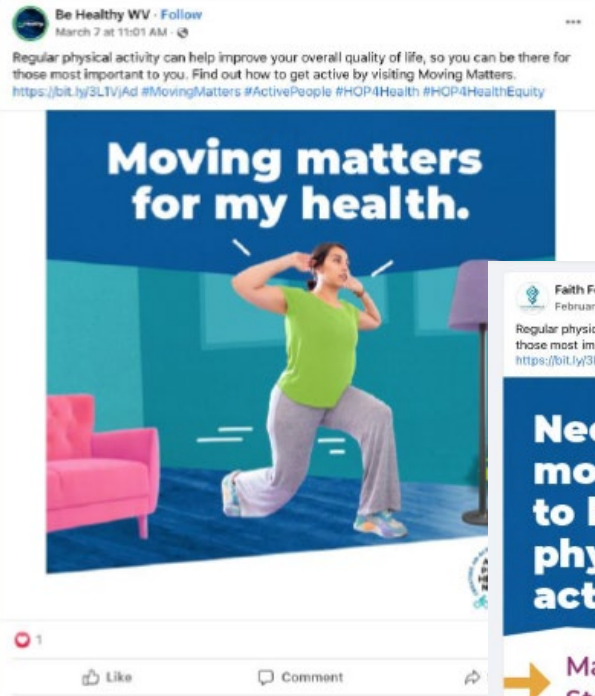


Bronx Health REACH

@BxHealthREACH

Brisk walking, swimming, and dancing are just a few ways to be physically active. Try different activities to find what's right for you. Visit Moving Matters to learn more ways to get active. [bit.ly/3L1VjAd](#) [#MovingMatters](#) [#ActivePeople](#) [#Not62](#)

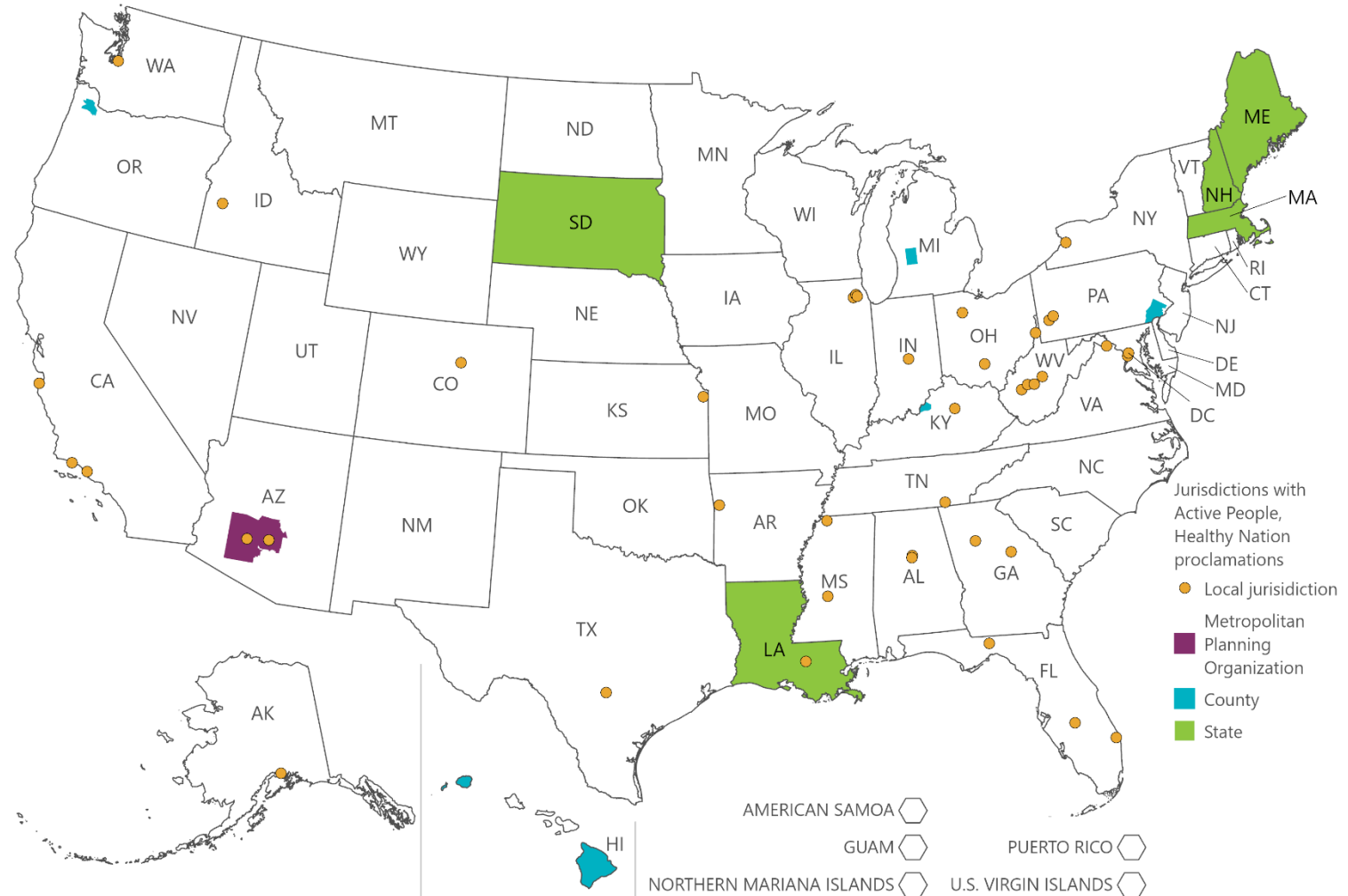
3:15 PM · Oct 30, 2022





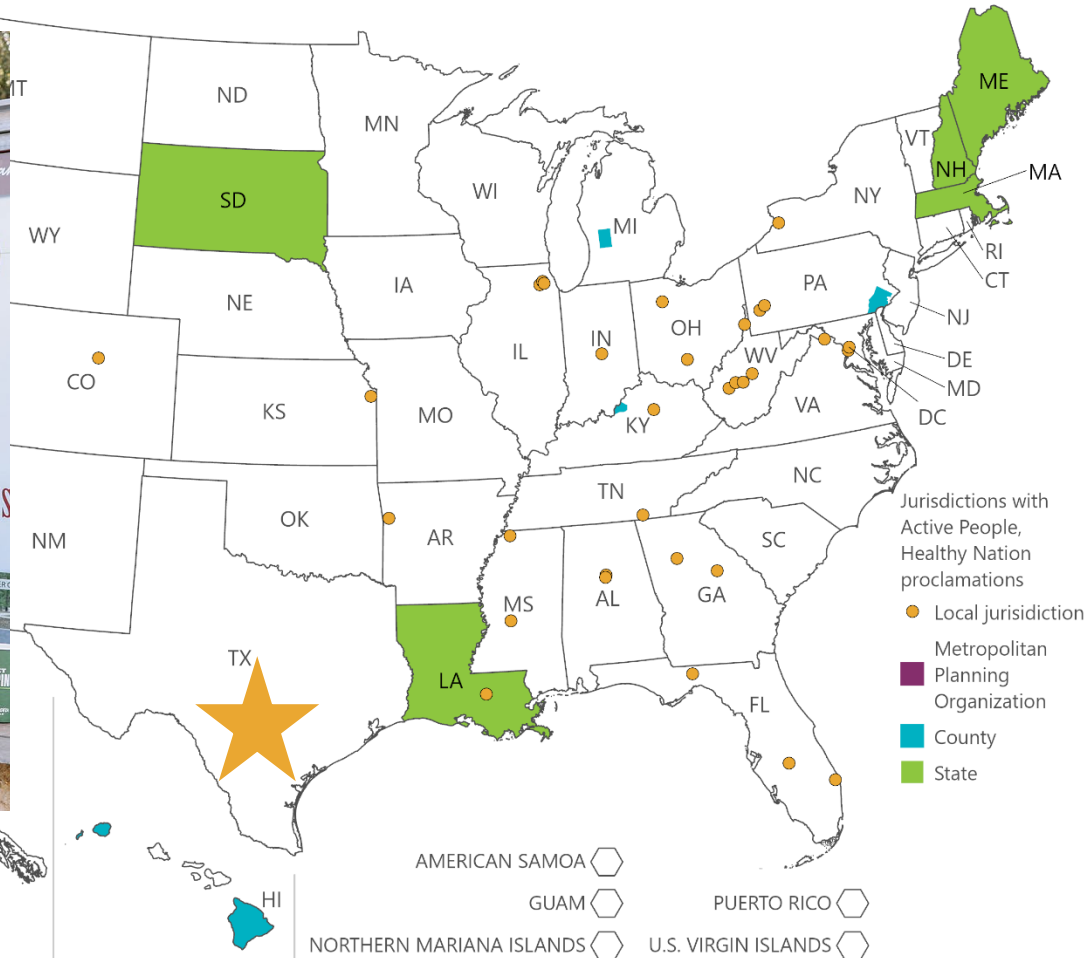
# Active People, Healthy Nation Proclamations

**57**  
proclamations  
covering  
approximately  
**30+**  
million people





# Active People, Healthy Nation Proclamations







# Building a National Movement



American  
Heart  
Association®



AMERICA  
WALKS



NATIONAL ASSOCIATION OF  
CHRONIC DISEASE DIRECTORS  
Promoting Health. Preventing Disease.



Smart Growth America  
Making Neighborhoods Great Together



APHA  
AMERICAN PUBLIC HEALTH ASSOCIATION  
For science. For action. For health.



PREVENTION  
INSTITUTE

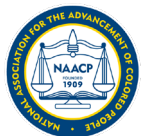
rails-to-trails  
conservancy



rei  
cooperative  
fund action



PHYSICAL ACTIVITY ALLIANCE  
MOVE WITH US



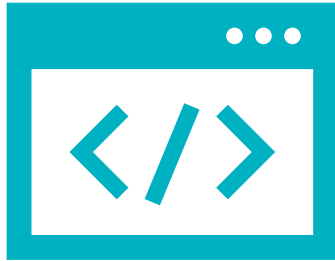
NAACP



VISION 4 ERONETWORK



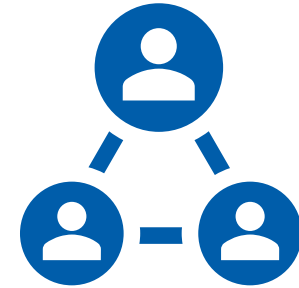
# What Can You Do?



Sign up



Spread the word



Stay Connected

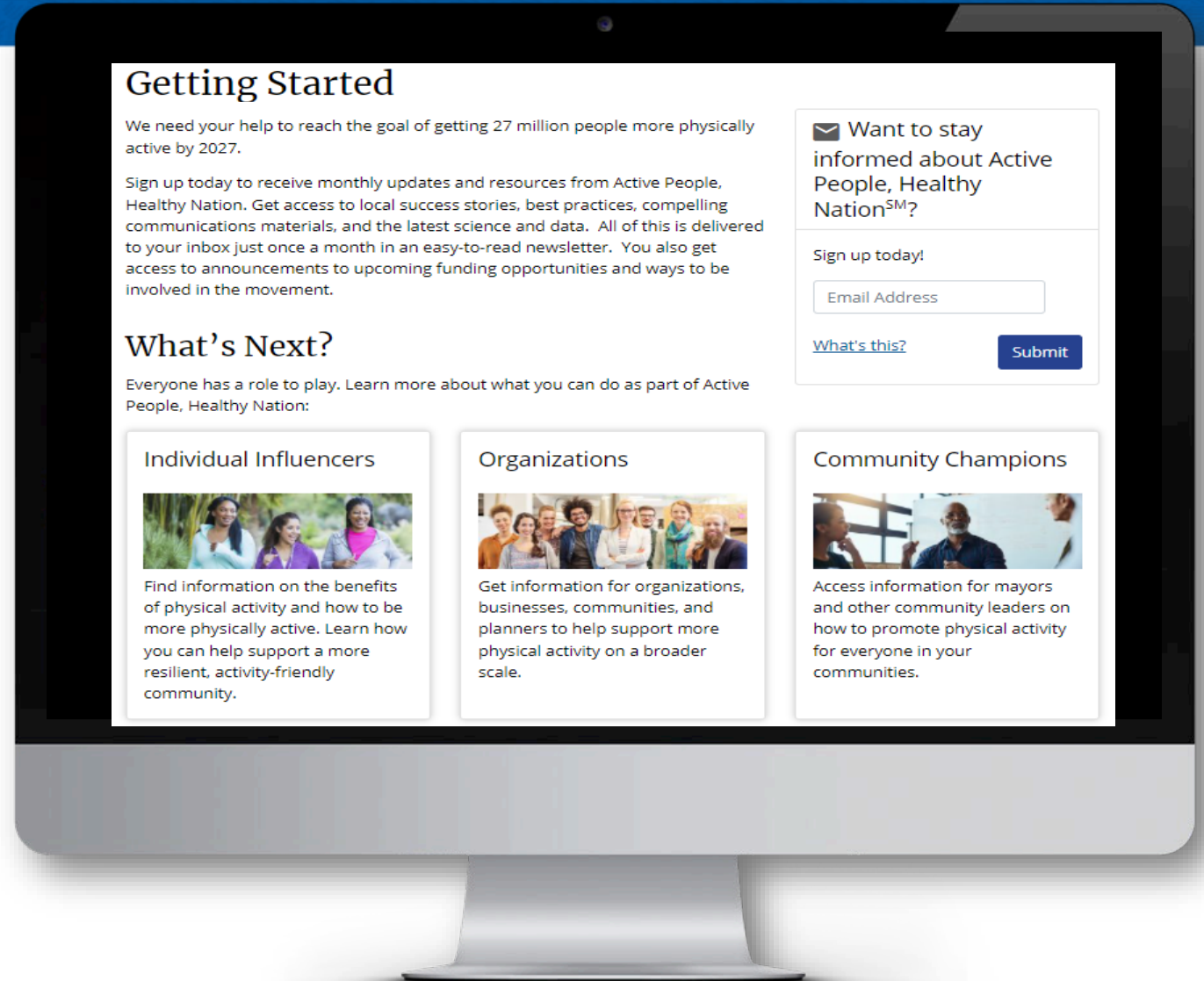


# What Can You Do? Sign Up Today!



SCAN ME

<https://www.cdc.gov/physicalactivity/activepeople/healthynation/getting-started/index.html>







# Let's Stay Connected

Visit us online at:



[cdc.gov/activepeople](https://cdc.gov/activepeople)



@CDCEatWellBeActive  
#ActivePeople



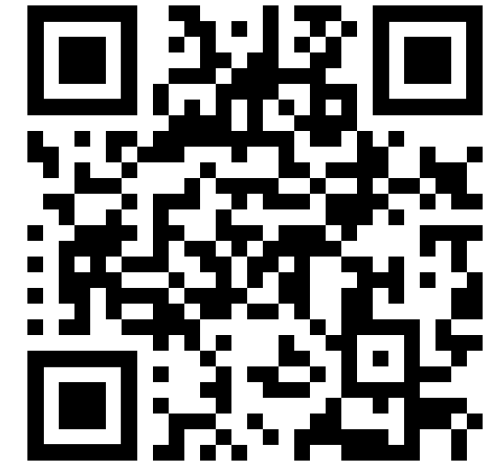
@CDC\_DNPAO  
#ActivePeople



[ActivePeople@cdc.gov](mailto:ActivePeople@cdc.gov)



Kaitlin Graff  
[mpy6@cdc.gov](mailto:mpy6@cdc.gov)



Connect with  
me on LinkedIn