



# SUMMARY HIGHLIGHTS OF AN INNOVATION SUMMIT



## SETTING THE STAGE

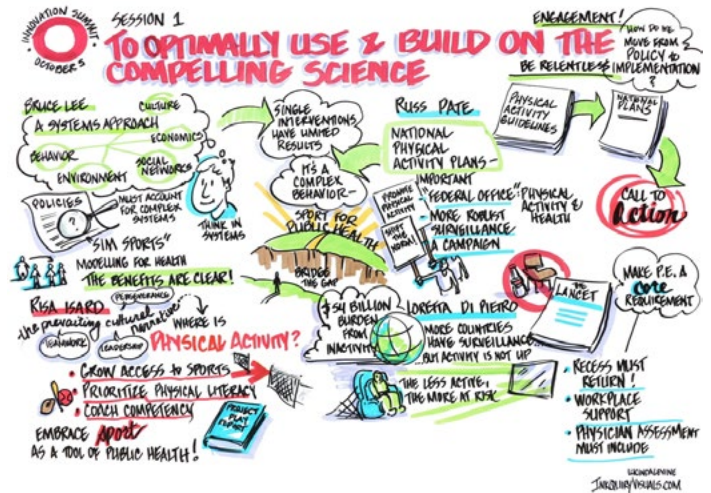
As 2016 was ending, key partners representing various sectors of the physical activity (PA) and sports fields recognized a unique opportunity to combine several separate but related planned events focused on advancing the latest art and science across the spectrum of physical activity to promote and improve public health. Seizing on this opportunity, leaders from the Global Obesity Prevention Center (GOPC) at Johns Hopkins, Aspen Institute Sports & Society Program, American College of Sports Medicine (ACSM) and Laureus Sport for Good Foundation USA, in partnership with the U.S. Surgeon General's office, planned and hosted an Innovation Summit in Washington D.C. on October 5, 2016.

Working from an ambitious agenda, thought leaders from across the field of physical activity and sport presented brief but compelling reports of the latest understanding from each area, along with key considerations for guiding the next phase of this important work. As a fitting culmination of the summit, the 19th U.S. Surgeon General, Vice Admiral (VADM) Vivek H. Murthy, M.D., M.B.A., wrapped up the event by highlighting the progress of the historic call to action on walking in the U.S. and reflecting on the work ahead. Outlined below is a brief snapshot of overarching key points, opportunities and needs identified during various sessions from the day-long event. Action planning for selected key points in 2017 and beyond will be outlined in an accompanying report in April 2017.

### KEY OVERARCHING CONCEPTS:

- Increasing all forms of PA behavior and participation (e.g., walking, sports, recreation, quality PE, etc.), across the lifespan, will require
  - multicomponent efforts (e.g., programs, policies, systems, environmental strategies, technology),
  - multisector involvement and partnerships (e.g., government, transportation, schools, public health, private sector), and
  - federal, state, and local investment and support (e.g., surveillance, programming, infrastructure [e.g., complete streets]).
- Consistent marketing and common messaging is needed at the local, state, and national level (highlighting the benefits [e.g., economic, health, and particularly impact on brain, and prevention])
- Embracing new technologies will provide powerful options for scaling current efforts and enhancing research and surveillance methods

## SESSION 1: Optimally Using and Building on the Compelling Science



### KEY POINTS:

- Mounting research revealing the significant health and economic impact of PA participation across the lifespan has elevated PA as a public health priority (e.g., 2008 Physical Guidelines for Americans; 2010 National Physical Activity Plan; 2015 Surgeon General's Call to Action to Promote Walking and Walkable Communities)
- Recently, two ends of the spectrum of PA have received increased attention and understanding—on one end, growing evidence about the adverse effects of too much sitting on health and, at the other end, the positive impact and potential of sports participation on physical, mental and emotional health, particularly for youth
- Increasing PA and sports participation requires a systems approach, which includes
  - Multicomponent efforts (e.g., programs; policies, systems, and environmental change strategies; technologies);
  - Multiple levels of influence (e.g., individual change, settings and sector change such as schools, worksites and organizations [e.g., faith-based] and community change); and
  - Multisector involvement and partnerships (e.g., national, state, and local government, schools, public health, health care leadership and partners across the private and not-for profit sectors).

### OPPORTUNITIES AND NEEDS:

- Increase the emphasis on and promotion of the health and economic benefits of PA (as well as consistent messaging) across all levels of influence
- Increase opportunities for sports and PA participation across settings (e.g., schools, worksites, communities)
- Continued development, implementation and evaluation of programs, policies, systems and environmental (PSE) changes and advancements needed at the local, state and national levels (cited examples follow):

- Local Level – Improved qualifications and quality of physical education in schools; Increased sports and play participation opportunities; Develop standardized coaching training, Increase and improve facilities and infrastructure; Engage and involve faith-based settings
- State Level – State-level physical activity plans; Increased and targeted funding for transportation, land-use and community design
- National Level – Federal PA branch, continued development of surveillance mechanisms; National marketing needed

- Engage health care through physicians (e.g., Walk with a Doc, Exercise is Medicine®)
- Communicate a consistent, understandable message about walkability and why it is important
- Gain commitment and involvement from CEOs and Congress

## SESSION 4: Scoring with Sports for American Society



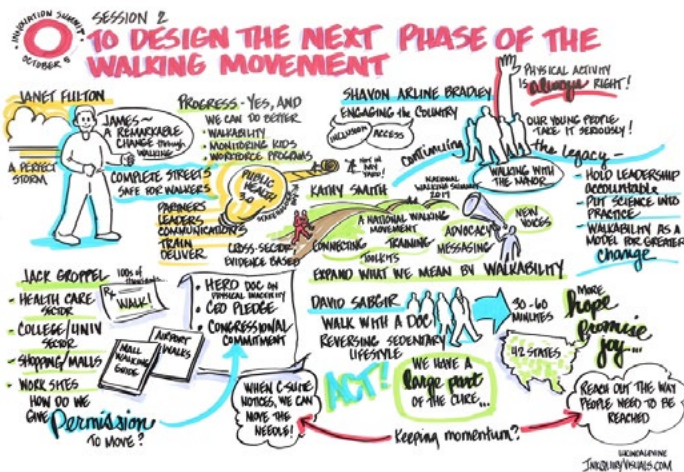
### KEY POINTS:

- Sports can and does play an important role in society for increasing physical activity behavior
- Beyond health benefits, sports participation develops life and work skills such as teamwork, leadership and determination, and has been shown to positively impact intellectual and social development
- Providing multiple opportunities, including sports and activities different than the norm (e.g., rock climbing, dance), increases the reach and engagement of youth
- Quality coaching is central to ensuring that sports participation is healthy and fun, and that skills are taught effectively
- Athletes and coaches provide powerful role models for engaging youth in sports

### OPPORTUNITIES AND NEEDS:

- Elevate sports participation as part of a public health strategy
- Ensure that opportunities, support and resources are available for all youth, especially those in low-resourced areas and schools
- Develop a standardized coaching development and accreditation program to ensure competence, quality and safety
- Develop a model that engages the entire family in youth sports

## SESSION 2: Designing the Next Phase of the Walking Movement



### KEY POINTS:

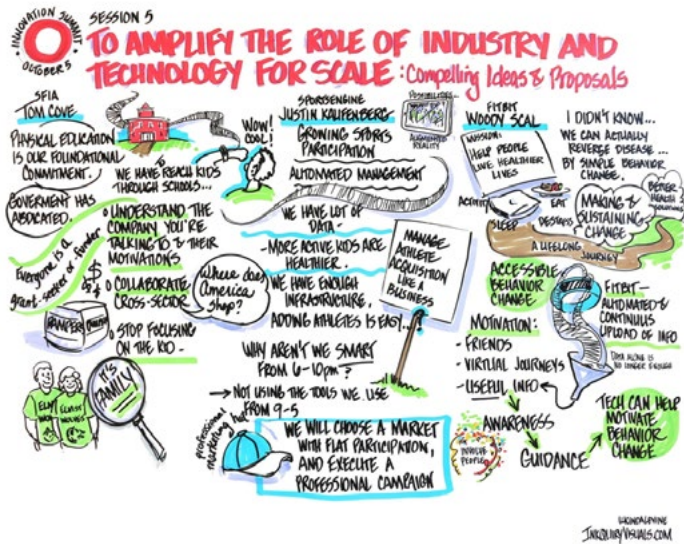
- Highlighting and promoting the 2015 Surgeon General's Call to Action for Walking and Walkable Communities and creating a national movement
- Building on the progress – seminal research and resources, cross-agency support at the federal level and cross-sectoral partnerships

### OPPORTUNITIES AND NEEDS:

- Continue to work toward making walking a national priority, and emphasize that streets are for everyone
- Embrace walkability as a model for social change (i.e., equity, access, inclusion)
- Implement an upgraded approach to improve PA in our nation through Public Health 3.0:
  - Mobilize PA Partners
  - Train leaders for action
  - Communicate about PA by messaging active lifestyles
  - Identify the most effective programs and deliver them with the utmost fidelity
  - Measure and report information that matters to the local users and to decision makers
- Continue to emphasize policy systems and environmental (PSE) change approaches (e.g., Complete Streets policies at the local and state levels)



## SESSION 5: Amplifying the Role of Industry and Technology for Scale



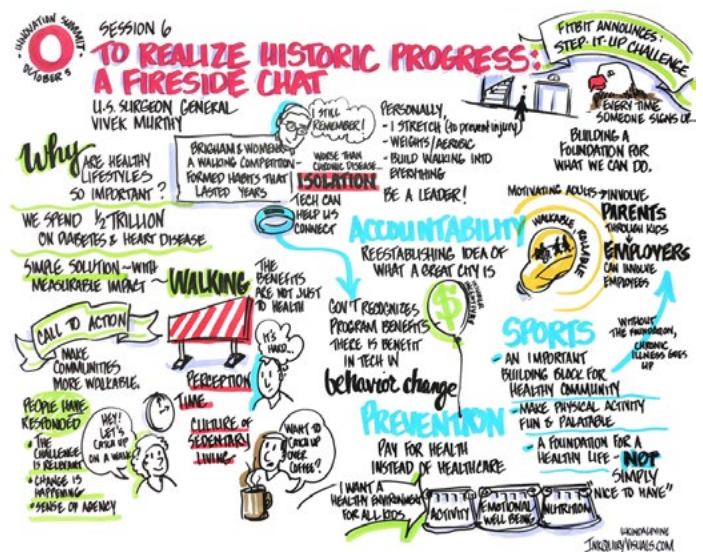
### KEY POINTS:

- Technology offers the best opportunity to increase the scale and reach of physical activity promotion and strategies (i.e., population-wide)
- Technological advances can provide solutions and support for individual-level behavior change, and potentially provide an answer for surveillance challenges
- Engaging with the technology industry offers the opportunity to partner with the private sector (e.g., sports and fitness industry)

### OPPORTUNITIES AND NEEDS:

- Significant opportunity to build on technological advances to motivate and maintain individual-level behavior change through monitoring, coaching and social support
- Capitalize on the latest interest in technology games, such as Pokémon, and focus on making PA fun
- Unlock the potential to engage the private sector as an additional key partner in this work
- Work with technology partners to identify tracking devices and other products to increase and improve surveillance mechanisms

## SESSION 6: Realizing the Historic Progress: A Fireside Chat with the U.S. Surgeon General Dr. Vivek Murthy



### KEY POINTS:

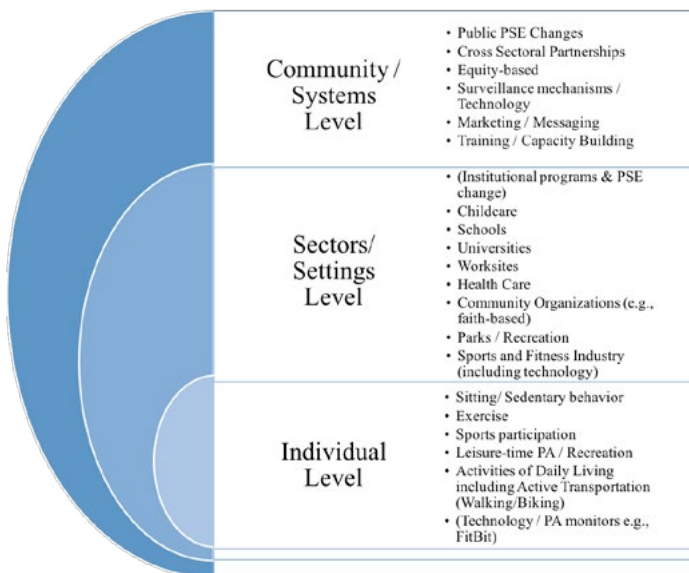
- Research has revealed that 22 minutes of exercise a day can have a measurable impact on health
- Tapping into the incredible potential of walking nationwide will help to address chronic disease issues, improve health and benefit our environment
- Walking is relatively cheap and available to almost everyone. However, many communities or neighborhoods are without sidewalks, making it difficult to walk safely.
- Find ways to incorporate walking into your day. It is more than just about shrinking your waist line, it can improve your mood and emotional health.
- Engaging and working with mayors, city planners and other local officials is essential to developing the infrastructure needed to support walking and create more walkable communities
- Technology can be seen as a barrier (e.g., TV, video games, and computers), but also can be used to provide powerful support for increasing physical activity behavior as has been shown by personal trackers and monitors. Trackers and monitors can provide the social and training support needed for success.
- Sports is a very important building block not only for supporting health behaviors, but for building community and developing social skills. Having the opportunity to participate in sports should not be seen as an extra benefit, but as a given.

## OPPORTUNITIES AND NEEDS:

- Ongoing opportunity, and challenge, to build on the Call to Action on Walkability
- All communities must focus on creating physical and social (e.g., family, work, play) environments that support and encourage walking
- Develop messages and promotion to shift American culture to one that actively seeks out and embraces walking and other forms of physical activity (“Walkability should be the norm.”)
- Work more closely with mayors and other public officials and professionals to understand the policies and environmental changes needed to support walking and develop active living communities
- We have to stop thinking of sports as a “nice to have,” but rather view it as part and parcel for how we build a foundation for a healthy life for our children.

## CONCLUSION

As a final overview, the following diagram was developed to capture the wide range of topics, environments and influences covered at the Innovation Summit. As illustrated, this diagram provides a visual example of a systems approach, highlighting the multicomponent, multisector and multilevel influences needed to create and support a more physically active society.



## A POTENTIAL GRAND OPPORTUNITY AND NEXT STEP

The summit was comprehensive in scope and diverse in partner representation. Overall, it revealed a massive opportunity to increase awareness among sectors about the overall scope of work being conducted across the landscape of physical activity promotion. For example, the need for public health professionals and city leaders, specifically mayors and city planners, to work together more to create more active community environments. Many such efforts are ongoing across the country in communities of every size. This area of focus (i.e., land-use, community design and transportation), needs extra attention and organization.

There were other discussions and comments made throughout the day that further illustrated the opportunity and need to increase awareness of the efforts underway in the many different aspects of physical activity and health. As one approach, there is an opportunity to add to the current body of work by developing a “State of the State of Physical Activity in America” resource that captures and connects the expansive work that is being conducted across all sectors and systems. In fact, developing this level of understanding will empower the effort to accomplish systems-change.

Again, action planning for selected key points in 2017 and beyond will be outlined in an accompanying report in April 2017.

## INNOVATION SUMMIT PRESENTERS:

*Shavon Arline-Bradley, Director of External Engagement at Office of the United States Surgeon General*  
*Tom Cove, CEO, Sports & Fitness Industry Association*  
*Dr. Loretta Di Pietro, Professor and Chair, Milken Institute School of Public Health*  
*Alison E. Field, Professor and Chair of Epidemiology, Brown University School of Public Health*  
*Missy Franklin, Laureus Sport for Good Foundation USA, Olympian*  
*Dr. Janet Fulton, Chief, Physical Activity and Health Branch, Centers for Disease Control*  
*Dr. Jack Groppel, Co-Founder, Johnson & Johnson Human Performance Institute*  
*Dr. Brian Hainline, NCAA Chief Medical Officer*  
*Risa Isard, Program Associate, Aspen Institute Sports & Society Program*  
*Justin Kaufenberg, CEO, SportsEngine*  
*Dr. Bruce Y. Lee, Executive Director, Global Obesity Prevention Center (GOPC) at Johns Hopkins University*  
*Bob Lujano, Laureus Ambassador & Information Specialist, National Center of Health, Physical Activity and Disability*  
*Benita Fitzgerald Mosely, CEO, Laureus Sport for Good Foundation USA, Olympian*  
*Edwin Moses, Laureus Sport for Good Foundation USA, Olympian*  
*U.S. Surgeon General Vivek Murthy*  
*Dr. Russell Pate, Arnold School of Public Health*  
*Dr. David Sabgir, Founding CEO of Walk with a Doc*  
*Woody Scal, Chief Business Officer, Fitbit*  
*Kathy Smith, Board President, America Walks*  
*Melicia Whitt-Glover, President & CEO, Gramercy Research Group*