

NATIONAL COALITION FOR PROMOTING PHYSICAL ACTIVITY (NCPA)

Project:

Youth and Physical Activity Media Grant

Type of program:

- Physical activity program
- School/community health education
- Media campaign/event

Setting:

- School-based
- Community-based

Partners:

- Other state organizations: NCPA state affiliates
- Other local associations: NCPA local affiliates

Goal:

- To develop a local event that ties into the CDC Youth Media Campaign, the Physical Activity for Youth Initiative, or a NCPA event.

Description:

Micro-grants were distributed to eight separate NCPA state coalitions (NY, SC, VT, DE, WA, CO, OR, and MN). Projects varied in scope and included collaborative efforts for web-based and mixed media promotional messages; enhancing a mentor-training curriculum; and hosting/highlighting active communities/safe routes for walking and biking programs.

Successes:

- Developing partnerships with other organizations to promote physical activity.
- Quality of ads/media messages turned in by participants.
- Number of participants at events or taking part in programs.
- Reaching out to diverse populations and people of all ages (parents, teens, younger children).
- Mix of activities/projects completed.
- The continuation of some of the events/programs.

Challenges:

- Partnering with other groups/agencies.
- Tracking user or outcome data—not enough time to develop or acquire results in order to prove success.
- Getting the appropriate backing to use the media message or ads in the future and for public consumption.



Strategies for sustainability:

- Partnering with other organizations or furthering collaborative efforts in order to repeat programs or events next year or to continue the use of products developed.

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