Policy Strategies to Promote Physical Activity
Quick Start Resource

*This resource is intended to provide key references, tools, and components for the planning, implementing, and evaluating policy to promote physical activity. * Nonfederal Web site addresses are provided for informational purposes only, and this listing does not imply CDC endorsement of these programs.*

What resources are available to learn more about physical activity policy?

- **Centers for Disease Control's Division of Nutrition Physical Activity and Obesity Health Professionals Policy page**
  http://www.cdc.gov/nccdphp/dnpa/physical/health_professionals/policy/index.htm
  This site provides links to policy and legislation resources for professionals working in the physical activity arena.

- **Centers for Disease Control and Prevention's (CDC) Physical Activity Policy Research Network (PAPRN)**
  http://prc.slu.edu/paprn.htm*
  This network conducts research about physical activity policies, determinants of the policies, process of implementing policies, and determining the outcomes of physical activity policies.

- **Council of State Governments (CSG)**
  http://www.healthystates.csg.org/Public+Health+Issues/Nutrition+and+Physical+Activity/ *
  This site within CSG's Healthy State Initiative is specific to nutrition and physical activity policy making.

Where can I learn more about working with legislators regarding policy?

- **National Association of Chronic Disease Directors, Diabetes Advocacy Toolbox**
  http://www.chronicdisease.org/i4a/pages/Index.cfm?pageID=3526*
  This kit is intended to provide resources to state and territory staff about effective advocacy efforts, as well as practical information to plan advocacy programs.

- **Working with Elected Officials to Promote Healthy Land Use Planning and Community Design**.
  http://www.planning.org/research/pdf/healthycommfactsheet2.pdf*
  This fact sheet from the National Association of County & City Health Officials provides guidance on partners, strategies and roles when working with elected officials.

- **Bringing Policy Change to Your Community**
  http://www.healthpolicyguide.org/advocacy.asp?id=23 *
  This site provides step-by-step guidance on policy process for increasing public awareness, developing community partnerships, and understanding the policy process and educating policy makers at all levels.

- **North Carolina's Winning with ACE's***
  http://www.eatsmartmovemorenc.com/programs_tools/community/docs/aces/070317_aces_policyguide.pdf*
  The ACEs guide was developed to assist in making communities more supportive of physical activity.

- **Council of State Government— "Preventing Diseases Through Physical Activity"**
  - **Talking Points for Legislators**
    http://www.healthystates.csg.org/NR/rdonlyres/E5036D96-E4BF-48CD-A053-757545049C53/0/TPPhysical.pdf*
  - **Legislator Policy Brief**
    http://www.healthystates.csg.org/NR/rdonlyres/BEE2060B-CB0B-4EF2-B830-E361D928B17C/0/PreventingDiseasesThroughPhysicalActivityFINAL.pdf*

- **National Conference of State Legislatures' (NCSL)** *Public Health: A Legislator's Guide*
  www.ncsl.org/programs/health/publichealth.htm*
  This product of NCSL's Public Health Projects is an initiative to inform state legislatures about priority public health issues. The Public Health Projects provide state legislatures with research and technical assistance.

What tools are available for planning and building policy?

- **Strategic Alliance Environmental Nutrition and Activity Community Strategies**
  http://www.preventioninstitute.org/sa/ *
  This site provides a link to the ENACT tool for planning policy (click on the actual strategy within the assessment tool to get case studies, policy examples, and evidence base) and a link to the local policy database.

- **Nutrition and Physical Activity: A Policy Resource Guide**
  http://www.doh.wa.gov/cfh/steps/publications/nutrition_activity_policy_guide_final.pdf*
  This policy guide from the Washington Department of Health provides an overview of nutrition and physical activity policies at state, local, and private jurisdictions and, if available, evidence of policy effectiveness.

- **Health Policy Guide**
  http://www.healthpolicyguide.org/*
  This guide provides evidence-based, peer-reviewed policy guidance and resources to support advocacy and decision making at the state and local levels.

- **Michigan's Healthy Communities Toolkit—** A Policy Guide for Public Health Practitioners and their Partners
  http://www.mihealthtools.org/documents/HealthyCommunitiesToolkit_web.pdf*
  This resource offers policy planning and guidance as well as a media strategy.

- **A Public Health Professional's Guide to Key Land Use and Transportation Planning Policies and Processes**
  http://www.caphysicalactivity.org/docs/Land_use_transportation_planning.pdf*
  This document provides an introduction to the major policies and processes in land use and transportation planning, and ways to integrate healthy community design.

What resources are available for evaluating policy?

- *Guide to Measuring Advocacy and Policy*
  http://www.aecf.org/upload/PublicationFiles/DA3622H5000.pdf. *
  This guide, written for the Annie E Casey Foundation puts forth a framework for naming outcomes associated with advocacy and policy work as well as directions for evaluation design.

- **The Evaluation Exchange**
  http://www.hfrp.org/evaluation/the-evaluation-exchange/issue-archive/advocacy-and-policy-change *
  This is the Harvard Family Research Project's evaluation periodical issue topic: Advocacy and Policy Change, Volume XIII, No. 1, Spring 2007.

- **Re-AIM** www.re-aim.org*
  This site provides planning and evaluating methods for interventions as well as policy for using a framework that addresses reach, efficacy, adoption, implementation, and maintenance.

How can I find examples of others implementing policy?

- **CDC Division of Nutrition, Physical Activity and Obesity Legislative Database**
  This site provides a database of searchable state legislation from 2001—present on a variety of health topics concerning physical activity.
  http://apps.nccd.cdc.gov/DNPALeg/index.asp

- **CDC Division of Adolescent and School Health- School Policy Portal**
  http://www.cdc.gov/HealthyYouth/healthtopics/wellness.htm
  This site provides resources, tools, and specific examples related to school health policies.

- **Getting to Smart Growth:** http://www.smartgrowth.org/pdf/gettosg.pdf*
  The policies and guidelines, both formal and informal, presented in this primer have proven successful in communities across the United States.

- **Models for Change: Lessons for Creating Active Living Communities**
  http://www.activelivingresearch.org/files/ALR%20Planning%20Magazine_Case%20Studies_0.pdf *
  These case studies, prepared using the Active Living Research program, show 11communities creating policy change for more active communities. Each case study covers the community's story, the lessons learned, and the steps for replication if adopted at another site.

- **Thunderhead Alliance-Complete the Streets Campaign Policy Initiative**
  http://www.thunderheadalliance.org/completestreets.htm*
  This site outlines progress on Thunderhead's complete the street campaign goal to have policies in all 50 states by 2008. View current state and local level policies.