

# National Center for Chronic Disease Prevention and Health Promotion

Division of Nutrition, Physical Activity, and Obesity



## Active People, Healthy Nation Creating an Active America, Together

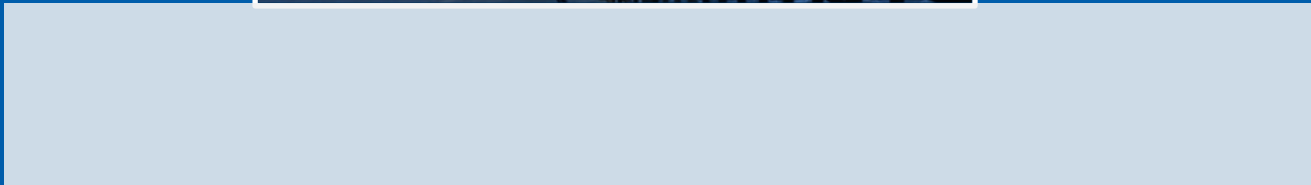


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## Three Things to Remember

➔ Walking/Biking is a wonder drug (but we make it hard to get)

➔ Physical inactivity and the environment that supports it is bad for you

➔ CDC's Active People Healthy Nation provides key support through *activity-friendly routes to everyday destinations*





# 1. Physical Activity The “Wonder Drug”

Have you had your dose today?

# DO YOU WANT?

To **sleep better?**

To **think better?**

To **feel better?**

To reduce your risk of **cancer?**

To reduce your risk of **heart disease?**

To reduce your risk of **depression?**

To **prevent weight gain?**

To **live longer?**

Your kids:

To do **better at school?**

To be **strong?**

Your parents:

To have lower risk of **dementia**

To have better **balance and less risk of falling**

**A stronger community....**

**A stronger military....**

# One Of The Best Things People Can Do To Improve Their Health



## Benefits for Children

- Improves aerobic fitness
- Improves bone health
- Improves academic performance



## Benefits for Adults

- Active adults generally live longer and are at less risk for serious health conditions like -
  - Heart disease
  - Some cancers
  - Type 2 diabetes
  - Obesity
- For people with chronic diseases, it can help improve disease management



## Benefits for Healthy Aging

- Reduces risk of falling
- Extends years of active life
- Delays onset of cognitive decline
- Helps prevent weak bones and muscle loss



Just to name a few...

## RECENT HIGHLIGHTS FROM THE 2018 PHYSICAL ACTIVITY GUIDELINES

- Improved bone health and weight status for children ages 3 to 5
- Improved cognitive function for children ages 6 to 13
- Improved quality of life and sleep for adults
- Decreased risk of certain cancers, dementia, and excessive weight gain for adults
- Reduced feelings of anxiety and depression in adults

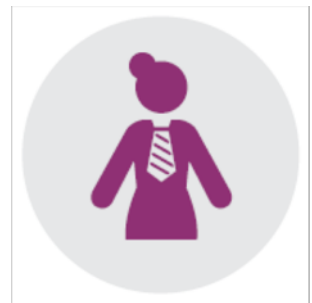


WAIT A MINUTE .... STOP .... STAND .... SITTING IS NOT GOOD!



# Physical Activity Benefits Our Communities

- Active and walkable communities can help
  - Increase retail activity and employment
  - Increase property values
  - Support neighborhood revitalization
  - Reduce health care costs
- Walkable communities can improve safety for people who walk or roll in wheelchairs, ride bicycles, and drive
- Physical activity improves productivity because physically active people tend to take fewer sick days







# Importance of Physical Activity

Too few Americans get the recommended amount of physical activity

**31**   
MILLION

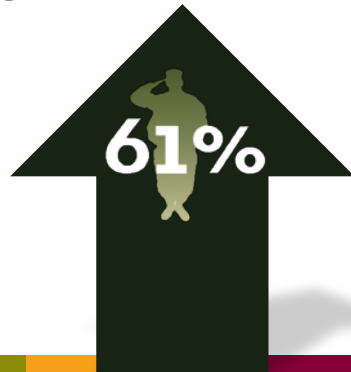
About **31 million** adults aged 50 or older are inactive, meaning they get no physical activity beyond that of daily living



Only **1 in 5** adults and **1 in 5** high school students fully meet physical activity guidelines for aerobic and muscle-strengthening activities

# Inadequate Physical Activity Impacts Our National Security and Military Readiness

- Both obesity and low levels of physical fitness **increase the risk for injury** among active military personnel
- **Nearly 1 in 4 young adults are too heavy** to serve in our military
- **Obesity has risen 61%** among active duty service members





# Inadequate Physical Activity and Obesity Costs Lives And Dollars

**1 in 10**



Inactivity contributes to premature deaths

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**\$117  
BILLION**



Inadequate levels of physical activity are associated with \$117 billion in annual health care costs

# How did Ken get interested in this work?



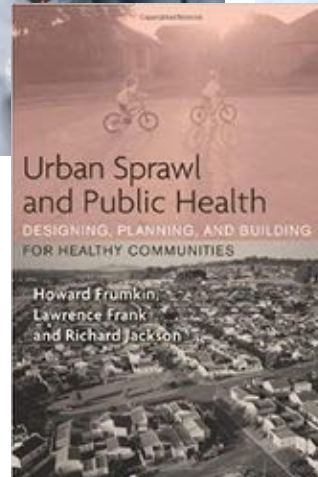
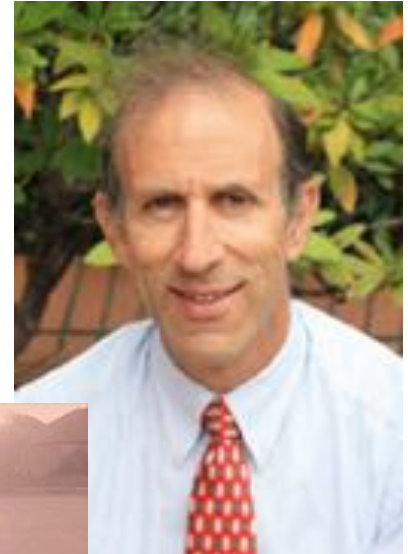


# Ken's Vitals Before and After the Daily Physical Activity\*

Age	35	52
Blood Pressure	140/90	108/68
Resting Pulse	72	51
Weight	167	149
Cholesterol	190	170

\* And after tobacco cessation

# Founders





This creative concept for paving  
Philadelphia Ave. captures  
buildings that existed in 1850,  
including the National Hotel at left,  
which were occupied the corner of Sixth St.,  
where the Newsroom is today. The Capitol's  
original, modest dome is seen at center.

And now a word about how  
we've engineered physical  
activity out of our daily lives

# Highway Infrastructure





# Land Use



# Traffic Congestion

An aerial photograph of a multi-lane highway showing severe traffic congestion. The road is filled with a dense line of cars, with very little space between them. The lanes are clearly visible, and the overall scene depicts a major bottleneck in traffic flow.

Disconnected





Drawing by Duany Plater Zyberk, in ITE Journal 1989;59:17-18



**The National  
"Never Bike"  
Campaign**

Strategy #1:

Don't build anything

HIGHWAY  
STORAGE

CASH  
PRICA  
LAWN

BUTNY  
LOANS



Strategy #2:

Build repellant bike lanes





## Strategy #3:

Build bike lanes on 4-lane roads  
with 45 mph speed limits



## Strategy #4:

Build bike lanes right next to car doors



## Strategy #5:

Use treacherous metal plates to  
block them



Strategy #6:

Use creative design.





## Strategy #7:

Disguise parking spaces as bike lanes





## CARS BLOCKING BIKE LANES

ATLANTA, FULTON COUNTY

CBS 46

5:40 65°



Strategy #8:

Combine Multiple Strategies

# Nothing for bikes, metal grates in path, hole in pavement

This will hurt. Peach and 5th st



## Strategy # 9:

Never place an interesting or useful destination within walking distance of where anybody lives





Strategy #10:

Just Say It





**The National  
"No Walk"  
Campaign**

Strategy #1:

Don't Build Sidewalks

HIGHWAY  
STORAGE

CASH  
PRICA  
LAWN

BUTNY  
LOANS



Strategy #2:

Build Repellant Sidewalks





## Strategy #3:

Allow Sidewalks to Disintegrate



Strategy #4:

Build Treacherous Sidewalks



ALPHA ACADEMY  
DOG TRAINING  
CLIENT  
PARKING  
ONLY!!

ALPHA ACADEMY DOG TRAINING  
ADVANCED K9TY CLASSES  
TRAINING IN THE MOUNTAINS  
874-5234

UNIT  
770-944-4

Strategy #5:

Obstruct Sidewalks



←  
ENTER

39



Strategy #6:

Use creative design.

SPEED  
LIMIT  
40

ALL  
WAYS  
AHEAD





## Strategy #7:

Crosswalks should be dysfunctional, if not silly.



Strategy #8:

Combine Multiple Strategies



## Strategy # 9:

Never place an interesting or useful destination within walking distance of where anybody lives



Strategy #10:

Just Say It



Private Community  
Gated & Registered  
Guests Only  
Parking by Permit Only

**NO**  
PEDESTRIANS

**DANGER**  
EXIT ONLY



## Strategy #11:

Engage in overzealous  
enforcement

LOS ANGELES (AP) — An 82-year-old woman received a \$114 ticket for taking too long to cross a street.



# Strategy # 11:

Make everything car-accessible.  
*Everything.*







## Pharmacies



## Dry Cleaners





Booze





Groceries





Auto Service



Fine



Food





Coffee



A nice touch...  
Braille buttons for  
blind drivers

Banking

# Wedding Chapel Las Vegas, NV





## Child support payments





Gardner Memorial Chapel  
Davidson, TN



Junior Funeral Home  
Pensacola, FL

## Funerals



Trees (RIP)







?

“We do not stop exercising because we age, we age because we stop exercising ... We are under-exercised as a nation. We look, instead of play. We ride, instead of walk. Our existence deprives us of the minimum of healthy activity essential for healthy living”



Are we winning or are we  
losing?



# CDC History

Built Environment  
Work Group



- Racial and Ethnic Approaches to Community Health
- Steps to Healthier U.S.
- Healthy Communities Program
- CDC Built Environment Working Group
- CDC Transportation Recommendations
- Seminal meeting on Transportation and Health
- Communities Putting Prevention to Work
- Community Transformation Grants
- USDOT Health in Transportation Workgroup
- Partnerships in Community Health
- CDC/USDOT Interagency Working Group
- Active People, Healthy Nation





# Public Health Policy Statements

- CDC Transportation and Health Recommendations
- Surgeon General's Call to Action for Walking and Walkable Communities
- American Public Health Association
- National Academy of Medicine: Roundtable on Obesity
- Transportation Research Board Arterials and Health Task Force
- Institute for Transportation Engineers
- American Planning Association
- American Academy of Pediatrics
- Trust for Public Land



CREATING AN ACTIVE AMERICA, TOGETHER

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





# What Can We Do Together To Increase Physical Activity for Americans?

## 1 DELIVER PROGRAMS THAT WORK

**GOAL:** Use proven programs to promote physical activity at national, state, and local levels.

## 2 MOBILIZE PARTNERS

**GOAL:** Support partners to create and sustain national, state, and local efforts to increase physical activity.

## 3 SHARE MESSAGES THAT PROMOTE ACTIVE LIFESTYLES

**GOAL:** Connect and communicate the benefits of adopting an active lifestyle.

Active People, Healthy Nation frames CDC's vision supporting "Active People in an Activity Friendly World"

## 4 TRAIN LEADERS FOR ACTION

**GOAL:** Prepare local and state leaders to promote and support physical activity.

## 5 DEVELOP TECHNOLOGIES, TOOLS, AND DATA THAT MATTER

**GOAL:** Address gaps in monitoring and evaluating physical activity, walking, and walkable communities.



# Creating An Active America, Together







This initiative aims to help  
**27 million Americans**

become more physically active by **2027** to improve their overall health and quality of life and reduce healthcare costs





## WHY ACTIVE COMMUNITIES ARE PART OF THE MAGIC SAUCE?

- They solve the two of the most common barriers...
  - “Not enough time to “go to the gym”
  - “Unsafe places”





# BUILT ENVIRONMENT APPROACHES

U.S. COMMUNITY PREVENTIVE SERVICES TASK FORCE

## Activity Friendly Routes to Everyday Destinations

### Pedestrian or Bicycle Transportation Systems

- Pedestrian infrastructure
- Bicycle infrastructure
- Public transit infrastructure and access



### Land Use and Environmental Design

- Proximity to destinations
- Mixed land use
- Residential density
- Parks and recreational facilities



# THROUGH CONGRESSIONAL SUPPORT, CDC PROMOTES PHYSICAL ACTIVITY

## BE Active:

### Connecting Routes + Destinations



Implementing the Built Environment  
Recommendation to Increase Physical Activity

- Grants supported in Georgia:
  - Coastal Georgia YMCA
  - DeKalb County Health Department
  - Houston County Board of Health
  - UGA Cooperative Extension in Calhoun, Clay, Dooly, Stewart, and Taliaferro Counties
  - Other opportunities
    - Walking College (America Walks)
    - Walkability Action Institute (National Association of Chronic Disease Directors)
    - Complete Streets Consortium (National Complete Streets Coalition)

“If we just had sidewalks .  
..”

REALLY ??

Are these  
places you  
want to  
walk?



What we need are places  
that make people want to  
walk instead of drive . . .

These  
places  
make  
people  
feel like  
walking

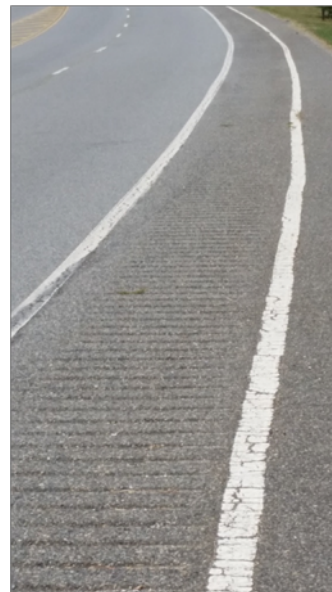


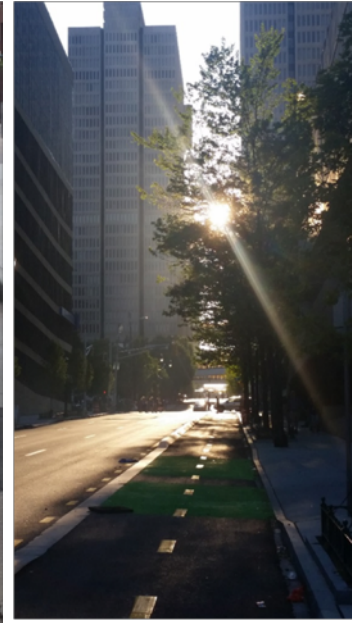


I would ride my bike if we  
just had bike lanes . . .

REALLY ?

Are these  
places you  
want to  
ride a bike?





What about these?

# What makes a great bike lane?



Is this a place you want to walk or ride your bike to?



## What about these?





# Key Priorities supporting our Work

- Complete Streets Policies
- Safe Routes to School
- Community/Master Plans
- Zoning Codes
- Quick Builds





You are the difference  
in getting us to the  
Win!



# Three Things to Remember

➔ Biking is a wonder drug  
(but we make it hard to get)

➔ Physical inactivity and the environment that supports it is bad for you

➔ CDC's Active People Healthy Nation provides key support through *activity-friendly routes to everyday destinations*



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GOOGLE: CDC ACTIVE PEOPLE HEALTHY NATION

OR TYPE IN:

[WWW.CDC.GOV/PHYSICALACTIVITY/ACTIVEPEOPLEHEALTHNATION](http://WWW.CDC.GOV/PHYSICALACTIVITY/ACTIVEPEOPLEHEALTHNATION)



LET'S STAY  
CONNECTED

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[Facebook.com/CDCEatWellBeActive](https://www.facebook.com/CDCEatWellBeActive)



[@CDCObesity](https://twitter.com/CDCObesity)

[@CDCMakeHealthEZ](https://twitter.com/CDCMakeHealthEZ)

People favor safer designs. 80% of U.S. Adults favored safer street design for walking even if driving is slower.....





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Prevention

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