

Child Physical Activity Strategies

revised: 10.28.2015

Brief Strategy		Full Strategy / Actions	State Actions	Local Actions
1	Support child care providers in increasing physical activity for infants and children in their care	Promote increased physical activity for the child care workforce (20,000), children in care (20-40% of children) and their families through strengthened regulations, quality improvement efforts, professional development supports and child care health consultation.	<p>Collaborate with the Oregon Office of Child Care, Early Learning Division and stakeholders to review and promote revisions to child care regulations and QRIS standards that will align with best practices and model standards consistent with Caring for Our Children.</p> <p>Develop child care health consultation role and program at the state.</p> <p>Develop and/or identify training resources.</p> <p>Promote professional development and training of the childcare workforce in strategies to include structured and unstructured physical activity in the childcare day.</p>	<p>Provide child care health consultation to local child care providers: technical assistance with assessment, policy development and implementation, professional development, education for families, etc.</p> <p>Use a quality improvement and/or learning collaborative approach to improving policies and practices supporting physical activity in child care.</p> <p>Provide resources, information and tools for child care providers about the promotion of physical activity.</p>
2	Support the implementation of HB3141	<p>Engage, mobilize and collaborate with school districts, community leaders, parents and community organizations to build local support for implementation of the 2007 Oregon House Bill 3141 PE requirements, to be implemented by 2017.</p> <p><input type="checkbox"/> Promote enjoyable, lifelong</p>	Collaborate with the Health Promotion and Chronic Disease Prevention Section, the Department of Education, and other partners to support implementation of minimum physical education and activity requirements in elementary and middle schools.	<p>Collaborate with Healthy Communities coordinators, local school boards, PTAs, and other community organizations to support implementation.</p> <p>Educate the community about the benefits of physical activity for academic achievement and lifelong health and wellness – emphasize health.</p>

		<p>physical activity through development and mastery of student knowledge, attitudes, motor skills, behavioral skills, and confidence</p> <ul style="list-style-type: none"> <input type="checkbox"/> Commit adequate resources, trained personnel <input type="checkbox"/> Adapt programs to meet the needs of children with activity limitations <input type="checkbox"/> Increase the amount of moderately vigorous physical activity in PE through management, activity selection, organization and instruction <input type="checkbox"/> Non-competitive sports and recreational activities 	<p>Advocate for adequate resources and personnel.</p> <p>Promote policies that promote enjoyable, lifelong PA for all children, regardless of sex, ability, etc.</p> <p>Promote comprehensive school physical activity programs.</p>	<p>Promote policies that promote enjoyable, lifelong PA for all children, regardless of sex, ability, etc.</p> <p>Promote comprehensive school physical activity programs.</p> <p>Advocate for adequate resources and personnel.</p>
3	Support physical activity before, during and after school	<p>Collaborate with school districts, community leaders, parents and community organizations to adopt a comprehensive school physical activity program or policy that increases physical activity minutes before, during and after school: recess in school wellness policies, activity breaks in class, active transport to and from school. Include comprehensive approach in school district wellness policies.</p> <p>Actions might include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Provide encouragement and motivation for activity <input type="checkbox"/> Increase available equipment on playgrounds <input type="checkbox"/> Use playground markings to 	<p>Collaborate with the Health Promotion and Chronic Disease Prevention Section, the Department of Education, and community partners to support physical activity embedded throughout the day.</p> <p>Advocate for adequate resources and personnel.</p> <p>Promote policies that promote enjoyable, lifelong PA for all children, regardless of sex, ability, etc.</p> <p>Promote comprehensive school physical activity programs.</p>	<p>Collaborate with Healthy Communities coordinators, local school boards, PTAs, and other community organizations to adopt a comprehensive school physical activity program or policy that increases physical activity minutes before, during and after school: recess in school wellness policies, activity breaks in class, active transport to and from school.</p> <p>Include comprehensive approach in school district wellness policies.</p> <p>Provide education and technical assistance about the benefits of physical activity for academic achievement and lifelong health and wellness.</p>

		<p>promote activity</p> <p>A Comprehensive School Physical Activity Program (CSPAP), for which a step-by-step guide has been developed by CDC, in collaboration with American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD); CATCH (Coordinated Approach to Child Health) is a program to prevent childhood obesity and launch kids and communities toward healthier lifestyles. CATCH includes modules for the classroom, physical education, school cafeteria, and parents/PTA.</p>		
4	<p>Collaborate with the Oregon Healthy Schools Partnership (OHA – Public Health Division and ODE – Child Nutrition Programs)</p>	<p>Support the strengthening of District and School Wellness Policies and the best practice of having wellness councils in local schools. Through wellness councils, promote food and nutrition policy changes, physical activity, and education. Schools will be engaged to become more active with their wellness councils and take an active role in adopting policy and promoting healthy activities.</p>	<p>Collaborate with Health Promotions and Chronic Disease Prevention Section, the Department of Education, parents and community partners to strengthen USDA required district wellness policies and promote school wellness councils.</p> <p>Develop, strengthen and expand state and community partnerships to support wellness in schools.</p> <p>Support local agencies with capacity, technical assistance and resources.</p>	<p>Collaborate with Healthy Communities coordinators, local school boards, PTAs, and other community organizations to activate school district wellness policies that support the health of students and staff. Ensure opportunities for physical activity including physical activity minutes, recess, class activity breaks and opportunities before and after school.</p> <p>Support school and district wellness councils.</p> <p>Provide education, technical assistance and resources about the benefits of physical activity for academic achievement and lifelong health and wellness.</p>
5	<p>Support joint use agreements</p>	<p>Assist school districts, local government, businesses, community</p>	<p>Collaborate with the Health Promotion and Chronic Disease</p>	<p>Collaborate with Healthy Communities coordinators, local school boards, PTAs, and</p>

	enabling use of school facilities for community physical activity	planners, and community organizations to facilitate joint use agreements to support use of school facilities for physical activity and play.	Prevention Section, the Department of Education, and other partners to identify and support use of policy tools for local implementation. Identify and address barriers to joint use agreements.	other community organizations to promote and adopt joint use agreements. Provide education and technical assistance about the benefits of physical activity for academic achievement and lifelong health and wellness.
6	Promote community-wide campaigns for physical activity	Collaborate with schools and community organizations to carry out community-wide campaigns to increase physical activity. Evidence-based community-wide campaigns are interventions that: 1) Involve many community sectors 2) Include highly visible, broad-based, multi-component strategies (e.g., social support, risk factor screening or health education) 3) May also address other cardiovascular disease risk factors, particularly diet and smoking. Example: Peaceful Playgrounds; Stairwell campaigns; Screen time reduction/Turn off weeks	Develop and/or identify resources to support community campaigns. Foster and support partnerships to increase the number of community campaigns focused on wellness. Assist local agencies with the capacity to take a lead role in their communities.	Convene community partners and foster support for community-wide campaigns that promote equity and inclusion, and the importance of physical activity for lifelong health and wellness.
7	Promote policies to improve the physical environment for physical activity	Collaborate with local and state government agencies, urban planners, architects, engineers, and developers to implement policies and practices that change the physical environment in ways that support physical activity and promote safety and access. Street-scale urban design and land use	Collaborate with the Health Promotion and Chronic Disease Prevention Section, ODOT, architects, engineers, and other partners to support changes to the physical environment that support safe and accessible physical activity opportunities	Collaborate with Healthy Communities coordinators, local county and city planners, architects, engineers, and other partners to identify and promote changes to the physical environment that support safe and accessible physical activity opportunities. Provide education and technical assistance about the benefits of physical activity for

		<p>policies may include a) roadway design standards b) improved street lighting c) infrastructure projects to increase safety of street crossings (which could include participation in Oregon Pedestrian Safety Policy Plan) d) use of traffic calming approaches (e.g., speed humps, traffic circles) e) enhancing street landscaping f) designated bike and pedestrian paths;</p> <p>Community scale approaches such as a) participating in county plan reviews, b) siting of residential areas to stores, jobs, schools, and recreation areas c) continuity and connectivity of sidewalks and streets d) aesthetic and safety aspects of the physical environment, e) mixed land use planning.</p>	<p>Identify policy tools for state and local use.</p> <p>Provide technical assistance to support health impact assessments.</p> <p>Support public policies that promote equity and access for families and children.</p> <p>Promote a Health in all Policies approach.</p>	<p>academic achievement and lifelong health and wellness.</p> <p>Use Health Impact Assessments to illustrate the importance of a health lens in local design and planning.</p> <p>Promote a Health in all Policies approach.</p>
8	<p>Promote safe and active transportation options</p>	<p>Collaborate with school districts, local government, businesses, community planners, and community organizations to improve access to safe and active transportation options for families, including biking, walking, trails, public transit, expansion of SR2S, walking school bus, safety towns.</p> <p>Encourage school districts to collaborate with local and state SR2S Programs to promote and encourage pedestrian road safety audits to identify and address pedestrian safety issues for "vulnerable" users, such as low-income neighborhoods, schools, etc. and to obtain resources for education</p>	<p>Collaborate with the Health Promotion and Chronic Disease Prevention Section, ODOT, architects, engineers, and other partners to support changes to the physical environment that support safe and active transportation options.</p> <p>Identify policy tools for state and local use.</p> <p>Provide technical assistance to support health impact assessments.</p> <p>Promote a Health in all Policies</p>	<p>Collaborate with Healthy Communities coordinators, local county and city planners, architects, engineers, PTAs and other partners to support safe and active transportation options for children and families.</p> <p>Provide education and technical assistance to promote safe and active transportation as a means to achieve physical activity goals and lifelong health and wellness.</p> <p>Use Health Impact Assessments to illustrate the importance of a health lens in local land use decisions.</p>

		and infrastructure.	approach.	
9	Promote limits to recreational screen time	Collaborate with school districts, PTAs, and community organizations to promote limits to recreational screen time.	<p>Add new resources about screen time reduction to the Oregon Public Health Division child health pages.</p> <p>Update information in the Oregon Kids: Healthy and Safe manuals for child care providers</p> <p>Develop and/or identify resources to support community campaigns.</p> <p>Foster and support partnerships to increase the number of community campaigns focused on wellness.</p>	<p>Foster and support partnerships to increase the number of community campaigns focused on wellness.</p> <p>Promote a screen time challenge for children.</p> <p>Provide resources, information and tools for child care providers about limiting screen time for children in care.</p>
10	Promote point-of-decision prompts for physical activity throughout the day	<p>Collaborate with community businesses, organizations and schools to implement point-of-decision prompts for physical activity. Examples include: stairwell signs, prompts for parents to park/pick up children a little further from the designated location, etc.</p> <p>Point of decision prompts: inform people about health or weight loss benefits from taking the stairs, and/or remind people already predisposed to becoming more active, for health or other reasons, about an opportunity at</p>	<p>Develop and/or identify resources to support community campaigns.</p> <p>Foster and support partnerships to increase the number of community campaigns focused on wellness.</p> <p>Assist local agencies with the capacity to take a lead role in their communities.</p>	<p>Collaborate with community businesses, organizations and schools to implement point-of-decision prompts for physical activity.</p> <p>Foster community partnerships for point of decision prompts.</p> <p>Promote challenges for community members and schools.</p> <p>Provide resources, information and tools.</p>

		hand to do so. Interventions evaluated in this category involved prompts used alone or in combination with stairwell enhancements (e.g., music in stairwells) to increase stair use.		
11	Promote policies and programs for healthy worksites, with a focus on physical activity	Implement worksite policies that promote physical activity for staff, including: 1) Increasing social support for physical activity 2) Participating in TV and video game turn-off activities 3) Providing evidence-based wellness programs and preventive benefits 4) Promoting alternative transportation commuting 5) Providing counseling and individualized services to promote physical activity 6) Using individually adapted health behavior change strategies 7) Providing point-of-decision prompts, such as for using stairs	Assist local agencies with efforts to implement policies and programs to support wellness and physical activity. Collaborate and support CAHIP's Employee Wellness Program Policy efforts.	Collaborate with Healthy Communities coordinators to conduct assessment of policies, provide resources, information, training and support, and support implementation of policies for staff and client wellness.
12	Promote partnerships with clinical care providers to provide anticipatory guidance about the importance of physical activity, as recommended in the American Academy of Pediatrics Bright Futures Guidelines	Collaborate with primary care providers and CCOs to support anticipatory guidance to families about incorporating physical activity into their parenting practices and offer evidenced-based wellness programs and preventive programs that include children. Examples: Exercise to Vitalize; Rx to Play; Rx for Healthy Active Living	Collaborate with primary care provider organizations and CCOs to provide physical activity counseling and guidance during well-child visits. Identify resources and supports for parent referrals to programs that promote healthy weight for children.	Collaborate with local primary care providers to promote physical activity guidance, evidence-based wellness programs and prevention programs and education for children. Use home visiting nurses to educate families and provide care coordination.