

### PHYSICAL ACTIVITY

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Regular physical activity is important for the health and well being for people of all ages. Many adults and children are not physically active on a regular basis. According to the American Cancer Society, physical activity helps balance caloric intake with energy expenditure and regulates the bodies' metabolism, while reducing concentrations of insulin and related growth factors. The National Cancer Institute has found that physical activity is associated with a reduced risk of several types of cancer, including cancers of the breast and colon, and can provide other important health benefits.

**Objective 1:** By 2014, increase the percentage of high school students in Indiana who engage in 60 minutes or more of moderate or vigorous physical activity daily from 32 percent to 35 percent as measured by the Youth Risk Behavior Surveillance – United States.

- Increase awareness of the importance of physical activity for health promotion and disease prevention for students
  - Educate parents and students about the importance of daily physical activity
  - Advocate that all students receive 60 minutes of quality physical activity daily through physical education classes, before- and/or after-school programming, and through home activities
  - Educate students about the value of all types of physical activity
  - Educate schools and communities about existing resources and programs for increasing physical activity among students
- Increase the demand for opportunities for students to be physically active
  - Promote moderate, fun physical activity daily, including outdoor activities whenever possible
  - Recommend an evaluation of physical education and physical activity programs in educational institutions and workplaces to increase the quality and quantity of physical education programs and opportunities for physical activity
- Increase access to places and opportunities for students to be physically active
  - Offer year round physical activity programs for students within and outside the school environment
  - Support the development, renovation, and maintenance of parks, playgrounds, and recreation facilities
  - Provide and promote community based physical activity programs in underserved residential areas
  - Connect roadways to complementary systems of trails and bicycle paths to provide safe places for students to walk and bike

# PRIMARY PREVENTION

## CHAPTER TWO

- Increase policies that support physical activity for students
  - Advocate for Safe Routes to School programs that include both infrastructure projects and educational activities to facilitate safe walking and bicycling to school
  - Advocate for the development and enforcement of comprehensive school policies to provide quality physical activity and education in the school setting
  - Encourage the involvement of public health and school officials to integrate health impact considerations into planning and land-use decision-making processes

**Objective 2:** By 2014, increase the percentage of adults in Indiana who accumulate 150 minutes per week of moderate physical activity or 75 minutes of vigorous activity per week or an equivalent combination of moderate and vigorous activity per week from 48 percent to 50 percent as measured by the Indiana Behavioral Risk Factor Surveillance System.

- Increase awareness of the importance of physical activity for health promotion and disease prevention for adults (and families)
  - Educate the public about the national physical activity guidelines and associated health benefits
  - Educate communities about existing resources and programs for increasing physical activity across the lifespan
  - Educate the public about and promote creative strategies for reintegrating physical activity into everyday life
  - Increase awareness about how the built environment (i.e., roads, sidewalks, trails, buildings, neighborhoods, etc.) can facilitate increased physical activity behavior

## SURVIVOR

### Addie Smith

Breast Cancer

Age 46

Indianapolis, IN

Ruemu E. Birhiray, M.D.

Read Addie's story at [www.indianacancer.org](http://www.indianacancer.org)



### PHYSICAL ACTIVITY (CONT)

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- Increase the demand for opportunities for adults (and families) to be physically active
  - Encourage community groups to conduct an assessment of the availability of places to be physically active in their local communities
  - Advocate for increased availability and accessibility of affordable and safe opportunities for physical activity within communities
  - Encourage worksites to provide flexible work/break time for employees to engage in physical activity
  - Encourage worksites and organizations to provide physical activity breaks for meetings lasting longer than one hour
  - Encourage employers to promote walking, bicycling, and taking transit to work through employee commuter programs and the 2009 Bicycle Commuter Tax Benefit
  - Use mass media to promote appropriate physical activity for all ages, levels and cultures
  - Encourage healthcare professionals, local health departments, and public and private community clinics to promote physical activity to clients
- Increase access to places and opportunities for physical activity for adults (and families)
  - Advocate for public/private partnerships to increase access to places, programs, and equipment for physical activity
  - Encourage public-private partnerships to create new parks and establish programs, such as Adopt-a-Park, to help maintain the beauty and safety of parks
  - Advocate for improved access to public parks, trails, and greenways
  - Encourage employers to provide facilities in the workplace that support physical activity such as walking paths, bicycle storage, showers, and exercise facilities, or provide incentives or partial reimbursement to employees for fitness club memberships
- Increase policies that support physical activity for adults (and families)
  - Develop and implement worksite policies that support and promote physical activity
  - Develop joint-use agreements to allow the use of public schools and facilities for recreation by the public during non-use hours

# PRIMARY PREVENTION

## CHAPTER TWO

- Advocate for Smart Growth policies for new and renovated development projects to encourage the design of neighborhoods and commercial developments that connect people with their destinations so active transportation via walking and bicycling can replace the current heavy reliance on automobile transportation
- Advocate for Complete Streets policies within communities and across the state to ensure streets are designed to accommodate all types of transportation including transit, cars, pedestrians, cyclists, as well as being accessible and safe for older adults, children, and those with disabilities
- Form or build upon existing statewide partnerships, coalitions, and advisory boards to promote policies and action plans across multiple agencies and organizations to support active living communities

**Objective 3:** By 2014, decrease the percentage of high school students in Indiana who watch three hours or more of television per day from 29 percent to 25 percent as measured by the Youth Risk Behavior Surveillance – United States.

- Increase awareness of the health issues and risks related to excess television viewing
  - Educate the public about the health issues and risks related to excessive television viewing for children, youth, and adults
  - Educate parents and communities about existing resources and programs for decreasing television viewing time
  - Educate parents and caregivers about the importance of modeling reduced television viewing time
  - Educate school personnel and childcare providers about the importance of using television for homework and educational purposes only
- Decrease demand for television viewing
  - Monitor and limit the use of television, video, video games, and computers for non-educational purposes to children and youth
  - Monitor and limit the marketing of poor nutritional choices and sedentary behaviors to children and youth in television and other electronic media