

Active People – Healthy Nation

A collaborative vision to **help Iowa lead the way** in this important national initiative

Vision: *Promoting physical activity in Iowans through community-campus partnerships*

Background and Goals

The Centers for Disease Control and Prevention (CDC) has launched the “[Active People – Healthy Nation](#)” campaign to promote physical activity and healthy living in the country. The goal is to help 27 million Americans to become active by 2027. The [ISU Community Connections for Public Health](#) group is committed to helping Iowa to be a leader in the campaign by helping to support more effective partnerships. The CCPH group is linked to the ISU Translational Research Network (U-TuRN) and together we hope to support county and local organizations in promoting the campaign and in using the CDC resources to support programming. Consistent with our translational approach we hope to build capacity in organizations to facilitate local programming that reaches and impact individuals. See goals below:



- Primary Goals (Organizational Support)

The primary (organizational) goal is to directly foster awareness of the campaign and to share resources and strategies developed through the National Physical Activity Plan to support Iowa organization

- Increase awareness of the **Active People-Healthy Nation** program by professionals and organizations.
- Increase promotion of the **Active People-Healthy Nation** message by state, county and local agencies using strategies in the National Activity Plan.

- Secondary Goal (Individual Impact)

The secondary (individual) goal is to indirectly support messaging and awareness in Iowans through more effective campus-community partnerships.

- Increase awareness of the importance of physical activity for health and well-being by residents of Iowa
- Increase engagement in physical activity through enhanced community-based programming and messaging to residents of Iowa

Methods and Plans

The ISU Community-Campus Partnership for Health is positioned to help create partnerships needed to make progress on the national Active People Healthy Nation campaign. Resources and methods have already been developed and outlined by the Physical Activity Alliance - <https://paamovewithus.org/> which developed the National Physical Activity Plan. Thus, the primary methods are to facilitate the operationalization of the methods and strategies in the national plan within Iowa. Partnerships will be fostered to support the dissemination of the plan into different sectors of the plan. This will be facilitated using social marketing strategies and capitalize on social-media techniques.



For additional information on the CCPH hub at ISU, please visit www.ccph.iastate.edu. If you are interested in helping, supporting or facilitating statewide efforts related to Active People Healthy Nation, please contact Dr. Greg Welk (gwelk@iastate.edu).