

Physical Activity

Ready. Set. It's Everywhere You Go!



It's in the house. It's in the yard. It's at the office. It's even at the mall! It's everywhere you go!

So why aren't all adults routinely physically active? How do active adults differ from those who aren't? And what do inactive adults say we can do to help them lead more active lives? For these answers and more, we've developed "Ready, Set, It's Everywhere You Go: CDC's Guide to Promoting Moderate Physical Activity." The resources and materials found at this site will help you show adults how easy it is to fit physical activity into their busy schedules. Just choose the marketing strategies, program and event ideas, and media tools that best fit your needs!

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[Facts & Trends](#)



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What's It All About?



[Introduction](#)

As part of a national initiative to increase levels of physical activity among the U.S. population, the materials in this kit share the key theme "Physical Activity --- It's Everywhere You Go." This theme raises awareness that the physical activity needed for a healthier life can be included in many everyday activities.

[Press Release:](#) CDC Launches New Campaign

[Social Marketing:](#) A fresh approach to promoting physical activity

[CDC's Comprehensive Initiative to Promote Physical Activity](#)

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Facts & Trends



Physical Activity Facts and Trends

Behind the "Ready, Set, It's Everywhere You Go" campaign's creative marketing strategies, program ideas, and poster, are hard scientific facts --- the backbone and guiding principle of this and all of CDC's initiatives. This section is designed to link you with the facts and figures that helped us develop this and other national physical activity and health promotion activities currently in progress.

CDC's Reports, Surveys, Newsletters, and Guidelines

[Physical Activity and Health: A Report of Surgeon General](#)

This report brings together, for the first time, what has been learned about physical activity and health from decades of research. Among its major findings:

- People who are usually inactive can improve their health and well-being by becoming even moderately active on a regular basis.
- Greater health benefits can be achieved by increasing the amount (duration, frequency, or intensity) of physical activity.
- Physical activity need not be strenuous to achieve health benefits.

[Guidelines for School and Community Programs to Promote Lifelong Physical Activity, 1997](#)

This report summarizes recommendations for encouraging physical activity among young people so that they will continue to engage in physical activity in adulthood and obtain the health benefits of physical activity throughout life. The guidelines state that regular physical activity in childhood and adolescence:

- Improves strength and endurance.
- Helps build healthy bones and muscles.
- Helps control weight.
- Reduces anxiety and stress and increases self-esteem.
- May improve blood pressure and cholesterol levels.

In addition, young people say they like physical activity because it is fun; it provides them a chance to interact with friends; and it helps them learn skills, stay in shape, and look better.

[Chronic Disease Notes & Reports](#) Volume 9, Number 2, Fall 1996

This issue of NCCDPHP's newsletter focuses on physical activity.

CDC's Morbidity and Mortality Weekly Report

[Monthly Estimates of Leisure-Time Physical Inactivity --- United States, 1994](#) MMWR, 1997;46(18):393-397.

[Prevalence of Leisure-Time Physical Activity Among Persons with Arthritis and Other Rheumatic Conditions --- United States, 1990-1991](#) MMWR, 1997;46(18):389-393.

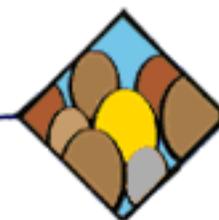
[Prevalence of Recommended Levels of Physical Activity Among Women --- Behavioral Risk Factor Surveillance System, 1992](#). MMWR, 1995;44(6):105-107,113.

[Prevalence of Selected Risk Factors for Chronic Disease by Education Level in Racial/Ethnic Populations --- United States, 1991-1992.](#) MMWR, 1994;43(48):894-899.

[State-Specific Prevalence of Participation in Physical Activity --- Behavioral Risk Factor Surveillance System, 1994](#) MMWR, 1996;45(31):673-675.

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Reaching the Target Audience



Who Is the Target Audience?

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Tools to Help You Reach the Target Audience

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Public Service Announcements: When promoting your program, event, or activity, aim for advertisements and coverage.

Radio Ads

[30 second ad \(WAV - 506KB\)](#)

[60 second ad \(WAV - 1,320KB\)](#)

Television Video Ads Staring Dan Jansen

[Working Dan \(AVI - 2,191.KB\)](#)

[Working Dan \(QuickTime - 2,625KB\)](#)

[Without My Skates \(AVI - 3,083KB\)](#)

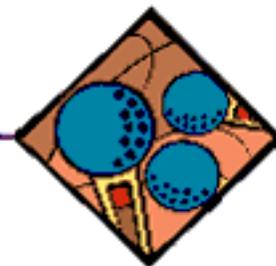
[Without My Skates \(QuickTime - 3,371KB\)](#)

Poster

[It's Everywhere You Go. \(PDF - 90K\)](#) You will need [Adobe Acrobat](#) to view this poster.

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The Media



Working With The Media: Story Angles and Talking Points

The media can help you recruit partners and participants and help draw attention to the goal of your program --- promoting moderate physical activity. Publicity can thus add to the success of your events and increase audience recognition of your organization.

Publicity also can extend the impact of an event. For example, a Zoo Walk can be preceded and followed by publicity on radio and television stations, and in the local newspaper. Media coverage gets your message out to more people than might be able to attend your event.

If you have media relations experience, you already know how to effectively communicate your message to the media. If you have not worked with the media before, someone else in your organization or a partner organization may be familiar with media relations. If possible, find and work with this person.

[What Makes the News?](#)

[Hints for Obtaining Media Coverage](#)

[Talking Points](#)

For more detailed information see [Physical Activity and Health: A Report of the Surgeon General At-A-Glance](#)

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Local Events



How to Develop Physical Activity Programs and Events

Physical activity is everywhere you go. The ways to promote moderate physical activity in your region, state, or community and the locations in which to do so are countless. Make a difference in your community by creating or using existing community events during which your audience can try new types of physical activity. These events can help build audience confidence and skills. They will also demonstrate that moderate physical activity can be fun and can fit into a busy lifestyle.

[Developing Physical Activity Programs and Events](#)

[Park and Recreation Events](#)

[Zoo and Aquarium Events](#)

[Gardening Events](#)

[Community Service Events](#)

[Indoor Events](#)

[Worksite Events](#)

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Resources & Links



Creating partnerships with other national, state, or local agencies can strengthen your program. An organization list and a sample calendar of events are provided so that you can coordinate your activities with existing and ongoing efforts.

The following links are provided as a service to our users. Links to these Internet sites do not indicate endorsement of these sites or their contents by CDC.

National Health and Physical Activity Calendar

[National Health and Physical Activity Observances](#)

Federal Resources

[Surgeon General's Report on Physical Activity and Health](#)
[Links to Federal Agencies](#)

National Organizations and Associations Resources

[Health and Fitness Related Resources](#)
[Links to National Organizations](#)

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Target Audience

The audience selected for the "It's Everywhere You Go" campaign includes physical activity **contemplators** --- those who think about becoming moderately physically active --- and **preparers** --- individuals who plan to do moderate activity and may have tried it, but want to do more.

Audience selection for this campaign was based on the Stages of Change Model, in which Prochaska and colleagues (Prochaska, DiClemente, Norcross, 1992) define a continuum of readiness to change behavior. The model describes how individuals move through a series of stages as they progress toward their goal of adopting or altering a behavior pattern or a lifestyle. This continuum begins with precontemplation (not even considering change) and moves to contemplation, preparation, action, and maintenance (sustained adoption of healthy behavior).

Although people do not move through these stages in a strictly linear fashion, each stage is a predictable, well-defined experience in which particular milestones are met before the next stage is reached. Theories suggest that certain cognitive and behavioral techniques aid movement to the next stage. Research has consistently shown that people who try to make changes to reach stages they are not ready for set themselves up for failure (Prochaska, Norcross, DiClemente, 1994). In this model, then, one key to success in motivating behavior change is defining the audience according to their stage of change. This step enables us to make our strategy and tactics more specific with stage-appropriate messages, channels, and techniques.

As defined by the model, people in the contemplation and preparation stages are more ready to change than precontemplators and are therefore more likely to be open to consumer messages about moderate physical activity (defined by CDC/ACSM as 30 minutes of moderate-level physical activity a day at least 5 days a week). Similarly, people in action and maintenance have different needs and will be receptive to a different message. Research and experience provide us with the following insights for promoting behavior changes among contemplators and preparers:

- Contemplators for moderate physical activity are considering changing their behavior, but are still ambivalent. Barriers to being regularly active outweigh perceived benefits of physical activity.
- Promote behavior change by:
 - Helping people in the target audience identify their barriers to change and weigh the pros and cons of being moderately physically active.
 - Increasing levels of self-confidence about physical activity through motivating messages and opportunities to build the skills necessary to achieve an active lifestyle.
 - Encouraging them to set small, specific goals that can slowly be increased toward achieving an active lifestyle.
- Preparers for moderate physical activity may have a plan and may know what to do, but their action is not consistent or regular. They may be uncertain about the outcomes of their actions. Preparers may show small signs of progress toward implementing their plan or take action with mixed or inconsistent results.
- Promote behavior change by:
 - Recommending that they develop a plan for regular moderate activity, with an emphasis on small, specific, and realistic goals.
 - Showing them how much fun physical activity can be and reinforcing their attempts to be more active.
 - Encouraging them to focus on their successes and to make use of social networks to support their progress.
 - Emphasizing learning basic skills necessary to change behavior and the importance of making a life-long commitment to change.

Target Audience Profile

We examined a set of data called *Healthstyles* to provide insight into our target audience. The *Healthstyles* data,

which combine health behavior and communication-relevant questions with general lifestyle, sociopolitical, and media usage items, go beyond traditional demographic and geodemographic factors to provide insight into consumer "orientations to health." *Healthstyles* is based on the results of three mail survey questionnaires, administered in 1995, from a quota sampling of 5,000 persons representative of U.S. adults in age, gender, marital status, race/ethnicity, income, region, household size, and population density. (The average response rate across all three surveys was 67%.)

According to the *Healthstyles* data, contemplators and preparers for physical activity account for 38% of the total population. This percentage has been applied to the U.S. census to estimate the number of people in our target audience.

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Demographics: Who Are We Talking To?

The audience for the "It's Everywhere You Go" campaign comprises 73 million American adults with the following demographic characteristics:

- 65% are between the ages of 18 and 45 years
- 60% are women
- 71% are married
- 58% have children at home; 35% have children less than 5 years old
- 66% have a high school education or greater
- 74% are employed
- 58% have a household income greater than \$30,000

This information alone tells us that effective communication would likely promote physical activity as a family-oriented experience that people with young children can manage. But our profile tells us much more about this audience and provides clues about what motivates them or prevents them from increasing their levels of physical activity.

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Attitudes and Beliefs: What Interests and Motivates Our Audience?

The following table outlines a number of additional audience characteristics and corresponding opportunities for promoting physical activity. This list of opportunities is by no means exhaustive; it is provided to demonstrate how knowledge about the target audience can be translated into effective program ideas. The "It's Everywhere You Go" campaign capitalizes on these opportunities in its overall message and program strategies.

Motivating the Audience	
Target Audience Characteristic	Promotion Opportunity
A key motivator is engaging in physical activity with family or friends; having less time for family and friends is a barrier.	Make moderate physical activity a family activity or a fun way to spend time with friends. Think about holding a physical activity event at a local gathering place such as the zoo. A day at the zoo presents an opportunity for a family to spend time together while walking for some distance.
Having more energy is the chief perceived benefit of improving health habits.	Promote moderate physical activity's positive effect on energy levels. Have target audience members chart their energy levels over the course of your physical activity intervention.
Believe themselves to be interesting, friendly, mature, fun, smart, sensitive, independent, easy-going, practical, honest and content. Believe they are NOT physically fit, athletic, rugged, winners.	Promote moderate physical activity with an image the audience will relate to: fun, upbeat, practical.
Lack of confidence in ability to be regularly physically active.	Emphasize activities that are simple and achievable. Provide target audience with the opportunity to try the desired behavior. For example, hold a walk-a-thon at a shopping mall or a cleanup and beautification project at a park. Build physical activity skills by demonstrating different types of moderate physical activity and letting the target audience practice those skills.
Absence of planning when, where, and how long to be physically active.	Teach planning and monitoring skills to target audience. Try establishing a buddy system or walking group that meets regularly.
Experience moderate to high amounts of stress.	Position moderate physical activity as a way to reduce stress. Introduce the idea of physical activity stress breaks or a mini-recess for adults.

Feel too tired or believe that it is too late after work to engage in physical activity.	Get the message out that after work is not the only time of day when one can be physically active. Why not take a morning walk with the dog and kids or a brisk walk during the lunch hour?
Have competing demands for time.	Show your audience how to incorporate moderate physical activity into their daily lives without taking much time out of the day. Examples such as taking the stairs instead of the elevator, moving briskly when pushing a child in a stroller, or walking the dog can help the target audience get started on reaching their goals.
Believe that physical activity is too expensive.	Promote free or low-cost ways to obtain moderate physical activity, such as walking in municipal parks or in one's own neighborhood or participating in a park or river cleanup. Show the variety of activities --- such as mowing the lawn, raking, gardening, and cleaning the house --- that provide moderate physical activity.
Less likely to say they are satisfied with their lives.	Position moderate physical activity as something that can help enhance quality of life and an overall sense of well-being.
Want to stay thin or lose weight but are not confident in their ability to maintain a low-fat diet and to stay thin or lose weight.	Show the relationship between moderate physical activity and weight management.

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Media Habits: Where Can We Reach Our Audience?

When promoting your program, event, or activity, aim for advertisements and coverage in the newspaper sections and on the television programs and radio formats highlighted below, since they are likely to be accessed by the target audience. (Please see the section of this kit entitled "[Working with the Media](#)" for information on pitching stories and giving interviews.) Users of this kit should select the information that is appropriate to their own circumstances.

Media Habits		
Type of Media	Section/Program	Media Opportunity
Newspaper	News section	Offer to provide representatives from your (or your partners') organization for interviews by local reporters.
	Advertising supplements	Talk to your local paper about reproducing and including this kit's public service announcement (PSA) in their advertising supplement.
	Comics	Inquire about the possibility of placing the print PSA in the comics section of your local paper.
	Lifestyle section	Pitch a story about a family whose members have incorporated moderate physical activity into their daily lives.
Noncable television	Local news	Invite local stations to cover your event or activities. Partner with a local station to provide nightly tips on fitting in moderate physical activity or ask them to air the television PSA. Enlist the support of a local television weather forecaster in promoting your event or activities during the broadcast.
	News interviews	Offer to provide representatives from your (or your partners') organization for media interviews on local television news.
Radio	Country Soft rock Easy listening	Place the radio PSA on local stations with these formats. Have a representative from your organization be a guest during morning or evening drive time.

Marketing Strategies for Physical Activity



Social Marketing --- A Fresh Approach to Promoting Physical Activity

With the "It's Everywhere You Go" campaign, CDC takes a fresh, consumer-based approach to promoting regular, moderate physical activity. Social marketing provides the framework within which program planners can apply knowledge, theories, and techniques to improve health behaviors. Using this framework, CDC has developed the strategies, messages, and materials in this marketing kit, which were carefully crafted for maximum impact with our [target audience](#). Those of you promoting physical activity at the national, state, or local level can put these tools to work as well.

Social Marketing Concepts

Social marketing is a strategy for changing behavior in subgroups within a population. The process involves applying techniques from marketing and advertising to the analysis, planning, execution, and evaluation of programs designed to influence the behavior of a target audience. The accompanying table describes [key elements of social marketing](#).

Consumer Orientation

Social marketing efforts are grounded in science and are consumer driven. They begin with the premise that the primary source of information for health communication efforts comes from the consumers to be reached --- that is, consumers whose behaviors are the targets for change. In social marketing, understanding the target audience is essential to developing effective messages and strategies. Of course, people are more than their age, race, and gender. Their attitudes, knowledge, and beliefs about being physically active are critically important in understanding how to motivate people to change their behavior. Knowledge of the target audience leads to more appropriate message design, more effective delivery, and better reception by the audience.

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Key Elements of Social Marketing

Concept	Definition	Application
Consumer orientation	Intervention research, planning, implementation, and evaluation are based on the consumers' perspective.	Use research methods to understand consumer perspective; pretest materials with members of the target group.
Audience segmentation	Differentiation of large groups of people into smaller, more homogeneous subgroups.	Determine behavioral, motivational, cultural, and other variables that may affect the communication strategy. Create specific target groups who share the same characteristics and are distinct from other subgroups.
Channel analysis	Determination of the appropriate methods to reach target audience members where and when they are most likely to attend to and respond to the message.	Determine those places, times, and states of mind when the target audience will most likely be thinking about the subject.
Strategy	Set of approaches that focuses the program on meeting stated objectives.	After determining the objective(s), select broad approaches that can be refined to include specific activities for reaching the target audience.
Process tracking	Mechanisms established to monitor program implementation.	Evaluate to determine if program is implemented as planned. Use results to redirect, refine, or revise implementation.

More About Social Marketing

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