

Community Design for Physical Activity



Wisconsin Department of Health Services

Chronic Disease Prevention Program Partner Call—June 24, 2025

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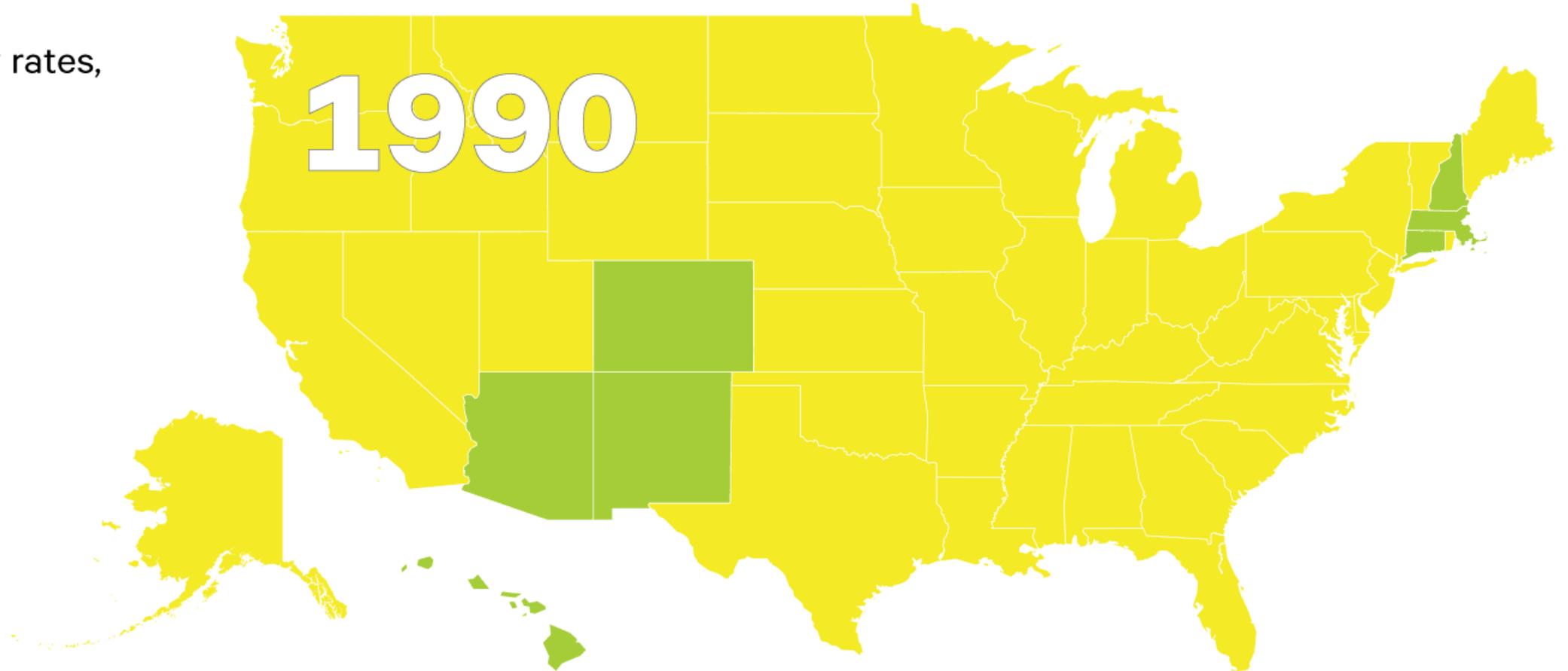
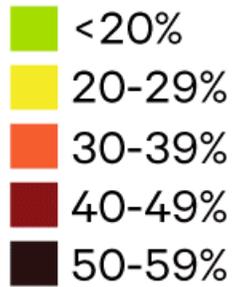


Overview

- Background and data
- State Physical Activity and Nutrition (SPAN) Program
Community Design for Physical Activity priority strategy overview
- Active People, Healthy Wisconsin technical assistance and resources
- Questions

Nearly Half of Americans Will Have Obesity by 2030

U.S. Obesity rates,
1990-2030



Childhood Obesity Intervention
Cost-Effectiveness Study

Ward ZJ, Bleich SN, Cradock AL, Barrett JL, Giles CM, Flax CN, Long MW, Gortmaker SL. Projected U.S. State-Level Prevalence of Adult Obesity and Severe Obesity. *N Engl J Med.* 2019;381:2440-50. doi: 10.1056/NEJMsa1909301

Physical Activity Recommendations by Age Group

Preschool-aged children



- **Active throughout the day**
- Adult caregivers encourage active play

School-aged children and adolescents



- **60 minutes or more** of moderate-to-vigorous intensity activity daily

Adults



- **Move more and sit less** throughout the day
- 150 to 300 minutes a week of moderate intensity activity

Older adults



- Adult guidelines
- **Multicomponent** activity

*Muscle strengthening activity is recommended for school-age children and adolescents, adults, and older adults.

Source: The Physical Activity Guidelines for American, 2nd edition

Physical Activity Data: Adults

- Nationally, only 1 in 4 adults in the U.S. meet recommended physical activity guidelines.
- 72% of Wisconsin adults are not meeting the physical activity requirements.
 - ◆ 40% are not meeting the aerobic requirements (150 minutes per week)
 - ◆ 60% are not meeting the strength requirements (Two days per week)
- 27% of Wisconsin adults report no leisure-time physical activity.

Source: 2023 Behavioral Risk Factor Surveillance Survey (BRFSS)

Physical Activity Data: Youth

- Over 50% of students report that they do not engage in 60 minutes of physical activity five or more days per week.
- More female students (60%) are not engaging in enough physical activity compared to male students (40%).
- 15% of students report that they had no physical activity in the past seven days.

Community Conditions Matter

- Many Wisconsinites do not have safe, convenient places to be active.
- The percentage of the population with access to adequate physical activity opportunities ranges from a high of 94% to as low as 29% among counties in Wisconsin (2025 County Health Rankings).
- Creating activity-friendly communities with accessible parks, trails, and sidewalks can help encourage more physical activity.



The State Physical Activity and Nutrition Program (SPAN)

- Five-year CDC cooperative agreement
- Statewide reach of policy, systems and environmental changes
- Statewide and local approaches
- Focus on priority populations and addressing health disparities

CHRONIC DISEASE PREVENTION STRATEGIES

Estrategias de prevención de enfermedades crónicas



Nutrition



**Physical
Activity**



Breastfeeding



**Early Care &
Education**

Community Design for Physical Activity Strategy

Implement policies and activities to connect pedestrian, bicycle, or transit transportation networks (for example, activity-friendly routes) to everyday destinations

Activity-Friendly Routes

Pedestrian, bicycle, and public transit transportation systems that offer a direct and convenient connection with everyday destinations and physical protection from cars and that make it easier to cross the street safely

Everyday Destinations

Where people go frequently such as homes, workplaces, schools, parks, health care, and food outlets



Policies and Plans that Support Activity-Friendly Routes to Everyday Destinations

Complete streets

Safe routes

Vision zero

Public transit plans and networks

Active transportation plans

Comprehensive plans

Parks and rec plans



Physical Activity Strategy Outcome

Increase the number of policies, plans, and community design changes that increase access to physical activity

Aligning Public Health, Transportation, and Safety



Community engagement

Identify community-based organizations and leaders, understand community contexts



Cross-sector partnerships

Public health planners, metropolitan planning organizations, regional planning commissions, public works, parks and recreation, housing, and more



Policy landscape

Available policy mechanisms, local policy and plan contexts



Data

Public health needs assessments, housing, community safety and stability, lived experience, and more

Active People, Healthy Nation

- CDC's national initiative to help 27 million Americans become more physically active by 2027
- How we are partnering to support Active People, Healthy Nation
 - ◆ Adopted local branding: Active People, Healthy Wisconsin
 - ◆ Community design for physical activity priority strategy
 - ◆ Technical assistance and resources



What You Can Do To Help Build the Momentum

Use CDC's Active Communities Tool locally to assess community plans, policies, and resources for improving built environments for physical activity



Develop a local Active People, Healthy Wisconsin Action Plan

What You Can Do To Help Build the Momentum

Explore CDC's communication and promotional resources and incorporate into your messaging:

[Multimedia Tools: Active People, Healthy NationSM](#)



Additional Physical Activity Strategy Resources

- CDC Resources:
 - [Priority Strategy: Increasing Physical Activity Through Community Design](#)
 - [Active Communities Tool](#)
 - [Active People, Healthy Nation](#)
- Wisconsin Chronic Disease Prevention Program [Webpages](#)
 - Active People, Healthy Wisconsin
 - [Physical Activity and Nutrition Road Map](#)
- [Complete Streets](#)
- [Vision Zero](#)
- [Safe Routes](#)

Let's Stay Connected



Contact

DHSCChronicDiseasePrevention@dhs.wisconsin.gov
for technical assistance requests and questions.



Visit our webpage

<https://www.dhs.wisconsin.gov/physical-activity/index.htm> to access Chronic Disease Prevention Program resources, including the Active People, Healthy Wisconsin Action Plan Template.

Questions

