

Prescription for Activity Systems-change Map for Healthcare and the Communities It Serves

Purpose of this aspirational work:
To mobilize healthcare to help more Americans achieve physical-activity guidelines so as to improve national health outcomes and reduce health disparities.

The Sparks

Igniters that catalyze the systems-change map toward achievement of the Ultimate Outcome

- S.1:** A core of stakeholders in and around healthcare and in communities nationwide are convinced that all share responsibility for increasing physical-activity levels because they have seen the value of significant collaborative investment to that end.
- S.2:** There exists a compelling body of evidence that investment in physical activity-based behavior change is highly efficacious and cost-effective, particularly in the context of what is spent annually on "sick care" in the U.S.
- S.3:** There exists a thorough, authoritative inventory of the full array of existing work across the nation that supports the preconditions depicted on this map.
- S.4:** Public policies are in place that (a) better equip communities to meet the physical-activity needs of their residents, (b) support the development and sustainability of a well-trained community-based workforce to deliver physical-activity interventions, (c) spark broad integration of physical-activity intervention and tracking into clinical care, (d) unlock greater funding for physical activity in the community and (e) incentivize the business sector in healthcare and more broadly to drive innovation in support of the above aims.

