

**AN IMMEDIATE OPPORTUNITY FOR AN ENDURING LEGACY:  
IMPROVING AMERICAN HEALTH BY INCREASING PHYSICAL ACTIVITY**

October 28, 2016

Mr. Donald J. Trump  
Chairman, President, and CEO  
c/o The Trump Organization  
725 5th Ave  
New York, NY 10022

To the next President of the United States:

As our next President, your focus will be on many important issues and goals during your tenure. Most important, you will be charged with ensuring that all Americans have an equal opportunity to live a long, healthy, and fulfilling lives. As you set your priorities for your administration, we strongly urge you to put our nation's physical inactivity crisis at the top of your list. Physical inactivity is now the fourth leading cause of preventable death worldwide. *The Lancet* has formally labeled physical inactivity a pandemic due to its widespread and rapidly growing impact on health, economies, and quality of life, and has called for global action. If we can get Americans to move more, we will save lives, protect families from the costs, pain and sorrow of dealing with easily preventable diseases, and make American employers and the U.S. overall much more productive and successful.

Sedentary behavior is a major public health problem, and due to its high prevalence, may be of the same order of magnitude as tobacco use and unhealthy diets; however it receives comparatively little federal investment. A significant federal investment in actions to promote physical activity and physical fitness, combined with a coordinated effort among federal agencies, would improve population health, reduce suffering from chronic disease, reverse soaring medical costs, improve labor productivity and military readiness, and increase our children's academic performance in schools. Research has shown that better physical fitness in middle-aged adults helps reduce health care costs as they became older by almost 40%. Systematic reviews show that many interventions to increase physical activity are cost-effective, and are often on par with pharmaceutical interventions, especially if they involve brief exercise advice on prescription with multiple means of delivery using current technologies.

Specifically, we ask for \$120 million for the Centers for Disease Control and Prevention (CDC) to implement a comprehensive physical activity framework, led by the Division of Nutrition, Physical Activity, and Obesity (DNPAO). DNPAO will be able to fund national partners, states, and communities across the nation to get millions of Americans to move more. The physical activity framework would be the first national, coordinated, comprehensive framework to increase physical activity. It would require a massive effort most appropriately coordinated by the federal government to provide a foundation for a comprehensive approach to increase physical activity among Americans. Specifically, the framework would:

- Mobilize physical activity partners by leveraging existing resources and coordinating activities across sectors to create and sustain a national movement
- Train leaders for action to be strategists and mobilizers in communities using evidence-based strategies to promote physical activity while supporting action institutes across sectors
- Evaluate the effective key communication components to message active lifestyles and launch a national media campaign

- Deliver physical activity programs that work to adopt and implement policy, support communities, and implement community-oriented strategies
- Report technologies, tools and data that matter to address inadequacies in physical activity monitoring and evaluation, identify key metrics of success, upgrade CDC surveillance and develop rapid implementation evaluation of policy, systems, and environmental strategies.

This dedicated funding for physical activity should be a new investment in the health of Americans and should not be pulled from any other CDC programs. We ask you to make this part of your budget with an increased commitment to prevention.

Our national statistics on physical activity are alarming and call for an urgent response. Despite the known benefits of physical activity, one in three adults are active for less than 10 minutes/week. Furthermore, half of U.S. adults and three in four adolescents do not meet minimum recommended levels of aerobic physical activity for good health. If every American met the levels of recommended physical activity, we would save money and lives: \$117 billion per year in health care costs and 250,000 premature deaths.

Inactivity is also a threat to our military readiness. Twenty-seven percent of young Americans are too overweight or physically unfit to join the military. Many are turned away by recruiters and others never try to join. Of those who attempt to join, many potential recruits fail their entrance physicals every year because they are physically unfit.

Reversing the crisis will lead to improvements in our nation's health and economy. If Americans meet recommended levels of physical activity:

- 1 in 10 premature deaths would be prevented
- 1 in 8 cases of breast and of colon cancers would be prevented
- 1 in 12 cases of type 2 diabetes would be averted
- 1 in 15 cases of heart disease could be avoided
- More Americans would be physically able to join the military

Now is the right time to develop a comprehensive program to promote physical activity in this country. Within the CDC and across other government agencies, DNPAO staff currently provide expert assistance, research and consultation about the best programmatic and policy approaches to create healthier built environments and evidence-based programs that often produce a return on investment.

We have a national consensus on how to reverse the crisis. Now is the time for DNPAO to take the lead on implementing a physical activity framework to mobilize partners, train leaders, create a social movement, improve surveillance, and fund states for programs, system, and environmental change. We have a strong network of motivated partners to support change from all sectors: public health, active living, transportation, parks, disease prevention and control, education, and sports. We ask for a serious commitment of resources to a serious health crisis facing our nation.

We greatly appreciate your consideration of our request to make a commitment to helping our population move more, coordinating efforts across the federal agencies, and committing \$120 million to increase physical activity funding at the CDC. We look forward to talking with you and your team more about this in the coming months.

Sincerely,

4j School District, Safe Routes to School  
A World Fit for Kids  
Adaptive Sports USA  
Allan Ekberg, Mayor, City of Tukwila, Washington State  
America Walks  
American Academy of Pediatrics  
American Association on Health and Disability  
American Cancer Society Cancer Action Network  
American College of Sports Medicine  
American Council on Exercise  
American Heart Association  
American Hiking Society  
American Institute for Cancer Research  
American Public Health Association  
American School Health Association (ASHA)  
Association of State Public Health Nutritionists (ASPHN)  
Bike Austin  
Boys & Girls Clubs of America  
Brown Local Schools  
CA4Health  
California Public Health Association-North (CPHA-N)  
Campaign to End Obesity Action Fund  
Canyon County Safe Routes to School  
CATCH: Coordinated Approach to Child Health  
CDOT - Chattanooga Department of Transportation  
ChangeLab Solutions  
Chico Velo Cycling  
City of Cape Canaveral, Cape Canaveral, Florida  
City of Takoma Park Safe Routes to School  
Coalition for Asian American Children and Families  
Coalition for the Registration of Exercise Professionals

Cuyahoga County Board of Health

Dero

Detroit Greenways Coalition

Directors of Health Promotion and Education (DHPE)

EAGLE College Prep Elementary

East Bay Regional Park District

Fairbanks Cycle Club

FlagHouse

FOCUSED FITNESS

Fredericksburg Area Metropolitan Planning Organization

Girls on the Run (GOTR)

Greater Richmond Fit4Kids

Health By Design

HealthMPowers, Inc

HealthPartners Institute for Education and Research

Healthways

International Health, Racquet & Sportsclub Association

J&B Importers, Inc.

Kansas Department of Transportation

Kauai Path, Inc.

KC Healthy Kids

KiDZ Neuroscience Center: WalkSafe & BikeSafe Programs

Lake Hood Elementary School Anchorage Alaska

Lakeshore Foundation

League of American Bicyclists.

Leopold Elementary School (Madison Metropolitan School District)

LiveWell Lawrence, Lawrence, Kansas

Maryland State Advisory Council on Physical Fitness

Mason Square Health Task Force

Mayor Johnny L. DuPree, City of Hattiesburg, MS

Mayor Julie Masters, City of Dickinson

Mercy Medical Center

NAACP

Napa County Health and Human Services Agency

Napa County Office of Education

National Academy of Kinesiology

National Association for Health and Fitness

National Association of Chronic Disease Directors (NACDD)

National Association of Pediatric Nurse Practitioner

National Athletic Trainers' Association

National Coalition for Promoting Physical Activity

National Complete Streets Coalition

National Council of Youth Sports (NCYS)

National Council on Strength and Fitness

National Physical Activity Plan Alliance

National Recreation and Park Association

National Recreation and Park Association

National WIC Association

New Jersey Association for Health, Physical Education, Recreation and Dance (NJAPERD)

New Jersey Bike & Walk Coalition

NIRSA: Leaders in Collegiate Recreation

Ohio Public Health Association.

Ohio State University College of Nursing

Oklahoma Department of Transportation

Partnership for a Healthy Lincoln

Peaks to Plains Design, PC

Pennsylvania State University Department of Kinesiology

PeopleForBikes

PONY Baseball/Softball

Prevention Institute

Preventive Cardiovascular Nurses Association

Prince George's County Parks and Recreation Foundation

PS 84 PTA - Lillian Weber School for the Arts

Rails to Trails

RideWise TMA

RiverStone Health

Road Runners Club of America

Rollerblade USA

Safe Routes to School National Partnership

Shawano County UW-Extension

Sierra Club

Skagit Healthy Communities, Mount Vernon, WA

Skillastics

Smart Growth America

South Carolina Alliance of YMCAs

Sport & Fitness Industry Association (SFIA)

St Joseph Health, St Jude Medical Center

Sumner M. Redstone Global Center for Prevention and Wellness  
Milken Institute School of Public Health  
The George Washington University

The National Foundation on Fitness, Sports & Nutrition

Trailsnet.com

University of Maryland (Department of Kinesiology)

University of Miami Miller School of Medicine

Vision Zero Network

Walk San Francisco

WALKSacramento

West Central Wisconsin Regional Planning Commission

Whole Vision LLC

YMCA of the USA

Young People's Healthy Heart Program, Mercy Hospital

Youth Basketball of America