



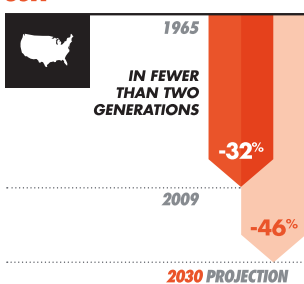
THE WORLD HAS STOPPED MOVING

TODAY'S CHILDREN ARE THE FIRST GENERATION TO HAVE A SHORTER LIFE EXPECTANCY THAN THEIR PARENTS

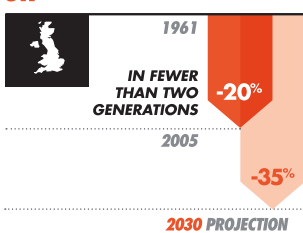
IN A RACE TO SLOW DOWN

TOTAL DECLINE IN PHYSICAL ACTIVITY LEVELS

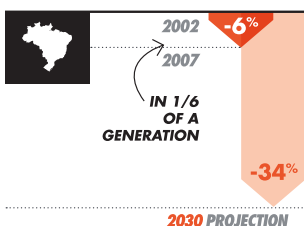
USA



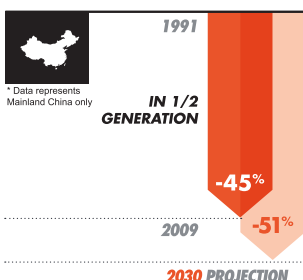
UK



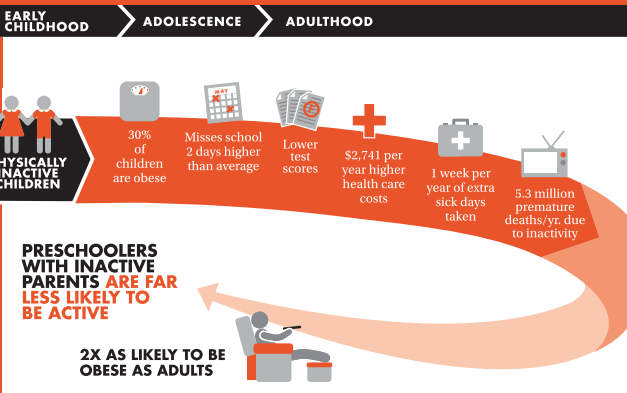
BRAZIL



GREATER CHINA*

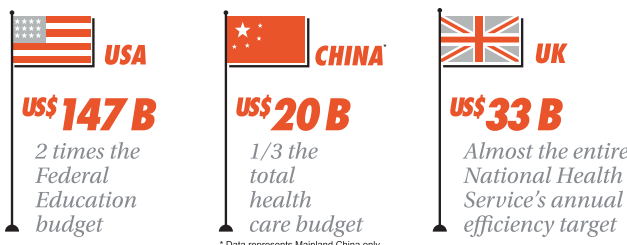


THE PHYSICAL INACTIVITY CYCLE



THE ECONOMIC COSTS ARE UNACCEPTABLE

TOTAL DIRECT & INDIRECT COSTS OF PHYSICAL INACTIVITY



IT'S TIME FOR ACTION

WE ARE DESIGNED TO MOVE





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THE FIRST 10 YEARS OF LIFE PROVIDE A CRITICAL WINDOW FOR CREATING A LIFELONG COMMITMENT TO PHYSICAL ACTIVITY

LIFETIME BENEFITS OF PHYSICAL ACTIVITY

ACTIVE PARENTS ASSOCIATED WITH ACTIVE CHILDREN

CHILDREN OF ACTIVE MOMS ARE 2X AS LIKELY TO BE ACTIVE

MAY LIVE 5 YEARS LONGER



Up to 1/10th as likely to be obese



40% higher test scores



Less likely to smoke, become pregnant



15% more likely to go to college



Saves up to \$2,741 per year in health costs



Reduced risk of heart disease, stroke, cancer, diabetes



EARLY CHILDHOOD

ADOLESCENCE

ADULTHOOD

THE TIME FOR ACTION IS NOW

VISION

FUTURE GENERATIONS RUNNING, JUMPING AND KICKING TO REACH THEIR GREATEST POTENTIAL

ASK 1

CREATE EARLY POSITIVE EXPERIENCES FOR CHILDREN



1. Special Emphasis on Childhood: Before Age 10
2. Design for Early Positive Experiences in Physical Education, Sports & Physical Play
3. Special Emphasis on Schools as a Foundation for Impact
4. Combine Resources at the Community Level
5. Leverage Digital Platforms
6. Invest In & Recruit Diverse Role Models

ASK 2

INTEGRATE PHYSICAL ACTIVITY INTO EVERYDAY LIFE



7. Design Physical Activity into the Built Environment
8. Align Sectors that Share Goals
9. Challenge Misaligned Incentive Structures
10. Challenge Everyday Signals that Reinforce the Current Norm

