



PHYSICAL ACTIVITY

STRATEGY BRIEF 2022 - 2025

Physical activity is essential for overall health and, in combination with a proper diet, can decrease the risk of developing obesity, diabetes, cardiovascular disease, stroke, and several types of cancer. Regular physical activity strengthens bones and muscles, improves mental health and mood, and increases the chances of living longer. Physical inactivity, or sedentary behavior, also has negative health consequences.

A high percentage of Americans are not sufficiently physically active. Only 51.5% of Americans attain the weekly levels of recommended PA and 26% engage in no leisure-time physical activity. This trend is also true for school-age children. Approximately 75% of those between the ages 6-15 do not meet the guidelines of 60 minutes of moderate-to-vigorous physical activity per day and 21.8% do not participate in 60 minutes of physical activity on at least one day a week. In Mexico, 60% of youth 15-19 years old get at least 60 minutes of physical activity per day while only 17% of children 10-14 years old do. Compared to the U.S. average, more Paso del Norte region adults self-report being sedentary. In 2019, 32.9% of PdN region adults reported being inactive.

A built environment that includes trails and parks encourages active lifestyles and active travel. Schools also play a critical role in helping children develop healthy lifestyles. In 2022-25, the Physical Activity Initiative will focus on the built environment, trail and physical activity promotion, and school policies and practices.

PASO DEL NORTE TRAIL MILES BUILT

68
TOTAL MILES
OF THE PDN TRAIL

20
MILES
CONSTRUCTED

12
MILES
FUNDED FOR
CONSTRUCTION

The Paso del Norte Health Foundation's Board of Directors approved the following strategies to address **physical activity** for 2022-2025

APPROACHES

STRATEGIES

TRAIL DEVELOPMENT

- Secure funding for remaining PdN Trail segments
- Maintain the PdN Trail advisory committee
- Convene stakeholders for fundraising
- Leverage funding for the design and engineering of priority trail segments
- Build capacity in the Friends of the Trail program

TRAIL CAMPAIGN

- Implement a trail campaign for Playa Drain Trail residents
- Monitor promotional activities and events and make changes as necessary
- Document lessons learned and recommend future campaign approaches

SCHOOL HEALTH COALITION

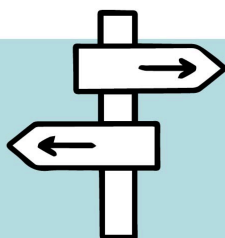
- Provide capacity building to school districts
- Convene the School Health Coalition to advance policy agenda
- Complete an action plan for Safe Routes to School
- Investigate strategies to sustain the coalition

TRAIL STAKEHOLDER CONVENING



TRAIL
ADVISORY
COMMITTEE

HEALTHY
SCHOOLS
COALITION



- Trail building
- Events and neighborhood outreach
- Promoting policies and practices



- USE OF TRAILS
- PHYSICAL ACTIVITY IN SCHOOLS