

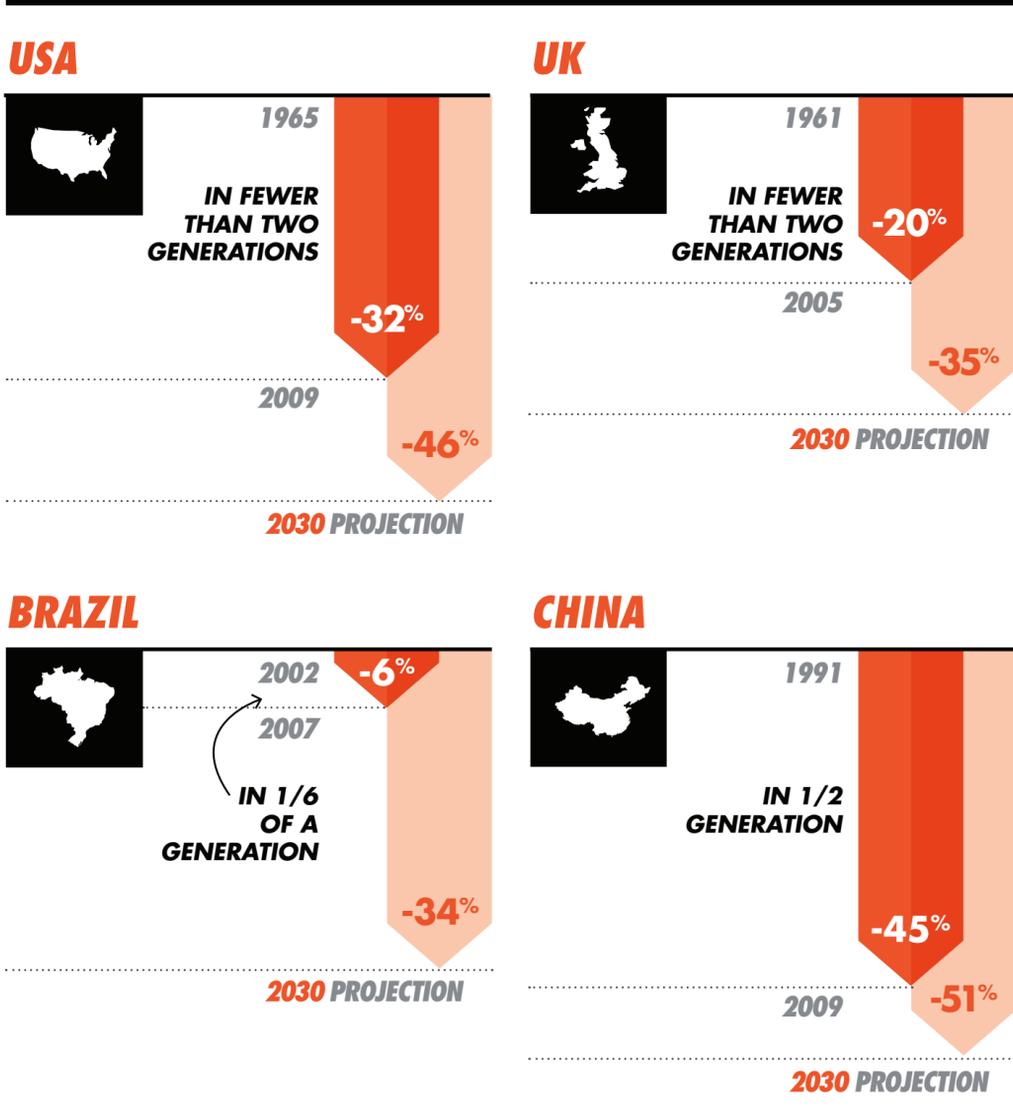


# THE WORLD HAS STOPPED MOVING

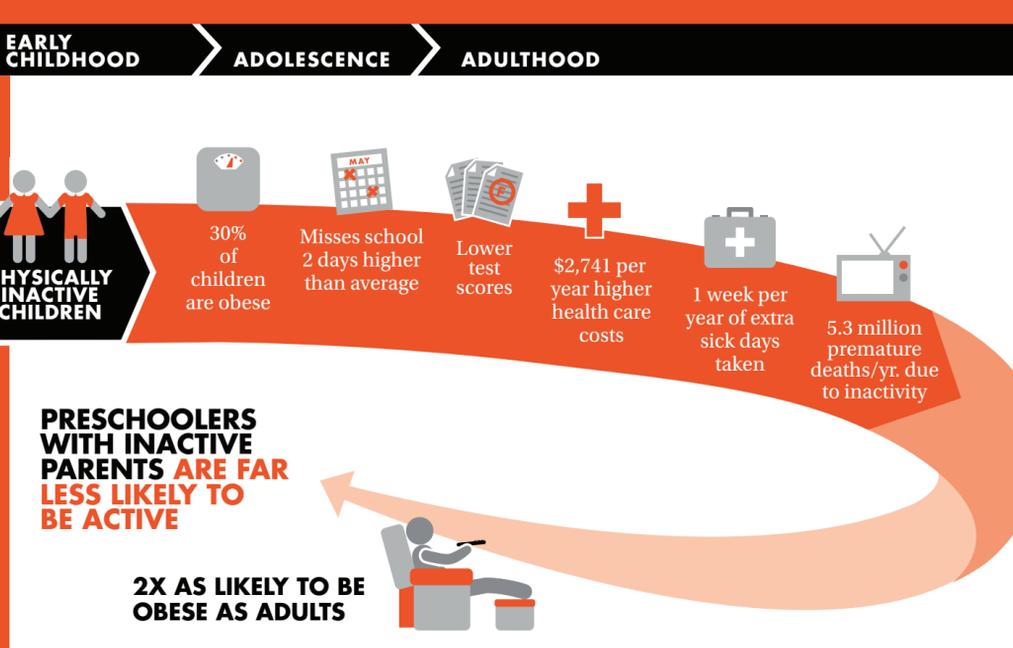
**TODAY'S CHILDREN ARE THE FIRST GENERATION TO HAVE A SHORTER LIFE EXPECTANCY THAN THEIR PARENTS**

## IN A RACE TO SLOW DOWN

**TOTAL DECLINE IN PHYSICAL ACTIVITY LEVELS**

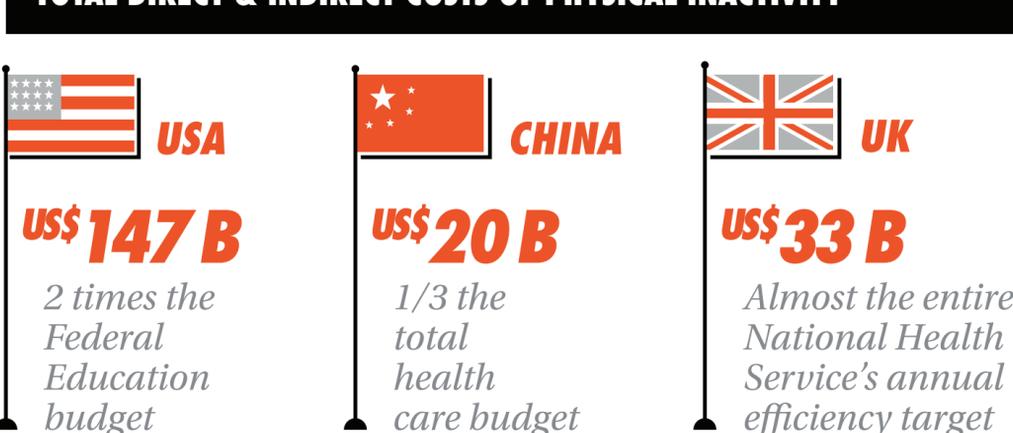


## THE PHYSICAL INACTIVITY CYCLE



## THE ECONOMIC COSTS ARE UNACCEPTABLE

**TOTAL DIRECT & INDIRECT COSTS OF PHYSICAL INACTIVITY**



## IT'S TIME FOR ACTION

**WE ARE DESIGNED TO MOVE**

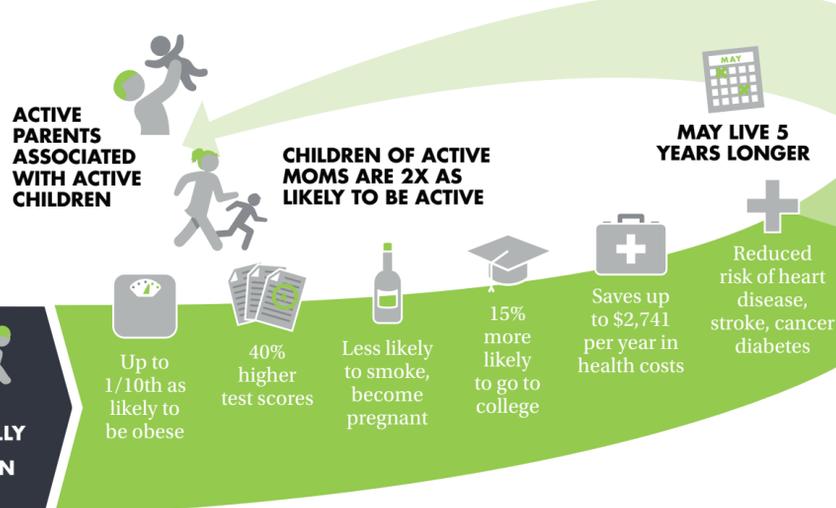




# WE ARE DESIGNED TO MOVE

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

## LIFETIME BENEFITS OF PHYSICAL ACTIVITY



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

