ESSR Journal Club

**Covered Article:** “Perspectives for Progress – Raising an Active and Healthy Generation: A Comprehensive Public Health Initiative”
Authors: Russell R. Pate and Marsha Dowda

1) Discuss the health benefits associated with increasing physical activity (PA).

2) The authors provide a list of health behavior theories and conceptual frameworks. How could each be applied to plan and evaluate public health initiatives to increase children’s PA level?

3) How do the different levels of influence in the Social Ecological model interact and impact other levels?

4) How can the Exercise is Medicine® initiative be applied to the issue of increasing PA levels in children?

5) Children’s physical activity levels in physical education classes are known to vary considerably. What intervention strategies could be used to make these classes more impactful?

6) The authors’ note that while youth sports programs provide opportunities for PA, they face the challenges of drop-out rates and variable doses of PA. Discuss the studies cited and what strategies could be used to overcome the challenges.

7) Stand-alone media campaigns to promote PA have been evaluated to be inconsistently and moderately effective. Media has drastically changed in the past decade. Discuss the potential opportunities and challenges of a PA media campaign for today’s market.

8) PA disparities are discussed throughout the article. What impact have the implemented policies (*i.e.*, Title IX, Americans with Disabilities Act) had in addressing disparities? What work still needs to be done?