

It's time to

Walk the Walk!

South Dakota



South Dakota Department of Health
Physical Activity Phone Survey Highlights

In 2008, the US Department of Health and Human Services published the "Physical Activity Guidelines for Americans" (PAG), recommending that **MOST** health benefits are realized with **AT LEAST 150 MINUTES** of moderate-intensity aerobic physical activity per week.



Subsequent studies have shown that **ONLY 53.7%** of **SD ADULTS** currently meet this national threshold.
(SDDOH BRFSS 2013)

We took the **First Step**

In November 2014, a phone survey was conducted in order to help us gain a better understanding of physical activity levels and sedentary behavior specific to South Dakotans.

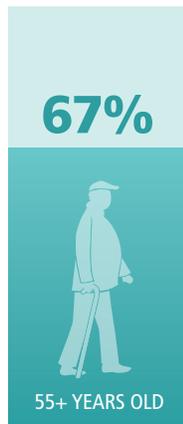


WHY
are South Dakotans



doing **SO LITTLE** physical activity?

We asked adults (18+) about their weekly levels of physical activity, narrowing our focus to those who said they engaged in physical activity 2x per week or less. We then surveyed 400 people who self-identified as "sedentary" in an effort to find out more about the reasons for their inactivity and what would motivate them to be more active. The resulting basic demographic profile is as follows:



Now we're

Walking

The study revealed that far and away, the **easiest way to increase physical activity** among inactive South Dakotans is simply to get them to **WALK MORE.**

Respondents indicated a willingness to do this in both warm and cold weather months provided they had a reason beyond “just exercise” to do it, and someone they enjoyed doing it with. This **“BUDDY SYSTEM”** appears to be a **significant key to motivation**, with respondents listing “spouse or family member” and “friends” as being the most effective motivators.

As advocates for a **healthier SOUTH DAKOTA**, we need to **remind** one another to get out there and

WALK

WALK

Finding a place in cold weather months to do the walking is also important. Because South Dakota has more cold months than warm ones in a given year, we see a need for more community cooperation to make indoor walking locations more accessible, perhaps via special private and public promotions and various joint use agreements.



Understandably, **persons 65+ exercise the least**, and interestingly, **people who use SOCIAL MEDIA sites exercise more**, hinting that walking (aka: exercise) as a “social activity” could be a winning way to frame the activity.



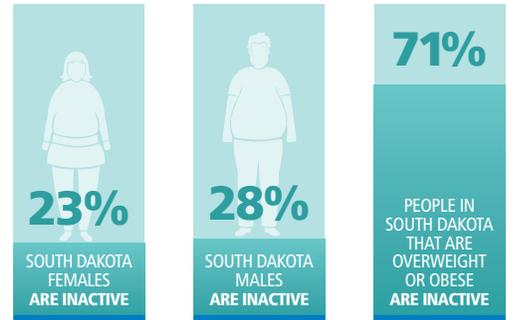
In South Dakota MEN tend to exercise more than WOMEN, and age-wise, those 18-54 are most likely to say they are too busy to exercise while those 65+ are most likely to give another reason (attitude, lazy, time, don't feel like it) or to attribute their inactivity to a health condition.



We know we're on the Right Path

National and statewide studies continue to show that just a little bit of **regular physical activity** can **lower the risk** for ALL kinds of chronic disease.

Our **PRIORITY** should be to *encourage* South Dakotans to **EXERCISE MORE!**



Source: SDDOH BRFSS 2013

To help jump start our efforts, the South Dakota State Plan for Nutrition and Physical Activity to Prevent Obesity and Other Chronic Disease 2015-2020 goals include adoption of healthy community design principles and access to places and spaces to be physically active. Our research simply confirms what **our top priorities should be:**

WALKABLE COMMUNITIES

SAFE PLACES & SAFE ACCESS

ACTIVE TRANSPORTATION

WALKING!

WALKABLE DESTINATIONS

SUPPORT SYSTEMS, PARTNERS & FAMILY NETWORKS

CONSISTENT & POSITIVE MESSAGING



Now, let's Talk the Talk

Our messages need to focus on how walking and physical activity makes us feel better and how much fun it is to do it with folks we like.



The idea that it's healthy and good for us is just a side benefit. We need to emphasize how exercise can be an extension of our "social" time... a way to interact face to face with people we care about and enjoy spending time with (of course - you can and should share your walks on social media to help motivate others!). And we'll want to show how easy it is to find great places to get together, take a stroll, and enjoy each other's company.

Ready... Set... Let's Walk!

For more information, contact the SDDOH at HealthySD.gov via the Contact Us form.

The South Dakota Inactive Citizens Research Project Executive Summary and Topline Report can be found on HealthySD.gov & GoodandHealthySD.org

Also use the search field to find Physical Activity and Community Walkability Resources on the sites.

Check out the Surgeon General's Call to Action to Promote Walking and Walkable Communities.

