



JOIN ACTIVE PEOPLE, HEALTHY NATIONSM CHAMPIONS

WHAT IS THIS INITIATIVE?

[Active People, Healthy NationSM](#) is a national initiative led by the Centers for Disease Control and Prevention to help 27 million Americans become more physically active by 2027.

Active People, Healthy Nation provides a comprehensive approach to improving physical activity by promoting [strategies that work](#) at the local, tribal, state, and national level in partnership with other federal agencies and national organizations.

The initiative is based on a foundation that allows everyone regardless of age, race, education, socioeconomic status, disability status, sexual orientation, or geographic location to have an opportunity to be physically active.

WHO CAN JOIN AS A CHAMPION?

Champions are state, tribal, and local elected leaders who can influence changes to support the [strategies that work](#) in their community. Champions include but are not limited to town, city, or tribal council members, mayors, county commissioners, county judges, governors, lieutenant governors, state legislators and other government leaders.

STRATEGIES THAT WORK





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WHY SHOULD APPOINTED OR ELECTED LEADERS JOIN AS A CHAMPION?

We all have a role to play. By joining Active People, Healthy Nation, appointed or elected leaders become part of a nationwide initiative to help increase physical activity in the United States. By participating, you can help increase physical activity and improve health for all individuals, families, and communities. Let's create an active America, together.

In addition, building active and walkable communities can help:

- Support local economies and increase levels of retail economic activity and employment.
- Support neighborhood revitalization.
- Reduce health care costs.
- Improve safety for people who walk, ride bicycles, rely on wheelchairs for mobility, and drive.

JOINING ACTIVE PEOPLE AS A CHAMPION MEANS YOU AGREE TO:

- **PRIORITIZE STRATEGIES** that create an active, healthy, and resilient community. These strategies will support the goal of getting 27 million Americans more physically active.
- **SHARE** your physical activity successes on social media using **#ActivePeople**. Check out some [sample social media posts](#) to help get you started.
- **ENCOURAGE** other community champions to join Active People, Healthy Nation.

- **FEATURE** links to Active People, Healthy Nation on your website, newsletter, or materials.
- **INCORPORATE** Active People, Healthy Nation [materials](#) into your physical activity campaigns.

WHAT ARE THE BENEFITS OF JOINING?

- Get early access to resources and information to improve your community through a monthly Active People, Healthy Nation newsletter.
- Receive customizable Active People, Healthy Nation communication and messaging products.
- Connect to a network of Active People, Healthy Nation supporters to ask questions and share successes, tips, and lessons learned.

HOW DOES AN ELECTED OR APPOINTED LEADER JOIN AS A CHAMPION?

Visit the Active People, Healthy Nation [Community Champions webpage](#) and enter your e-mail address. You will be taken to a second page to confirm your e-mail and then you will be a member of the movement!

Staff can join as a Champion and then e-mail activepeople@cdc.gov to share that they signed up on behalf of an elected leader.

For more information, visit [Active People, Healthy Nation](#) or e-mail activepeople@cdc.gov.

