



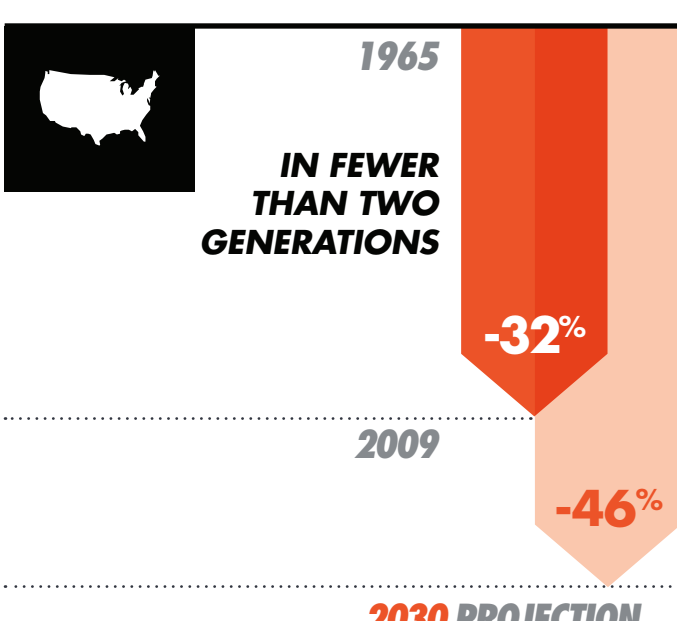
THE WORLD HAS STOPPED MOVING

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

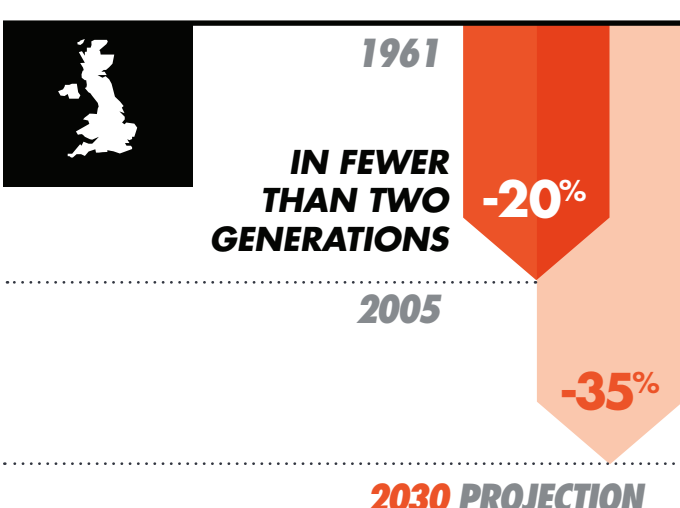
IN A RACE TO SLOW DOWN

TOTAL DECLINE IN PHYSICAL ACTIVITY LEVELS

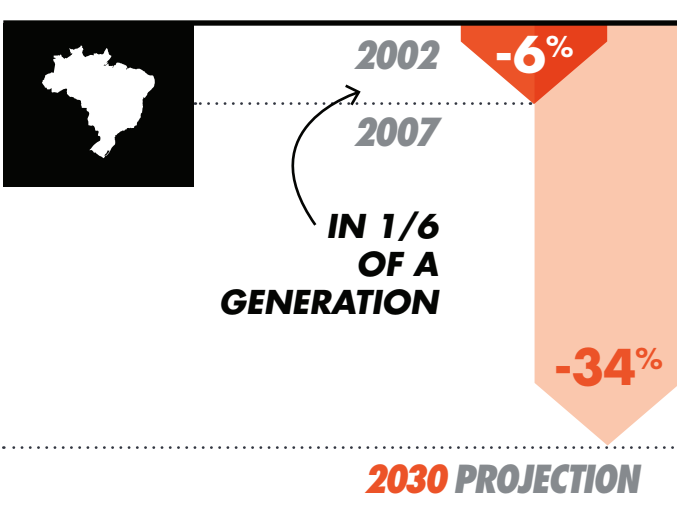
USA



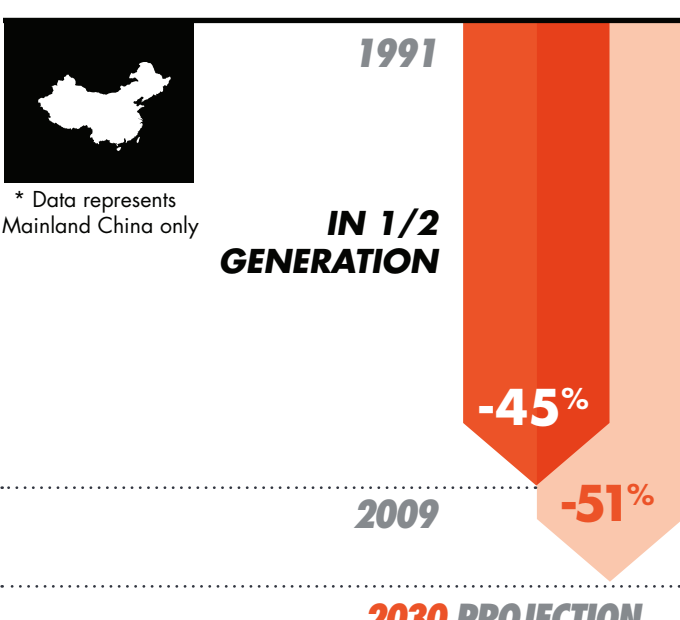
UK



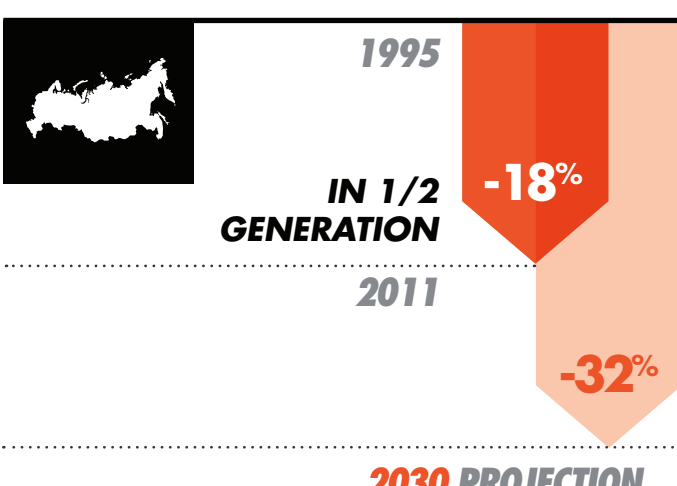
BRAZIL



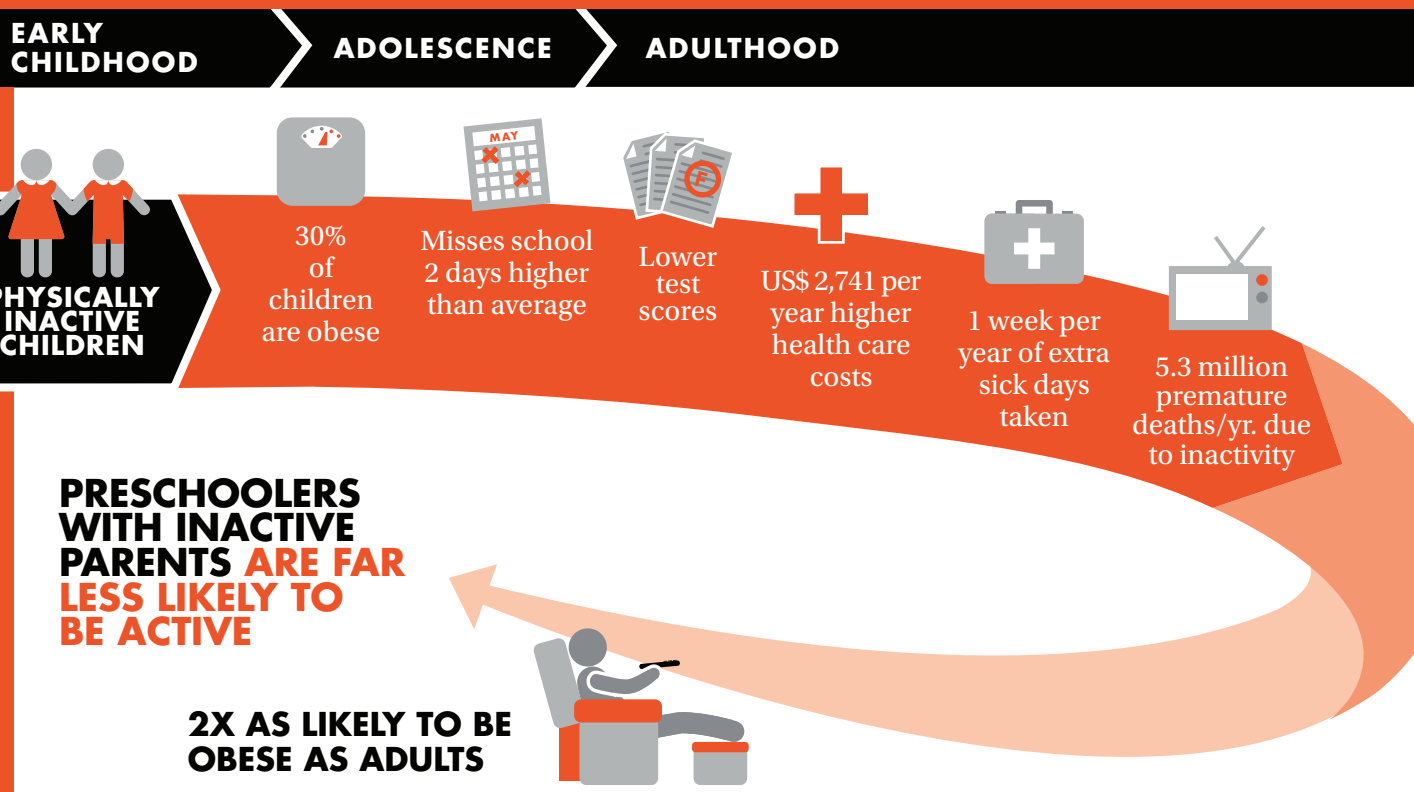
GREATER CHINA*



RUSSIA

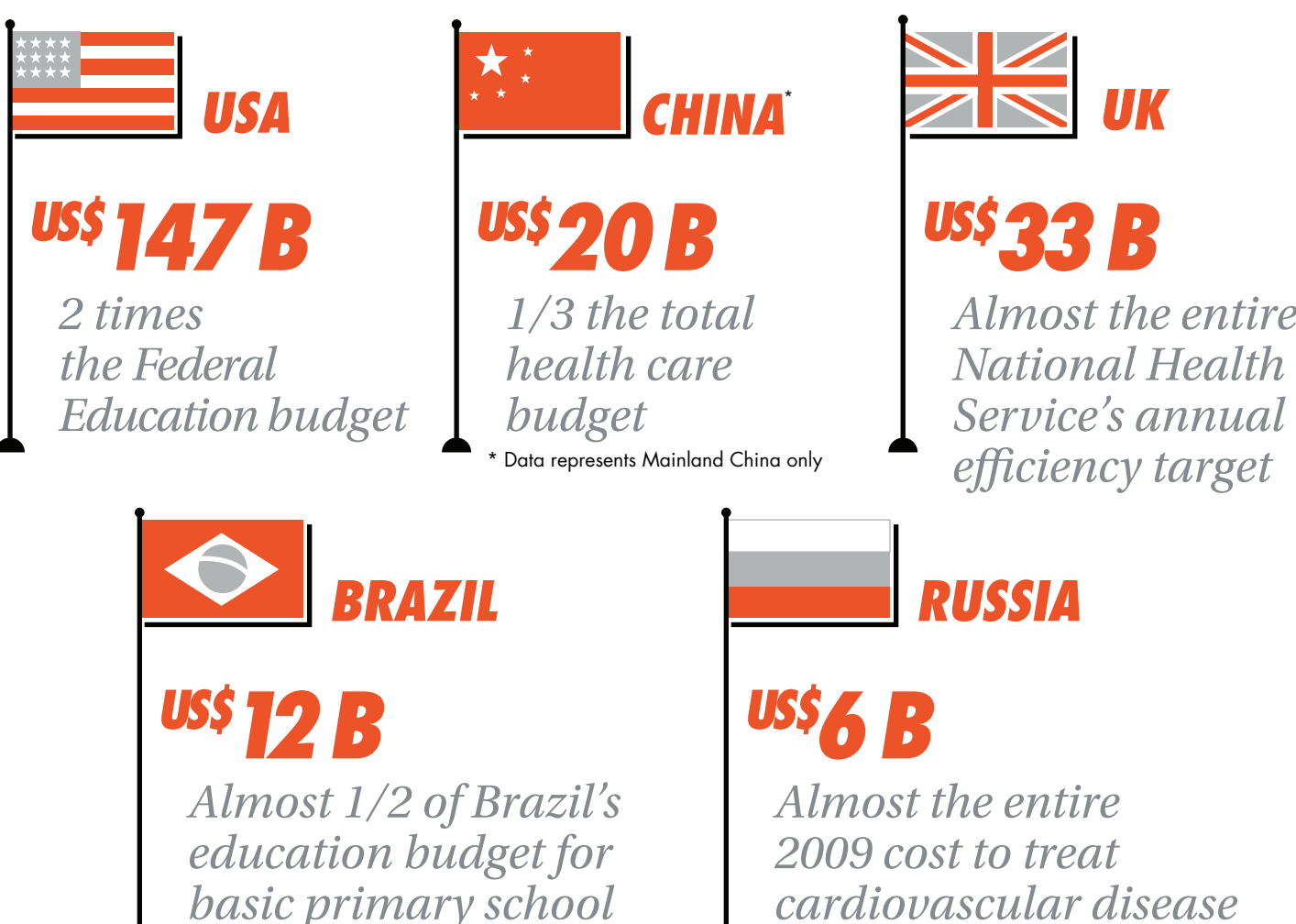


THE PHYSICAL INACTIVITY CYCLE



THE ECONOMIC COSTS ARE UNACCEPTABLE

TOTAL DIRECT & INDIRECT COSTS OF PHYSICAL INACTIVITY



IT'S TIME FOR ACTION

WE ARE DESIGNED TO MOVE

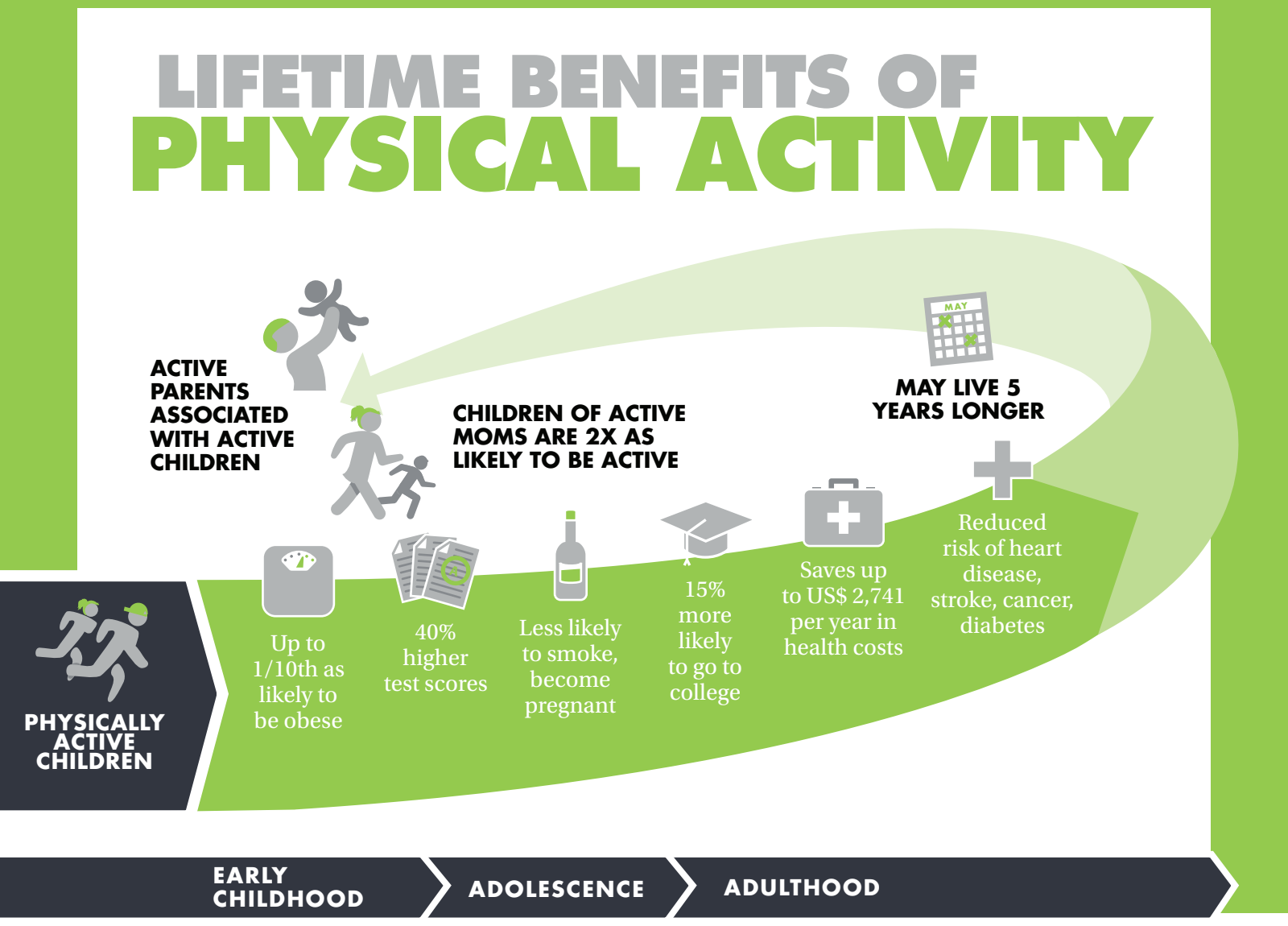
DESIGNEDTOMOVE.ORG





WE ARE DESIGNED TO MOVE

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



THE TIME FOR ACTION IS NOW

VISION

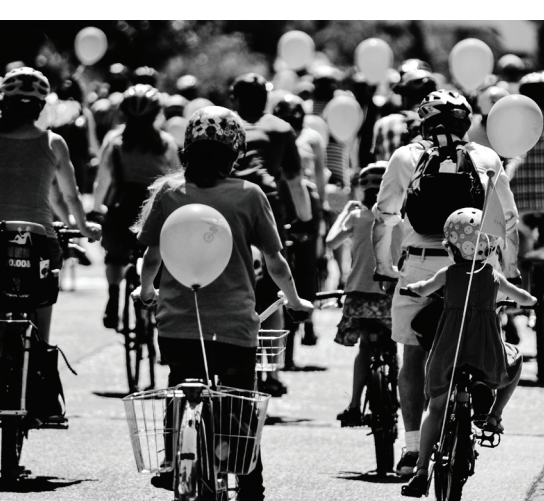
FUTURE GENERATIONS RUNNING, JUMPING AND KICKING TO REACH THEIR GREATEST POTENTIAL

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

