Want to Beat Cancer?
Get Moving

Cancer Consortium
April 25, 2017
Tom Farrey
@tomfarrey
“YOU BEAT CANCER BY HOW YOU LIVE, WHY YOU LIVE, AND IN THE MANNER IN WHICH YOU LIVE.”

-stuart scott
My Family and Cancer
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2016 NIH Study

Increased physical activity associated with lower risk of 13 types of cancer

-- JAMA Internal Medicine,
Stephen C. Moore, PhD
The 13 Types of Cancer

Colon
Breast
Endometrial
The 13 Types of Cancer

Esophageal adenocarcinoma
Liver cancer
Cancer of the gastric cardia
Kidney cancer
Myeloid leukemia
Myeloma
Cancers of the head and neck, rectum, and bladder
American Cancer Society Researcher

“Physical activity has far reaching value for cancer prevention”

-- Alpa V. Patel, PhD, co-author
ACTIVE KIDS DO BETTER IN LIFE
WHAT THE RESEARCH SHOWS ON THE COMPOUNDING BENEFITS

ACTIVE PARENTS ASSOCIATED WITH ACTIVE KIDS

KIDS OF ACTIVE MOMS ARE 2X MORE LIKELY TO BE ACTIVE

INTERGENERATIONAL CYCLE
COMPRESSION OF MORBIDITY 1/3 THE RATE OF DISABILITY

REDUCED RISK OF HEART DISEASE, STROKE, CANCER, DIABETES
MORE PRODUCTIVE AT WORK
LOWER HEALTH COSTS
7-8% HIGHER ANNUAL EARNINGS
15% MORE LIKELY TO GO TO COLLEGE
LESS SMOKING, DRUG USE, PREGNANCY AND RISKY SEX
UP TO 40% HIGHER TEST SCORES
1/10 AS LIKELY TO BE OBESE

PHYSICALLY ACTIVE CHILDREN

EARLY CHILDHOOD ADOLESCENCE ADULTHOOD
## Active to a Healthy Level and Beyond

<table>
<thead>
<tr>
<th>Year</th>
<th>6–12 Year Olds</th>
<th>13–17 Year Olds</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>30.3%</td>
<td>42.7%</td>
</tr>
<tr>
<td>2015</td>
<td>26.6%</td>
<td>39.3%</td>
</tr>
</tbody>
</table>

Source: Sports & Fitness Industry Association
If 100% of Youth are Active to a Healthy Level

991,019 Fewer Overweight/Obese Youth

$26 Billion Direct Medical Costs Saved

$43 Billion Productivity Losses Saved

20 Million Years Of Life Saved
If 100% of Youth are Active at CDC Level

3,093,196 Fewer Overweight/Obese Youth

$35 Billion Direct Medical Costs Saved

$57 Billion Productivity LossesSaved

33 Million Years Of Life Saved
If 100% of Baltimore Youth are at CDC Level

- 9,339 Fewer Overweight/Obese Youth
- $105 Million Direct Medical Costs Saved
- $172 Million Productivity Losses Saved
- 100,138 Years Of Life Saved
The $64+ Billion Question:

Why aren’t we doing what it takes to make sport and physical activity a regular part of kids’ lives?
The Book

• Journalistic survey of landscape of youth sports in America

• Themes:
  – Access
  – Development
  – Health
Barriers for all

• Marginalization of in-town, rec leagues
• Cuts to middle school teams
• Decline of intramurals
• Most schools no longer offer daily PE
• Casual or pickup play is less prevalent

Upper-income barriers
• Exclusionary sport organization policies
• Excessive demands on family
• Win-at-all-costs mentality
• Lack of age-appropriate play
• Burnout, overuse injuries, concussions

Lower-income barriers
• Lack of viable parks
• Slashed recreation budgets for programs
• Lack of volunteer coaches
• Safety/transportation needs
• Rising fees for youth sport participation
INCOME IMPACTS SPORT PARTICIPATION
PERCENTAGE OF CORE PARTICIPANTS, BY HOUSEHOLD INCOME

<table>
<thead>
<tr>
<th>Sport</th>
<th>Under $25K</th>
<th>$25K - $49.9K</th>
<th>$50K - $74.9K</th>
<th>$75K - $99.9K</th>
<th>$100K +</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football (Tackle)</td>
<td>16%</td>
<td>24%</td>
<td>20%</td>
<td>13%</td>
<td>27%</td>
</tr>
<tr>
<td>Baseball</td>
<td>12%</td>
<td>23%</td>
<td>22%</td>
<td>16%</td>
<td>27%</td>
</tr>
<tr>
<td>Basketball</td>
<td>16%</td>
<td>21%</td>
<td>19%</td>
<td>15%</td>
<td>29%</td>
</tr>
<tr>
<td>Soccer (Outdoor)</td>
<td>13%</td>
<td>19%</td>
<td>16%</td>
<td>17%</td>
<td>35%</td>
</tr>
<tr>
<td>Swimming (Team)</td>
<td>8%</td>
<td>16%</td>
<td>12%</td>
<td>21%</td>
<td>43%</td>
</tr>
<tr>
<td>Lacrosse</td>
<td>4%</td>
<td>10%</td>
<td>16%</td>
<td>14%</td>
<td>56%</td>
</tr>
</tbody>
</table>

Families that can afford more, play more.
**Key Indicators of Early Access**

Average age at entry into organized or team sports

<table>
<thead>
<tr>
<th>Age (years/months)</th>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>6.8</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>7.4</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Gender**
- Boys: 6.8
- Girls: 7.4

**Race/Ethnicity**
- Caucasian: 6.6
- Hispanic: 8.2
- African American: 7.7

**Parent Marital Status**
- Married: 6.8
- Single/Never Married: 8.8

**Child Exercise Frequency**
- Daily: 6.8
- Once a Week: 8.9

**Household Income**
- $100K: 6.3
- $35K: 8.1

*Money is the biggest driver of early participation.*
Launched in 2013

Multi-stage effort to provide stakeholders with the tools to build healthy communities through sport
WE ENVISION AN AMERICA IN WHICH ALL CHILDREN HAVE THE OPPORTUNITY TO BE ACTIVE THROUGH SPORTS
Among the 300 thought leaders at 10 roundtables

- Robert Wood Johnson Foundation
- Centers for Disease Control & Prevention
- American College of Sports Medicine
- Clinton Health Matters Initiative
- Alliance for a Healthier Generation
- American Heart Association
- Children’s National Health System
- President’s Council on Fitness, Sports & Nutrition
Project Play report

- First shared national framework developed around youth in sports
- Values: Health and inclusion
- 8 strategies for the 8 key sectors
- 40+ activation ideas

Youthreport.projectplay.us
SPORT FOR ALL, PLAY FOR LIFE MODEL
BROAD ACCESS LEADS TO SUSTAINED PARTICIPATION

Squaring the pyramid creates athletes for life, at all levels.

Up to age 12, focus on ability, confidence, and desire to be active.
“You have built a very powerful roadmap. The challenge now is to take it literally on the road to impact communities.”

-- Dr. Vivek Murthy, U.S. Surgeon General
The 8 Strategies

1. Ask Kids What They Want
2. Reintroduce Free Play
3. Encourage Sport Sampling
4. Revitalize In-Town Leagues
5. Think Small
6. Design for Development
7. Train All Coaches
8. Emphasize Prevention
The 8 Sectors

1. National Sport Organizations
2. Policymakers & Civic Leaders
3. Business & Industry
4. Tech & Media
5. Public Health
6. Community Recreation
7. Education
8. Parents
Activation Ideas: Parents

- Talk with your children about their goals and sport interests
- Advocate for children other than your own
- Promote “Sport for All” policies in schools
- Be active
Activation Ideas: Policymakers & Civic Leaders

- Dedicate a share of local taxes to parks & recreation that is outside the annual budget process
- Exercise power of the permit to create local standards
Activation Ideas: Business & Industry

- Incentivize best-in-class coach training via grants, discounts
- Support occasional closing of downtown streets for sport festivals, fun games
Activation Ideas: Public Health

- **Pediatricians** -- Ask patients about what sports they play; provide “exercise prescriptions” that will encourage youth to be active; connect them to community programs that model best practices.

- **Hospitals** -- Include availability of sports facilities in your Community Health Needs Assessment.

- **Foundations** -- Use your facilities, credibility, networks and grant-making to landscape, convene and mobilize your communities.
Project Play in NY, Michigan

- Key findings in 6-8 county regions in each of the 8 plays
- Household survey on sport participation, physical activity rates
- Recommendations
- Localized action ideas
Progress via Collective Impact

• State of Play report on East Baltimore
• Exclusive survey of what kids want
• Project Play: Baltimore Summit -- June 22
• 3-year grant from Under Armour to mobilize community
“This has to become a priority in our society”

-- Michelle Obama at 2016 Project Play Summit
Question for Delaware and its Cancer Community:

What is Your Play?
THE ASPEN INSTITUTE

PROJECT PLAY

www.projectplay.us

2017 Project Play Summit in Washington DC – Sept. 6-7

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