

Want to Beat Cancer? Get Moving

Cancer Consortium

April 25, 2017

Tom Farrey

@tomfarrey

My Employer and Cancer

**“YOU BEAT CANCER
BY **HOW** YOU LIVE,
WHY YOU LIVE,
AND IN THE MANNER
IN WHICH YOU LIVE.”**

-stuart scott



My Family and Cancer



My Family and Cancer



My Family and Cancer





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

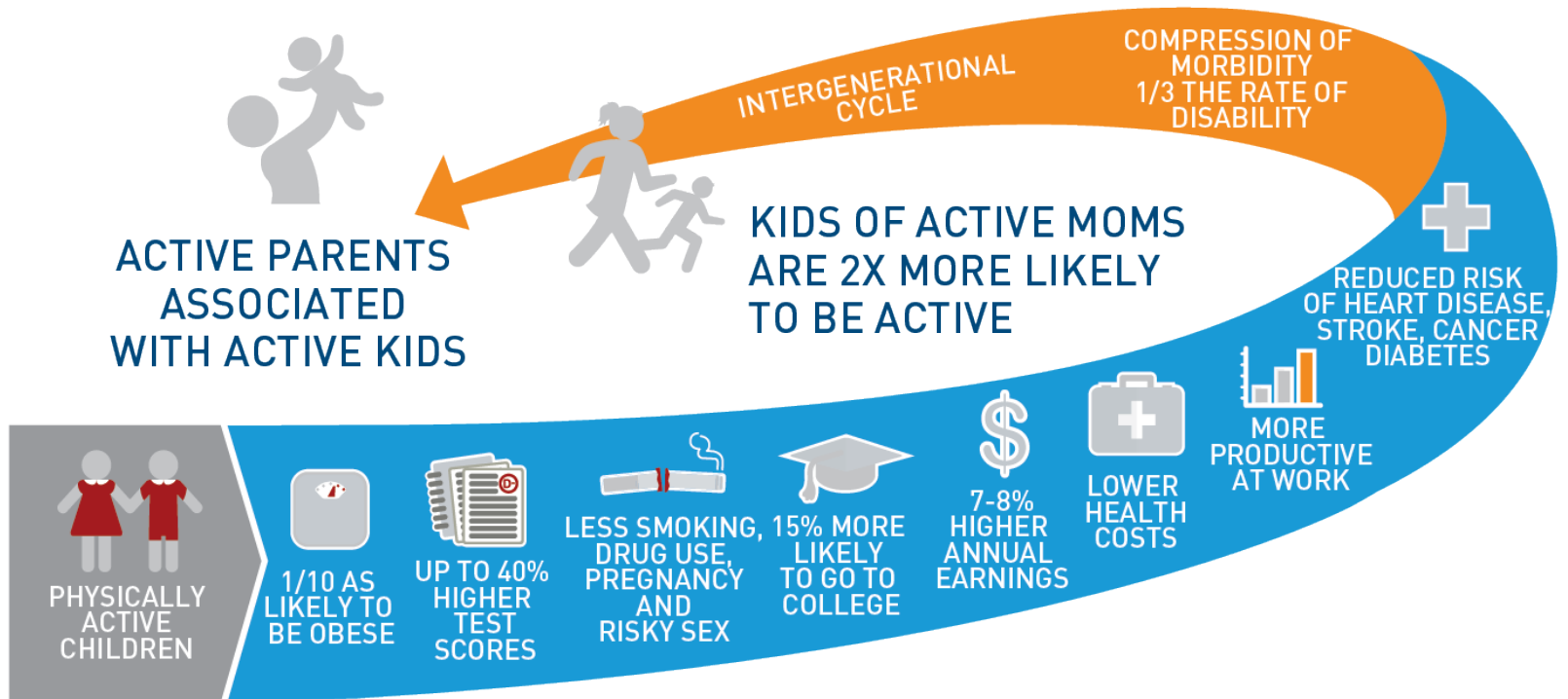
American Cancer Society Researcher

“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



EARLY CHILDHOOD

ADOLESCENCE

ADULTHOOD

Active to a Healthy Level and Beyond



	6–12 Year Olds	13–17 Year Olds
2008	30.3%	42.7%
2015	26.6%	39.3%

Source: Sports & Fitness Industry Association

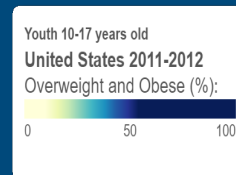
If 100% of Youth are Active to a Healthy Level

991,019 Fewer Overweight/Obese Youth

\$26 Billion Direct Medical Costs Saved

\$43 Billion Productivity Losses Saved

20 Million Years Of Life Saved



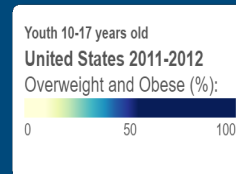
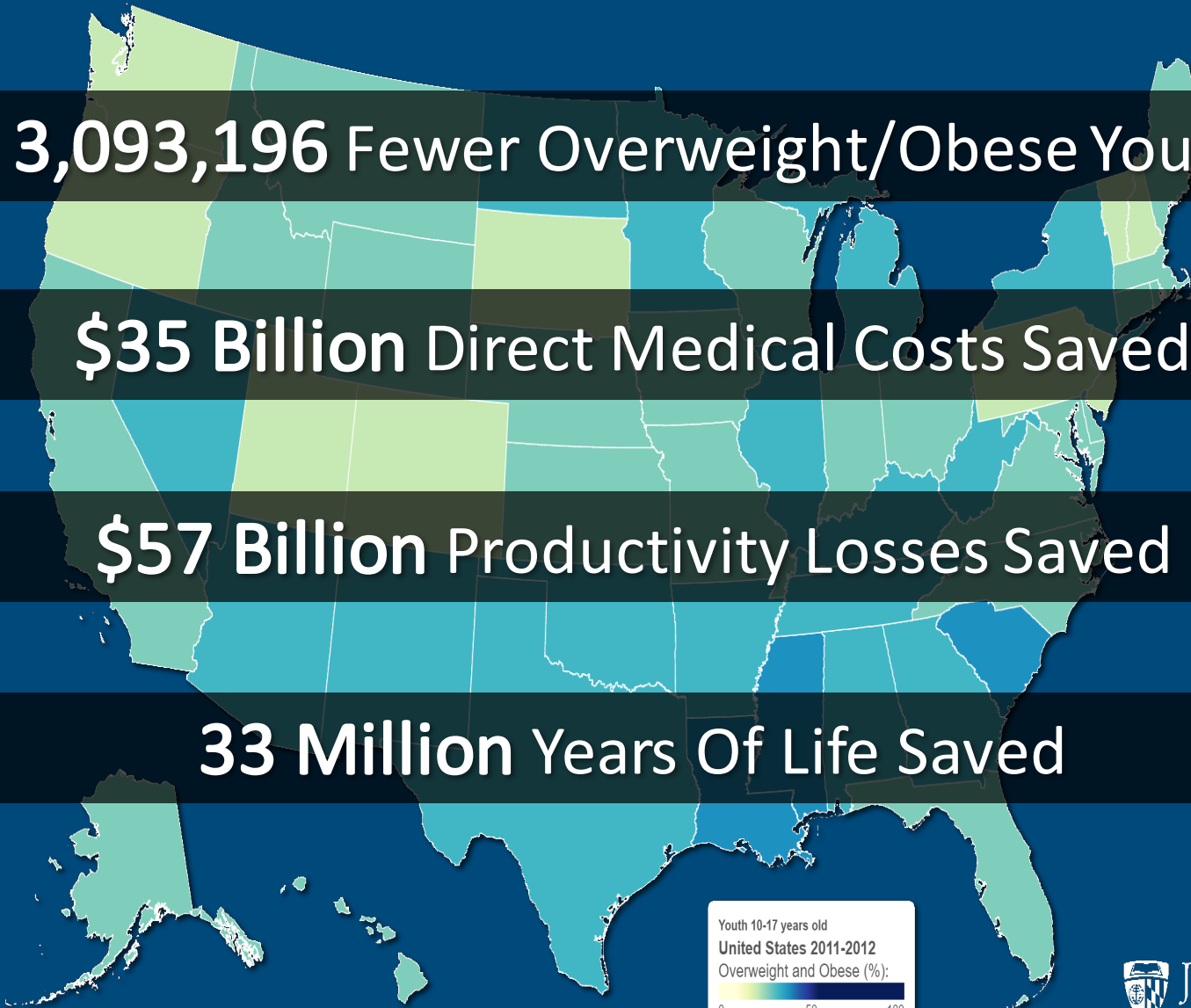
If 100% of Youth are Active at CDC Level

3,093,196 Fewer Overweight/Obese Youth

\$35 Billion Direct Medical Costs Saved

\$57 Billion Productivity Losses Saved

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



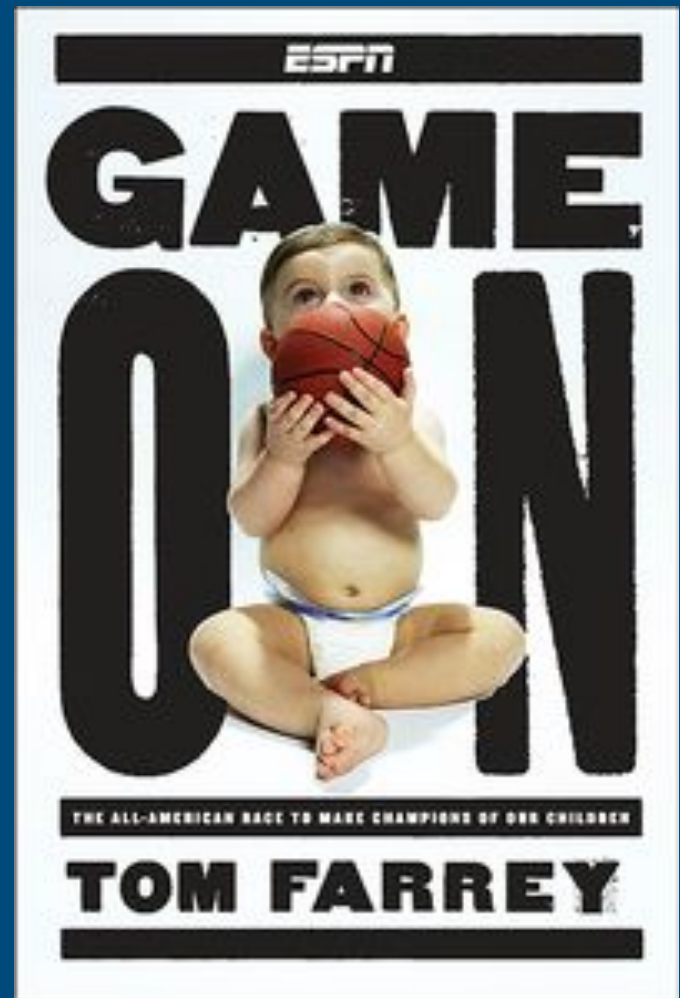
Youth 6-17 years old
Baltimore, MD 2011-2012
Overweight and Obese (%):
0 50 100

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

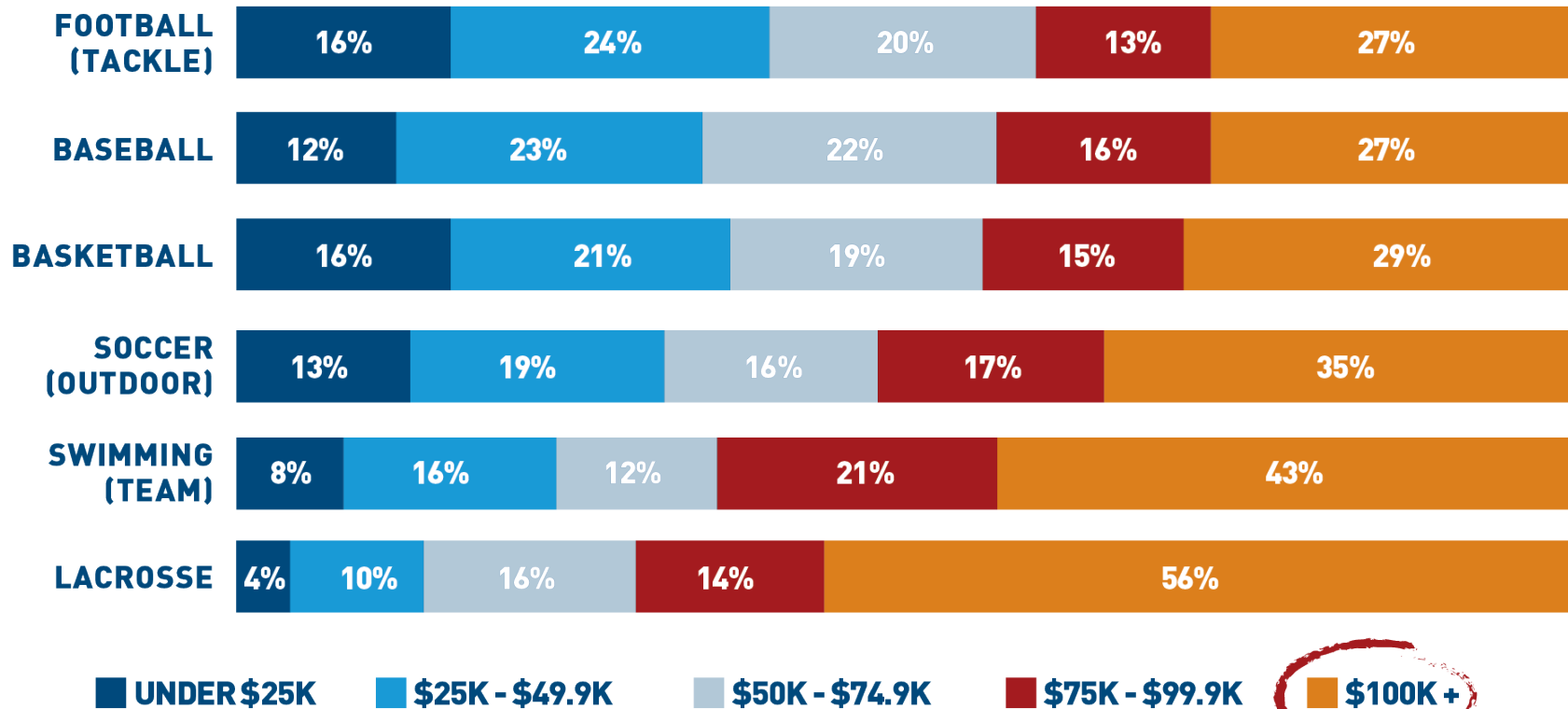
- Exclusionary sport organization policies
- Excessive demands on family
- Win-at-all-costs mentality
- Lack of age-appropriate play
- Burnout, overuse injuries, concussions

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

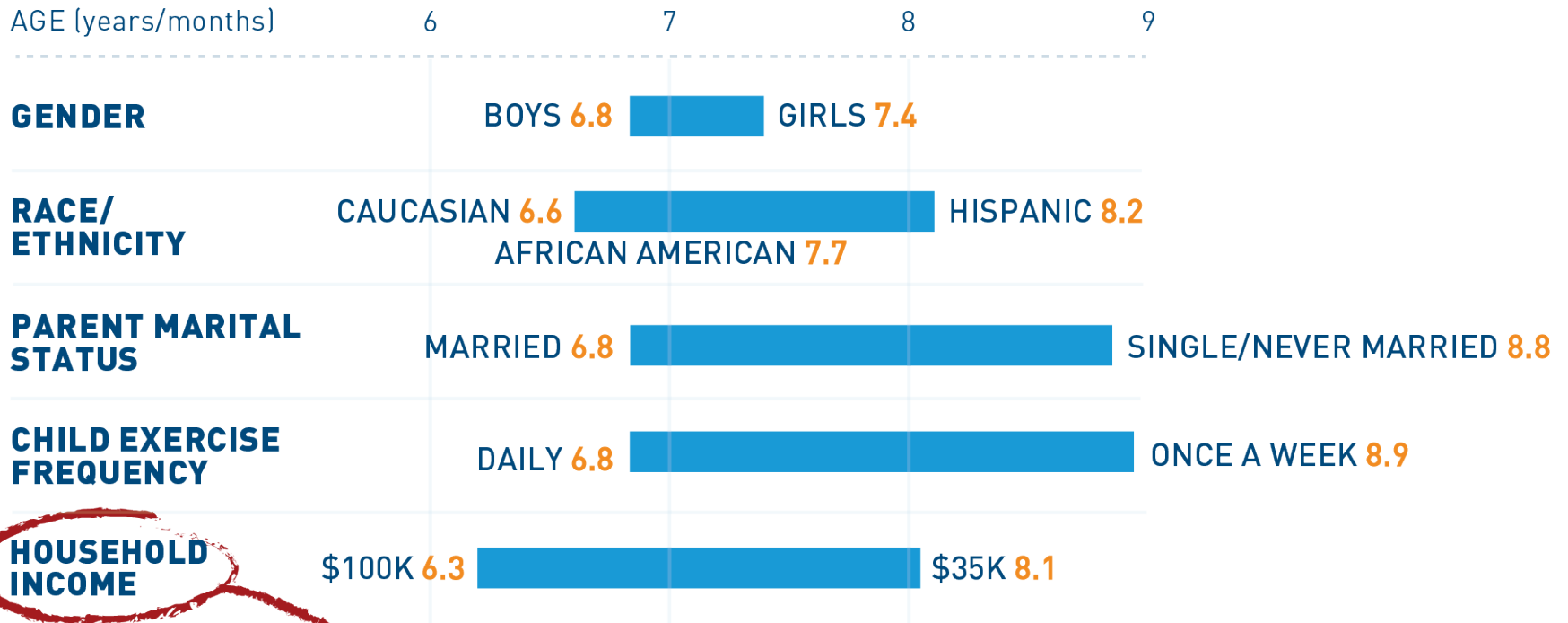
PERCENTAGE OF CORE PARTICIPANTS, BY HOUSEHOLD INCOME



Families that can afford more, play more.

KEY INDICATORS OF EARLY ACCESS

AVERAGE AGE AT ENTRY INTO ORGANIZED OR TEAM SPORTS



Money is the biggest driver of early participation.



THE ASPEN INSTITUTE
PROJECT PLAY

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**

OUR DEDICATION TO
PROJECT PLAY
PROJECT PLAY

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

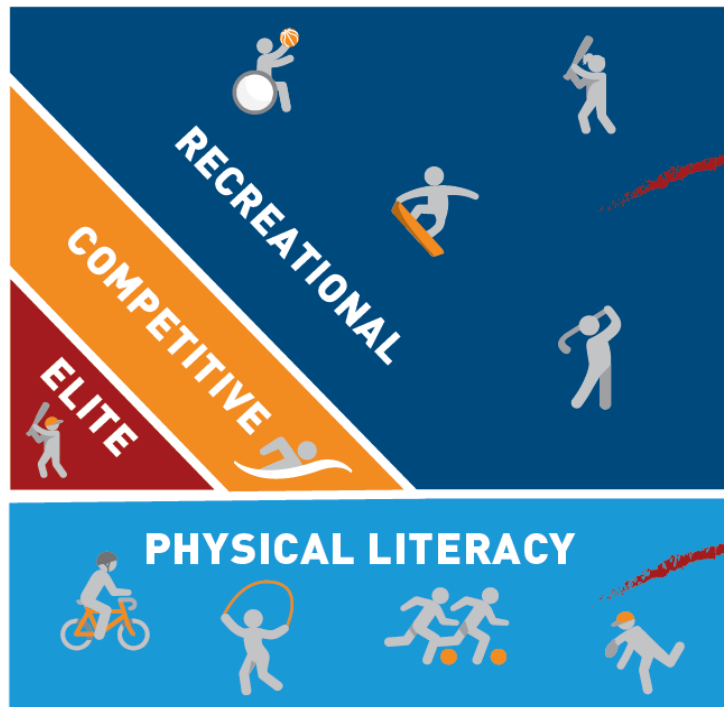
- First shared national framework developed around youth in sports
- Values: Health and inclusion
- 8 strategies for the 8 key sectors
- 40+ activation ideas

[Youthreport.projectplay.us](https://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.

TOTAL POPULATION

“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

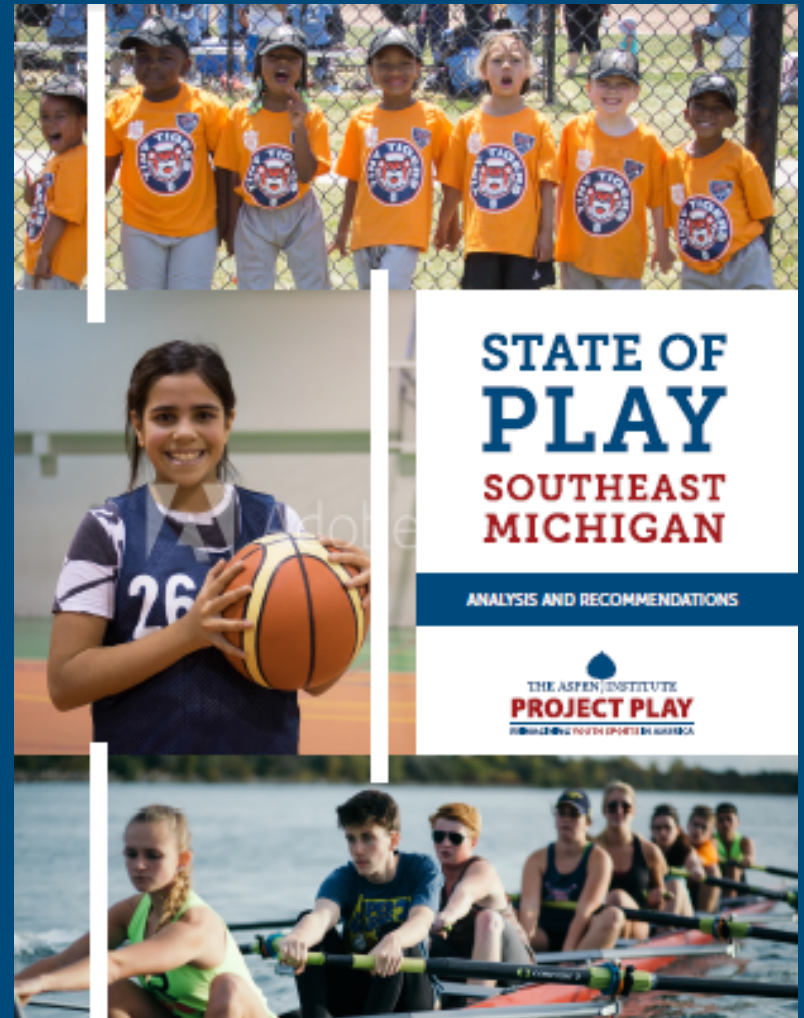


Activation Ideas: Public Health

- 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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