

PHYSICAL ACTIVITY SYSTEMS MAPS

MAPPING PHYSICAL ACTIVITY

The physical activity levels of entire populations are influenced by a complex system that shapes the overall environment in which people live, work and play. Elements within this system are the game changers—the high-impact levers that fundamentally alter how we move.

These “systems maps” represent a highly detailed socio-ecological model of physical activity, based primarily on data from the USA and UK. They are intended as tools for strategic analysis and planning, to help investors or practitioners better understand the factors, stakeholders and interactions enabling or inhibiting physical activity.

The following maps are included in this package:

OVERVIEWS

- Physical Activity System Overview
- Barriers in the Physical Activity System
- Physical Activity Over the Lifecourse

ENVIRONMENT DETAILS

- Technology & IT Information Environment
- Corporate Environment
- Healthcare Environment
- Political Environment
- Built-up Environment
- School Environment
- Sport Environment
- Community Environment

ONE OTHER NOTE

Complexity requires space. The maps are best viewed electronically or printed on wide-format (11x17 inches or A3) paper.

DESIGNED TO MOVE

Physical Activity Systems Maps

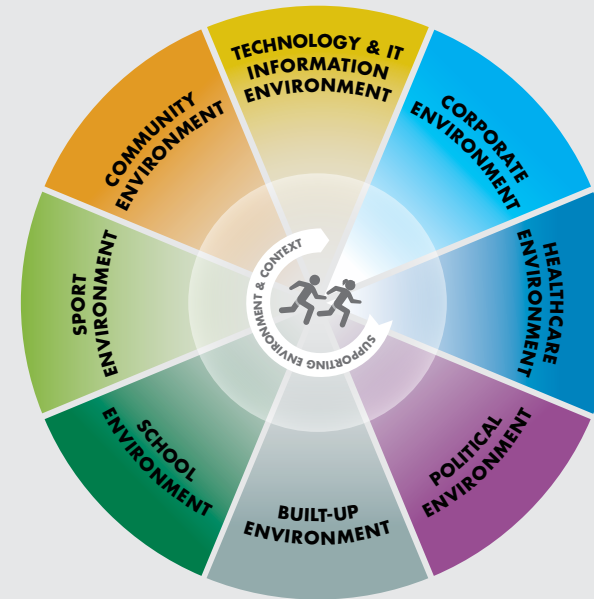
GUIDE FOR INTERPRETING THE MAPS

Two different constructs have been used to structure the information.

1. Economic Environments

There are eight sectors of an economy that exert significant influence over a population’s physical activity level. Each sector is represented by a colored “slice” on the circular map:

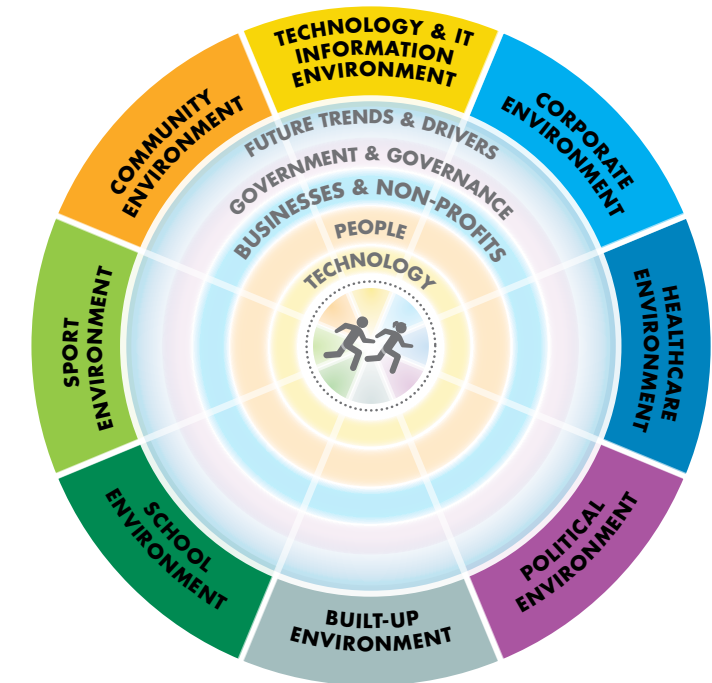
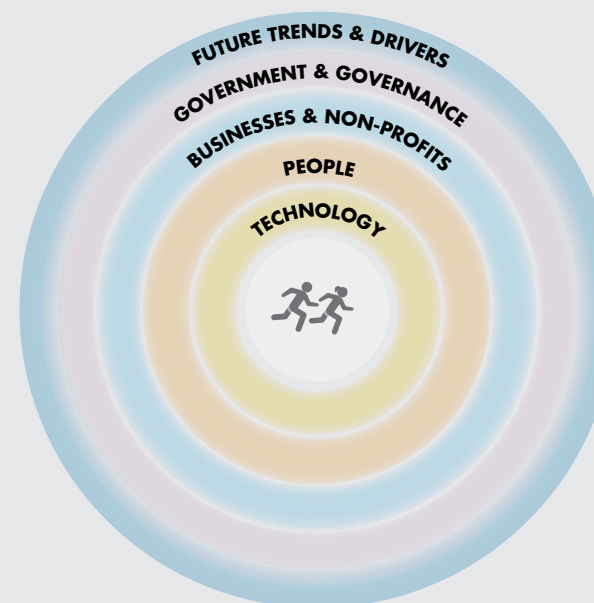
- Technology & IT Information Environment
- Corporate Environment
- Healthcare Environment
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- Community Environment



2. Rings of Influence

Cross-cutting “rings of influence,” moving from those that are closest to the individual’s daily interactions to more distant influences:

- Future Trends & Drivers
- Government & Governance
- Business & Non-Profits
- People
- Technology



Physical Activity System Map

The entire system map combines these two constructs to show the sectors as well as the rings of influence.

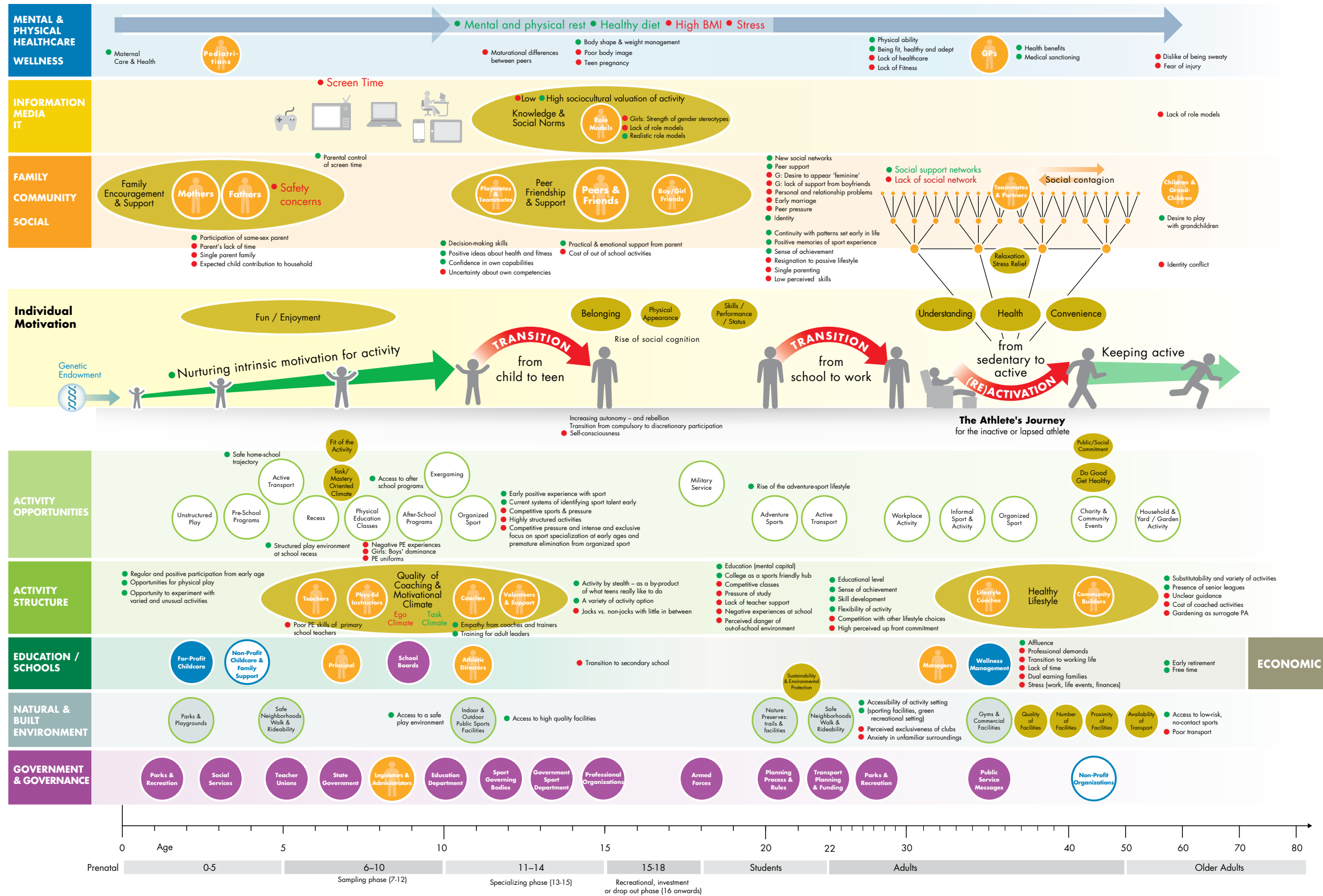
We are grateful to the experts who contributed to this work: Marshall Clemens (iDiagram), Philippe Vandenbroek (ShifftN), Ken Fox (University of Bristol), Alison Hardy (DH-Change4Life), Ayesah Abdeen (Muslim Women’s Sports Foundation), Hester Rice (C3Health), Nick Rowe (Sport England), Gavin Mellor (Substance), Dr. Nikos Ntoumanis (University of Birmingham), Stefan Szymanski (Cass Business School), Cassie Smith (Women’s Sports Foundation), Steven Ward (Fitness Industry Association), Russell Pate (University of South Carolina), Nicole LaVoi (University of Minnesota – Tucker Center), David Hessikeil (Cause Marketing Forum), Matthew Rosamond (Mount Sinai School of Medicine), and Alasdair Thin (Heriot Watt University).

PHYSICAL ACTIVITY OVER THE LIFECOURSE

The factors that motivate or inhibit physical activity—and the opportunities to access physical activity—vary with age. This map highlights the relative importance of various parts of the physical activity system across different stages of life.

SYMBOLS LEGEND

- Encourages Physical Activity
- Barrier to Physical Activity



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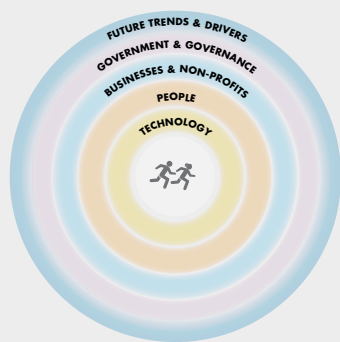
Physical Activity Systems Maps

PHYSICAL ACTIVITY SYSTEM DETAIL

The elements of the physical activity system are interdependent. What happens in one aspect of a person's environment influences all others. Here's a closer look at just one sector:

Technology & IT Information Environment

SYSTEMS LEGEND



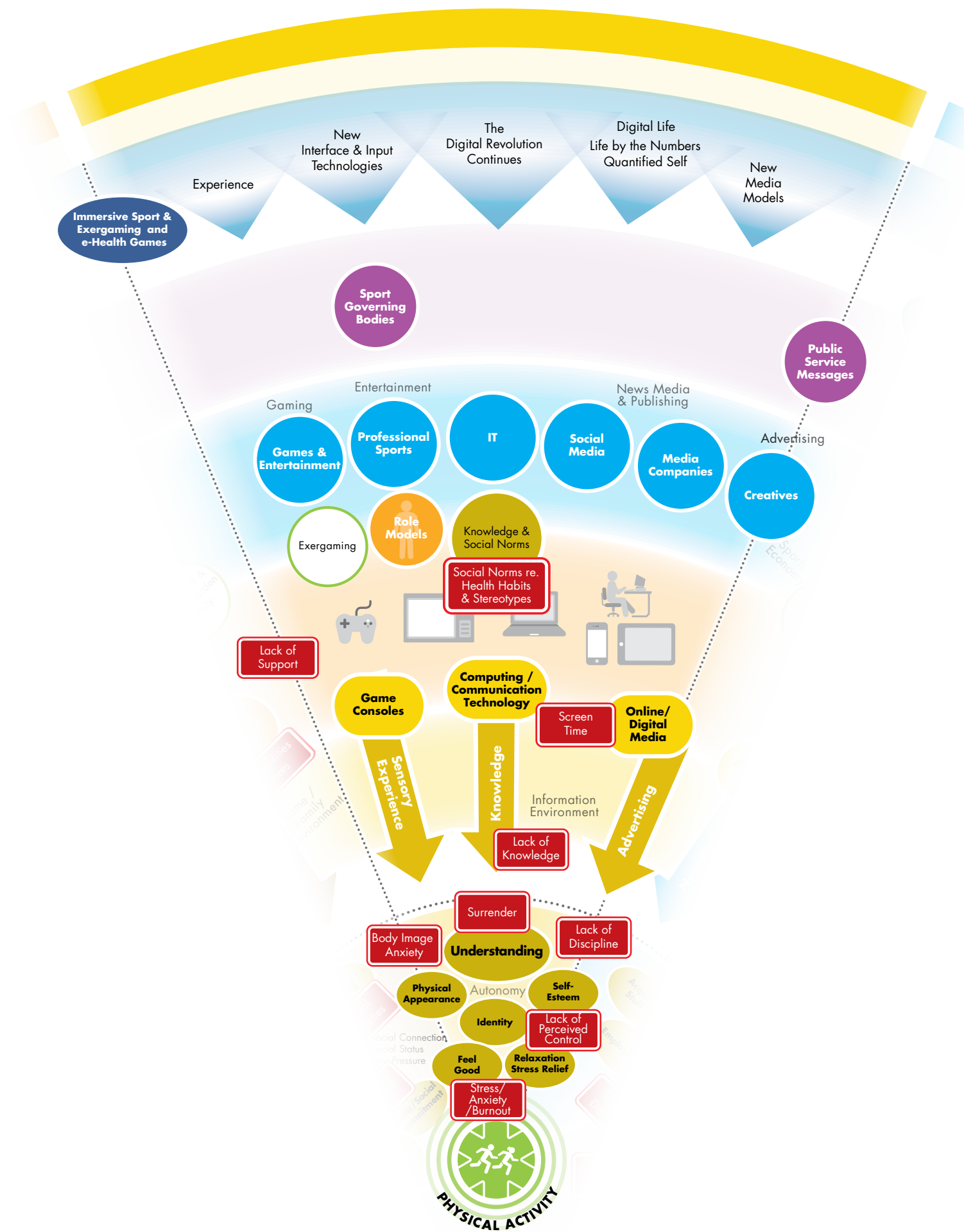
SYMBOLS LEGEND



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Physical Activity Systems Maps

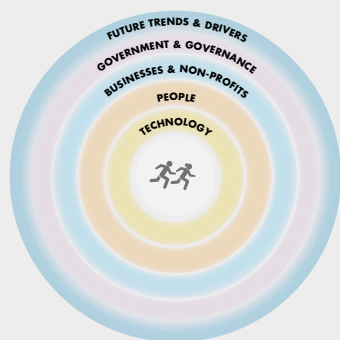
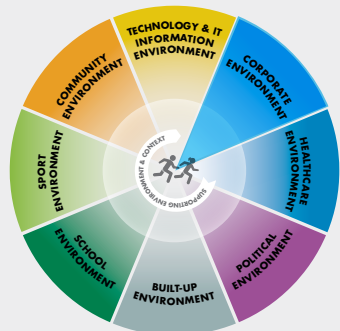
IT / INFORMATION / MEDIA



PHYSICAL ACTIVITY SYSTEM DETAIL

The elements of the physical activity system are interdependent. What happens in one aspect of a person's environment influences all others. Here's a closer look at just one sector: **Corporate Environment**

SYSTEMS LEGEND



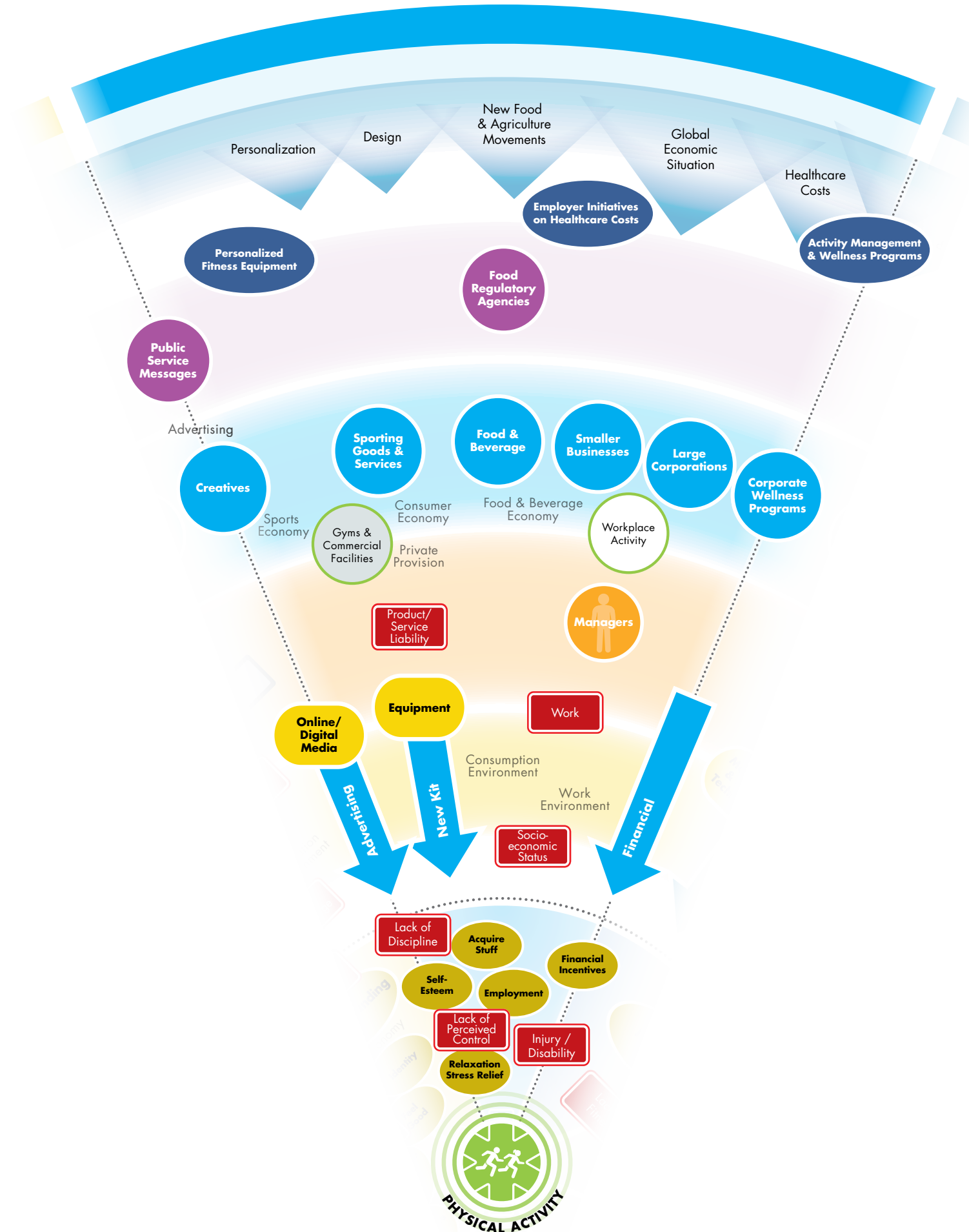
SYMBOLS LEGEND



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Physical Activity Systems Maps

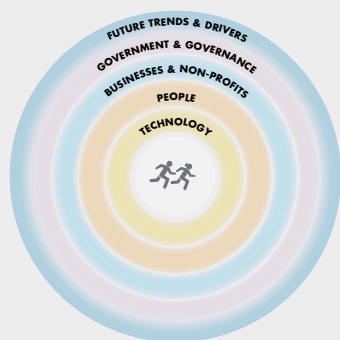
CORPORATE SECTOR



PHYSICAL ACTIVITY SYSTEM DETAIL

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SYSTEMS LEGEND



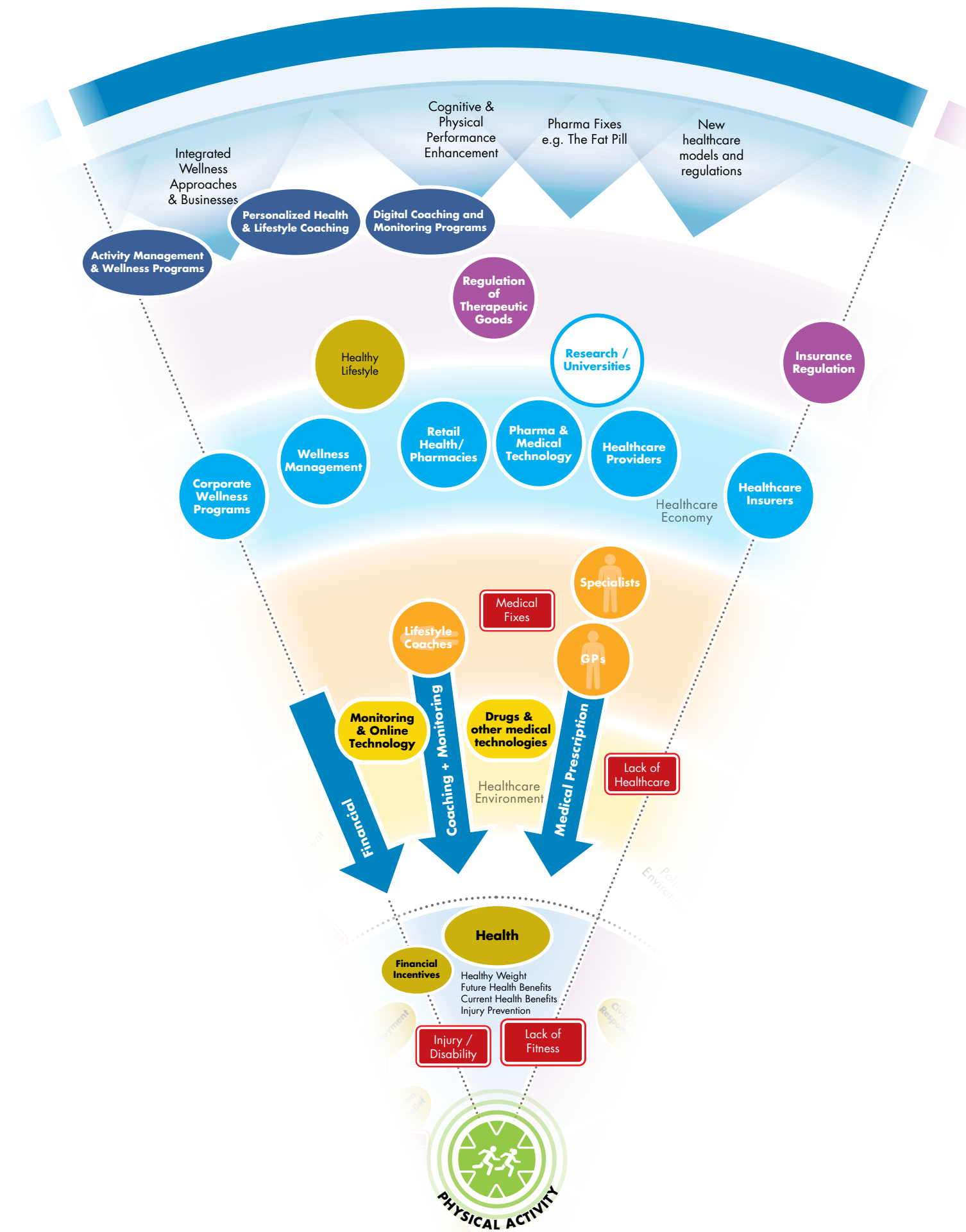
SYMBOLS LEGEND



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Physical Activity Systems Maps

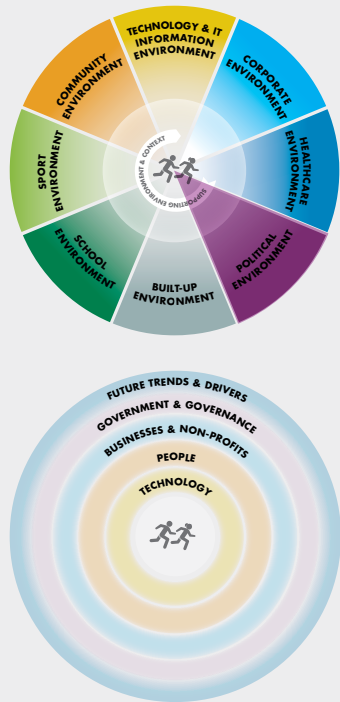
WELLNESS / HEALTHCARE



PHYSICAL ACTIVITY SYSTEM DETAIL

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SYSTEMS LEGEND



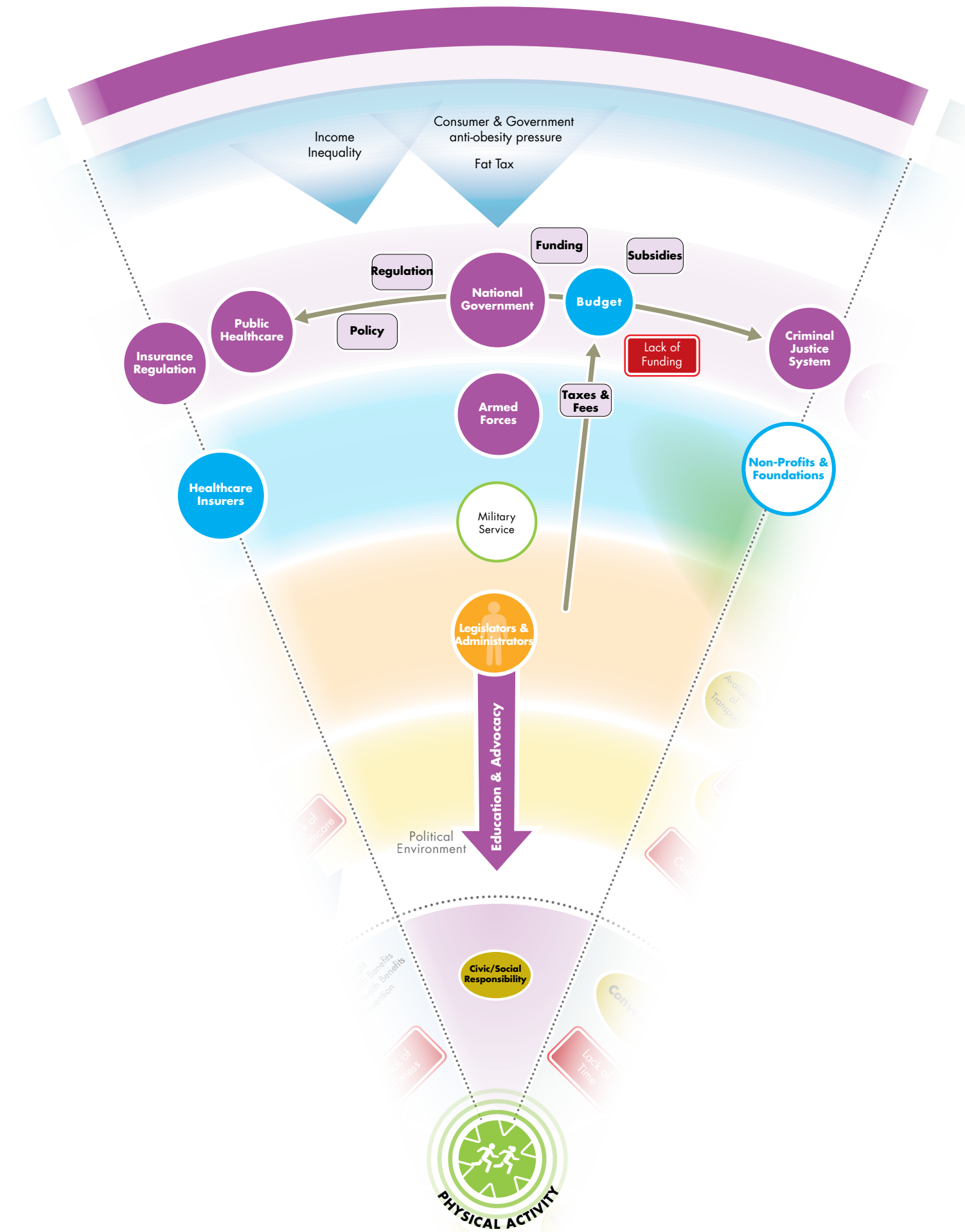
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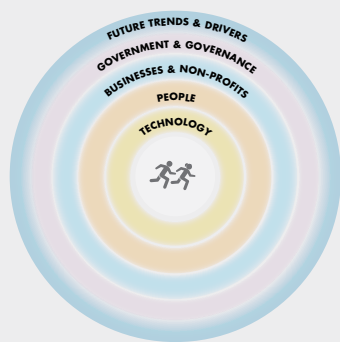
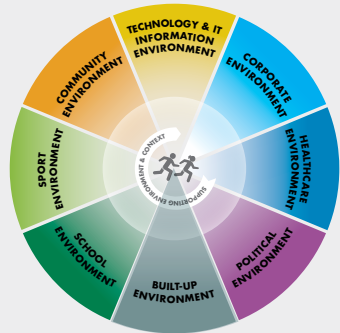
GOVERNMENT & GOVERNANCE



PHYSICAL ACTIVITY SYSTEM DETAIL

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SYSTEMS LEGEND



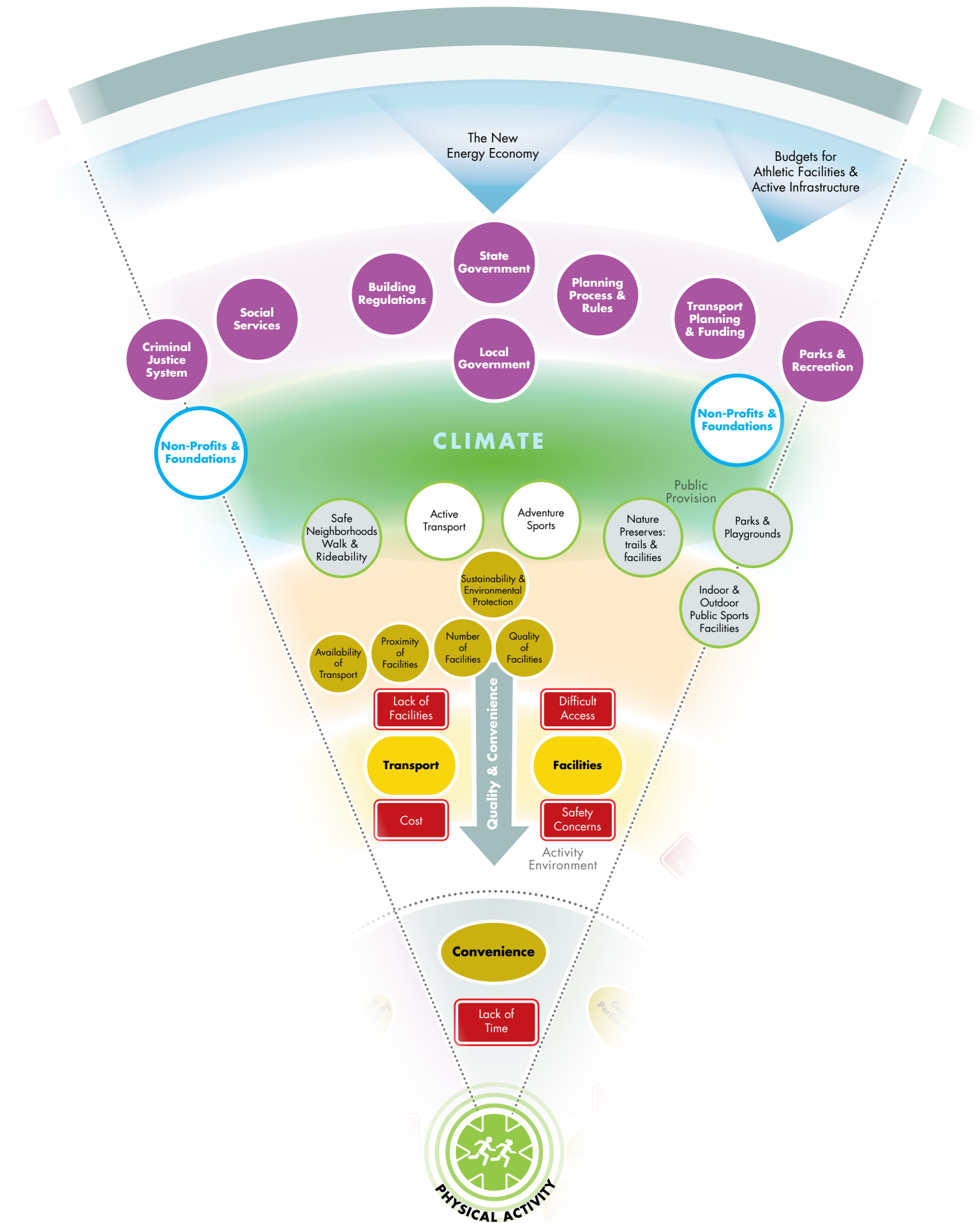
SYMBOLS LEGEND



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Physical Activity Systems Maps

NATURAL & BUILT ENVIRONMENT

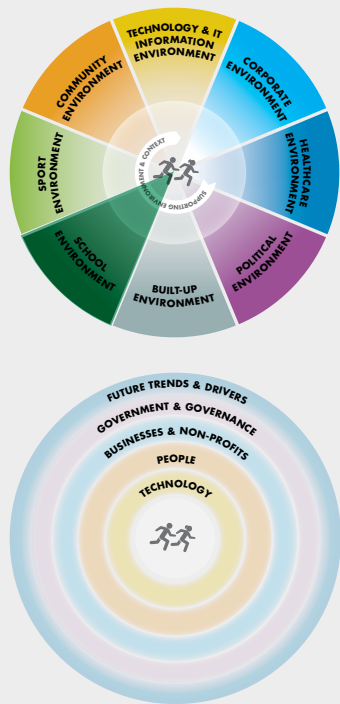


EDUCATION / SCHOOLS

PHYSICAL ACTIVITY SYSTEM DETAIL

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SYSTEMS LEGEND

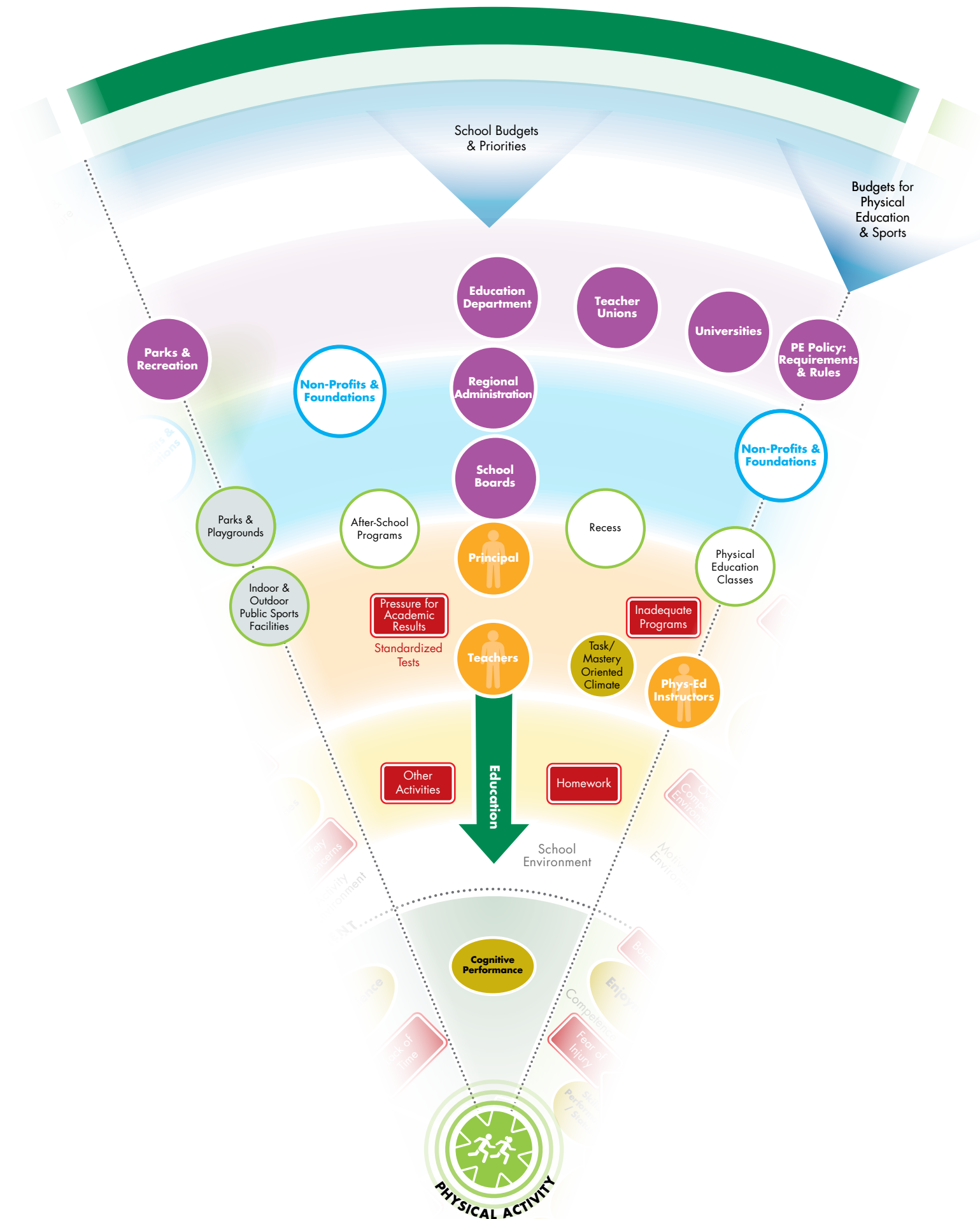


SYMBOLS LEGEND



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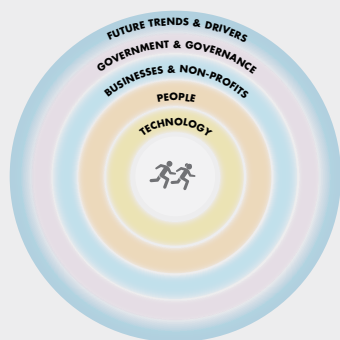
Physical Activity Systems Maps



PHYSICAL ACTIVITY SYSTEM DETAIL

The elements of the physical activity system are interdependent. What happens in one aspect of a person's environment influences all others. Here's a closer look at just one sector: **Sport Environment**

SYSTEMS LEGEND



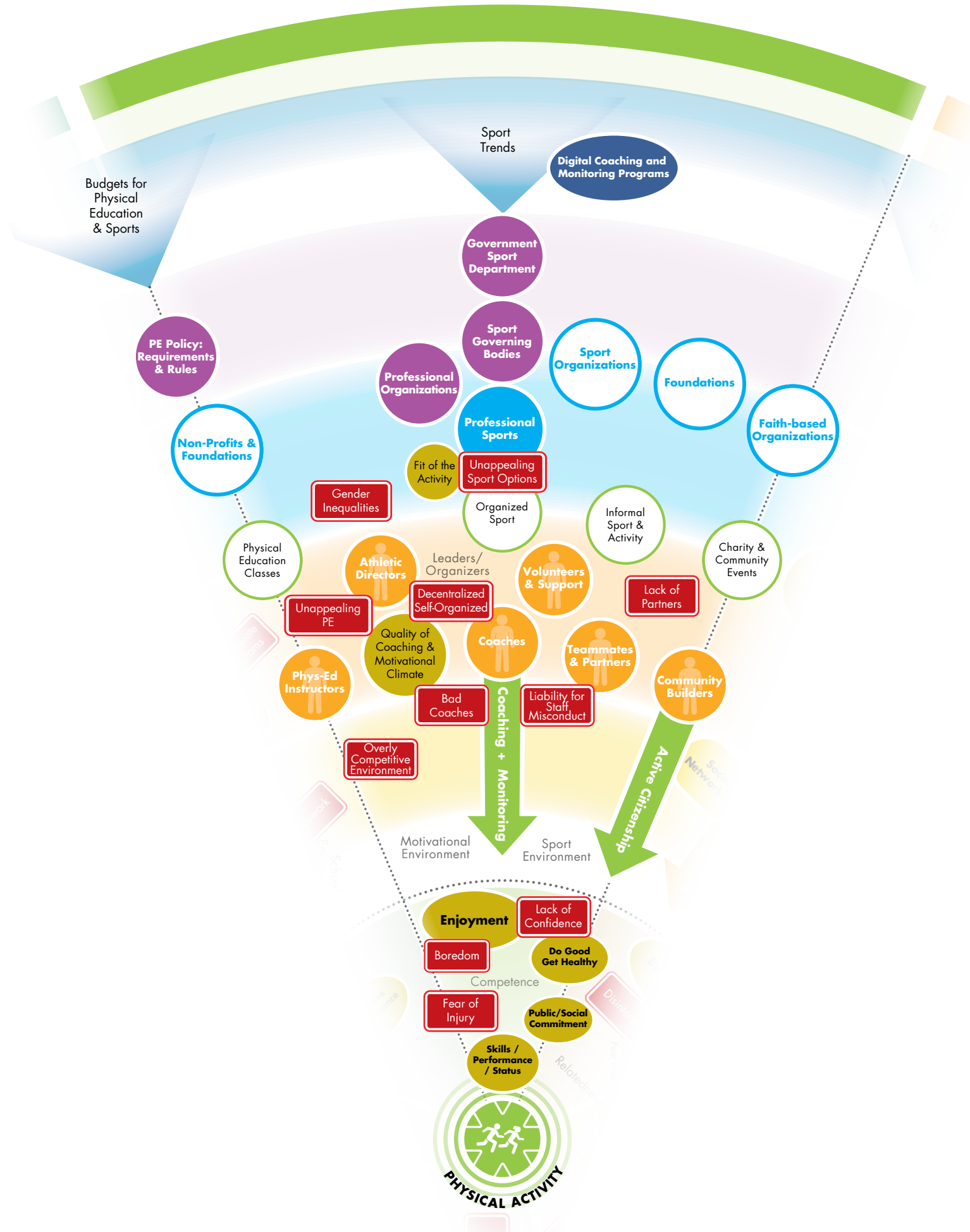
SYMBOLS LEGEND



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Physical Activity Systems Maps

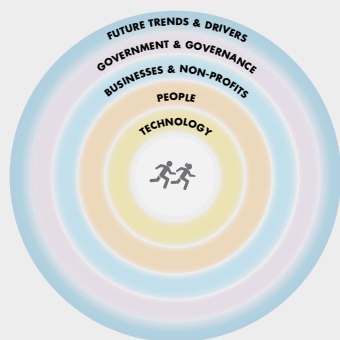
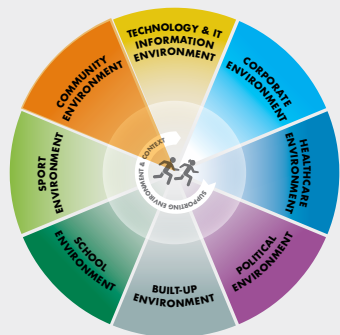
SPORT



PHYSICAL ACTIVITY SYSTEM DETAIL

The elements of the physical activity system are interdependent. What happens in one aspect of a person's environment influences all others. Here's a closer look at just one sector: **Community Environment**

SYSTEMS LEGEND



SYMBOLS LEGEND



DESIGNED TO MOVE

Physical Activity Systems Maps

COMMUNITY / SOCIAL / FAMILY

