

SPOTLIGHT ON RESULTS

Five reasons an organization chose to join and stay involved in the physical activity coalition.

1 Strategic Alignment

Partners' strategic initiatives fit with the vision, mission, and goals of the National Physical Activity Plan.

2 Organizational Alignment

Partners saw the importance of aligning with other organizations involved with the National Physical Activity Plan.

3 Provide Input

Partners expected to lend expertise and/or to ensure their organization's viewpoints were represented.

4 Seminal Event

Development and launch of the National Physical Activity Plan was a significant event in which involvement was viewed as important.

5 Cost/Benefit Ratio

Partners realized more positive effects than negative from having been involved in the National Plan.

"It's definitely part of our mission and our strategic plan. So when we heard that plans were afoot to make a National Physical Activity Plan we felt like it was very important and something that (our organization) wanted to support."

-Organizational Partner



Building partnerships to advance physical activity planning

Overview

Coalitions are forming to meet the demands associated with policy, systems, and environmental change necessary to increase population levels of physical activity. Factors related to why an organization commits to a coalition may help explain coalition success or failure.

The Main Question

What factors affect why an organization commits to joining a physical activity coalition?

The Study

Phone interviews were conducted with 14 key informants from 13 of the National Physical Activity Plan coalition's partner organizations.

The Bottom Line

Building and maintaining a physical activity coalition with highly committed partners may hinge upon the ability to fully understand how each current or prospective partner believes it could benefit from the 5 factors identified.



What You Can Do

- **ASK QUESTIONS:** Identify the strategic interests of each current and potential coalition partner.
- **SHOW BENEFITS:** Determine if and demonstrate how the strategic interests of each current and future coalition partner could be positively impacted by membership in the coalition.