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.


**Contact:** Daniel Bornstein, Email: danielbbornstein@gmail.com,