

**Attachment O:
ODPHP Physical Activity Guidelines, 2nd Edition
Stimulus Materials for Parent Focus Groups**

OMB Control Number: 0990-0281

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Submitted to:

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Stimulus Materials for Parent Focus Groups

OMB No. 0990-0281
Exp. Date 03/31/2019**Activity #1**

Participants will react to a list of products, tools, and materials that they may be able to use to get information about physical activity. Participants will circle items that would be most useful to them and cross out items that would be least useful. The moderator will probe on participants' answers.

Item Number	Tools and Products for Promoting the Physical Activity Guidelines
1	Social media posts with physical activity tips and information
2	Interactive tool with customizable physical activity recommendations and strategies for how to meet them
3	Graphics showing recommended amount of physical activity
4	"Life hack" videos about how to squeeze physical activity into your everyday life
5	Website with information on the Physical Activity Guidelines
6	Handouts with tips about how to be an active family

Activity #2

Participants will react to sets of messages that they might see or hear in communication materials about physical activity. The messages are listed below. Participants will circle words or phrases in the messages that they find motivating or they really like, and cross out any words or phrases that they think are not motivating or they don't like. The moderator will probe on participants' answers.

[Basic PAG recommendations and benefits of physical activity]

- How much active time do kids age 3 to 6 need? Aim for at least 3 hours of movement a day. This may sound like a lot, but keep in mind most movement counts — including active playtime.
- You can be a role model for your kids — aim to be active at least 150 minutes a week yourself. Your kids are paying more attention to your behavior than you think. If you garden, ride your bike, or dance, they'll want to try it too.
- Being active won't just make your kids' bodies stronger. It may also help them boost their mood, sleep better at night, get along with other kids, and feel more confident.
- Encouraging your kids to be active isn't only about making them healthier now. It's about helping them build healthy habits that will last for the rest of their lives.

[Being active as a family or community and motivating kids to be active]

- Try making your family time more active. Instead of going out to sit in a restaurant, pack a picnic for the park and plan to throw a ball, play tag, or fly a kite.
- Find ways to work activity into the family day naturally. For example, you can walk them to daycare or school. Or get them to help you with active chores on the weekend, like vacuuming or raking up leaves.
- Watching screens can keep kids from getting all the activity they need. Try to limit your kids to 1 hour of screen time a day. And, if possible, record their favorite shows and play them during times that are naturally less active, like when it's dark outside.
- Here's a life hack for getting your kids active: Invite their friends for a play date at a park with a playground and jungle gym. Being active is more fun with friends!
- Try to make being active a game. For example, you can add skipping, hopping, and short races to your walks — and scavenger hunts to your bike rides.

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- Dance, tumbling, or T-ball classes can be a great way for kids to try an activity and learn new skills. Check out your community parks and rec centers for low- and no-cost activities for kids and families.
- When it's wet or cold outside, there are lots of ways for kids to get exercise inside. For example, they can build a fort, make an obstacle course, or throw a family dance party.

[There's a lot of flexibility in the PAG guidelines]

- Three hours of activity a day might seem like a lot. Try adding up all the time your kids are active now — during school, playdates, and activities, like T-ball or dance class. You may be surprised how much movement they already get.
- When you're trying to get your kids more active, it's okay to start slow. For now, you can just focus on helping them get a little more activity than they do.
- Remember, movement is more natural for kids than adults. They really **want** to move, and lots of things count as activity. Give them a pile of pillows, a yard to explore, or a game of "Duck, Duck, Goose" and watch them go!
- When it comes to being active, some kids like taking a class and others just want to do their own thing. Help your kids find their own way of being active.
- Between work and home life, you're busy — we get it. Remember, kids can be active on their own too, and free play is an important part of their day. Go ahead and have your kids build a fort in the living room while you take some time to get things done.