

Michigan Moves Coalition

Collaboration. Advocacy. Impact.

2026-2030 Strategic Plan

**Unifying Michigan's Physical
Activity Community**

*Making Michigan the most active state
in the country*



Executive Summary

Michigan Moves exists to make Michigan the most physically active state in the nation. This strategic plan charts our path from 2026 to 2030 to make physical activity (PA) a shared societal value, embedded across all systems that influence movement.

The Crisis We Face

Michigan faces a severe physical inactivity crisis, with only 30.2% of adults meeting national guidelines and 25% of the population being inactive. For youth, only 20.5% achieve the recommended daily physical activity, and over 10% are inactive for at least an hour a day. This inactivity results in significant healthcare expenses and lost productivity for Michigan, contributing to chronic diseases, academic issues, and reduced workplace performance. Although many organizations aim to increase physical activity, systemic barriers persist, preventing millions of Michiganders from accessing one of the most powerful health interventions available.

Only **30.2%** of Michigan adults and **20.5%** of Michigan youth meet the national guidelines for physical activity.

Our Solution

Michigan Moves addresses the root causes of inactivity through a systems change approach. We mobilize a coalition of more than 60 organizations across ten sectors, including a key partnership with the Michigan Department of Health and Human Services to advance statewide health initiatives. Our strategy centers on implementing the Michigan Physical Activity Plan (MPAP) — an evidence-based roadmap that adapts national strategies to Michigan's specific context. The MPAP is implemented through our core programs, including advocacy, campaigns, grants, measurement, tools, and training.

By 2030, we will:

- Reach **500,000+** residents
- Distribute **\$1M** in grants
- Demonstrate **statewide increases** in physical activity

Goals

Michigan Moves has established four overarching goals to guide our work:

1. Increase PA Participation among Michigan Residents
2. Strengthen PA Systems and Infrastructure
3. Advance Evidence-Based Policy
4. Build Sustainable Organizational Capacity

Why Partner with Michigan Moves

Michigan Moves offers a coordinated, evidence-based approach that amplifies the impact of every partner. Our coalition model means that your support leverages the expertise and reach of our member organizations, while our measurement systems demonstrate a clear return on investment for every dollar invested.

Sustainability

Michigan Moves' strategic implementation is guided by a growth model that begins with foundational infrastructure and expanding to statewide impact over a five-year period. Our diversified funding approach ensures sustainable operations while maximizing community investment. Most importantly, our commitment to return significant funds directly to communities through grants means your investment multiplies across Michigan, creating lasting change where it's needed most.

It's Time to Move!

Making Michigan the most physically active state requires collective action.

This strategic plan provides the roadmap, but success depends on sustained commitment from funders who invest in prevention, coalition members who implement sector strategies, policymakers who create supportive environments, practitioners who deliver evidence-based programs, and ultimately, Michigan residents who embrace the movement as part of their daily life.

Join us as a partner in this historic effort. Together, we will make Michigan a model for the nation—proving that strategic investment in physical activity creates healthier communities, stronger economies, and brighter futures for all.



The Opportunity

Michigan's Physical Inactivity Crisis

Like most states, Michigan faces a significant physical activity crisis. Only 30.2% of adults meet national physical activity guidelines, while one in four residents reports zero physical activity in the past month.¹ The situation is even more concerning for youth—just 20.5% get the recommended 60 minutes of daily activity, and more than one in ten are not active for even an hour on any given day.²

These aren't just statistics—they represent millions of Michiganders missing out on one of the most powerful health interventions available. Disparities follow predictable patterns: women are less active than men, Black adults face the highest inactivity rates, and activity drops sharply with age and lower income levels. Despite modest improvements over recent decades, the proportion of completely inactive residents has remained essentially unchanged.¹



The Stakes are High

Physical inactivity costs the nation \$192 billion annually in healthcare expenses and lost productivity.³ Michigan's share? An estimated \$5.3 billion. This translates to preventable chronic diseases, struggling students, and workplace productivity losses. The flip side is equally compelling: even a single bout of physical activity immediately improves mood, sleep, and blood sugar levels. Regular activity prevents depression, heart disease, diabetes, and cancer while boosting academic performance and workplace productivity.⁴

Michigan's Untapped Potential

Michigan has the resources to become the nation's most active state. Our diverse landscapes—from Great Lakes coastlines to urban parks and rural trails—offer year-round activity options that few states can match. Our mix of communities provides an opportunity to adapt initiatives to local needs and culture. Our industrial economy offers opportunities for workplace wellness innovation, while our broad coalition demonstrates that passionate leaders are already working across every sector to increase activity.

1. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System, 2023.

2. Child and Adolescent Health Measurement Initiative. 2023 National Survey of Children's Health (NSCH) data query. Data Resource Center for Child and Adolescent Health supported by the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA), Maternal and Child Health Bureau (MCHB).

3. Matjasko JL, Chen Z, Whitfield GP, Whitsel LP, Rose K, Roy K. Inadequate Aerobic Physical Activity and Healthcare Expenditures in the United States: An Updated Cost Estimate. *American Journal of Health Promotion*. 2025;39(7):1085-1087.

4. U.S. Department of Health and Human Services. (2018). *Physical Activity Guidelines for Americans*, 2nd edition.



Our Foundations

Michigan Moves was established in 2022 to combat physical inactivity throughout the state of Michigan. We mobilize systems change by implementing evidence-based strategies documented in the Michigan Physical Activity Plan and unify the physical activity community through a 10-sector coalition. As a facilitator and amplifier, we provide resources and expertise that enable coalition members and community-based organizations to expand their impact. Through our core programs in advocacy, community grants, tools and training, communications, and measurement, we empower practitioners, community leaders, and policymakers to support Michigan residents of all ages, abilities, incomes, and geographic locations in engaging in adequate levels of physical activity.

Mission

To unify the physical activity community in Michigan to facilitate their action and amplify their impact

Vision

A healthy Michigan where all residents feel inspired and have the opportunity to be physically active

Values

Evidence-based - Every strategy is grounded in proven research

Action-oriented - We prioritize implementation and measurable results

Trustworthy - Transparent, accountable, and collaborative

Equity-focused - Ensuring all Michiganders have the opportunity to move

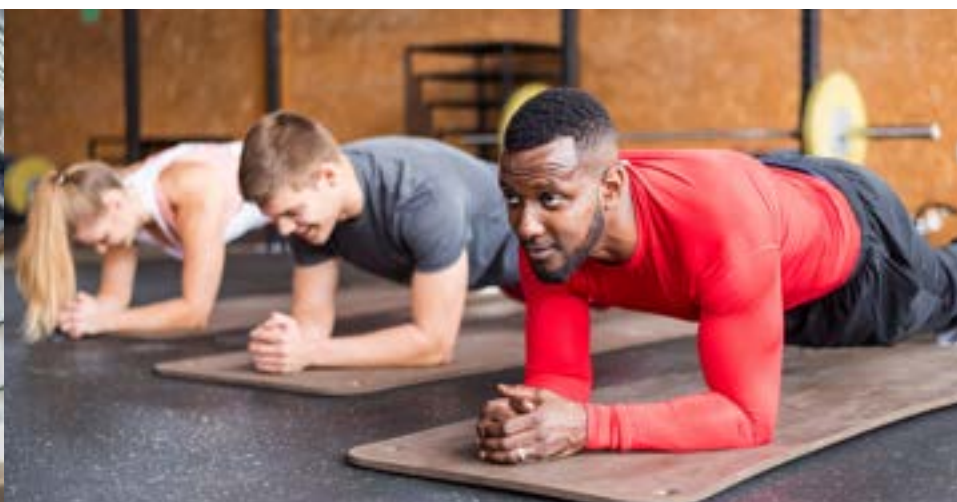
Audacious - Bold enough to transform an entire state

Our Solution

Michigan Moves exists to ensure that every resident—regardless of age, income, ability, or geography—has opportunities to be physically active. Systemic barriers, not individual motivation, are the primary drivers of inactivity. Our strategy is to implement the Michigan Physical Activity Plan (MPAP) across our 10 sectors through our core programs, including advocacy, campaigns, grants, measurement, tools, and training.

By providing resources and funding to community-based organizations, supporting practitioners, and amplifying the importance of physical activity as a health and economic priority, we strengthen the capacity of local organizations and expand access to physical activity spaces and evidence-based programs. Policymakers and institutions adopt supportive policies, infrastructure investments, and funding mechanisms that make physical activity a shared societal value. Over time, this work shifts social norms and enhances physical literacy across all age groups, thereby embedding movement into daily life.

Michigan Moves will catalyze a systems change where physical activity is culturally normalized, infrastructure is present in every community, and all sectors integrate evidence-based strategies. The result: Michigan becomes the most physically active state in the nation, where movement is woven into the fabric of daily life for all residents.



Michigan Moves Coalition

Michigan Moves Coalition

The Michigan Moves Coalition is a growing force of over 100 members representing more than 60 organizations united by one audacious goal: making Michigan the most active state in the nation. From healthcare systems to universities, businesses to community organizations, Coalition members span every sector that touches physical activity. Organized into 10 sector committees, the Coalition ensures no opportunity for impact gets overlooked. The Coalition sets strategic direction, connects stakeholders, and ensures that programs meet the needs of each sector, driving system-wide change through collaborative expertise.

Michigan Physical Activity Plan (MPAP)

The MPAP is a state-level version of the **National Physical Activity Plan**. While the national plan is a robust document that focuses on broad national strategies and tactics, the MPAP refines those strategies and tactics to the unique needs of the State of Michigan. Importantly, the MPAP will focus on implementing programs within the ten societal sectors outlined in the plan, measuring the impact and outcomes of these programs on population health.

Michigan Moves' 10 Sectors



Business & Industry



Education



Faith-based Settings



Healthcare



Media & Communications



Military & First Responders



Public Health



Recreation, Parks, & Fitness



Sports



Transportation, Land Use & Community Design

Our Path to an Active State

THE PROBLEM

Michigan Residents Face Systemic Barriers to Physical Activity:

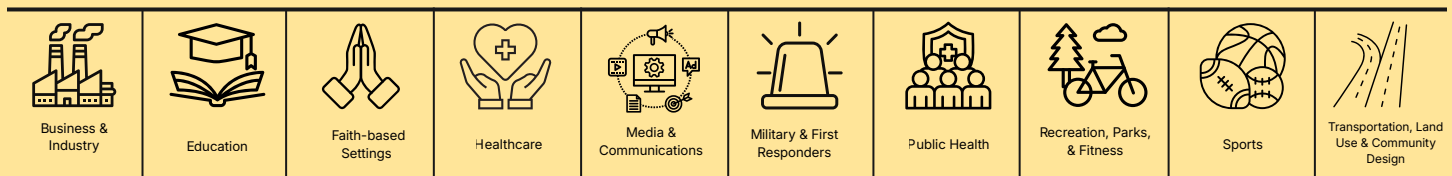
Limited Access • Few Supportive Policies
& Cultural Norms that Deprioritize Movement



THE SOLUTION

Michigan Moves collaborates with a multi-sector Coalition of organizations to implement

MICHIGAN PHYSICAL ACTIVITY PLAN



through core programs including



OUTCOMES

Enhanced Provider Capacity

Organizations and practitioners equipped to promote physical activity

Increased Program Availability

Evidence-based programs scaled and accessible statewide

Supportive Policies

Policies enacted that expand access to physical activity

Improved Built Environment

Safe, accessible spaces for physical activity in all neighborhoods

Shifted Social Norms

Movement valued as a cultural priority across communities

IMPACT

All Michigan Residents Engage in Physical Activity

-  Healthier Communities
-  Stronger Economy
-  Lower Healthcare Costs

Goals & Objectives

Our goals guide every Michigan Moves action—from statewide policy to local grants—and ensure that progress is measurable and meaningful.

By 2030, we aim to...

1

Increase Physical Activity among Michigan Residents

- Increase Michigan residents meeting Physical Activity Guidelines from 30.2% to 33%.
- Reduce those reporting no activity in the past month from 25% to 20%.
- Reach at least 500,000 residents through Coalition-supported programs.
- Establish baseline and trends in participation across five key population segments.
- Show measurable increases in participation in at least 10 sector-led projects.
- Implement programs to improve access in at least 15 underserved rural and urban communities.

2

Strengthen Physical Activity Systems and Infrastructure

- Complete and publish the Michigan Physical Activity Plan with comprehensive strategies across all 10 societal sectors.
- Create and launch a centralized online resource hub with tools, success stories, and implementation guides.
- Achieve "early wins" demonstrating measurable impact in all 10 MPAP sectors.

3

Advance Evidence-Based Physical Activity Policy

- Identify and advocate for at least three state-level policy priorities that support physical activity.
- Document and disseminate at least 10 evidence-based physical activity program models in Michigan communities.
- Secure commitments from at least 30 Michigan employers or municipalities to adopt physical activity policies.

4

Build Sustainable Organizational Capacity

- Grow Coalition membership to 150+ individuals representing 75+ organizations across all sectors.
- Secure \$7 million in funding from diverse revenue streams.
- Establish operational infrastructure, including paid staff positions, functional governance structure, and administrative systems.
- Launch and sustain a community grants program distributing \$500,000 annually to support local physical activity initiatives.
- Achieve 70% brand awareness among Michigan physical activity professionals.

Strategic Priorities

Michigan Moves focuses its efforts on four interconnected priorities that address the most significant opportunities for population-level health impact:

Activate Movement Among the Inactive

We prioritize helping people take the first step from inactivity to movement, recognizing that the greatest health gains occur when individuals begin to be active.



Build Youth Physical Literacy and Access

We focus on increasing access to high-quality physical education and diverse physical activity opportunities for youth, recognizing that early experiences in movement lead to better health outcomes and lifelong activity.



Empower Underserved Communities

We target communities identified as having lower physical activity rates, working to increase access to safe, affordable physical activity opportunities and addressing systemic barriers.



Support Underserved Populations

We prioritize older adults, low-income individuals, and people with disabilities, tailoring interventions that meet their unique needs and removing barriers that prevent equitable access to physical activity.





Core Programs

Michigan Moves delivers on its mission through five interconnected core programs designed to activate the Michigan Physical Activity Plan across all sectors. Each program plays a role in creating a more active Michigan by fostering supportive policies, shifting social norms, empowering local initiatives, tracking progress, and equipping organizations and practitioners with knowledge and resources.

Program	Description	Key Activities
Advocacy <i>Turning evidence into policy</i>	Development and ongoing support of state and local policies that increase physical activity in all 10 societal sectors.	<ul style="list-style-type: none"> • Develop policy briefs • Mobilize sector committees and legislative champions. • Host advocacy days and policy roundtables.
Campaigns <i>Inspiring a culture of movement</i>	Statewide multimedia campaign to reframe physical activity as essential, targeting residents, practitioners, and decision-makers.	<ul style="list-style-type: none"> • Develop message map and key narratives • Launch public-facing campaign • Create messaging kits
Grants <i>Supporting local implementation</i>	Capacity-building grants to community organizations to implement physical activity tactics aligned with the Michigan Physical Activity Plan.	<ul style="list-style-type: none"> • Develop and release Request for Proposals • Provide technical assistance to applicants and grantees • Evaluate and showcase impact
Measurement <i>Tracking progress that matters</i>	Standardized data collection to monitor physical activity levels and system-wide progress across Michigan.	<ul style="list-style-type: none"> • Encourage participation in national surveillance measures • Aggregate state and local data • Provide tools for collecting data • Disseminate findings
Tools & Training <i>Equipping changemakers for success</i>	Evidence-based resources for community organizations and practitioners to increase physical activity	<ul style="list-style-type: none"> • Assess resource topic needs • Develop resources for organizations and practitioners • Promote materials through Coalition connections

Phases

Michigan Moves' strategic implementation unfolds through three distinct phases over five years, each building on the achievements of the previous phase while expanding its scope and impact. This phased approach acknowledges the reality that sustainable systems change requires strong organizational foundations before scaling to full program implementation.

1 Building the Foundation

- Launch MPAP
- Recruit and activate the Coalition and Board
- Establish organizational infrastructure
- Initiate fundraising plan
- Build brand presence
- Disseminate first Report Card
- Develop and launch a crosscutting toolkit

2 Amplifying Our Reach

- Introduce grants
- Hire a whole team of dedicated staff
- Launch behavior change campaign
- Introduce policy briefs
- Expand measurement and evaluation plan
- Diversify funding
- Host events
- Expand resource series
- Provide technical assistance
- Achieve Coalition "early wins"

3 Scaling for Impact

- Demonstrate measurable impact
- Scale impactful models
- Advance Coalition work
- Pursue major partnerships
- Expand multi-sector collaboration
- Share success through state and national channels
- Mentor other states



How We'll Invest

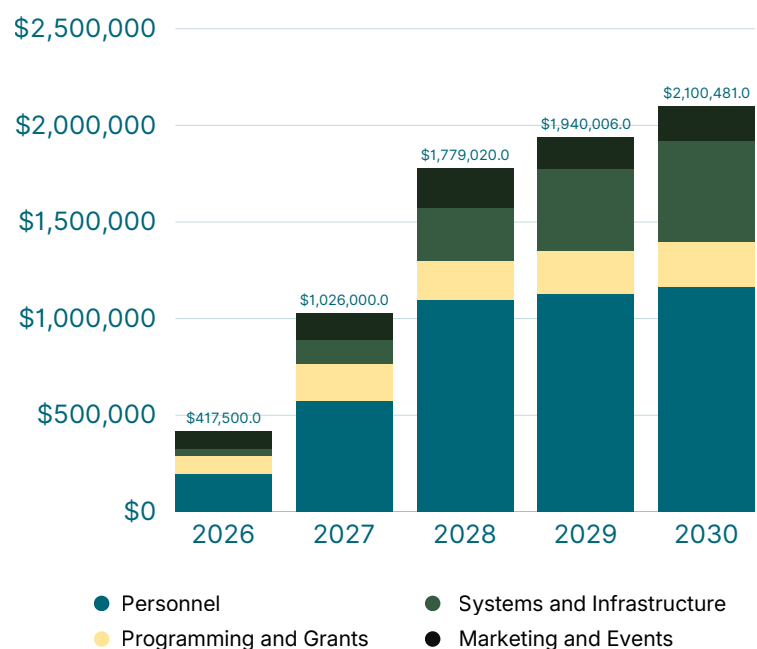
Our financial strategy follows a phased approach to building sustainable impact:

- **Phase 1:** Strengthen organizational infrastructure through staff hiring, launching the Michigan Physical Activity Plan, brand development, and operational systems.
- **Phase 2:** Focus on program delivery by expanding grants, launching statewide campaigns, enhancing measurement systems, and intensifying policy advocacy.
- **Phase 3:** Increase direct funding to local organizations, invest in program development and dissemination, and support regional workshops.

This approach strengthens internal capabilities initially, then gradually shifts resources outward to empower communities for lasting change.



Investment Needed: **\$7M**
(2026 - 2030)



Revenue Strategy

Michigan Moves pursues diversified funding through individual donations, corporate sponsorships, foundation grants, government contracts, and earned revenue. By 2030, we aim to secure over \$2 million annually from these balanced sources, reducing dependence on any single funder and ensuring long-term sustainability.

As the coordinating body of a broad Coalition, Michigan Moves is intentional about pursuing resources that strengthen the entire network rather than competing with member organizations. **We avoid funding opportunities that are in direct competition with Coalition members and instead, pursue joint opportunities where collective applications can achieve greater impact.** By maintaining transparency around funding pursuits, we ensure that every investment contributes to the success of the Michigan Physical Activity Plan and the shared success of our Coalition members.



Impact & Value

Michigan Moves delivers impact by driving statewide collaboration, empowering hundreds of thousands of residents to be more active, and channeling millions in resources directly to communities. Through strategic investment, evidence-based programs, and policy leadership, we build lasting capacity and create environments where physical activity is the norm. Every dollar invested amplifies coordinated action and innovation, positioning Michigan as a leader in making movement accessible, equitable, and celebrated for all.

INVEST

Building a Movement

Phase 1: Build infrastructure: staff, brand, systems

Phase 2: Expand programs, grants, and campaigns

Phase 3: Deepen community impact

*Five-Year Investment Needed: **\$7 Million***

REACH

Reaching Across Michigan

- **500,000+** residents reached through core programs
- **75+** organizations supported through resources
- **10+** evidence-based program models disseminated
- **3** state policies
- **30+** local or organizational physical activity policies adopted

RETURN

Physical Activity Pays Off

- Up to **\$2,000/year** lower healthcare costs per active adult
- Reduces the risk of over **25 chronic diseases**
- Improves **academic performance** for youth, especially in mathematics
- Reduced absenteeism and **boosts worker productivity**

Building Momentum Through Sector "Early Wins"

Strategic planning and coordinated action go hand in hand at Michigan Moves. As we work to finalize the comprehensive Michigan Physical Activity Plan, our ten sector committees are already pursuing "early wins"—tangible objectives achievable within 12 to 18 months.

By February 2027, these early wins will deliver immediate impact, marking the initial steps toward sustained, system-wide change toward a more active Michigan.



Business & Industry

Goal: Secure commitments from 40 organizations whose CEOs pledge to implement workplace physical activity policies

Impact: Normalizes movement breaks and wellness in workplace culture



Military & First Responders

Goal: Pilot partnership connecting military recruits and first responder applicants with fitness facilities for pre-service preparation

Impact: Improves readiness, reduces training injuries, and creates community connections



Education

Goal: Publish Report Card on implementation of Comprehensive School Physical Activity Programs in schools

Impact: Data shows gaps and exemplars, informing support for schools to increase student activity



Public Health

Goal: Launch online hub showcasing success stories and tools helping communities replicate physical activity approaches

Impact: Makes evidence-based practices accessible, accelerating adoption across communities



Faith-based Settings

Goal: Pilot partnerships between faith communities and parks/recreation departments in multiple Michigan cities

Impact: Creates a replicable cross-sector collaboration model reaching populations that traditional programs miss



Recreation, Parks, & Fitness

Goal: Develop a data collection mechanism tracking utilization within recreation centers, fitness facilities, and parks

Impact: Establishes visibility into who uses facilities and who doesn't, enabling targeted outreach to underserved populations



Healthcare

Goal: Design curriculum for providers that integrates physical activity interventions into clinical workflows

Impact: Equips providers to prescribe activity as medicine, normalizing movement as standard treatment



Sports

Goal: Youth sport organizations report on adherence to Long-Term Athlete Development strategies

Impact: Holds sports organizations accountable to developmentally appropriate practices



Media & Communications

Goal: Develop message toolkit and launch campaign to elevate physical activity across various media channels.

Impact: Communicates coalition work, reaching millions with messages promoting physical activity.



Transportation, Land Use & Community Design

Goal: Create and implement a campaign highlighting the importance of active transportation and community design

Impact: Shifts public perception about walkability, bikeability, and transit, building support for infrastructure investment



How You Can Move Michigan Forward

This strategic plan provides Michigan Moves' roadmap for the next five years. But plans alone don't create change—people do. Making Michigan the most physically active state requires each of us to contribute our unique capabilities toward this shared goal.

Funders & Philanthropists

Invest in prevention for lasting impact. Multi-year support enables systemic change. Help strengthen infrastructure and advocacy.

→ *Contact us to discuss opportunities aligned with your priorities.*

Coalition Members & Community Organizations

Shape sector strategies and share your expertise. Connect us with potential partners and funders. Be part of building the tools, training, and resources the field needs.

→ *Join a sector committee to influence Michigan's physical activity future.*

Policymakers & Officials

Champion evidence-based legislation and funding for physical activity. Consider movement in decisions across all sectors. Partner with us to identify high-impact policy opportunities.

→ *Connect with us to discuss how physical activity policy can advance your priorities.*

Practitioners

Help us understand what resources you need most. Participate in initiatives within your sector. Share your implementation insights to inform statewide strategies and inform future planning.

→ *Connect with us to help build Michigan's physical activity infrastructure.*

Michigan Residents

Add movement to your daily routine. Support investments in active infrastructure. Advocate for movement-friendly policies in your community. Invite others to join you.

→ *Your voice matters—tell local leaders that physical activity access is a priority.*



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