



2025 ACSM Advocacy Report: A Year of Impact and Progress

**Celebrating significant achievements
driving positive change**

ACSM's 2025 advocacy efforts brought measurable impact through collaboration and innovative health policy efforts. Driven by the cooperative efforts of ACSM's Health and Science Policy Committee, ACSM members and certified professionals, dedicated staff, and partners, success was found in key areas:

- Strategic communications efforts helped ACSM, its members, and partners reach key policy makers with messages that matter.
- Mobilizing ACSM members via action alerts and issue briefs strengthened influence on physical activity and research policy.
- Key wins achieved through the collaborative influence of the Physical Activity Alliance, highlighting the power of partnership in working toward lasting positive change.



Influencing Policy through Strategic Communications with Legislators

- ACSM published [eight issue briefs](#) sent to Congress with personalized CEO cover letters to highlight critical health topics.
 - [Access to Physical Activity](#)
 - [Active Play with Recess](#)
 - [Addressing Obesity in the US](#)
 - [Concussions in Youth Sports](#)
 - [Mental Health](#)
 - [Military Preparedness](#)
 - [Physical Education](#)
 - [Promoting Safe, Active Transportation](#)
- Advocacy for Research Funding: Letters were sent to Health Secretary Kennedy and [legislative representatives](#) advocating for research funding and collaboration to reinforce ACSM's policy role.
- [ACSM supported](#) the Promoting Physical Activity for Americans Act to formalize development and promotion of activity guidelines.
- ACSM sent [a letter from President Jaworski](#) to all members of congress expressing its support for the re-establishing of the President's Council on Sports, Fitness & Nutrition (PCSFN). Given ACSM's longtime involvement with the President's Council,



the letter also urged representatives to leverage the expertise of ACSM members as it develops and implements its plan of action.

- ACSM continued to lobby for the [Personal Health Investment Today \(PHIT\) Act](#) to encourage physical activity and promote healthier lifestyles nationwide.
- ACSM was represented on Capitol Hill by President Carrie Jaworski, MD, FACSM, CEO Katie Feltman, CAE, and Vice President of Governmental Affairs Monte Ward, seeking support for the Promoting Physical Activity for Americans Act.
 - They held in-person meetings with Dr. Dorothy Fink, HHS acting assistant secretary for health; Blake Moore (R-UT), House Committee on the Budget, the House Committee on Ways and Means and its Subcommittee on Health; and Congressman Jimmy Panetta (D-CA), House Committee on the Budget, the House Committee on Ways and Means and co-chair of the Physical Activity Caucus.

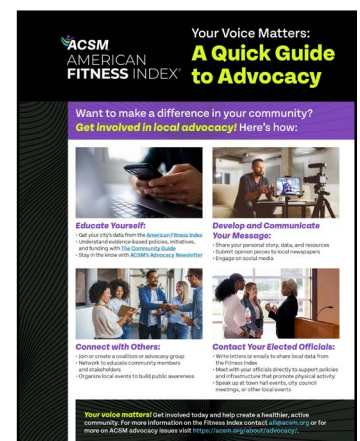


Empowering and Mobilizing ACSM Members and Certified Professionals

Member engagement was central to ACSM's advocacy success by empowering collective action with clear communication.

- Use of Congress Pro Action Alert software streamlined communication and facilitated outreach to legislators.
 - Action Alerts generated more than 800 ACSM member and certified professional contacts with Congress, demonstrating the power of coordinated calls to action on key policy issues.
 - Three Action Alerts were sent with the following calls to action:
 1. Contact Congressional reps regarding supporting physical activity research funding.
 2. Contact Congressional reps about supporting the PHIT Act.
 3. Contact Congressional reps regarding supporting Promoting Physical Activity for Americans Act

- An advocacy training session at the ACSM Annual Meeting equipped members with tools and strategies to amplify their voices effectively.
- ACSM's monthly Advocacy Newsletter provides timely updates on legislation and organizational initiatives.
- [“Your Voice Matters: A Quick Guide to Advocacy”](#) from the ACSM American Fitness Index offers practical advocacy tips to empower members to effectively advocate for healthier, active communities.



Strength in Numbers: Utilizing Partnerships and Building Relationships

- ACSM is a proud member of the [Physical Activity Alliance \(PAA\)](#), the nation's largest coalition dedicated to advancing regular participation in physical activity. The PAA uses its collective voice to lead efforts that create, support, and advocate for the policy and systems changes necessary to empower people to enjoy physically active lives.
- The PAA allowed meaningful progress to be made in key areas. Most notably, the [Centers for Medicare & Medicaid Services \(CMS\)](#) announced that coverage will be provided for physical activity assessments in the 2026 Physician Fee Schedule.



- ACSM participated in the PAA's 3rd Annual #MoveWithUS Physical Activity Symposium, gathering more than 100 partners from 65 organizations for a day of collaboration, dialogue, and knowledge sharing.
- In connection with this event, ACSM prioritized developing strong relationships with key health policy decision-makers through in-person meetings that enabled ACSM leaders to share expertise on physical activity and influence health policy priorities.

Looking ahead to 2026, ACSM's advocacy focus will include:

- Continued advocacy for the PHIT Act and expand member engagement .
- Active promotion and support of the Physical Activity for Americans Act
- Implementing additional research advocacy activities proposed by ACSM's Health Science Policy Committee and approved by the ACSM Board of Trustees.
- Ongoing collaborations with the PAA with a focus on supporting implementation relating to the announcement that coverage will be provided for physical activity assessments in the 2026 Physician Fee Schedule.
- The Vision for Health Advancement: The vision is to advance health through physical activity and remain a leading voice in policy shaping.

