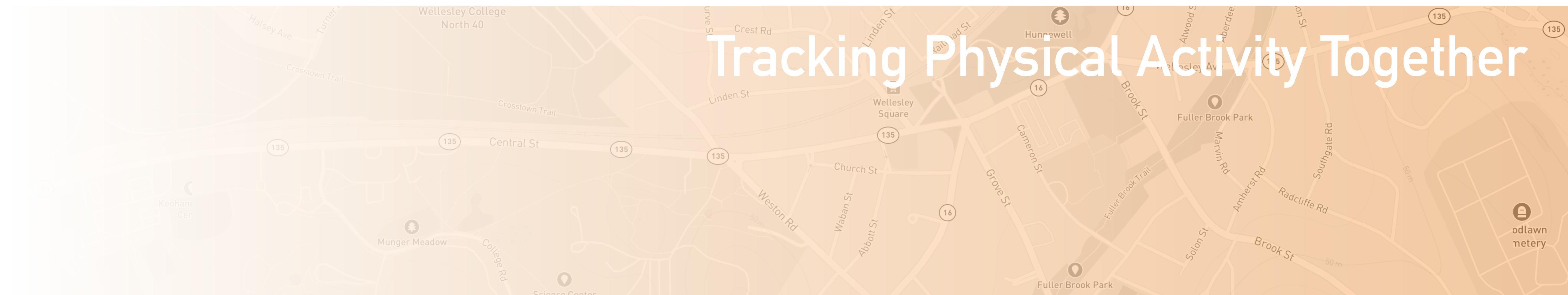


KEEPING

PACE
PACE
PACE
PACE

Tracking Physical Activity Together



PACE
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PACE

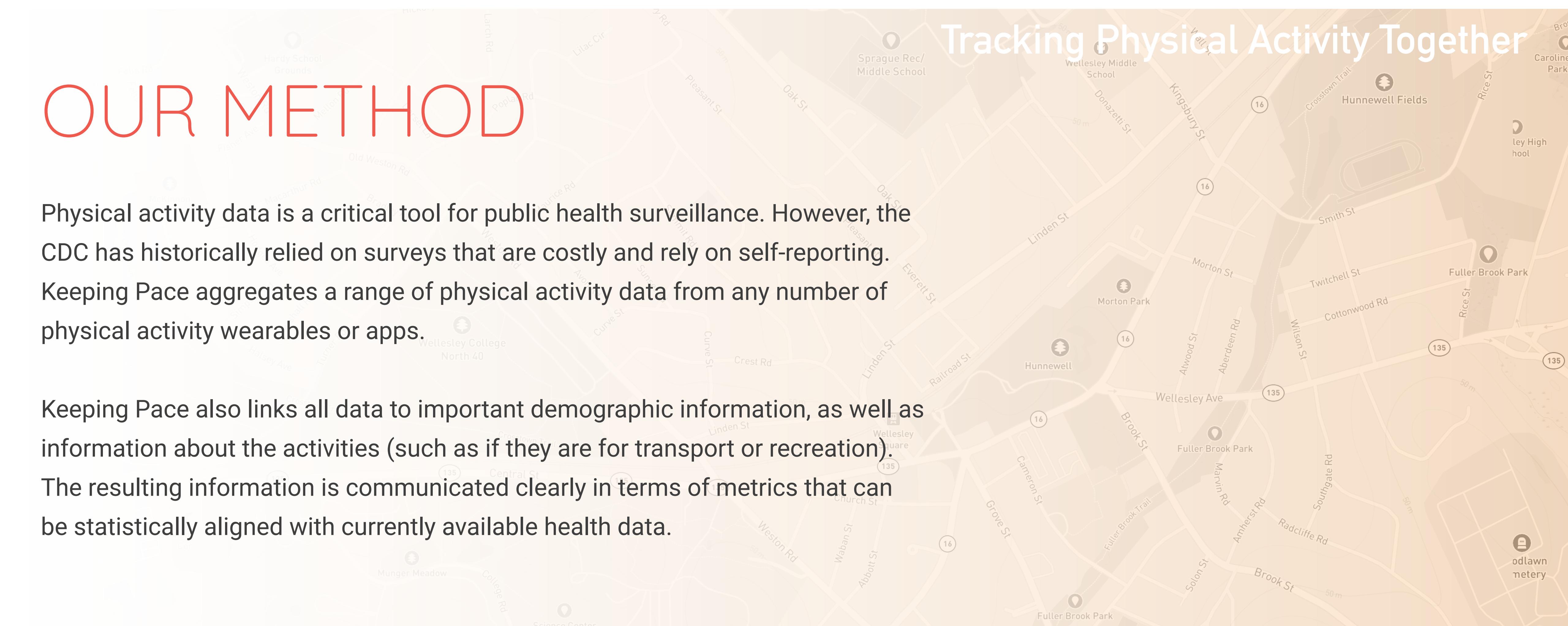
KEEPING PACE

Tracking Physical Activity Together

OUR METHOD

Physical activity data is a critical tool for public health surveillance. However, the CDC has historically relied on surveys that are costly and rely on self-reporting. Keeping Pace aggregates a range of physical activity data from any number of physical activity wearables or apps.

Keeping Pace also links all data to important demographic information, as well as information about the activities (such as if they are for transport or recreation). The resulting information is communicated clearly in terms of metrics that can be statistically aligned with currently available health data.



KEEPING PACE

PACE
PACE
PACE

Demographics Survey

SEX

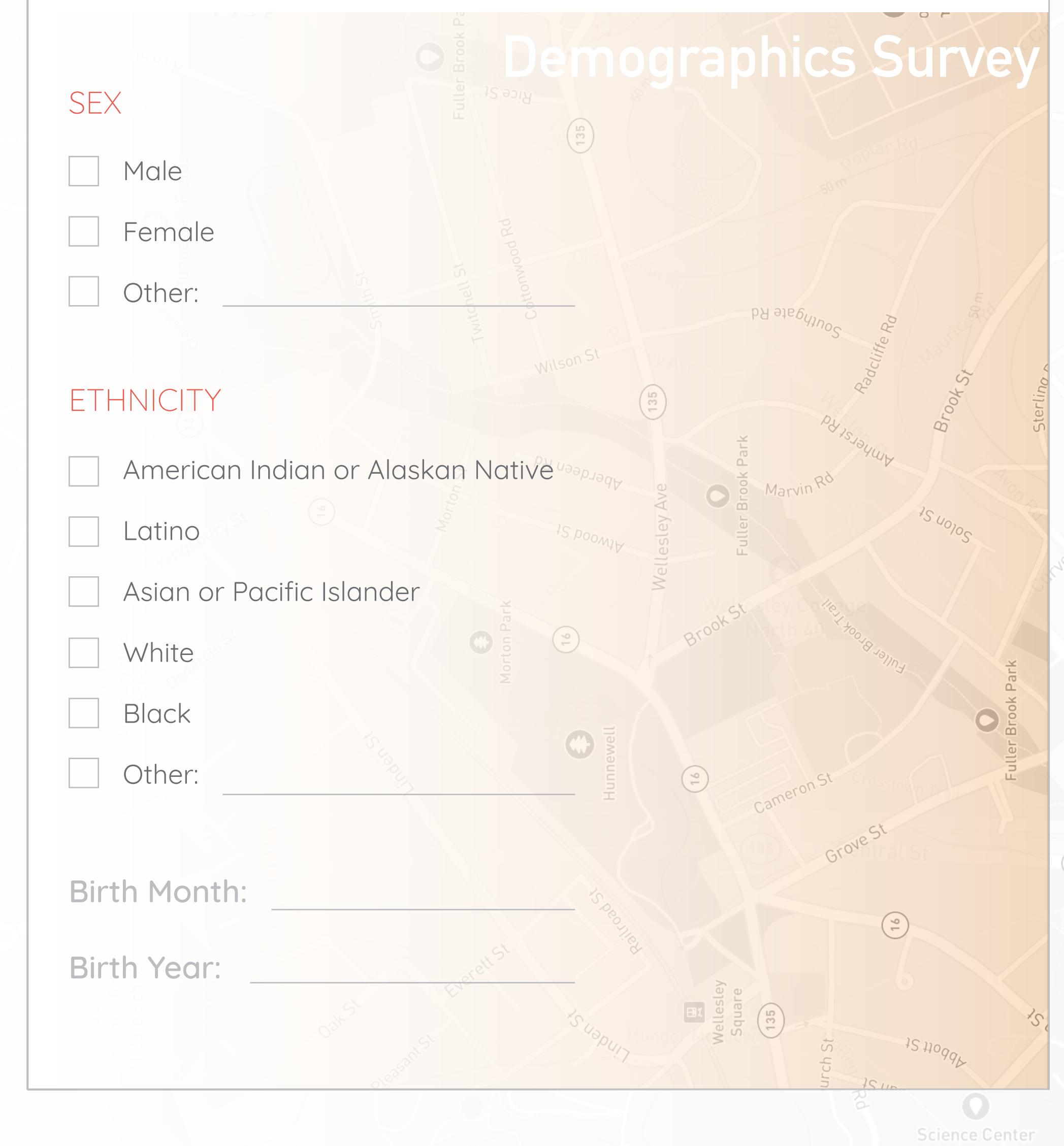
- Male
- Female
- Other:

ETHNICITY

- American Indian or Alaskan Native
- Latino
- Asian or Pacific Islander
- White
- Black
- Other:

Birth Month:

Birth Year:



LINKED DATA

Harmonizing Information

Keeping Pace intrinsically links all data to demographic information. In addition, it offers users the opportunity to tag activity paths retrospectively with relevant information (such as for transport vs recreation, or enjoyment level.)

THE ADVANTAGES

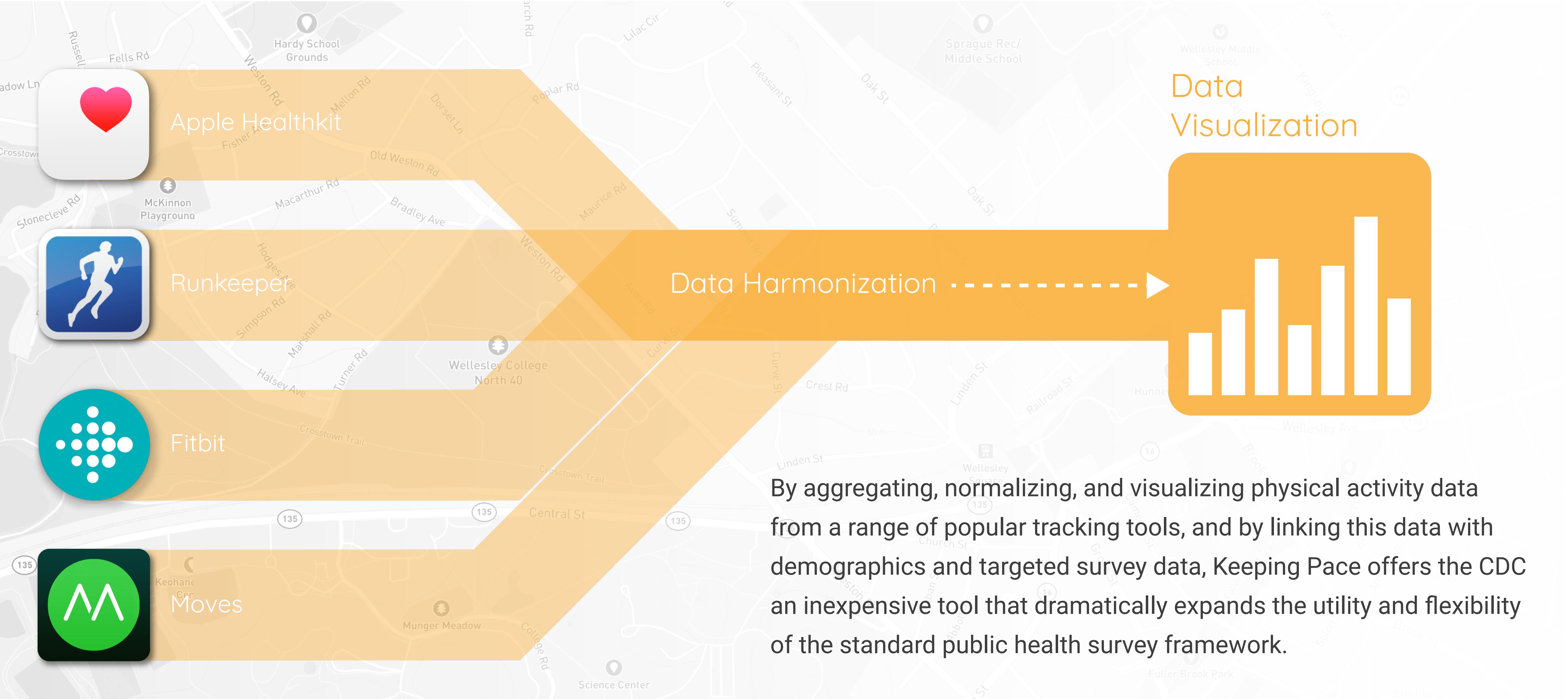
Standard Survey Framework

- Slow •
- Expensive •
- Relies on self-report (risks survey and recall biases) •

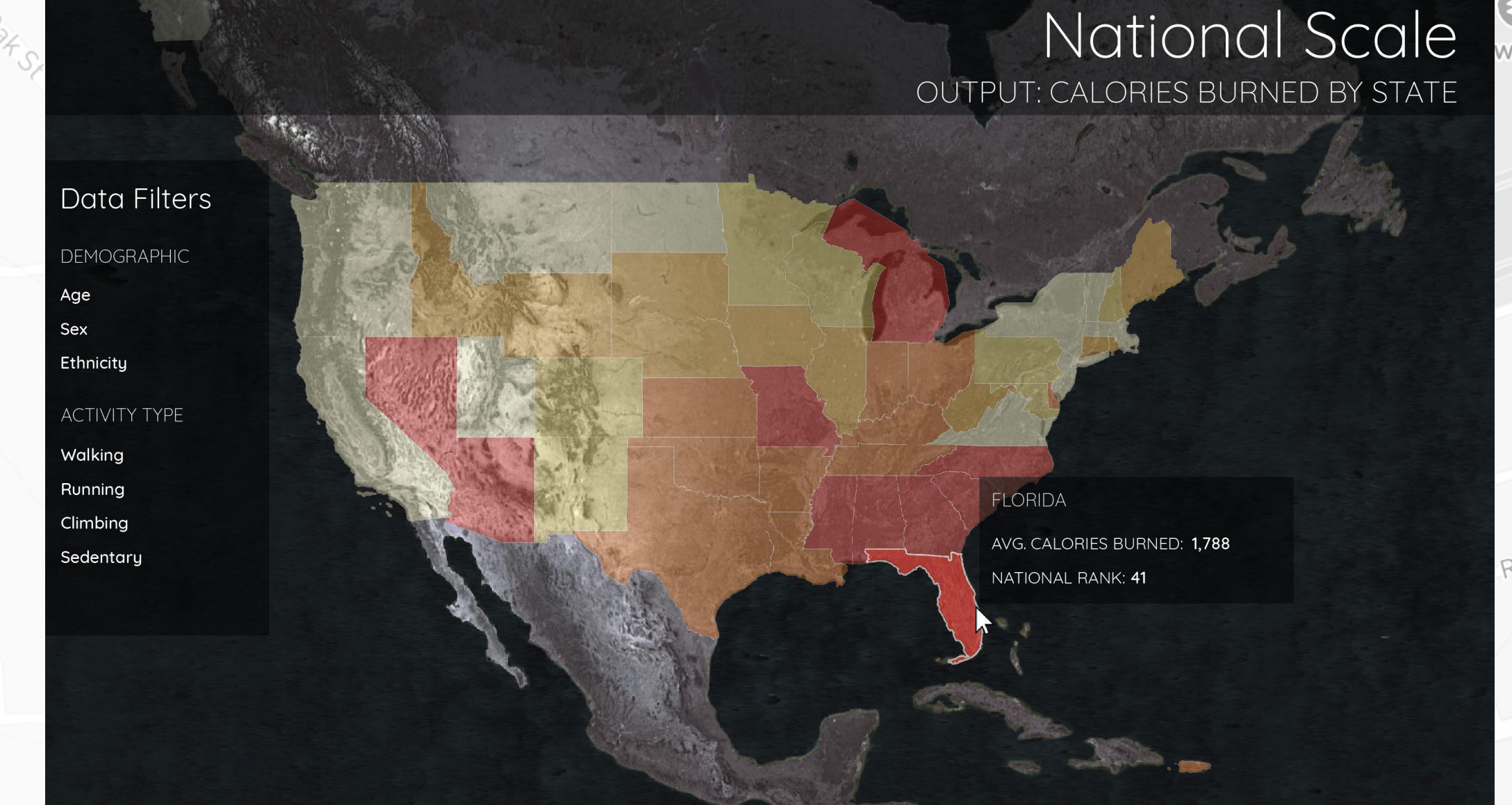
KEEPING PACE

- Fast •
- Inexpensive •
- Inherently less biased (uses direct measures) •
- Links measures to demographics •
- Aggregates data from new tools as they arise •

DATA AGGREGATION



MEASURES



Keeping Pace has an intuitive user interface that communicates MVPA and other metrics that can be statistically aligned with existing survey data from data across multiple scales.

National Scale

OUTPUT: CALORIES BURNED BY STATE

Data Filters

DEMOGRAPHIC

Age

Sex

Ethnicity

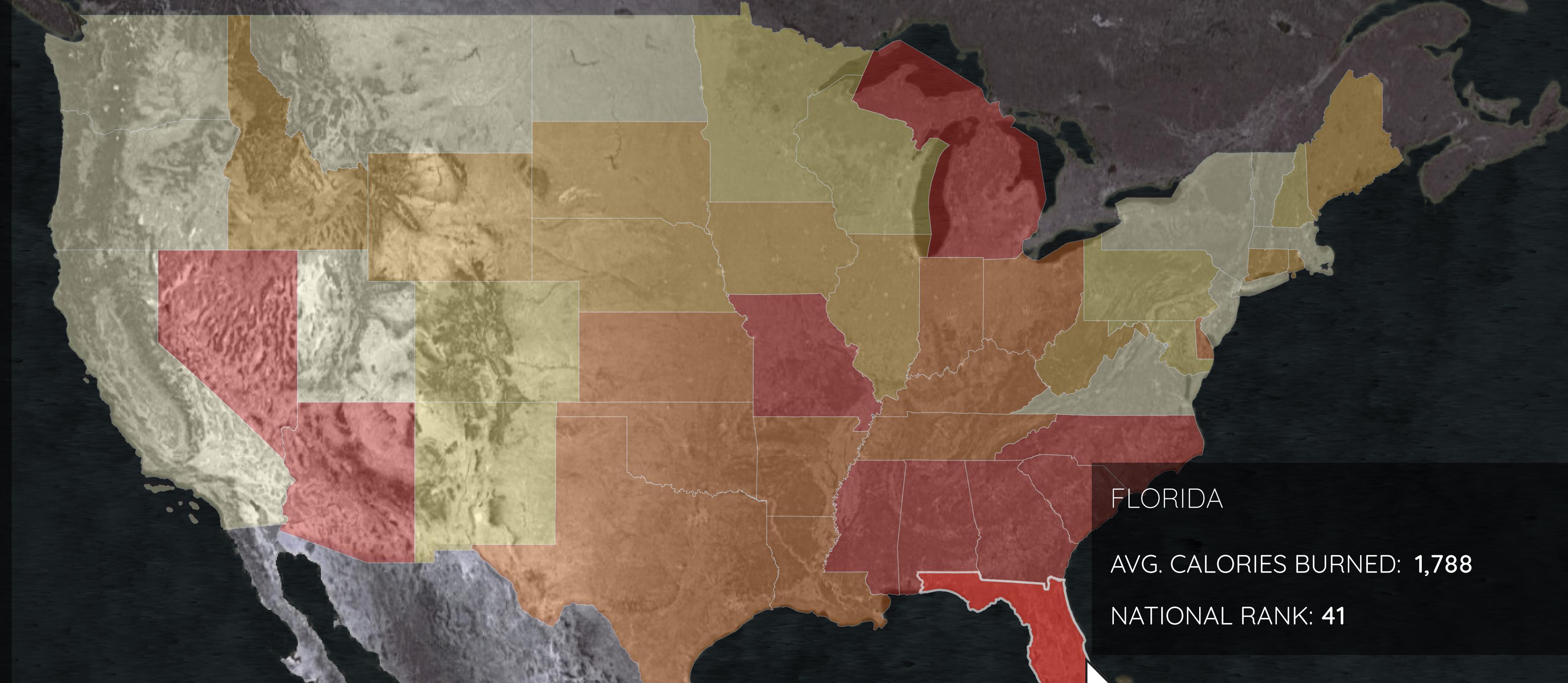
ACTIVITY TYPE

Walking

Running

Climbing

Sedentary



City Scale

OUTPUT: MVPA BY CENSUS TRACT



Neighborhood Scale

OUTPUT: HI-RESOLUTION ACTIVITY DATA

Data Filters

DEMOGRAPHIC

Age

Sex

Ethnicity

ACTIVITY TYPE

Walking

Running

Climbing

Sedentary

AGE: 36

SEX: Female

ETHNICITY: White

ACTIVITY TYPE: Running

DISTANCE: 2.4 mi.

STEPS: 3,897

DURATION: 42 min.

AVG. HEART RATE: 128

CALORIES BURNED: 1068

PURPOSE: Recreation

ENJOYMENT LEVEL: 4/5

Park: .3 mi

Sidewalk:
2.1 mi

