



Agita Mundo Working Paper, São Paulo October 12, 2002 - Version October 18th, 2002

BACKGROUND

Considering:

- a. The high prevalence (over 50%) of physical inactivity in the developing and developed countries;
- b. The contributions of physical inactivity to total mortality, and especially morbidity due to cardiovascular disease and cancer
- c. That physical inactivity combined with tobacco and poor diet cause 75% of noncommunicable disease (NCD) mortality;
- d. That 79% of the deaths attributable to noncommunicable diseases occur in the developing countries;
- e. That NCD account for approximately 60% of all deaths and 43% of the global burden of disease, and are expected to rise to 73% of all deaths and 60% of the global burden of disease by 2020;
- f. That approximately 2 million deaths worldwide each year are attributable to physical inactivity;
- g. The major consequences of physical inactivity to morbidity from obesity, hypertension, diabetes, and depression
- h. The benefits of physical activity to biological health, controlling body weight, improving glucose tolerance, bone density, cholesterol levels, reducing blood pressure;
- i. The psychosocial benefits of physical activity, increasing self-esteem, self-image, well-being, mental agility, reducing loneliness, stress, anxiety, and depression
- j. The potential indirect benefits of physical activity in lowering rates of violence among young people, promoting tobacco-free lifestyles and decreasing other risky behaviors such as unsafe sex or illicit drug use;
- k. The high direct medical costs of physical inactivity: \$76 billion per year in the United States, \$34.7 million in Sao Paulo in 2002, and 2% to 3% of total medical costs in many developed countries;
- l. The impact of World Health Day 2002 celebrations, consisting of 1987 events, in 148 countries on the five continents, with messages translated to 63 languages, involving the general public, policy makers, and health promotion networks;
- m. The unanimous decision of World Health Assembly 2002 in approving WHA Resolution 55.23 urging all Member States to celebrate "Move for Health Day" each year to promote physical activity as essential for health and well-being;
- n. That WHA Resolution 55.23 also called for developing a Global Strategy on Diet, Physical Activity, and Health for the prevention and control of noncommunicable diseases;
- o. The impact of local, regional, national and continental initiatives, such as: Agita Sao Paulo, Agita Brasil, Active Australia, Muevete Bogotá; Risaralda Activa; Muevete Pues; A Moverse Argentina; Uruguay en Movimiento; Venezuela en Movimiento; Muevete Panama, Vida Chile, among others.
- p. That international scientific institutions such as WHO, PAHO, ACSM, FIMS, COPAMED, among others have already developed position statement to promote regular physical activity, as an important tool for health.

PURPOSE

The purpose of the Agita Mundo/Move for Health NGO is to promote physical activity as a healthy behavior for people of all ages, nations, and characteristics. The Agita Mundo -Move For Health NGO will stimulate research, encourage the dissemination of information on the health benefits of physical activity and effective strategies to increase physical activity, advocate for physical activity and health, and support the development of national and local programs and networks for physical activity promotion. A group of International and National Institutions met at the XXV International Symposium on Sports Sciences in São Paulo and agreed that an independent organization was needed to stimulate global physical activity promotion and coordinate Move for Health Day. The gathered institutions strongly recommend forming a nongovernmental organization (NGO) focused on physical activity promotion to carry out these goals.

The specific objectives of the Agita Mundo - Move for Health NGO are to:



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1. Advocate for physical activity and health through an annual Move for Health Day, other community-based and community wide events, and informing policy makers of the importance of physical activity to public policy.
2. Widely disseminate a clear, simple and consistently delivered message on the health and social benefits of at least 30 minutes of moderate physical activity every day
3. Stimulate the creation of regional and international networks for physical activity promotion and provide linkages between these networks.
4. Promote and disseminate about innovative approaches to develop alliances around the world to promote physical activity and good health.
5. Share good practices and effective strategies and programs through websites, meetings, workshops, and publications.

FUTURE AGENDA

As a practical first step towards reaching these objectives, a provisional agenda for 2002/2003 was proposed:

- 1) Celebrate Move For Health/ Agita Mundo Day in April 2003. April 6 will be the primary day for celebration.
- 2) Announce the formation and mission of the Agita Mundo/ Move for Health NGO on April 6, 2003 in conjunction with the celebration of Move for Health Day in 2003.
- 3) Establish a website for the NGO and link and coordinate this website with existing physical activity websites
- 4) Begin a staged consultative and planning process to identify key global stakeholders and partners for physical activity promotion, and the framework and structure the NGO will need to engage and collaborate with these partners and carry out its mission

To carry out these initial tasks:

- 1) An NGO will be legally established in São Paulo, Brazil
- 2) The minimum staff, funding, and logistical support required for the NGO will be put into place.
- 3) A flexible, responsive structure in accord with Brazilian regulations for non-profit organizations will be formed. An international advisory board will provide guidance and oversight of the NGO. The NGO will solicit the support of and partner with international and national organizations, but will not be a membership organization. By remaining independent of both governments and international organizations it can work with all groups, act quickly, and be a forceful advocate for global physical activity promotion.

São Paulo, October 12th, 2002.