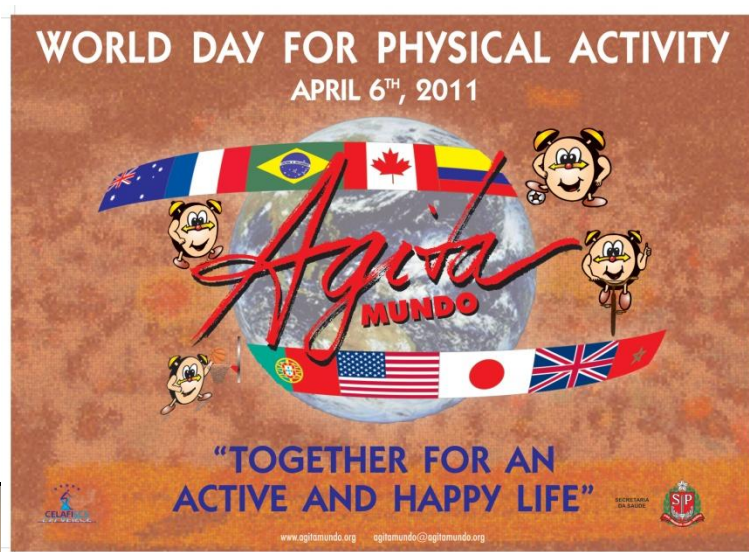




# Meeting Report





## Executive Board



Brian Martin HEPA Europe; University of Zurich, Switzerland  
(Chairman)

Dubai Sports Council, United Arab Emirates Nasser Al Rahma



Adrian Bauman APPAN; University of Sydney, Australia

Tokyo Medical University, Japan Shigeru Inoue



Vicki Lambert AFPAN; University of Cape Town, South Africa

RAFA-PANA; CELAFISCS, Brazil Victor Matsudo  
(Past Chairman)



Mike Pratt RAFA-PANA; CDC, USA

American College of Sports Medicine ACSM Jim Whitehead



## Technical Support



Leonardo Silva CELAFISCS, Brazil



Christine Popp University of Zurich, Switzerland

*Recommended citation: Agita Mundo, the Global Physical Activity Promotion Network. Network Meeting Report, 07.-08.10.2010, São Paulo. São Caetano da Sul, Agita Mundo 2011.*

## List of contents

1. Foreword	4
2. Technical Report Agita Mundo Network Meeting 07.-08.10.2010, São Paulo	5
3. Agita Mundo Terms of Reference	8
4. Agita Mundo Work Programme 2010/2011	12
5. List of participants Agita Mundo Network Meeting 07.-08.10.2010, São Paulo	17
6. Annexes	
1. Presentation Victor Matsudo: Overview of Agita Mundo Network 2009-2010	20
2. Presentation Bengt Saltin: European College of Sport Sciences	29
3. Presentation Brian Martin: HEPA Europe	34
4. Presentation Catherine Draper: African Network for PA	38
5. Presentation Tom Best: ACSM	41
6. Presentation Steven Blair: USA National Coalition to Promote Physical Activity	44
7. Presentation Kelly Murumets: ParticipAction	46
8. Presentation Fiona Bull: GAPA	47
9. Presentation Lamartine Pereira da Costa: ICSSPE	52
10. Presentation Nasser Al Rahma: Dubai Pulse	54
11. Presentación Manuel Palencia: Physical activity promotion at the worksite in Spain	56
12. Presentation Kelly Murumets: The Canadian Experience: Participaction	64
13. Presentation Fiona Bull: Worksite project well@work in the United Kingdom	67
14. Presentation Matthew April: Physical Activity and Public Health in Africa	73
15. Presentation Catherine Draper: Evaluation of physical activity and sports programs in the community	77
16. Presentación Oscar Incarbone: Physical activity program in the Ministry of Health in Argentina	81





## **1. Foreword**

Dear members and partners of Agita Mundo

São Paulo in 2002 was the birthplace of Agita Mundo. Since then, Victor Matsudo and the entire CELAFISCS family together with colleagues and friends from all over the world have made Agita Mundo the Global Physical Activity Promotion Network.

The success and growth of Agita Mundo have made it necessary to formalise its structures in order to increase participation from all parts of the world and to fully cooperate with other global partners. During my term as Chairman, I want to develop these structures as necessary while at the same time maintaining the Latin American roots and further strengthening the global character of Agita Mundo that makes it such an exciting and inspiring environment.

I am very glad that Victor Matsudo will remain a member of the Agita Member Executive Board and that he will continue to be in charge of the World Day for Physical Activity. Our colleagues in the Executive Board will help us to strengthen our role as the umbrella organisation for the regional physical activity promotion networks and to improve collaboration with the International Society for Physical Activity and Health ISPAH, Global Advocacy for Physical Activity GAPA and ISPAH's other councils, and with other global partners. I am also very glad that we can count on the support from the Agita Mundo secretariat at CELAFISCS for our future activities.

The evidence for the relevance of physical activity for public health is overwhelming and physical inactivity is a problem of global dimensions. Agita Mundo is the Global Network for Physical Activity Promotion, it provides the opportunity to meet colleagues from all over the world, to exchange experiences and to strive "together for an active and happy life".

Brian Martin, Agita Mundo Chairman 2010-2012





## **Report of the technical Network Meeting, 07.-08.10.2010**

### **07.10.2010, welcome and overview of Agita Mundo Network 2009-2010**

The chairman Victor Matsudo greets all the participants of the meeting which takes place in conjunction with the 33rd International Symposium on Sports Sciences organised by the Centro de Estudos do Laboratório de Aptidão Física de São Caetano do Sul CELAFISCS in São Paulo.

Victor Matsudo gives an overview of the activities of the Agita Mundo Network during the last year (see annexe 1). He particularly points out the succession of topics for Agita Mundo Network Meetings over the last few years, leading to "Implementation of a global agenda to promote physical activity" for this year.

### **07.10.2010, implementation of a global agenda to promote physical activity**

Victor Matsudo introduces a series of short presentations from all over the world.

- Bengt Saltin talks about experiences with physical activity promotion in primary care in Denmark. He emphasizes the importance of coming up with the right messages for the right audience (see annexe 2).
- Brian Martin gives an overview of the activities of HEPA Europe, the European network for health-enhancing physical activity, during the last year. He emphasizes particularly the activities with a global scope (see annexe 3).
- Catherine Dappner presents the new African Physical Activity Network AFRAN. The network now has staffing, structures are being established, membership recruitment and development of activities are underway (see annexe 4).
- Tom Best presents ACSM's approach to becoming an even more international organisation and to establishing global cooperation, particularly through the Exercise is Medicine initiative (see annexe 5).
- Steven Blair gives an overview of the recently developed US guidelines on physical activity and the recent US National Plan for Physical Activity (see annexe 6).
- Kelly Murumets gives an introduction to the recent campaign of ParticipAction in Canada in partnership with the private sector (see annexe 7).
- Fiona Bull presents the development of GAPA since its foundation in 2006, its five areas of work and specifically the development and the content of the Toronto Charter on Physical Activity Promotion (see annexe 8).
- Lamartine DaCosta presents a proposal to update RAFA-PANA and gives examples for knowledge management approaches carried out by ICSSPE and its partners (see annexe 9).
- Nasser Al Rahmah presents the successful "Dubai Pulse" campaign launched in 2009 and explains some of its elements such as morning exercise possibilities in Malls (see annexe 10).

### **07.10.2010, Terms of Reference**

For the discussion of the Terms of Reference Victor Matsudo hands over to Brian Martin.

The purpose of the terms of reference is to provide a framework for the future functioning of Agita Mundo, building on its strengths as they have developed since its founding in 2002.

After a short general discussion the draft from 08.09.2010 developed by the provisional Executive Board is treated point by point (see annexe 11).

- Votes are taken on the voting procedure for the work programme and for changes in the terms of reference. In both cases version b of the draft is accepted (with 14 and 16 votes), 1 and 0 votes go to version a, 1 and 1 votes to version c.
- Votes are taken on the election procedure for the Chairman and for the Executive Board. In both cases, version c of the draft is accepted (with 20 and 25 votes), 0 and 0 votes go to version a, 7 and 0 votes to version b.

- It is suggested that for this year only, the Chairman and the members of the Executive Board are elected directly by the members of Agita Mundo present at the Network Meeting. The suggestion is accepted with 23 against 0 votes.

After these changes (see annexe 11), the entire Terms of Reference are accepted by the members present with 24 against 0 votes.

### **08.10.2010, good practices in promoting physical activity from around the world**

Oscar Incarbone chairs the session and introduces the speakers.

- Manuela Palencia presents the comprehensive worksite health promotion and accident prevention programme of the Grupo Mahou San Migueles (see annexe 12)
- Kelly Murumets presents the framework behind the Canadian ParticipAction approach, the 2010-2015 focus on children and youth and experiences from the “sogoactive” project with commercial partners (see annexe 13).
- Fiona Bull presents experiences with the “well@work” intervention programme with several partners in the United Kingdom (see annexe 14).
- Matthew April gives an overview of the situation in Africa with respect to physical activity, of intervention approaches and of the framework of the African Physical Activity Network AFPAN (see annexe 15)
- Catherine Draper presents the results from the evaluation of community-based physical activity and sport programmes in South Africa, mainly in disadvantaged communities (see annexe 16).
- Oscar Incarbone gives an overview of the activities of the Argentinean Physical Activity Network and its activities within the framework of the national strategy for the prevention of non-communicable diseases (see annexe 17).

### **08.10.2011, elections**

Oscar Incarbone acts as chair for the elections. In accordance with the decision of the previous day's meeting of the Agita Mundo Network, this year's elections are carried out by the members present at the meeting. From 2011 on, the elections will be held as described in point 7.2 and 7.3 of the Terms of Reference.

Victor Matsudo is stepping down as Chairman of Agita Mundo, but he remains a candidate for the Executive Board. Nasser Al Ramah as candidate for the Executive Board is present; the other candidates for the Executive Board (Adrian Bauman, Vicky Lambert, Shigeru Inoue, Mike Pratt, and Jim Whitehead) are presented in absentia by Victor Matsudo.

All candidates are elected unanimously for a three year term:

- Nasser Al Ramah  
*Dubai Sports Council, United Arab Emirates*
- Adrian Bauman  
*Asia Pacific Physical Activity Network, APPAN;  
School of Public Health, University of Sydney, Australia*
- Vicky Lambert  
*African Physical Activity Network AFPAN;  
Faculty of Health Sciences, University of Cape Town, South Africa*
- Shigeru Inoue  
*Department of Preventive Medicine and Public Health, Tokyo Medical University, Japan*
- Victor Matsudo  
*Physical Activity Network of the Americas RAFA-PANA;  
CELAFISCS, São Caetano do Sul, Brazil*

- Mike Pratt  
*Physical Activity Network of the Americas RAFA-PANA;  
Centers for Diseases Control and Prevention, CDC, Atlanta GA, USA*
- Jim Whitehead  
*American College of Sports Medicine ACSM, USA*

Brian Martin is candidate for the Chairmanship. He is elected unanimously for a two year term.

- Brian Martin  
*HEPA Europe, European Network for the Promotion of Health-Enhancing Physical Activity;  
Institute of Social and Preventive Medicine, University of Zurich, Switzerland*

#### **08.10.2010, Work Programme 2010-2011**

The draft of the work programme is presented by Brian Martin and discussed with the members (see annexe 18).

- It is decided to hold the Agita Mundo Network Meeting 2011 jointly with the HEPA Europe Network Meeting on 11 to 13 October in Amsterdam, the Netherlands.
- It is decided to hold the Agita Mundo Network Meeting 2012 jointly with the International Congress on Physical Activity and Public Health of the International Society for Physical Activity and Health ISPAH on 31 October to 3 November in Sydney, Australia.
- Victor Matsudo leads the discussion on the theme for the 2011 World Day for Physical Activity and Health. A number of interesting suggestions are made, including the possibility of linking up with world days for important non-communicable diseases. Finally, the theme "Together for an active and happy life!" is chosen for 2011.

The other activities in the work programme are discussed briefly and some changes are made as can be seen in annexe 18. Possible activities to be launched are not addressed.

The work programme 2010/2011 is agreed on unanimously by the members of Agita Mundo.

#### **08.10.2010, closure of the meeting**

Brian Martin closes the meeting. He thanks the members for their participation and the rapporteurs for the counting of votes and their reports. He sincerely thanks Victor Matsudo and his entire CELAFICS team for everything they have done for Agita Mundo so far as well as for organising a great symposium and an excellent Agita Mundo Meeting.

17.10.10, Brian Martin, Carlos Calmona, Oscar Incarbone

---





## **Agita Mundo, the Global Physical Activity Promotion Network Terms of Reference**

### **1. Background**

These Terms of Reference are the outcome of the decisions and agreements of the Meeting of the Agita Mundo Network in São Paulo on 7 October 2010.

### **2. Purpose of the Terms of Reference**

The purpose of this document is to provide a framework for the functioning of Agita Mundo and to describe the strategic, technical and operational focus of its work.

### **3. Purpose and objectives of Agita Mundo**

The purpose and the objectives of Agita Mundo have been outlined in the Declaration of São Paulo to promote Physical Activity in the World, approved in October, 2002.

According to this document, the purpose of Agita Mundo, the Global Physical Activity Promotion Network, is to promote physical activity as a healthy behaviour for people of all ages, nations, and characteristics. The specific objectives of Agita Mundo are to:

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.

### **4. Programme of work**

The programme of work provides an overview of the main planned events and activities of Agita Mundo. The programme is adopted by the members of Agita Mundo at their annual meetings, based on a proposal developed by the Agita Mundo Executive Board.

All members are provided in advance with the proposal of the Agita Mundo Executive Board for the work programme. They are provided with an opportunity to share their comments with the other members before the annual meeting. The decision about the adoption of the work programme or its elements is taken by the majority of the Agita Mundo members present at the annual meeting. This decision is binding, unless 10% or more of Agita Mundo members (including those not present at the annual meeting) request a written voting procedure within 3 weeks after communication of the decision. In this case, an electronic or mailing vote is carried out within another 3 weeks and the decision of this vote is binding.

### **5. Target members of the Network**

Membership is open to organizations and institutions willing to contribute to the purpose and objectives of Agita Mundo.

### **6. Membership of the Network**

Interested organizations and institutions are eligible to become members, if they fulfil the following criteria of membership:

- Signature of the Agita Mundo Network Adhesion Letter
- Provision of the necessary information as specified in the application procedure
- Appointment of a contact person
- Compliance with the responsibilities of their membership as set out in these terms of reference

Organizations and institutions whose activities or goals are contradictory to the goals and standards of Public Health are not eligible for membership in Agita Mundo.

Applications will be assessed by the Agita Mundo Executive Board. Successful applicants will be given a status of temporary members, until confirmation by the Agita Mundo Network at its next annual meeting. Following that meeting, accepted Members will receive an official letter of acceptance.

## **7. Roles and responsibilities**

### **7.1. Secretariat**

The Centro de Estudos do Laboratório de Aptidão Física CELAFISC in São Caetano do Sul, São Paulo, Brazil has been invited and has accepted to act as the Secretariat of the Network. CELAFISC is a NGO registered in Brazil and provides the legal structure for Agita Mundo.

Additional secretarial resources can be provided from other members of Agita Mundo (see point 8 below).

### **7.2. Chairperson**

The Executive Board will be chaired by the Chairperson of Agita Mundo. Nominations for the chairperson can be made by members of Agita Mundo to the Executive Board at least two weeks before the last meeting or telephone conference of the Executive Board before the annual meeting. The Executive Board can make recommendations to the members based on the nominations.

The Chairperson is elected and can be re-elected to serve a 2 year term by the members. A maximum of two consecutive terms may be served.

From 2011 on, all members are informed in advance about the candidates and the recommendations of the Executive Board. They are provided with an opportunity to share their comments with the other members before the annual meeting. An electronic or mailing election is carried out so the results are available at the annual meeting.

### **7.3. Executive Board**

The Executive Board constitutes the principal executive body for Agita Mundo and is responsible for providing guidance and strategic directions to the activities of the Network. The Executive Board is accountable to the Network.

The Executive Board is composed of eight to fifteen individuals representing member organisations of Agita Mundo as well as the different geographical world regions. For meetings or telephone conferences, members of the Executive Board can be represented by another individual from their organisation.

The Executive Board makes decisions on a consensus basis, can define its own structure, and is assisted by the Secretariat. Nominations for membership of the Executive Board are made by members of Agita Mundo, at least two weeks before the last meeting or telephone conference of the Executive Board before the annual meeting.

Members of the Executive Board are elected to serve a 3 year term and can be re-elected by the members.

From 2011 on, all members are informed in advance about the candidates and the recommendations of the Executive Board. They are provided with an opportunity to share their comments with the other members before the annual meeting. An electronic or mailing election is carried out so the results are available at the annual meeting.

### **7.4. Advisory Board**

Distinguished individuals can be invited by the Executive Board to serve in the Advisory Board for a two year term and also for repeated terms.

### **7.5. Task Forces, Working Groups and Committees**

Ad-hoc task forces, working groups and committees may be established based on a proposal by the Executive Board to be endorsed by the annual meeting of the Network, for example to facilitate the implementation of specific projects and activities, as agreed in the programme of work of Agita Mundo.



## **Agita Mundo, the Global Physical Activity Promotion Network Terms of Reference**

### **7.6. Members of Agita Mundo**

By joining Agita Mundo, members express their willingness and commitment to contribute to the purpose and objectives of Agita Mundo.

By joining Agita Mundo, members also agree to:

- fulfil the criteria for membership;
- apply for membership by providing the basic information as required in the application procedure;
- contribute to Agita Mundo, technically or through other contributions (according to their possibilities), to allow the implementation of Agita Mundo activities, as described by the programme of work; and
- disseminate resources (information and other products) from Agita Mundo to their partners.

Members of Agita Mundo have the right to withdraw from Agita Mundo any time if they do not wish to continue their membership by giving a one month notice in writing.

### **8. Resources**

Agita Mundo has no compulsory membership fee. Agita Mundo strongly encourages and welcomes voluntary contributions, either on a regular basis or as a single contribution, such as:

- financial contributions;
- in-kind contributions in terms of time and expertise;
- hosting of meetings of Agita Mundo;
- clearing house function for the collection of documents or case studies; or
- representation of Agita Mundo at expert meetings and conferences.

Contributions made to Agita Mundo do not imply a commitment for further contributions by the donors.

Financial contributions offered to Agita Mundo are reviewed and decided upon by the Executive Board.

### **9. Interactions and meetings**

#### **9.1. Annual meetings of Agita Mundo**

Agita Mundo members are invited to the annual meeting of Agita Mundo which is usually hosted by CELAFISCS, another member or in conjunction with relevant international events such as the International Conference for Physical Activity and Health of the International Society for Physical Activity and Health ISPAH. The purpose of these meetings is to:

- review and discuss recent, relevant international developments as well as national approaches with regard to physical activity promotion,
- accept new members;
- inform about the election of members of the Executive Board and the Chairperson;
- decide upon changes in the Terms of References of Agita Mundo or its financing;
- discuss experiences and prepare future occasions of the World Day for Physical Activity
- adopt the annual work plan;
- review progress on ongoing activities;
- establish new ad-hoc task forces and working groups as necessary.

#### **9.2 Meetings of ad-hoc task forces and working group**

Under the coordination and guidance of the secretariat, meetings will be organized as needed.





## **Agita Mundo, the Global Physical Activity Promotion Network Terms of Reference**

### 9.3 Collaboration with other relevant international organizations and institutions

In order to support collaboration with other international organisations and institutions, the Executive Board may establish new structures and organisational bodies to promote linkages, communication and regular exchange.

### 9.4 Other, topic oriented meetings

Other topic oriented meetings, e.g. congresses or conferences, can be recommended, supported, or organized by Agita Mundo upon decision by the Executive Board.

## **10. Revision of the Terms of Reference**

These Terms of Reference will be reviewed on a yearly basis, based on proposals submitted at the meetings of Agita Mundo. Proposals for changes can be submitted at least two weeks before the last meeting or telephone conference of the Advisory Board before the annual meeting. Suggestions for future changes can be made and discussed at the annual meeting itself. However, in order to give all members of Agita Mundo the opportunity to form an opinion decisions will only be taken when the timeline mentioned above is respected.

All members are informed in advance about suggested changes to the Terms of Reference and the recommendations of the Executive Board. They are provided with an opportunity to share their comments with the other members before the annual meeting. The decision about changes in the Terms of Reference is taken by the majority of the Agita Mundo members present at the annual meeting. This decision is binding, unless 10% or more of Agita Mundo members (including those not present at the annual meeting) request a written voting procedure within 3 weeks after communication of the decision. In this case, an electronic or mailing vote is carried out within another 3 weeks and the decision of this vote is binding.

---

## Overview Work Programme 2010/2011

<i>Title of activity</i>	<i>In charge</i>	<i>Participants</i>
<b>Main activities</b>		
Preparation and organisation of Agita Mundo meeting	• Brian Martin	• Victor Matsudo
Preparation and organisation of World Day for Physical Activity	• Victor Matsudo	• Jim Whitehead • Nasser Al Rahmah
<b>Communication and cooperation</b>		
Maintaining and expanding multilingual communication platform	• Brian Martin	• Victor Matsudo • Oscar Carbone
Cooperation and support to regional networks	• Brian Martin	• Vicky Lambert • Adrian Bauman
Defining and improving cooperation with other important global institutions	• Brian Martin	• Jim Whitehead • Vicky Lambert
<b>Optimising the network</b>		
Secure funding for secretariat and for travel expenses of executive board	• Brian Martin	
Revision of purpose and objectives	• Victor Matsudo	• Brian Martin
Endorsement of activities and events by Agita Mundo	• Mike Pratt	• Brian Martin
<b>Possible activities to be launched later</b>		
Publications		
PA Indicator System		

## **Main activities**

### **Preparation and organisation of Agita Mundo Network Meeting**

#### Tasks for 2010/2011

- Report of 2010 Meeting in São Paulo with short text in English, Portuguese and Spanish (possibly also other languages), documents and presentations as annexes, list of participants and current list of Agita Mundo members
- Preparation of Network Meeting 2011, to be held on 11 to 13 October in Ede, the Netherlands, jointly with the HEPA Europe Network Meeting
- Development of recommendation for new applications for membership
- Preparation of activity report 2010/2011 and work programme 2011/2012
- Preparation of election of new Executive Board Members
- Eventually preparation of changes in Terms of Reference
- Preliminary preparations of Network Meeting 2012, to be held on 31 October to 3 November in Sydney, Australia, jointly with the International Congress on Physical Activity and Public Health of the International Society for Physical Activity and Health ISPAH
- Development of suggestions for Network Meeting 2013

#### In charge

- Brian Martin

#### Participants

- Victor Matsudo

---

### **Preparation and organisation of World Day for Physical Activity**

#### Tasks for 2010/2011

- Communication of theme for 2011 World Day for Physical Activity:  
"Together for an active and happy life!"
- Dissemination of inspiring examples from around the world
- Development and communication of theme for 2012 World Day for Physical Activity
- Exploration of possibilities for a World Day for Physical Activity Award
- Exploration of synergies with other similar events

#### In charge

- Victor Matsudo
- 

#### Participants

- Jim Whitehead
  - Nasser Al Rahmah
-



## **Communication and cooperation**

### **Maintaining and expanding multilingual communication platform**

#### Tasks for 2010/2011

- Maintaining website in Portuguese, Spanish and Portuguese
- Development of strategy for expansion of language base
- Exploration of possibilities for interactive communication in-between Network Meetings

#### In charge

- Brian Martin

#### Participants

- Victor Matsudo
- Oscar Carbone

#### Comments

- Long-term vision of covering all official WHO plus other important languages
  - Important role of collaboration with regional networks and contributions from member institutions
- 

### **Cooperation and support to regional networks**

#### Tasks for 2010/2011

- Exploration of possibilities for mutual observer status for members of regional networks
- Exploration of possibilities for improving communication between regional networks and Agita Mundo
- Exploration of possibilities for collaboration in providing multilingual information
- Specific support to regional networks according to their needs and requests

#### In charge

- Brian Martin

#### Participants

- Vicki Lambert
- Adrian Bauman

#### Comments

- Mutual observer status has already been discussed and welcomed by HEPA Europe and RAFA-PANA
  - See also activity "Maintaining and expanding multilingual communication platform"
-

## **Defining and improving cooperation with other important global institutions**

### Tasks for 2010/2011

- Defining cooperation with the International Society for Physical Activity and Health ISPAH, GAPA and its other councils
- Defining relationships with the World Health Organisation WHO
- Defining cooperation and relationships with other relevant global institutions

### In charge

- Brian Martin

### Participants

- Jim Whitehead
- Vicky Lambert

### Comments

- A close relationship exists already with relevant international associations such as ACSM or ICSSPE, close but informal links with other such as ICPAH, GAPA and WHO.
  - ICPAH is beginning to develop its own work programme and has been informed the ongoing discussions in Agita Mundo. The principle has already been discussed to combine Agita Mundo's Network Meeting with ICPAH's International Congress for Physical Activity and Public Health.
- 

## **Optimising the network**

### **Secure funding for secretariat and for expenses of executive board**

#### Tasks for 2010/2011

- Development of funding strategy
- Contacts and negotiations with potential funders in accordance with funding strategy

#### In charge

- Brian Martin

#### Comments

- Up to now, funding and secretarial capacities for Agita Mundo have been provided by CELAFISCS.
  - For the time being, the expenses of the members of the Executive Board are covered by themselves and their institutions.
  - It is planned to put the funding of Agita Mundo on a broader base in order to cover secretarial work and also the expenses of the Executive Board. Some of the principles of these contributions have been laid out in the draft Terms of Reference (particularly under point 8 "resources". However, a more detailed strategy does not yet exist.
-



## **Agita Mundo, the Global Physical Activity Promotion Network Work Programme 2010/2011**

### **Revision of purpose and objectives**

#### Tasks for 2010/2011

- Development of a participatory review process
- Development of a timeline to be proposed to the Agita Mundo Network at its 2011 meeting.

#### In charge

- Victor Matsudo

#### Participants

- Brian Martin

#### Comments

- The current purpose and objectives of Agita Mundo have been defined in the Declaration of São Paulo to promote Physical Activity in the World, approved in October 2002.
  - The field of physical activity and health, Agita Mundo and also other relevant organisations have developed considerably since.
  - The development of a participatory process for a review – and if necessary a revision - of the purpose and objectives of Agita Mundo until the Network Meeting 2012 seems timely
- 

### **Endorsement of activities and events by Agita Mundo**

#### Tasks for 2010/2011

- Overview of types of activities and events that could profit from endorsement by Agita Mundo
- Development of criteria and a mechanism for endorsement of activities and events by Agita Mundo
- Suggestion of the respective changes in the Terms of Reference to the Agita Mundo Network at its 2011 meeting.

#### In charge

- Mike Pratt

#### Participants

- Brian Martin

#### Comments

- A number of activities such as teaching courses and mass mobilisation events have profited from endorsement by Agita Mundo in the past.
  - In order to make this idealistic and communicative support available on a broader basis, a specific concept should be developed.
-





**Agita Mundo, the Global Physical Activity Promotion Network**  
**Network Meeting, 07.-08.10.2010, São Paulo**

## **LIST OF PARTICIPANTS**

### **Argentina**

<i>Nelio Bazan</i>	<i>nelio_bazan@yahoo.com.ar</i>
<i>Oscar Incarbone</i> Ministerio Salud	<i>oincarbo@yahoo.com.ar</i>

### **Brazil**

<i>Victor Matsudo</i> CELAFISCS	<i>matsudo@celafiscs.org.br</i>
<i>Sandra Matsudo</i> CELAFISCS	<i>sandra@celafiscs.org.br</i>
<i>Alberto Jose Niituma Ogata</i> ABQV	<i>aogata@apm.org.br</i>
<i>Lamartine Pereira da Costa</i> ICSSPE	<i>lamartine@terra.com.br</i>
<i>Luiz Guilherme Porto</i> TST Brasilia	<i>lgporto@tst.jus.br,</i> <i>luizporto@unb.br</i>
<i>Maria Beatriz Rocha Ferreira</i> UNICAMP	<i>beatrizdevloo@aim.com</i>
<i>Americo Valdanha Netto</i> NAFGS UNESP R.O Claro	<i>valdanha@vol.com.br</i>
<i>Fernando Cesar Vales</i> Agita Sao José Secretaria de Saude de Sao Jose da Campos	<i>fernandovales@hotmail.com</i>

### **Canada**

*Kelly D. Murumets*  
President & CEO  
Participaction



**Agita Mundo, the Global Physical Activity Promotion Network  
Network Meeting, 07.-08.10.2010, São Paulo**

**Colombia**

*Mary Luz Ocampo*  
Universidad Rosario

maryluzo@gmail.com

**Denmark**

*Bengt Saltin*  
Panum Institute  
Faculty of Health Sciences

bengt.saltin@rh.regionh.dk

**Iran**

*Mitra Karimi Dastjerdi*  
Deputy Manager  
Sport Organization Municipality of Tehran

*Aghamir Daughter*  
Municipality of Tehran

*Seyed Mohammad Haj Aghamir*  
Manager  
Sport Organization Municipality of Tehran

**South Africa**

*Matthew April*  
Research Assistant  
African Physical Activity Network

mapril@ssisa.com

*Catherine Draper*  
University of Cape Town

catherine.draper@uct.ac.za

**Spain**

*José Luis Aguado*  
Consejo Superior de Deportes

*Enrique Lizalde Gil*  
Subdirección General de Deporte y Salud

enrique.lizalde@csd.gob.es

*Manuel Palencia*  
Jefe de Proyectos de Bienestar Física y Salud  
Grupo empresarial Mahou

mpalenciaa@mahou-  
sanmiguel.com

*José Luis Terreros*  
Consejo Superior de Deportes  
Subdirección General de Deporte y Salud

joseluis.terreros@csd.gob.es



**Agita Mundo, the Global Physical Activity Promotion Network  
Network Meeting, 07.-08.10.2010, São Paulo**

**Switzerland**

*Brian Martin*

brian.martin@ifspm.uzh.ch

**USA**

*Thomas Best*  
President ACSM

tom.best@osumc.edu

*Steven Blair*  
University of South Carolina

sblair@cooperinst.org

*Alexandre Kalache*  
Academy of Medicine New York

akalache@nyam.org

**United Arab Emirates**

*Nasser Alrahma*  
Dubai Pulse

nasser@dubaisc.ae

**United Kingdom**

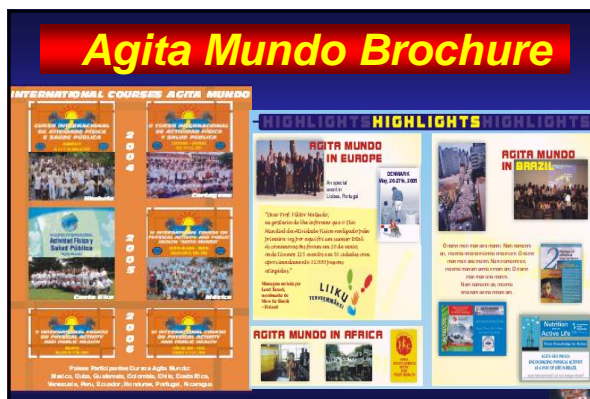
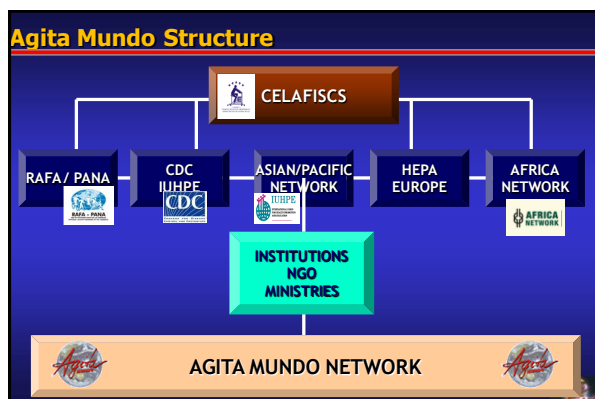
*Fiona Bull*  
Global Alliance for Physical Activity (GAPA)

fiona.bull@uwa.edu.au

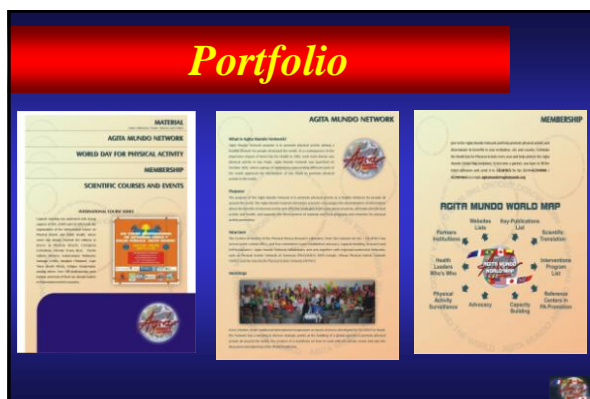












**Agita Mundo Course Series**

**Next Course: URUGUAY**




**December 9-11th**

**NLM** United States  
National Library of  
National Institutes of Health

Washington – EUA  
Exhibit about Agita



United States



United States  
National Library of  
National Institutes of Health

Estados Unidos

Agita São Paulo promotional materials featuring the program's clock mascot, 2000  
Courtesy Programa Agita São Paulo - CELAFISC



**ANDE** **GASTE ENERGIA** **INVENTE SEU JEITO DE VIVER** **TIRE DE TUDO MAIS PRAZER** **AME MAIS VOCÊ**

**MUDE HABITOS** **INCENTIVE-SE A CADA DIA** **NUNCA DESISTA** **ANIME A FAMILIA E SEUS AMIGOS** **SEJA MAIS SAUDÁVEL E FELIZ**

**TODO DIA, TODA HORA, VOCÊ PODE SE EXERCITAR. BASTAM 30MIN. DIÁRIOS.**

AGITA MUNDO CONTE/SE

United States  
National Library of  
National Institutes of Health

Nome Paulo

4ª A

Agita São Paulo



Against Odds

United States  
National Library of  
National Institutes of Health

**Carlos Slim Foundation Award**



**Excepcional Institution**



**ACSM & CDC**  
**2011 RAFA-PANA Scholarship Award**

- Educational award for international health promotion
- Any ACSM discipline (non-members, too)
- Travel to host in US/Canada
- ACSM Annual Meeting (Denver, June 1-4)
- Apply by Feb. 1, 2011
- Check info at [www.acsm.org](http://www.acsm.org)

*Note: Please check the acsm web site for any changes prior to submitting applications*

**Social Mobilization Impact**

Social Perception of the Risk =  
Relative Risk x Indignation

**Social Mobilization**





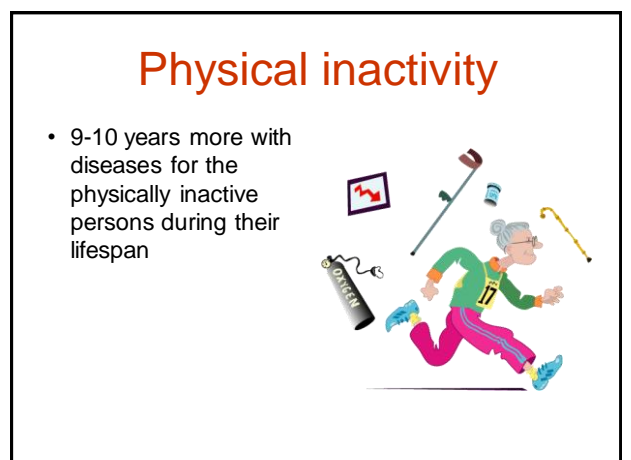
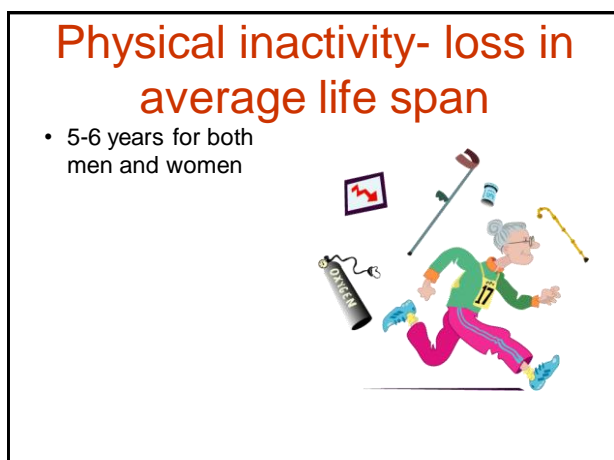
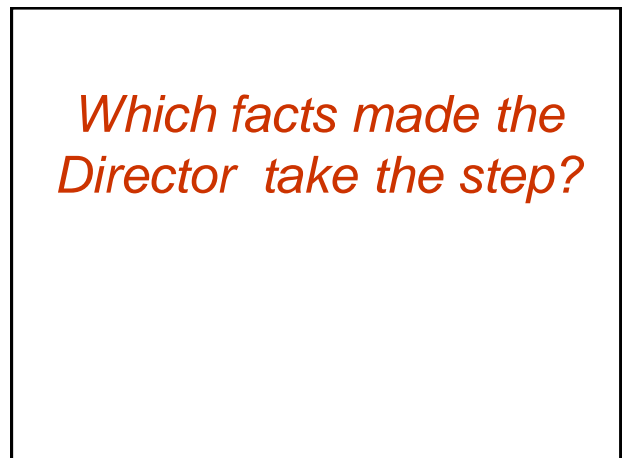
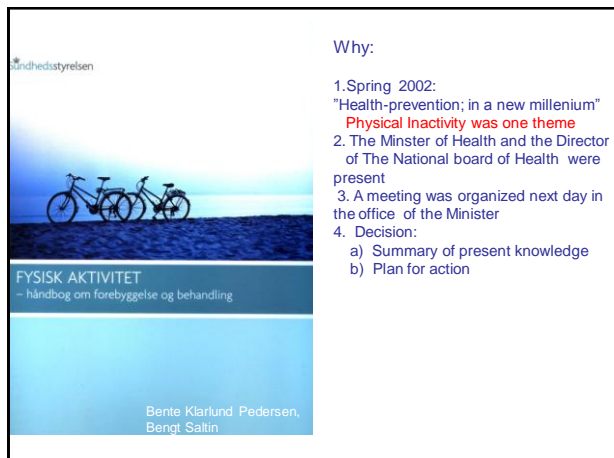
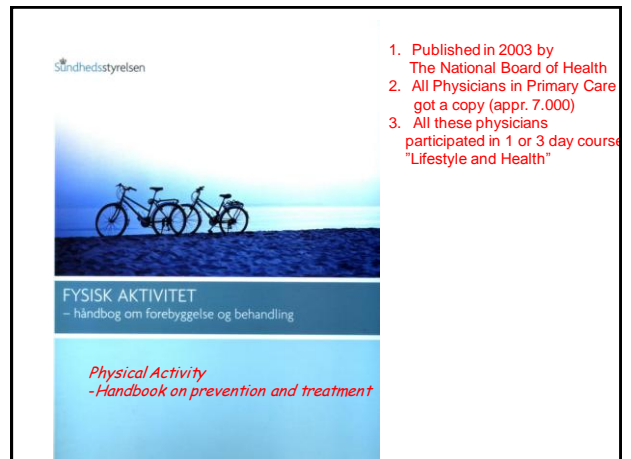












## Physical inactivity

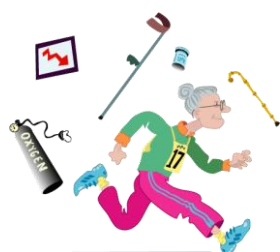
- Each year 4.500 deaths due to being physically inactive; 7-8 % of all deaths in Denmark



## WHAT AFFECTED THE Minister of Health ?

## Physical inactivity

- Each year is 100.000 visits to a hospital related to physical inactivity



## Physical inactivity

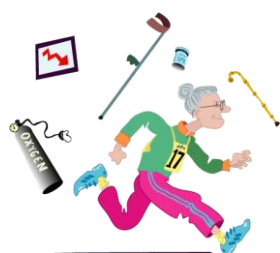
- 2.6 million extra contacts with a physician
- 3.1 lost extra working days
- 1.200 extra early retirement cases

Per year!



## Physical inactivity

- 3.500 billion more for treatment of diseases per year
- "Gain": 0.450 billion due to early deaths
- Netto approx. 3 billion d cr



Front Page  
Largest News  
Paper  
In  
Denmark

"Healthy; through  
a long life"

## From the intervju with The Minister of Health

- *If I do not spend money on prevention, especially lifestyle factors such as physical activity and proper diet Now, I will have to spend 5-10 times more in coming years on chronically ill patients*

## Two(three) Major Initiatives

1. Free health examination with an emphasis on "risk factors" and Lifestyle
2. All physians got the right to prescribe for their patients physical activity and advice on diet. Free for the patient to join physical activity classes led by a physiotherapist 3 times a week for 4 months( + the dietary advice)
3. A bus Touring the villages and towns in Denmark to assist 1 above.

## KRAM-undersøgelsen



## Vad händer nu?

- American Heart Ass. and ACSM have written two articles on present evidence (adults-elderly; Aug -07) and there is one overview related to children from June -05.
- WHO had a first meeting this Jan. To decide on "global" recommendations and prepare strategies for enlarging the focus on physical activity
- EU will be ready by the end of this year with their plan
- WHO-EU will try to collaborate and be ready at the same time
- Danmark ???

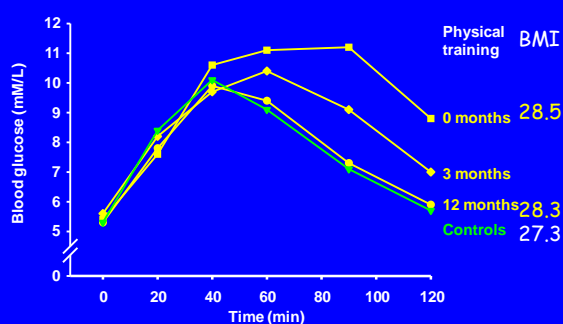
## Type 2 diabetes

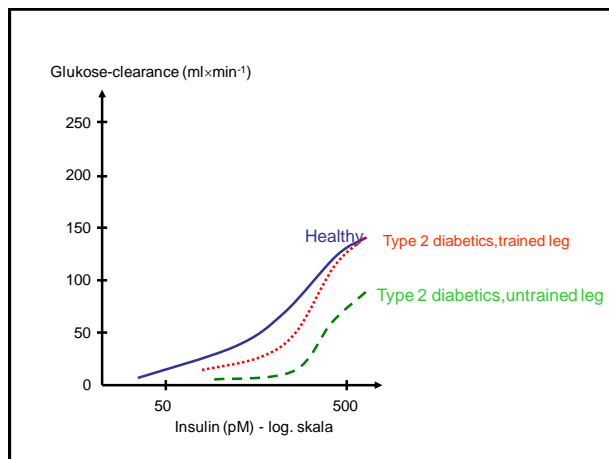
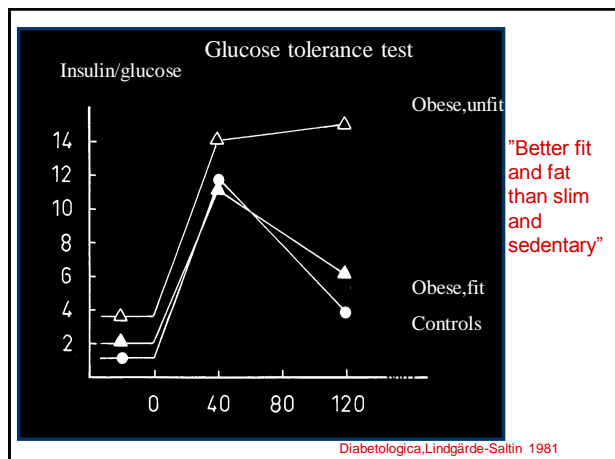
Positive effect of training on:

patophysiology  
symptoms specific to the diagnose  
muscle strength and aerobic training  
quality of life

	Strong evidence	Moderate evidence	Minor evidence	No evidence
A				
B				
C				
D				

## Impaired glucose tolerance





### What was highlighted ?

- Wall Street Journal and other media including medical journals
  - Type 2 diabetes can be prevented with medication
- Instead:
  - The challenge for the society is; a) how to implement a healthy lifestyle among people in daily living? and b) how should society be "changed" to help in this process?

FASEB J, Dec. 2002  
"Combating diabetes" by Margie Patlak

----- in 2002, researchers showed that metformin reduced by one-third the number of those with prediabetes—people with impaired glucose tolerance—that progressed to diabetes during a four year period.

???

FASEB J, Dec. 2002  
"Combating diabetes" by Margie Patlak

???

Nowhere was it mentioned that changes in life style has twice the effect !!!

### Dyslipidemia

Positive effect of training on:

patophysiology  
symptoms specific to the diagnose  
aerobic training

quality of life

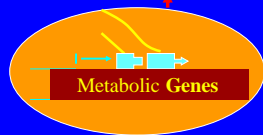
	Strong evidence	Moderate evidence	Minor evidence	No evidence
A	B	C	D	
patophysiology				
symptoms specific to the diagnose				
aerobic training				
quality of life				

?????

*How does it work ?*

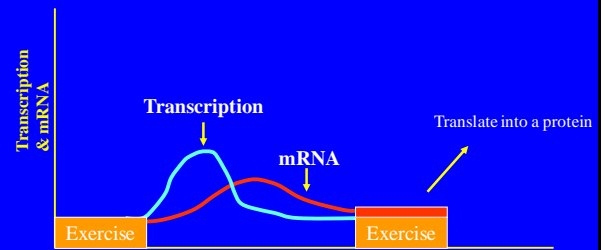
Health

Metabolic Fitness



Exercise

### Transient gene activation during and in recovery from exercise




### Summing Up

- Key metabolic genes are expressed with just one exercise bout
- More regular exercise enhances this response
- There is a direct and positive effect on muscle metabolism


- Søren Kierkegaard in 1847 in a letter to his sister in law, who had just been ill:

- *"Don't give up your wish to walk. I walk every day and feel well and walk away from any illness. I have had my best thoughts while walking and I do not know of any thoughts so dark that I cannot walk away from them...."*





HEPA Europe  
European network for the promotion  
of health-enhancing physical activity



## HEPA Europe – Implementation 2009/2010 of a global agenda to promote physical activity

Brian Martin, MD MPH  
*Institute of Social and Preventive Medicine,  
University of Zurich, Switzerland*  
*HEPA Europe, the European Network for the Promotion  
of Health-Enhancing Physical Activity*

*Agita Mundo Meeting, São Paulo, 07.10.2010*




### HEPA Europe Steering Committee since Nov 2009

- Willem van Mechelen, VU Medical School, Amsterdam, NL (Chair)
- Andrea Backović Juričan, CINDI Slovenia
- Winfried Banzer, Olympics Sports Confederation, Germany
- Finn Berggren, Gerlev PE and Sports Academy, Denmark
- Charlie Foster, BHF Health Promotion Research Group, Oxford, UK
- Maarten Koornneef, Ministry of Health, Welfare and Sport, NL
- Brian Martin, University of Zurich, Switzerland
- Jean-Michel Oppert, Paris VI University, Hotel Dieu, France
- Francesca Racioppi, WHO Regional Office for Europe
- Harry Rutter, National Obesity Observatory England, UK
- Michael Sjöström, Karolinska Institute, Sweden
- Radim Šlachta, Palacky University, Czech Republic
- Mireille van Poppel, VU Medical School, Amsterdam, NL
- Tommi Vasankari, UKK Institute, Tampere, Finland
- Observer: Fiona Bull, GAPA
- Observer: Eddy Engelsman, WHO Headquarters
- Technical support: Sonja Kahlmeier, University of Zurich, Switzerland



Harry Rutter Charlie Foster Willem van Mechelen Tommi Vasankari Michael Sjöström

Jean-Michel Oppert Andrea Backovic Francesca Racioppi Mireille van Poppel

Radim Šlachta Finn Berggren Brian Martin Winfried Banzer Maarten Koornneef

### HEPA Europe – Secretariat at WHO Europe

**Until end of 2009**  
Sonja Kahlmeier, PhD  
Technical officer  
Rome

Access to other WHO  
programmes and  
activities

Cooperation with  
Lideke Middelbeek  
Technical officer  
WHO Copenhagen

Francesca Racioppi  
Acting director  
WHO Rome office  
Member of HEPA  
Europe Steering  
Committee

Helena Shkarubo  
Cristina Fumo  
Manuela Gallitto  
Administrative support

Nicoletta Di Tanno  
Information outreach

### HEPA Europe – Secretariat at WHO Europe

**To be recruited**  
Technical officer  
Rome

Access to other WHO  
programmes and  
activities

Cooperation with  
Lideke Middelbeek  
Technical officer  
WHO Copenhagen


Francesca Racioppi  
Acting director  
WHO Rome office  
Member of HEPA  
Europe Steering  
Committee

Since 2010 technical and  
secretarial support from  
University of Zurich

Helena Shkarubo  
Cristina Fumo  
Manuela Gallitto  
Administrative support

Nicoletta Di Tanno  
Information outreach





HEPA Europe  
European network for the promotion  
of health-enhancing physical activity

5th annual meeting  
of HEPA Europe  
European network for the  
promotion of health-  
enhancing physical activity

Report of a WHO meeting  
11-12 November 2009  
Bologna, Italy

**Activity reports and  
work programmes in  
the reports of the  
annual meetings**  
[www.euro.who.int/hepa](http://www.euro.who.int/hepa)


Oja et al. BMC Public Health 2010, 10:10  
<http://www.biomedcentral.com/1471-2458/10/10>

BMC  
Public Health

**DEBATE** **Open Access**

**Physical activity recommendations for health:  
what should Europe do?**

Pekka Oja<sup>1\*</sup>, Fiona C Bull<sup>2</sup>, Mikael Fogelholm<sup>3</sup>, Brian W Martin<sup>4</sup>


 **HEPA Europe Work Programme 2009/2010** **1/3**

**Networking and cooperation**

<b>Title and aim of the activity</b>
Coordination and cooperation with other activities, projects, and networks to join forces with key partners and to benefit from synergies
Support and contributions to other conferences and events upon request

**Information dissemination**

<b>Title and aim of the activity</b>
Maintenance, regular updating and further development of the HEPA Europe website ( <a href="http://www.euro.who.int/hepa">www.euro.who.int/hepa</a> )
Holding of the 6 <sup>th</sup> annual meeting HEPA Europe (26 November 2009), back-to-back with the 2 <sup>nd</sup> HEPA Europe conference (24-25 November 2010) (Olomouc, Czech Republic)
Dissemination of products and publications of HEPA Europe, including realizing translations
Continue updating and expanding an inventory of existing approaches, policy documents and targets related to physical activity promotion in different countries to facilitate information access for Member States, and contribute to its integration into a new WHO database on nutrition, obesity and physical activity (NOPA)





**International Society for  
Physical Activity and Health**

**Reflections on Toronto**

Life is frequently measured by benchmarks that help remind us of progress, challenges, and objectives. In 2010, we have been able to join up in London, the International Society for Physical Activity and Health (ISPAH) and the International Society for Physical Activity and Health (ISPAH) to create a new benchmark for the world. The 2<sup>nd</sup> International Congress on Physical Activity and Health (ICPAH) will be held in Toronto, Canada, on May 5-6, 2010. The ICPAH is a unique opportunity for the world to come together and share their experiences, knowledge, and expertise. The ICPAH is a unique opportunity for the world to come together and share their experiences, knowledge, and expertise. The ICPAH is a unique opportunity for the world to come together and share their experiences, knowledge, and expertise.

**3rd International Congress on  
Physical Activity and Public Health**  
MAY 5-6, 2010 • TORONTO, CANADA


**Mobilizing Research for Global Action in Policy and Practice**


 **UNIVERSITY OF ZURICH – CDC MEETING** 

**CURRENT DEVELOPMENTS IN  
PHYSICAL ACTIVITY PROMOTION**


Supported by  
**International Union for Health Promotion and Education IUHPE**

**Sunday, 11 July 2010**  
**Geneva, Hotel Warwick**

 **20<sup>th</sup> IUHPE WORLD CONFERENCE ON  
HEALTH PROMOTION**  
11-15 JULY 2010 | GENEVA | SWITZERLAND

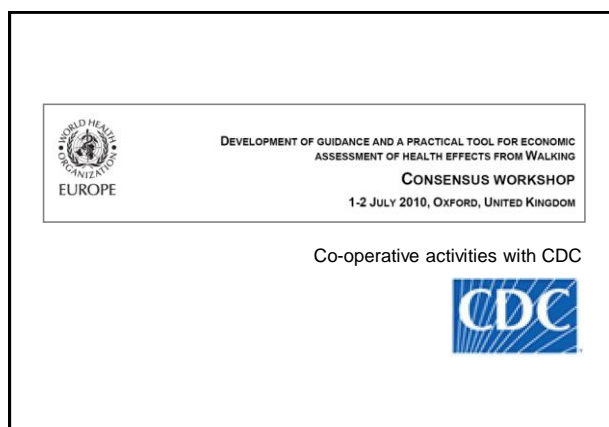
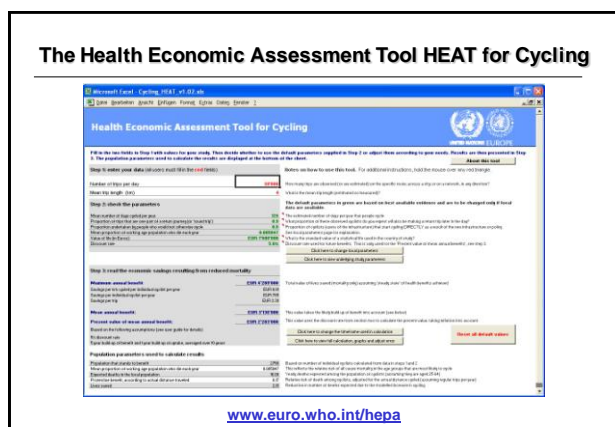
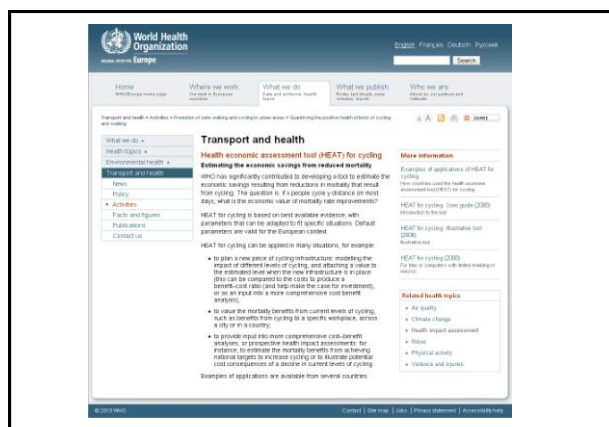
 **GAPA**  
GLOBAL ADVOCACY  
FOR PHYSICAL ACTIVITY  
Advocacy Council of ISPAH


[www.panh.ch/iuhpe](http://www.panh.ch/iuhpe)

 **HEPA Europe Work Programme 2009/2010** **2/3**

**Projects, reports and products**

<b>Title and aim of the activity</b>
Collection and analysis of examples and development of case studies of national approaches to physical activity promotion, including challenges to overcome and lessons learned with a focus on inter-ministerial and inter-sectoral approaches
Continue dissemination of guidance on economic valuation of health benefits from cycling and walking and Health Economic Assessment Tool (HEAT) for cycling; development of HEAT for walking
Continue the exchange of experiences in physical activity and sports promotion in children and adolescents, based on in-depth analysis of selected national approaches
Promote information sharing and the coordination on the promotion of HEPA in primary care settings
Finalize framework on and implement the Sport Clubs for Health Programme
Launch working group on HEPA promotion in socially disadvantaged groups
Launch working group on occupational HEPA promotion
Launch working group on monitoring and surveillance of physical activity
Finalization and publication of a general framework for physical activity promotion policy





**ACSM Annual Meeting**  
Baltimore, Maryland  
USA

**World Congress on Exercise is Medicine**  
Baltimore, Maryland  
USA

*"Calling on physicians to assess and review every patient's physical activity program at every visit"*

**ACSM'S 57TH ANNUAL MEETING AND  
WORLD CONGRESS ON EXERCISE IS MEDICINE™**  
JUNE 1-5, 2010 • BALTIMORE, MARYLAND

## HEPA Europe recommendations

for the use of questionnaires and objective measurement tools in monitoring and surveillance of PA in the adult population

- Local and national use ← standardised questionnaire instruments with demonstrated reliability and validity  
Specific purpose of the survey ← QAPAQ checklist.
- International comparison and integration ← internationally standardised questionnaire instruments with demonstrated reliability and validity (currently IPAQ short, GPAQ, and IPAQ long)
- Improved intercultural and international comparison ← combination of questionnaires with objective measurements (examples Surveys ABC in Sweden and NHANES in US)

## HEPA Europe Work Programme 2009/2010 3/3

### Teaching and education

#### Title and aim of the activity

Development of a summer school/teaching course on physical activity and public health

### Activities to optimize the Network

#### Title and aim of the activity

Implement partner management strategy and finalize member management strategy including a member survey, and develop communication concept



**ANNUAL CONFERENCE & MEETING OF HEPA EUROPE**  
Health-enhancing physical activity in the 21st century:  
Environmental and social influences and approaches

**DATE OF CONFERENCE:** November 24-26, 2010  
**CONFERENCE VENUE:** Palacky University Olomouc, Czech Republic

**TOPICS:** 1. Health promotion and physical activity in the 21st century: Environmental and social influences and approaches. 2. Physical activity promotion and health-enhancing physical activity. 3. Physical activity and health: The role of physical activity in the prevention and treatment of chronic diseases. 4. Physical activity and health: The role of physical activity in the prevention and treatment of chronic diseases. 5. Physical activity and health: The role of physical activity in the prevention and treatment of chronic diseases.

**IMPORTANT DATES:** Abstract submission: 15.09.2010, Registration: 20.10.2010, Conference: 24-26.11.2010

**CONFERENCE FEE:** 1000,- CZK (approx. 40,- EUR)

**MORE INFORMATION:** [www.euro.who.int/hepa](http://www.euro.who.int/hepa)

**Annual Conference &  
Meeting of HEPA Europe**  
Palacky University  
Olomouc  
Czech Republic  
24.-26.11.10

Co-sponsored by



[www.euro.who.int/hepa](http://www.euro.who.int/hepa)

**Annual Conference &  
Meeting of HEPA Europe**  
Palacky University  
Olomouc  
Czech Republic  
24.-26.11.10

Suggested change in  
Terms of Reference HEPA Europe:

- Possibility of observer status for members of other Physical Activity Promotion Networks

Co-sponsored by



[www.euro.who.int/hepa](http://www.euro.who.int/hepa)



**Annual Conference &  
Meeting of HEPA Europe**  
National Institute for Sport  
and Physical Activity NISB  
Ede, the Netherlands  
11.-13.10.11




Suggested to be held jointly with



[www.euro.who.int/hepa](http://www.euro.who.int/hepa)

Co-sponsored by







## Africa Physical Activity Network

Catherine Draper, Tracy Kolbe-Alexander,  
Matthew April, Vicki Lambert

UCT/MRC Research Unit for Exercise Science  
and Sports Medicine





### The need for a physical activity network in Africa


- Levels of inactivity are similar to the rest of the world
- Growing burden of non-communicable diseases and obesity
- Have to consider burden of communicable diseases



### History of AFPAN



- Youth Fitness and Wellness Charter
  - Released 2006
- Vuka South Africa – Move for your health
  - Initiated by non-government organisations / institutions; public / private partnership
  - Part of global WHO campaign
  - Launched in 2006
  - Dr. Victor Matsudo's role
- CDC/IUHPE International Course on Public Health and Physical Activity 2007
  - Secretariat mandated to take up AFPAN
- Appointment of Matthew April in 2010 to grow, and then consolidate the network, members, activities, advocacy, evidence etc.




### AFPAN members

- Different model of physical activity in Africa, means a wider range of individuals and groups are involved
- Physical activity partners for health –
  - Physical educators / sports coaches
  - Sport for social development programs
  - Religious, cultural and youth organizations
  - Community health workers
- Links to the CDIA and CNCD Prevention and Control in Africa (IUHPE)



### Current AFPAN reach into Africa



■ Direct contact made, intent or activities underway

© 1800-Countries.com

### Current activities

- Newsletter (aiming to release quarterly)
- Policy and programme audit
- Website
- 2010 East Africa University Pre-Games Symposium, Nairobi, Kenya







## Policy and programme audit

- Initiated in conjunction with Sonja Kahlmeier (HEPA) and Fiona Bull (GAPA), with adapted instrument
- Key informants from –
  - WHO in-country offices-AFRO
  - Ministries of health, sport, education and transport
  - Non-governmental organizations: NCDs, sport for development, social welfare and community interventions
  - Other: academic institutions, practitioners and programme leaders
- Policy scan template –
  - Policy documents
  - Campaigns / initiatives
  - Action plan / implementation strategy
  - Evaluation
  - Political commitment
  - Lead organizations
  - Country / regional networks

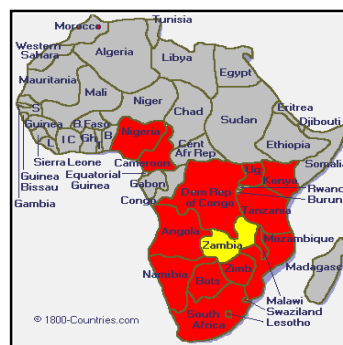


## Regional evidence for physical activity plans, policies or programmes (Gov & NGO)



- Countries where there are known physical activity policies/programmes
- No known policies / more information required

## Countries in which there are non-communicable disease policies



- Countries where there have been known NCD policies
- Strengthening capacity to monitor NCD's

## 2010 East Africa University Pre-Games Symposium

Theme: Promoting Regional Integration and Development through Sports

Date: 16th - 18th November, 2010

Venue: Kenyatta University, Nairobi, KENYA



- Dr. Vincent Onyera from Kenyatta University will be presenting on behalf of AFPAN
- Opportunity to showcase what we know about physical activity and health in the African region
- Introduce the network to 100+ practitioners, researchers, physical educators, coaches etc from 8 African countries
- Social function to present AFPAN, allow delegates to register and join mailing list



## Looking ahead

- Currently more of an informal advocacy group – need to mature into a more formal group
- Membership needs to represent more than SA – need to increase representation across Africa; event in Kenya will help to attract some key regional players
- Establish an Intermediate Steering Group and chair (rotating) – will be asking members to nominate (or self-nominate) members for the ISG
- Prepare Terms of Reference
- Application procedure for members – formalise current 'members' by getting them to confirm their membership
- Set out a programme of work – partly underway with the newsletter and audit

### Future activities

- Surveillance
- Documentation of activities
- Book on best practices in physical activity in Africa
- Increase research capacity and evaluation of interventions



Thank  
you



[www.essm.uct.ac.za/afpan/index.htm](http://www.essm.uct.ac.za/afpan/index.htm)



## Lessons Learned From Around The World: The Global Promotion Of Innovation In Physical Activity And Health

Thomas M. Best, M.D., Ph.D., FACSM



## American College of Sports Medicine – A Global Organization

One of the largest sports medicine and exercise science organization in the world

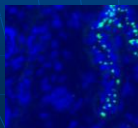
More than 35,000 members and certified professionals worldwide

Advancing and integrating scientific research to provide educational and practical applications of physical activity, exercise science and sports medicine.



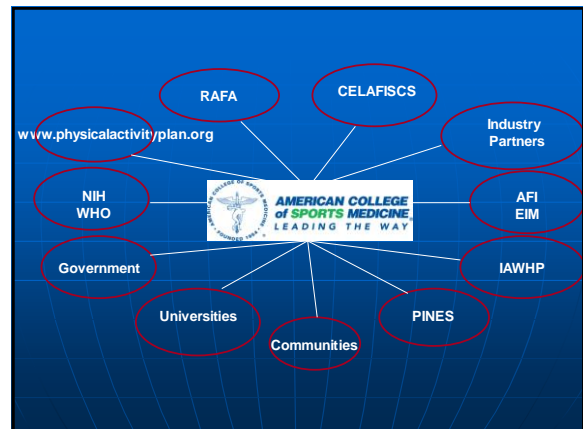
### Unique Scientific Opportunity

Research taken  
from the  
Laboratory Bench  
to the  
Park Bench  
to improve  
human health



Society

Cell



## What We Know

**Physical inactivity and low fitness are highly prevalent in modern societies**

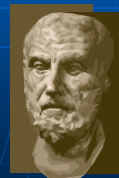


**Inactivity and low fitness are strong determinants of mortality and morbidity due to chronic disease**

## Hippocrates

"Eating alone will not keep a man well; he must also take exercise. For food and exercise, while possessing opposite qualities, work together to produce health."

Hippocrates, *Regimen*,  
5<sup>th</sup> Century B.C.



## PROBLEM

How can we translate the overwhelming scientific evidence on the problems associated with physical inactivity into an effective public health strategy and initiative?

## SOLUTION: Exercise is Medicine™

- Exercise is integral to the prevention and treatment of diseases and should be integrated into mainstream medical care as part of every HCP office visit.
- Calls on HCPs to prescribe exercise to patients/clients or refer patients/clients to a qualified fitness or allied health professional for further counseling.

Multi-organizational, multi-national initiative launched by the American College of Sports Medicine (ACSM) and the American Medical Association (AMA) in November 2007.

## END GOAL

No patient/client should leave an HCP's office without:

An assessment of his/her physical activity and

An exercise prescription or a referral to a qualified fitness or allied health professional for further counseling.



Support for the Exercise is Medicine™ Global Initiative is Provided By:



## Exercise is Medicine

Co founders: ACSM & AMA

International

### EIM Regional Centers:

Latin America, Europe, Africa, Asia, Australia

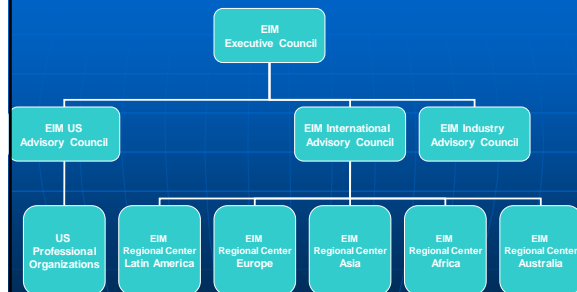
\* established \* in process

### EIM National Task Forces:

Mexico, Costa Rica, Colombia, Chile, Brazil, Australia, UK, Portugal, Italy, France, S. Africa, China, India, Thailand

\* established \* in process

## EIM Global Governance



# Origado!!



ACSM  
International  
Awards

## American College of Sports Medicine 2011 International Awards

Providing funding for professionals & students to:

- attend the 2011 ACSM Annual Meeting
- participate in clinical, research and public health exchange opportunities

### Awards available include:

- International Student Award
- Oded Bar-Or International Scholar Award
- International Clinical Scholar Award
- RAFA/PANA – CDC – ACSM Scholarship

Application deadline is February 1, 2011. Applications & guidelines may be accessed at [www.acsm.org/international](http://www.acsm.org/international).

IT'S A WHOLE  
NEW PRESCRIPTION  
FOR YOUR RESEARCH.

GET INVOLVED

2011

The national initiative launched by the American College of Sports Medicine and the American Medical Association and supported by the following U.S. Congress members. Find out more at [www.ExercisEisMedicine.org](http://www.ExercisEisMedicine.org) or contact us at [info@exercisEisMedicine.org](mailto:info@exercisEisMedicine.org)

**AMERICAN COLLEGE OF SPORTS MEDICINE**  
1201 Avenue of the Americas  
New York, NY 10020-6918  
USA • 212.636.7272  
www.acsm.org

Rear Admiral Steven K. Salton, M.D., M.P.H.  
Acting Surgeon General of the United States

00:12 BLP-TV



**ACSM... Your connection to  
advance science and improve  
health across the globe.**

Visit [www.acsm.org/join](http://www.acsm.org/join) to learn how ACSM membership and meetings can help you enhance your career and community.

**Free ACSM memberships in qualifying countries!**  
Visit [www.acsm.org/internationalmembership](http://www.acsm.org/internationalmembership) for a list of qualifying countries.

## U.S. Physical Activity Plan

**33<sup>RD</sup> International Symposium on Sports  
Sciences  
São Paulo, BRAZIL  
October 8, 2010**

**Steven N. Blair**  
Departments of Exercise Science &  
Epidemiology/Biostatistics  
University of South Carolina

## 2008 Physical Activity Guidelines for Americans

*At-A-Glance*

[www.health.gov/PAGuidelines/](http://www.health.gov/PAGuidelines/)

**U.S. Department of Health and  
Human Services**

## Physical Activity Guidelines

- For all individuals, some activity is better than none. More is better.
- For fitness benefits, aerobic activity should be episodes of at least 10 minutes.
- Physical activity is safe for almost everyone. The health benefits of physical activity far outweigh the risks.



3

## Key Guidelines – Adults (ages 18–64)

- Minimum levels a week
  - 2 hours and 30 minutes (150 minutes) moderate-intensity aerobic activity; or
  - 1 hour and 15 minutes (75 minutes) vigorous-intensity aerobic activity; or
  - An equal combination
- Muscle-strengthening activities that involve all major muscle groups should be performed on 2 or more days of the week.



4

## Key Guidelines – Adults (ages 18–64) (cont.)

- For additional health benefits
  - 5 hours (300 minutes) moderate-intensity aerobic activity a week; or
  - 2 hours and 30 minutes (150 minutes) vigorous-intensity aerobic activity a week; or
  - An equivalent combination



5

## Improving Physical Activity for All Americans

**The US National Physical  
Activity Plan  
A Call to Action  
Released May 3, 2010**

[www.physicalactivityplan.org](http://www.physicalactivityplan.org)



e-mail:  
[info@physicalactivityplan.org](mailto:info@physicalactivityplan.org)

## Sectors of Influence within the Plan

- Public Health
- Education
- Transportation & Community Planning
- Health Care
- Mass Media
- Parks, Recreation & Fitness
- Business & Industry
- Non-profit & Volunteer Organizations

## Strategies

- Each sector sets forth changes in policies and practices that will influence physical activity behaviors
- Strategies are to be written to be achieved within 5 years

## Sample Strategies

- Education: Develop and implement policies requiring school accountability for quality and quantity of physical education and physical activity
- Health Care: Make physical activity a patient “vital sign” that all health care providers assess and discuss with patients
- Transportation/Planning: Local, state, and federal agencies will use routine performance measures and set benchmarks for active travel (walking, biking, public transit)
- Recreation: Enhance the existing parks and recreation infrastructure with effective policy and environmental changes to promote physical activity.
- Business/Industry: Identify and disseminate best practice models for physical activity in the work place

## Final Message

- Focus on
  - Healthful eating habits
    - Fruits and vegetables
    - Whole grain
  - Regular physical activity
    - Three 10 minute walks/day



Vision

A Canadian society where people are the most physically active on earth.

2



Strategic Goals

1. To have ParticipACTION embraced as synonymous with physical activity
2. To inspire Canadians to move more and inspire society to make it easier to do so
3. To develop a legacy of collaboration and partnerships in the sector
4. To be accessed as a central source/hub of physical activity and sport participation knowledge
5. To attract significant investment to the sector
6. To be effectively managed and operate with the highest standards of good governance

3



The Importance of Partnerships to Achieve Results




4



[www.participACTION.com](http://www.participACTION.com)






**GAPA**  
GLOBAL ADVOCACY  
FOR PHYSICAL ACTIVITY  
Advocacy Council of ISPAH

**Professor Fiona Bull**  
Chair, GAPA Council


THE UNIVERSITY OF  
WESTERN AUSTRALIA

Loughborough  
University



## Brief History

- Established 2006 as the Global *Alliance* for Physical Activity
- In 2008, the International Society for Physical Activity and Health (ISPAH) was established.
- GAPA incorporated as the Advocacy Council of ISPAH - individual members and institutional representation
- Consolidated its major focus on Global Advocacy for Physical Activity.




## Who is GAPA?

Members of ISPAH can elect to join the GAPA Council  
In 2009, an initial Executive was established.

**The Executive:**

- Fiona Bull, (chair)** Australia/(UK)
- Trevor Shilton, (vice-chair)** (Australia)
- Claire Blanchard, (secretary)** – (IUHPE), (Paris)
- Beatriz Champaign,** Inter-American Heart Foundation
- Olga L. Sarmiento,** Colombia


2010 – Further expansion for more Global representation




## AIMS

**Our core purpose is to undertake and mobilize global advocacy for physical activity.**


- To increase and support commitment in all regions to take action on physical activity
- To encourage governments and interested stakeholders to develop, disseminate and implement national policies, programmes and services, and to support environments that promote physical activity and health.
- To advocate for and provide communications between networks responding to the global physical activity and health agenda.

## 5 Areas of Work (Core functions)

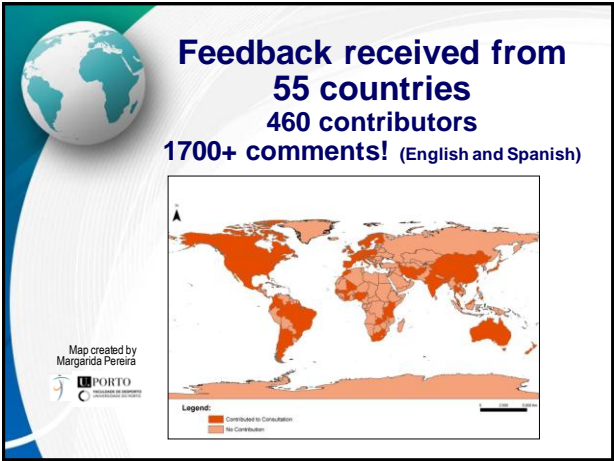
- Disseminate PA information and evidence,
- Advocate for the development, dissemination and implementation of national physical activity policy, action plans and guidelines,
- Develop an agreed Global Physical Activity Charter,
- Advocate for supporting the development of workforce, capacity and training (including advocacy training),
- Advocate for the establishment and strengthening of regional networks and global collaboration among the networks.

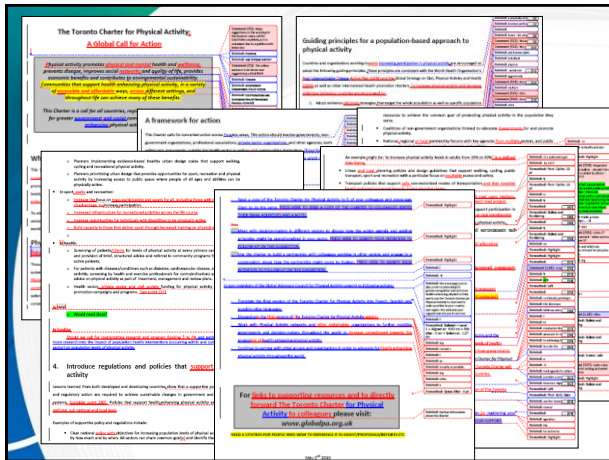
Agreed by the council April 2009




## Why advocacy for Physical Activity?







- Web based sign up of support underway
- Visit [www.globalpa.org.uk](http://www.globalpa.org.uk)

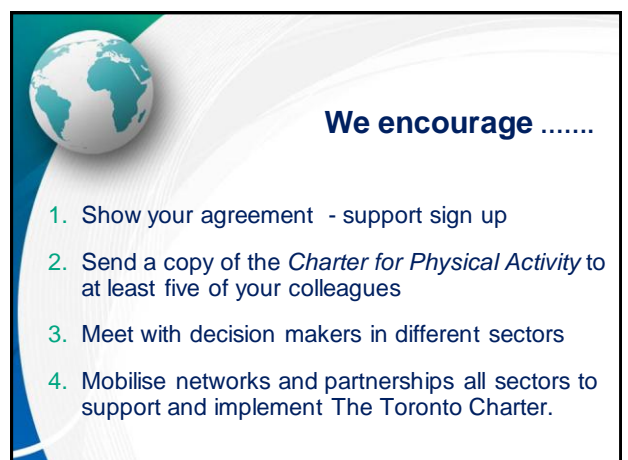
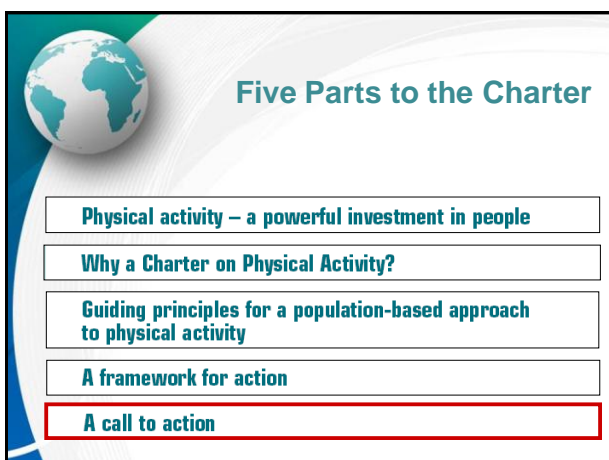


#### Translations

- Arabic
- Bengali
- Chinese (2)
- Croatian
- Czech
- Dutch
- French
- German
- Greek
- Hindi
- Italian
- Japanese
- Korean
- Norwegian
- Polish
- Portuguese
- Spanish
- Thai
- Turkish ....

Now available at [www.globalpa.org.uk](http://www.globalpa.org.uk)

...more to follow








## How you can use the Toronto Charter

**Use as an advocacy tool to ....**

- ...support your current work
- ...support your work with partners
- ...engage with **new** partners
- ...engage with policy and decision makers to gain increased government support
- ...to show the international support for more action on promotion of physical activity
- .....in your funding applications



## How you can use the Toronto Charter con't

- embed the Charter in your organisation mission statement
- ... use as a checklist of what your country/ region/ community is doing
- ....as a *foundation document for building an understanding of the promotion and importance of physical activity*



## Next Actions

1. Continue translation process
2. Disseminate the widely
3. Work with physical activity networks and other stakeholders to address supporting resources / tools
4. Partner with other groups and organisations to gain their support and endorsement and USE !! - e.g. ParticipACTION, Bogota, IUHPE, Institutes, PA taskforces, NGOs & Governments.....



## Website activity tracker (month May 14-June 14)

- 1,865 people visited the GAPA website a total of 2,336 times.
  - majority from USA, Canada, Australia and Europe
  - increase visitors from S. America over recent weeks
- Most come direct to the GAPA site (66%), 28% are referred from other sites, and 6% use search engines to find the site.
- The Charter has been downloaded 997 times by 935 people
- 455+ individuals and 57 organisations have registered support for the Charter, 43 countries represented in total.



## What next?

### Dissemination and Implementation Activities



## Charter Endorsement- examples

### International and National NGO's

- **Australian Heart Foundation** National PA Committee - endorsement given on 27.5.10
- **World Heart Federation** - endorsed Beijing (June 2010) & forwarded to Affiliated associations
- **IUHPE** - Draft resolution for the General Assembly 2010
- **ParticipACTION** - endorsement

### National / State / City Governments

- **Canada:** Discussion in Ontario Congress, Meeting with Canada's Chief Health Officer Butler-Jones
- **Columbia** – City of Bogota – Endorsement (May 2010)
- **Western Australia:** Cross Gov. Physical Activity Taskforce has commenced process for endorsement.



## Future actions

- Develop supporting materials to help use of the Charter
  - Powerpoint slide sets
  - Draft cover letters
  - Petitions
  - Media releases
- Keep a log of use of activities
- Share experiences and success stories
- Respond to other ideas and requests.....

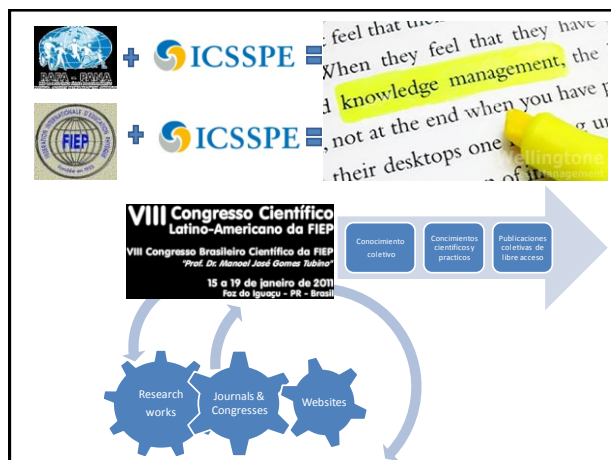
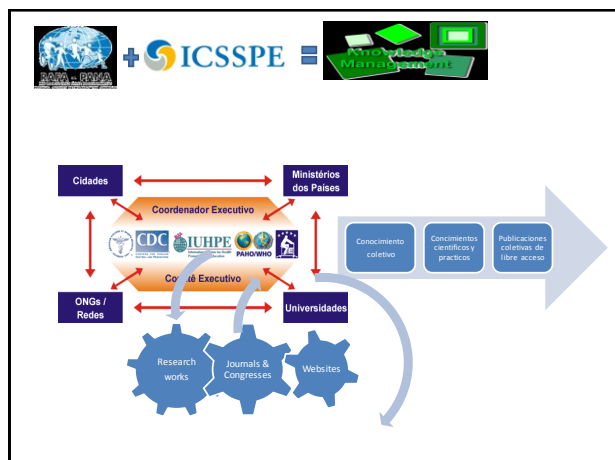
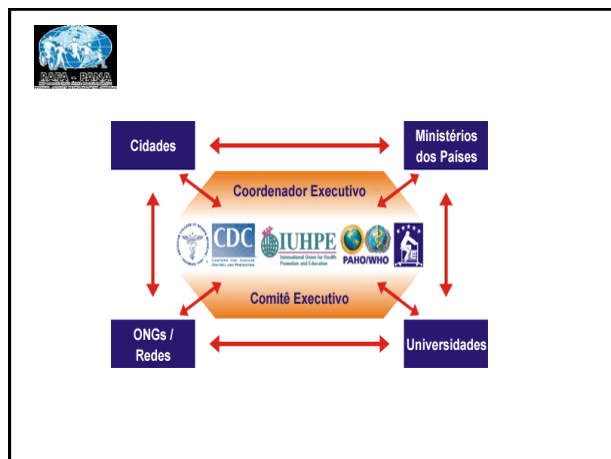
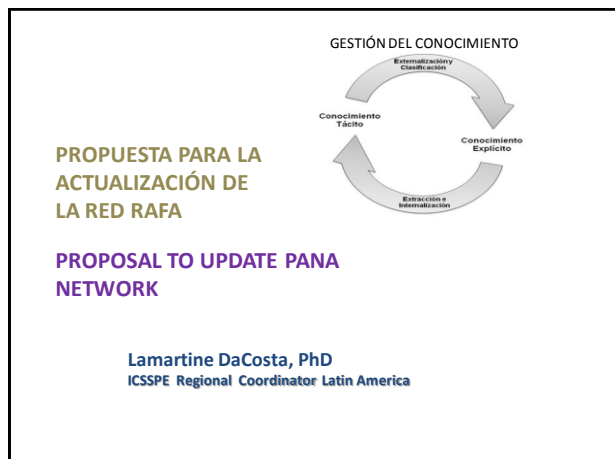


## GAPA welcomes you to join and looks forward to working with AGITA MUNDO

via membership subscription to ISPAH and nomination of GAPA council  
please visit – [www.globalpa.uk](http://www.globalpa.uk)

For more information:  
[fiona.bull@uwa.edu.au](mailto:fiona.bull@uwa.edu.au)





**Experiencias**  
**Experiences** 1999 - 2010

Publicaciones colectivas de libre acceso

Worldwide Trends of Sport for All (DaCosta & Miragaya - Eds)

- Commercial book including 36 countries (five continents) and 87 authors who followed a standard model of survey in order to construct each chapter (one country = one chapter)
- A comparative method was used to extract from standard collection of information, common similar occurrences among countries.
- Final meta-analyses were made in order to identify major trends of the area under investigation, reviewing frequency of similar occurrences by continent from a timeline perspective (see next slide)
- Authors' profile: 52.8% PhD; 18.3% MSc; 28.7% leaders and managers
- Texts in English; 792 pages; support from IOC, UNESCO and TAFISA

**Experiencias**  
**Experiences** 1999 - 2010

Publicaciones colectivas de libre acceso

**Olympic Studies Reader (2008 - 2010) - Chinese Editors: Hai Ren & Niu Jing; Brazilian Editors: DaCosta, L. & Miragaya, A.**


- Project of Sport University of Beijing and Universidade Gama Filho - Rio de Janeiro (non commercial) with support of IOC, with 86 authors from five continents in three volumes dated 2008, 2009 and 2010.
- Olympic values-led texts selected or recommended to candidates to join the project have been focusing either on multiculturalism or multidisciplinary approaches, respectively to innovative trends or to traditions for Olympic Studies concerns.
- Each volume - two separate sessions: multiculturalism and multidisciplinary (Textes in English - Chinese)



**Experiencias**  
**Experiences** 1999 - 2010

Publicaciones  
colectivas  
de libre acceso

**Legacies of Sports Mega-events (DaCosta *et al.* – Eds, 2009)**




- Non commercial book issued by Ministry of Sport in Brazil – 75 authors (6 from UK, Germany and Spain) from 35 universities organized as an epistemic community, that is groups of authors with previous chosen topics related to the central theme of the book, supervised by editors and referred in some subjects to selected international specialists ('anchors').
- A seminar joining authors was organized aiming to discuss convergences of the knowledge.
- The paper version of the book is published in Portuguese with English summaries.

**Experiencias**  
**Experiences** 1999 - 2010

Publicaciones  
colectivas  
de libre acceso

**Spain and Brazil Olympic Seminars (Moragas & DaCosta-Orgs, 2007)**



Collective book on Olympic Studies joining 103 Brazilian and Spanish authors from 18 universities coordinated by Universidad Autónoma de Barcelona and Universidade Gama Filho -Rio de Janeiro. Texts in Spanish and Portuguese with English abstracts. The project aimed to find common points of collaboration among researchers and students from both countries for future initiatives (Internationalism). This e-book is non-commercial and has free access at:


[http://olympicstudies.uab.es/eng/brasil.asp?id\\_especial\\_content=9](http://olympicstudies.uab.es/eng/brasil.asp?id_especial_content=9)

**Experiencias**  
**Experiences** 1999 - 2010

Publicaciones  
colectivas  
de libre acceso

**Atlas of Sport in Brazil (DaCosta *et al.*, 2005)**

Mapping of sports practice and knowledge production in Brazil in terms of geographic and cultural approaches with 300 chapters; 410 authors from different professional and educational backgrounds participated as volunteers; 17 editors supervised the elaboration of texts; non-academic authors were mostly sport local leaders or clubs and federations' managers; P.E. undergraduate students worked in field surveys.



Non-profit project supported by Federal Council of Physical Education-Brazil. From 2007 to date, the continuation of Atlas constructions can be followed up on the website [www.atlasesportebrasil.org](http://www.atlasesportebrasil.org) (Portuguese texts and English summaries)



[lamartine@terra.com.br](mailto:lamartine@terra.com.br)

[www.atlasesportebrasil.org.br](http://www.atlasesportebrasil.org.br)

[WWW.PLATAFORMAOLIMPICA.....](http://WWW.PLATAFORMAOLIMPICA.....) [em construção]



نبض دبي  
Dubai Pulse



مجلس دبي الرياضي  
DUBAI SPORTS COUNCIL

Dubai Pulse



نبض دبي  
Dubai Pulse



مجلس دبي الرياضي  
DUBAI SPORTS COUNCIL

What is Dubai Pulse?

- Dubai Sports Council conducted site studies and surveys in 2009, and found that 34.6% of Dubai's locals & residents practice physical activity.
- As a result, the council decided to launch a program for physical activity called "Dubai Pulse" in October 2009.



نبض دبي  
Dubai Pulse



مجلس دبي الرياضي  
DUBAI SPORTS COUNCIL

Program's Main Objectives

- Raising the social awareness with the importance of practicing physical activity aiming to create a distinctive sports community.
- Inspired and active population
- Increasing the number of those who practice physical activity among all society members in the Emirate of Dubai.



نبض دبي  
Dubai Pulse



مجلس دبي الرياضي  
DUBAI SPORTS COUNCIL

Dubai Pulse Activities

- Dubai Swims.
- Dubai Cycles.
- Dubai Walks.
- Dubai Runs.
- Dubai Pulse in Hatta.



نبض دبي  
Dubai Pulse



مجلس دبي الرياضي  
DUBAI SPORTS COUNCIL





نبض دبي  
Dubai Pulse



مجلس دبي الرياضي  
DUBAI SPORTS COUNCIL

Dubai Pulse Website

[www.dubaipulse.ae](http://www.dubaipulse.ae)





نبض دبي  
Dubai Pulse



مجلس دبي الرياضي  
DUBAI SPORTS COUNCIL

### Walking Clubs in some shopping malls of Dubai





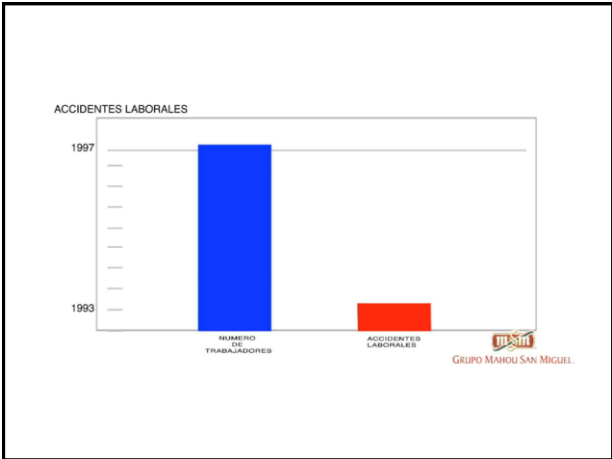
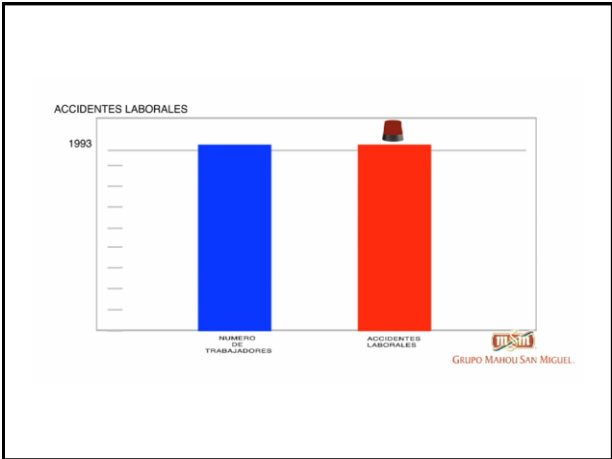
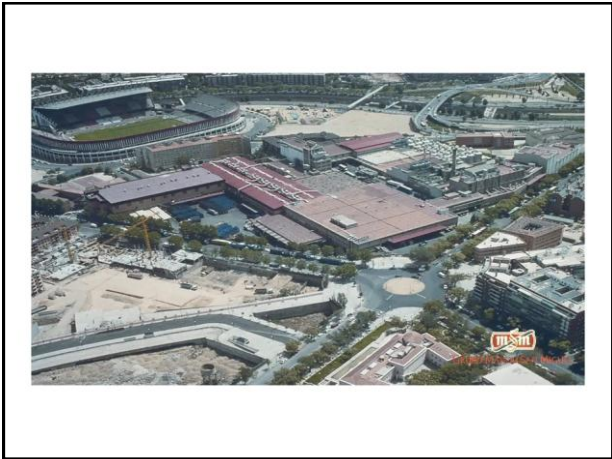
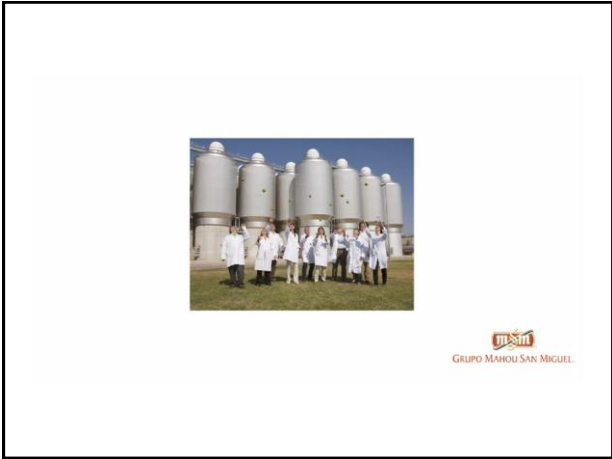
نبض دبي  
Dubai Pulse



مجلس دبي الرياضي  
DUBAI SPORTS COUNCIL

Obrigado!

[www.dubaipulse.ae](http://www.dubaipulse.ae)



Se siguen manteniendo las mismas lesiones del aparato locomotor



GRUPO MAHOU SAN MIGUEL

En consulta detectamos el aumento del síndrome metabólico.



GRUPO MAHOU SAN MIGUEL

Gran influencia del estilo de vida



GRUPO MAHOU SAN MIGUEL

PROGRAMA REHABILITACIÓN



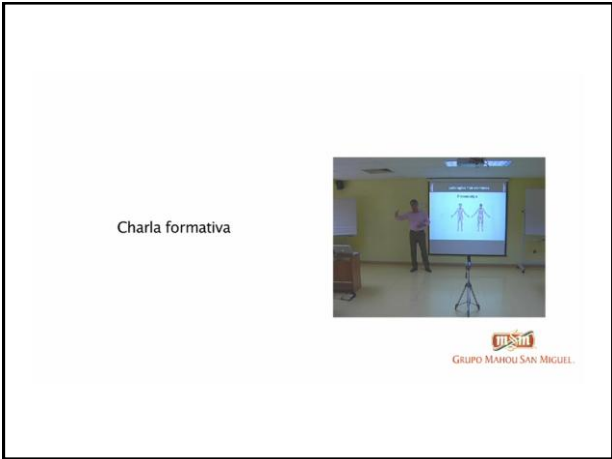
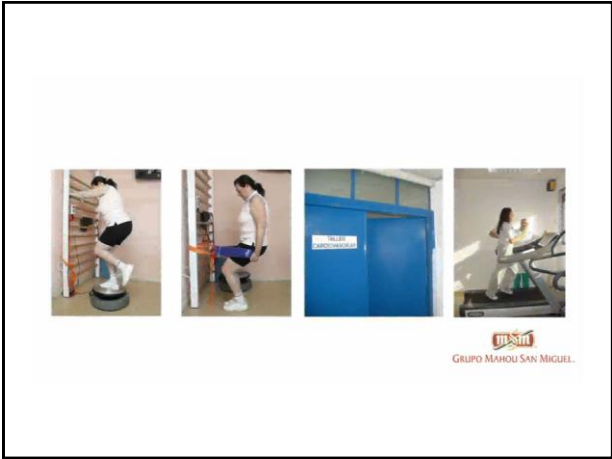
GRUPO MAHOU SAN MIGUEL



GRUPO MAHOU SAN MIGUEL



GRUPO MAHOU SAN MIGUEL





# Plan Global

Programa de Rehabilitación

Programas Preventivos



Hipertensión

Diabetes

Sedentarismo



Dislipemias

Glaucoma


Obesidad

## Vigilancia de la Salud

PROGRAMAS PREVENTIVOS




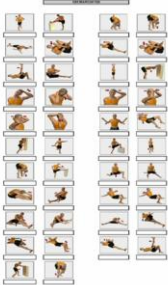
# Actividad Física, Nutrición y Salud





# Dossier Actividad Física





Talleres  
de  
Salud



Madrid



Alovera-Guadalajara

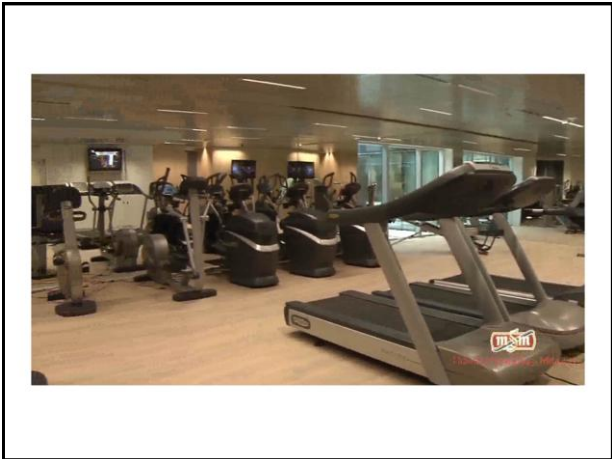
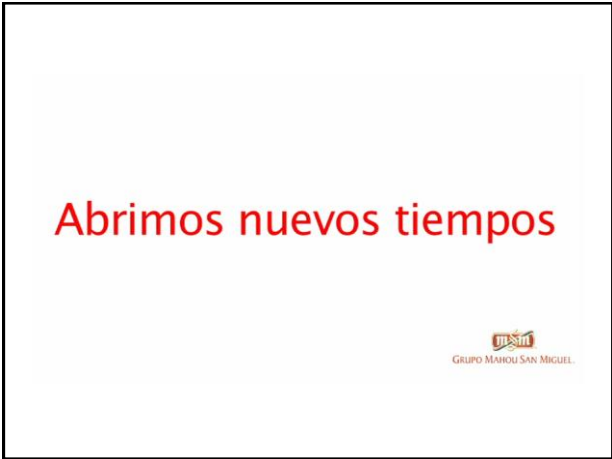
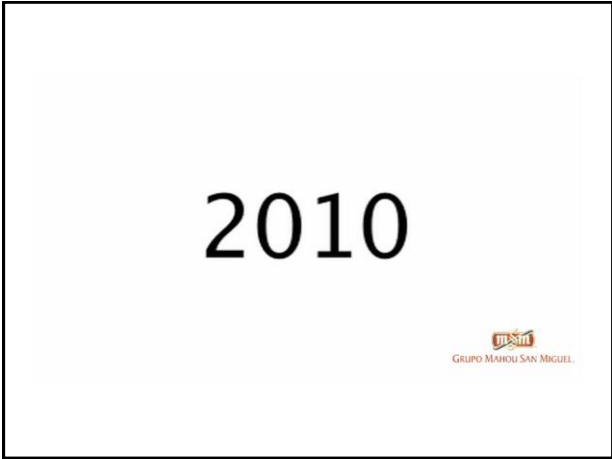


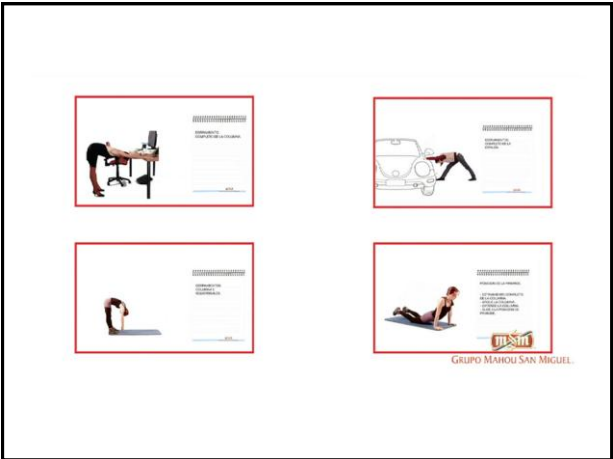
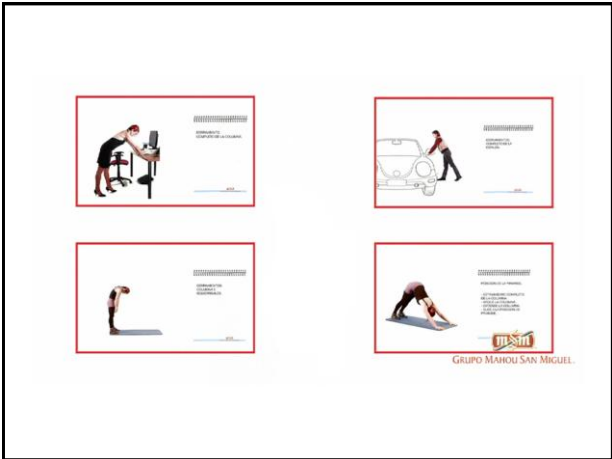
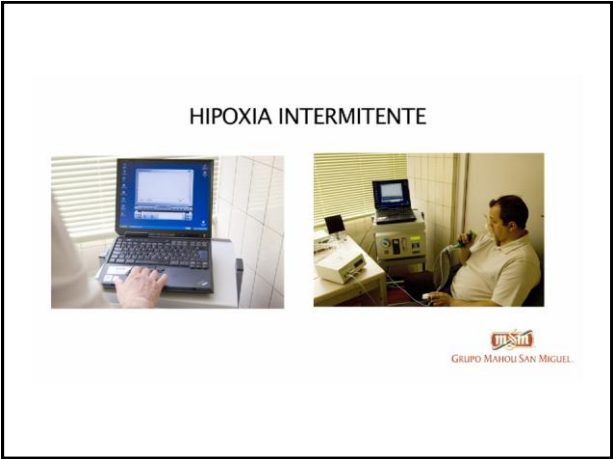
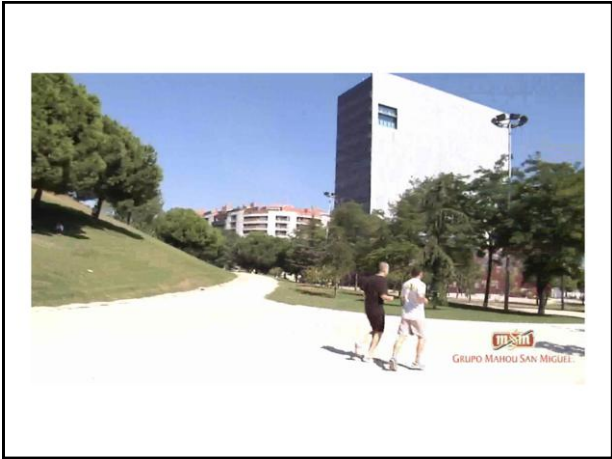
Alovera-Guadalajara



PROGRAMA ALIMENTACION SALUDABLE












**Good Practices in Promoting  
Physical Activity Around the World**

**CANADA**

**“It’s Time for Action”**

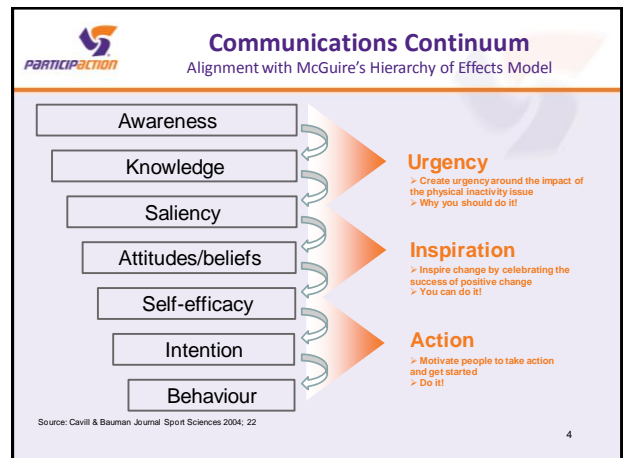
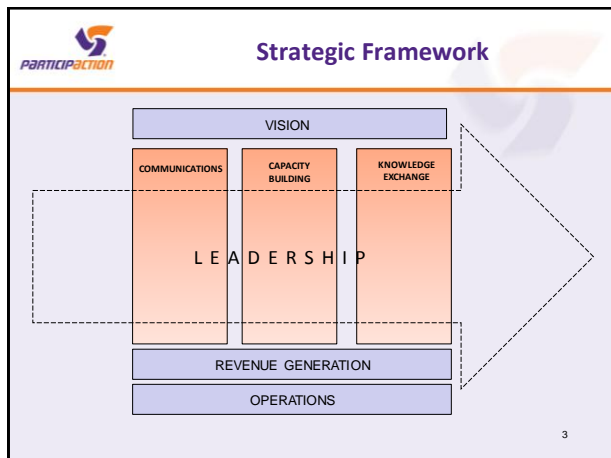


**Kelly Murumets, President & CEO**  
Friday, October 8, 2010

 **Vision**

A Canadian society where people are the  
most physically active on earth.

2



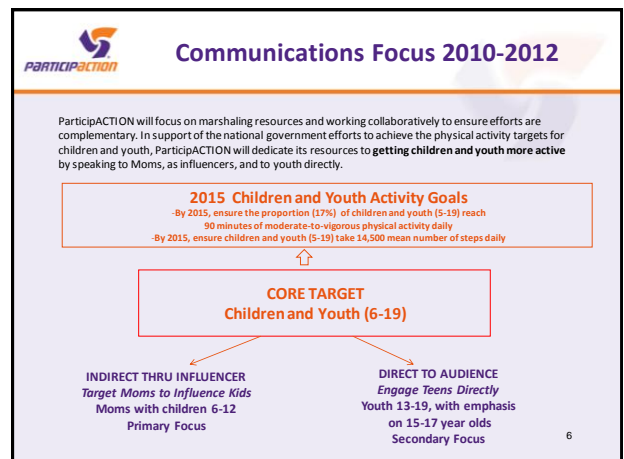
 **Marketing Communications Framework**

In the same way that a garden depends on various elements to reach full bloom, the physical activity sector must rely on all the players in order to realize full potential. The framework below describes how ParticipACTION would like to work with sector partners to facilitate alignment, collaboration and synergies.



4. **WATER THAT SUPPORTS SUSTAINABLE GROWTH:** In order to ensure growth, ensure resources/funding from government and private sector partners.
3. **STRONG PLANTS THAT BLOOM TO CREATE INTEREST, DIVERSITY AND ATTENTION:** Leverage network of professionals and community organizations to distribute messages and communications tools that can reach target audience in settings where they are engaged and most likely to respond. Leverage partnership opportunities to create compelling community events that inspire and support participation.
2. **SEEDS THAT CREATE LOCAL POTENTIAL:** In partnership with provinces/territories, supplement national campaign with regional media campaign in key markets to extend reach of messaging that educates, inspires and supports target audience(s) to become more active.
1. **FERTILE GROUND TO GROW:** Use ParticipACTION's national media campaign to create a foundational communications platform and raise awareness of the physical inactivity crisis among target audience(s).

5



**“Inactive Kids” Campaign**

**Importance of Partnerships**

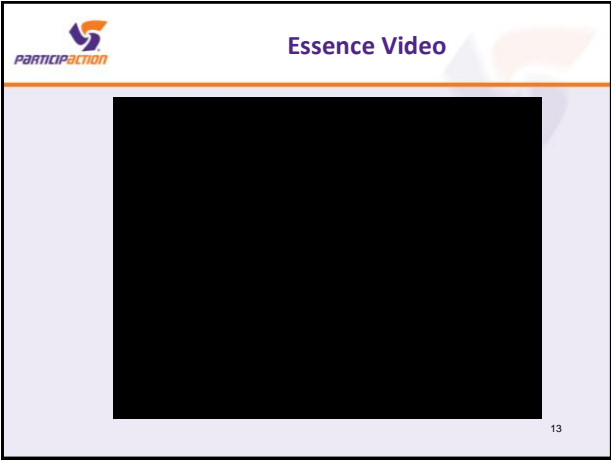
**ParticipACTION Partner Network (PPN)**


To unite, build and nurture a robust network of organizations dedicated to physical activity and sport participation that is coordinated, connected, responsive, effective, and sustainable.

**Not-for-Profit/Private/Public Sector Partnerships**

**Evaluation: Alignment of Objectives**



**Strategic Framework**






## National Workplace Project: Evaluation

Professor Fiona Bull  
Emma Adams – Project coordinator  
Paula Hooper – MSc student





### Overview


- **Background to project**
- **Evaluation framework**
- **Results**
  - Process evaluation
  - Employee questionnaire
  - Workplace assessment



### Well@Work


- 2 year workplace health promotion project
- 9 regional projects across England
- Physical activity and other lifestyle behaviours
- £1.6 million project (20% on evaluation)
- Funded by:



### Well@Work project goals

- To assess the effectiveness of health promoting interventions in the workplace relating to physical activity and other lifestyle behaviours
- To develop and disseminate an evidence base on what works in health promotion in the workplace in England




### More specific project objectives

- **To increase healthy behaviours**  
*e.g. physical activity, nutrition and diet, smoking and mental health and well-being*
- **To improve business related outcomes**  
*e.g. absenteeism, productivity, staff retention*
- To assess what it takes to deliver effective workplace health promotion programmes



### Regional projects

		<i>n</i>
▪ East	– 9 small-medium sized businesses	894
▪ East Midlands	– 14 voluntary organisations	773
▪ London	– General Hospital	2165
▪ North East	– Construction/service industry	187
	– Private Care Home	256
▪ North West	– Food manufacturer	1400
	– Prison	720
▪ South East	– Food manufacturer	1575
▪ South West	– City Council	843
▪ West Midlands	– Primary Care Trust	1000
▪ Yorkshire	– Insurance company	465
<b>9 regions</b>		
<b>32 organisations</b>		
<b>10,278 employees</b>		

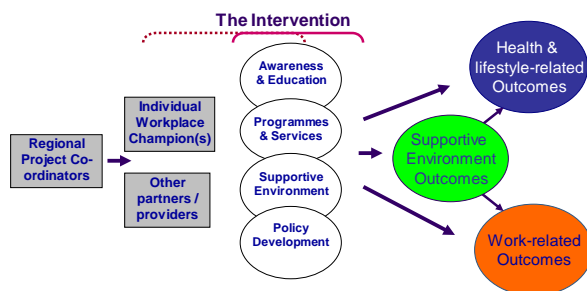


### Well@Work Interventions

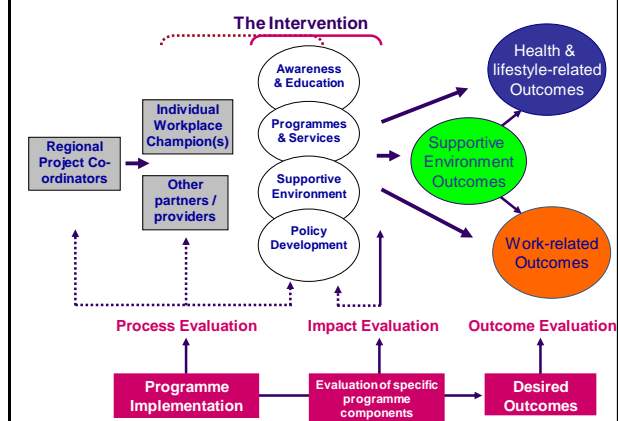
- Multiple interventions across different lifestyle behaviours
- Based on needs and interests of the participating organisations and employees
- Delivered by a full-time or part-time regional project co-ordinator



### Evaluation Framework: Well @ Work



### Evaluation Framework: Well @ Work

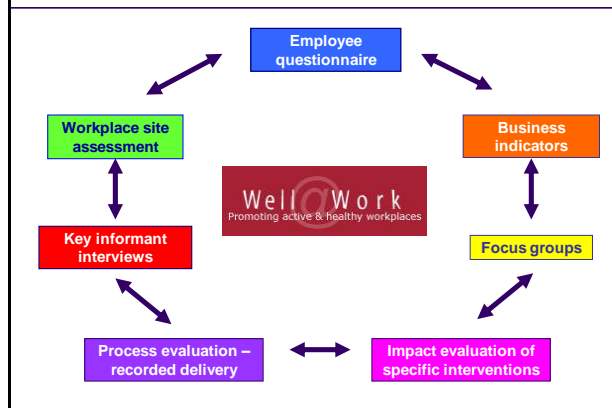


### The key results are across

- |  |   |
|--|---|
| <b>Desired Outcomes</b>                            | <ul style="list-style-type: none"> <li>▪ <b>Change in outcomes</b> <ul style="list-style-type: none"> <li>• behaviours</li> <li>• physical and policy environment at work</li> <li>• business-related indicators</li> </ul> </li> </ul>   |
| <b>Programme Implementation</b>                    | <ul style="list-style-type: none"> <li>▪ <b>Process</b> <ul style="list-style-type: none"> <li>• Assessing what was done and how (resources, methods)</li> </ul> </li> </ul>  |
| <b>Evaluation of specific programme components</b> | <ul style="list-style-type: none"> <li>▪ <b>Impact</b> <ul style="list-style-type: none"> <li>• Selected more detailed evaluation of specific interventions</li> </ul> </li> <li>▪ <b>Qualitative</b> <ul style="list-style-type: none"> <li>• Views, opinions, insights from employer, employee and project delivery team</li> </ul> </li> </ul> |



### Multiple Data Sources / Multiple Perspectives

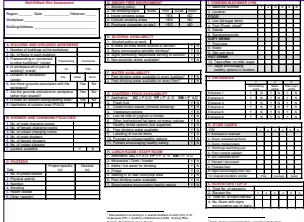


### LOTS OF DATA!!

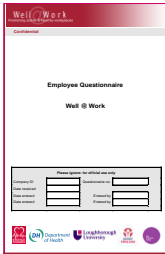




Workplace Assessment Tool



Health and lifestyle Employee Survey



Summary: Outcome Results

Health & lifestyle-related Outcomes


These can be changed !  
- +ve results PA, diet, social support

Supportive Environment Outcomes


This is more difficult to change !  
- some changes possible but takes longer

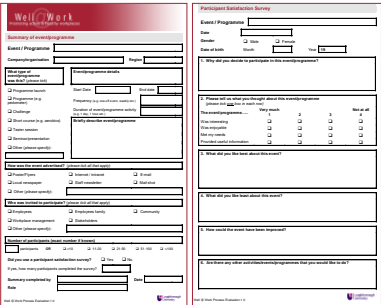
Work-related Outcomes

These are really *really* hard to quantify!  
- Perception of +ve changes




Process evaluation tools

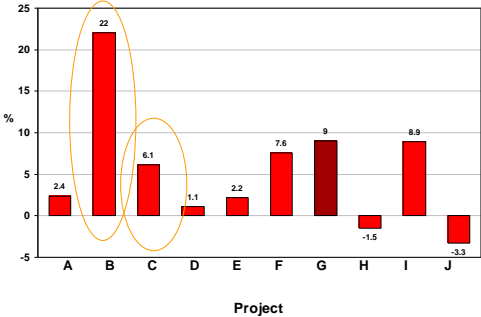





Paper and electronic versions



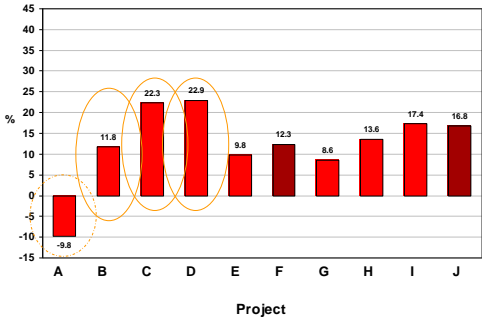
% change active travel to work




Project	% change
A	2.4
B	22
C	6.1
D	1.1
E	2.2
F	7.6
G	9
H	-1.5
I	8.9
J	-3.3



% change 3 days mod 30 min sport and rec



Project	% change
A	-9.8
B	11.8
C	22.3
D	22.3
E	9.8
F	12.3
G	8.6
H	13.6
I	17.4
J	16.8




Results: Nutrition


■ Proportion meeting 5-a-day F&V

- Significant increase in 5 projects

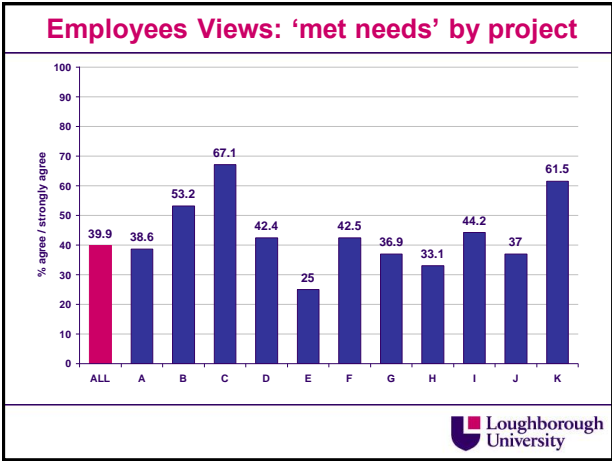
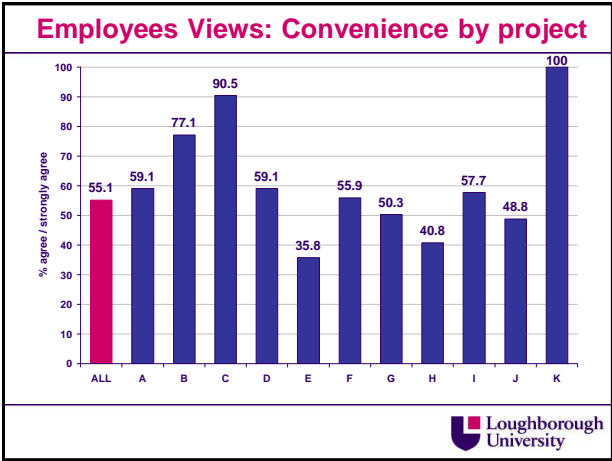
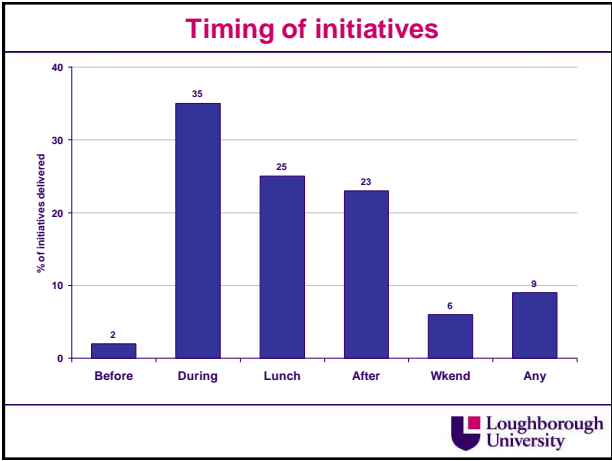
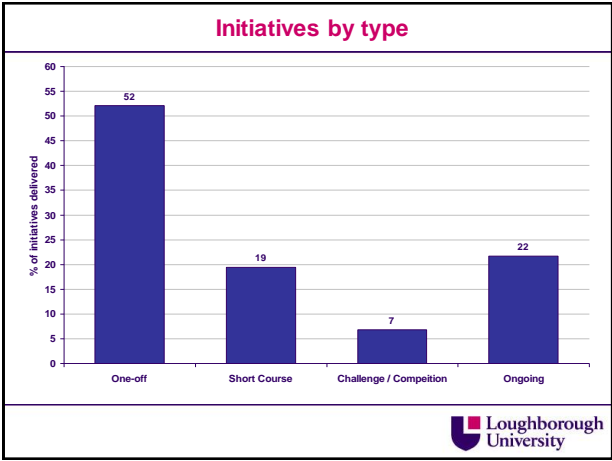
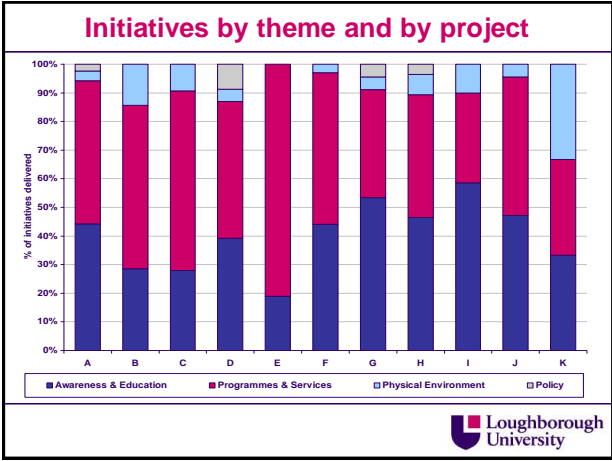
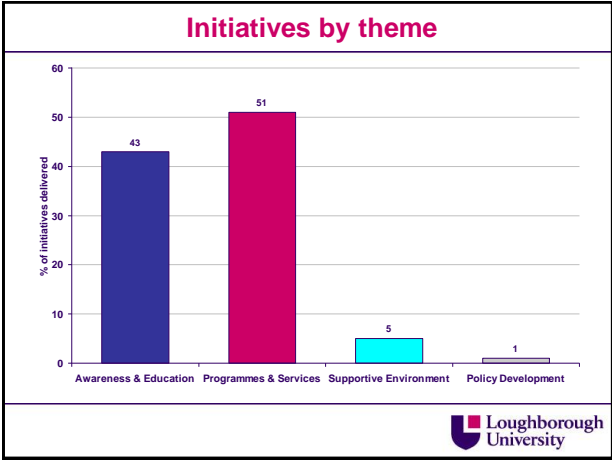
■ Healthy eating index score

- Significant increase in 3 projects









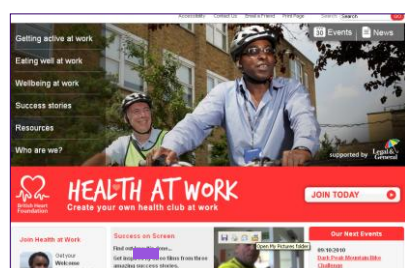
### So what did we learn .....

- 546 initiatives delivered over 2 years
- Focussed primarily on PA - Secondary focus on nutrition
- Other areas viewed as more difficult (& sensitive)
- Well@Work initiatives provided mostly:
  - Awareness & education
  - Programmes & services
- Much less on supportive environment and policy



### What did we learn?

- Evaluation of program implementation (process) is possible
  - Detailed data collected, regularly, over 2.5 years, across multiple project sites
  - New forms required – convenient
- Process data helped explain differential outcome results
- Provided basis for focus group and key informant interview planning
- Data triangulation provides very rich insights into complex programs delivery and evaluation



THANK YOU

<http://www.bhf.org.uk/publications>



### Physical Activity & Public Health in Africa: A review of the problem and strategies for primordial prevention of non communicable diseases

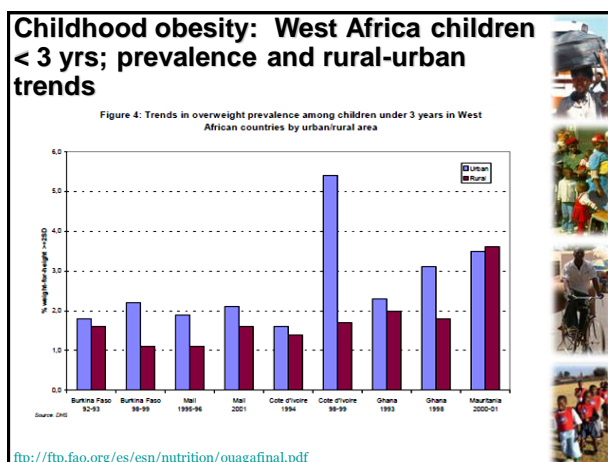
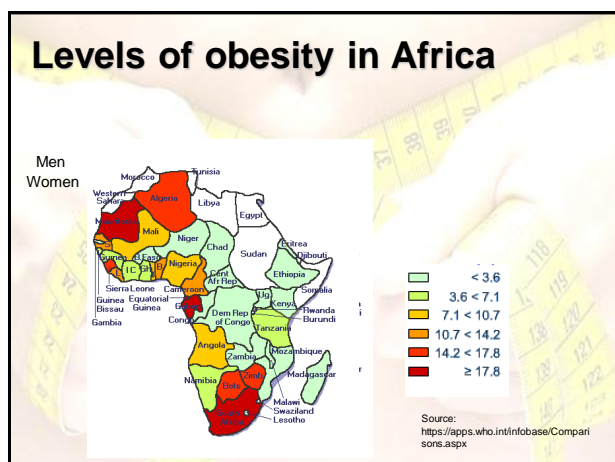
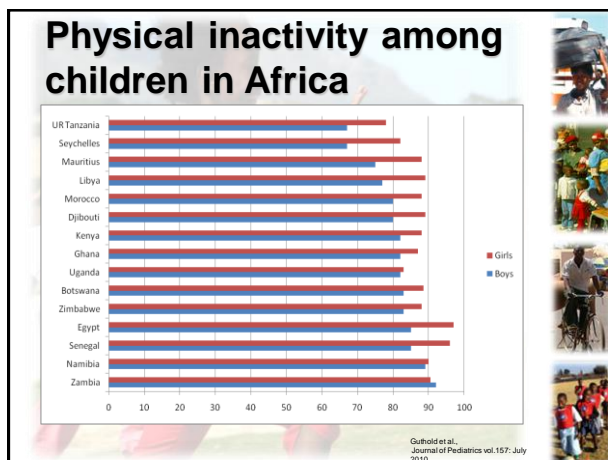
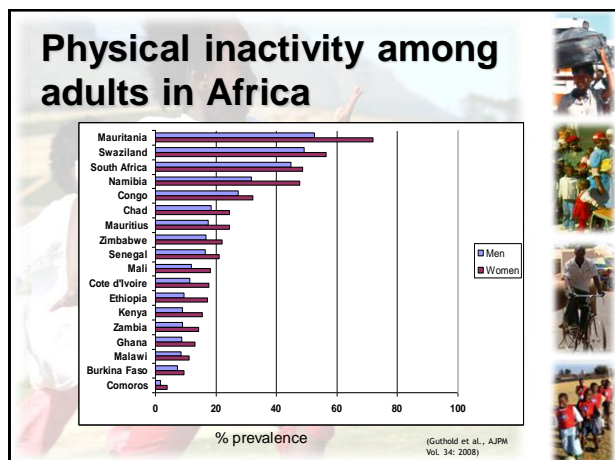
Matthew April, Tracy Kolbe-Alexander, Catherine Draper, Estelle V Lambert

UCT Research Unit for Exercise Science and Sports Medicine, Dept of Human Biology, Faculty of Health Sciences, University of Cape Town



### Scope of Presentation

- Is there a problem?
  - Inactivity
  - Obesity
  - Link between physical inactivity, obesity and disease
  - Competing agendas in Africa
- Determinants or barriers to physical activity
- Promising initiatives and strategies





## NCDs: Huge burden, largely preventable

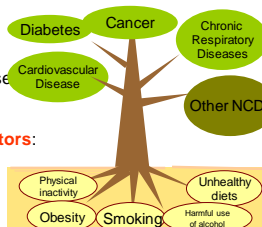
NCDs are responsible for up to 60% of all deaths, 80% in LIC/MIC  
>80% of CVD, strokes and DM and >40% of cancers are preventable

### Major NCDs:

- Cardiovascular disease
- Cancer
- Chronic respiratory disease
- Diabetes

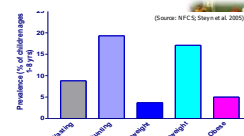
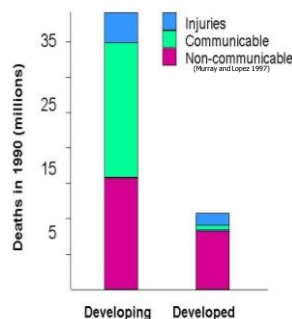
### Shared preventable risk factors:

- Tobacco use
- Unhealthy diet
- Physical inactivity
- Harmful use of alcohol



Bovet P., IUHPE/CDC Seminar Series: Building Capacity for CVD Health Promotion and Chronic Disease Prevention and Control in Africa, Entebbe, Uganda, July 2009

## Competing agendas in developing countries



## Impact of Chronic Diseases in LMIC's Over Next 10 Years



- Deaths from chronic diseases = 28 million
- Represents a 27% ↑
- Diabetes alone will increase by 42%.
- Corresponding ↑ in infectious diseases 6%

Source of data: [www.who.int/chp/chronic\\_disease\\_report/en](http://www.who.int/chp/chronic_disease_report/en)

## Determinants and barriers for physical activity in Africa

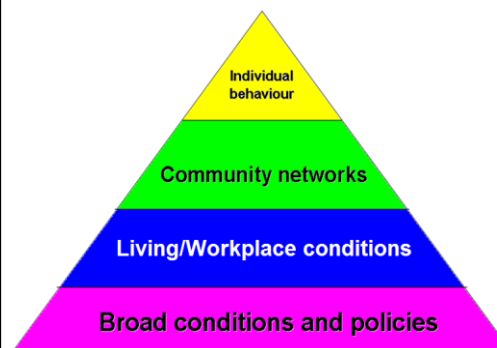


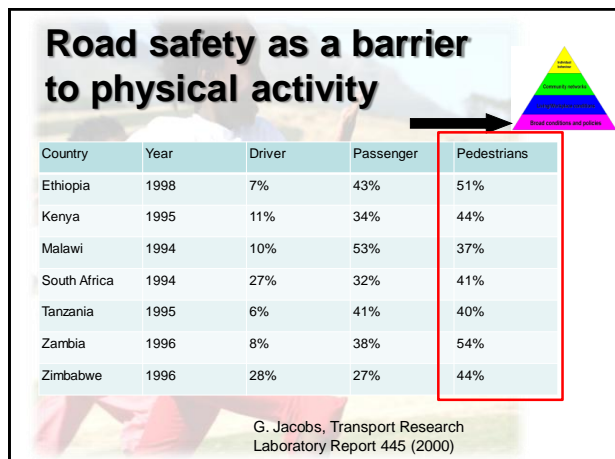
## Socio-ecological model for factors shaping health behaviour and health outcomes

- The socio ecological model illustrates the inter-relationship between the individual and their environment.
- Social environment includes community norms and values, regulations, policies, culture.
- Some of the determinants and barriers to healthy behaviours are shared by the community as a whole.
- Need to approach health promotion on all levels in order to increase effectiveness.


Jane Moore: [www.dhs.state.or.us/publichealth/hpcdp/about.cfm#wh](http://www.dhs.state.or.us/publichealth/hpcdp/about.cfm#wh)

## Socio-ecological model for factors shaping health behaviour and health outcomes






### Living/workplace barriers to physical activity



- Lack of physical education at schools
  - 34% of schools do not have P.E. (2008 youth risk behaviour survey)
  - Competing agendas as teachers aim to improve schooling performance at all costs
  - Lack of funds to employ Physical educators
- Lack of free time and facilities in the workplace to engage in physical activity

### Social barriers to physical activity



- Gender
  - 11% of women participate in sport in SA
  - Sports that are highly aggressive and competitive are seen as masculine and unattractive by women
    - Government investment
  - Certain cultures do not look favourably on women engaging in physical activity [Participation Patterns in Sport and Recreation Activities in South Africa: 2005 Survey]
- Age
  - As people age their main priority is shifted towards caring for younger children and physical activity becomes less important

### Community interventions

#### Mathare Youth Sports Association (MYSA)




- Established in 1987
- Kenya-based self help youth programme linking sports with various community service activities
- Involves approximately twenty thousand young people.
- It has become a renowned youth serving organization that promotes sports for development




### Living/Workplace interventions

#### Healthnutz



Aim:

- To increase levels of physical activity amongst children aged 5-12 years old within the school setting.
- Increase health awareness using fun non competitive games primarily among foundation level learners (grade R - grade 4)



### Policy interventions

#### Bicycling Empowerment Network Bikes initiative



- Operates mainly in southern African countries
- Alleviate poverty through the promotion of bicycle use
- To enhance low-cost non-motorised transport
- Improve health through linking exercise and mobility.
- Collaboration with local and international partners to:
  - Facilitate the transportation of bicycles from Europe, the Americas and Asia to Southern Africa
  - Plan and introduce bicycle user paths and integrated linking networks.



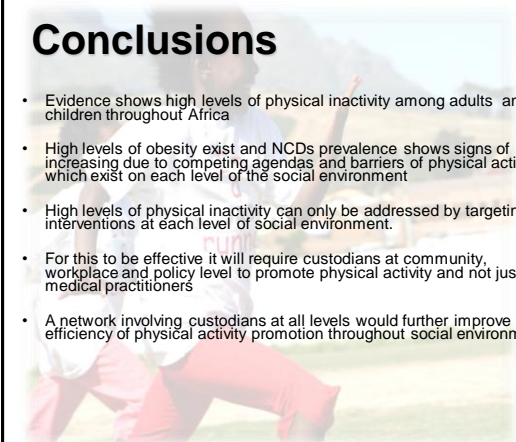

<http://www.benbikes.org.za/>

- **Physical Activity promotion initiatives do exist throughout social environment**
  - Are they effective?
  - Need to emphasise the importance of monitoring and evaluation




## Conclusions

- Evidence shows high levels of physical inactivity among adults and children throughout Africa
- High levels of obesity exist and NCDs prevalence shows signs of increasing due to competing agendas and barriers of physical activity which exist on each level of the social environment
- High levels of physical inactivity can only be addressed by targeting interventions at each level of social environment.
- For this to be effective it will require custodians at community, workplace and policy level to promote physical activity and not just medical practitioners
- A network involving custodians at all levels would further improve the efficiency of physical activity promotion throughout social environment






## Generating practice-based evidence in South Africa: Evaluating community-based physical activity and sport programmes

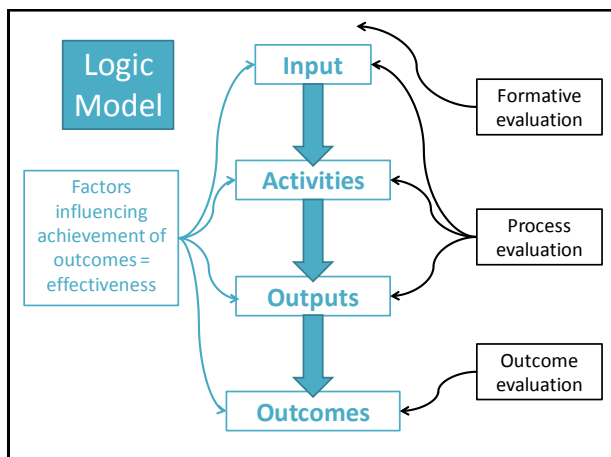
Catherine Draper,<sup>1</sup> Tracy Kolbe-Alexander,<sup>1</sup> Anniza de Villiers,<sup>2</sup> Vicki Lambert<sup>1</sup>

<sup>1</sup>UCT/MRC Research Unit for Exercise Science and Sports Medicine  
<sup>2</sup>Chronic Diseases of Lifestyle Unit, Medical Research Council



## Introduction

- Increasing acknowledgement of importance of evaluation for community-based physical activity and sport programmes
- Challenge of the lack of capacity and resources to carry out evaluations / failure to budget adequately for evaluation
- Why evaluate?
  - Effectiveness for programme implementers and stakeholders
  - Intervention fidelity
  - Validity of logic model
  - Help make the case for practitioners, funders and policy makers



## Practice-based evidence

### Practice-based evidence –

- More connected with real practice
- Acknowledges context of practice
- Gives a voice to practitioners and service users
- Recognises practitioners first-hand knowledge and experience of what works, what needs to change, and how it may change

### Evidence-based practice –

- Emphasis on Randomised Controlled Trials
- Can be removed from real world realities that interfere with practice

- Due to novelty of rigorous evaluation in South Africa, more practice-based evidence has been generated –
  - Consulting with programme staff
  - Developing meaningful research questions
  - Identifying appropriate evaluation tools

## Purpose

- Will outline some practice-based evidence generated from evaluations of physical activity and sport programmes being implemented in mostly low-income communities around South Africa
- RE-AIM model used as a framework: reach, efficacy/effectiveness, adoption, implementation and maintenance
- Formative evaluation conducted where possible



## Methods

- Settings include primary schools, central community facilities, primary care clinics, and sports clubs
- Quantitative and qualitative methods used –
  - Observation
  - In-depth interviews
  - Focus groups
  - Early childhood development testing
  - Fitness testing
  - Anthropometrics
  - Questionnaires
  - Clinical measures



## Methods

- Pragmatic approach taken to selection of methods, based on –
  - Needs of programme
  - Receptiveness of programme staff
  - Resources and time available
  - Feasibility of evaluation activities
- Retrospective vs prospective
- Focus on understanding adoption –
  - Community receptiveness to a programme
  - Feasibility of programmes in rural and urban settings
  - Factors contributing to successful implementation



## Results



## CHIPs

- Community Health Intervention Programmes (CHIPs) – physical activity-based health promotion programme in disadvantaged communities in Cape Town
- Primary school children, adults and seniors (peer-led)
- Evaluated factors contributing to programme success
- Success defined in consultation with staff and stakeholders
- Observation, structured interviews, focus groups, open-ended questionnaires with CHIPs staff, stakeholders, programme members and leaders
- Factors contributing to programme's success – community development model, scientifically sound programme content, leadership



Draper CE, Kolbe-Alexander TL, Lambert EV. Factors contributing to the success of a physical activity-based health promotion programme: a retrospective evaluation. *Journal of Physical Activity and Health* 2009; 6(5): 578-588.

## Discovery Healthy Lifestyle Programme

- CHIPs pilot in disadvantaged urban setting in Johannesburg
- Primary school programme – Healthnutz
- Assessed feasibility and acceptability, and short-term changes in children's fitness, knowledge and attitudes
- Situational analysis, focus groups, fitness testing and questionnaire (control and intervention schools)
- Raised awareness of the importance of physical activity in intervention schools
- In children – significant changes in perceptions of external barriers to physical activity ( $p < 0.0001$ ), self-efficacy for ( $p < 0.05$ ), and aspects of fitness



Draper CE, de Kock L, Grimsrud AT, Rudolph M, Nemutandani MS, Kolbe-Alexander TL, Lambert EV. Evaluation of the implementation of a school-based physical activity intervention in Alexandra township, South Africa. *South African Journal of Sports Medicine* 2010; 22(1):12-19.

## Discovery Healthy Lifestyle Programme

- CHIPs pilot in disadvantaged rural setting (Limpopo); growing burden of chronic diseases in these settings
- Primary school and senior's programmes – Healthnutz and Live it Up (primary care clinic-based)
- Assessed implementation process and factors enabling / hindering implementation
- Semi-structured focus groups, situational analysis (school), informal observations and interviews with programme coordinators



Draper CE, Nemutandani MS, Grimsrud AT, Rudolph M, Kolbe-Alexander TL, de Kock L, Lambert EV. Qualitative evaluation of a physical activity-based chronic disease prevention programme in low-income, rural South African setting. *Rural and Remote Health* 2010; 10:1467.

## Discovery Healthy Lifestyle Programme

- Programme well received by community and stakeholders and perceived to have value for health and other psychosocial outcomes
- Community characteristics (under-resourced and under-served) increased receptiveness to programme







Vakhegula Vakhegula Soccer Club for grannies

## HealthKick



- Primary school-based nutrition and physical activity intervention in disadvantaged rural and urban settings in Western Cape (16 schools)
- Formative evaluation of 100 schools –
  - Situational analysis of school physical and policy environment
  - Testing of teachers and children
  - Parent interviews



Draper CE, de Villiers A, Lambert EV, Fourie J, Hill J, Dalais L, Steyn NP. HealthKick: development, implementation and evaluation of a nutrition and physical activity intervention for primary schools in low-income settings. *BMC Public Health* 2010; 10:398.

## HealthKick

- Intervention mapping
- Intervention –
  - Action planning: process to assess areas for action, identify priorities and set feasible goals
  - Toolkit: resource guide, resource box, physical activity bin
  - Teacher's manual, including curriculum component
- Outcome evaluation
  - Children's knowledge, attitudes and behaviour, dietary intake, anthropometrics, fitness
- Key role of teachers, and importance of capacity development



Draper CE, de Villiers A, Lambert EV, Fourie J, Hill J, Dalais L, Steyn NP. HealthKick: development, implementation and evaluation of a nutrition and physical activity intervention for primary schools in low-income settings. *BMC Public Health* 2010; 10:398.

## Project Ithuseng



- Life skills programme for professional soccer players in SA
- Formative, process and outcome evaluation
- Questionnaire, focus groups and key informant interviews
- Programme more successful in women's clubs
- Improvement in life skills of players who completed the programme, specifically critical thinking ( $p=0.046$ )
- Main factor influencing successful implementation was buy-in of team management



Draper CE, Forbes J, Taylor G, Lambert MI. Empowering professional soccer players in South Africa: evaluation of Project Ithuseng. (Manuscript in review)

## Little Champs



- Programme for motor development for preschool children in disadvantaged communities (CT and JHB)
- Assessed impact of programme on gross motor skills and cognitive function (2 separate studies)
- Children exposed to the programme had significantly better locomotor ( $p<0.005$ ) and object control ( $p<0.01$ ) skills compared to controls
- Significant improvement in cognitive scores of children who participated regularly in the programme ( $p<0.0001$ )



Draper CE, Achmat M, Forbes J, Lambert EV. Impact of a community-based programme for motor development on gross motor skills and cognitive function in preschool children from disadvantaged settings. (Manuscript in preparation)

## Sport For All

- Sport coaching programme with life skills training for youth in disadvantaged settings in Johannesburg
- Supported by the Laureus Sport For Good Foundation
- Evaluating the extent to which they are achieving short-term outcome of improving life skills
- Questionnaire designed by researcher and programme management team



## Conclusion

- Where resources and capacity for evaluation are limited, and evidence-based practice is still in the process of being established, practice-based evidence can play a valuable role in the evaluation of community-based programmes
- Particularly relevant in low-income communities where context is complicated
- Evidence generated from these evaluations can contribute to the development of best practice for the implementation and evaluation of community-based interventions
- There is value in retrospective evaluation – it's never too late to evaluate, and some evaluation is better than none







Ministerio de Salud  
Presidencia de la Nación

## 2ª ENCUESTA NACIONAL DE FACTORES DE RIESGO 2009

Para Enfermedades no Transmisibles

ENCUESTA NACIONAL DE FACTORES DE RIESGO  
**ENFR**

Area de Vigilancia  
Dirección de Promoción de la Salud y Control de ENT  
Subsecretaría de Prevención y Control de Riesgos

200 AÑOS  
BICENTENARIO  
ARGENTINO

Ministerio de Salud  
Presidencia de la Nación

ENCUESTA NACIONAL DE FACTORES DE RIESGO  
**ENFR**

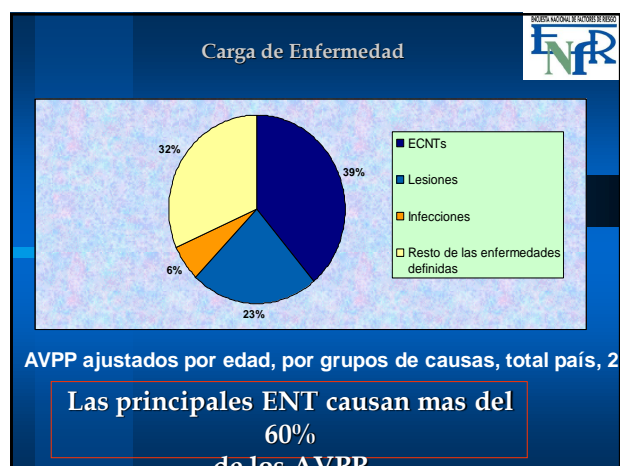
## Relevancia de las ENTs

- Explican mas del 60% de las muertes y están en ascenso (para 2020 explicarán el 75% de las muertes)
- Incremento progresivo en gasto sanitario en ENTs
- Evitabilidad: Existe evidencia sobre políticas y acciones costoefectivas de prevención y control
- Las acciones sobre sus causas (FR) tienen mayor impacto sanitario.

Dirección de Promoción de la Salud y Control de ENT  
Subsecretaría de Prevención y Control de Riesgos

200 AÑOS  
BICENTENARIO  
ARGENTINO

Ministerio de Salud  
Presidencia de la Nación



ENCUESTA NACIONAL DE FACTORES DE RIESGO  
**ENFR**

## 2º ENCUESTA NACIONAL de FACTORES DE RIESGO 2009

### Objetivos

- Monitorear la evolución de los principales factores de riesgo de las enfermedades no transmisibles.
- Evaluar el impacto de políticas de prevención realizadas a nivel nacional y provincial.
- Contribuir como insumo para la planificación y ejecución de la Estrategia Nacional de Prevención y Control de Enfermedades No Transmisibles y Plan Federal 2010-2016.

Dirección de Promoción de la Salud y Control de ENT  
Subsecretaría de Prevención y Control de Riesgos

200 AÑOS  
BICENTENARIO  
ARGENTINO

Ministerio de Salud  
Presidencia de la Nación

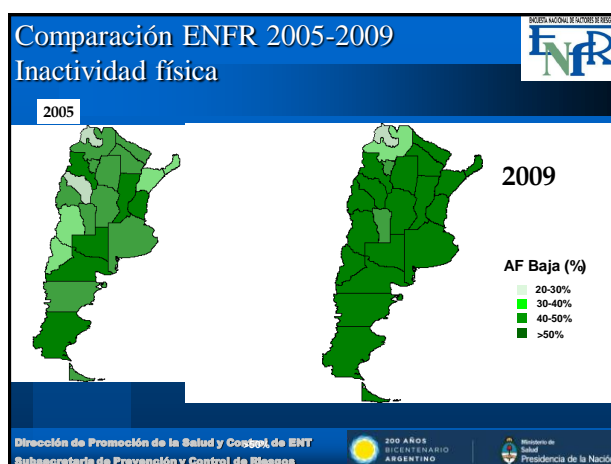
**ENFR 2009:** resultados ● ascenso ● descenso ● sin cambios significativos

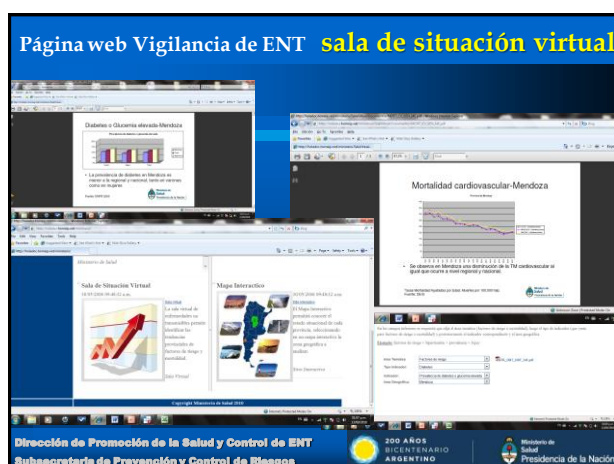
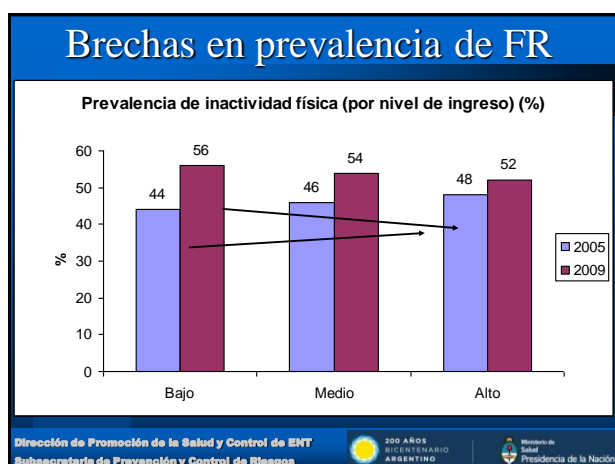
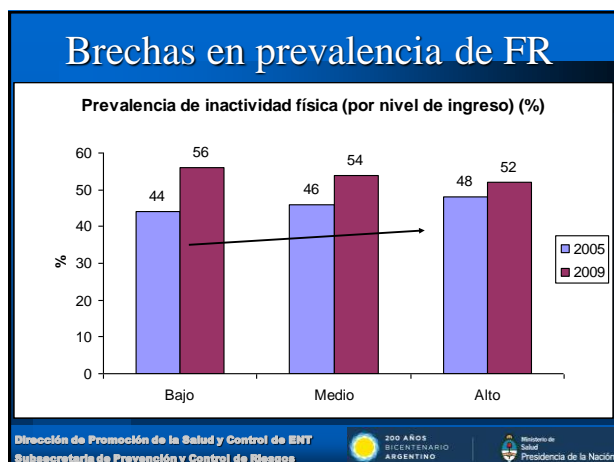
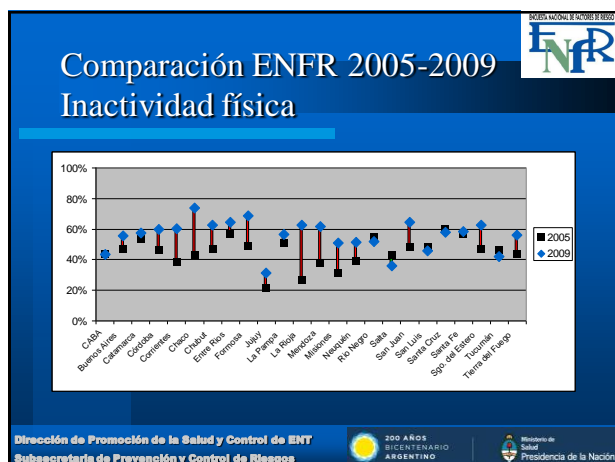
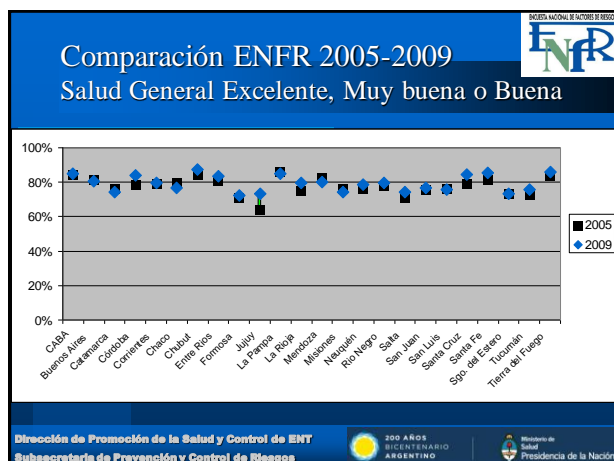
Indicadores principales (1)	2005	2009
Cobertura de obras sociales o privadas	64,6%	74,9%
Salud general mala o regular	19,9%	19,2%
Actividad física baja	46,2%	54,9%
Consumo de tabaco >18 sacar	29,7%	27,1%
Consumo de tabaco 18 a 64 años	33,4%	30,1%
Exposición al humo de tabaco ajeno	52,0%	40,4%
Alimentación % que come diariamente Frutas	36,3%	35,7%
Alimentación % que come diariamente Verduras	40,0%	37,6%
Consumen 5 porciones diarias de Frutas y Verduras	----	4,8%
Siempre utiliza sal	23,1%	25,3%
Sobrepeso (IMC >25 y <30)	34,4%	35,4%
Obesidad (IMC ≥30)	14,6%	18,0%

Dirección de Promoción de la Salud y Control de ENT  
Subsecretaría de Prevención y Control de Riesgos

200 AÑOS  
BICENTENARIO  
ARGENTINO

Ministerio de Salud  
Presidencia de la Nación



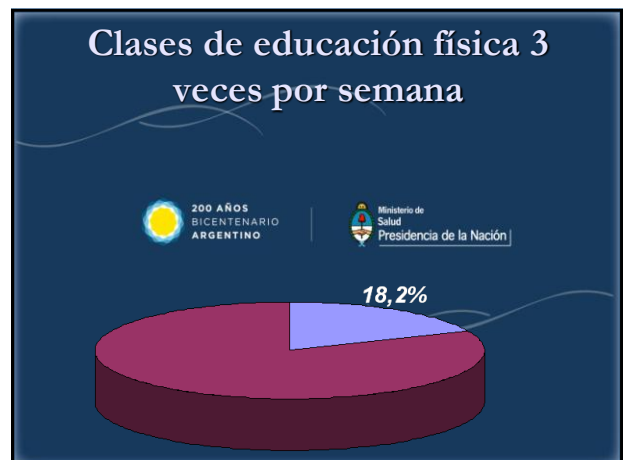






### Por qué Universidades Saludables?

- El entorno universitario impacta en la formación y ofrece oportunidades para promover conductas saludables
- Los universitarios lideran innovaciones y tienen un rol modélico
- Los profesionales de la salud Están dentro de las personas mas sedentarias



### Política y Currículo Escolar de Educación Física (EF)

- Incremento de número y tiempo en actividades
- Añadir nuevas clases o propuestas
- Extender las clases de EF existentes

### Proyectos Escuelas Saludables

- Concursos para alumnos y docentes
- Promoción de estilos de vida saludables en escuelas y universidades

**MANUAL DIRECTOR DE LA ACTIVIDAD FISICA PARA LOS ARGENTINOS A PRESENTARSE EL 6 DE ABRIL DIA MUNDIAL DE LA ACTIVIDAD FISICA 2011**

**DESARROLLO E IMPLEMENTACION DE GUIAS DE PRACTICA**

- Realización de Encuestas (Tabaquismo en Jóvenes, Salud Escolar, Factores de Riesgo)
- Analisis de morbimortalidad.
- Desarrollo de boletines de vigilancia.
- Desarrollo de pagina web.
- Prueba piloto de vigilancia telefonica.

**Argentina Saludable** *Lo movimiento, alimentación sana y libre de tabaco*

PLAN ARGENTINA SALUDABLE | INFORMACIÓN EPIDEMIOLÓGICA | DOCUMENTOS | SITIOS DE INTERÉS | CAMPAÑAS

**Campaña 100.000 Corazones 2010 Acento en actividad Física**

- No fumar y evitar el humo ambiental de tabaco

Recetas de la semana  
Saludables, sabrosas y fáciles de preparar

Calendario de Eventos

en movimiento

Alimentación sana

Empresas e instituciones saludables

## Contenidos de los mensajes

- **Sumar 30 minutos diarios de actividad física**
- **Consumir menos sal (sodio)**
- **Implementar ambientes 100% libres de humo de tabaco**



**100.000 Corazones** PARA UN CAMBIO SALUDABLE

Sumar 30 minutos diarios de movimiento

Implementar ambientes 100% libres de humo de tabaco

Menos sal, más vida

0800-222-1002

ACTIVIDADES PROGRAMADAS

DEL 1 AL 29 DE NOVIEMBRE

Dirección de Promoción de la Salud y Control de EINT  
Subsecretaría de Prevención y Control de Riesgos

200 AÑOS BICENTENARIO ARGENTINO

Ministerio de Salud  
Presidencia de la Nación

## Campaña "100.000 Corazones para un cambio saludable"

### Objetivos de la Campaña

- Sensibilizar a la población sobre la importancia de una vida activa, libre de tabaco y con alimentación saludable, en todas las edades.
- Fortalecer una red de organizaciones que promuevan la salud en sus comunidades.
- Promover actividades locales efectivas para producir cambios de conducta y del entorno favorecedores de la salud.



## Principales actividades 2009

- I Jornada Nacional de Actividad Física y Salud, bajo el lema: "Una comunidad activa construye salud"
- Primer Curso Internacional de AF Agita Mundo
- Proyecto Universidades Saludables
- Proyecto Ministerio de Salud Saludable
- Apoyo al Programa Municipios Saludables
- Comisión para la reducción de grasas trans y sodio en los alimentos procesados
- Proyecto de reducción de sal en panaderías y pausas activas
- Campañas de comunicación
- Registro Nacional de empresas e instituciones libres de humo
- Promoción de legislación libre de humo de tabaco
- Formación de equipos provinciales en tratamiento de tabaquismo
- Red Nacional de Jóvenes.



### Actividades en el área de Actividad física

- **Campañas de prensa y comunicación,** Destinadas a sensibilizar y crear conciencia sobre los beneficios de la AF.
- **Señales:** promoviendo la AF como el uso de escaleras en puntos de decisión.
- **Implementación de parques, calles y áreas verdes para la recreación y actividad saludable,** por ejemplo senderos y pistas saludables.
- **Realización de actividades recreativas y deportivo-recreativas comunitarias:** como actividades en plazas para toda la comunidad, encuentros deportivo-recreativos, festivales de juegos para la familia, bailes en ambientes libres de humo, bicicleteadas, caminatas participativas, biciturismo
- **Promoción del uso de transportes no motorizados,** como el uso de bicicletas, construcción, iluminación y mantenimiento de ciclo-vías y caminos peatonales, campañas de educación vial con relación al transporte no motorizado.
- **Incremento de la actividad física en edad escolar,** como abrir la escuela a la comunidad con actividades fuera del horario regular.
- **Formación y capacitación de profesionales y líderes de la comunidad** para la adquisición de conocimientos y habilidades en actividad física y salud.

### Otras campañas (1 al 30 de noviembre)

- **Día Mundial de la Diabetes** (14/nov) con promotores en el centro de Buenos Aires. Folletos.
- **Día Internacional del Aire Puro** (19/nov) Entrega de premios a Escuelas Libres de Humo de Tabaco. Carpa y baile espontáneo en el centro de Buenos Aires.



Actividades diversas organizadas por las entidades adherentes (ONG, Sociedades, Instituciones etc) durante todo el mes.



**1110 actividades**  
**392 instituciones**



**Dirección de Promoción de la Salud y Control de ENT**  
**Subsecretaría de Prevención y Control de Riesgos**

200 AÑOS  
BICENTENARIO  
ARGENTINO

Ministerio de Salud  
Presidencia de la Nación



**LAS ESCALERAS TAMBIEN SUBEN Y BAJAN**

Sumar 30 minutos de movimiento diario ayudan a mejorar tu salud



Hagamos entre todos Argentina Saludable.

**Hacé una PAUSA y movete.**

**Sumá de MOVIMIENTO 30 diario**

Ministerio de Salud  
Presidencia de la Nación

8000 222-0002 / [www.msal.gov.ar](http://www.msal.gov.ar)

**Dirección de Promoción de la Salud y Control de ENT**  
**Subsecretaría de Prevención y Control de Riesgos**

200 AÑOS  
BICENTENARIO  
ARGENTINO

Ministerio de Salud  
Presidencia de la Nación

## Ministerio de Salud Saludable

**Medición de la edad pulmonar**  
**Controlá la salud de tus pulmones**

La capacidad del pulmón disminuye gradualmente con la edad, pero **vevemente** por fumar. Controlar la salud del pulmón a través de una espirometría, puede ayudarte a tomar conciencia del impacto del tabaco en tu organismo.

**Asímate, te puedo ayudar.**



**Dirección de Promoción de la Salud y Control de ENT**  
**Subsecretaría de Prevención y Control de Riesgos**

4384-0324/5

**Escalera a la Salud**

Usar las escaleras aumenta la resistencia aeróbica y mejora la condición física. Contribuye a disminuir el colesterol, la presión arterial y la grasa corporal. Para evaluar su condición aeróbica realice el siguiente TEST periódicamente:

Grupos	1	2	3	4	5	6	7	8	9	10
UÑO										
Escaleras										
PALTA										
Mus. Busto										
Mus. Abdomen										
Mus. Piernas										
Mus. Codo										
Mus. Mano										
Mus. Pie										
Mus. Codo										
Mus. Mano										
Mus. Pie										

**Comer 30 minutos después de combata o actividad física moderada mejora nuestra salud.**

4384-0324/5

## PROPUESTA PARQUE SALUDABLE



**Dirección de Promoción de la Salud y Control de ENT**  
**Subsecretaría de Prevención y Control de Riesgos**

## EL MEJOR COMBO



**Argentina Saludable**  
comunicación, educación, salud y acción comunitaria

## Argentina Saludable

*El movimiento, alimentación sana y libre de tabaco*

**PLAN ARGENTINA SALUDABLE** | INFORMACIÓN EPIDEMIOLÓGICA | DOCUMENTOS | SITIOS DE INTERÉS | CAMPAÑAS

**Noticias destacadas**

**Claves para vivir mejor.**  
Actividades personales para llevar una vida sana  
Para cuidar la salud de uno mismo y de su familia es muy importante hacerlo cada día con acciones medidas que tienen muy gran efecto:

- Llevar una vida activa
- Comer saludablemente
- No fumar y evitar el humo ambiental de tabaco

**Galería de imágenes**

**Oscar Incarbone**  
**oincarbo@yahoo.com.ar**  
**www.msal.gov.ar**

**Ministerio de Salud**  
Presidencia de la Nación

**200 años**  
Argentina



HEPA Europe  
European network for the promotion  
of health-enhancing physical activity

**Annual Conference &  
Meeting of HEPA Europe  
National Institute for Sport  
and Physical Activity NISB  
Amsterdam, the Netherlands  
11.-13.10.11**



Co-sponsored by



Held jointly with



Network  
Meeting,  
10.10.11



[www.euro.who.int/hepa](http://www.euro.who.int/hepa)



**International Society for  
Physical Activity and Health**

**4<sup>th</sup> International Congress on  
Physical Activity  
and Public Health  
Sydney, Australia  
31.10-03.11.12**



4th International Congress on  
**PHYSICAL ACTIVITY  
AND PUBLIC HEALTH**  
OCT 31 - NOV 3 2012 SYDNEY AUSTRALIA

Held jointly with



Network  
Meeting

[www.icpaph2012.org](http://www.icpaph2012.org)