



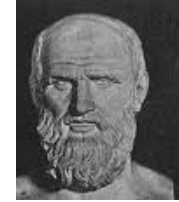
## Strategies in Physical Activity Promotion – Developments in Public Health and Thoughts about the Role of Sport for All

Brian Martin, MD MPH

*Institute of Social and Preventive Medicine,  
University of Zurich, Switzerland*

*Agita Mundo, the global network for physical activity promotion*

*MOVE 2010 – Sport for All and Health: A Strategic Partnership,  
Frankfurt am Main, 20.-24.10. 2010*



“If we could give every individual the right amount of nourishment and exercise, not too little and not too much, we would have found the safest way to health”

Hippocrates ~460-370 BC

### Strategies in physical activity promotion

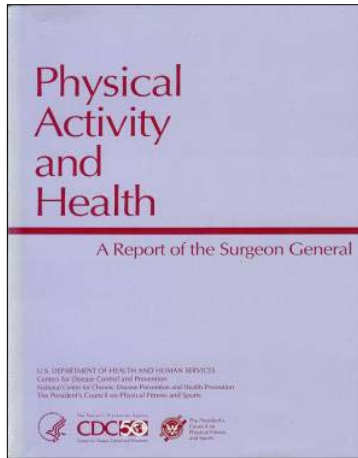
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- Where is physical activity today in public health?
- What can public health do for PA promotion?
- What can sport do for PA promotion?
- What is the way forward?

### Strategies in physical activity promotion

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- Where is physical activity today in public health?
  - Is physical activity important for health?
  - Is PA promotion established in public health?
  - Is there implementation and collaboration?
- What can public health do for PA promotion?
- What can sport do for PA promotion?
- What is the way forward?



CDC. Physical activity and health: a report of the Surgeon General. Atlanta (GA), US Department of Health and Human Services, Centers for Disease Control and Prevention, 1996.

[www.cdc.gov/nccdphp/sgr/sgr.htm](http://www.cdc.gov/nccdphp/sgr/sgr.htm)

## First studies mentioned in Surgeon General's Report

### Physical activity and cardiovascular disease

Morris JN, Heady JA, Raffle PAB, Roberts CG, Parks JW. Coronary heart disease and physical activity of work. *Lancet* 1953;2:1111–1120.

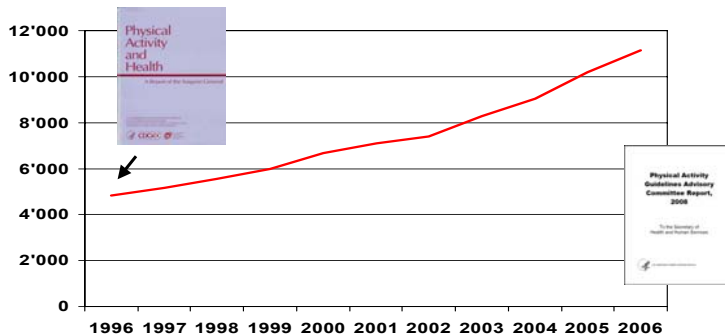
### Physical activity and cancer

Polednak AP. College athletes, body size, and cancer mortality. *Cancer* 1976;38:382–387.

CDC. Physical activity and health: a report of the Surgeon General. Atlanta (GA), US Department of Health and Human Services, Centers for Disease Control and Prevention, 1996.

## Physical activity related publications in the Pubmed database

MeSH terms „physical activity“ OR „exercise“ OR „sport“ OR „sports“



www.pubmed.org, 22.08.2007

## Basis for 2008 US and 2010 WHO recommendations

683 pages

Physical Activity Guidelines Advisory Committee. Physical Activity Guidelines Advisory Committee Report, 2008. Washington, DC: U.S. Department of Health and Human Services, 2008.

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

## Physical Activity Guidelines Advisory Committee Report, 2008

To the Secretary of Health and Human Services



## Overall Benefits of Physical Activity on Health

### Physical Activity Guidelines Advisory Committee Report, 2008

To the Secretary of Health and Human Services



„Very strong scientific evidence based on a wide range of well-conducted studies shows that physically active people have higher levels of health-related fitness, a lower risk profile for developing a number of disabling medical conditions, and lower rates of various chronic diseases than do people who are inactive.“

## Health benefits of physical activity in adults

- |                                  |                          |
|----------------------------------|--------------------------|
| ↑ Life expectancy                | ↓ Coronary heart disease |
| ↑ Cardiorespiratory fitness      | ↓ High blood pressure    |
| ↑ Muscular fitness               | ↓ Stroke                 |
| ↑ Healthy body mass              | ↓ Diabetes type II       |
| ↑ Healthy body composition       | ↓ Metabolic syndrome     |
| ↑ Bone health                    | ↓ Colon cancer           |
| ↑ Sleep quality                  | ↓ Breast cancer          |
| ↑ Health-related quality of life | ↓ Depression             |

*Additionally in older adults:*

- |                      |                   |
|----------------------|-------------------|
| ↑ Functional health  | ↓ Risk of falling |
| ↑ Cognitive function |                   |

↑ **strong evidence**  
 ↑ **modest evidence**

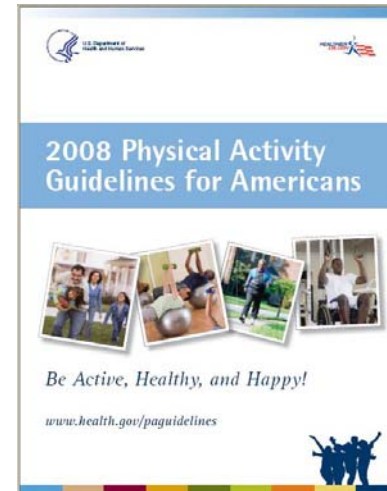
Physical Activity Guidelines Advisory Committee. Physical Activity Guidelines Advisory Committee Report, 2008. Washington, DC: U.S. Department of Health and Human Services, 2008.

## Health benefits of physical activity in children

- |   |                       |
|---|-----------------------|
| ↑ Physical fitness                          | ↓ Body fatness        |
| ↑ Cardiorespiratory endurance               | ↓ Anxiety symptoms    |
| ↑ Muscular strength                         | ↓ Depression symptoms |
| ↑ Health status                             |                       |
| ↑ Favourable cardiovascular risk profile    |                       |
| ↑ Favourable metabolic disease risk profile |                       |
| ↑ Bone health                               |                       |

↑ **strong evidence**  
 ↑ **modest evidence**

Physical Activity Guidelines Advisory Committee. Physical Activity Guidelines Advisory Committee Report, 2008. Washington, DC: U.S. Department of Health and Human Services, 2008.



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

## 2008 Physical activity guidelines for Americans

### Key Guidelines for Adults

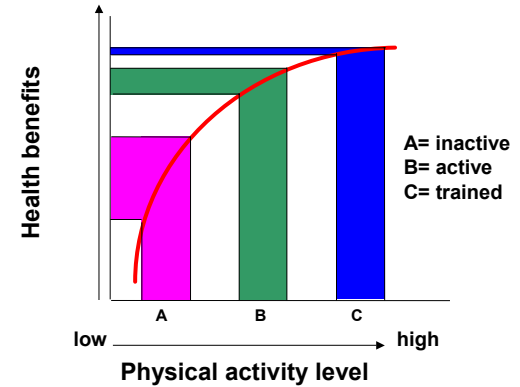
- All adults should avoid inactivity. Some physical activity is better than none, and adults who participate in any amount of physical activity gain some health benefits.
- For substantial health benefits, adults should do at least 150 minutes (2 hours and 30 minutes) a week of moderate-intensity, or 75 minutes (1 hour and 15 minutes) a week of vigorous-intensity aerobic physical activity, or an equivalent combination of moderate- and vigorous-intensity aerobic activity. Aerobic activity should be performed in episodes of at least 10 minutes, and preferably, it should be spread throughout the week.
- For additional and more extensive health benefits, adults should increase their aerobic physical activity to 300 minutes (5 hours) a week of moderate-intensity, or 150 minutes a week of vigorous-intensity aerobic physical activity, or an equivalent combination of moderate- and vigorous-intensity activity. Additional health benefits are gained by engaging in physical activity beyond this amount.



Adults should also do muscle-strengthening activities that are moderate or high intensity and involve all major muscle groups on 2 or more days a week, as these activities provide additional health benefits.

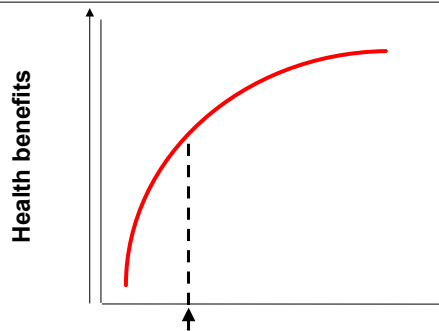
[www.health.gov/paguidelines](http://www.health.gov/paguidelines)

## Dose-response relationship for physical activity and health



Adapted from Haskell, 1994

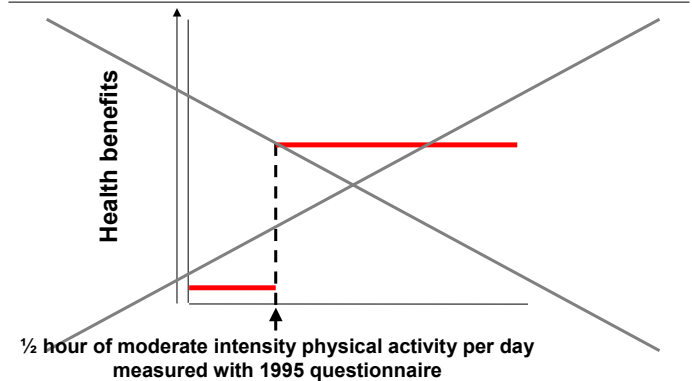
## Dose-response relationship for physical activity and health



½ hour of moderate intensity physical activity per day measured with 1995 questionnaire

Adapted from Haskell, 1994

## Dose-response relationship for physical activity and health



## Health-Enhancing Physical Activity HEPA

The term **health-enhancing physical activity** is frequently used across the European Region. It emphasizes the connection with health by focusing on “any form of physical activity that benefits health and functional capacity without undue harm or risk” (3).

3. Foster C. *Guidelines for health-enhancing physical activity promotion programmes. The European Network for the Promotion of Health-Enhancing Physical Activity*. Tampere, the UKK Institute for Health Promotion Research, 2000.

Cavill N, Racioppi F, Kahlmeier S. *Physical Activity and Health in Europe. Evidence for Action*. Copenhagen: WHO, 2006.

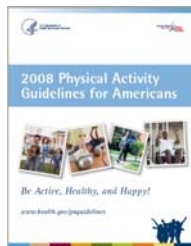


2010

## HEPA promotion in the US



1996



2008



2010

## HEPA promotion in Finland

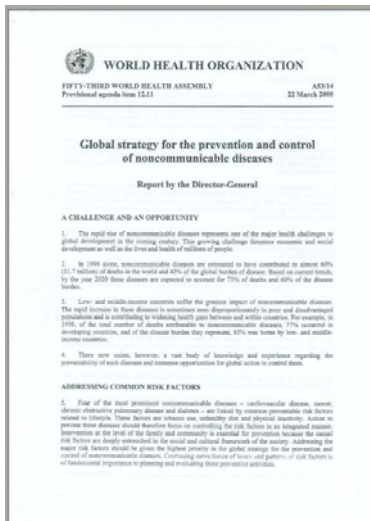


- 1960s Concerns about prevalence of non-communicable disease NCD
- 1970s The North Karelia Project
- 1980s National extension of HEPA promotion
  - 1980 First Sports Act
  - 1983 National plans for health education
  - 1992 Policy and action plan on cycling promotion
  - 1991 Finland on the Move Programme
  - 1994 Fit for Life Programme

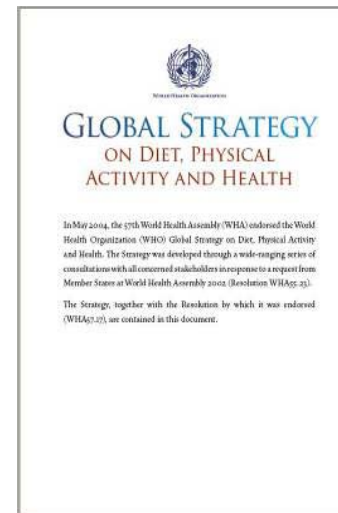
...

Puska P. The North Karelia Project – pioneering work to improve national public health. National Public Health Institute – KTL. [www.ktl.fi](http://www.ktl.fi)

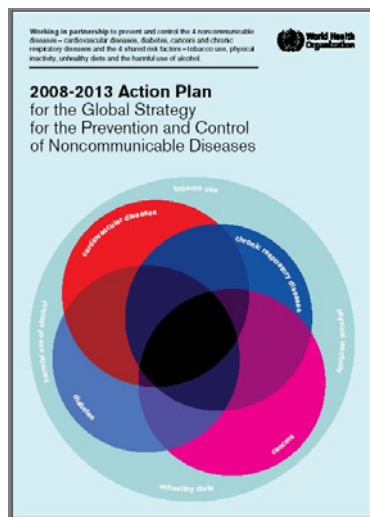
Vuori I, Lankenau B, Pratt M. Physical Activity Policy and Program Development: The Experience in Finland. Public Health Reports 2004; 119: 331-345



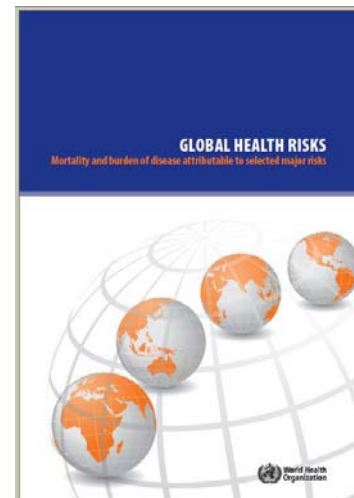
2000



2004



2008



2009

Figure 2: The risk transition. Over time, major risks to health shift from traditional risks (e.g. inadequate nutrition or unsafe water and sanitation) to modern risks (e.g. overweight and obesity). Modern risks may take different trajectories in different countries, depending on the risk and the context.

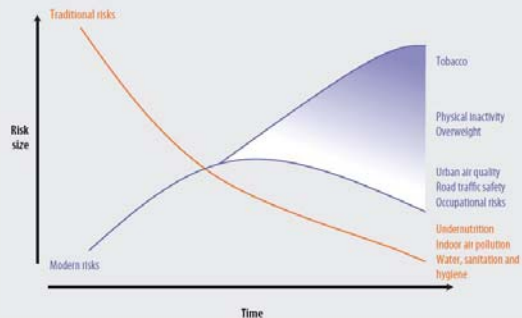
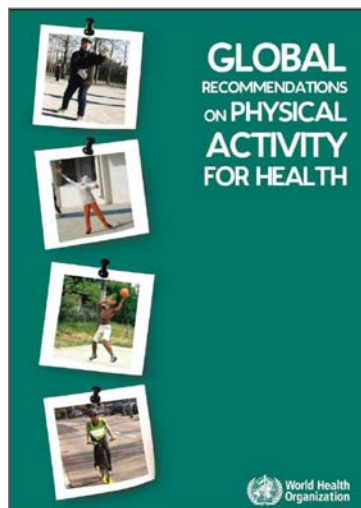
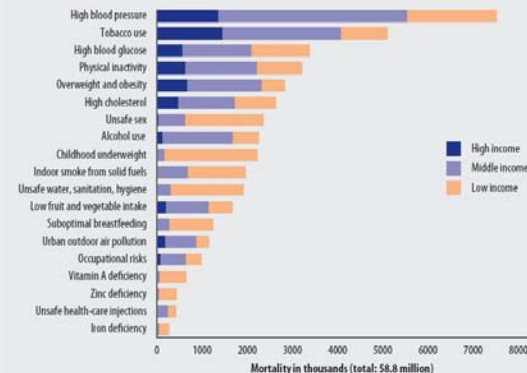


Figure 6: Deaths attributed to 19 leading risk factors, by country income level, 2004.



2010

[www.who.int/dietphysicalactivity](http://www.who.int/dietphysicalactivity)

The Third WHO Meeting on *A Prioritized Research Agenda For Prevention and Control of Noncommunicable Diseases*



19-21 October 2010

### Research Priorities for Physical Inactivity in Low and Middle Income Countries (provisional wording):

- Measurement and surveillance of PA and sedentary behaviour
- Individual, social and environmental determinants of behaviour
- Effects of environmental changes and of regulation and legislation in non-health sectors
- Feasibility and impact of whole-of-community multi-component physical activity promotion approaches
- Mechanisms for adoption and implementation of PA guidelines

2010

# HEPA promotion in global public health



(2000)      2004      2008      2009      2010



# Exchange platforms for PA promotion professionals



**Red de Actividad Física de las Americas**  
**Physical Activity Network of the Americas**  
**RAFA-PANA**

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

# Exchange platforms for PA promotion professionals



**HEPA Europe**



**European Network for the promotion of health-enhancing physical activity**

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

## Exchange platforms for PA promotion professionals



**Asia Pacific  
Physical  
Activity  
Network**

[www.ap-pan.org](http://www.ap-pan.org)

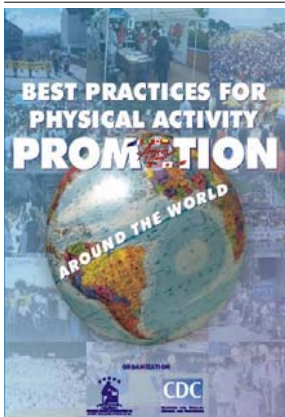
## Exchange platforms for PA promotion professionals



**African  
Physical  
Activity  
Network**

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

## Global Physical Activity Promotion Network



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



### Executive Board



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

Dubai Sports Council, United Arab Emirates **Nasser Al Ramah**



**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

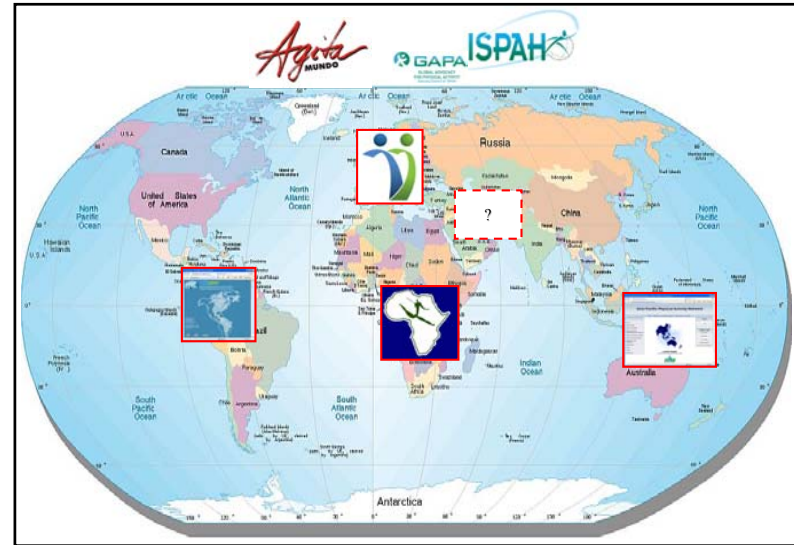
American College of Sports Medicine ACSM **Jim Whitehead**





## Work Programme 2010/2011

Main activities
Preparation and organisation of Agita Mundo meeting
Preparation and organisation of World Day for Physical Activity
Communication and cooperation
Maintaining and expanding multilingual communication platform
Cooperation and support to regional networks
Defining and improving cooperation with other important global institutions



## Scientific Society on Physical Activity and Health

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

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



### Network Meeting

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



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

Co-sponsored by



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

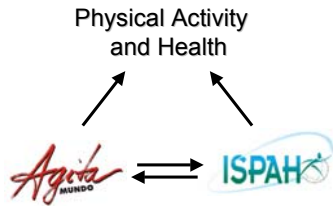
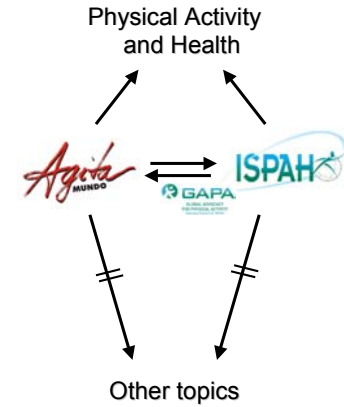


Network Meeting

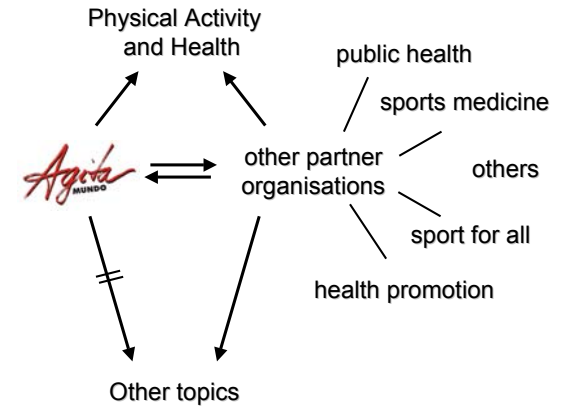
4<sup>th</sup> International Congress on Physical Activity and Public Health  
National Institute for Sport and Physical Activity NISB  
Sydney, Australia  
31.10-03.11.12

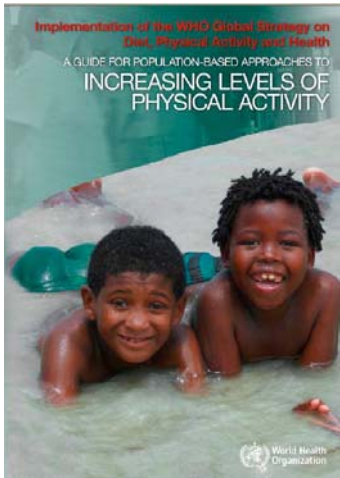


4th International Congress on  
PHYSICAL ACTIVITY  
AND PUBLIC HEALTH  
OCT 31 - NOV 3 2012 SYDNEY AUSTRALIA



- PA promotion Network
- Institutional membership
- Multilingual
- Scientific society
- Individual membership
- English





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

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

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WORLD CONGRESS ON EXERCISE IS MEDICINE™  
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# The Health Economic Assessment Tool HEAT for Cycling

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

Cities for Sports

## Promotion of Children's Physical Activity

Practical Guidelines for European Cities

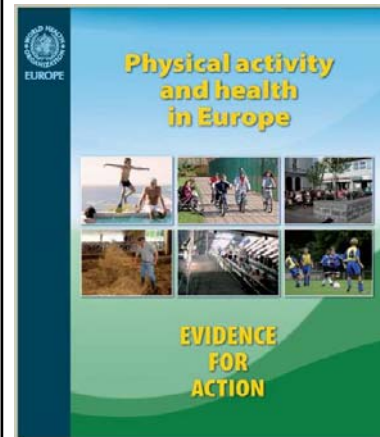
- Short Version -

1 Version September 23, 2010 - EN

# THE REPORT

THE GUIDELINES  
FOR SPORTS CLUB  
FOR HEALTH (SCFORH) PROGRAMS

Editors:  
Sami Rokka,  
Pati Koski,  
Jorma Savola,  
Markku Aien and  
Pekka Uja



Cavill N, Racioppi F, Kahlmeier S. Physical Activity and Health in Europe. Evidence for Action. Copenhagen: WHO, 2006.

1. Why is physical activity important for health?

2. What is known about current levels of physical activity and inactivity?

3. What factors and conditions influence physical activity?

4. What can the health sector and others do to increase physical activity?



The objectives

Address the physical activity level of the population in Europe

Address the physical activity level of the population in Europe

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Address the physical activity level of the population in Europe

## Role of the health sector

While action on physical activity often lies in the domain of professionals in sectors such as urban planning, transport and sport, the health sector can make a unique and important contribution. In particular, it should provide leadership or stewardship for the subject of physical activity. Because it is such a multidisciplinary issue, the danger is that it will fall between the cracks, with no one sector taking responsibility. The health sector is best placed to forge the right alliances and to take forward effective action.

Cavill N, Racioppi F, Kahlmeier S. Physical Activity and Health in Europe. Evidence for Action. Copenhagen: WHO, 2006. [www.euro.who.int/hepa](http://www.euro.who.int/hepa)

## Role of the health sector

In addition to this broad leadership role, the health sector can take the lead in six areas:

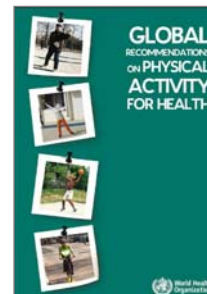
- making physical activity part of primary prevention;
- documenting effective interventions and disseminating research;
- demonstrating the economic benefit of investing in physical activity;
- connecting relevant policies;
- advocacy and exchange of information;
- leading by example.

Cavill N, Racioppi F, Kahlmeier S. Physical Activity and Health in Europe. Evidence for Action. Copenhagen: WHO, 2006. [www.euro.who.int/hepa](http://www.euro.who.int/hepa)

## Strategies in physical activity promotion

- Where is physical activity today in public health?
- What can public health do for PA promotion?
- What can sport do for PA promotion?
  - Is being active in sport good for health?
  - Can sport organisations help people to become more active?
  - Can major sport events help people to become more active?
  - What is the institutional role of sport in physical activity promotion?
- What is the way forward?

1. Adults aged 18–64 should do at least 150 minutes of moderate-intensity aerobic physical activity throughout the week or do at least 75 minutes of vigorous-intensity aerobic physical activity throughout the week or an equivalent combination of moderate- and vigorous-intensity activity.
2. Aerobic activity should be performed in bouts of at least 10 minutes duration.
3. For additional health benefits, adults should increase their moderate-intensity aerobic physical activity to 300 minutes per week, or engage in 150 minutes of vigorous-intensity aerobic physical activity per week, or an equivalent combination of moderate- and vigorous-intensity activity.
4. Muscle-strengthening activities should be done involving major muscle groups on 2 or more days a week.



2010

[www.who.int/dietphysicalactivity](http://www.who.int/dietphysicalactivity)

## Health-Enhancing Physical Activity HEPA

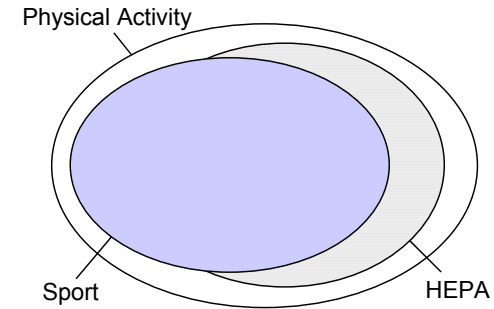
The term **health-enhancing physical activity** is frequently used across the European Region. It emphasizes the connection with health by focusing on “any form of physical activity that benefits health and functional capacity without undue harm or risk” (3).

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Cavill N, Racioppi F, Kahlmeier S. *Physical Activity and Health in Europe. Evidence for Action*. Copenhagen: WHO, 2006.

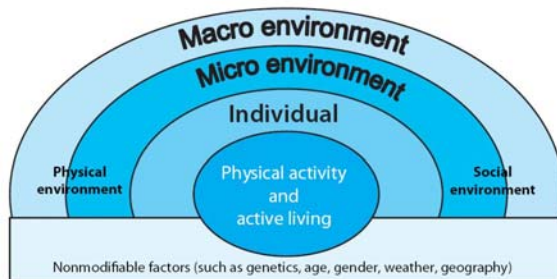


## The understanding in the national strategy on diet, physical activity and health in Switzerland



Martin BW, Martin Eva, Mengisen W. *Promotion de l'activité physique: définir des stratégies intégrées en Europe. In Inserm. Activité physique et santé. Contextes et effets sur la santé. Expertise collective. Paris, Inserm 2008: 755-768.*

## Determinants of physical activity behaviour



Source: adapted from Dahlgren (61).

Cavill N, Racioppi F, Kahlmeier S. *Physical Activity and Health in Europe. Evidence for Action*. Copenhagen: WHO, 2006.

## Determinants of Physical Activity Behaviour

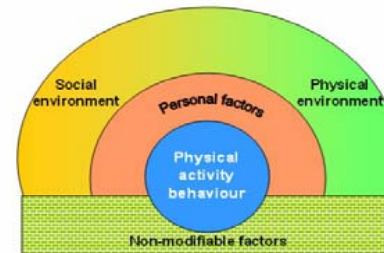
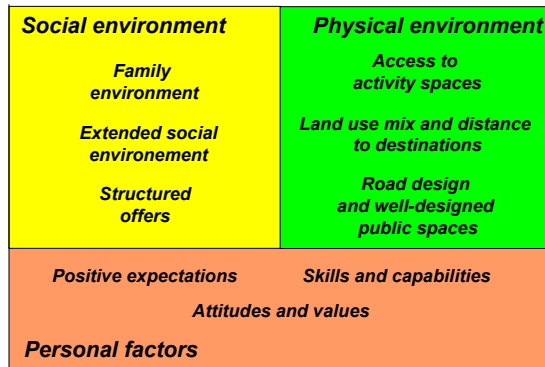


Figure 3. Factors influencing sport and physical activity behaviour (determinants). Behaviour is influenced by factors that cannot be changed (e. g. gender, age, cultural background). And also by factors that can be changed. These include personal factors and factors in the social and physical environment.

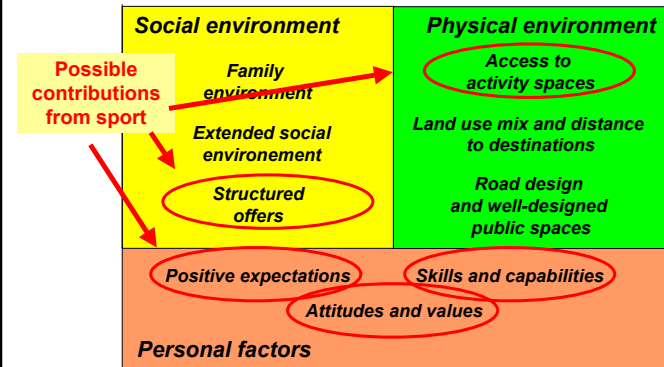
Physically active at every age. General principles and suggestions for the promotion of sport and physical activity. Manuscript February 2008.

## Modifiable Determinants of Physical Activity



Physically active at every age. General principles and suggestions for the promotion of sport and physical activity. Manuscript February 2008.

## Modifiable Determinants of Physical Activity



Physically active at every age. General principles and suggestions for the promotion of sport and physical activity. Manuscript February 2008.



Interventions implemented through sporting organisations for increasing participation in sport - Mozilla Firefox

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**Interventions implemented through sporting organisations for increasing participation in sport**  
Priest N, Armstrong R, Doyle J, Waters E

**Authors' conclusions**  
There is an absence of high quality evidence to support interventions designed and delivered by sporting organisations to increase participation in sport.

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Zimmermann-Sloutskis et al.  
*International Journal of Behavioral Nutrition and Physical Activity* 2010, 7:2  
<http://www.ijbnpa.org/content/7/1/2>



INTERNATIONAL JOURNAL OF BEHAVIORAL NUTRITION AND PHYSICAL ACTIVITY

**RESEARCH** **Open Access**

**Physical activity levels and determinants of change in young adults: a longitudinal panel study**

Dorith Zimmermann-Sloutskis<sup>1</sup>, Miriam Wanner<sup>1\*</sup>, Erwin Zimmermann<sup>2</sup>, Brian W Martin<sup>3</sup>

## Relative risks for being inactive by sport club membership

Table 4 Odds ratios for being physically inactive in young males and females

	Men				Women			
	"no sport"		inactive		"no sport"		inactive	
	unadjusted	adjusted <sup>1</sup>	unadjusted	adjusted <sup>1</sup>	unadjusted	adjusted <sup>1</sup>	unadjusted	adjusted <sup>1</sup>
Sport club membership								
member	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
non-member	6.6 (5.4-8.1)	6.7 (4.9-8.9)	4.2 (3.5-5.0)	4.6 (3.5-6.0)	7.3 (6.0-8.9)	8.1 (5.7-11.4)	5.3 (4.4-6.5)	4.6 (3.3-6.4)
p-value	<0.001	<0.001	<0.001	<0.001	<0.001	<0.001	<0.001	<0.001

<sup>1</sup> adjusted for all variables displayed in the table except education  
All estimates and 95% CI are based on the pooled data using the GEE model with pair-wise log odds ratios for the within-subject correlation. Female participants = 1,534; Male participants = 1,534

## Relative risks for being inactive by sport club membership

Table 4 Odds ratios for being physically inactive in young males

	Men			
	"no sport"		inactive	
	unadjusted	adjusted <sup>1</sup>	unadjusted	adjusted <sup>1</sup>
Sport club membership				
member	1.0	1.0	1.0	1.0
non-member	6.6 (5.4-8.1)	6.7 (4.9-8.9)	4.2 (3.5-5.0)	4.6 (3.5-6.0)
p-value	<0.001	<0.001	<0.001	<0.001

## Relative risks for becoming inactive by sport club membership

**Table 5 Odds ratios for becoming physically inactive in previously active young males and females**

	Men				Women			
	becoming "no sport"		becoming inactive		becoming "no sport"		becoming inactive	
	unadjusted	adjusted <sup>1</sup>	unadjusted	adjusted <sup>1</sup>	unadjusted	adjusted <sup>1</sup>	unadjusted	adjusted <sup>1</sup>
Sport club membership								
remaining member	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
becoming member	1.4 (0.7-2.7)	1.3 (0.4-3.3)	2.1 (1.2-3.7)	2.7 (1.1-6.3)	1.5 (0.8-2.8)	2.7 (1.1-7.0)	2.1 (1.2-3.6)	1.6 (0.7-3.7)
p-value	0.3	0.6	0.01	0.02	0.2	0.04	0.007	0.2
becoming non-member	7.4 (4.9-11.0)	7.8 (4.4-14.0)	5.6 (3.9-8.1)	5.9 (3.4-10.5)	7.0 (4.5-11.1)	11.9 (5.9-24.1)	5.4 (3.5-8.5)	5.1 (2.7-9.6)
p-value	<0.001	<0.001	<0.001	<0.001	<0.001	<0.001	<0.001	<0.001
remaining non-member	9.2 (6.6-13.1)	7.8 (4.7-12.9)	5.2 (3.7-7.4)	5.1 (3.1-8.4)	10.7 (7.3-15.6)	12.4 (6.4-24.1)	7.9 (5.4-11.3)	6.9 (4.0-11.8)
p-value	<0.001	<0.001	<0.001	<0.001	<0.001	<0.001	<0.001	<0.001

<sup>1</sup> adjusted for all variables displayed in the table except education

<sup>2</sup> OR = 12.7 (2.6-61.3), due to small numbers estimates become unreliable

All estimates and 95% CI are based on the pooled data for the one-year outcome conditional to previous physical activity level using the GEE model with an independent correlation structure for the within-subject association. Only observations were included with data for the preceding wave in individuals previously active in sports (Male participants = 951; Female participants = 931) or previously active (Male participants = 933; Female participants = 936)

## The effects of Major Sporting Events on PA

- During planning and budgeting great expectations and promises about population level effects
- Few evaluations have been carried out
- Some evidence for increases in sport club membership
- No evidence for changes in physical activity levels
- Often synchronous re-orientation of sport promotion away from sports for all and PA towards elite sports

Bellew B, Schöeppe S, Bull FC, Bauman A. The rise and fall of Australian physical activity policy 1996-2006: a national review framed in an international context. *Australia and New Zealand Health Policy* 2008; 5: 18.

Murphy NM, Bauman A. Mass sporting and physical activity events – are they „bread and circuses“ or public health interventions to increase population levels of physical activity? *Journal of Physical Activity and Health* 2007; 4: 193-202.



## The European Football Cup 2008

- During planning and budgeting great expectations and promises about population level effects
- No evaluation has been carried out
- Great increase in boys wanting to join football clubs, increasingly difficult to be accepted
- No evidence for changes in physical activity levels
- Synchronous re-orientation of sport promotion away from sports for all and PA towards elite sports
- But:  
Pilot project Youth+Sport Kids (launched as part of the pre-Cup activities) now funded as federal programme for 5 to 10 year olds (-> 13 Mio Euro/year) against ministerial and administrative resistance

## The effects of Major Sporting Events on PA

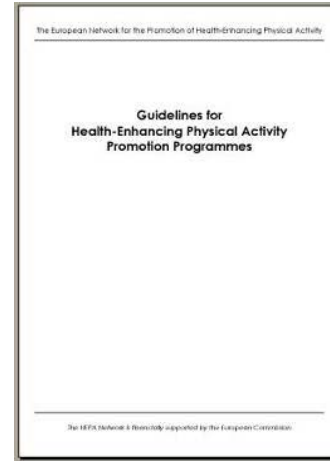
“The public health potential of mass participation events for PA promotion remains to be realized. If we are to move beyond “bread and circuses”, future mass events should include integrated and multi-sectoral PA and sport-related planning, and commit to investment in research that provides a clearer evidence base.”

Murphy NM, Bauman A. Mass sporting and physical activity events – are they „bread and circuses“ or public health interventions to increase population levels of physical activity? *Journal of Physical Activity and Health* 2007; 4: 193-202.

## Possibilities for institutional role of sport in physical activity promotion





- Independent development
- Partnership Health - Sport
- Leading role of sport sector

Martin BW, Martin E, Mengisen W. Promotion de l'activité physique: définir des stratégies intégrées en Europe. In Inserm. Activité physique et santé. Contextes et effets sur la santé. Expertise collective. Paris, Inserm 2008: 755-768.







Foster C. Guidelines for health-enhancing physical activity promotion programmes. The European network for the promotion of health-enhancing physical activity. UKK Institute, Tampere 2000.

## Institutional lead in national projects in 1990ies

	The Netherlands on the Move!	<b>SPORT</b>
	Allez Hop!	<b>SPORT</b>
	Fit For Life	<b>HEALTH</b>
	ACTIVE for LIFE	<b>HEALTH</b>

Foster C. Guidelines for health-enhancing physical activity promotion programmes. The European network for the promotion of health-enhancing physical activity. UKK Institute, Tampere 2000.

## Ten years later...

	<del>The Netherlands on the Move!</del>	+
	<del>Allez Hop!</del>	+
	Fit For Life	👍
	<del>ACTIVE for LIFE</del>	+

## Ten years later...

 HEPA Promotion  
 HEPA Promotion  
 HEPA Promotion  
 HEPA Promotion



## Institutional lead in 1990ies and ten years later

 HEPA Promotion    **SPORT**    **HEALTH**  
 HEPA Promotion    **SPORT**    **HEALTH**  
 HEPA Promotion    **HEALTH**    **HEALTH**  
 HEPA Promotion    **HEALTH**    **HEALTH**

Currently the lead of the **SPORT** sector  
 in national level physical activity promotion  
 is the exception (e.g. New Zealand)

## What is the way forward in PA promotion?

- Physical activity promotion is a long term endeavour. There is no magic bullet; the efforts of all actors are needed to make progress
- Combine approaches and resources for successful physical activity promotion in all population groups
- Make use of the strengths of specific approaches, be aware of their limitations and compensate them through strategic partnerships
- Use your possibilities not only within your “home sector” (e.g. sports), but as an active citizen in all aspects of private and public life



## Work Programme 2010/2011

<b>Main activities</b>
Preparation and organisation of Agita Mundo meeting
Preparation and organisation of World Day for Physical Activity
<b>Communication and cooperation</b>
Maintaining and expanding multilingual communication platform
Cooperation and support to regional networks
Defining and improving cooperation with other important global institutions

**World Day 2011  
 for Physical Activity :**  
**„Together for an active  
 and happy life!“**