



University of Zurich

Institute of Social and Preventive Medicine

Promoting Health-Enhancing Physical Activity: Global Perspective

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*The 2012 Wingate Congress of Exercise and Sport Sciences, 15.-18.03.2012
Session Promoting Physical Activity: A Worldwide Perspective*

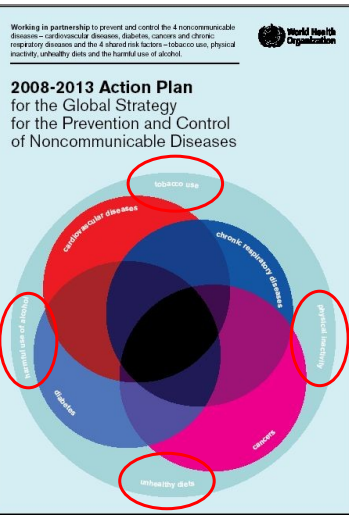


GLOBAL STRATEGY ON DIET, PHYSICAL ACTIVITY AND HEALTH

In May 2004, the 57th World Health Assembly (WHA) endorsed the World Health Organization (WHO) Global Strategy on Diet, Physical Activity and Health. The Strategy was developed through a wide-ranging series of consultations with all concerned stakeholders in response to a request from Member States at World Health Assembly 2004 (Resolution WHA57.23).

The Strategy, together with the Resolution by which it was endorsed (WHA57.23), are contained in this document.

2004



Cardio-vascular diseases

Harmful use of alcohol

Diabetes

Unhealthy diets

Tobacco use

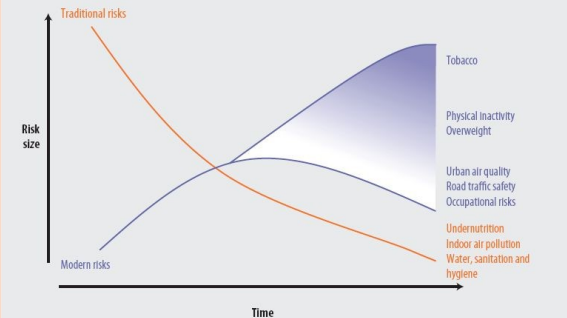
Chronic respiratory diseases

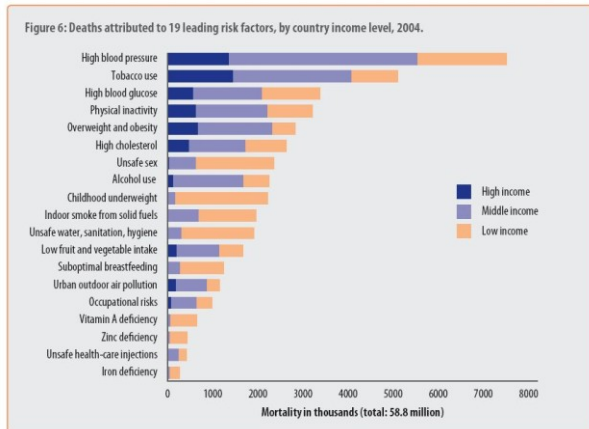
Physical inactivity

Cancers

2008

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.





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

Physical Activity Guidelines Advisory Committee Report, 2008

To the Secretary of Health and Human Services



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.

GLOBAL RECOMMENDATIONS ON PHYSICAL ACTIVITY FOR HEALTH

World Health Organization

2010

www.who.int/dietphysicalactivity

HEPA promotion in global public health

(2000) 2004 2008 2009 2010

The NCD Alliance
Putting non-communicable diseases on the global agenda

The NCD Alliance was founded by:
International Diabetes Federation, WORLD HEART FEDERATION, ILO, International League Against Tuberculosis and Lung Disease

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WHO WE ARE | NCD FACTS | **WORK STREAMS** | RESOURCES | GET INVOLVED | NEWSROOM | EVENTS

Sign Up to Receive the Latest Updates on the NCD Alliance and Global NCD Campaign

WORK STREAMS

- Advocacy Campaigns
- Global NCD Targets
- NCD Alliance Policy Series
- Working Groups
- A United Nations Summit on NCDs

FAQ: Learn More about the UN Summit on NCDs

Regional Networks for Physical Activity and Health

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

www.rafapana.org

Social mobilisation - a central element of the Agita approach

Social Mobilization Impact

Social Perception of the Risk =
Relative Risk x Indignation



Social Mobilization

Victor Matsudo in ICPAPH 2008 Symposium: Large scale and regional physical activity networks: getting the message through in developed and developing countries

Multi-sectoral approaches in South America

Sorocaba, Sao Paolo



Cortesia do Dr Vitor Lippi



Victor Matsudo in ICPAPH 2008 Symposium: Large scale and regional physical activity networks: getting the message through in developed and developing countries

Regional Networks for Physical Activity and Health



World Health Organization
Home, and the Europe

Physical activity > Activities

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

HEPA Europe is a collaborative project which works for better health through physical activity among all people in the WHO European Region, by strengthening and supporting efforts to increase participation and improve the conditions for healthy lifestyles.

WHO/Europe closely collaborates with the network, consistently with the goals of its programme on transport and health that include the promotion of physical activity as a healthy means for sustainable transport.

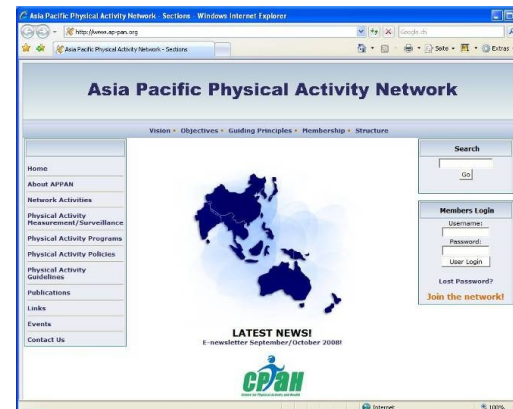
HEPA Europe



European Network
for the promotion
of
health-enhancing physical
activity

www.euro.who.in/hepa

Regional Networks for Physical Activity and Health



Asia Pacific Physical Activity Network

Home

About APFAN

Network Activities

Physical Activity Measurement/Surveillance

Physical Activity Programs

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Physical Activity Guidelines

Publications

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Members Login

Username:

Password:

User login

Lost Password?

Join the network!

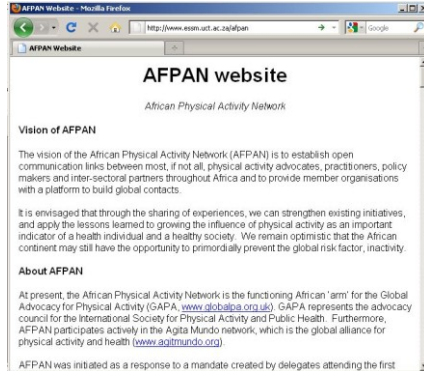
LATEST NEWS!
E-newsletter September/October 2008

APAN

Asia Pacific
Physical
Activity
Network

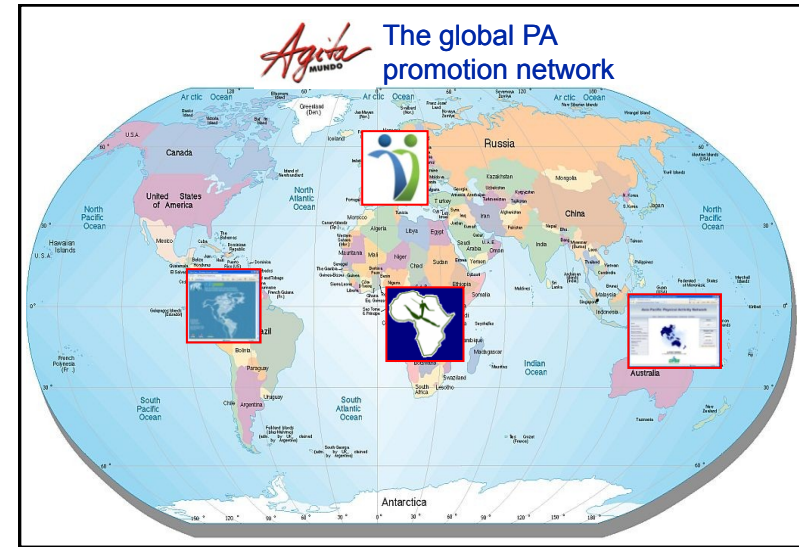
www.ap-pan.org

Regional Networks for Physical Activity and Health



African Physical Activity Network

www.essm.uct.ac.za/afpan



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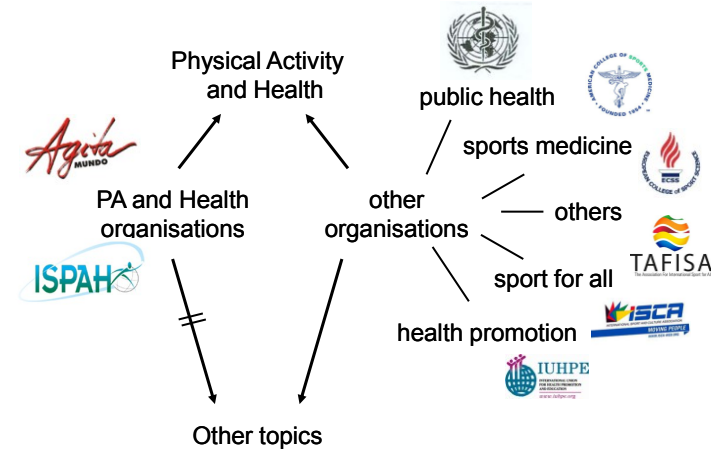
Vicki Lambert AFPAN; University of Cape Town, South Africa

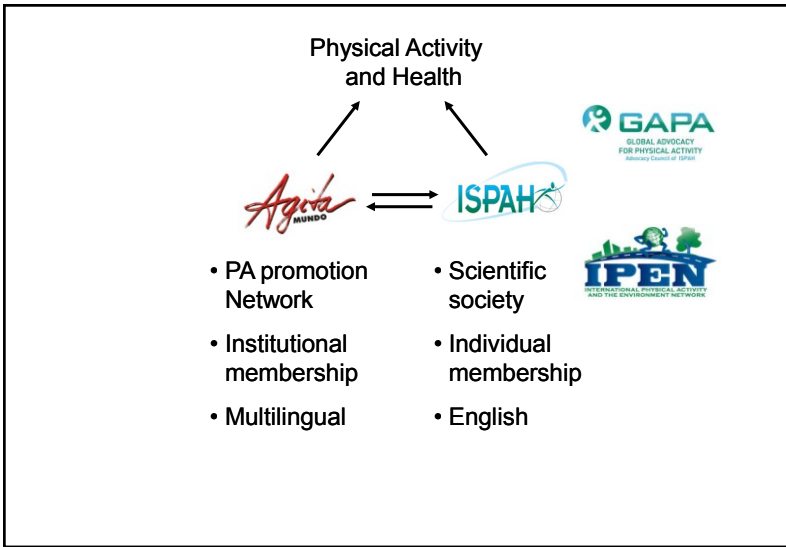
RAFA-PANA; CELAFISCS, Brazil **Victor Matsudo**
(Past Chairman)

Mike Pratt RAFA-PANA; CDC, USA

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

Global structures in physical activity and health





1. „Whole-of-school“ programmes
2. Transport policies and systems
3. Urban design regulations and infrastructure
4. Primary health care systems
5. Public education
6. Integrated community-wide programmes
7. „Sport for all“ systems and programmes

NON COMMUNICABLE DISEASE PREVENTION: Investments that Work for Physical Activity

Whole-of-community approaches where people live, work and recreate have the opportunity to mobilize large numbers of people.

GAPA, a council of the International Society for Physical Activity and Health ISPAH www.globalpa.org.uk

La Carta de Toronto para la Actividad Física: Un llamado Global para la Acción

La Charte de Toronto pour l'activité physique : Un appel mondial pour l'action

The Toronto Charter for Physical Activity: A Global Call for Action

Why a Charter on physical activity?

Physical activity – a powerful investment in people, health, the economy and sustainability

For health physical activity is the best way to reduce the burden of chronic disease especially such as heart disease, stroke, diabetes, cancer and obesity. It also reduces preventable deaths in people worldwide. Physical activity also contributes to the increasing level of childhood and adult obesity. Physical activity can benefit people of all ages. It leads to healthy growth and social development in children and reduces risk of chronic disease and improved mental health in adults. It is more fun than to gain physical activity. For older adults the benefits include functional independence, less risk of falls and fractures and protection from age-related diseases.

www.globalpa.org.uk

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www.globalpa.org.uk

The Toronto Charter for Physical Activity: A Global Call for Action

A framework for action

1. IMPLEMENT A NATIONAL POLICY AND ACTION PLAN

- Identify clear leadership for physical activity, which may come from the government sector, other relevant non-government agencies or from a cross-sector collaboration.
- Oversee the role and actions that government, non-profit, academic and private sector organisations at national, regional and local levels should take to implement the plan and promote physical activity.
- Provide an implementation plan that defines accountability, timelines and funding.
- Include contributions of diverse strategies to enhance individual, social, cultural and built environment factors that will attract, motivate and support individuals and communities to be active, in ways that are safe and enjoyable.

2. INTRODUCE POLICIES THAT SUPPORT PHYSICAL ACTIVITY

- Review the existing policies and regulatory environment and identify the actions, conditions, changes and government roles needed at national, regional and local levels. Examples of supportive policy and regulatory include:
 - Clear national policy with objectives for increasing physical activity that define the overall goal and the sectors, all government levels, common goals and identify the contributors.
 - Review and/or amend policies and design guidelines that support walking, cycling, public transport, sport and recreation with a particular focus on equitable access and safety.
 - Local policies such as subsidies, incentives and tax deductions that may support participation in physical activity or facilities to reduce obstacles. For example, tax incentives on physical activity equipment or club membership.
 - Workplace policies that support infrastructure and programs for physical activity and promote active transport to/from work.

3. REORIENT SERVICES AND FUNDING TO PRIORITISE PHYSICAL ACTIVITY


- Health enhancing physical activity, recreational services and funding systems benefits including better health, cleaner air, reduced traffic congestion, cost social connections. Examples of actions underway in many countries include:
 - to that provide high-quality community physical education contributing to competitive sports in schools and enhancing physical education training programs. Will focus on a range of activities that maximize participation in school and focus on enjoyment.
 - Students to be active during class, in breaks, at lunch time and after school.

4. DEVELOP PARTNERSHIPS FOR ACTION

- Use partnerships for physical activity through coordinated education/training, different sectors, and community levels. Key partnerships are developed by identifying key sharing responsibilities, accountability and support the promotion of physical activity and all relevant levels to:
 - Government departments from transport, urban development, health and recreation, and aging resources.
 - Plans based on administrative physical activity.
 - Review with key agencies (such as distributors) to get encourage or support physical activity.
 - Public and private spaces to increase access.

www.globalpa.org.uk

Health-enhancing physical activity (HEPA) Policy Audit Tool (PAT)



HEPA PAT

Health-enhancing physical activity policy audit tool

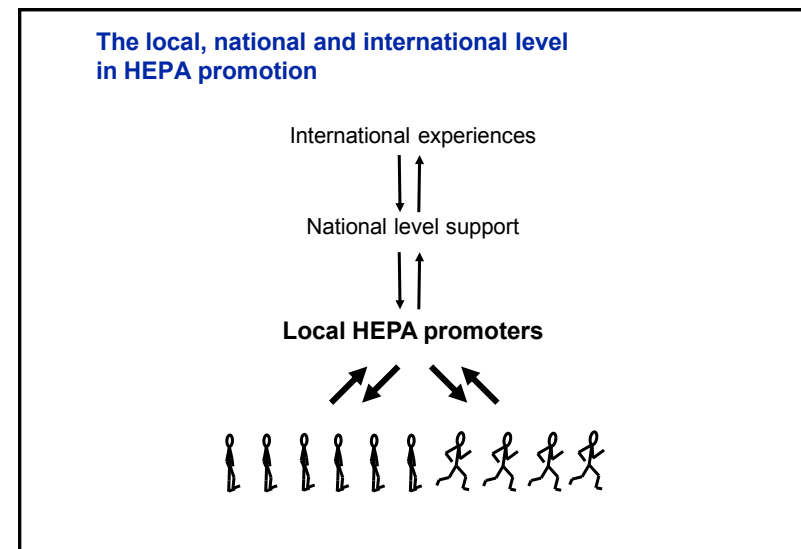
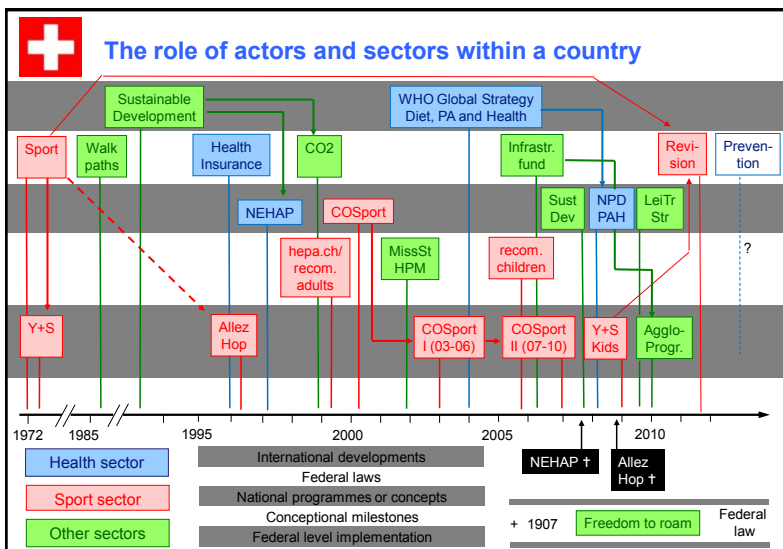
[SWITZERLAND]

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www.euro.who.int/hepa/pat/

- Detailed analysis carried out in 7 European countries
- Comparative analysis currently underway



WORLD WEEK FOR PHYSICAL ACTIVITY

1th TO 8th APRIL, 2012
6th April World Day For Physical Activity



www.portalaqita.org.br

www.panh.ch/agitamundo

Agita MUNDO Network Meeting

4th 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

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