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International Society for Physical Activity and Health (ISPAH)
Submission: Montevideo Roadmap 2018-2030 on NCDs as a sustainable development priority.

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What is the International Society for Physical Activity and Health (ISPAH)?

ISPAH is a unique international professional society specifically for those interested in advancing the science and practice of physical activity and health. Since it was founded in 2008, ISPAH has been the global voice for a more physically active world.

ISPAH’s vision is a healthy active world where opportunities for physical activity and active living are available to all.

Comments on the Version dated 9 August 2017, of the Montevideo Roadmap 2018-2030 on NCDs as a sustainable development priority.

Physical activity has never been more relevant and central to the achievement of common global agendas

Physical activity is a central issue in realizing the goals of the WHO’s Global Action Plan on the Prevention and Control of NCDs 2013-2020 and the aspirations in the Montevideo Roadmap 2018-2030, and

In addition, the development of the forthcoming WHO Global Action Plan on Physical Activity for consideration at the World Health Assembly in May 2018, is ideally timed and a vital addition to the global policy landscape in the lead up to the United Nations High Level Meeting on NCDs in September 2018. ISPAH strongly commends the Draft Global Action Plan for Physical Activity 2018-2030 (version dated 3 August 2017).

The important physical activity recommendations in the WHO Commission on Ending Childhood Obesity add further impetus to the importance of physical activity as it relates to the world’s children.

Physical activity has multiple synergies with the global Sustainable Development Goals (SDG)
The SDG 2030 agenda provides a platform for extending the synergies and co-benefits between the physical activity elements of the NCD agenda within SDG 3,
with SDG 11 (sustainable Cities), SDG 13 (Climate Action), SDG 10 (reduced inequalities), SDG 15 (Life on the Land), SDG 4 (Quality Education) and SDG 5 (Gender equity).

The focus of the NCD Plan

- ISPAH strongly supports a continued focus on the four main behavioral risk factors for NCDs, namely tobacco use, physical inactivity, harmful use of alcohol and unhealthy diets. Page 1 of 6 (3). The strong synergies and opportunities for investment in physical activity implementation (for both NCDs and the SDG Agendas) is outlined further in this submission. However, physical activity needs a stronger focus and more specific reference (see below).

Physical activity is insufficiently referenced in the Montevideo Roadmap, relative to its importance

- There are numerous appropriate specific reference in the Montevideo Roadmap to energy dense and nutrient poor foods and a call for global strategies strengthening national food and nutrition policies. Like-wise the Roadmap calls for specific action on Tobacco including acceleration of implementation of the FCTC there are insufficient such direct references to physical activity.
- ISPAH Recommends inclusion in the Roadmap of specific points that relate to physical activity and, in particular, accelerated implementation of Global and National Physical Activity Polices and funded Action Plans. ISPAH’s recommendations are further outlined in the text that follows.

Evidence-based strategies

- ISPAH Commends the 9 August 2017 Draft. It builds on the 2011 UN Political Declaration and on the WHO Global Action Plan on NCDs. It further outlines forthright and evidence-based strategies to address NCDs.
- ISPAH Calls for acceleration of the implementation of the physical activity strategies in the WHO’s Global Action Plan on NCDs, and the robust evaluation of effectiveness to inform the modelling of cost-effective interventions using WHO CHOICE (i.e. a tool for priority setting in health). The forthcoming Global Action Plan for Physical Activity 2018-2030 is a further opportunity to accelerate and prioritize implementation of effective physical activity interventions and polices.

Implementation is the key

- In keeping with the above and the momentum gained around the forthcoming Global Action Plan for Physical Activity 2018-2030, ISPAH notes the affirmation of commitment to implementation in the Montevideo Roadmap. Political commitment, leadership and resources for implementation are the key to meeting the ambitious NCD goals and SDG 3.
- Implementation will require forthright attention by member states and other players to allocate sustainable resources, provide supporting infrastructure and build robust systems that prioritize and enable high quality and accelerated implementation to achieve the necessary population shifts to achieve the NCD physical activity Target.
- ISPAH endorses the DRAFT Global Action Plan for Physical Activity 2018-2030 (GAPPA) (draft version 3 August 2017) as a robust blueprint for implementation of physical activity initiatives, globally, by member states and by international and national non-government partners. The Draft GAPPA articulates the powerful rationale for further investment in implementation of National Physical Activity Plans.
by member states and provides guiding principles and clear and evidence-based actions across the four domains of Active Society (public education and professional education, health literacy and physical literacy), Active environments, Active Lives (program opportunities), and Active systems (Governance and policy).

**ISPAH recommends:** insertion of text that calls for accelerated implementation of National Physical Activity Plans and physical activity-related recommendations in the WHO Global Action Plan on NCDs, Appendix 3; the WHO Commission on Ending Childhood obesity and the forthcoming WHO Global Action Plan on Physical Activity. New text could include:

*We will scale up efforts to implement national physical activity plans that include a comprehensive strategy mix with a balance of focus on evidence-based strategies outlined in the WHO Global Action Plan on NCDs, Appendix 3; the WHO Commission on Ending Childhood obesity and the forthcoming WHO Global Action Plan on Physical Activity; notably public awareness and mass media campaigns; macro-level urban design that supports physical activity; transportation policies and infrastructure that supports walking, cycling and public transport; whole-of-school programmes that incorporate quality physical education for all children; physical activity counselling and referral in primary care; ensuring convenient and safe access to quality public open space; multi-component workplace programs and sport and recreation programs. This needs to be supported by enabling systems for cross-sector leadership, governance and coordination, and mobilization of resources.*

**Links to the SDGs**

- ISPAH has developed the *Bangkok Declaration on Physical Activity for Global Health and Sustainable Development.* This outlines opportunities for urgent prioritization and implementation of physical activity strategies that will contribute to SDG 3 and make important contributions to seven of the other SDGs namely:
  - **SDG3 Ensure healthy lives and promote wellbeing:**
    - Policy actions across multiple settings which lead to an increase in population levels of physical activity will contribute to reducing NCDs (Target 3.4); providing infrastructure that supports physical activity through equitable access to safe walking, cycling and use of public transport, by all ages, can contribute to reducing road traffic accidents particularly those involving pedestrians and cyclists (Target 3.6); and reduced automobile use can contribute to improved air quality (Target 3.9);
  - **SDG4 Quality education:**
    - Policy actions that ensure, and monitor, equitable provision of pre-school and school-based physical education curricula, physical activity programs and environments that are inclusive and enable all girls and boys to develop the physical literacy, fundamental movement skills, knowledge, attitudes, habits and the enjoyment of physical activity, can contribute to enhancing readiness for primary education (Target 4.2), and improved educational outcomes (Target 4.1);
  - **SDG5 Gender equity:**
    - Policy actions which promote physical activity through improved access to safe and affordable opportunities to participate in sport and physical activity by girls and women across the life course, particularly those in marginalised and disadvantaged communities, can contribute to ending discrimination (Target5.1) in sports and physical activity;
  - **SDG10 Reduce inequalities:**
    - Policy actions that maximise the potential of sports and physical activity programmes, including major sporting events, to promote inclusion and empowerment regardless of individual traits can contribute to empowering
and promoting the social, economic and political inclusion of all (Target 10.2) and promoting equal opportunity (Target 10.3);

- SDG11 Inclusive, safe, resilient and sustainable cities and communities:
  - Development, implementation and monitoring of urban and transport planning policies that require city and regional designs to provide equitable access to safe, affordable infrastructure for walking and bicycling, as well as public open spaces and recreational facilities can contribute to achieving sustainable transport systems for all (Target 11.2); enhancing inclusive and sustainable urbanization (Target 11.3); reducing the environmental impact of cities (Target 11.6) and achieving universal access to green and public spaces (Target 11.7);

- SDG13 Climate change:
  - Land use and transport policy, combined with fiscal, environmental and educational interventions that support walking, cycling and use of public transport by all can contribute to a reduction in the use of fossil fuels and climate change mitigation (Target 13.1) and improved education, awareness, and human and institutional capacity on climate change mitigation and adaptation (Target 13.2);

- SDG15 Life on land:
  - Policy actions that ensure adequate access to, and use of, natural environments for physical activity, recreation and play by children and adults can contribute to the sustainable use, appreciation, conservation and restoration of land, biodiversity (Target 15.1) and terrestrial and inland freshwater ecosystems (Targets 15.5);

- SDG16 Just and peaceful and inclusive societies:
  - Policy actions that leverage the capability of sports and physical activity to nurture positive social values such as respect and fairness and to unite people of different age, gender, socioeconomic status, nationality and political beliefs can contribute to reducing violence and conflicts (Target 16.1) and promoting non-discriminatory laws and policies (Target 16.b).

- ISPAH recommends insertion of a paragraph that draws particular attention to the links and co-benefits of walking, cycling, public transportation and recreational physical activity and other physical activities in the achievement of at least eight of the Sustainable Development Goals.

In keeping with this ISPAH recommends insertion after Point 23 of:

We recognize actions to increase walking, cycling and recreational physical activity will contribute at scale to the achievement not only of SDG 3 but also contribute to a reduction in the use of fossil fuels and climate change mitigation; achieving sustainable transport systems for all; enhancing inclusive and sustainable urbanization; reducing the environmental impact of cities and achieving universal access to green and public spaces.

Increase efforts to engage sectors beyond health

- Physical activity presents a wonderful opportunity for inter-sectoral action. ISPAH recognizes the powerful co-benefits across other sectors and other sustainable development goals of effective action to increase physical activity. For example, prudent action on active transportation can increase physical activity and benefit SDG 3, while at the same time benefit SDG 13 (climate action) and SDG 11 (sustainable cities and communities) and contribute to reducing inequalities by making services more accessible to women and to others that do not have access to a car.

- ISPAH Recommends inclusion in this part of the Montevideo Roadmap specific points that relate to physical activity and in particular accelerated implementation.
Specifically, in the section on increased efforts to engage sectors beyond health, **ISPAH recommends** insertion after Point 22 of the following text related to physical activity:

**In relation to the education sector:**
We are concerned about declining levels of physical activity in children, contributing to increased risk of NCDs and overweight and obesity.

We call for inclusion of Quality Physical Education in the school curriculum and the provision of adequate and appropriate staffing and facilities to support this.

We call for policies that ensure that adequate facilities are available on school premises and in public spaces for physical activity during recreational time for all children (including those with disabilities), with the provision of gender-friendly spaces where appropriate.

**In relation to urban planning and transportation sectors:**
We call for urban planning policies and guidelines that support walking, cycling and public transportation and provision of spaces and places for sport and recreation with a particular focus on equitable access and safety.

- The health sector may have particular leadership roles in inter-sectoral action; as a convener of partnerships, in conducting and leading health promotion; and leading public education, physical activity in primary care, monitoring, surveillance and evaluation; workforce development and advocacy.

**Economic, social and environmental determinants of health**

- ISPAH strongly supports a focus on the economic, environmental and social determinants of health to address inequity, noting the disproportionate burden of NCDs and physical inactivity still borne by low- and middle-income countries. For cost-effective interventions to be available to ‘all’ countries, to women and girls and to marginalized groups will require affirmative action. This should ensure investment in infrastructure, systems and a skilled workforce capable of carrying out evidence-based physical activity strategies. Without investing in these systems and infrastructure in the countries that need it most we will see continued widening of equity gaps.

**Reinvigorate political action**

- The focus of political action should be governance and leadership. Health, NCDs and health promotion must be a political priority if the NCD and SDG Agendas are to be successfully addressed. Physical activity strategies require political leadership to be enacted. These include political backing for policy priorities such as mandating quality physical education for all children; prioritizing walking, cycling and public transport infrastructure in transport and urban planning policy; implementing urban planning regulations to ensure adequate public open space and funding robust public education.

**Enable health systems to respond more effectively to NCDs**

- ISPAH supports the prioritization of initiatives that are population focused. These are more likely to benefit low- and middle-income communities, individuals and families.
ISPAH’s priority strategies are outlined in its own Position Statements, most notably, *Noncommunicable Disease Prevention: Investments That Work for Physical Activity*, which outlines the seven best investments for population physical activity across schools, transportation, urban planning, primary care, sport, public education and the media, and the community. Click here: English

**Increase significantly the financing of national NCD responses and international cooperation**

- ISPAH fully endorses the call for adequate, predictable and sustained financing commensurate with the socio-economic burden of NCDs. Page 3 of 6 (point 14). This point and Points 15-17 in the Montevideo Roadmap need to be expanded to more specifically address mechanisms for sustainable financing that might include activities such as introducing levies on products that cause harm and regulatory measures to quarantine income from such levies for physical activity and health promotion activities. Examples of such levies that could be specially flagged include: levies on sales of alcohol and tobacco, congestion charges, a sugary drinks levy.
- These novel fiscal approaches to raising finance should occur in addition, and supplementary to, increased priority in domestic budgets for physical activity implementation and NCD prevention.

**Seek measures to address the negative impact of products and environmental factors harmful for health and strengthen the contribution and accountability of the private sector**

- ISPAH commends specific exclusion of industries that cause harm (tobacco, arms, sugary drinks, junk foods, alcohol) and the implementation of regulatory and fiscal measures to combat the impacts of unhealthy products without industry interference through legal disputes. Page 1 of 6 (3), especially to protect children.
- However, ISPAH also commends the approach to commit to enhancing the national capacity to engage constructively with the private sector for NCD prevention and control in a way that maximizes health gains. The private sector has a lot to gain from investment in NCD prevention, including higher profitability through healthy and fitter workers, reduced injuries at work, productivity gains and reduced absenteeism. This should extend to increased investment in workplace health and physical activity programs, including active transport programs and programs designed to reduce sedentary behaviour.

**Reinforcing the role of non-state actors**

ISPAH is a unique global organization that specifically represents the physical activity workforce. We look forward to a continued robust engagement with the NCD strategy as a non-state actor in the Global Coordination Mechanism (GCM).

This brief submission outlines many of our strategic priority strategies that are related to NCDs. ISPAH can make its most unique and specialised contribution in relation to physical activity and looks forward to further opportunities to contribute and participate.

**Complementary ISPAH Documents**

- To complement momentum around NCD action and the SDG Agenda 2030, ISPAH has produced three most pertinent and complementary policy documents.
The Toronto Charter for Physical Activity – A Global Call to Action (2010) provides a powerful rationale for increased focus on physical activity, guiding principles for a population-based approach, and a policy framework for action on physical activity. Click here: English

Noncommunicable Disease Prevention: Investments That Work for Physical Activity, is a complement to the Toronto Charter and outlines the seven best investments for population physical activity across schools, transportation, urban planning, primary care, sport, public education and the media, and the community. Click here: English

The Bangkok Declaration on Physical Activity for Health and Sustainable Development critically links the aspirations in the above documents to eight of the Sustainable Development Goals (see below). Click here: English