Towards Implementation of the WHO Global Strategy on Diet, Physical Activity and Health: South African Experience

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WHA 59th Session
26th May 2006
Presentation Outline

- Introduction
- Situational analysis
- Milestones from 1990s’
- Implementation of the Global Strategy
- Advocacy and Political Commitment
- Way forward
Promoting Healthy Lifestyles: A National Priority

Introduction

- One of the key priority programs for the Health Sector Strategic Plan (2004 – 2009)

- 5 Key components
  - Promotion of Physical Activity
  - Promotion of Good Nutrition
  - Tobacco Control
  - Combating misuse of alcohol and other substances
  - Promotion of safe sexual behaviour
Burden of overweight in South African Adults

(SADHS, 1998)
Inactivity in South African Adults
Preliminary SADHS 2003-2004 (N = 6909)

- Inactive
- Minimally active
- Sufficiently active

Prevalence (%)

>150 min of health enhancing (> 600 MET/ min/ wk)
<table>
<thead>
<tr>
<th>As a % of total deaths</th>
<th>MEN</th>
<th>WOMEN</th>
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<tbody>
<tr>
<td>Cardiovascular diseases (CVD)*</td>
<td>14%</td>
<td>19%</td>
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<tr>
<td>Cancers</td>
<td>8%</td>
<td>8%</td>
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<tr>
<td>Other chronic diseases</td>
<td>7%</td>
<td>6%</td>
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<tr>
<td>Respiratory</td>
<td>5%</td>
<td>4%</td>
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<tr>
<td>Diabetes</td>
<td>2%</td>
<td>3%</td>
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<tr>
<td>Total chronic diseases</td>
<td>36%</td>
<td>40%</td>
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(Bradshaw et al., MRC Policy Brief, No. 1, March 2003)
Future Burden: Physical Inactivity Amongst SA Youth

(Youth Risk Behaviour Survey 2002)
Policy Diagnosis and Political Commitment:

“... the need to intensify our campaign to promote healthy lifestyles within our communities...

...highlights the need for a paradigm shift in the way we approach the health of our population... the critical role of choices made by individual communities in determining their own health status.

...mobilise our communities and other partners to work together with government in promoting good health...partnership in promoting public health awareness ...

...it is clear to us that chronic diseases of lifestyle are a major problem in our communities.

...We are concerned about the levels of obesity ... because of lack of physical activity and over consumption of food high in fats and sugar...we are also worried about high sugar and blood pressure levels that are detected amongst many of our people. ...”

(Budget Speech: Minister of Health, April 2005)
Milestones: From the 1990’s to 2006: From Research to Policy - Action

- IPAQ development and testing: (1998-2000)
- Surveillance of PA: Demographic & Health Survey – GPAQ (2003-4)

**Formation of National Sports Commission; Introduction of OBE in schools, Lifeskills in curriculum**

**Emergence other sports organizations**

**Major national health insurers; introduced “Wellness” incentive initiatives. by (~2000)**

**WHO: World Health Day “Move for Health” 2002**

**Regional Consultation on Global Strategy 2003: WHA Resolution-WHO Global Strategy**

**Youth Charter on Physical Activity**

**Draft National Healthy Lifestyles Strategy Document (Oct 2005)**

**Draft Youth Charter and Steering Committee (Nov 2004)**

**Sport Stakeholder workshop (other gov sectors, private sector, sporting codes, NGO’s, tertiary institutions) (October 2004)**

**Debt of Health establishes Multisectoral National Healthy Lifestyles Task Force, October 2004**

**部委 on Global Strategy 2003: WHA Resolution-WHO Global Strategy**

**Advocacy process, social mobilisation**

**Consultation for development of and sustainable implementation of a national plan for Global Strategy (Sept 2005)**

**Minister of Health Budget Speech April 2005**

**Launch of National campaign: “Vuka South Africa, Move for Health” (May 2005)**

**Surveillance of PA: Demographic & Health Survey 2008**

**National Youth Fitness Survey, ages 7-12yrs (N=10000) (Dec 2004)**

**Siyadlala campaign Sports and Recreation launched in 2004**

**Launch of National campaign: “Vuka South Africa, Move for Health” (May 2005)**

**Regional Consultation on Global Strategy 2003: WHA Resolution-WHO Global Strategy**
All children have the right to an environment conducive to physically activity

Collaboration between key role players must occur to ensure adequate opportunities for all children & youth

Equality of access and opportunity to participate should be made available to all children and youth

Protection of children and youth participating in physical activity, including those performing at a high level, is essential

Economic, social, religious and cultural diversity should be embraced. Sport …used as a tool for encouraging positive attitudes, bridging barriers and accommodating individual differences and abilities.
Aim
To increase levels of participation in physical activity among the South African population

Objectives

- To decrease the number of adults and children living sedentary lifestyles
- To increase the number of adult / children who engage in physical activity at least for 30 min everyday
Move for Health campaign launched in May 2005

Slogan “Vuka South Africa, Move for your Health”.

Focuses at various settings (schools, workplaces and community)
Settings Approach
Progress to Date

2004 / 2005 activities

- Advocacy Phase
- Social mobilisation
  - Door-to-door approach
  - Promotion of mass participation in health walks (5km)
  - Establishment of community based projects
  - Health screening
  - National workshop, sharing of experiences with Brazil
Lessons Learnt

- Political commitment and support
  - Adequate resources
- Partnerships
  - Sharing of resources
  - Clear roles and responsibilities
  - Maximising the reach
  - Skills transfer
- Community participation & empowerment
- Integrated approach
- Importance of evaluation
Challenges

- Consistent participation
- Competing demands
- Inter-sectoral collaboration
Future Plans

- Development of a specific logo for the campaign (underway)
- Mass Media Campaign
- Development of a long term Nation Plan (5yr)
- Designing of monitoring & evaluation tool (underway)
Future Plans continued...

- Training of “champions” to lead community based physical activity projects.
- Expand school- and community based food projects
- Conduct baseline study to determine knowledge, attitude and perceptions on diet and physical activity issues
- Develop an integrated National Plan (5 yr)
- Develop and implement a Mass Media campaign
Future Plans (cont...)

- Facilitate training for implementation of the Global Strategy on Diet, Physical and Health, February 2007

- Establishment of a national coordinating center for Physical Activity to serve as an information hub for Physical Activity research, outreach programs etc.
“I affirm my personal commitment to this campaign. As government, we have a responsibility to promote the health of our nation. The “Move for Health” campaign is one of the driving forces to galvanise our people into action.”

Minister of Health, South Africa, May 2005
Towards Implementation of the Global Strategy on Diet, Physical Activity and Health

South Africa's response to the global mandate

World Health Organization  May 26th 2006

Health walk budget speech
THANK YOU!