MORE ACTIVE PEOPLE FOR A HEALTHIER WORLD

SLIDE DECK FOR PUBLIC USE
Prevention of noncommunicable disease
World Health Organization
Geneva

Prepared by WHO SPP/PND/WHO (v2 January 2019)
1. Global context of physical activity
2. The new Global Action Plan
3. Launch and Dissemination
4. Role of WHO and Implementation tools
OVERVIEW OF GLOBAL POLICY RELEVANT TO PHYSICAL ACTIVITY
WHO NCD ACTION PLAN 2013-2020: PHYSICAL ACTIVITY

Recommendations Page 33-34

Appendix 3 NCD ‘Best Buys’

Global Target 2025
Globally 28% of adults do not meet recommended levels of PA.

Guthold, Stevens, Riley, Bull. Lancet Global Health Online September 4, 2018
GLOBAL TREND IN PHYSICAL INACTIVITY 2001-2016: MEN AND WOMEN COMBINED

Source: Guthold et al., Lancet Global Health, 2016
GLOBAL TREND IN PHYSICAL INACTIVITY 2001-2016:
BY SEX

Source: Guthold et al., Lancet Global Health, 2016
LEVELS OF PHYSICAL INACTIVITY IN 2016:
BY SEX AND SUPER REGIONAL GROUPS

% not meeting recommendations

Source: Guthold et al., Lancet Global Health, 2016
GLOBAL TRENDS IN PHYSICAL INACTIVITY 2001-2016:
BY SUPER REGIONAL GROUPS FOR MEN AND WOMEN COMBINED
OUTLINE

1. Global context of physical activity
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WHO EXECUTIVE BOARD 142 (JAN 2017) REQUESTED DEVELOPMENT OF NEW ACTION PLAN ON PHYSICAL ACTIVITY

• Build on NCD Global NCD Action Plan
• Link to SDG Agenda 2030
• Provide a road map and guidance to Member States
• Accelerate action on increasing physical activity
WHO global action plan on physical activity 2018–2030

The Seventy-first World Health Assembly,

Having considered the report on physical activity for health,1

Convinced by the rapidly growing burden of noncommunicable diseases, early health disorders and other non-communicable disease-related outcomes globally per year, reduce caused disability and mortality and the financial burden on health systems, and increase the number of healthy life years;


Acknowledging the important work in providing Member States with tools, including technical guidance on monitoring noncommunicable disease progress, and guidelines to promote physical activity, and further acknowledging the supplementary tools and guidelines that may be needed to be (

1. Regular physical activity is a well-established protective factor for the prevention and treatment of the leading noncommunicable diseases (NCD), namely heart disease, stroke, diabetes and breast and colon cancer. It also contributes to the prevention of other
FROM ENDORSEMENT TO LAUNCH: JUNE 4 2018

There are many ways to be active – walking, cycling, sport, active recreation, dance and play - and many policy opportunities to increase participation.

Website: www.who.int/lets-be-active/en/
MORE ACTIVE PEOPLE FOR A HEALTHIER WORLD

MISSION

Ensure that all people have access to safe and enabling environments and to diverse opportunities to be physically active in their daily lives, as a means of improving individual and community health and contributing to the social, cultural and economic development of all nations.

GOAL TO REDUCE PHYSICAL INACTIVITY

BY 2025
10%

BY 2030
15%
GUIDING PRINCIPLES FOR ACTION

1. Evidence-based practice
2. Equity across the life course
3. Human rights approach
4. Proportional universality
5. Engagement & empowerment of policymakers, people, families & communities
6. Multisectoral partnerships
FOUR OBJECTIVES - TWENTY POLICY ACTIONS

1. CREATE ACTIVE SOCIETIES
   SOCIAL NORMS AND ATTITUDES

2. CREATE ACTIVE ENVIRONMENTS
   SPACES AND PLACES

3. CREATE ACTIVE PEOPLE
   PROGRAMMES AND OPPORTUNITIES

4. CREATE ACTIVE SYSTEMS
   GOVERNANCE AND POLICY ENABLERS
Create a paradigm shift in all of society by enhancing knowledge and understanding of, and appreciation for, the multiple benefits of regular physical activity, according to ability and at all ages.
Create and maintain environments that promote and safeguard the rights of all people, of all ages, to have equitable access to safe places and spaces, in their cities and communities, in which to engage in regular physical activity, according to ability.

RECOMMENDS

5 POLICY ACTIONS
Create and promote access to opportunities and programmes, across multiple settings, to help people of all ages and abilities to engage in regular physical activity as individuals, families and communities.
RECOMMENDS

5 POLICY ACTIONS

Create and strengthen leadership, governance, multisectoral partnerships, workforce, advocacy, research and information systems across sectors to achieve excellence in resource mobilization and implementation of coordinated international, national and subnational action.
A ‘WHOLE SYSTEMS’ APPROACH TO PHYSICAL ACTIVITY
ROLES AND RESPONSIBILITIES: SEE APPENDIX 2

APPENDIX 2
RECOMMENDED ACTIONS IN DETAIL

Recommended actions for WHO member states, the WHO secretariat and other stakeholders to achieve implementation of the Global Action Plan on Physical Activity 2018-2030.

CREATE ACTIVE SOCIETIES

ACTION 1.2

Conduct national and community-based campaigns to enhance awareness and understanding of, and appreciation for, the social, economic, and environmental co-benefits of physical activity, and particularly more walking, cycling and other forms of mobility involving the use of wheels (including bicycles, scooters and skates), and thereby make a significant contribution to achievement of the 2030 Agenda for Sustainable Development (Sustainable Development Goals 3, 7, 8, 9, 10, 11, 12, 13, 14, 15 and 16).

PROPOSED ACTIONS FOR MEMBER STATES

1. Conduct mass reach communication campaigns to increase knowledge of, and positive attitudes towards, the multiple co-benefits of physical activity, including but not limited to, the impact of increasing walking and cycling, and use of public transport on air quality, and the environment, local economies, sustainable development, quality of life and well-being of societies.

2. Support and, where appropriate, partner with, national, regional and international campaigns on issues related to physical activity, such as ‘breath life into (air quality); vision zero (road safety);’ transport (creates sustainable transport and moves for change).

PROPOSED ACTIONS FOR WHO SECRETARIAT

3. Support Member states and other stakeholders, where appropriate, with national, regional and international campaigns on co-benefits of physical activity.

4. Develop and disseminate resources to promote awareness and understanding of the contribution of physical activity to achieving the 2030 Agenda and targets.

5. In consultation with UN agencies and the Secretariat of the United Nations Framework Convention on Climate Change, develop and disseminate resources to promote awareness and understanding of the value of increasing walking and cycling to economic and environmental sustainability.

PROPOSED ACTIONS FOR STAKEHOLDERS*

6. All stakeholders should lead and support national and subnational implementation of communications campaigns to promote awareness of the contribution that physical activity, and particularly walking, cycling and use of public transport, and the sports sector can contribute to social, economic, development and environmental sustainability agendas.

7. Researchers should develop and evaluate different communication methods and messages on the co-benefits of physical activity (e.g., cleaner air; water safety; stronger local economies; improved educational outcomes that are most effective at engaging policy-makers, civil society and grassroots communities in different regions, countries and contexts.

*Such as NGOs, civil society organizations, academic and research community, donors, international and regional development organizations, cities and municipalities, private sector entities.
Physical activity is a direct and indirect enabler to achieving 13 SDG targets set for 2030.

Details of each link are in Appendix 1.
OUTLINE

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3. Launch and Dissemination

4. Role of WHO and Implementation tools
We must get the world moving.

It takes political commitment at the highest level, and it takes action from all sectors, in a coordinated way.

Prime Minister of Portugal
Mr António Costa

WHO Director General
Dr Tedros
WHO LET’S BE ACTIVE CAMPAIGN

Social media: #BeActive
Email: letsbeactive@who.int

All available at: www.who.int/lets-be-active/en/
DISSEMINATION: A TASK FOR EVERYONE BY EVERYONE

- Global Launch
- 2018 WHO Regional Committee Meetings
- Regional launches & promotion
- National events & promotion
- Webinars by WHO and other networks
- Stakeholder led forums & conferences

GOAL – making sure everyone is informed and engaged

Underway & Ongoing
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SUPPORTING COUNTRY IMPLEMENTATION

WHO WORK IS ACROSS 10 AREAS THROUGH LEADERSHIP AND PARTNERSHIPS
WHO TECHNICAL POLICY PACKAGE FOR PHYSICAL ACTIVITY

LAUNCHED
OCTOBER 2017
IMPLEMENTATION: WHERE TO START

WHERE TO START?

Assess the current situation
To start, most countries should convene relevant stakeholders at national and, where relevant, subnational level, to assess the current situation on promoting physical activity. The process should include identifying all existing policies within health and other sectors, which can be strengthened, as well as identify policy gaps and opportunities. The ACTIVE technical package and the recommended whole systems approach provides a guiding framework for this analysis.

Establish a coordinating mechanism
All countries should establish a clear, accountable coordinating mechanism for developing and implementing their national response. This mechanism should provide national leadership and ensure appropriate ongoing engagement and harmonization of policy prioritization and planning. Implementation, monitoring and evaluation should involve relevant sectors. Ministries of health, sport, and education are well placed to convene stakeholders, including community representatives, at which all other government actors could also share this leadership role.

Develop a national plan of action
Most countries without a current and comprehensive national plan of action on physical activity will need to develop documents, or revise and adapt those existing. This process should be informed by the results of the situation analysis and focus on identifying a strategic coordination of policy responses from the ACTIVE technical package implementation in the short term (i.e., during the next 2-3 years). Ministries of health are recommended to prioritize and act on the implementation of the ICD “best buy” policy recommendations (2), namely, public communication campaign linked to community programmes (Action 13) and patient advice and counseling in primary health care (Action 2). In addition, ministries of health should advocate to ensure synergies and coherence in policy across key government portfolios, including infrastructure, planning, education, and social policy.

A WHOLE SYSTEM APPROACH TO NATIONAL ACTION

1. Assess the current situation – gaps and opportunities
2. Establish and ensure partnerships, coordination and leadership
3. Develop /update and align policy and a national action plan
4. Implement and scale!
WHO is developing a global monitoring framework to track progress of policy actions and implementation. It will identify a set of indicators and align to existing metrics and other relevant policies where possible.

Development underway: Completion due early 2019.
WHO REGIONAL FOCAL POINTS FOR PHYSICAL ACTIVITY

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