Dear WHO

I am writing on behalf of local partners to thank you for your leadership in creating a Global Action Plan to tackle the physical inactivity pandemic that we face.

It is clear that, to affect a sustainable change in individual behaviour and within societal 'tribes', we need to consider far more than 'supply and demand'. We welcome your 'whole system' approach and see clear links between your plan and our recently developed local strategy.

For too long our system has focused on short term solutions. Your plan ensures that we embed active design principles into infrastructure - a legacy that will enable future generations to move more.

It is clear that, despite a wealth of evidence, physical activity remains the 'best kept secret' in the health arena. More must be done to equip allied health professionals with the skills and knowledge to ably promote this 'wonder drug'. Mixed messaging around physical activity confuses citizens and professionals alike (minutes? Steps?) the simpler the better.

I hope that your plan and associated campaigns will raise the profile of our Global dilemma and be a catalyst for local action.

If we can assist in any way, please do not hesitate to contact me direct

Yours sincerely

Anne Boyd

Chief Executive, Active Cheshire

Proud Member of HEPA Europe, Vice President of the British Red Cross and West Cheshire Poverty Truth Commissioner

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[Living Wage]
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http://www.yourwestcheshire.co.uk/pages/4070/1/Becoming_a_Local_Living_Wage_employer.html

Active Cheshire is committed to ensuring the safety of all children and vulnerable adults, if you have any concerns regarding this topic please contact safeguarding@activecheshire.org.

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