Sincere apologies for the late submission of comments. However, Denmark hopes that the following comments will be taken into consideration by the Secretariat.

Denmark would like to thank the Secretariat for the opportunity to comment on the draft global action plan and welcomes the initiative to promote physical activity. Physical inactivity is an important risk factor for morbidity and mortality that accounts for 6500 deaths per year in Denmark. Compared with other lifestyle factors this makes physical inactivity the second most contributing factor to mortality with only smoking contributing more to mortality.

The action plan covers important areas and actions and includes a focus on the necessity of collaboration with other sectors in order to increase the population level of physical activity across the lifespan. Denmark supports the structure of the Action Plan which proposes three levels of actions: Member States, the Secretariat and International and National Partners. Furthermore, the supporting and guiding role of the Secretariat including the development and dissemination of materials and tools, collection of knowledge and best practice examples is very much appreciated.

We propose that the action plan in general focus less on campaigns as a specific way of communicating. There are many ways to inform and communicate and we therefore suggest that the action plan focus more broadly on communication while mentioning campaigns as one example of communicating.

In addition, Denmark would like to highlight the following:

44: Citizen involvement and participation is key in the development of solutions to increase physical activity, therefore, we suggest to add this in the para.

46: Denmark suggest to indicate whether this indicator is already measured in an existing instrument.

47: We suggest that this be deleted.

53. II: It is unclear what should be measured here, and we suggest to rephrase it.

53. III: This indicator seems weak, and might not be suitable for comparisons across countries, as the initiatives can be very different from country to country, with some being large scale and others only very small initiatives with low reach at the community level.

53. IV: We would like to question the relevance of this indicator as air quality depends on a range of other factors than physical activity and active transport.

54: This proposed action seems to be too wide. Campaigns need to be targeted and to focus on specific groups, for instance children, adolescents, parents, families, adults or older adults. We recognize that it
is important also to focus on vulnerable and marginalized communities, however, such groups will probably be difficult to reach in campaigns. We therefore suggest not to mention these groups here.

57: We suggest that the guide takes into account the different target groups for mass-reach behavior change campaigns such as children and adolescents, parents, adults and older adults. Denmark has a long history of conducting physical activity campaigns with children (and parents) as the target groups. Since 2015, the Danish Health Authority have conducted “The Get Moving Campaign” and would be happy to share its knowledge with the WHO in relation to the development of guides with best practice examples.

61: We suggest that “EU Week of Sport” is mentioned as an example.

91: We suggest rephrasing to the following: Implement and enforce effective traffic management policies and programmes.

107. V: This indicator seems unsuitable for monitoring, as it is unclear what is included in “whole of community Physical Activity programs” and probably vary very much between countries.

141: We suggest to add that surveillance systems for monitoring physical activity overt time should include both children and adults. In Denmark, we monitor the level of physical activity in children using the Health Behaviour in School Children (HBSC) Survey. However, in 2018, the HBSC survey in Denmark will be supplemented with accelerometry measurements for a large part of the sample. This will provide unique data on the physical activity level and pattern among Danish children. It also gives unique data for comparison with other countries conducting a similar monitoring. Objective monitoring of physical activity in populations will probably increase in coming years. To get comparable data across countries, WHO could play an active role by developing criteria data reporting, for instance on which cut-point to choose when reporting time spend in moderate physical activity and vigorous physical activity. Regarding the indicators on financing and allocation of resources, it is our experience from the “EU Focal Points of Health Enhancing Physical Activity”, that such information is very difficult to provide in a way that makes it comparable between countries.

142: Add “Look into the possibility of developing” a cross government, jointly owned, national action plan on physical activity with appropriate governance and maximizing synergies and policy coherence with other sectors including but not limited to: transport, urban planning, health, social care, education and sports and recreation.

Kind regards,
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