The FIA Foundation was kindly invited by Melecki Khayesi to provide feedback on the WHO Global action plan on physical activity. While we applaud the plan’s strong focus on connecting non-motorized transport to air quality, the citation of the decrease in walking and cycling to school, and proposed action to member states, to “74. Promote and support implementation of programs that encourage facilitate and sustain walking, cycling and use of public transport for trips to local destinations, including travel to school and travel to work initiatives, and may include city and community cycle hire schemes,” we would like to offer some suggestions below in red to strengthen the document.

Please let me know if you have any questions. Thank you for this opportunity.

21  - Policy actions to support walking and cycling as part of meeting daily needs and contributing to public life, from fetching water and food, to accessing the city opportunities of work and education, must be accompanied by measures to create a safe and healthy environment.32 This would include: actions to reduce air pollution levels since 92% of the world’s population live in places with air quality levels exceeding WHO limits;33 the appropriate provision of adequate infrastructure and traffic regulations to prevent road injuries; and policy measures to prevent and protect walkers and cyclists against other forms of violence. Recognition of the close interactions between these policy agendas and efforts to increase physical activity is essential because coherent policy alignment is central to establishing joint agendas and accelerating implementation of actions. To benefit the entire population, policy agendas must focus on the most vulnerable and disproportionately affected population, children. Road traffic injuries are the leading killer of children and adolescents worldwide, and over 300 million children breathe air which exceeds WHO limits. The Global Initiative for Child Health and Mobility provides opening for collaboration, implementing the UN New Urban Agenda’s call for a safe and healthy journey to school as a priority and fulfilling objectives of the UN Convention on the Rights of the Child.

PROPOSED ACTIONS FOR MEMBER STATES, SECRETARIAT AND INTERNATIONAL AND NATIONAL PARTNERS

STRATEGIC OBJECTIVE 1: CREATING AN ACTIVE SOCIETY

5. The objective is to create societies with positive attitudes and values towards everyone being active, according to ability and across the life course. This will be achieved through increasing community-wide knowledge, understanding and literacy among public and professionals alike, on the multiple benefits of physically activity and many pathways to being active through walking, cycling, active recreation, sport, dance and play.

6. Objective I: Indicators of success

X % of countries that have implemented a communication campaign on physical activity #

X % of countries with inclusion of physical activity in professional training of sectors in health and X% including in training beyond health
X % of countries conducting a least one community based mass participation event annually

X % of cities/countries meeting the WHO air quality guidelines for PM10 (20 micrograms per cubic metre (µg/m³) as an annual average#

X % of school zones with safe and healthy routes, meeting the WHO air quality guidelines (e.g. PM2.5, 10 µg/m³; PM10, 20 µg/m³; NOx, 40 µg/m³, etc...) as an annual average, and WHO guidelines of 20 mph speed limits.

Kind regards,
Natalie

**Natalie Draisin**
Director, North American Office & United Nations Representative
FIA Foundation

Direct  +1 (201) 694 2438
Main  +44 (0)207 930 3882  |  Fax  +44 (0)207 930 3883
Email  n.draisin@fiafoundation.org  |  Web  fiafoundation.org  |  Twitter  @fiafdn