

GLOBAL ACTION PLAN ON PHYSICAL ACTIVITY 2018-2030

MORE ACTIVE PEOPLE FOR A HEALTHIER WORLD

Dr Fiona Bull MBE
Prevention of noncommunicable disease
World Health Organization
Geneva



Obesity RoundTable, Washington D.C. October 9 2018



OUTLINE

1

Background & Development of
Global Action Plan

2

What does it say?

3

Implementation: Challenges &
opportunities

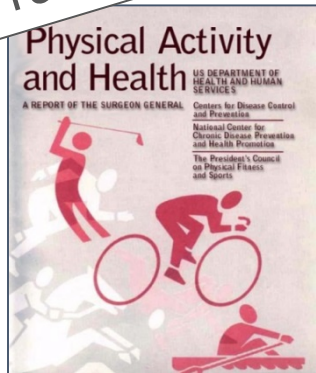
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WHO: Priorities to support country
action

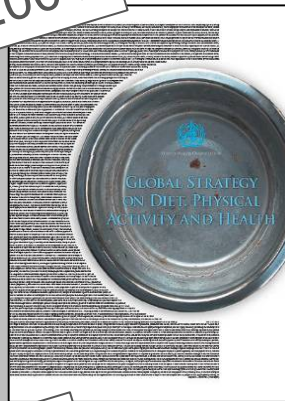


KEY MILESTONES IN PHYSICAL ACTIVITY, NCDs AND GLOBAL HEALTH

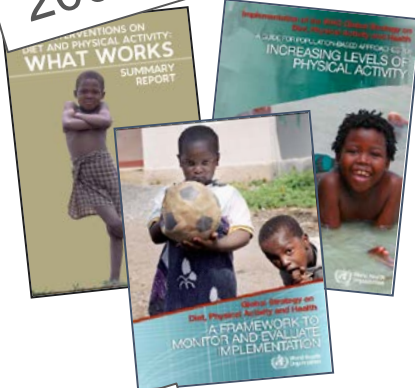
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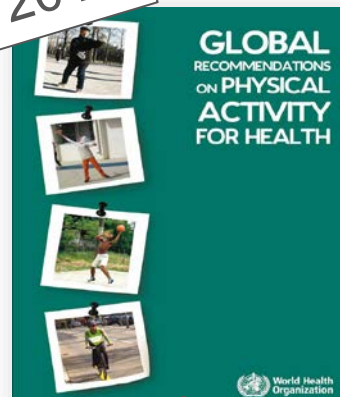
2004



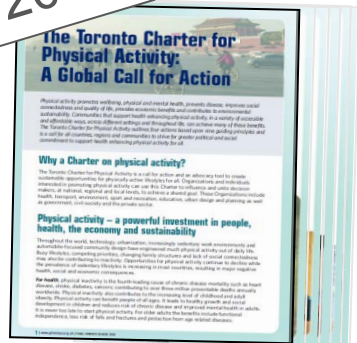
2006-8



2010



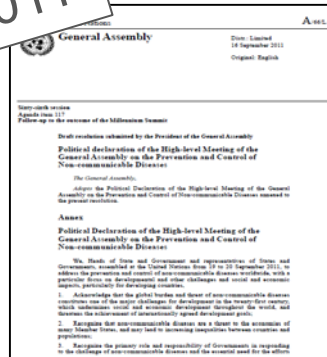
2010



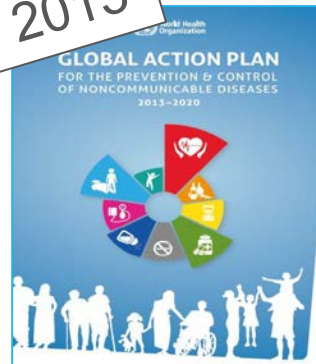
2011



2011

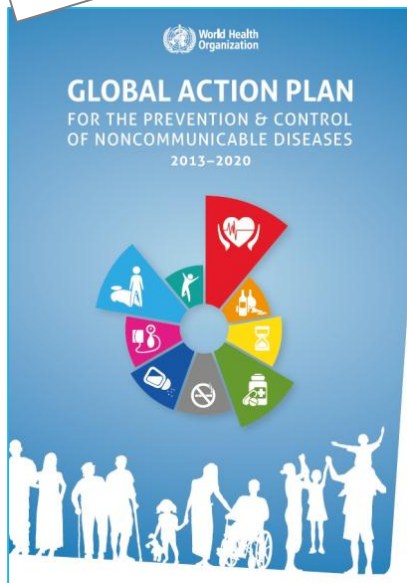


2013

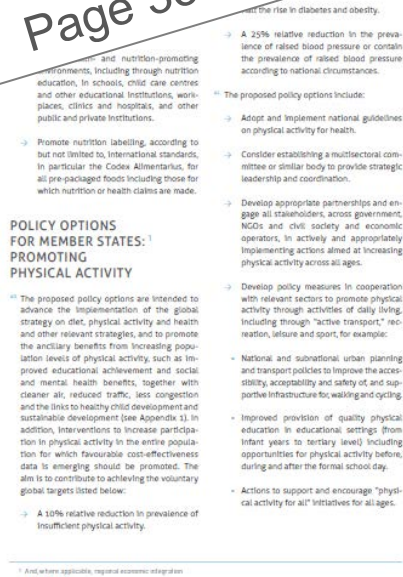


PHYSICAL ACTIVITY IN GLOBAL NCD POLICY CONTEXT

2013



Recommendations
Page 33-34



Appendix 3
NCD 'Best Buys'

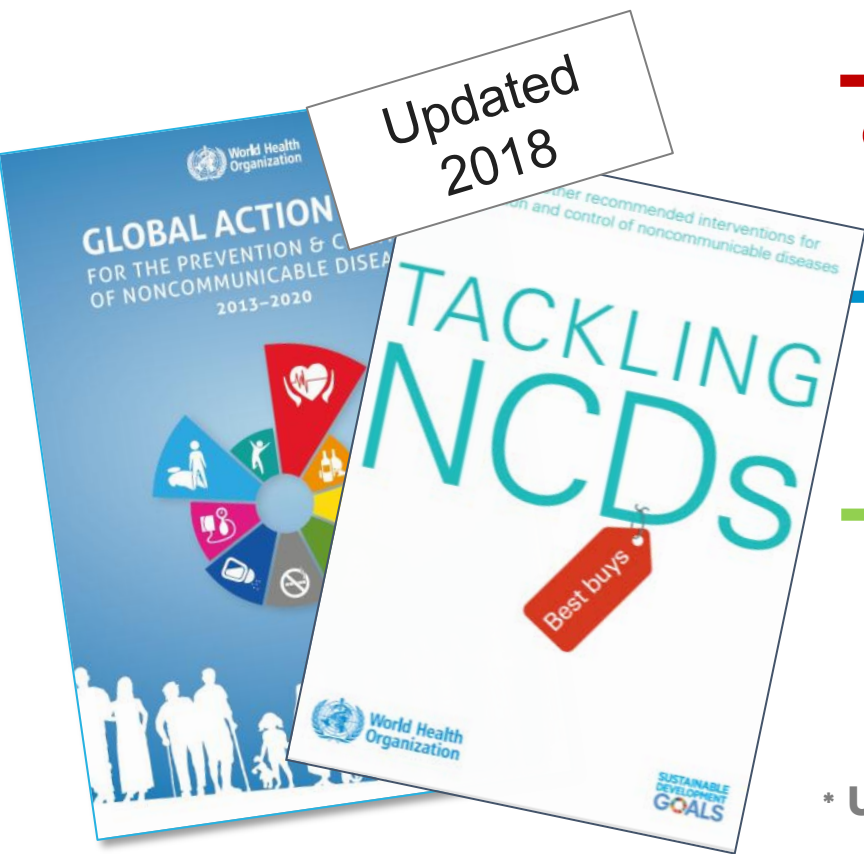


Global Target
2025



A 10% relative
reduction in
prevalence of
insufficient
physical activity

'BEST BUY' POLICY ACTIONS FOR NCD PREVENTION & CONTROL



BEST BUY*: Effective interventions with cost effectiveness analysis \leq I\$ 100 per DALY averted in LMICs



GOOD BUY*: Effective interventions with cost effectiveness analysis \geq I\$ 100 per DALY averted in LMICs



Other recommended effective interventions from WHO guidance

* Using WHO CHOICE cost effective analysis methods

'BEST BUY' POLICY ACTIONS: PHYSICAL ACTIVITY



Public education campaigns combined with community based education and environmental programmes



Counselling and referral as part of routine primary health care services through the use of brief interventions



School setting: quality PE, adequate facilities and PA programs

Macro level urban design to provide easy, safe, access to diversity of destinations and to public transport

Access to quality public open space and infrastructure to support walking and cycling

Workplace health programs

Promote activity through sport, clubs, programs & events

MANDATE: 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



GLOBAL LEVELS OF PHYSICAL INACTIVITY

NEW
just published

Worldwide trends in insufficient physical activity from 2001 to 2016: a pooled analysis of 358 population-based surveys with 1·9 million participants

Regina Guthold, Gretchen A Stevens, Leanne M Riley, Fiona C Bull

Summary

Background Insufficient physical activity is a leading risk factor for non-communicable diseases, and has a negative effect on mental health and quality of life. We describe levels of insufficient physical activity across countries, and estimate global and regional trends.

Methods We pooled data from population-based surveys reporting the prevalence of insufficient physical activity, which included physical activity at work, at home, for transport, and during leisure time (ie, not doing at least 150 min of moderate-intensity, or 75 min of vigorous-intensity physical activity per week, or any equivalent combination of the



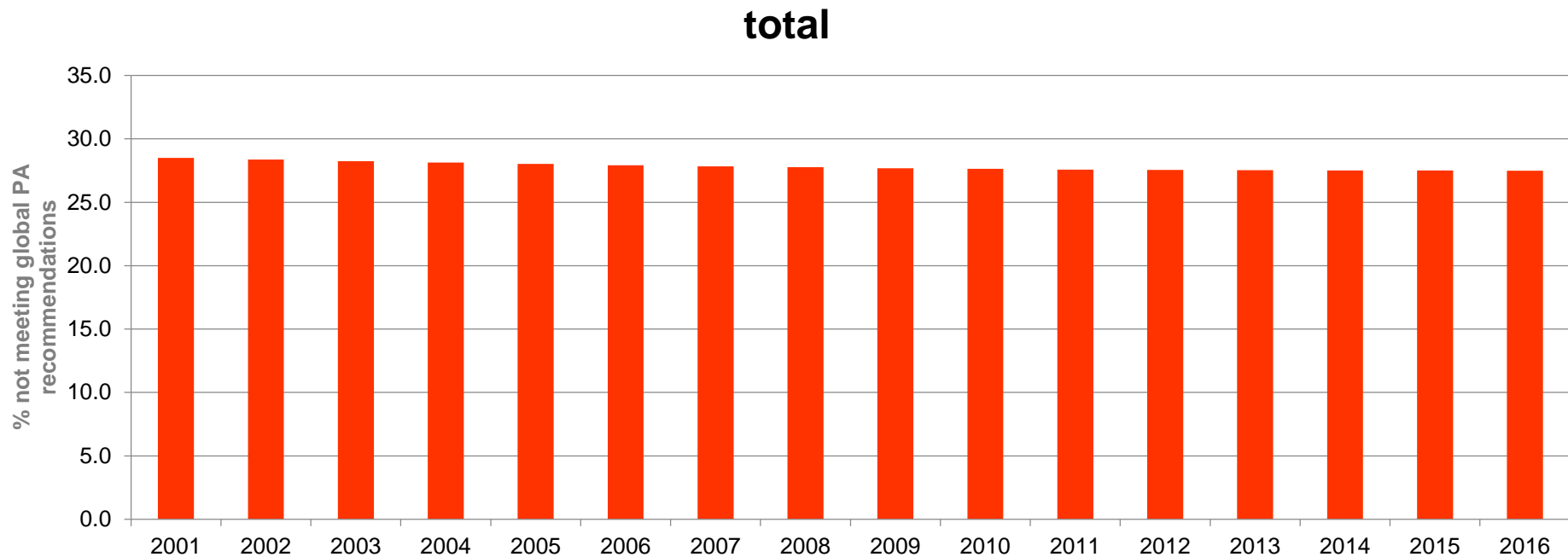
Lancet Glob Health 2018
Published Online
September 4, 2018
[http://dx.doi.org/10.1016/S2214-109X\(18\)30357-7](http://dx.doi.org/10.1016/S2214-109X(18)30357-7)
See Online/Comment
[http://dx.doi.org/10.1016/S2214-109X\(18\)30381-4](http://dx.doi.org/10.1016/S2214-109X(18)30381-4)

Guthold, Stevens, Riley, Bull. *Lancet Global Health*
Online September 4, 2018

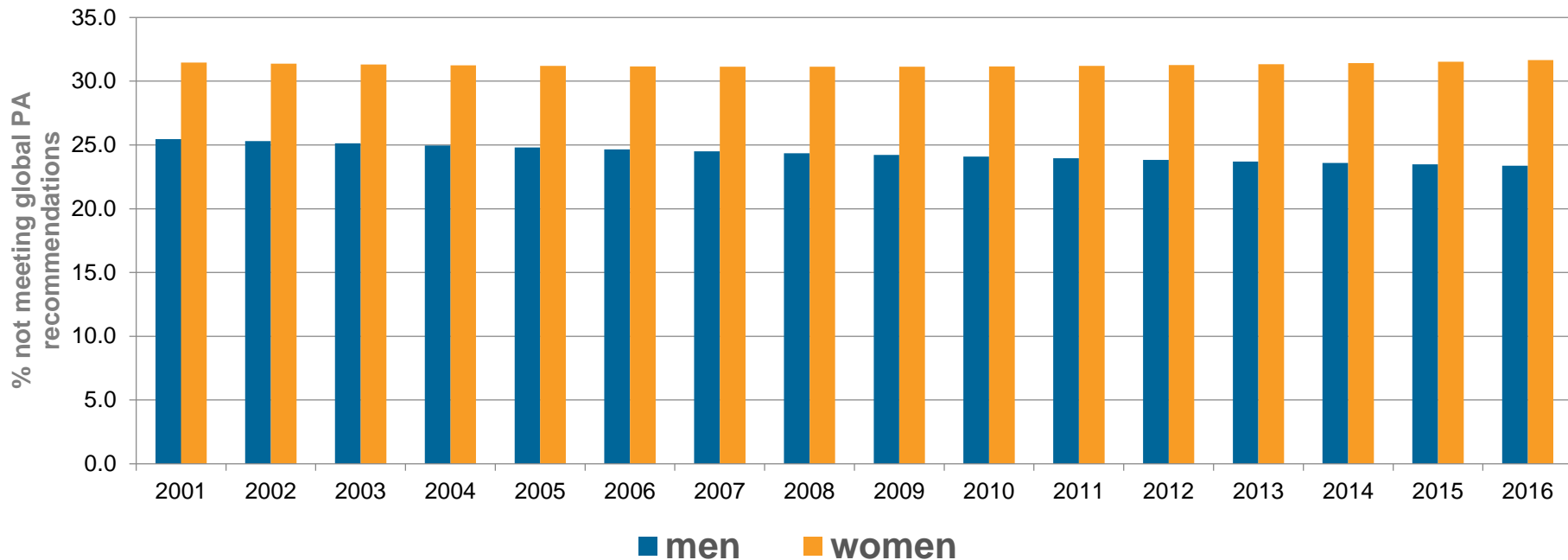
Globally
28%
OF ADULTS DO NOT
MEET RECOMMENDED
LEVELS OF PA

GLOBAL TREND IN PHYSICAL INACTIVITY: TREND 2001-2016

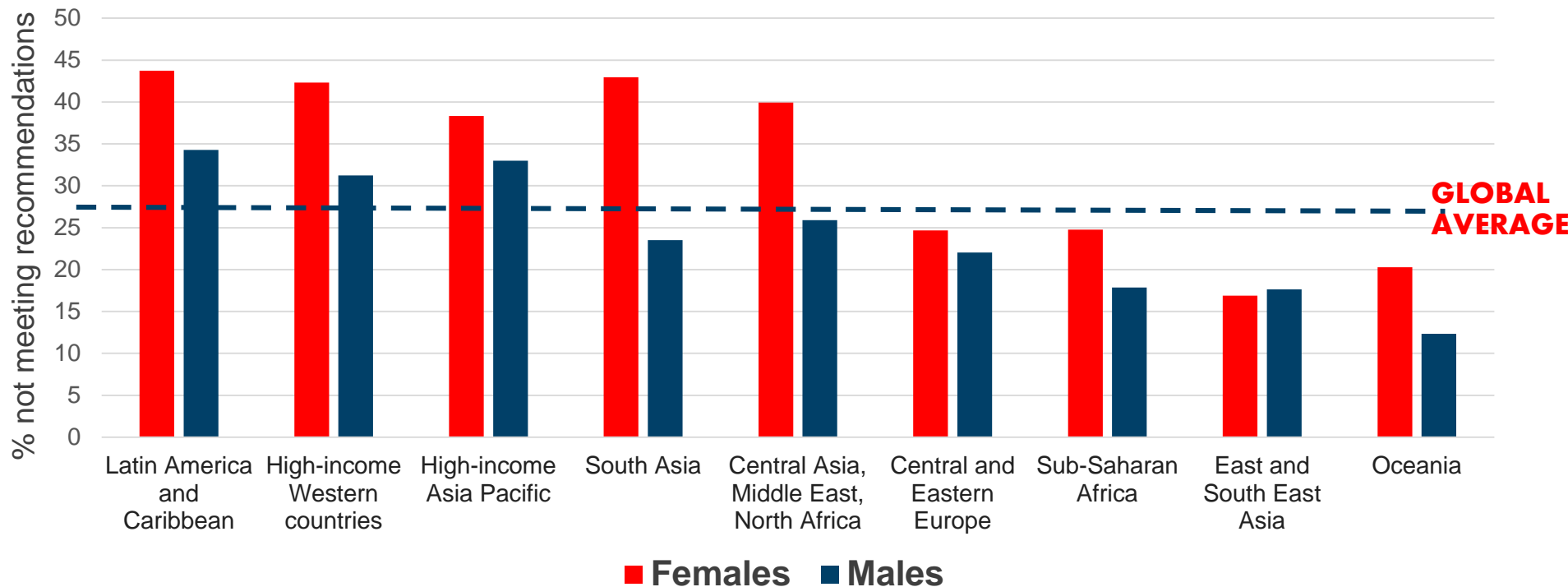
(TOTAL: MEN & WOMEN)



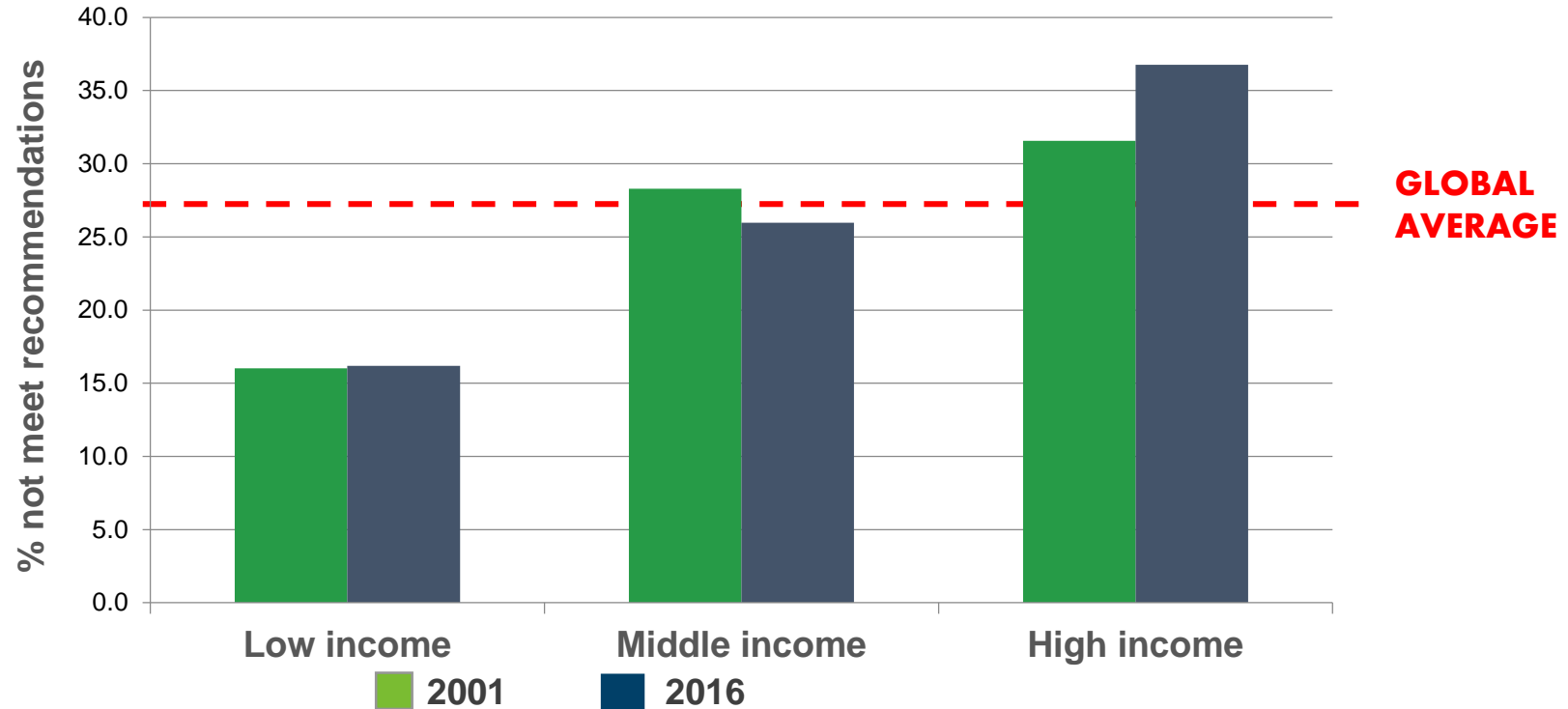
GLOBAL TREND 2001-2016 IN PHYSICAL INACTIVITY: MEN AND WOMEN



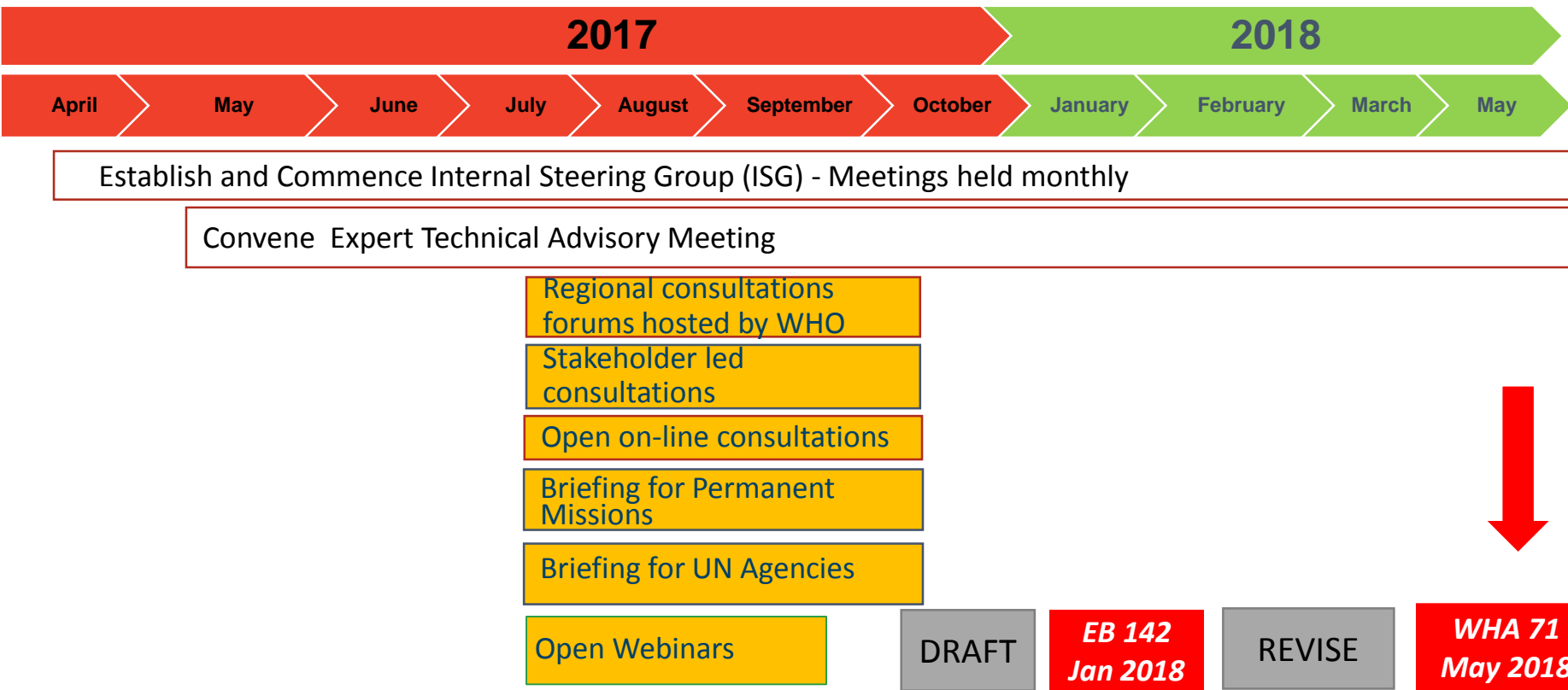
LEVELS OF PHYSICAL INACTIVITY: BY SEX & REGION



GLOBAL TREND 2001-2016 IN PHYSICAL INACTIVITY: BY WORLD BANK INCOME



GLOBAL ACTION PLAN: DEVELOPMENT PROCESS AND TIMELINES



GLOBAL EXPERT ADVISORY MEETING: 17-18 JULY 2017

WHO HQ, GENEVA, SWITZERLAND



Public Health, Medical and Allied Health

- Ministry of Health, Morocco
- British Journal of Sports and Medicine, University of British Columbia
- World Medical Association
- International Union for Health Promotion and Education (IUHPE)
- International Association of Gerontology and Geriatrics
- World Federation for Physical Therapy
- NCD Alliance
- International Association of National Public Health Institutes (IANPHI)

Sports sector

- The Association of International Sports for All (TAFISA)
- International Council of Sports Science and Physical Education (ICSSPE)
- International Olympic Committee
- Association of Summer Olympic International Federation (ASOIF)
- International Red Cross Red Crescent Movement
- Women Sport International (WSI)

Transport, Planning and Environment

- Global Road Safety Partnership
- European Cyclists' Federation
- Walk21
- Global Alliance of NGO's for Road Safety
- International Federation of Pedestrians (IFP)
- Urban Planning, Space Syntax
- Transport Engineers

Research Community

- International Society for Physical Activity and Health (ISPAH)
- International Society of Behavioural Nutrition and Physical Activity (ISBNPA)
- AGITA MUNDO

WHO Collaborating Centres

- WHO CC on Physical Activity and Public Health, Institute for Sport Science and Sport
- WHO CC in Physical Activity, Nutrition and Obesity, Sydney University
- WHO CC for Physical Activity, University of Zurich
- WHO CC on Population Approaches for NCD Prevention, University of Oxford



SEAR
23-25 Aug



EMRO
29-30 Aug

WORLD HEALTH ASSEMBLY MAY 2018

RESOLUTION

ENDORSED



WORLD HEALTH ASSEMBLY
Agenda item 12.2
WHA71.6
26 May 2018

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

Concerned by the rapidly growing burden of noncommunicable diseases, mental health disorders and other mental health conditions globally, and its negative impact on health, well-being, quality of life, and socioeconomic development;

Acknowledging that increasing physical activity and reducing sedentary behaviour can prevent at least 3.2 million noncommunicable disease-related mortalities globally per year,² reduce related disability and morbidity and the financial burden on health systems, and increase the number of healthy life years;

Recalling the Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases (2011),³ the outcome document of the high-level meeting of the General Assembly on the comprehensive review and assessment of the progress achieved in the prevention and control of non-communicable diseases (2014),⁴ the 2030 Agenda for Sustainable Development,⁵ Health Assembly resolutions WHA51.18 (1998) and WHA53.17 (2000) on the prevention and control of noncommunicable diseases, WHA55.23 (2002) on diet, physical activity and health, WHA57.17 (2004) on the global strategy on diet, physical activity and health, and WHA66.10 (2013) on follow-up to the Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases, which endorsed the global action plan for the prevention and control of noncommunicable diseases 2013–2020, and which adopted a voluntary global target to, by 2025, achieve a 10% relative reduction in prevalence of insufficient physical activity;

Acknowledging the Secretary's work in providing Member States with tools, including WHO's global Noncommunicable Diseases Progress Monitor, and guidelines to promote physical activity,⁶ and further acknowledging that supplementary tools and guidelines may need to be

¹ Document A71/18.

² Global Status Report on Noncommunicable Diseases 2014. Geneva: World Health Organization; 2014, page 33.

³ United Nations General Assembly resolution 66/2 (2011).

⁴ General Assembly resolution 68/200 (2014).

⁵ General Assembly resolution 70/1 (2015).

⁶ Global recommendations on physical activity for health. Geneva: World Health Organization; 2010 (<http://www.who.int/dietphysicalactivity/publications/9789241599979/en>, accessed 22 January 2018).

WHO Discussion Paper (9 April 2018)

Physical activity for health More active people for a healthier world: draft global action plan on physical activity 2018–2030

BACKGROUND

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 cancer¹. It also contributes to the prevention of other

Morbidity
4. Following the Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases 2011,¹ WHO developed the Global Action Plan for the Prevention and Control of Non-communicable Diseases 2013–2020.

¹ A glossary of terms is provided at the back of this document.

² World Health Organization. Global Status Report on Noncommunicable Diseases 2014. Geneva: World Health Organization; 2014 (<http://www.who.int/dietphysicalactivity/publications/9789241599979/en>, accessed 22 January 2018).

³ Adults are recommended to do at least 150 minutes of moderate-intensity physical activity per week, or equivalent. WHO Global Guidelines on Physical Activity and Health, 2020

⁴ http://www.who.int/dietphysicalactivity/factsheet_recommendations/en/

⁵ http://www.who.int/dietphysicalactivity/factsheet_recommendations/en/

⁶ http://www.who.int/dietphysicalactivity/factsheet_recommendations/en/

Now available.....



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%

FOUR OBJECTIVES - TWENTY POLICY ACTIONS





OUTLINES

FOUR POLICY RECOMMENDATIONS



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.





OUTLINES

FIVE POLICY RECOMMENDATIONS



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.







OUTLINES SIX POLICY RECOMMENDATIONS



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.



OUTLINES

FIVE POLICY RECOMMENDATIONS



Create and strengthen leadership, governance, multisectoral partnerships, workforce capabilities, advocacy 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



HOW: ROLES AND RESPONSIBILITIES

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 wheelchairs, scooters and skates), and thereby make a significant contribution to achievement of the 2030 Agenda for Sustainable Development (Sustainable Development Goals SDG2, SDG3, SDG4, SDG5, SDG9, SDG10, SDG11, SDG15, SDG16 and SDG16).

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 Breathe Life (air quality),¹ Vision Zero (road safety),² Transport Delivers (sustainable transport),³ and Trees for Cities.⁴

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*

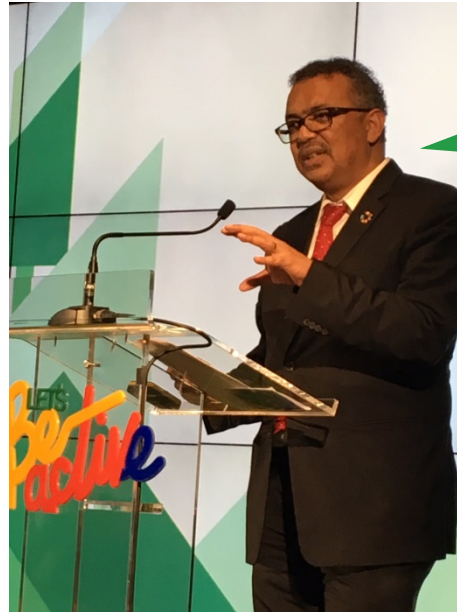
6. All stakeholders should lead and support national and subnational implementation of communications campaigns to promote awareness of the contribution that physical activity, and particularly walking, cycling and use of public transport, and the sports sector can contribute to social, economic, development 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, safer roads, stronger local economies, improved educational outcomes) that are most effective at engaging policymakers, 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.

GLOBAL LAUNCH – JUNE 4 2018



Prime Minister of Portugal



WHO DG Dr Tedros

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.

WHO ACTION PLAN: DISSEMINATION

Let's Be Active (90 sec)



<https://www.youtube.com/watch?v=uZX14W4rVCU>



WHO ADG NCDS
Dr SVETLANA AKSELROD

Social media: #BeActive

Email: letsbeactive@who.int

All available at: www.who.int/lets-be-active/en/

LET'S
Be active
Everyone
Everywhere
Everyday

**Soyamos
activos**
Todos
En todos lugares
Todos los días

**Soyons
actifs**
Tout le monde
Partout
Tous les jours

**Будь
активным**
каждый из нас
везде
каждый день

**دعونا
نكون
نشطین**
كل فرد
في كل مكان
كل يوم

云动起来
每个人
为了环境
每天

NEXT STEPS: DISSEMINATION

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



In progress

In progress

In progress



1st 12 months critical window – WHO welcomes your ideas and contributions

IMPLEMENTATION & CHALLENGES

- **Tools / resources / ‘how to’ guides to support implementation**
 - ❖ On reviewing/updating/developing a National Action Plan for PA
 - ❖ On communication / social marketing campaigns on PA
 - ❖ On integrating PA in health and social care services
 - ❖ On promoting PA in schools
- **Capacity building – within health & multisector**
- **Monitoring & Evaluation - global, national and sub national level**

Policy Action Area

Monitoring Framework

1. Creating an Active Society

FOUR ACTIONS



INDICATORS AND METRICS

2. Creating Active Environments

FIVE ACTIONS



INDICATORS AND METRICS

3. Creating Active People

SIX ACTIONS



INDICATORS AND METRICS

4. Creating Active Systems

FIVE ACTIONS



INDICATORS AND METRICS

POLICY SYNERGIES AND ACHIEVING AGENDA THE SDGs



WHO DG Dr Tedros
Launch June 4 2018

....creating a more active society is not an issue that can be solved by the health sector alone.....

a whole-of-government approach – working together across sectors from the national level to the local level.



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

Thank you

Available at www.who.int/lets-be-active/en/