



REACHING THE 2025 TARGET FOR 10% MORE PEOPLE MOVING MORE OFTEN THROUGH IMPACTFUL AND SUSTAINABLE JOINED UP LOCAL ACTIONS

DR FIONA BULL MBE

PROGRAMME MANAGER

PREVENTION OF NONCOMMUNICABLE DISEASE (PND)

WORLD HEALTH ORGANIZATION (WHO), GENEVA.

HEALTH PROMOTION SYMPOSIUM, HONG KONG, MAY 4 2018

OUTLINE

1

Global NCD and physical activity agenda

2

What works

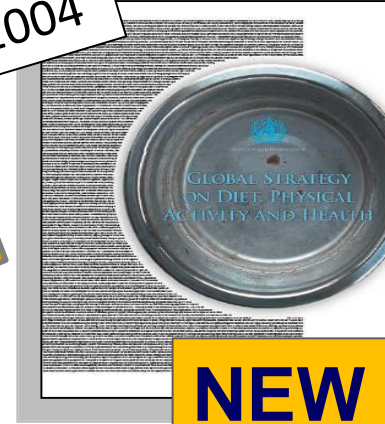
3

Putting it all together

4

New global action plan on physical activity

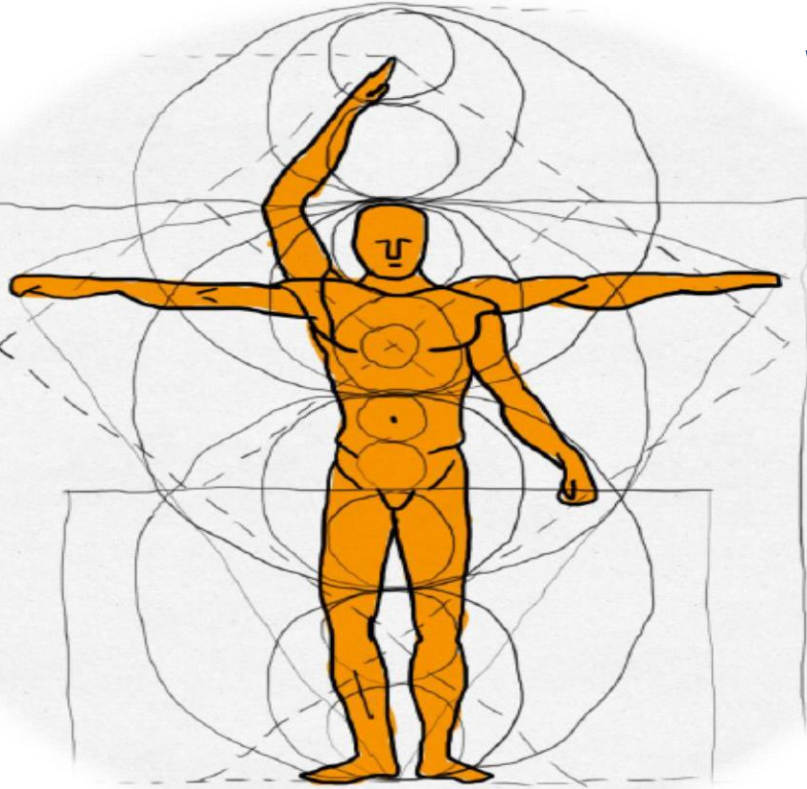
2004



2018

NEW
Global
Action Plan
on Physical
Activity
2018-2030

We are designed to move



But the world is moving less and less



And sitting more









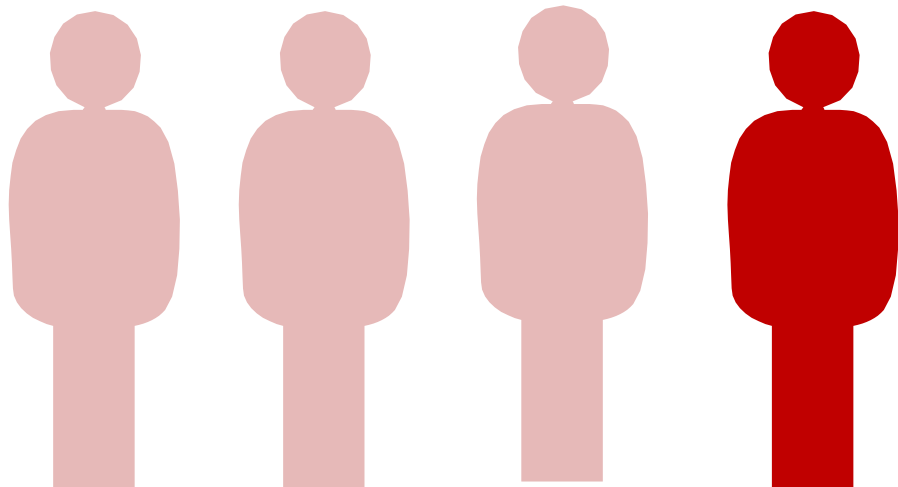






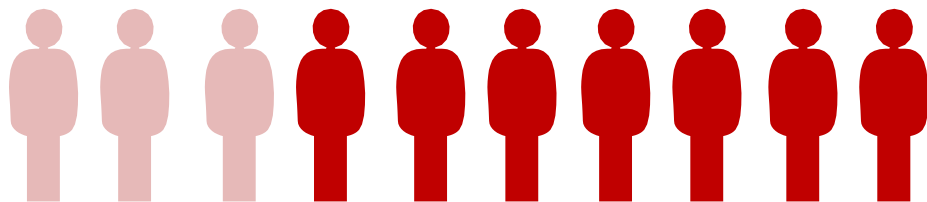
Medical Conference

GLOBAL PRIORITY



Global Prevalence of
physical Inactivity

23%

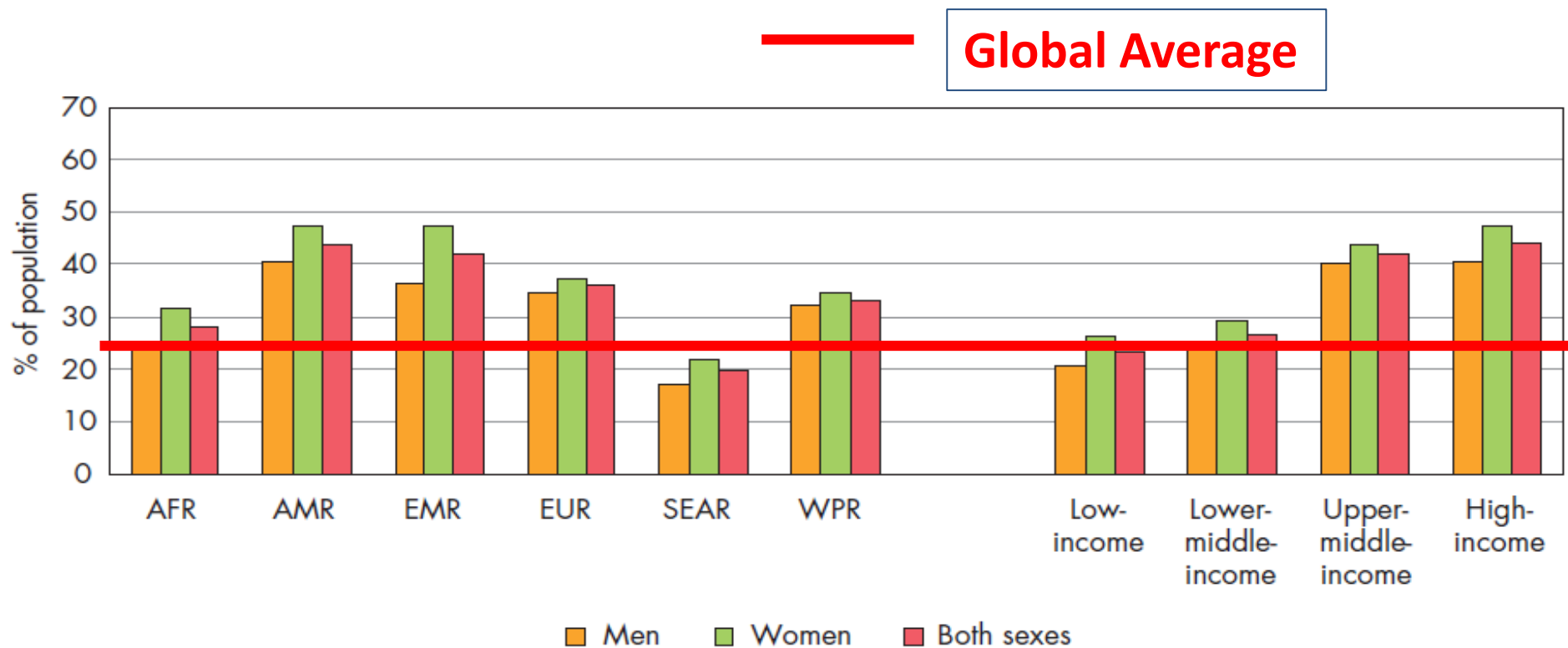


COUNTRIES VARY

UP
TO

70%

Prevalence of physical inactivity by WHO Region



Source: WHO Health Status Report 2014

PEOPLE ARE LESS ACTIVE AS THEY GET OLDER

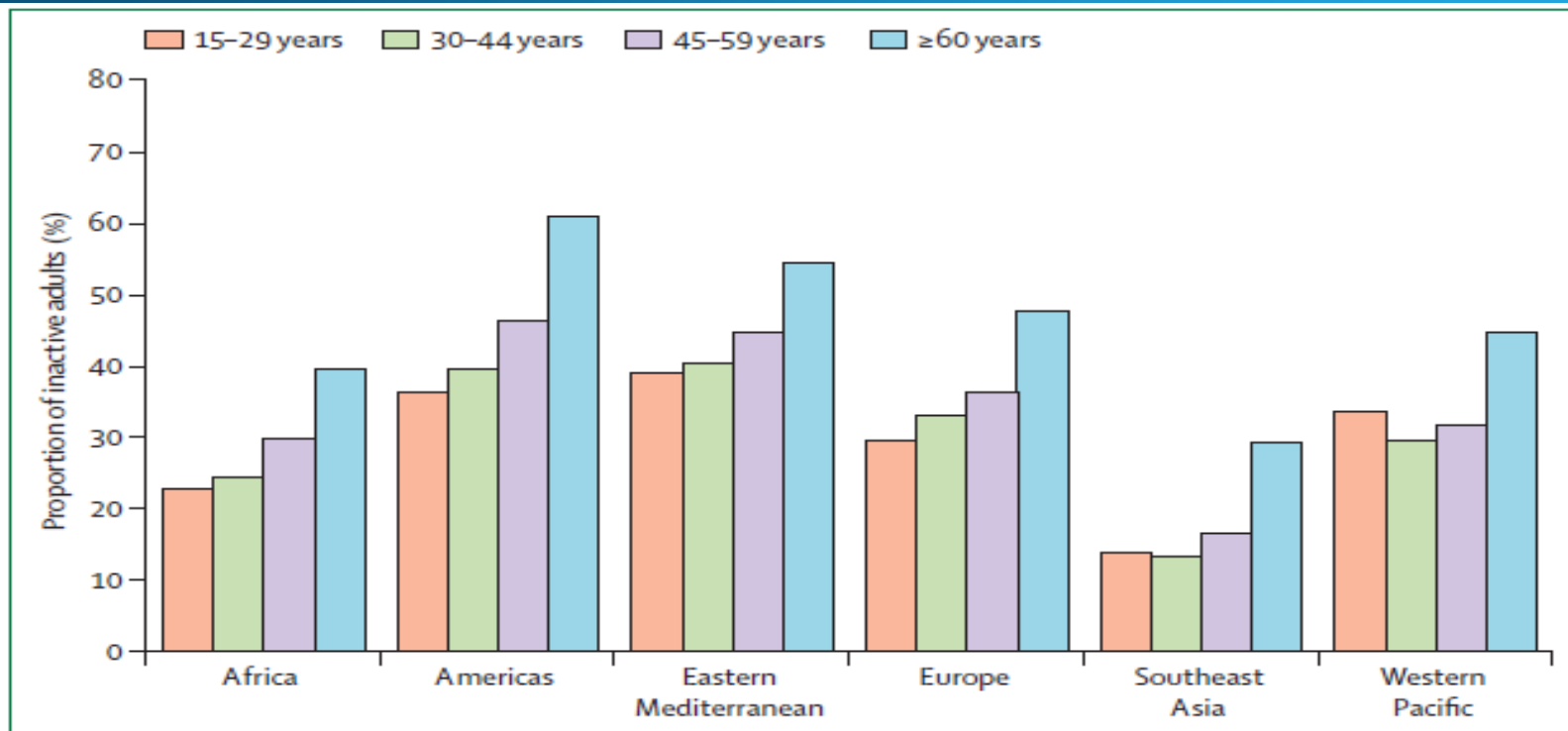


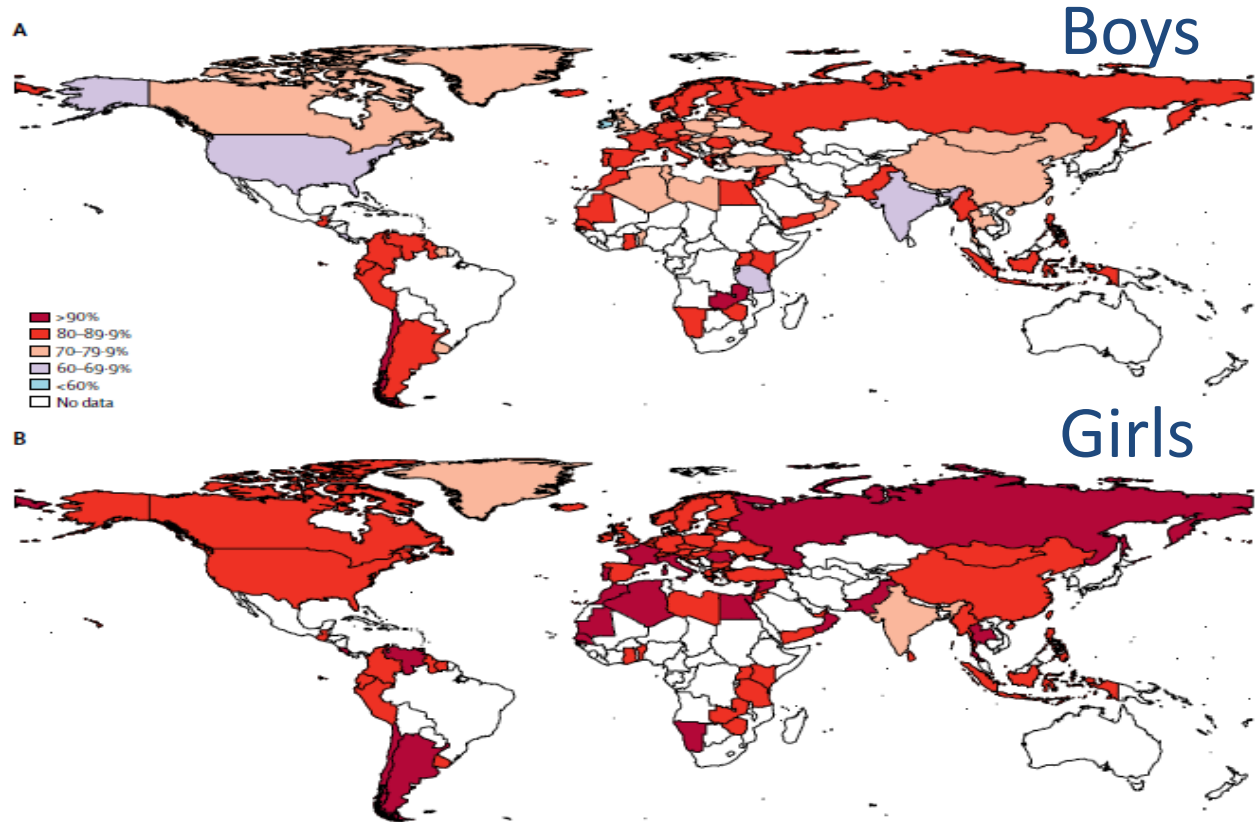
Figure 2: Physical inactivity in age groups by WHO region

Hallal, Andersen, Bull, et al., The Lancet 2012.

PREVALENCE OF PHYSICAL ACTIVITY: ADOLSCENTS 13-15YRS

80%

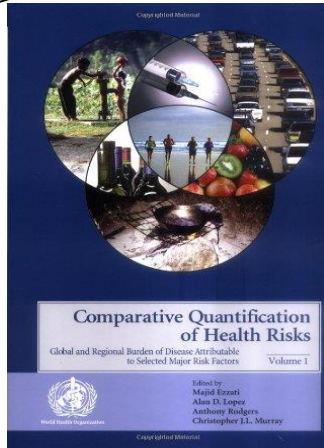
**Adolescents
(13-15yrs) not
achieving 60
minutes a day**



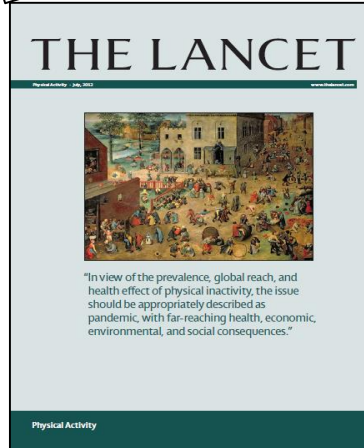
Hallal P Andersen L. Bull F. et al.,
The Lancet 2012.

STRONG EVIDENCE: PHYSICAL ACTIVITY AND GLOBAL HEALTH

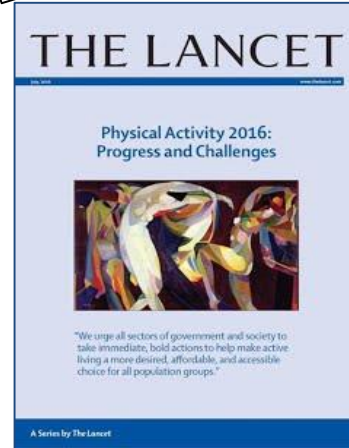
2004



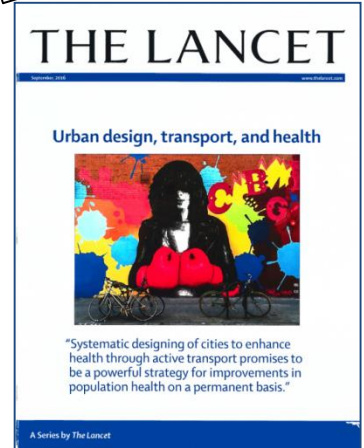
2012

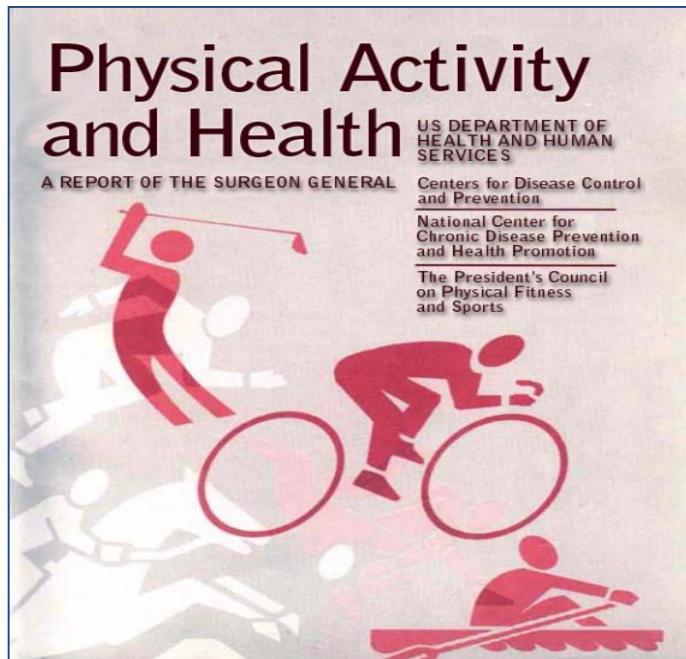


2016

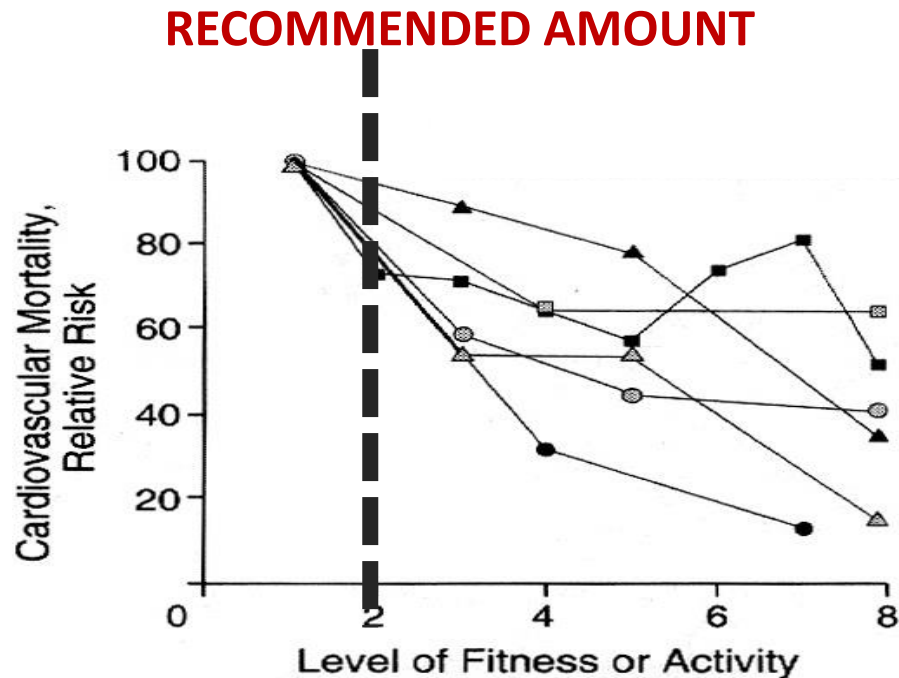


2016

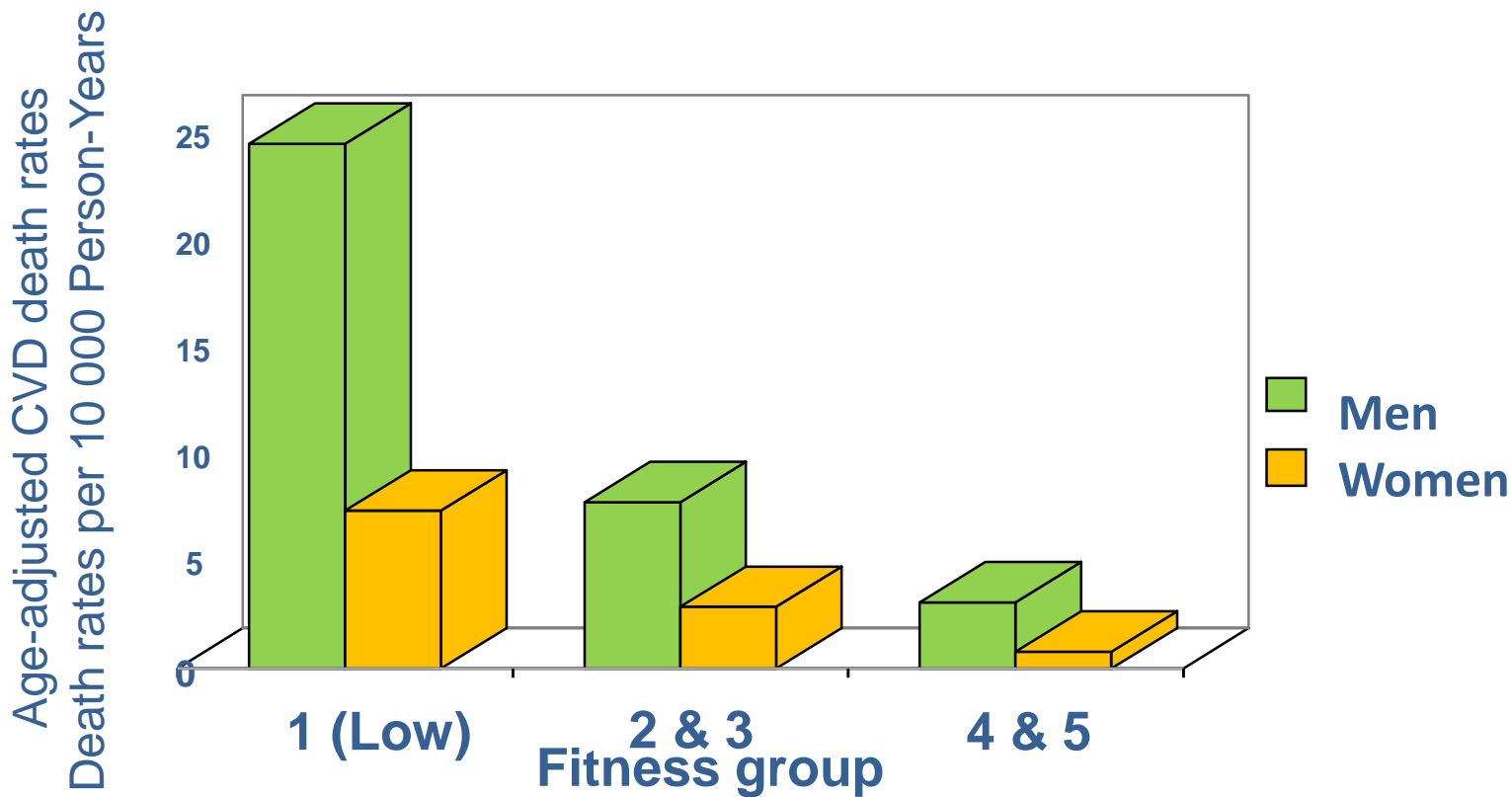




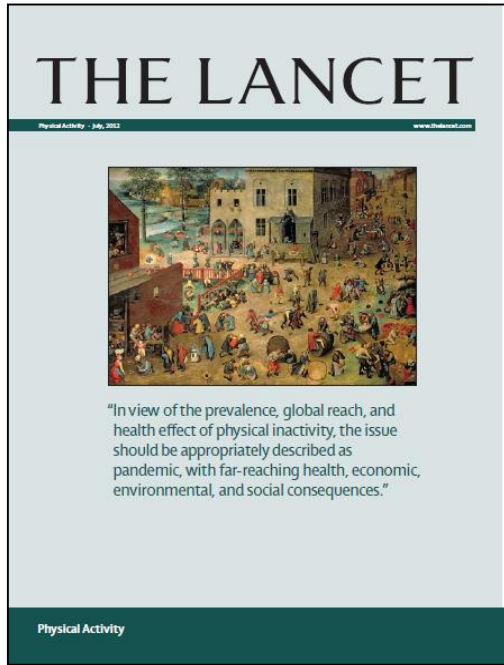
Landmark Report: 1996



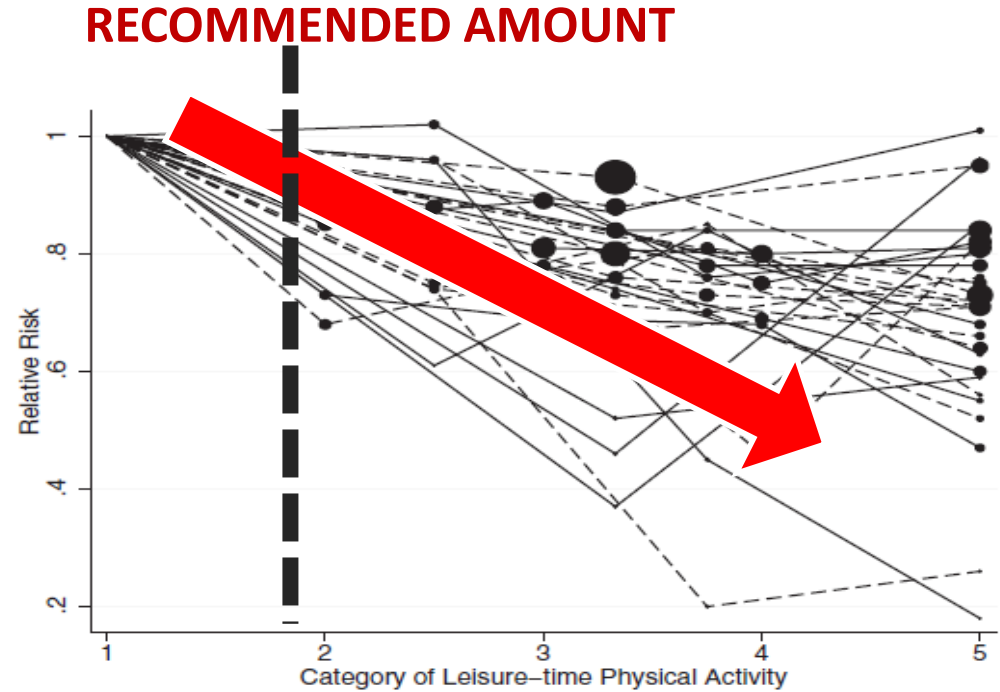
Dallas Cohort: Physical fitness in men and women



Blair et al JAMA 1989;262(17):2395-2401.

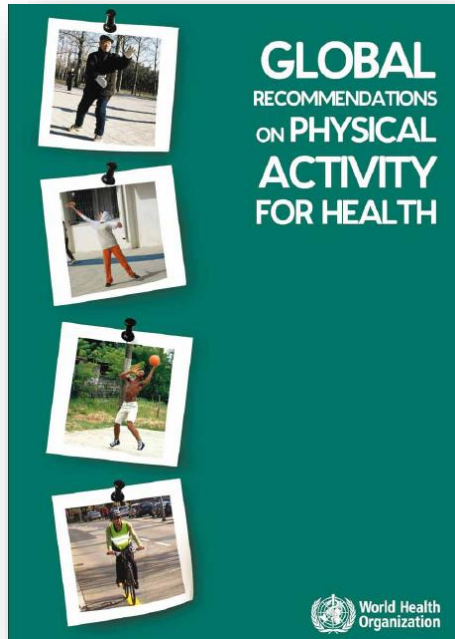


Launch with 2012 Olympics
July 28 2016 – Series II....



Lee et al. The Lancet, 2012

GLOBAL RECOMMENDATIONS : PHYSICAL ACTIVITY (WHO 2010)



Children and youth - aged 5-17

60 Mins a day

Plus muscle strengthening and bone health activities at least 3 times per week.

Adults aged 18-64

At least 150 minutes a week OR an equivalent combination of moderate / Vigorous intensity those two in bouts of at least 10 minutes.

Adults +65 years

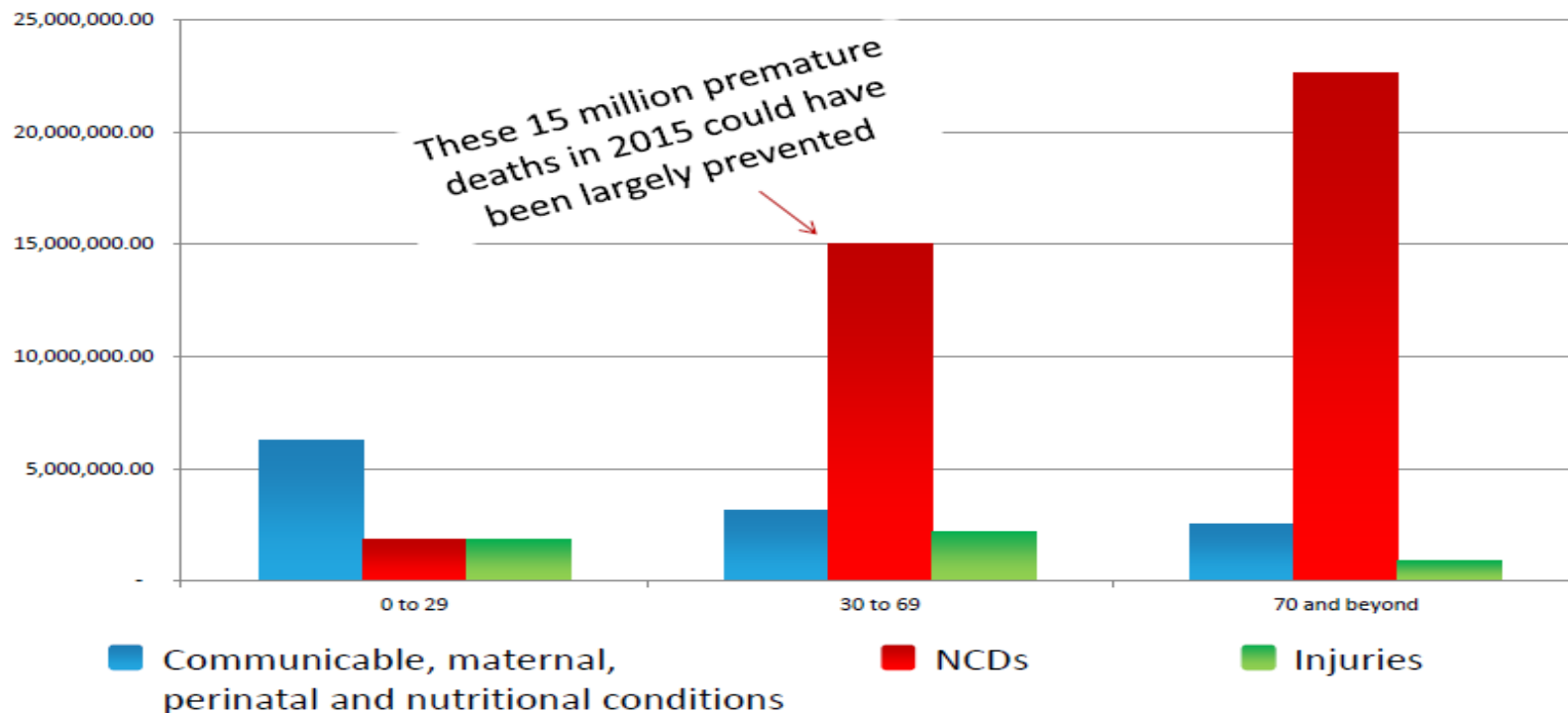
At least 150 minutes a week

Plus: activity to enhance balance and prevent falls and muscle-strengthening activities and be as physically active as their abilities and conditions allow.

FOUR COMMON DISEASE FOCUS ON FOUR COMMON RISK FACTORS

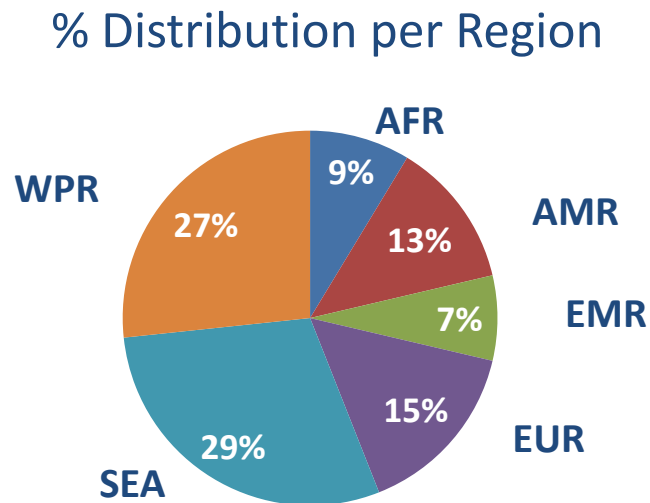
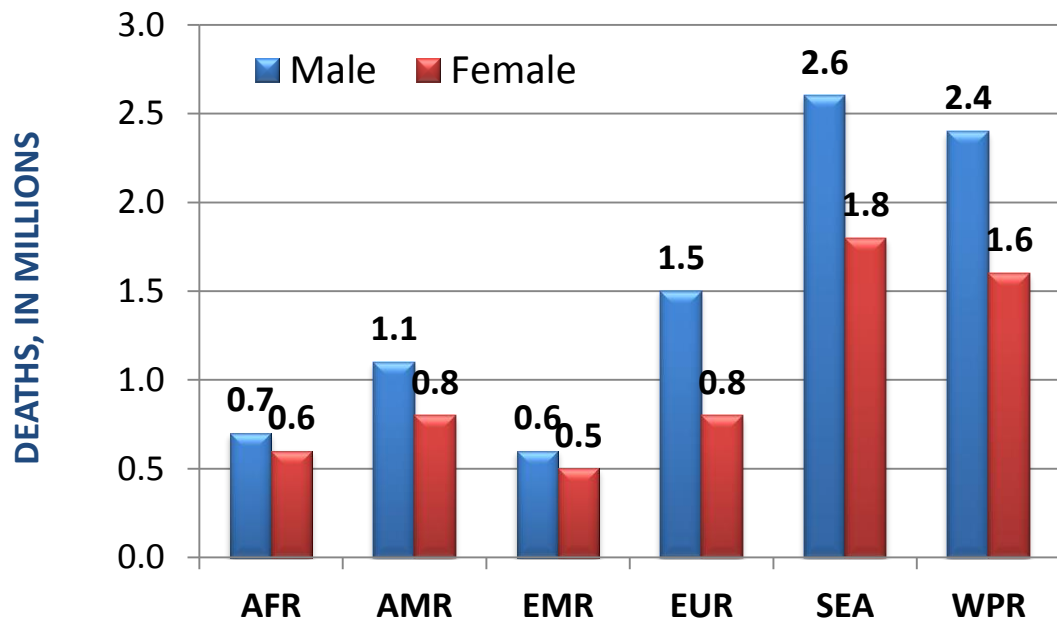
		Causative risk factors			
	4 by 4	Tobacco use	Unhealthy diets	Physical inactivity	Harmful use of alcohol
Noncommunicable diseases	Heart disease and stroke	✓	✓	✓	✓
	Diabetes	✓	✓	✓	✓
	Cancer	✓	✓	✓	✓
	Chronic lung disease	✓			

UPDATE ON THE GLOBAL DISEASE BURDEN OF NCDs



UPDATE ON THE GLOBAL DISEASE BURDEN OF NCDs

Premature deaths from NCDs between the ages of 30 and 69 in 2015
(By Country Income Group, in Millions)



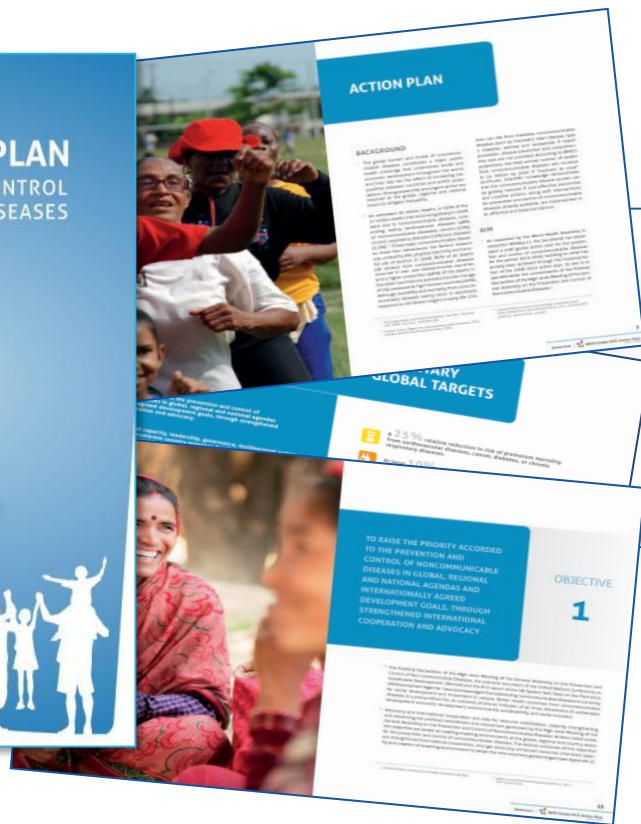
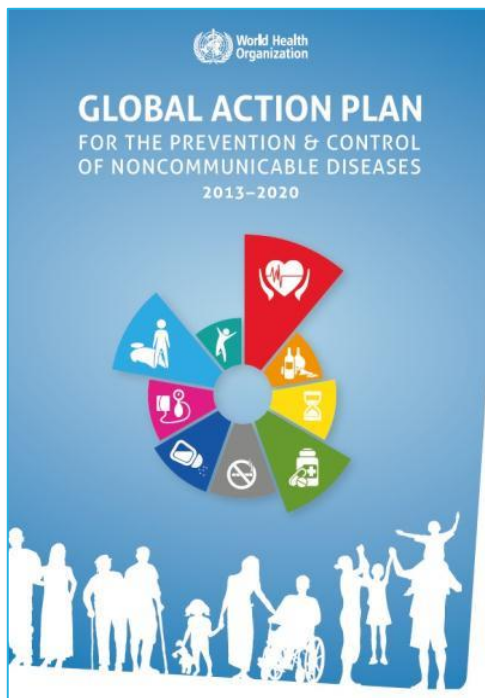
Source: Global Health Estimates 2015: Deaths by Cause, Age, Sex, by Country and by Region, 2000-2015. Geneva, World Health Organization; 2016.

http://www.who.int/healthinfo/global_burden_disease/estimates/en/index1.html

COMMITMENTS MADE TO CURB PREMATURE DEATHS FROM NCDs



NCD Global Action Plan 2013-2020



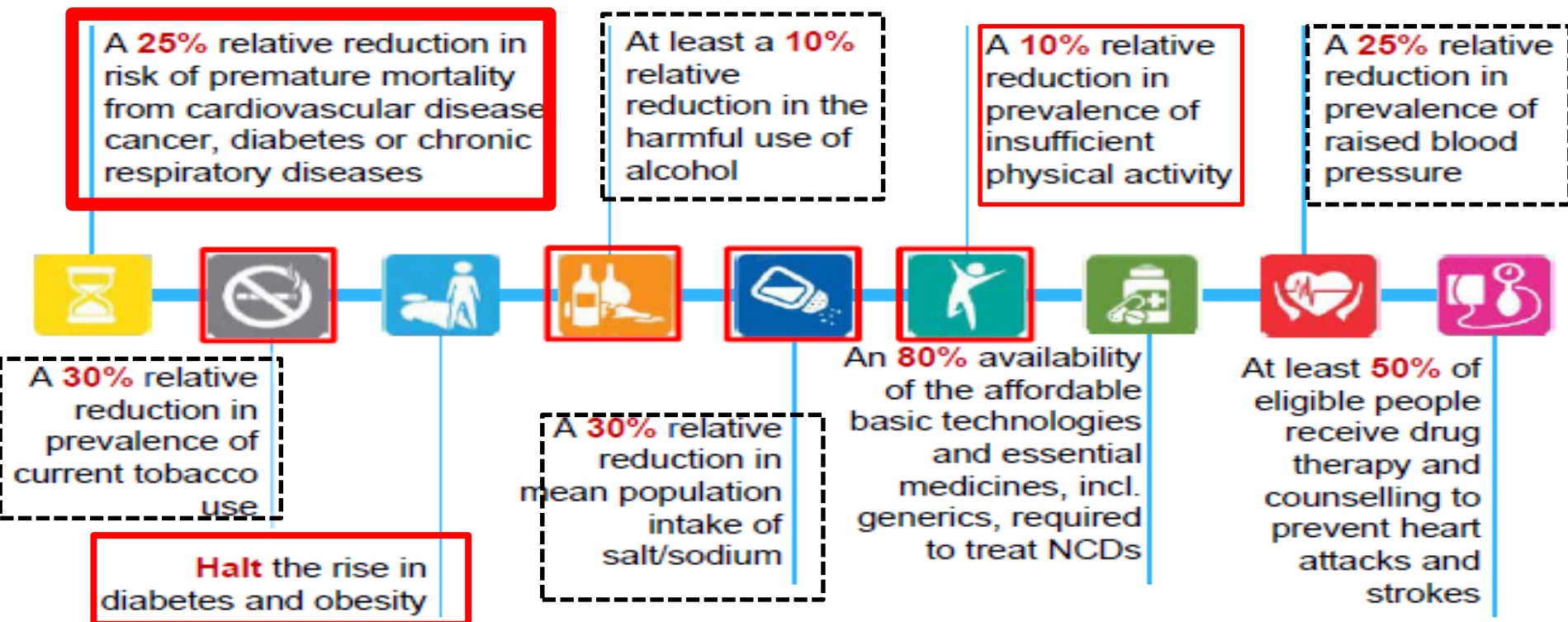
Vision:

A world free of the avoidable burden of NCDs

Goal:

25% reduction by 2025

2013: Set of 9 voluntary global NCD targets for 2025



WHO NCD PROGRESS MONITOR 2013, 2015, 2017

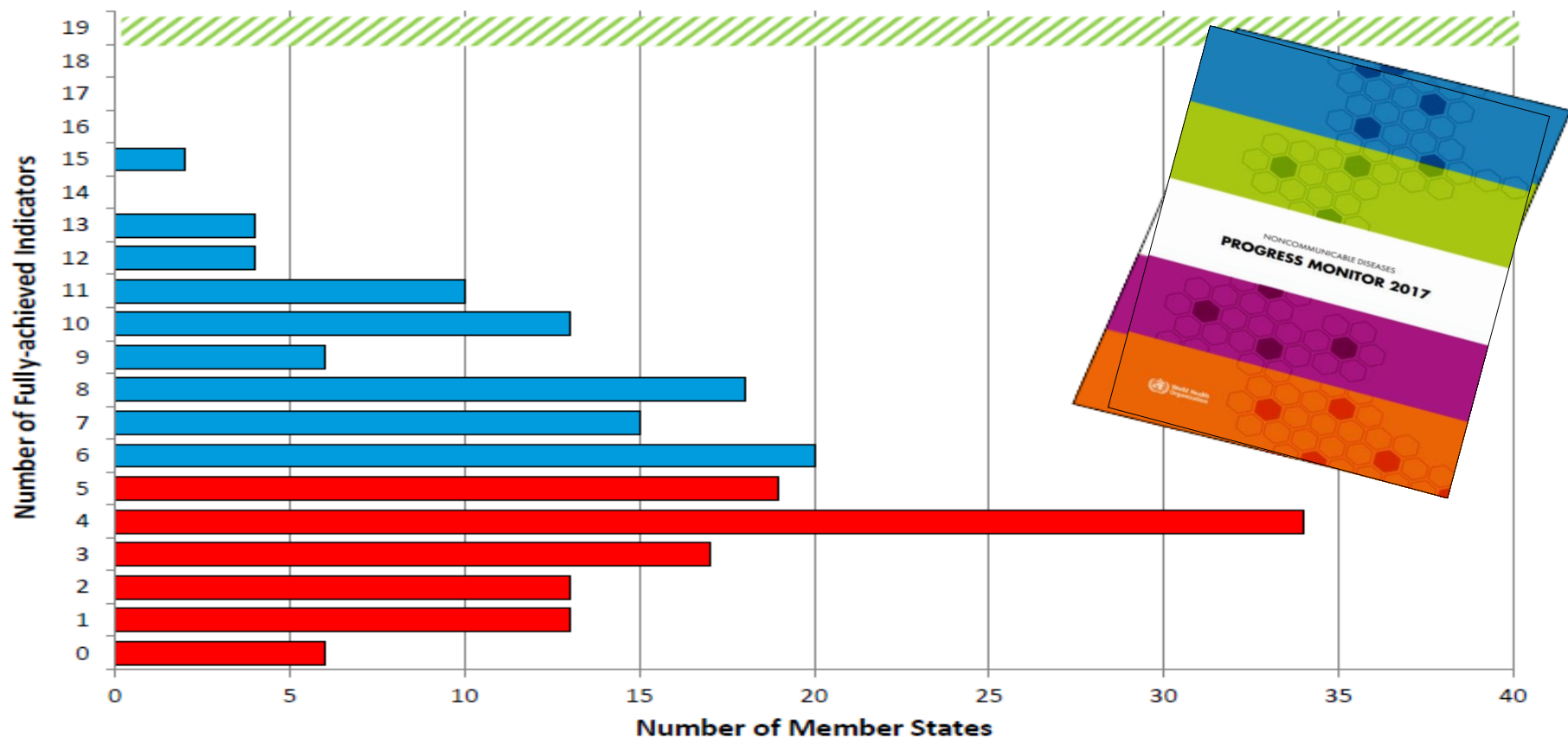


Source:

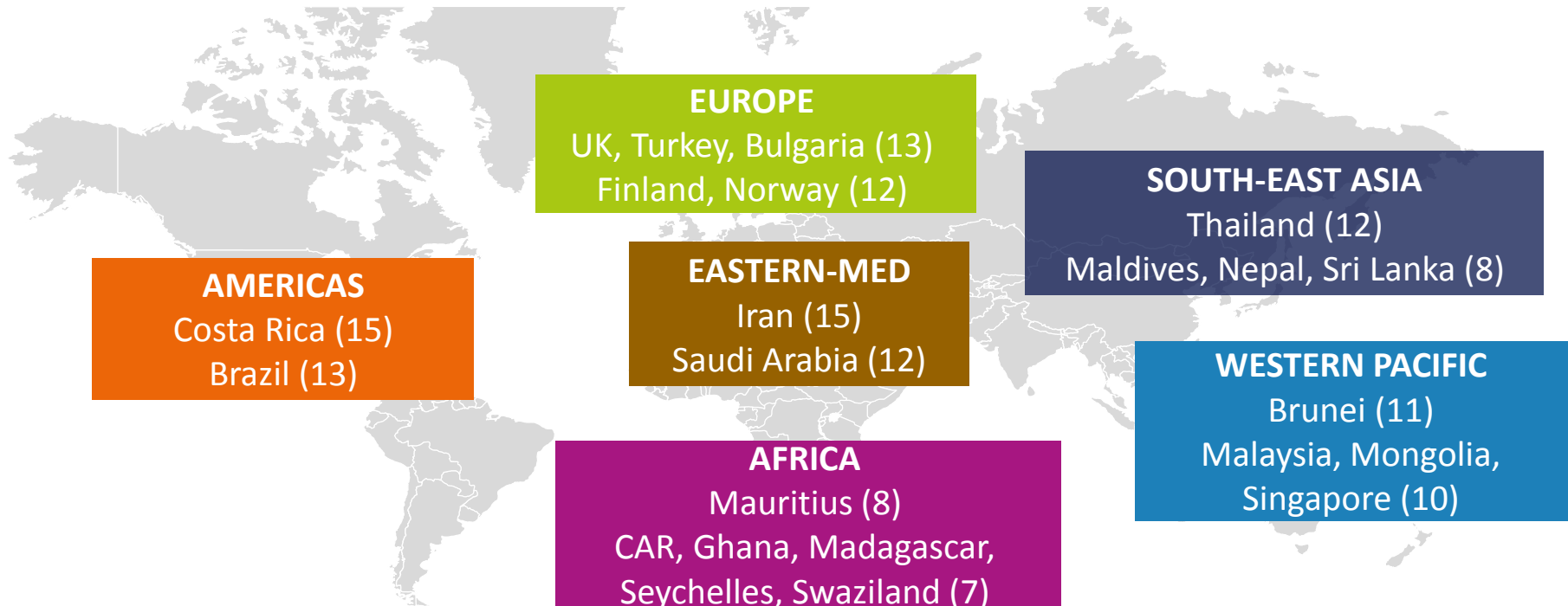
<http://www.who.int/nmh/publications/ncd->

- 1 National NCD targets and indicators
- 2 Mortality data
- 3 Risk factor surveys
- 4 National integrated NCD strategy
- 5 Tobacco demand-reduction measures
- 6 Harmful use of alcohol reduction measures
- 7 Unhealthy diet reduction measures
- 8 Public education on diet and/or physical activity
- 9 Guidelines for management of major NCDs
- 10 Drug therapy/counselling for high-risk persons

WHO Global Progress Monitor on NCDs (2017): Country-by-country scorecard



TOP PERFORMERS ON PROGRESS BY WHO REGION



*Numbers show "fully achieved" counts.



TRANSFORMING OUR
WORLD:
THE 2030 AGENDA FOR
SUSTAINABLE
DEVELOPMENT

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS

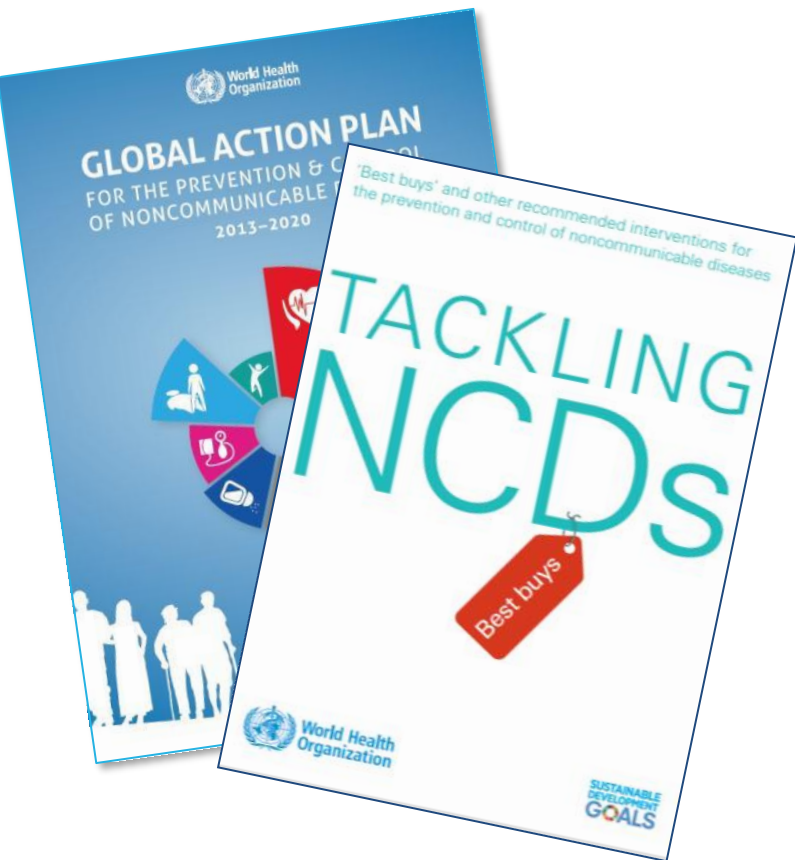


17 PARTNERSHIPS
FOR THE GOALS



**SUSTAINABLE
DEVELOPMENT** **GOALS**

“BEST BUY” INTERVENTIONS FOR NCD PREVENTION AND CONTROL



Best buys: Effective interventions with cost effectiveness analysis \leq I\$ 100 per DALY averted in LMICs



Good buys: Effective interventions with cost effectiveness analysis \geq I\$ 100 per DALY averted in LMICs



Other recommended effective interventions from WHO guidance (but WHO CHOICE cost effective analysis not available at this time)

“BEST BUY” INTERVENTIONS: 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



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

School setting quality PE, adequate facilities and programs

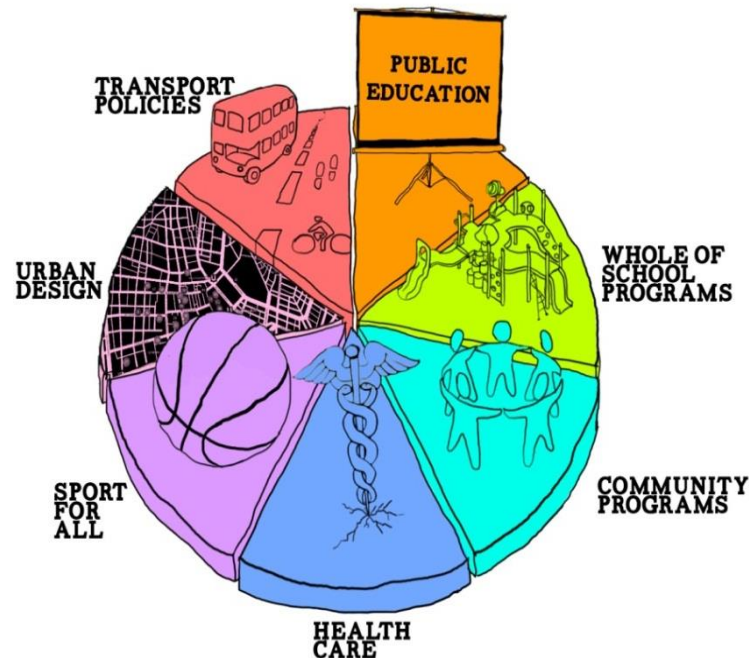
Access to quality public open space and infrastructure to support walking and cycling

Workplace health programs

Promote activity through sport, clubs, programs & events

2010

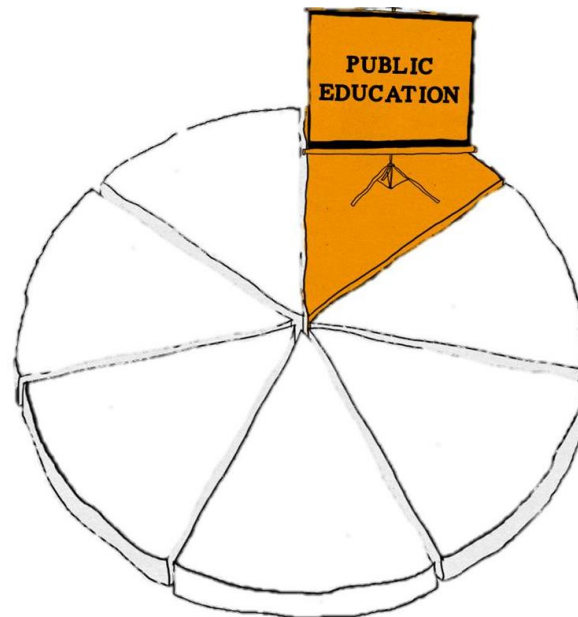
2011



International Society for Physical Activity and Health (ISPAH) - www.ISPAH.org

WE KNOW WHAT WORKS

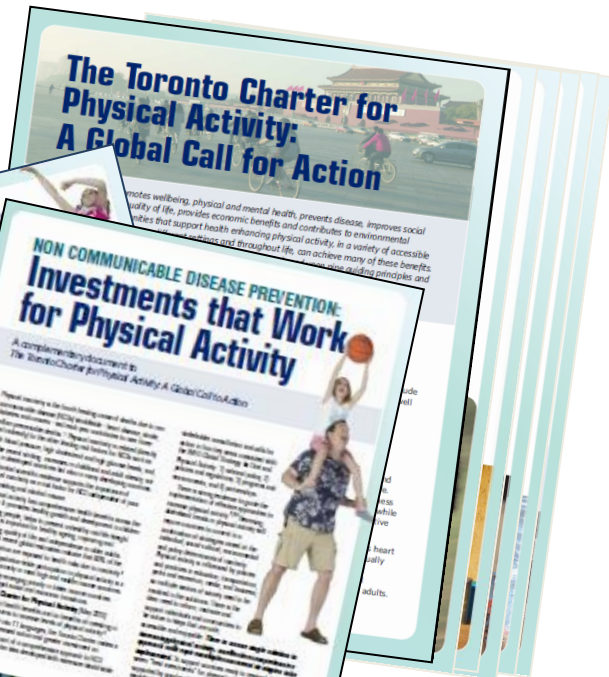
7 settings to promote physical activity



Source:

International Society for Physical Activity and Health (ISPAH) - www.ISPAH.org

2010



2011



BEST BUY: PUBLIC EDUCATION CAMPAIGNS



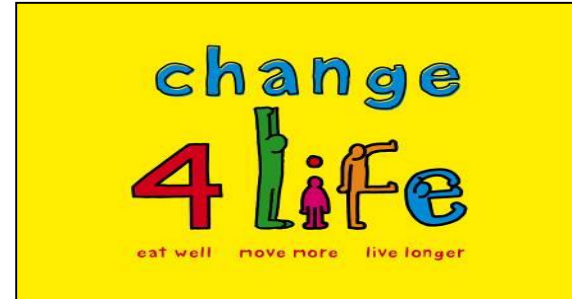
New Zealand



'Agita Sao Paula'
Brazil

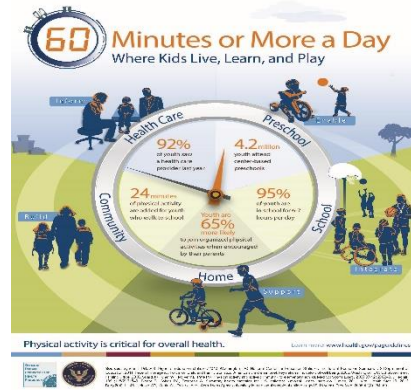
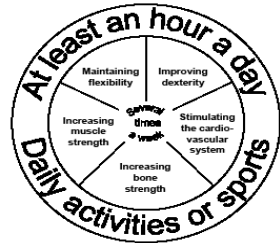


Western
Australia

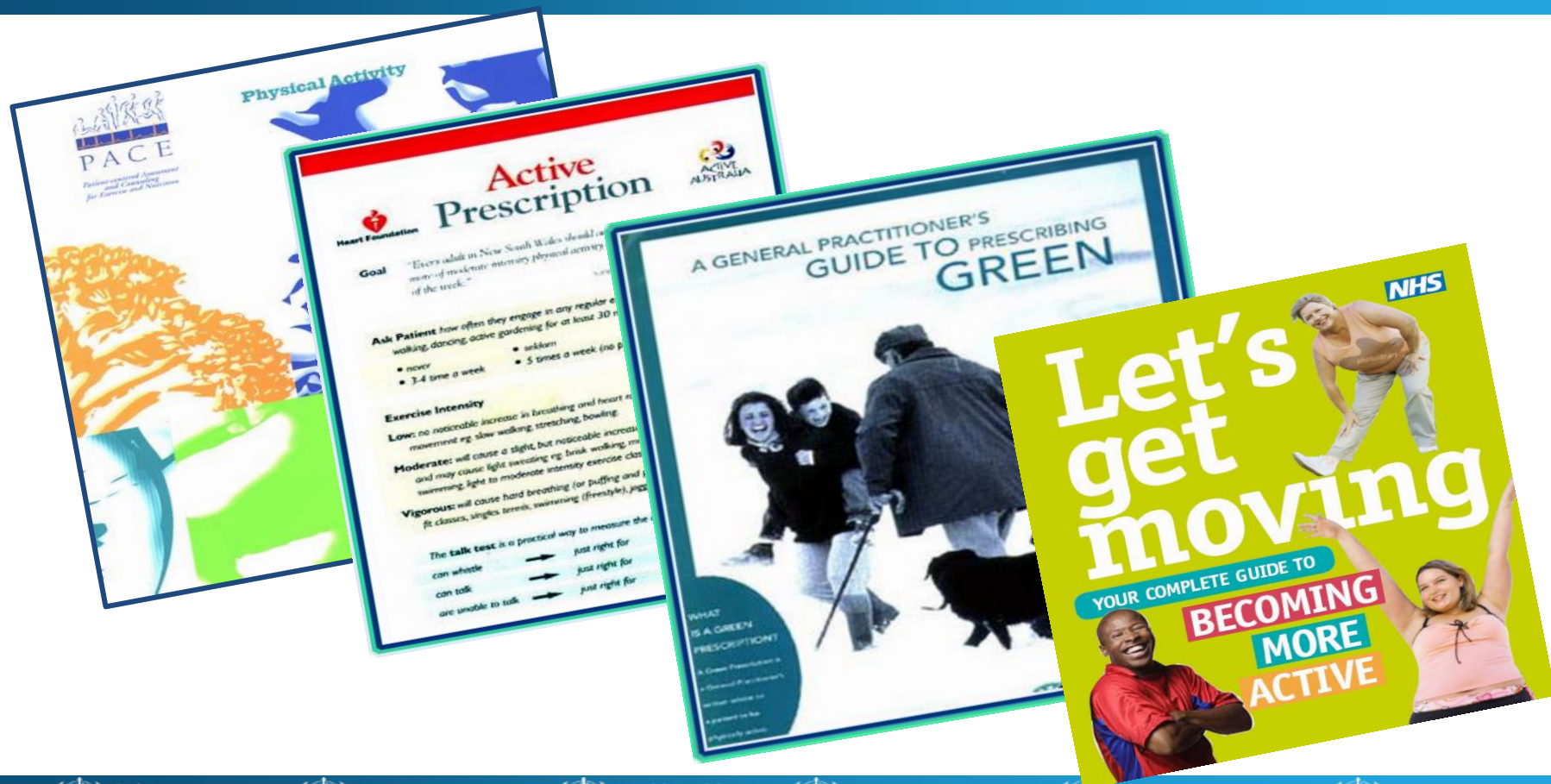


eat 4 life
cook 4 life
play 4 life
dance 4 life
walk 4 life
swim 4 life

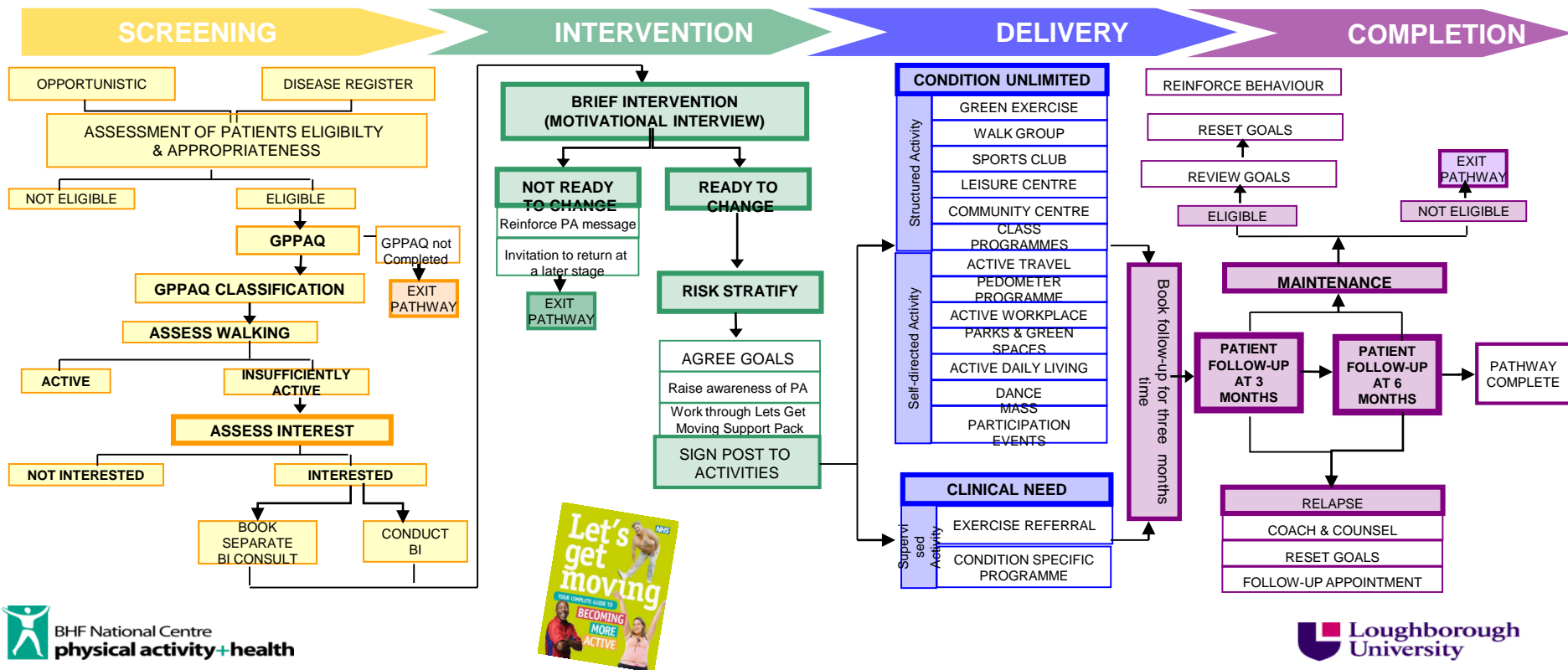
INCREASE KNOWLEDGE AND SKILLS



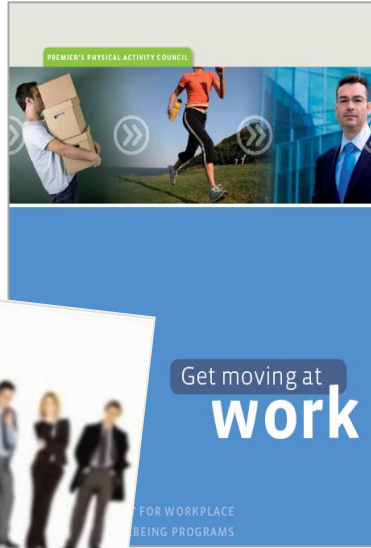
BEST BUY: STRENGTHEN PREVENTION IN PRIMARY HEALTH CARE



BEST BUY: STRENGTHEN PREVENTION IN PRIMARY HEALTH CARE



HEALTHY SETTINGS: AT WORK



HEALTHY SETTINGS: SCHOOLS



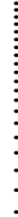
Policy + Environments + Programs

- Quality PE for all students
- Active play: recess,
- Active opportunities: before and after school
- Active learning: across the curricula
- Active travel: walk and cycle to school

HEALTHY SETTINGS: QUALITY EDUCATION SDG4



United Nations
Educational, Scientific and
Cultural Organization



International Charter of Physical Education, Physical Activity and Sport

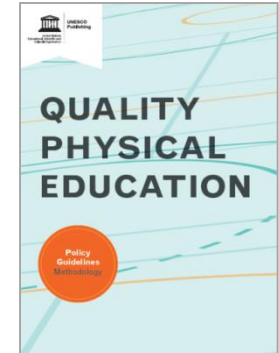
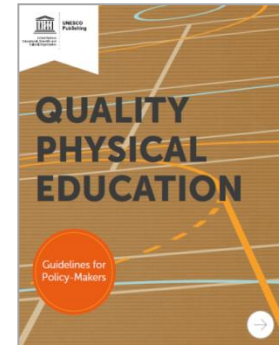


Education
2030

Incheon Declaration and Framework for Action

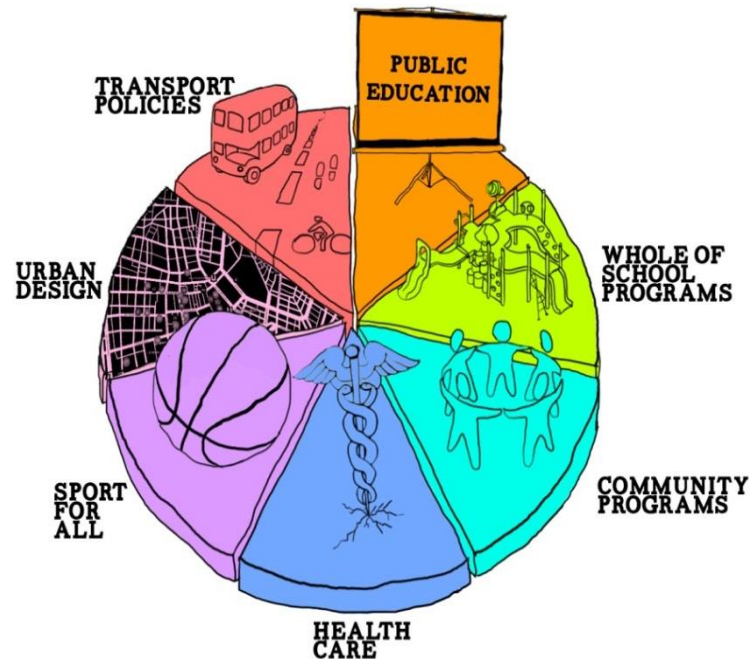
for the implementation of
Sustainable Development Goal 4

Ensure inclusive and equitable
quality education and promote lifelong
learning opportunities for all



WE KNOW WHAT WORKS

7 settings to promote physical activity



Source:

International Society for Physical Activity and Health (ISPAH) - www.ISPAH.org

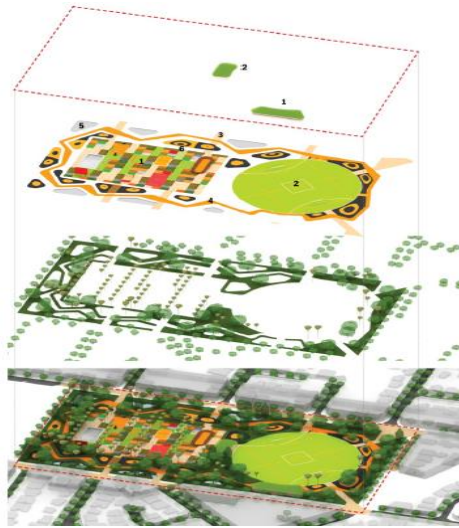
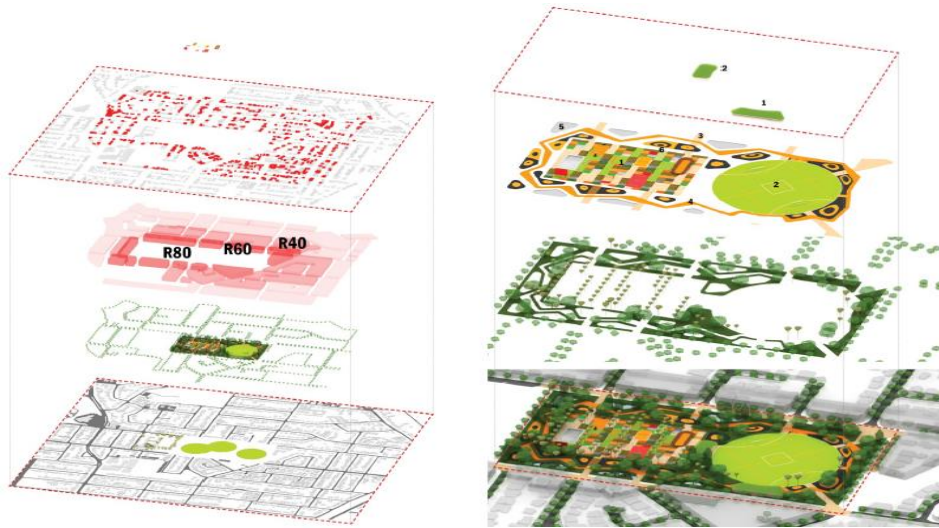




URBAN SPRAWL

THE UNCONTROLLED EXPANSION OF URBAN AREAS

LOCAL CITY AND REGIONAL PLANNING: SHAPES WHERE AND HOW WE LIVE



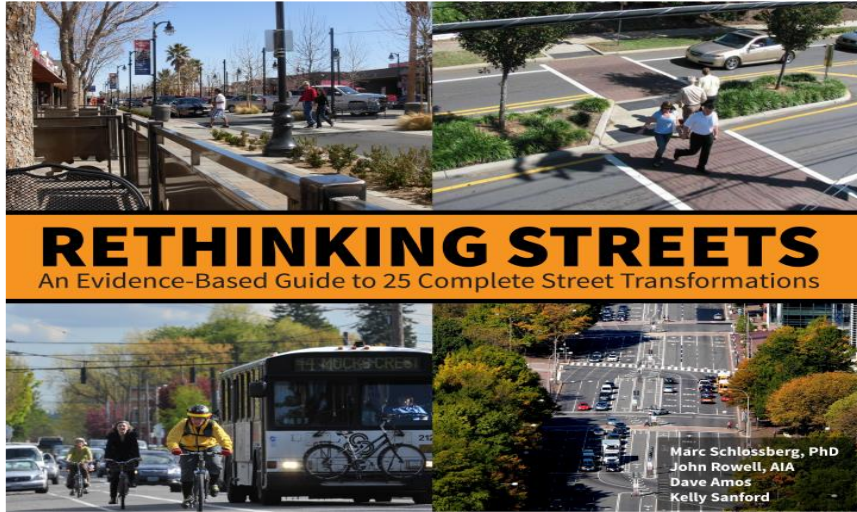
HEALTHY CITIES: CREATING AND SUPPORTING ACTIVE LIVING

RECLAIM AND REDESIGN

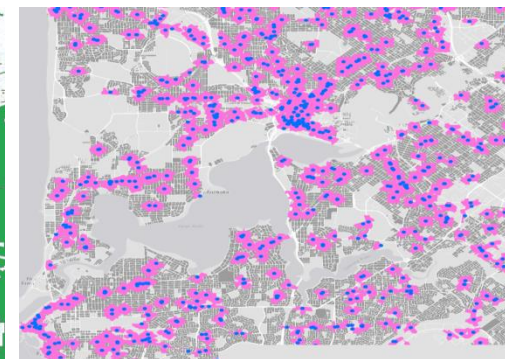
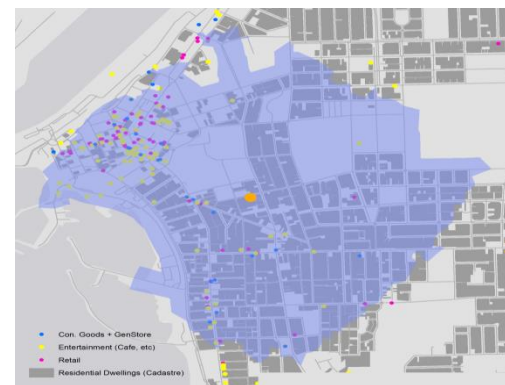
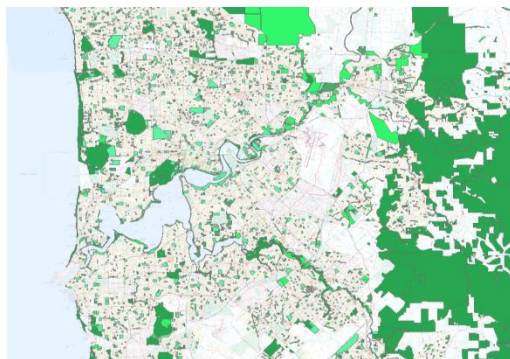
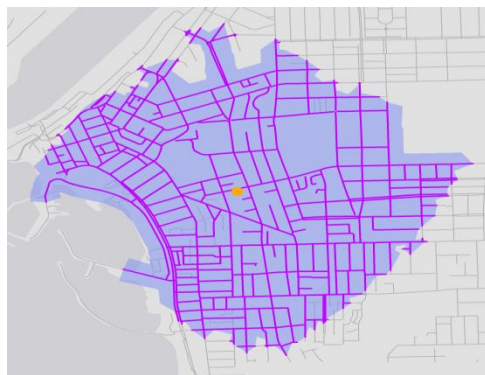
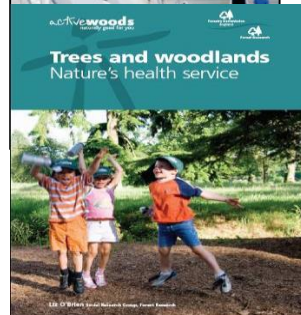


Source: Thank you to someone on twitter

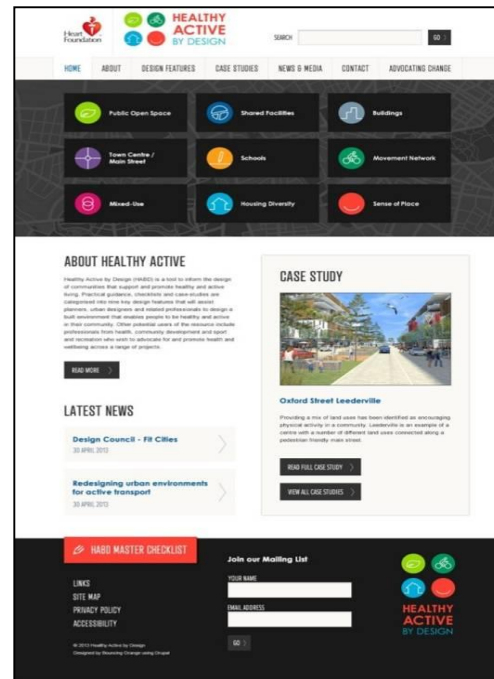
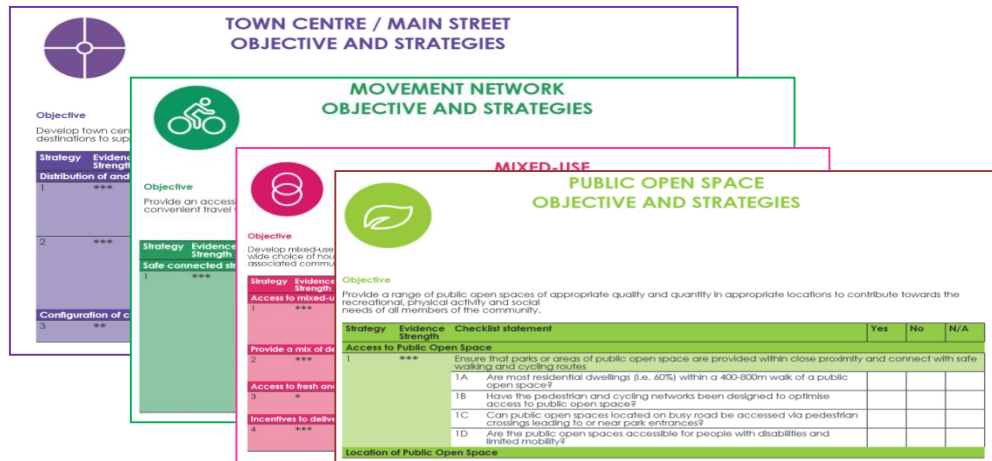
HEALTHY CITIES: CREATING AND SUPPORTING ACTIVE LIVING



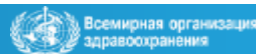
UNDERSTANDING LOCATION AND GEOGRAPHIES IS IMPORTANT



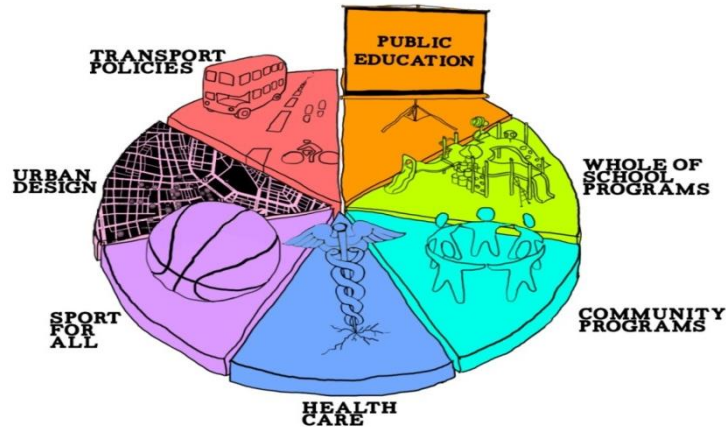
HEALTHY CITIES: CREATING AND SUPPORTING ACTIVE LIVING



www.healthyactivebydesign.com.au



VISION + POLICY + PLAN + PEOPLE PUTTING IT ALL TOGETHER



- ❖ National Governance
- ❖ Adoption & adaption for local implementation
- ❖ Multi sector coordination cooperation collaboration
- ❖ Scale and sustainability
- ❖ Research and Evaluation

- Requested to develop a new global action by May 2018



To ensure:

- Build on NCD Global NCD Action Plan 2013-2020
- Link with other key strategies and the SDG Agenda 2030
- Provide a road map and guidance to Member States

GLOBAL ACTION PLAN ON PHYSICAL ACTIVITY 2018-2020

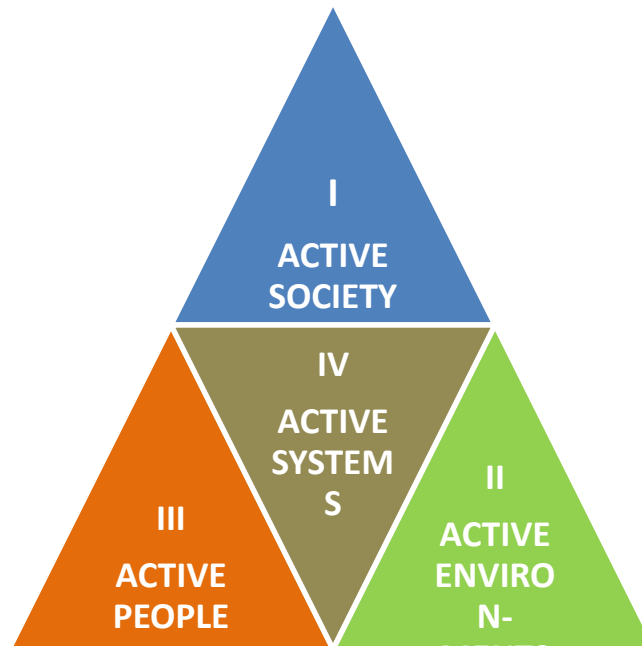
VISION:

More active people for a healthier world

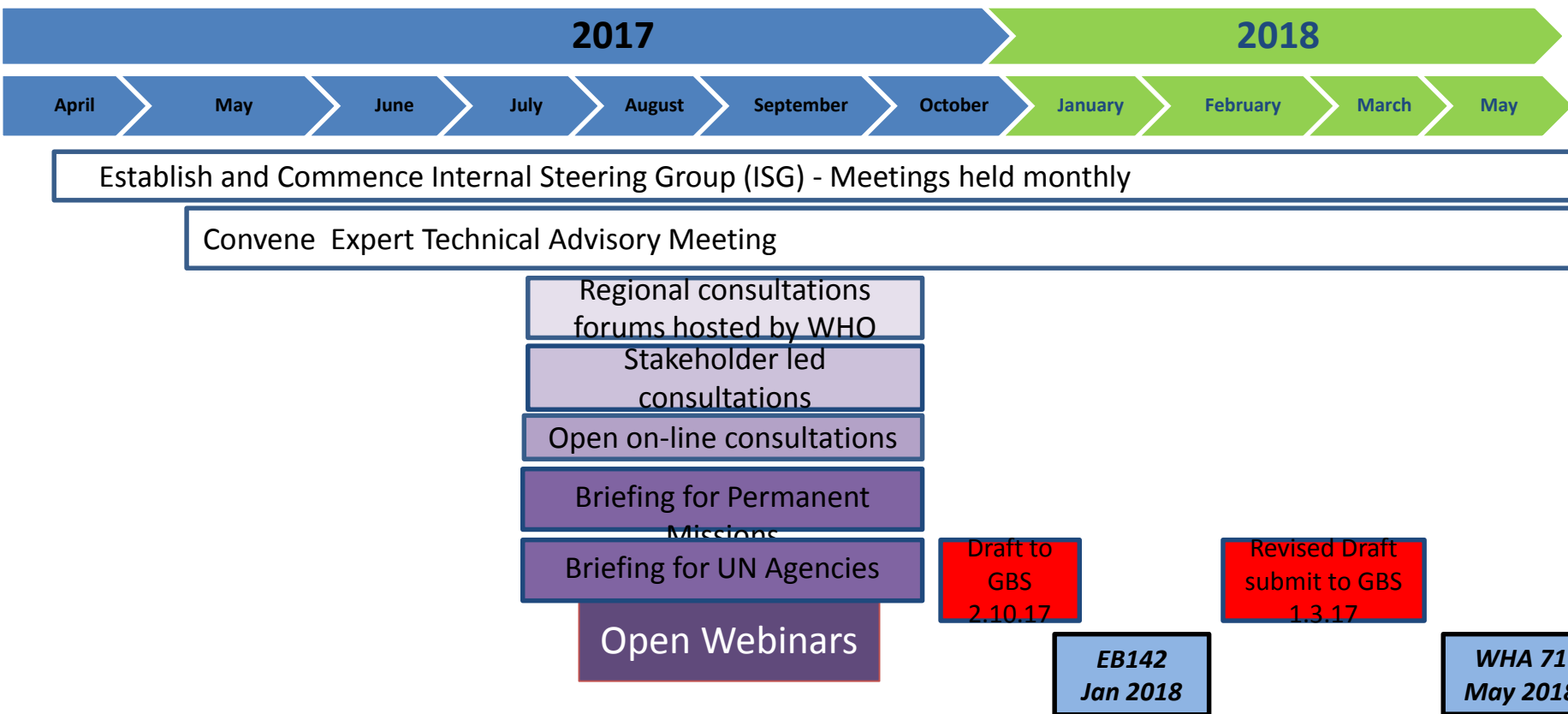
MISSION:

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.

FOUR STRATEGIC OBJECTIVES AND TWENTY POLICY ACTIONS

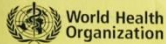


PROCESS FOR DEVELOPMENT AND TIMELINES



WHO HELATH ASSEMBLY: MAY 2018

**DRAFT
Resolution**



EXECUTIVE BOARD
142nd session
Agenda item 4.2

WHO Global Action Plan on Physical Activity 2018–2030

Draft resolution proposed by Ecuador, France, Indonesia, Israel, Kenya, Luxembourg, Panama, Philippines, Portugal and Thailand

The Executive Board,

Having considered the report on physical activity for health,¹

RECOMMENDS to the Seventy-first World Health Assembly the adoption of the following resolution:

The Seventy-first World Health Assembly,

(PP1) Having considered the report on physical activity for health;

(PP2) 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;

(PP3) 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;

(PP4) 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

¹ Document EB142/18.

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 68/300 (2014).

⁵ General Assembly resolution 70/1 (2015).



World Health
Organization

WHO Discussion Paper (version dated 3 August 2017)

Draft WHO global action plan on physical activity 2018–2030

INTRODUCTION

Background



World Health
Organization

WHO Discussion Paper (December 2017)

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

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://apps.who.int/iris/bitstream/handle/10665/146114/1/9789241564854_eng.pdf?ua=1)

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

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

⁴ Min Lee, Eric J Shiroma, Felipe Lobelo, Pekka Puska, Steven N Blair, Peter T Katzmarzyk. Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy. Lancet 2012; 380: 219–29

⁵ UN General Assembly. Political Declaration of the High-Level Meeting of the General Assembly on the Prevention and Control of Non-communicable diseases. New York: United Nations, General Assembly; 2011 (http://www.who.int/csrh/events/for_ssr/srsm150011/political_declaration_en.pdf?ua=1)

Discussion Paper – Not to be cited or disseminated

rise to Dementia 2017–2025: Global Strategy and Action Plan on
p.¹⁰ Global Strategy for Women's, Children and Adolescents' Health
Action Plan to End Preventable Deaths 2014¹¹; WHO Global
2011¹² and UN Decade of Action on Nutrition 2016–2025.¹³

these identified strategies and plans would deliver directly, or
opportunities for the population to be more active. Conversely,
tion plan on physical activity, could work reciprocally to support
mer of the 'linked' strategies. Harnessing these synergies and
herent but related policy agendas is critical to ensure effective, efficient

www.who.int/mediacentre/news/press-releases/2017/05/20170514-who-physical-activity-report

2018–2020. Geneva: World Health Organization; 2013
(http://apps.who.int/iris/bitstream/handle/10665/146114/1/9789241564854_eng.pdf?ua=1)

Course Approach to Healthy Ageing: Draft Global Strategy and
Health and Well-being, Geneva, 23–25 May 2016

in's, Children's and Adolescents' Health (2016–2030): 2015
http://apps.who.int/iris/bitstream/handle/10665/146114/1/9789241564854_eng.pdf?ua=1

to End Preventable Deaths. Geneva: World Health
Organization; 2014. (http://apps.who.int/iris/bitstream/handle/10665/146114/1/9789241564854_eng.pdf?ua=1)

Jan 2014–2021. Geneva: World Health Organization; 2015
(http://apps.who.int/iris/bitstream/handle/10665/146114/1/9789241564854_eng.pdf?ua=1)

who.int/mediacentre/faq/faq-physical-activity



THANK YOU