Physical inactivity: meeting the 2025 global targets

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Outline

- Health benefits of physical activity
- Global recommendations on physical activity for health
- Effective interventions in physical activity promotion
- From data to action
Health benefits of physical activity
Set of 9 voluntary global NCD targets for 2025

- Premature mortality from NCDs 25% reduction
- Essential NCD medicines and technologies 80% coverage
- Drug therapy and counseling 50% coverage
- Diabetes/obesity 0% increase
- Raised blood pressure 25% reduction
- Tobacco use 30% reduction
- Salt/sodium intake 30% reduction
- Physical inactivity 10% reduction
- Harmful use of alcohol 10% reduction
Physical inactivity - 4th leading risk factor for global mortality

1.5 billion adults are insufficiently active

Source: WHO's report on "Global health risks"
Percentage of insufficient physical activity comparable country estimates, 2008

Age standardized: by WHO Region and World Bank income group, men and women
Source: Global Status Report on NCDs, WHO, 2010
What is Physical Activity

Physical activity is defined by WHO as:

"Any bodily movement produced by skeletal muscles that requires energy expenditure"

Regular moderate intensity physical activity – such as walking, cycling, or participating in sports – has significant benefits for health.
UN Inter-Agency Task Force on Sport for Development and Peace defined sport, for the purposes of development, as:

‘All forms of physical activity that contribute to physical fitness, mental well-being and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games’

http://www.un.org/wcm/content/site/sport/lang/en/home/sport
Health effects of physical activity

Being physically active:

- Reduces the risk of heart disease by 30%, diabetes by 27%, breast and colon cancers by 21-25%.
- Helps maintain a healthy weight.
- Has a positive influence on mental health.
Recognizing the unique opportunity that exists to formulate and implement an effective strategy for substantially reducing the deaths and disease burden worldwide by improving diet and promoting physical activity, WHO and 192 Member States adopted, in May 2004, the "Global Strategy on Diet, Physical Activity and Health"

www.who.int/dietphysicalactivity
Global recommendations on physical activity
Global Recommendations on Physical Activity

- Main aim: providing guidance on dose response relation between frequency, duration, type and total amount of PA needed for prevention of NCD’s

- Three age-groups:
  - 5-17 year olds;
  - 18-64;
  - 65+

- Main target audience: national and local policy makers
National guidelines for physical activity: why?

- Support the development of physical activity policy;

- Be used by all relevant stakeholders to communicate valid and consistent messages on the frequency, duration, intensity, type and total amount of physical activity for health;

- Be used as reference by health professionals to inform patients;

- Represent the translation of research findings into actionable, achievable and measurable messages for practitioners, policy-makers and communities;

- Be used as benchmarks for public health monitoring and surveillance purposes.
Children and youth - aged 5-17

- **at least 60 minutes** of moderate to vigorous intensity physical activity daily

- > 60 minutes provide additional health benefits

- **Should:**
  - be **mostly aerobic** activity
  - include **vigorous** intensity activities
  - including **muscle** strengthening and **bone** health activities at least 3 times per week.
Adults aged 18-64

- **At least 150 minutes** of Moderate intensity PA spread throughout the week OR

- **at least 75 minutes** of Vigorous PA spread throughout the week OR

- **an equivalent combination** of those two

- Bouts of at least **10 minutes**.
+65 years old:

- **Same recommendations as for adults**

Specific recommendations:

- Perform PA to **enhance balance and prevent falls** on 3 or more days/week.
- **Muscle-strengthening** activities on 2 or more days a week.
- Be as physically active as their abilities and conditions allow.
“What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?”
Effective interventions in physical activity promotion
"Best buys" interventions to address NCDs

<table>
<thead>
<tr>
<th>Population-based interventions addressing NCD risk factors</th>
<th>Tobacco use</th>
<th>Harmful use of alcohol</th>
<th>Unhealthy diet and physical inactivity</th>
<th>Individual-based interventions addressing NCDs in primary care</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco use</td>
<td>- Excise tax increases</td>
<td>- Excise tax increases on alcoholic beverages</td>
<td>- Salt reduction through mass media campaigns and reduced salt content in processed foods</td>
<td>- Prevention of liver cancer through hepatitis B immunization</td>
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<td>- Smoke-free indoor workplaces and public places</td>
<td>- Comprehensive restrictions and bans on alcohol marketing</td>
<td>- Replacement of trans-fats with polyunsaturated fats</td>
<td>- Prevention of cervical cancer through screening (visual inspection with acetic acid [VIA]) and treatment of pre-cancerous lesions</td>
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<td>- Health information and warnings about tobacco</td>
<td>- Restrictions on the availability of retailed alcohol</td>
<td>- Public awareness programme about diet and physical activity</td>
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<td>- Bans on advertising and promotion</td>
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<td>- Multi-drug therapy (including glycaemic control for diabetes mellitus) for individuals who have had a heart attack or stroke, and to persons at high risk (&gt; 30%) of a cardiovascular event within 10 years</td>
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<td>- Providing aspirin to people having an acute heart attack</td>
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Opportunities for multisectoral and multistakeholder activities

Urban planning and design

Safety and Injury prevention

Sports

Workplace

Education

Sustainable transport

Sustainable environment; climate change
Transport policies

- Introduce transport policies that promote active and safe methods of travelling to and from schools and workplaces, such as walking or cycling;

- Ensure that walking, cycling and other forms of physical activity are accessible to and safe for all;
Physical environment

- Improve sports, recreation and leisure facilities
- Increase the number of safe spaces available for active play
- Implement school-based programmes
- Develop and implement national guidelines on PA for health
Population-wide initiatives

- Physical activity policies
  - Reducing barriers to physical activity
  - Supportive transport policies and
  - Policies to increase space for recreational activity.

- Social marketing campaigns
  - Cost-effective for physical activity
  - Simple message with frequent exposure
  - Combine with policies and community-based activities to address local environmental barriers to participation
Success: Ciclovíás, Bogotá, Colombia

A cross between a street party and a marathon, Bogota's Ciclovíás manages to combine sport, recreation, health, commerce and culture in one package.

- Improvements in public transport at the city level.
- % persons travelling by car has dropped from 17% to 12% at peak times.
- 55% of programmes provide economic opportunities (temporary businesses)
- 63% of programs reported engaging the community (eg: volunteerism)
- Ciclovíá has now extended to more than 38 cities in at least 11 countries in the Americas.
Workplace-based interventions

- Workplace health promotion programmes, targeting physical inactivity and unhealthy dietary habits are effective in improving health, enhancing employee productivity, improving corporate image and moderating medical care costs.

- Key elements of successful programmes include:
  - clear goals and objectives;
  - links with programmes to business objectives;
  - strong management support;
  - effective communication, and;
  - supportive environments.
School-based interventions

- High-intensity interventions that are comprehensive, multi-component and include:
  - School recognition
  - Curriculum on diet and physical activity taught by trained teachers
  - Food service environment
  - Physical activity environment
  - Health promotion for school staff
  - School health services
  - Reach out to parents and communities
Physical activity:

- improves health and fitness;
- enhances cognitive performance;
- has a positive influence on children’s psychological well-being and can counteract risk behaviour;
- decreases risk factors for future chronic diseases.
School curriculum

- Schools have the mandate and responsibility for enhancing all aspects of development of children
- Through schools all children can have access to physical education and sports facilities
- Schools should offer a variety and choice of physical education classes, covering needs and interests of students
- Physical education should be enjoyable, appropriate, promote fair play and encourage participation
School curriculum

– Use physical education as a learning opportunity, developing confidence and skills for lifelong participation
– Establish adequate safety precautions
– Physical education teachers should be well qualified and trained
Extracurricular opportunities

Extracurricular opportunities for physical activity:

- Comprehensive programmes of after-school gatherings offering physical activity opportunities, both competitive and non-competitive;
- Active recess, morning, lunch and after-lunch exercises, traditional dances, etc.;
- School sports competitions.
Physical school environment

- Schools should have safe and appropriate spaces and facilities so that children can spend their time actively and establish partnership with communities to use community recreation and sporting facilities, and vice versa.

- Promote safe walking and cycling to schools:
  - Crossing guards at road crossings;
  - Secure bike racks in schools;
  - Traffic free zones in peak hours;
  - Safe walking and cycling trails;
  - Adequate lighting during hours of darkness.
From data to action
National physical activity policies

No of Countries Globally that have a PA policy

Number of Countries Globally that have an operational PA policy

86/194

65/194
Physical activity toolkits
Thank you

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