The Evolution of Physical Activity

Northwest Health

&

Physical Activity Forum

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Physical Activity Policy and Promotion in Europe

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Overview

- Physical inactivity
- The challenges for policy makers
- The International Promotion for PA
- HEPA Europe and other Partners
Physical inactivity is a leading risk factor for health

- Around one quarter of the European population (17-24%) does not reach recommended level of physical activity (30 min/day)
- 600,000 attributable deaths/year (ca. 6% of total deaths)
- 5.3 million Disability Adjusted Life Years (DALYs) (ca. 3.5% of total DALYS)
- Unequal distribution: eastern European countries are more severely affected

Source:
In Europe, non communicable diseases are the largest contributors to ill health.

DALYs, by broad cause group and WHO Region, 2001

- **75%**: Noncommunicable conditions
- **50%**: Injuries
- **25%**: Communicable diseases, maternal and perinatal conditions and nutritional deficiencies

Source: WHO World Health Report 2002
On average, “sufficient activity” is reported by only 1 out of 3 Europeans >15 y.o.
Obesity:
It’s not just a matter of aesthetics….

- Overweight and obesity is the most “visible” effect of a combination of physical inactivity and unhealthy diets
One in five children in Europe is overweight…

… and their number is increasing by about 400,000/year
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The challenges for policy makers

- The health and sports sectors cannot do it alone!
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- The scale of the problem is too big
- New partnerships must be developed across different sectors
- The environmental approaches needed are outside the control of the health and sport sectors
Getting millions of people more physically active poses complex challenges

- Avoid dependency on facilities for sports
- Equitable and easily accessible options
- Target the most sedentary part of the population
- Easy to choose
- Enjoyable (acceptance)
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PHYSICAL ACTIVITY NEEDS TO BECOME PART OF DAILY LIFE

Home, school, workplace, leisure time

Photo courtesy of BASPO
The organization of sport and leisure between state, market and civil society

**STATE**
- Sportcenters for elderly and unemployed
- Sport in public schools
- Non-organized swimming in public swimmingbaths
- Eveningschool
- Professional sportsteam
- Fitness-centers
- Large "sport for all" associations
- Company sports clubs
- Exercise clubs for elderly
- Jogging-groups, Walking clubs etc.

**MARKET**
- Company sports clubs
- Small sports clubs

**CIVIL SOCIETY**
- Eveningschool
- Dance-schools
- Fitness-centers
- Jogging-groups, Walking clubs etc.
World Health Organisation

- Health for All 2000
- Ottawa Charter 1986
- Health Promotion
World Health Organisation

- The Health Promoting Schools
- Healthy Cities
- Healthy Workplace
- Healthy Prison
- Healthy Hospitals
World Health Organisation

WHO GLOBAL INITIATIVE FOR ACTIVE LIVING

Working Group 1997 - 1998
The WHO Global Initiative on Active Living

◆ OVERALL OBJECTIVE

– To promote health and quality of life through physical activity
WHO strongly states

- Opportunities for physical activity must be an essential right of every person;
WHO strongly states

Their provision is the responsibility of:
- the parents,
- the local community,
- the educational system,
- the entire society.
Recommendation

All young people should participate in physical activity of at least moderate intensity for one hour per day.
The recommendation for the adult

You have to be physical active at least 30 minutes a day
Existing policy frameworks which support physical activity across sectors

World Health Organisation

– Move for Health Day
– Global Strategy on Diet and Physical Activity
– World Health Assembly in May 2004
WHO _ Global Strategy on Diet and Physical Activity

The goal for physical activity focuses on maintaining healthy body weight.

The recommendation is for a total of one hour per day on most days of the week of moderate-intensity activity, such as walking. This level of physical activity is needed to maintain a healthy body weight, particularly for people with sedentary occupations.
Strategy on Diet and Physical Activity

Nordic Minister Conference  nov. 2005

European Minister Conference  nov. 2006

European Task Force in Diet and PA

Perfect – or Political Correctness
Swiss report on “Transport and Physical Activity” launched in Budapest;

Establishment of the “HEPA EUROPE - European Network for the Promotion of Health Enhancing Physical Activity”; Gerlev, May 2005
WHO and the HEPA Network: supporting policies and strategies for health enhancing physical activity in Europe

HEPA Europe

European Network for the Promotion of Health-Enhancing Physical Activity

- Bringing together different institutions and organizations from all over Europe;
- Facilitating multi-sectoral approaches;
- Promoting and disseminating innovative strategies, good practices, and case-studies;
- Promoting and engaging in research

[www.euro.who.int/hepa](http://www.euro.who.int/hepa)
Existing policy frameworks which support physical activity across sectors

- Transport, Health and Environment Pan-European Programme (THE PEP)
- Children’s Environment and Health Action Plan for Europe (CEHAPE)
The vision is to shape societies where healthy lifestyles related to diet and physical activity are the norm, where health goals are aligned with those related to the economy, society and culture and where healthy choices are made more accessible and easy for individuals.
2.4.9

...promotion of cycling and walking by better urban design and transport policies; creation of opportunities in local environments that motivate people to engage in leisure time physical activity...
A new advocacy booklet

- Launched on 15 November in Istanbul, WHO Ministerial Conference on Counteracting Obesity
Aims

- To raise the awareness and secure the commitment and support of a broad range of actors and stakeholders within and beyond public health
- To provide European policy-makers and stakeholders in different sectors and levels of government and in civil society with:
  - a brief overview of the links between physical activity and health
  - the factors that influence physical activity
  - the approaches that can make it part of daily life
- To help establishing a common understanding and a healthy dialogue between all actors
Target audience

- All sectors involved, including:
  - Health
  - Education
  - Sports
  - Transport
  - Environment
  - Urban planning
  - Employers
  - Civil society
Contents

- Key messages
- Why is physical activity important for health?
- What is known about current levels of physical activity and inactivity?
- What factors and conditions influence physical activity?
- What can the health sector and others do to increase physical activity?
- What next?
Contributors

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Walking and cycling are part of the ideal solution

- It’s effective!
- Easily accessible
- Enjoyable settings
- Physical exercise that fits into the daily schedule of activities
- Reasonable costs
- Multiple benefits

Pictures courtesy of WHO and BASPO
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NEW VISION  NEW MISSION

- Identify new partners
- Identify population groups which are most likely to engage in physical activity
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NEW VISION NEW MISSION

- Identify supportive conditions for choosing to be physically active
  - E.g. effects of urban planning and transport policies
- Give arguments to other sectors to invest in physical activity
Thanks for your attention!

TO BE
- OR NOT TO BE
Thanks for your attention!

TO BE
- OR NOT TO BE ACTIVE!

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www.gerlev.dk