

# MORE ACTIVE PEOPLE FOR A HEALTHIER WORLD

## OPENING REMARKS

**Dr Fiona Bull** MBE

Prevention of noncommunicable  
disease

World Health Organization  
Geneva



# OPENING REMARKS

1. WHO
2. GAPPA
3. IPAQ
4. GPAQ
5. STEPS
6. GSHS
7. M&E
8. GPS

# POLICY TO ACTION - LAUNCH June 4 2018



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

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Website: [www.who.int/lets-be-active/en/](http://www.who.int/lets-be-active/en/)

# WORLD HEALTH ASSEMBLY MAY 2018

RESOLUTION

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;<sup>1</sup>

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,<sup>2</sup> 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),<sup>3</sup> 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),<sup>4</sup> the 2030 Agenda for Sustainable Development,<sup>5</sup> 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 Secretariat's work in providing Member States with tools, including WHO's global Noncommunicable Diseases Progress Monitor, and guidelines to promote physical activity,<sup>6</sup> and further acknowledging that supplementary tools and guidelines may need to be

<sup>1</sup> Document A71/18.

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

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

<sup>4</sup> General Assembly resolution 68/200 (2014).

<sup>5</sup> General Assembly resolution 70/1 (2015).

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

ENDORSED

World Health



World Health  
Organization

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 cancer<sup>1</sup>. It also contributes to the prevention of other

**Mandate**  
Following the Political Declaration of the High-level Meeting on the Prevention and Control of Non-communicable Diseases 2011,<sup>1</sup> WHO developed the Global Action Plan for the Prevention and Control of Non-communicable Diseases 2013–2020.

<sup>1</sup> A glossary of terms is provided at the back of this document.

<sup>2</sup> 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).

<sup>3</sup> 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

<sup>4</sup> Global Guidelines on Physical Activity and Health, 2020

<sup>5</sup> Global Guidelines on Physical Activity and Health, 2020

<sup>6</sup> Global Guidelines on Physical Activity and Health, 2020

# 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





## RECOMMENDS

### 4 POLICY ACTIONS

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.





## RECOMMENDS

### 5 POLICY ACTIONS

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.





## RECOMMENDS

### 6 POLICY ACTIONS

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.

## 3 CREATE ACTIVE PEOPLE

PROGRAMMES AND OPPORTUNITIES





## RECOMMENDS

### 5 POLICY ACTIONS

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



# 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, SDG13, SDG15 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),<sup>1</sup> Vision Zero (road safety),<sup>2</sup> Transport Delivers (sustainable transport),<sup>3</sup> and Trees for Cities.<sup>4</sup>

##### 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.

national and global  
behaviour, including

on the promotion  
World Heart Day,

with organizations,  
or partner with  
awareness among

ness of different  
those targeting  
be based on cost-

global development

noncommunicable

# CONNECTING PA POLICY ACTIONS TO OTHER AGENDAS & PRIORITIES



## APPENDIX 1

### PHYSICAL ACTIVITY AND THE SUSTAINABLE DEVELOPMENT GOALS

Physical activity has multiplicative health, social and economic benefits, and investment in policy actions to increase physical activity can contribute to achieving the Sustainable Development Goals (SDGs).

There are multiple direct and indirect pathways by which policies to promote physical activity through walking, cycling, sport, active recreation and play support 13 SDGs.

## 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.

# GLOBAL ACTION PLAN: DISSEMINATION

**Let's Be Active (90 sec)**

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



**Social media: #BeActive**

**Email: [letsbeactive@who.int](mailto:letsbeactive@who.int)**

All available at: [www.who.int/lets-be-active/en/](http://www.who.int/lets-be-active/en/)

# GLOBAL ACTION PLAN: DISSEMINATION



WHO ADG NCDS  
Dr SVETLANA AKSELROD

**Social media: #BeActive**

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All available at: [www.who.int/lets-be-active/en/](http://www.who.int/lets-be-active/en/)

LET'S  
**Be  
active**  
Everyone  
Everywhere  
Everyday

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

**动起来**  
每个人  
为了环境  
每天

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

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

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



GLOBAL LAUNCH  
OCTOBER 17 2018



GLOBAL ACTION PLAN ON PHYSICAL ACTIVITY 2018-2030

# MORE ACTIVE PEOPLE FOR A HEALTHIER WORLD



LET'S  
**Be active**  
Everyone  
Everywhere  
Everyday

 World Health  
Organization

# SIMPLE PRACTICAL POLICY GUIDANCE.....



Coming very soon.....

# WORLD HEALTH ASSEMBLY MAY 2018

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ENDORSED



World Health

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<sup>4</sup> General Assembly resolution 68/300 (2014).

<sup>5</sup> General Assembly resolution 70/1 (2015).

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## FIVE REQUESTS

1. Support countries to implement
2. Finalize a monitoring framework by Dec 2018
3. Produce WHO Global Status Report on PA by 2020
4. Update the 2010 global guidelines on PA for youth, adults and older adults
5. Report on progress on implementation in WHA 2021, 2026 and 2030

# MONITORING FRAMEWORK - BY DEC 2018

**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**

# MONITORING FRAMEWORK

## CORE SET

### GLOBAL INDICATORS

**All** countries, monitored and reported by WHO

- PROCESS
- OUTPUTS
- OUTCOMES
- IMPACT

## EXPANDED SET

### NATIONAL INDICATORS

Additional indicators for countries and more granular incl. sub national

WHAT WAS DONE

WHAT CAN BE SEEN

WHAT WAS ACHIEVED

WHAT HAS CHANGED

# A WHOLE SYSTEMS APPROACH TO PHYSICAL ACTIVITY

