
Physical activity policies:

perspectives from the implementation of the WHO Global Strategy on Diet, Physical Activity and Health

**Dr Timothy Armstrong
Coordinator,
Surveillance and Population-based Prevention**

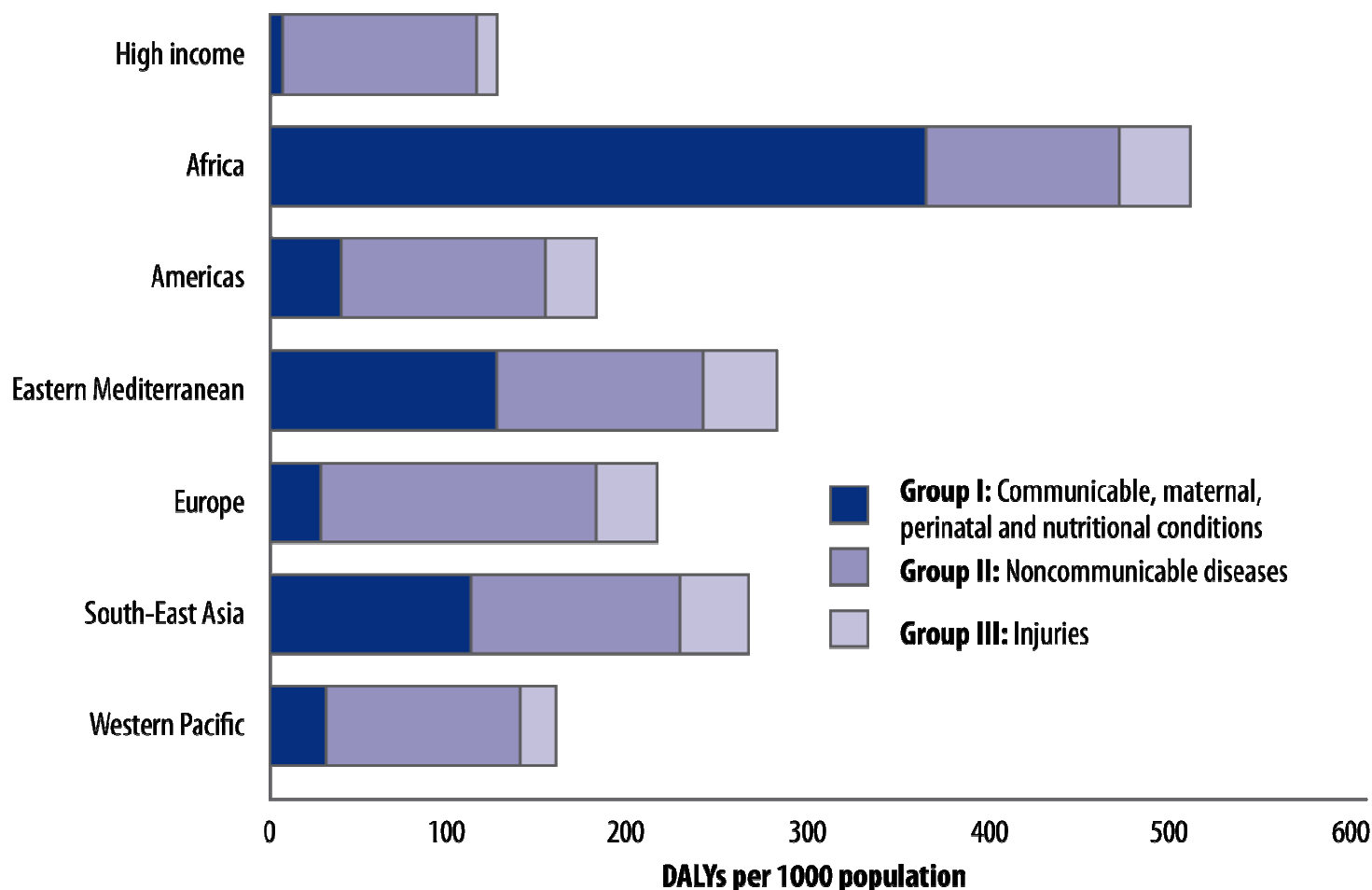


Overview

- The problem
- Global Response to NCD
- Global Strategy on Diet, Physical Activity and Health
- Key tools for implementation



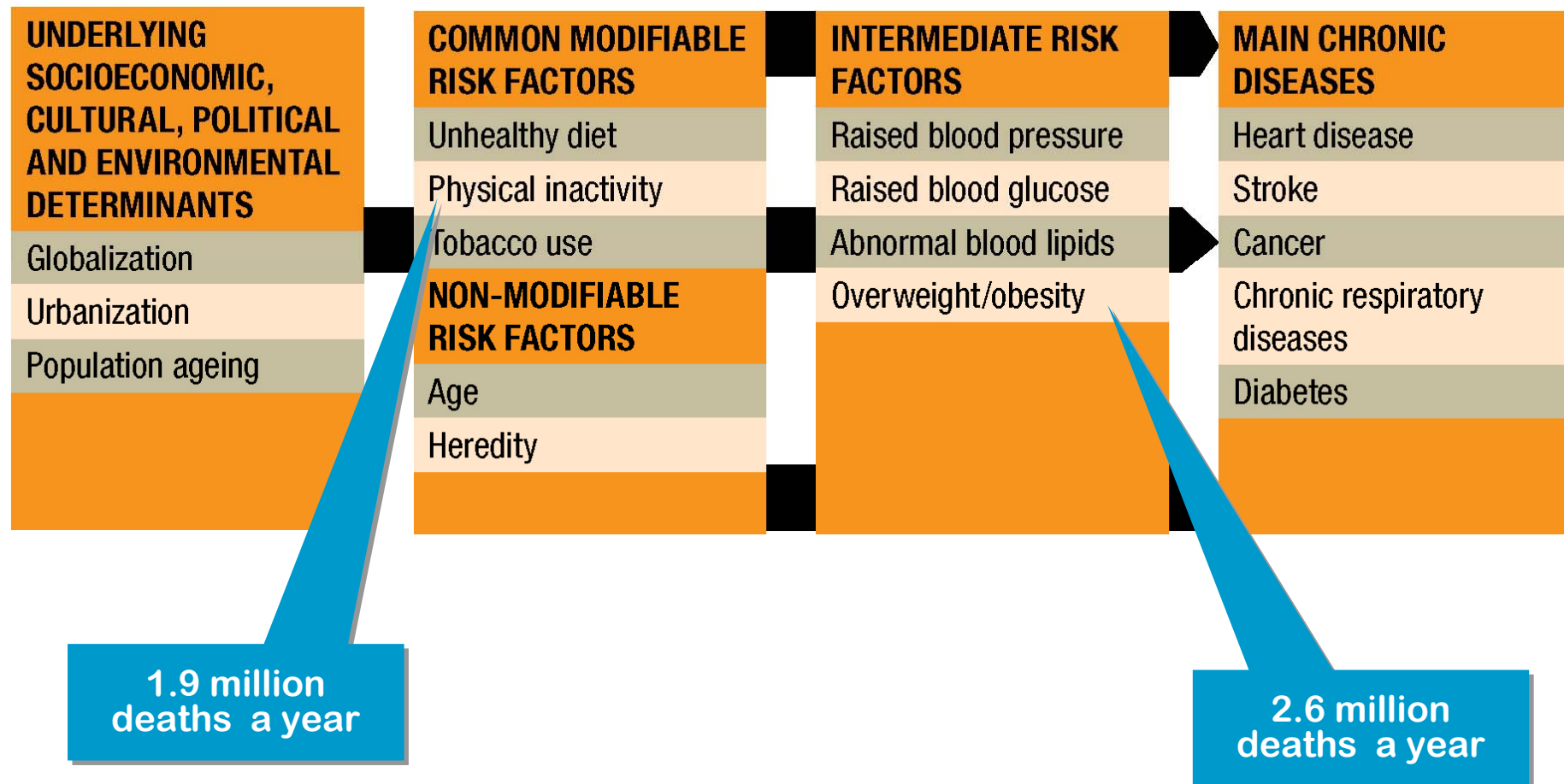
Burden of disease by broad cause group and region, 2004



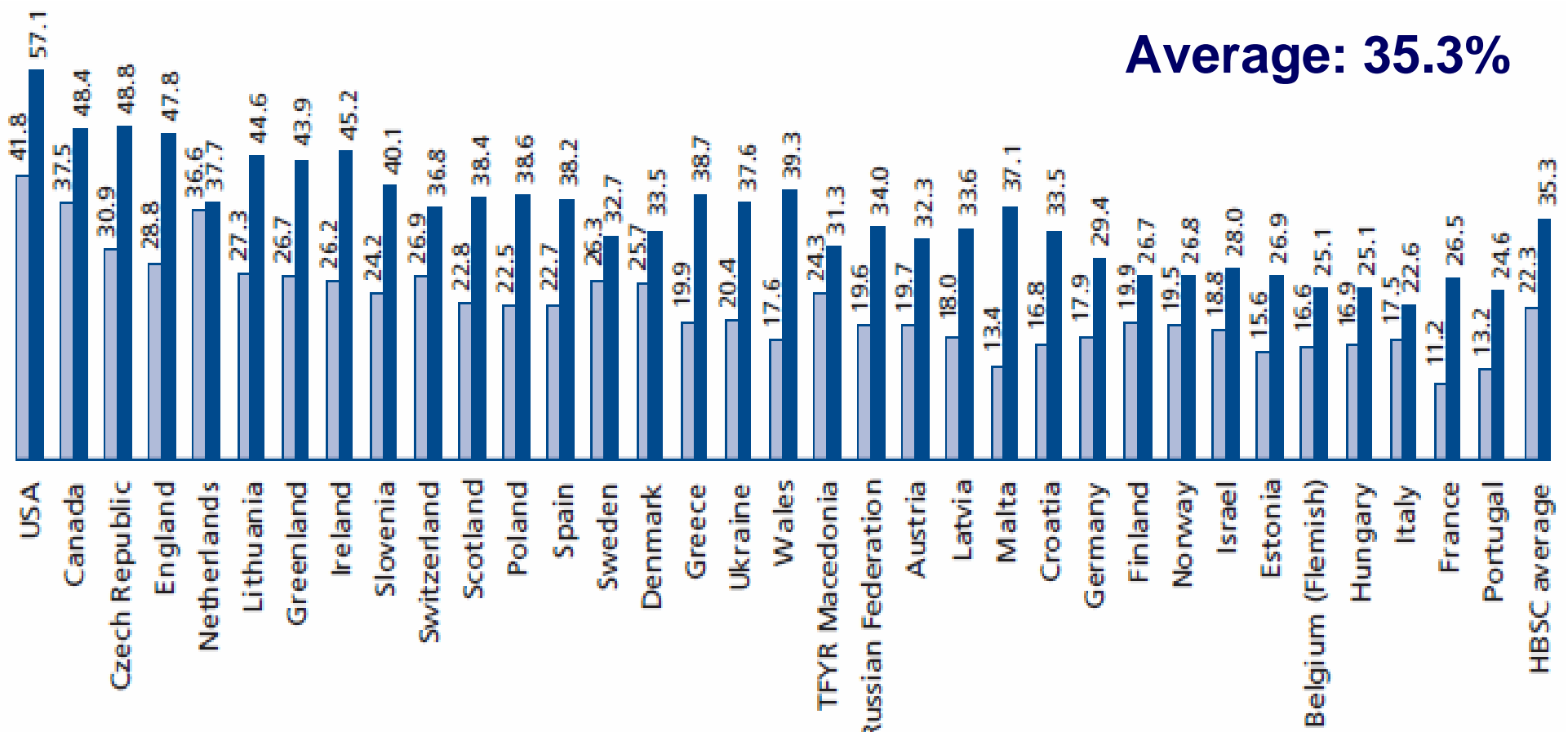
60% of deaths globally are due to NCD

Source: WHO, 2008 & WHO, 2005

Causes of Chronic Diseases



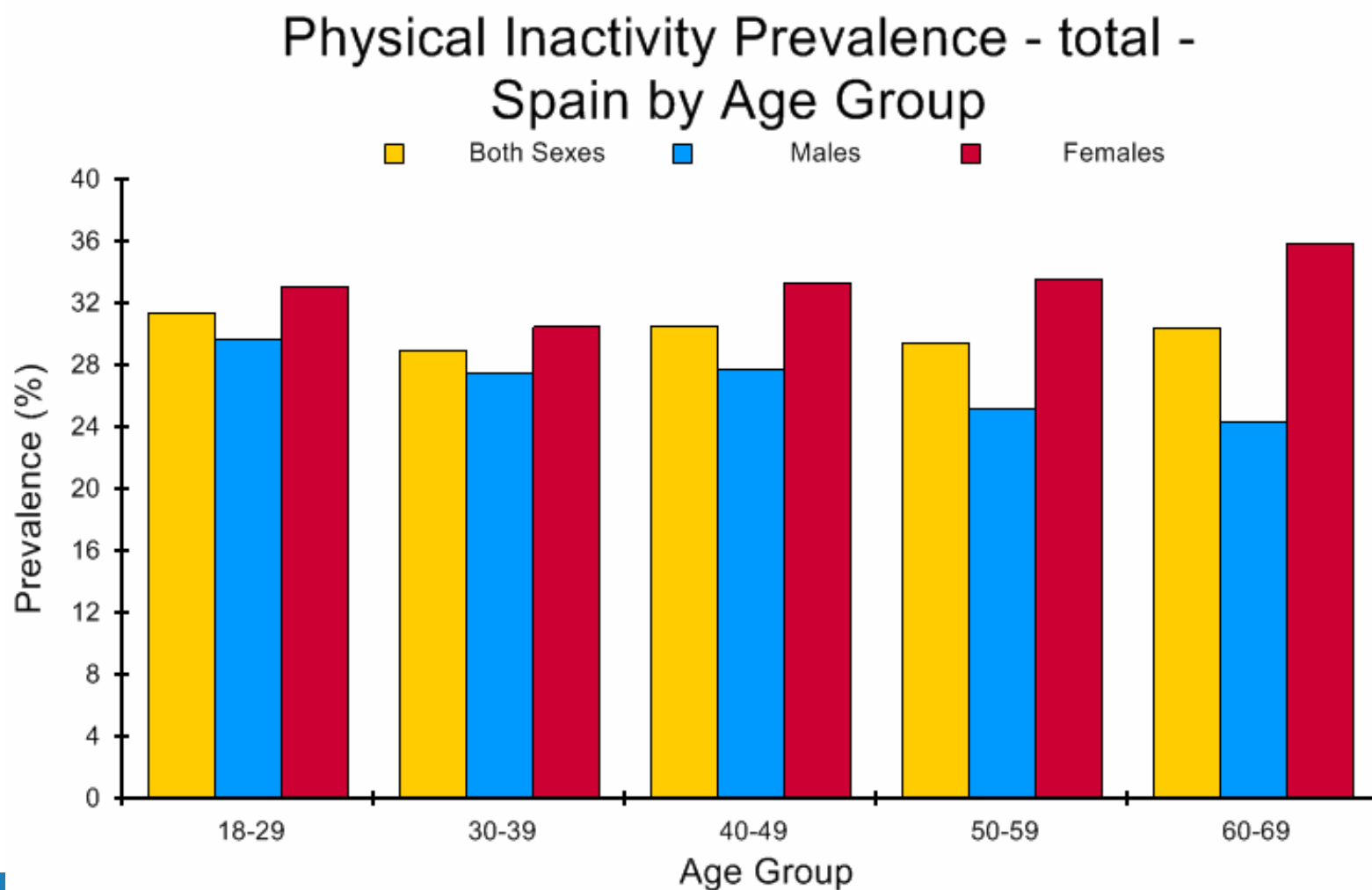
15 year-olds meeting the MVPA guidelines on physical activity (%)



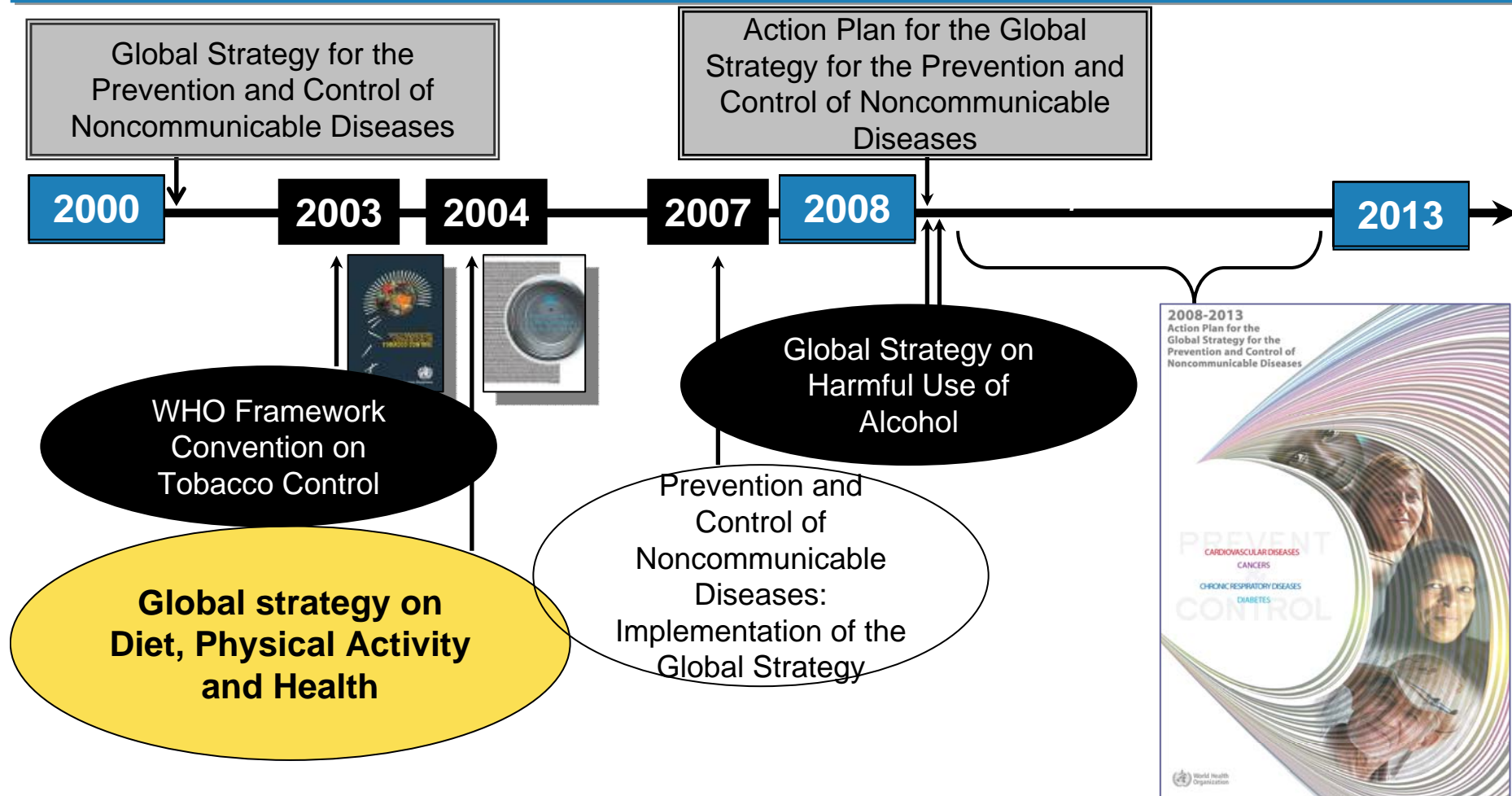
Source: HBSC, WHO, Europe, 2004



Physical Inactivity – Spain



The global response to address NCDs



A six-year Global Action Plan to address cardiovascular disease, cancer, respiratory disease and diabetes was endorsed by the WHO World Health Assembly on 24 May 2008.

NCD Action Plan Objectives 2008-2013

1. Raise the priority accorded to noncommunicable disease in **development work** at global and national levels, and to integrate prevention of such diseases into policies across all government departments
2. Establish and strengthen **national policies and plans** for the prevention and control of noncommunicable diseases
3. **Promote interventions to reduce the main shared modifiable risk factors for noncommunicable diseases: tobacco use, unhealthy diets, physical inactivity and harmful use of alcohol**
4. Promote **research** for the prevention and control of noncommunicable diseases
5. Promote **partnerships** for the prevention and control of noncommunicable diseases
6. Monitor noncommunicable diseases and their determinants and **evaluate progress** at the national, regional and global levels



Global Strategy on Diet, Physical Activity and Health

**Adopted by 192 Member States in
2004**



www.who.int/dietphysicalactivity

Key message

*"Our support to implement the
Global Strategy on Diet,
Physical Activity and Health
will increase"*

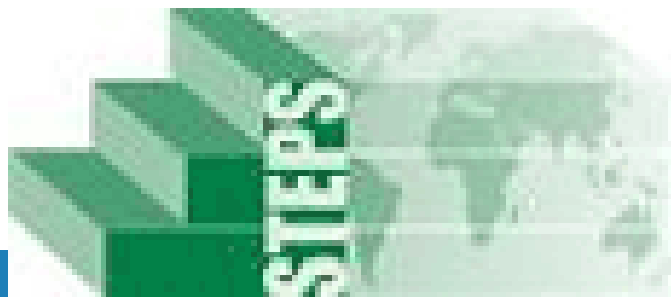
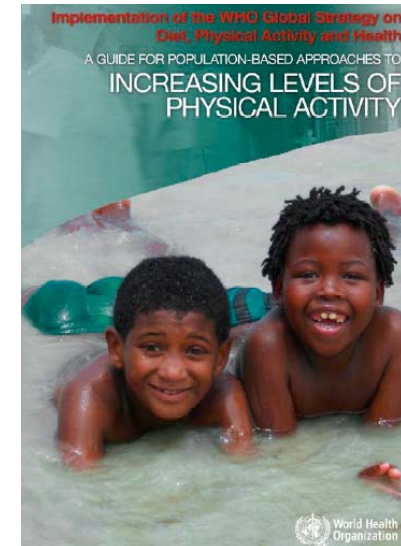
- Dr Margaret Chan, Director-General Elect –

(Speech to the World Health Assembly, 9 November 2006)



Global Activities

- Normative functions
- Guidance, tools and technical support
- Interactions with global private sector
- Interactions with UN Agencies

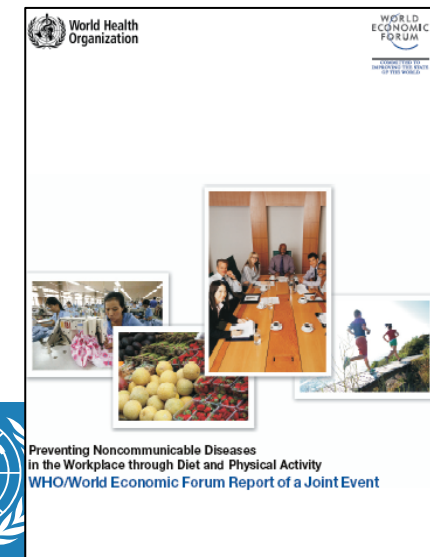


11 | Dr Tim Armstrong | Madrid, Spain, March 2009

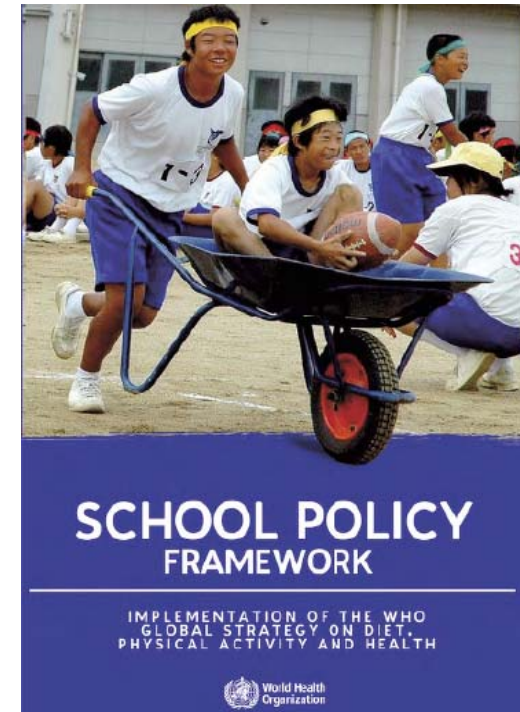
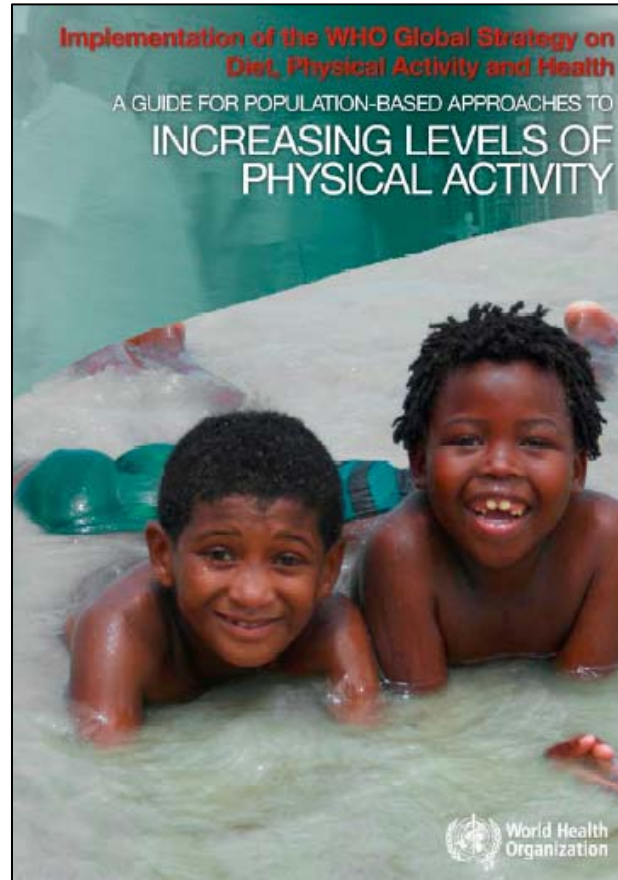
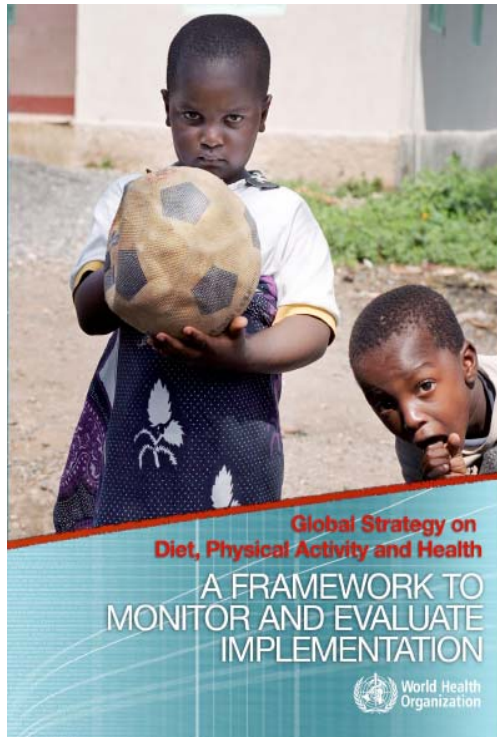


The documents available:

- are directly related to DPAS;
- are approved and adopted by a national governing body (e.g. a Senate, Parliament or a

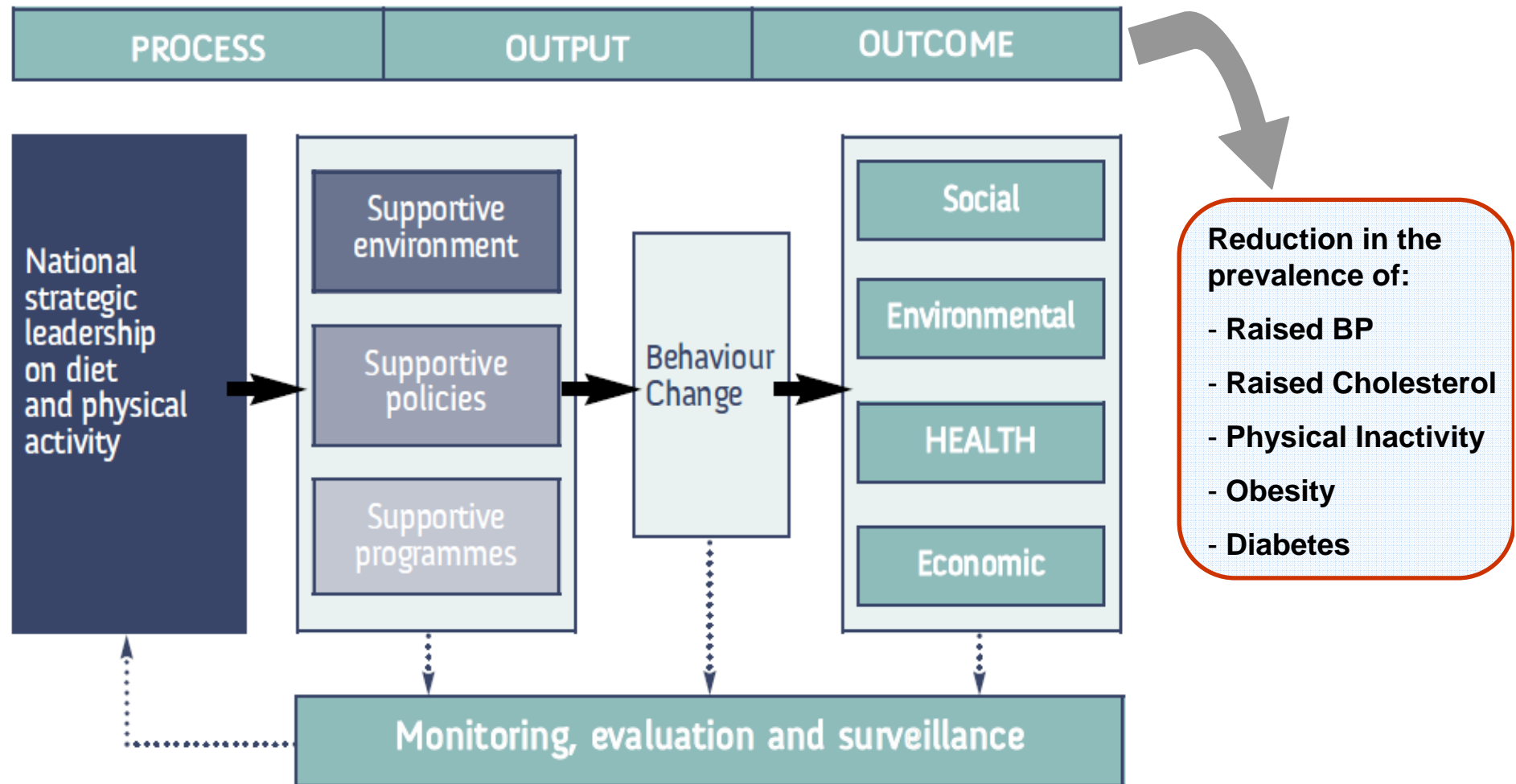


DPAS Implementation Tool Box - Key tools



More information:
www.who.int/dietphysicalactivity/implementation

Implementation framework at National Level



Examples of areas for action

AREAS FOR ACTION	EXAMPLES	LEVEL OF ACTION
Supportive environments	Implement strategies aimed at changing social norms and improving community understanding and acceptance of the need to undertake physical activity in everyday life.	National and sub-population
	Encourage environments that promote and facilitate physical activity, supportive infrastructure should be set up to increase access to, and use of, suitable facilities.	National and sub-population
Local and community-based programmes/ initiatives	Consider school-based programmes to support the adoption of physical activity.	National population
	Review how schools provide health information, improve health literacy, and promote healthy diets and other healthy behaviors.	National and sub-population
	Consider workplaces that encourage physical activity.	National and sub-population
	Consider community based events aimed at raising awareness increasing participation through promoting and supporting local health oriented programmes and initiatives with a physical activity component.	Sub-population
	Undertake health-promoting programmes and health education campaigns.	National and sub-population

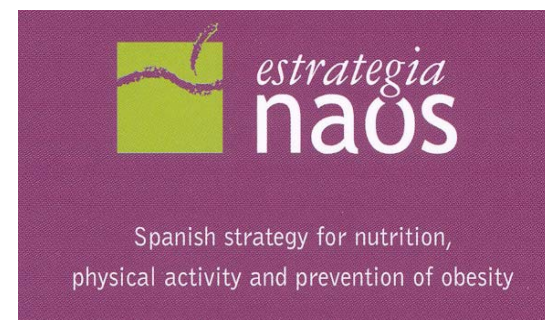
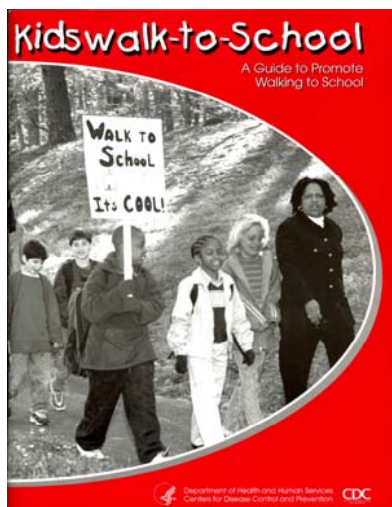
Important elements of successful policies

- High level political commitment
- Surveillance, monitoring and evaluation
- Multi-stakeholder support
- Leadership and workforce development
- Integration into national strategies & policies
- Multiple intervention strategies
- Stepwise approach to implementation
- Implementation at different levels within "local reality"
- Culturally appropriate
- Dissemination
- National Physical Activity Guidelines



What have Member States done?

Many countries around the world have developed national physical activity strategy / plans / materials / platforms.





Bogotá, Colombia



Thank you



<http://www.who.int/dietphysicalactivity/pa/en/index.html>

