



About Us

Promote Physical Activity: It's a Key to Global Health

The UN High-Level Meeting on Non-Communicable Diseases (NCDs) held in September, 2011, presented an unprecedented opportunity to create a sustained global movement against premature death and preventable morbidity and disability from NCDs, mainly heart disease, stroke, cancer, diabetes, and chronic respiratory disease.

Physical activity is a proven, scalable, population-based, multi-sectorial and culturally relevant intervention, that provides extensive health, economic and social benefits. It is time for urgent action that integrates physical activity promotion with health care reform efforts and social development strategies, policies and programs, Millennium Development Goals and efforts to improve disparities worldwide.

It's Time to Get Started

Physical activity promotion complements other important national policy issues such as healthy nutrition, tobacco control, urban safety, environmental issues and transportation. It is time to get started. Please consult the Physical Activity 360 website for resources like these, on building a national physical activity plan, and developing, implementing and evaluating multi-sectorial approaches to physical activity promotion. www.physicalactivity360.org

Resources

- Priority actions for the non-communicable disease crisis
- International Society for Physical Activity and Health (ISPAH)/Global Advocacy for Physical Activity (GAPA): Toronto Charter for physical activity: A Global Call for Action; NCD Prevention: Investments that Work for Physical Activity
- Wellness Week
- World Health Organization (WHO) Action Plan for the Global Strategy for the Prevention and Control of Noncommunicable Diseases
- WHO Global Strategy on Diet, Physical Activity and Health
- Exercise is Medicine Global Healthcare Declaration
- American College of Sports Medicine
- International Union for Health Promotion and Education
- Healthy Caribbean Coalition

A Solid Investment for Your Country

Help people worldwide enjoy the multiple benefits of physical activity. Countries are encouraged to begin concerted action across four priority areas:

Leadership : Establish a national physical activity committee, and develop and implement a national physical activity policy and action plan.

Prevention : Introduce multi-sector policies that support physical activity, especially those that can best reach at-risk and underserved populations.

Treatment : Reorient services and funding to include physical activity promotion, education, training and capacity building.

International Collaboration : Develop public/private partnerships for action, funding and evaluation.

Consider that there are seven best investments to increase population levels of physical activity which, if applied at sufficient scale, will make a significant contribution to reducing the burden of non-communicable diseases and promoting population health. In addition, these investments will contribute to improving quality of life and the environments in which people live. Countries can select from this menu of initiatives according to their capacity and which sector is leading the effort.

- "Whole of school" programs
- Transport policies and systems that prioritize walking, cycling and public transport
- Urban design regulations and infrastructure that provide for equitable and safe access for recreational physical activity, and recreational and transport-related walking and cycling across the life course.
- Physical activity and NCD prevention integrated into primary health care systems.
- Public education, including mass media, to raise awareness and change social norms on physical activity.
- Community-wide programs involving multiple settings and sectors and that mobilize and integrate community engagement and resources.
- Sports systems and programs that promote "sport for all" and encourage participation across the life span.

Brought to you by the Ad Hoc Task Force for a Global Physical Activity Trust The Ad Hoc Task Force for a Global Physical Activity Trust, representing diverse sectors and regions, seeks to ultimately create a funding mechanism for physical activity initiatives worldwide. For the week of the U.N. High-Level Meeting on NCDs, the Task Force has collaborated to create this one-page document supporting physical activity promotion.

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