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WESTERN AUSTRALIA

Achieving International Excellence

Getting more people moving more often: The challenge for health & fitness professionals

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Professor, School of Population Health, The University of Western Australia
Chair, Global Advocacy for Physical Activity,
President-Elect, The International Society for Physical Activity and Health

Sept 24 2013

Japan Health Promotion and Fitness Foundation

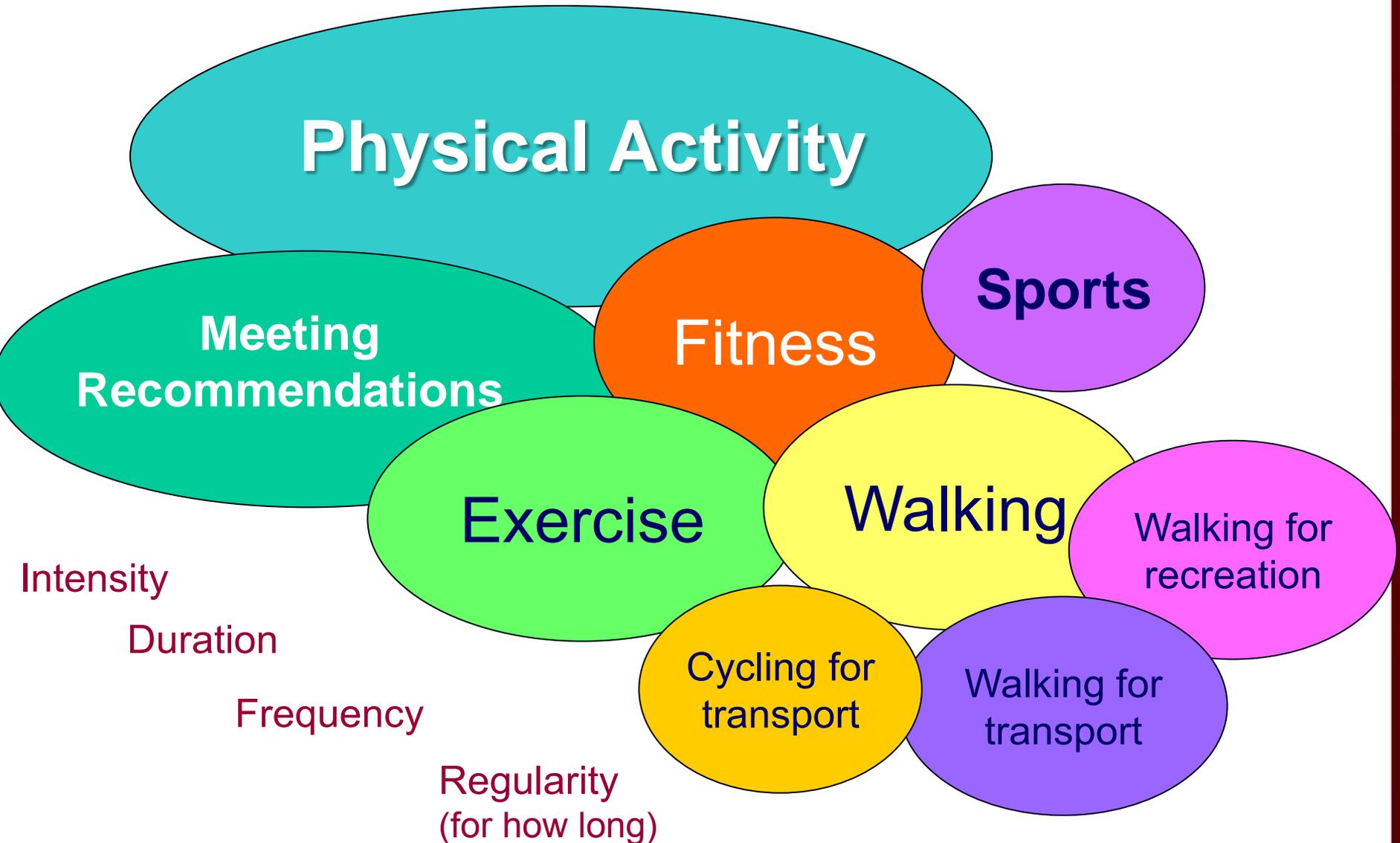


Outline

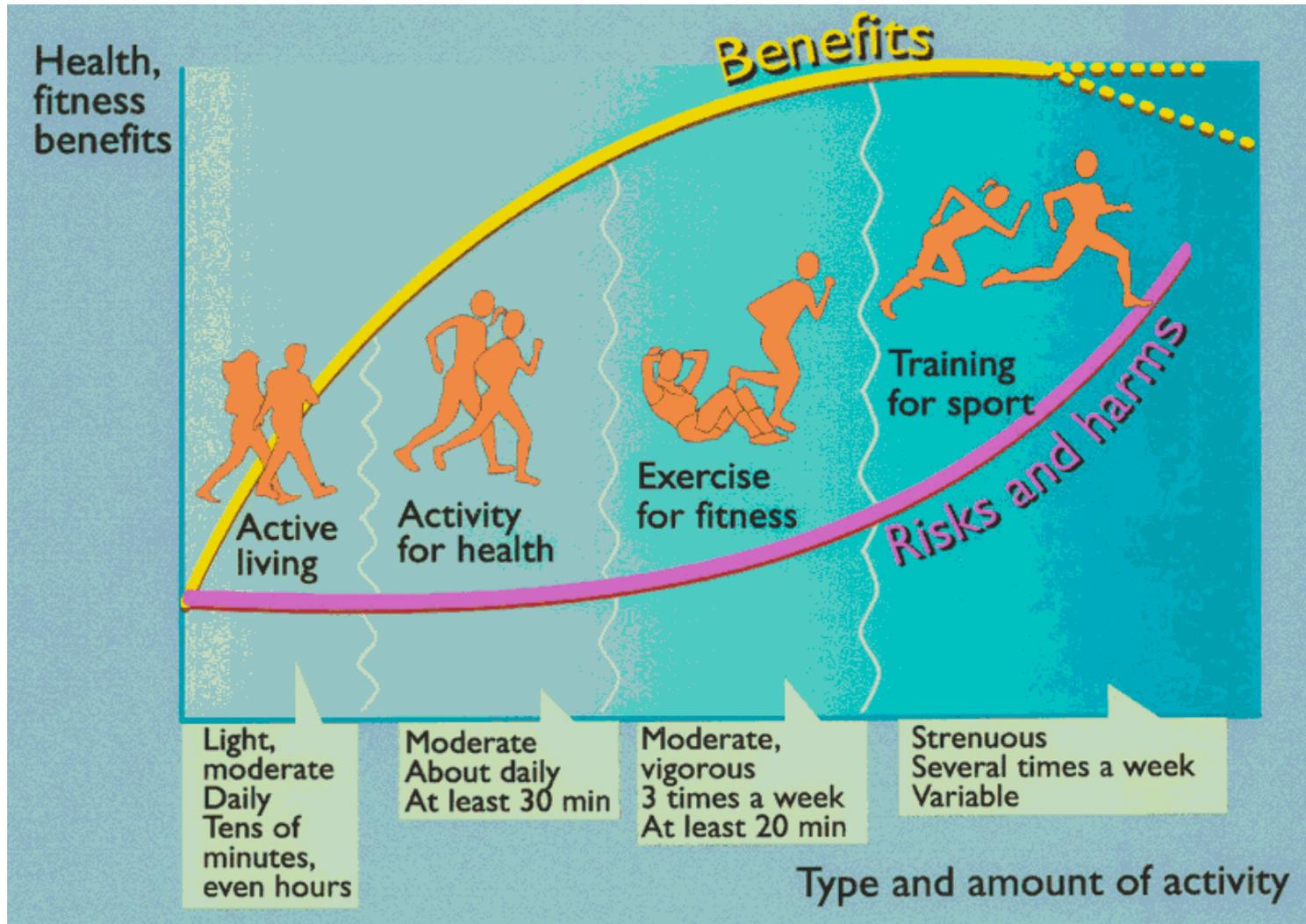
- Review the evidence on the benefits of physical activity
- How do we change behaviour?
- Introduce 7 solutions
- Discuss challenges and opportunities for fitness and health promotion professionals



Remind ourselves



Strong dose response relationship



Source: Vouri I. Terveyslīikunta. UKK Institute for Health Promotion Research, Tampere, Finland, 1995.

Resilient

Healthy



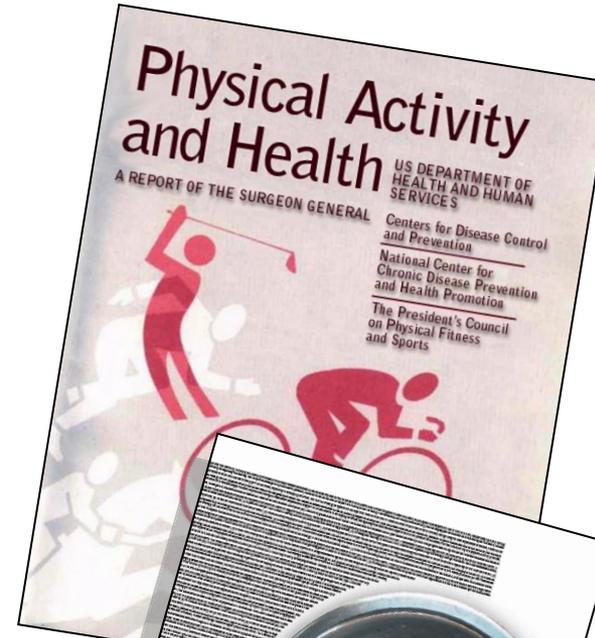
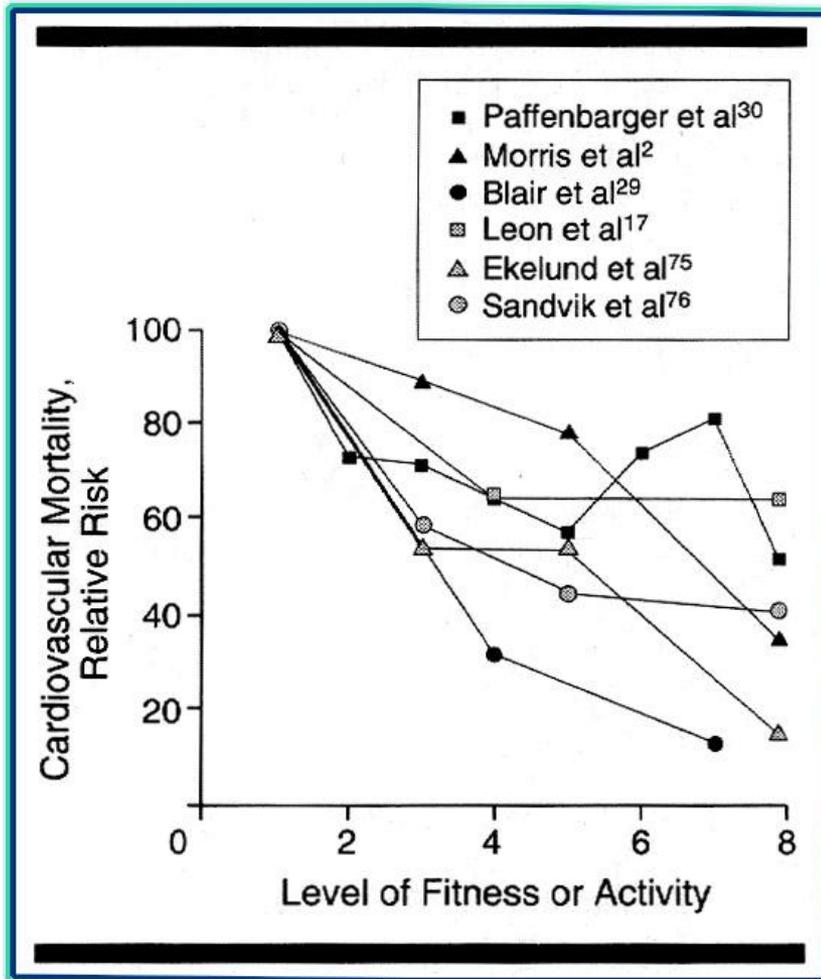


Greatest 'buy' in public health



Professor Jerry Morris

How Much?



**CDC / ACSM
1996**



WHO 2004



Co benefits beyond health

- Promote social health, community 'connectedness' and 'social capital'
- Enhance child development
- Improve education performance
- Environmental benefits – air quality, less traffic congestion,
- Economic benefits (reduce absenteeism, increase productivity)





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THE EVIDENCE IS STRONG



A/66/L.1

United Nations
 **General Assembly**

Distr.: Limited
 16 September 2011
 Original: English

Sixty-sixth session
 Agenda item 117
 Follow-up to the outcome of the Millennium Summit

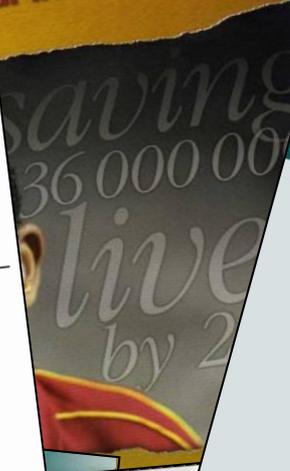
Draft resolution submitted by the President of the General Assembly
Political declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases

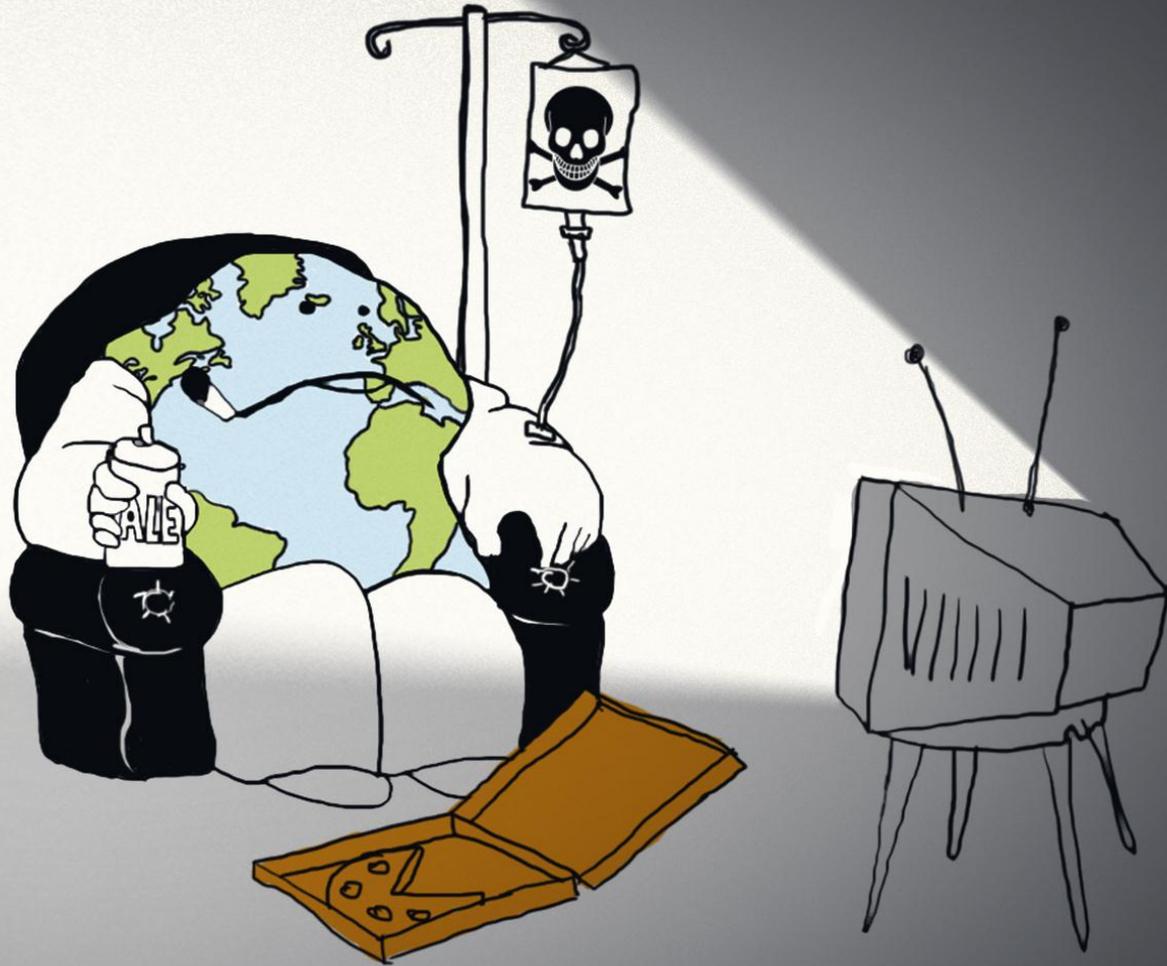
The General Assembly,
 Adopts the Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases annexed to the present resolution.

Annex
Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases

We, Heads of State and Government and representatives of States and Governments, assembled at the United Nations from 19 to 20 September 2011, to address the prevention and control of non-communicable diseases worldwide, with a particular focus on developmental and other challenges and social and economic impacts, particularly for developing countries.

1. Acknowledge that the global burden and threat of non-communicable diseases constitutes one of the major challenges for development in the twenty-first century, which undermines social and economic development throughout the world, and threatens the achievement of internationally agreed development goals;
2. Recognize that non-communicable diseases are a threat to the economies of many Member States, and may lead to increasing inequalities between countries and populations;
3. Recognize the primary role and responsibility of Governments in responding to the challenge of non-communicable diseases and the essential need for the efforts





The problem is global

Preventing CHRONIC DISEASES a vital investment



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PART ONE: OVERVIEW

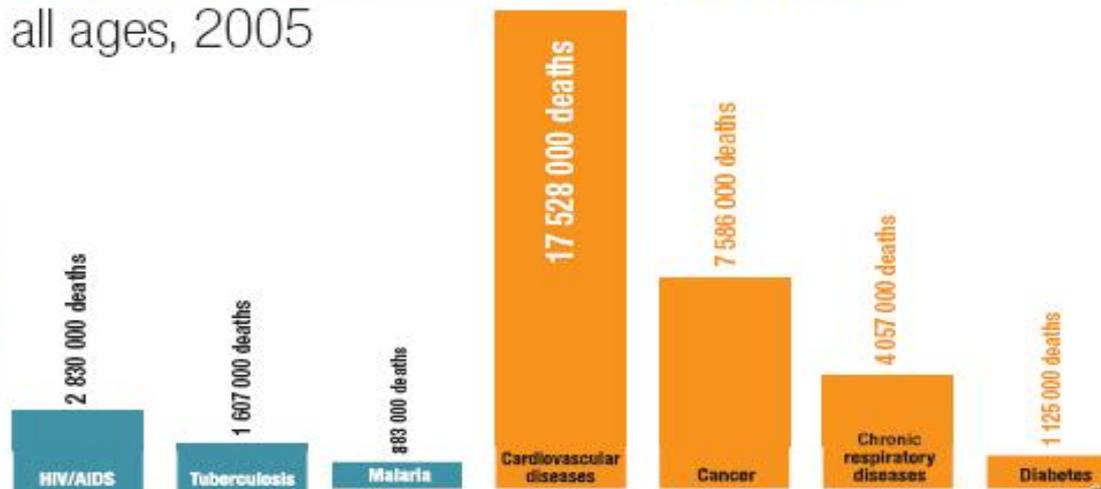
CHRONIC DISEASES ARE THE MAJOR CAUSE OF DEATH IN ALMOST ALL COUNTRIES

Chronic diseases include heart disease, stroke, cancer, chronic respiratory diseases and diabetes. Visual impairment and blindness, hearing impairment and deafness, oral diseases and genetic disorders are other chronic conditions that account for a substantial portion of the global burden of disease.

From a projected total of 58 million deaths from all causes in 2005,¹ it is estimated that chronic diseases will account for 35 million, which is double the number of deaths from all infectious diseases (including HIV/AIDS, tuberculosis and malaria), maternal and perinatal conditions, and nutritional deficiencies combined.

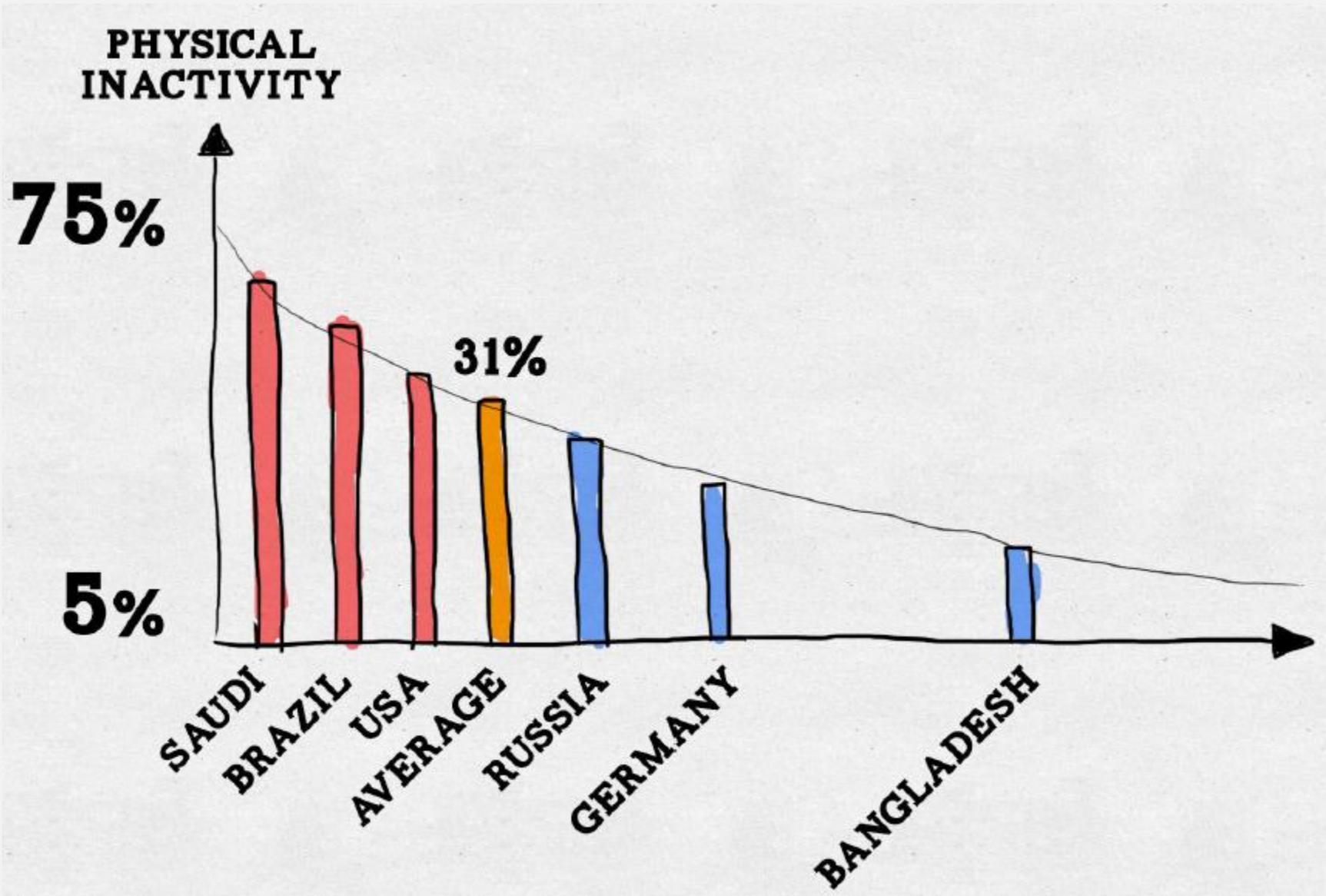
¹ The data presented in this overview were estimated by WHO using standard methods to ensure cross-country comparability. They are not necessarily the official statistics of those countries.

Projected global deaths by cause, all ages, 2005

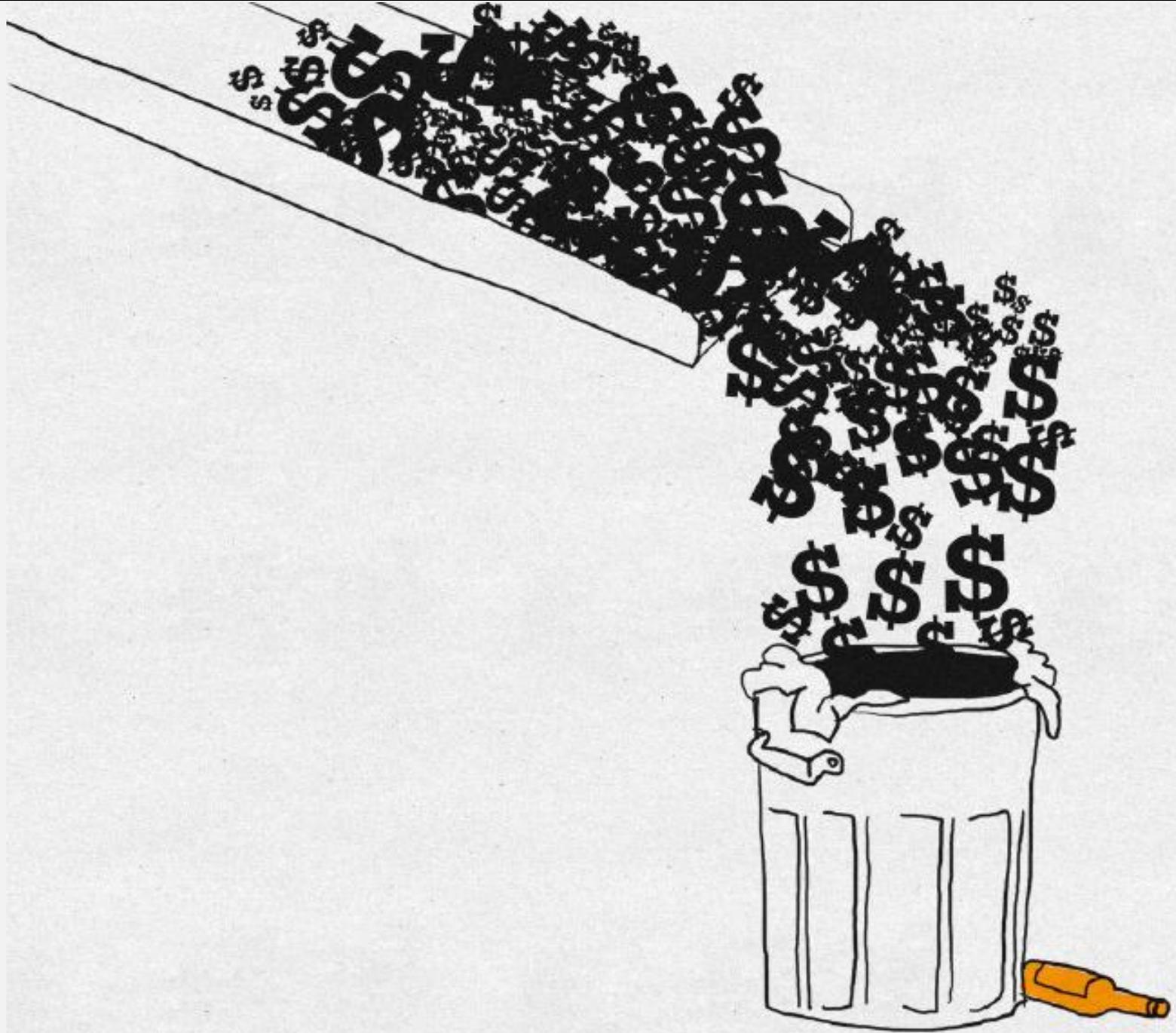


35 000 000
people will die from
chronic diseases
in 2005

60% of all deaths are due
to chronic diseases



Inactivity globally: 31%





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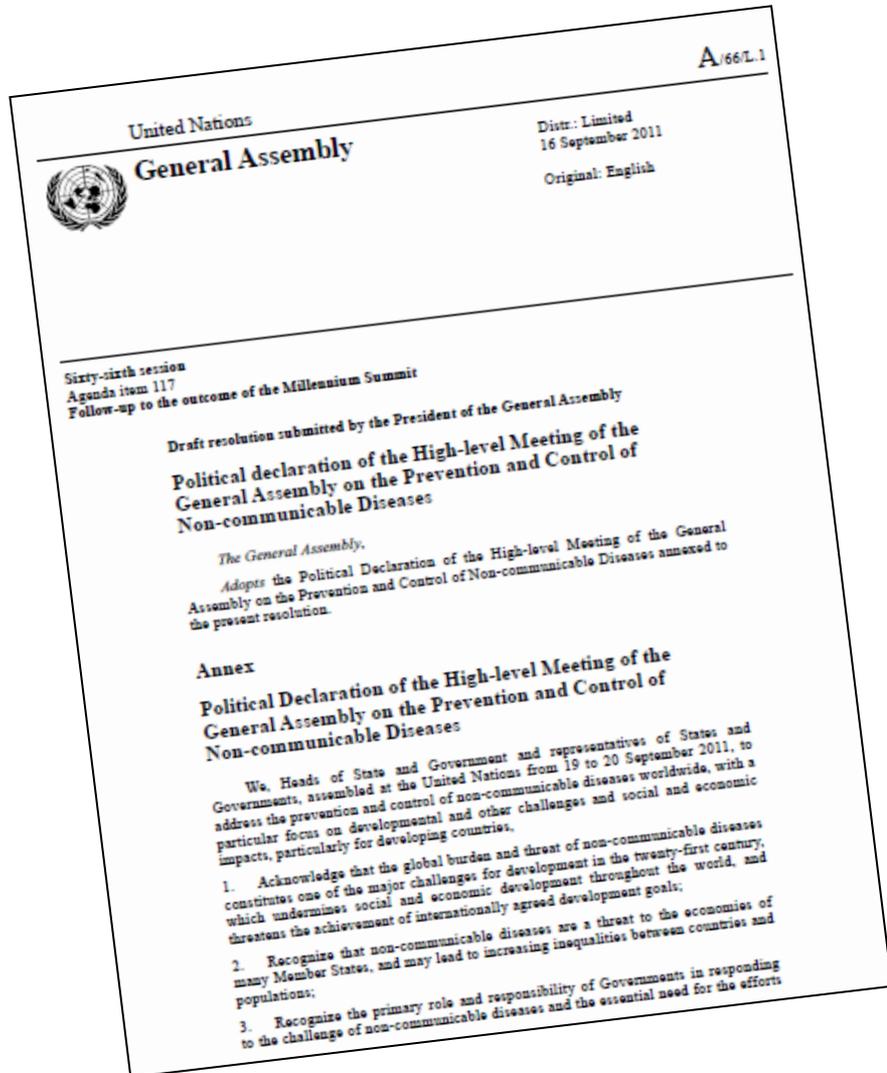
GLOBAL PROGRESS

Political Declaration

High Level Meeting United Nations, Sept 2011



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Political Declaration

High Level Meeting United Nations, Sept 2011



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United Nations
General Assembly

Responding to the challenge: a whole-of-government and a whole-of-society effort

33. Recognize that the rising prevalence, morbidity and mortality of non-communicable diseases worldwide can be largely prevented and controlled through collective and multisectoral action by all Member States and other relevant stakeholders at local, national, regional, and global levels, and by raising the priority accorded to non-communicable diseases in development cooperation by enhancing such cooperation in this regard;

35. Recognize also the critical importance of reducing the level of exposure of individuals and populations to the common modifiable risk factors for non-communicable diseases, namely, tobacco use, unhealthy diet, physical inactivity and the harmful use of alcohol, and their determinants, while at the same time strengthening the capacity of individuals and populations to make healthier choices and follow lifestyle patterns that foster good health;

36. Recognize that effective non-communicable disease prevention and control require leadership and multisectoral approaches for health at the government level, including, as appropriate, health in all policies and whole-of-government approaches across such sectors as health, education, energy, agriculture, sports, transport, communication, urban planning, environment, labour, employment, industry and trade, finance and social and economic development;

Post UN Meeting Agenda



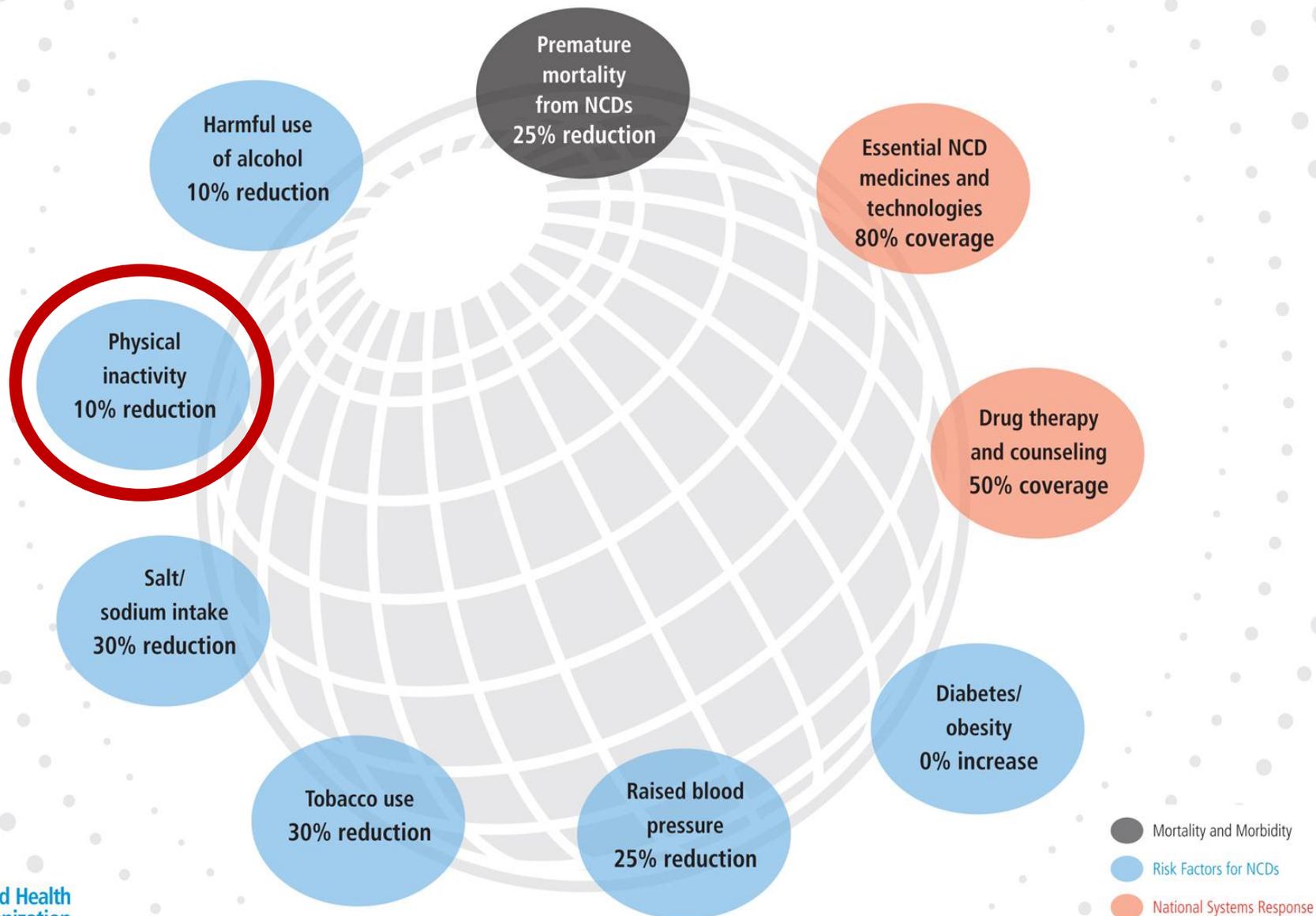
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Included:

- ✓ WHO Global Action Plan 2013-2020
- ✓ Monitoring Framework
- ✓ Coordination Governance
- ✓ Partnerships



Set of 9 voluntary global NCD targets for 2025



Global Advocacy Provided the supporting evidence for PA

2

Best Investments Physical Activity

1 Whole-of-school program

Whole-of-school programs have the largest impact on physical activity levels in schools. They involve all school staff and students, and focus on creating a supportive environment for physical activity. These programs include: physical education, active recess, active lessons, and active transport. They also focus on creating a supportive environment for physical activity, including: staff training, parent involvement, and community partnerships.

support structured and unstructured physical activity throughout the day...

NON COMMUNICABLE DISEASE PREVENTION: Investments that Work for Physical Activity

A complementary document to The Toronto Charter for Physical Activity: A Global Call for Action

Physical inactivity is the fourth leading cause of death due to non-communicable disease (NCD) worldwide. It is a major health priority in most high and middle income countries and is a rapidly-emerging priority in lower income countries experiencing rapid social and economic transitions. There is the need for all countries to invest in strategies, programs and supportive environments that inform, motivate and support individuals and communities to be active in ways that are safe, accessible and enjoyable. The benefits of action can cut across health, environment, transport, sport, culture and the economy.



Whole-of-community approaches where people live, work and recreate have the opportunity to mobilize large numbers of people.

3

PREVENTION OF NCDs: Why Physical Activity?

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Two key documents provide a summary of the evidence and the actions needed for national action on physical activity:
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Access at www.globalpa.org

NCD Prevention: Investments that Work for Physical Activity (Feb 2011)
- Seven specific, evidence-based, cost-effective actions relevant for all countries that are the best investments to increase physical activity.
Access at www.globalpa.org

The Toronto Charter for Physical Activity: A Global Call for Action

Physical activity promotes wellbeing, physical and mental health, prevents disease, improves social connectedness and quality of life, provides economic benefits and contributes to environmental sustainability. Communities that support health enhancing physical activity, in a variety of accessible and affordable ways, across different settings and throughout life, can achieve many of these benefits. The Toronto Charter for Physical Activity outlines four actions based upon nine guiding principles and a commitment to support health enhancing physical activity for all.

Why a Charter on physical activity?

The Toronto Charter for Physical Activity is a call for action and an advocacy tool to create sustainable opportunities for physically active lifestyles for all. Organizations and individuals interested in promoting physical activity can use this Charter to influence and unite decision makers, at national, regional and local levels, to achieve a shared goal. These Organizations include as government, environment, sport and recreation, education, urban design and planning as well as health, transport, environment, sport and recreation, education, urban design and planning as well as government, civil society and the private sector.

Physical activity – a powerful investment in people, health, the economy and sustainability

Throughout the world, technology, urbanization, increasingly sedentary work environments and automobile-focused community design have engineered much physical activity out of daily life. Busy lifestyles, competing priorities, changing family structures and lack of social connectedness may also be contributing to inactivity. Opportunities for physical activity continue to decline while the prevalence of sedentary lifestyles is increasing in most countries, resulting in major negative health, social and economic consequences.

For health, physical inactivity is the fourth leading cause of chronic disease mortality such as heart disease, stroke, diabetes, cancers; contributing to over three million preventable deaths annually worldwide. Physical inactivity also contributes to the increasing level of childhood and adult obesity. Physical activity can benefit people of all ages. It leads to healthy growth and social development in children and reduces risk of chronic disease and improved mental health in adults. It is never too late to start physical activity. For older adults the benefits include functional independence, less risk of falls and fractures and protection from age related diseases.

1 | www.globalpa.org | ENGL | VERSION 2010-2011

Physical Activity for Better Health, and Prevention of NCDs

GAPA and other benefits of physical activity to act now: evidence based on international scientific evidence and consensus to solve population levels of physical activity being rapid deterioration. High and low income countries (NIC) and low and middle-income countries (LMIC) and these require cross sector partnerships and large scale national strategies on physical activity in the LMIC context.

Physical Activity and Health: GAPA aims to support and encourage governments and relevant partners to increase physical activity.

For more information on physical activity please visit [GAPA](http://GAPA.org) at www.globalpa.org

Providing the Case for Action

The Toronto Charter for Physical Activity: A Global Call for Action

Physical activity promotes wellbeing, physical and mental health, prevents disease, improves social connectedness and quality of life, and contributes to sustainable development. Communities that provide safe and affordable ways, across different settings, to be active are more resilient. The Toronto Charter for Physical Activity is a call for all countries, regions and communities to strive for greater political and social commitment to support health and well-being through physical activity.

Why a Charter on Physical Activity?

The Toronto Charter for Physical Activity is a call for action and an advocacy tool to create sustainable opportunities for physical activity. It is intended to guide policy makers, at national, regional and local levels, in health, transport, environment, urban planning, as government, civil society and the private sector.

Physical activity – a powerful investment in people

Throughout the world, technology and automobile-focused community design have engineered much physical activity out of daily life. Busy lifestyles, competing priorities, changing family structures and lack of social connectedness may also be contributing to increasing the prevalence of sedentary lifestyles. Physical activity is essential for good health, social and economic development.

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Why a Charter on Physical Activity?

Guiding principles for a population-based approach to physical activity

A framework for action

A call to action

Translation 23 languages: by voluntary networks



- Arabic
- Castilian
- Catalan
- Chinese
- Czech
- Dutch
- English
- Finnish
- French
- German
- Greek
- Italian
- Japanese
- Korean
- Norwegian
- Persian
- Polish
- Portuguese (2)
- Russian
- Spanish
- Thai
- Turkish

Available at www.globalpa.org.uk

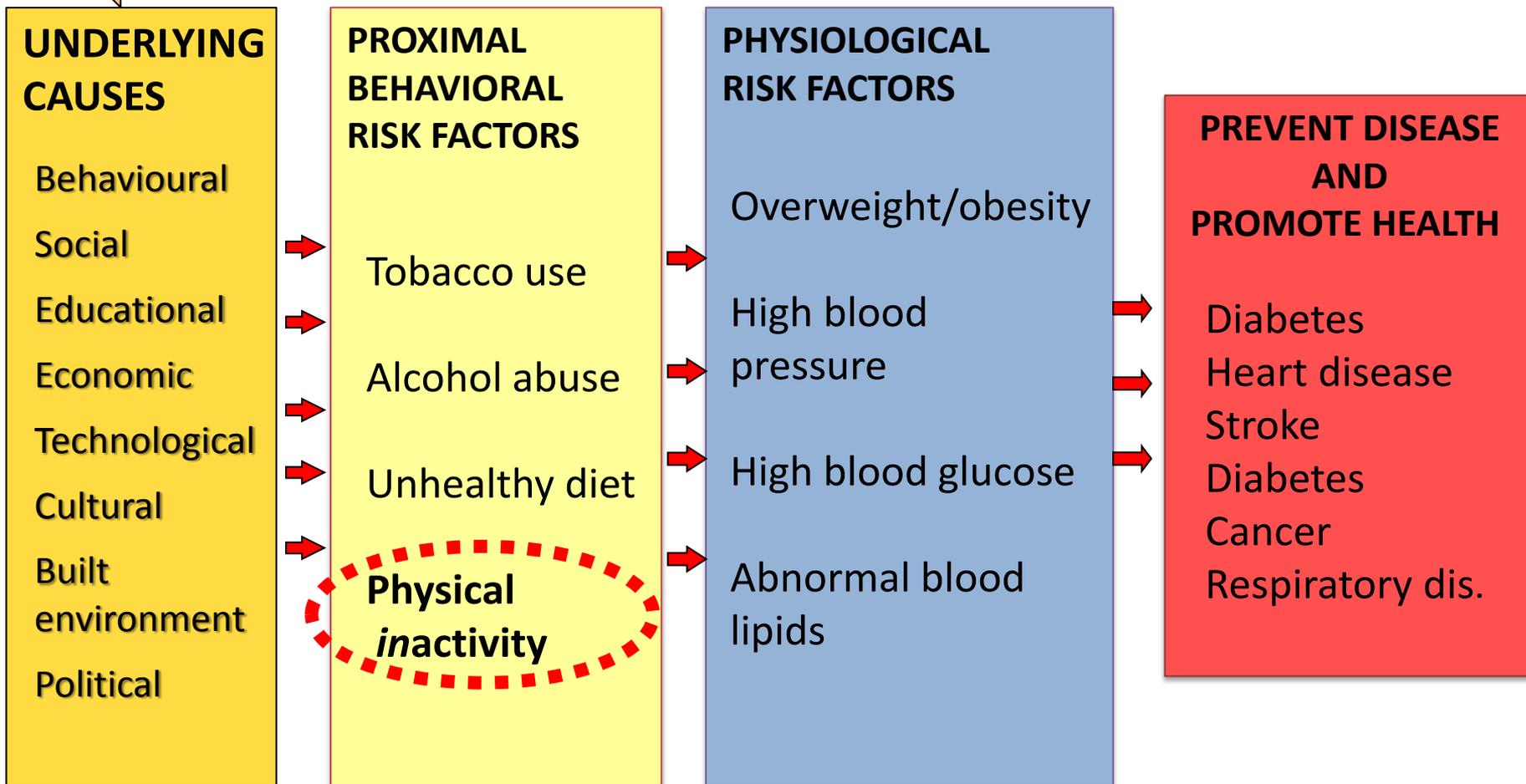




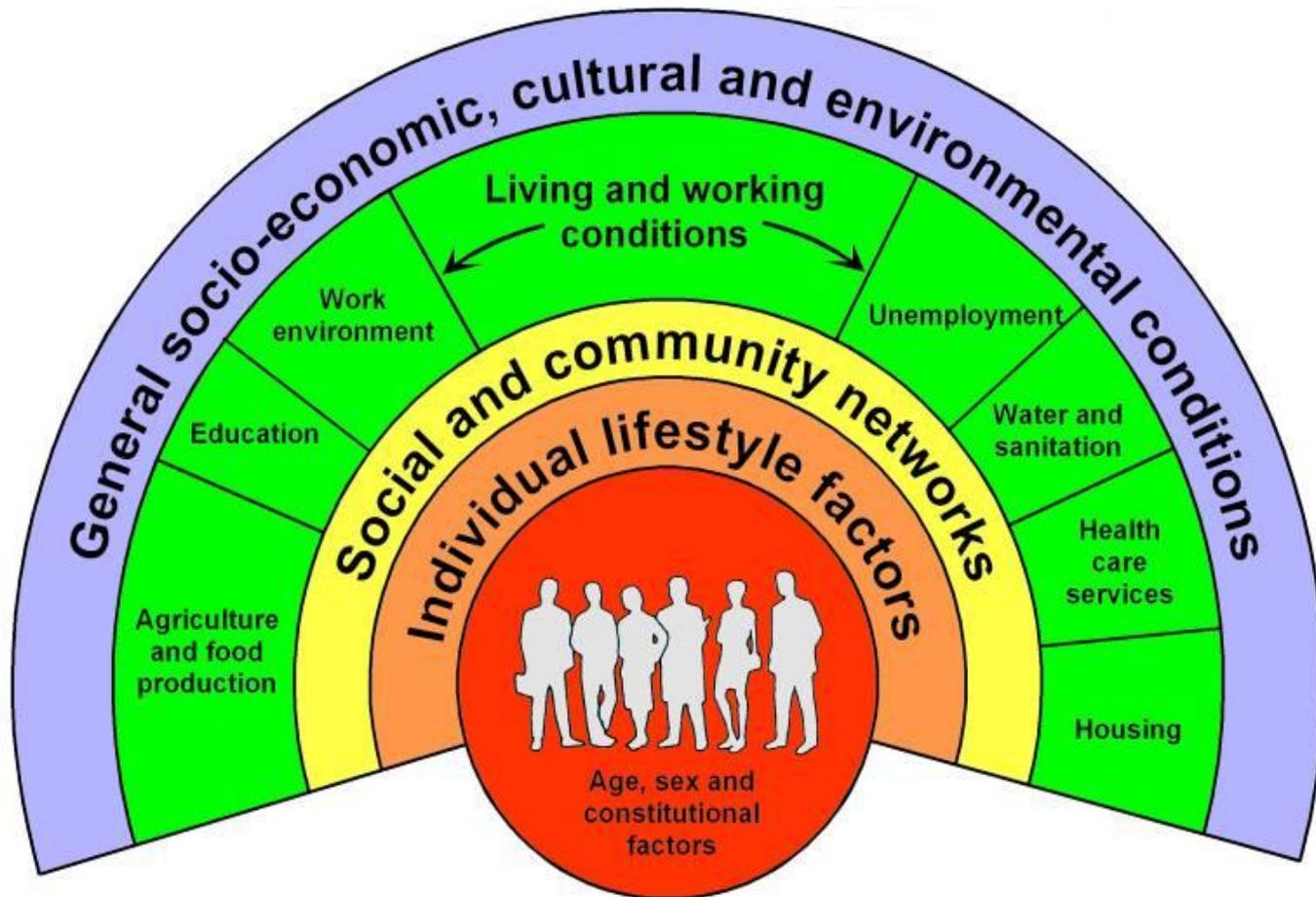
**THE NEED TO ACT IS CLEAR,
IT IS NOT IF, BUT *HOW!***

Understanding the causes helps us identify solutions

the causes of the causes of chronic disease



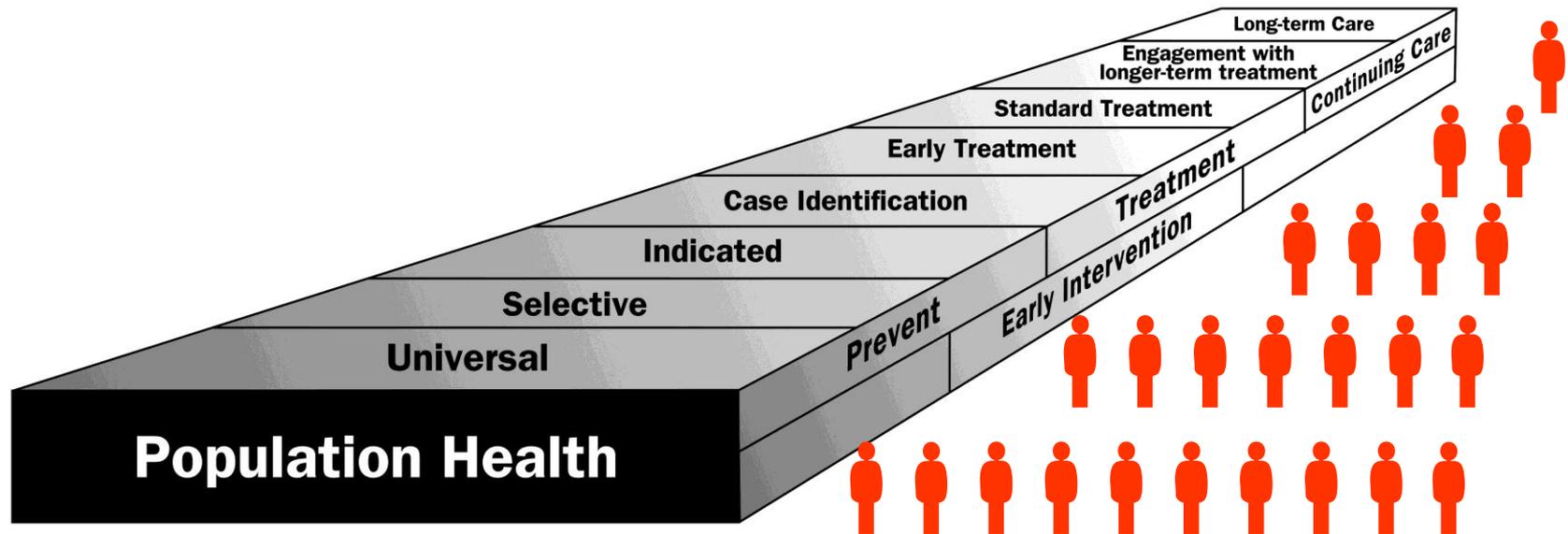
Behaviour is determined by many factors at multiple levels



Source: Dahlgren and Whitehead, 1991



We need to think about whole populations

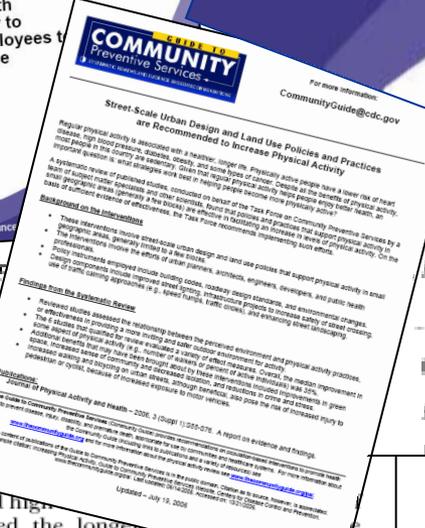
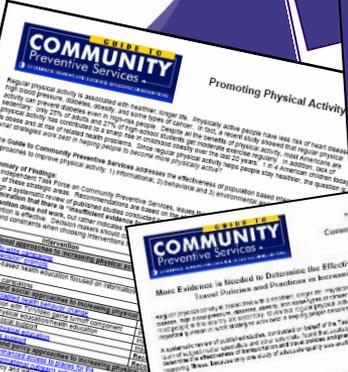
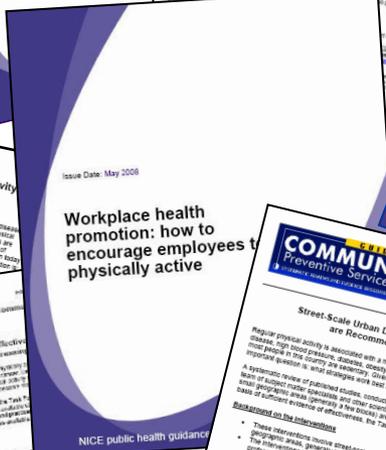
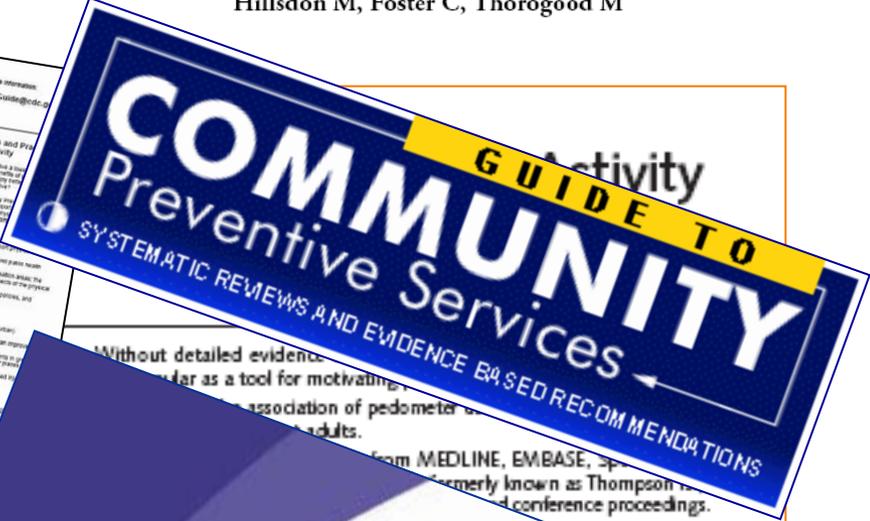


Our goal is to reach EVERYONE

Program Guidance

Interventions for promoting physical activity (Review)

Hillsdon M, Foster C, Thorogood M



Review
Effective Interventions
A Review
Akka
Objectives
Methods

participated in pre-post test intervention. The 38 studies identified: home-based interventions and 90% and 84%, respectively). Participation declined the longer the intervention. Participation in education interventions varied widely (range of 0-100%). Both group-based interventions and education interventions were effective in increasing

Without detailed evidence...
...association of pedometer...
...MEDLINE, EMBASE...
...formerly known as Thompson...
...conference proceedings...
...An assessment...
...day, and...
...review)

3 Simple Global Tools

2

Best Investments Physical Activity

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support structured and unstructured physical activity throughout the day...

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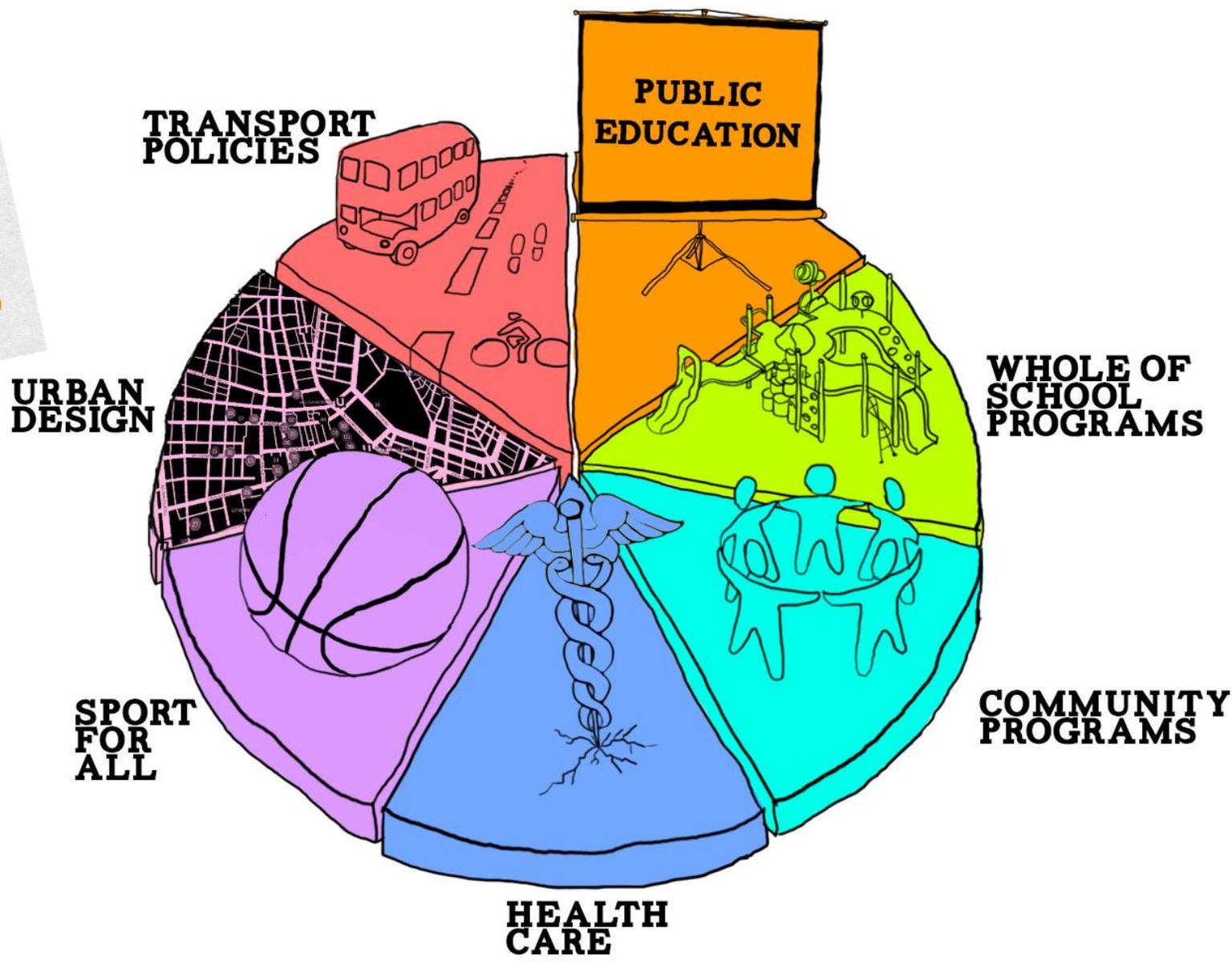
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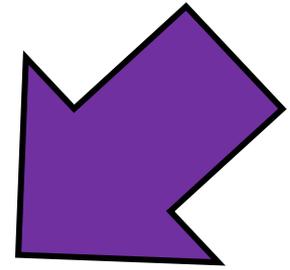
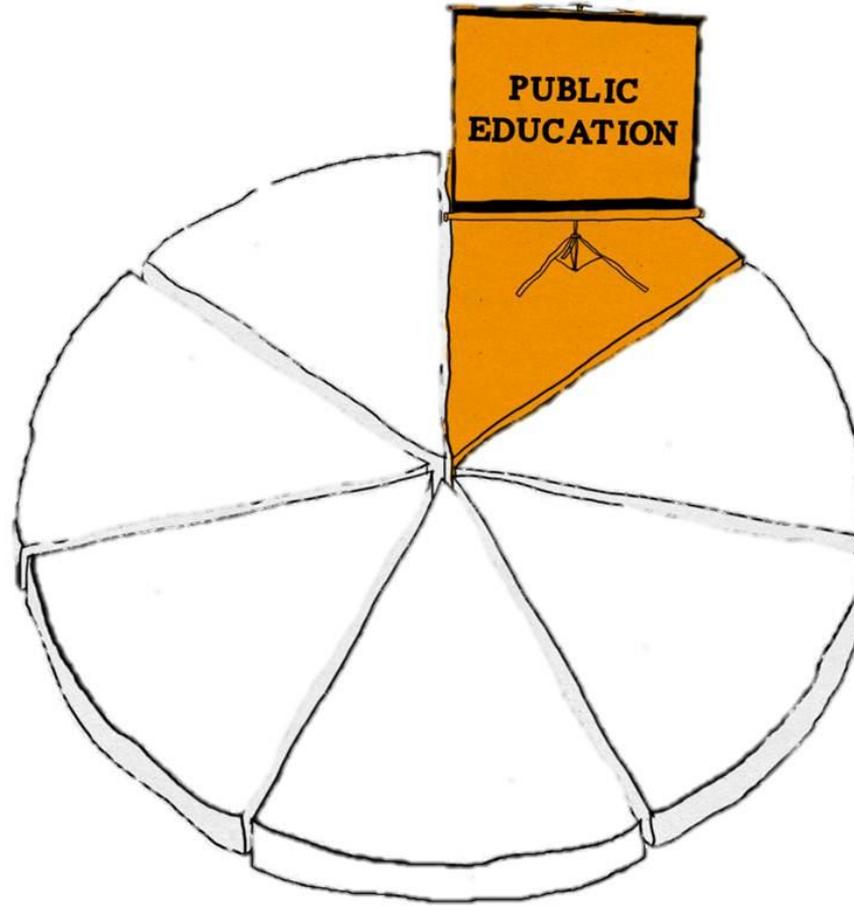
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**7
BEST
BUYS**





Education and Communication Campaigns



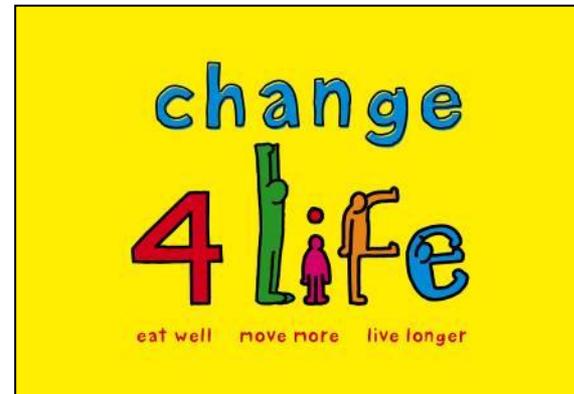
New Zealand



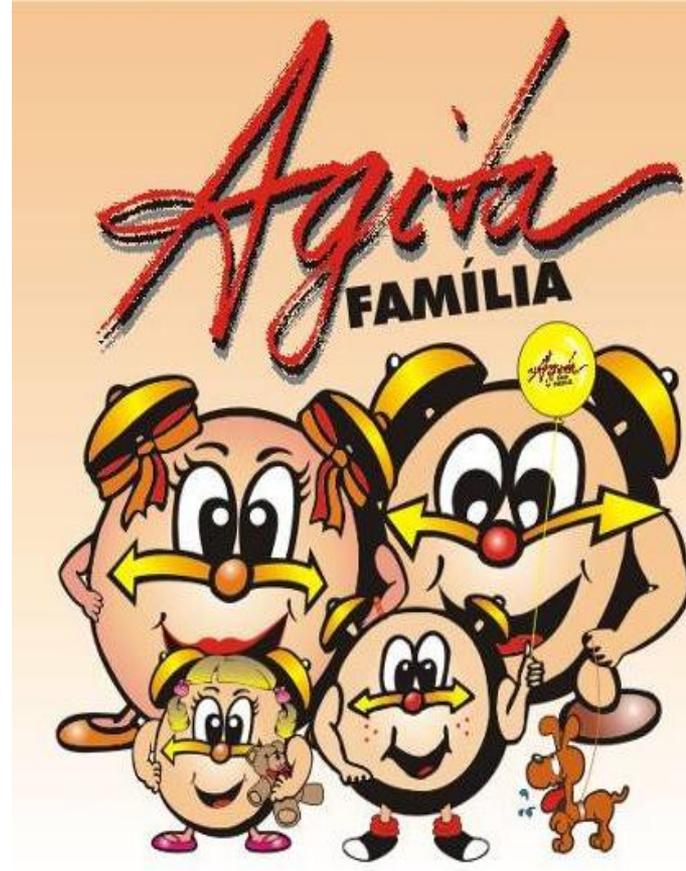
'Agita Sao Paula'
Brazil



Western
Australia



- eat 4 life
- cook 4 life
- play 4 life
- dance 4 life
- walk 4 life
- swim 4 life

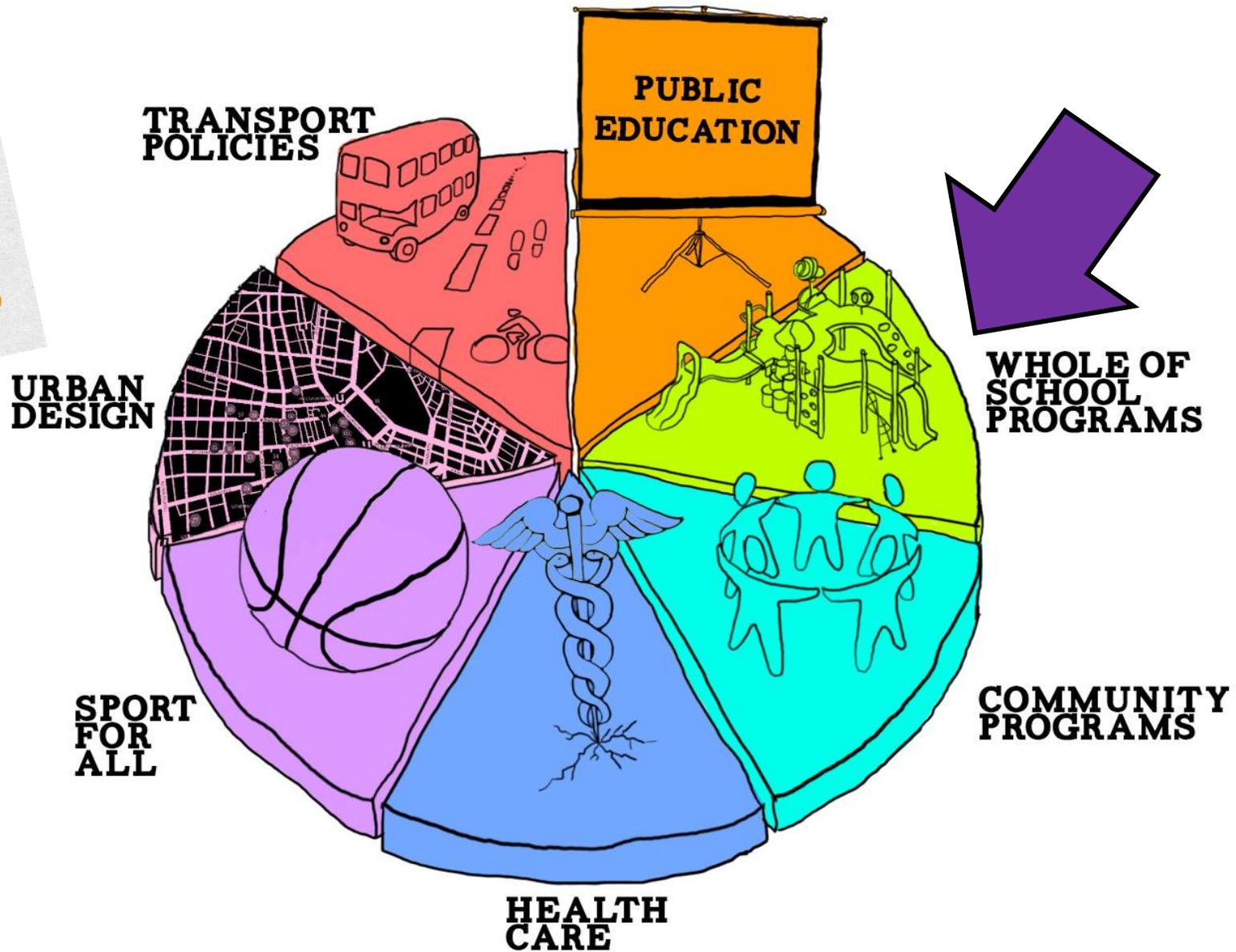


Who is our audience?

- **Adults**
- **Patients with chronic disease**
- **Elderly**
- **Children**
- **Parents**
- **Teachers**
- **Medical Profession**
- **Nurses / physical therapist**
- **Fitness and recreation professionals**



**7
BEST
BUYS**



Physical activity is good for health
and good for learning!



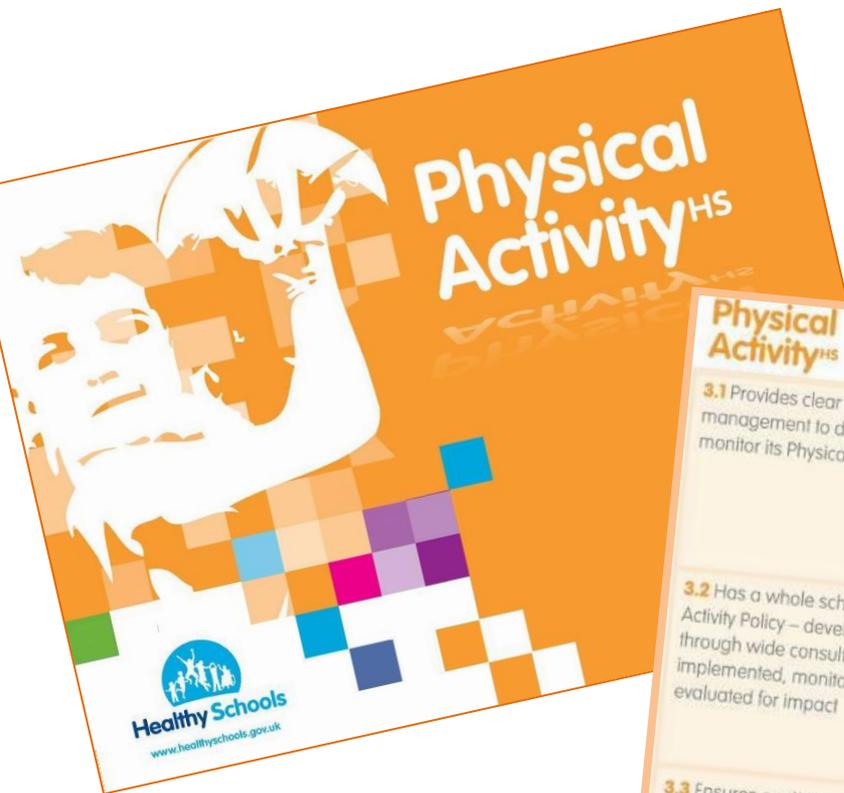
What works....

- Regular, good quality PE curricula
- Play / recess time
- Before and after school
- Across the curricula
- Involve parents
- Link to community sports
- Active Travel to school (walk /cycle)

**Requires Programs, School Environment
AND Policy**



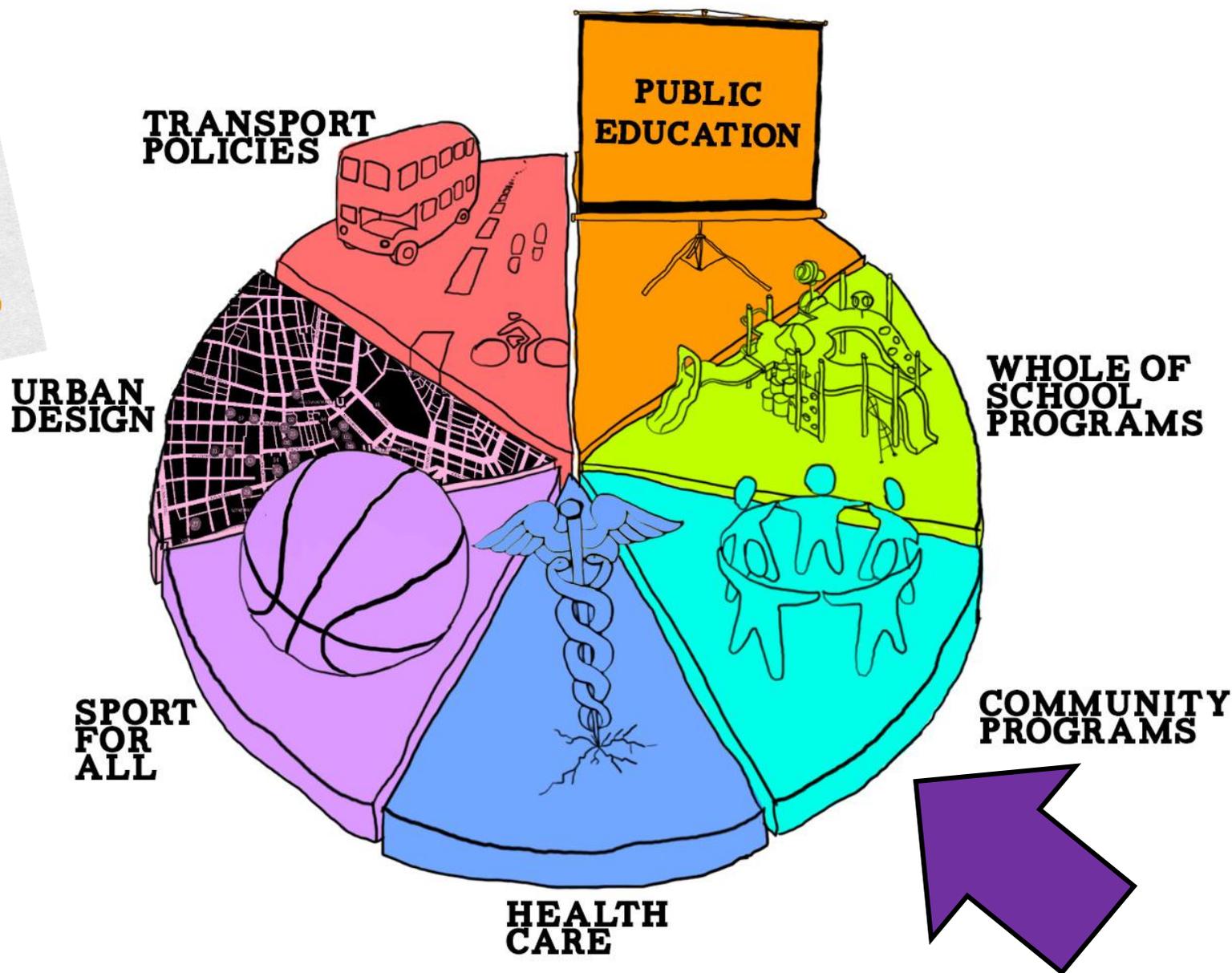
10 actions for a whole of school approach



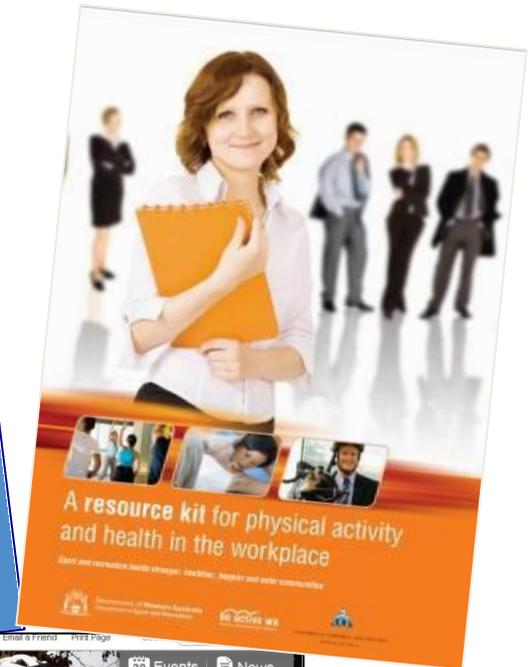
Physical Activity^{HS}

<p>3.1 Provides clear leadership and management to develop and monitor its Physical Activity Policy</p>	<p>3.4 Provides opportunities for all children and young people to participate in a broad range of extra-curricular activities that promote Physical Activity</p>	<p>3.7 Encourages children, young people, parents/carers and staff to walk or cycle to school under safer conditions, utilising the School Travel Plan</p>	<p>3.10 Encourages all staff to undertake Physical Activity</p>
<p>3.2 Has a whole school Physical Activity Policy – developed through wide consultation, implemented, monitored and evaluated for impact</p>	<p>3.5 Consults with children and young people about the Physical Activity opportunities offered by the school, identifies barriers to participation and seeks to remove them</p>	<p>3.8 Gives parents/carers the opportunity to be involved in the planning and delivery of Physical Activity opportunities and helps them to understand the benefits of Physical Activity for themselves and their children</p>	
<p>3.3 Ensures a minimum 2 hours of structured Physical Activity each week to all of its children and young people in or outside the school curriculum</p>	<p>3.6 Involves School Sport Co-ordinators (where available) and other community resources in provision of activities</p>	<p>3.9 Ensures that there is appropriate training provided for those involved in providing physical activities</p>	

7 BEST BUYS



Example: Workplace



What works in workplaces....

- Provide programs before, lunch time and after work
- Promote being active during work day – taking the stairs, walking meetings
- Active Travel to work (walk /cycle)
- Healthy workplace environments
- Involve employees in planning and programs

**Requires Programs, Work Environment
AND Policy**



Working towards a healthier workplace

Healthier Workplace WA >com>au

Take the stairs instead of the lift.

Taking the stairs every day is the first step to a healthier heart.

One small change, you're better all round.

Supported by:
 Government of Western Australia
 Department of Health
 Heart Foundation
 Cancer Council Western Australia

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About HWWA | Free programs | Mine 2 live health | Events calendar | Training | Grants | Resources | News | Contact

Healthier Workplace WA >com>au

What is workplace health? | What are the benefits? | Get started

Search:

HEALTHY WORKERS ARE ALMOST 3 X MORE PRODUCTIVE THAN UNHEALTHY WORKERS

A healthier workplace >

Search:

Healthier Workplace WA >com>au

What is workplace health? | What are the benefits? | Get started

Search:

OBESITY COSTS \$6.4 BILLION PER YEAR IN LOST PRODUCTIVITY

A fitter workplace > It's better all round

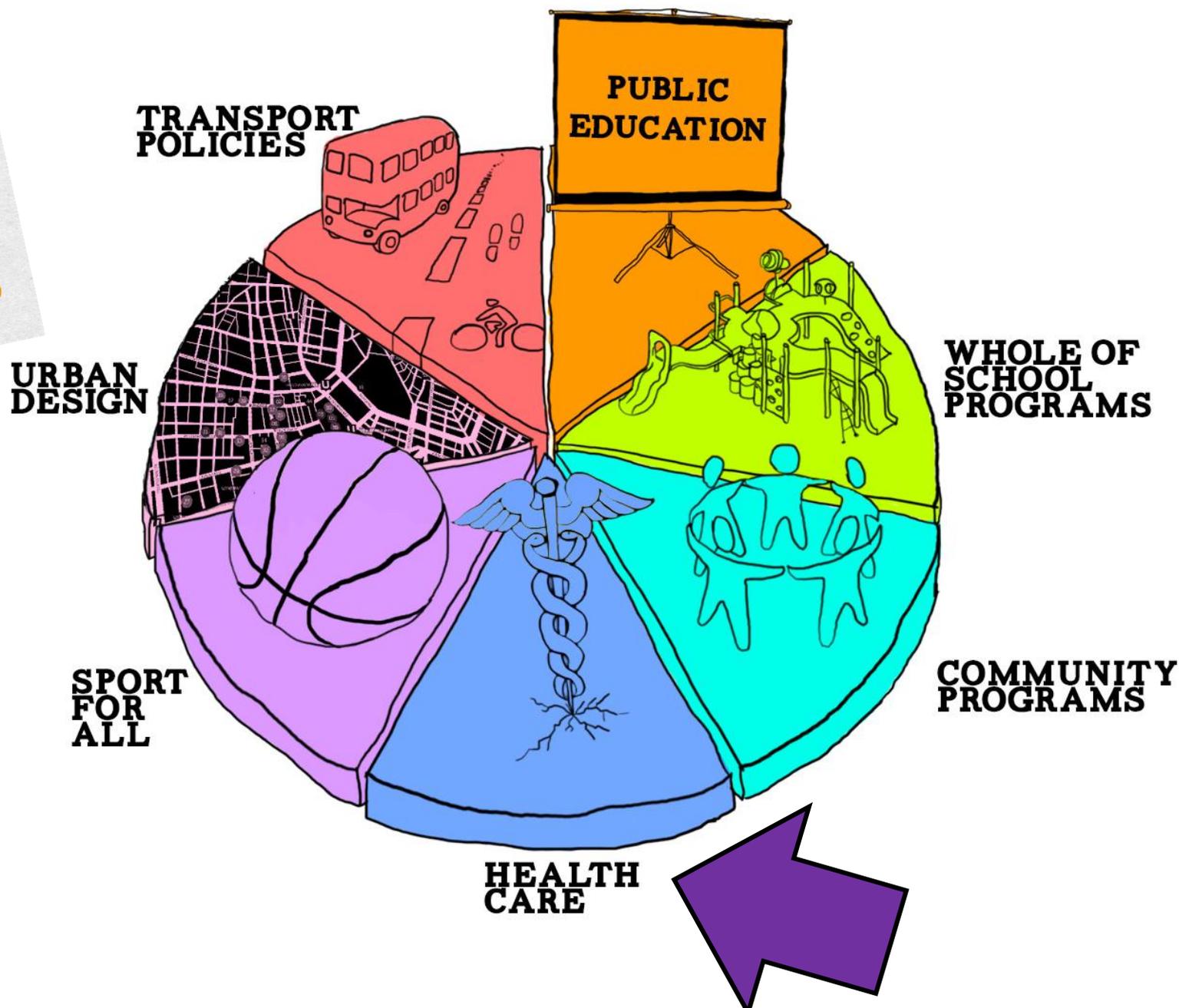
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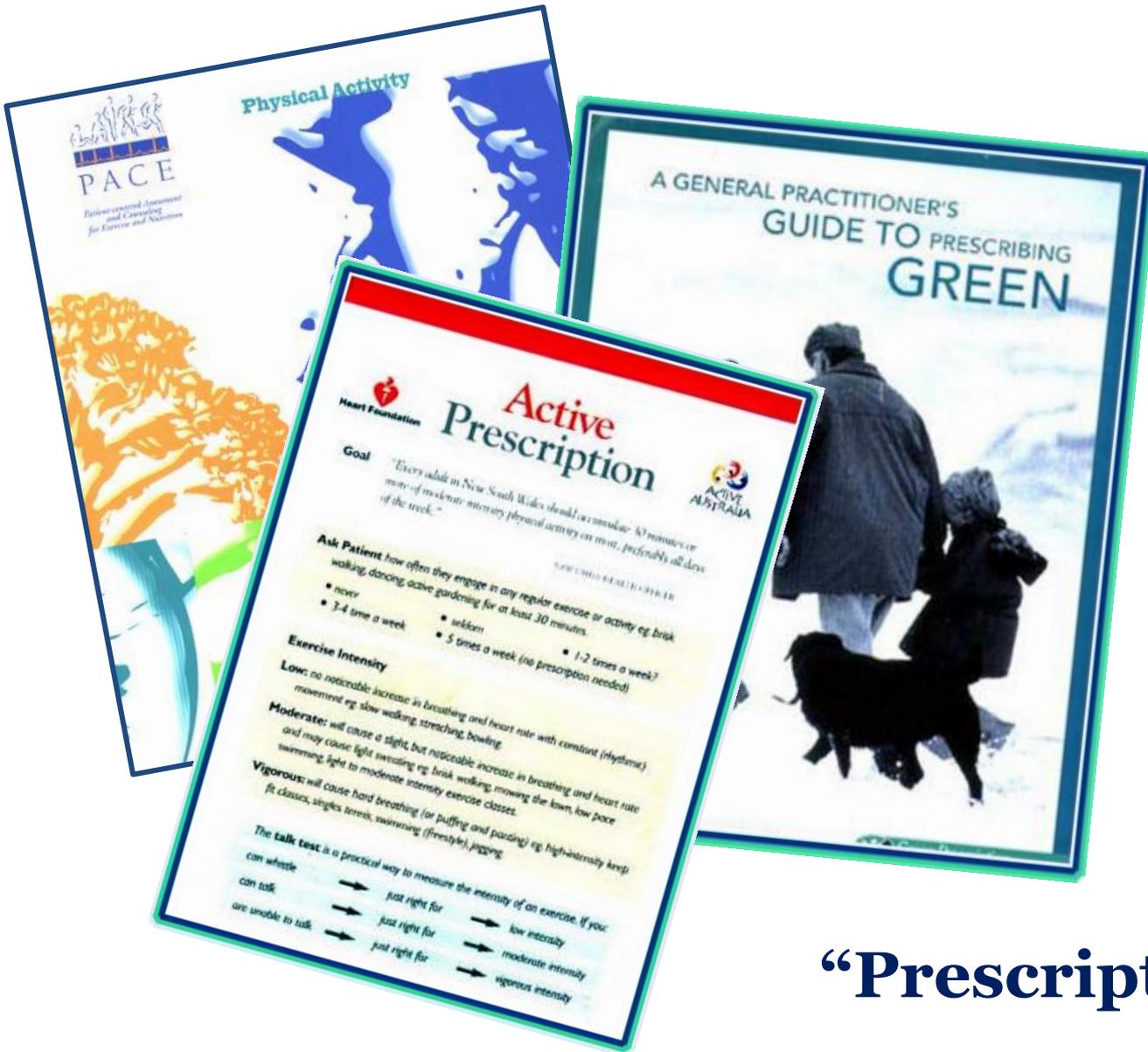
Government of Western Australia
Department of Health



7 BEST BUYS



Integration in health care system



Ask
Assessment
Advice
Referral
Follow up

“Prescriptions for PA”

Primary Health Care Strategy: UK

Let's Get Moving Pack

NHS

Let's get moving

YOUR COMPLETE GUIDE TO BECOMING MORE ACTIVE

HOW DO I GET GOING?

OK, let's start by finding out how important it is to you to exercise more?

not important: 1 2 3 4 5 6 7 8 9 10 very important

Why did you pick this number?

Reason why you want to change?

What will happen if you do change?

What will happen if you don't change?

WHAT IF I'M NOT TOTALLY CONFIDENT?

Let's work how confident you are that you will manage to exercise more?

not confident: 1 2 3 4 5 6 7 8 9 10 very confident

Think about past successes. Something that you didn't think you could do and how you achieved it.

Right, I'm ready. What next?

Starting exercise is about building it up slowly and doing something that fits into your everyday life. Shortly we are going to look at tips on how to do this and how to set goals.

How much exercise is enough?

Working towards 30 minutes of moderate activity 5 times a week is important if you want to enjoy a healthier lifestyle. However, just increasing your activity levels a little bit will make a big difference to your health and how you feel.

What does moderate exercise mean?

"It took 22 years to learn to ride a bike but now I love it!"
Richard, 25

HOW DO I KNOW IF I'M EXERCISING HARD ENOUGH?

If you are unsure, you can work out how hard you are working with the talk test below. The most important thing is to stay comfortable and not over do it.

TALK TEST

Your target: You should be aiming to hit 2-3 on the talk test

0	breathing easily, conversation is easy
1	still breathing lightly and talking easily but increase in heart rate
2	talking still comfortable but breathing more frequent, body warming up
3	breathing more deeply and harder, talking a little more difficult
4	breathing very hard and short of breath, cannot carry on a conversation

0-1 Light Activity 2-3 Moderate Activity 4 Vigorous Activity

As you get fitter you will have to go further and harder to hit moderate activity

HOW DO I SET GOALS?

Fill in the blank spaces below and use it as a promise to yourself that you will do it. Leave it in a place that you can see it as a reminder. Try to be realistic about what you can do and build up your activities slowly.

I will Swim
on Saturday (most active)
at my local swimming pool (where) at 3.00am (time)

I set my goal on Tuesday 4th (when)

I am going to tell my best friend (to support me or team) what I'm going to do

The year activity diary is about what you're doing

When I've finished I will reward myself by having a relaxing bath

Please enter rewards that will be something you enjoy but not the if or what!

If I don't manage to do this then I will Swim on Sunday

If you didn't manage to succeed then ask yourself why you couldn't do it? Was it too demanding? Was it a bad time? Did you just really not want to do it? If so, why not go back to the reasons why you want to change.

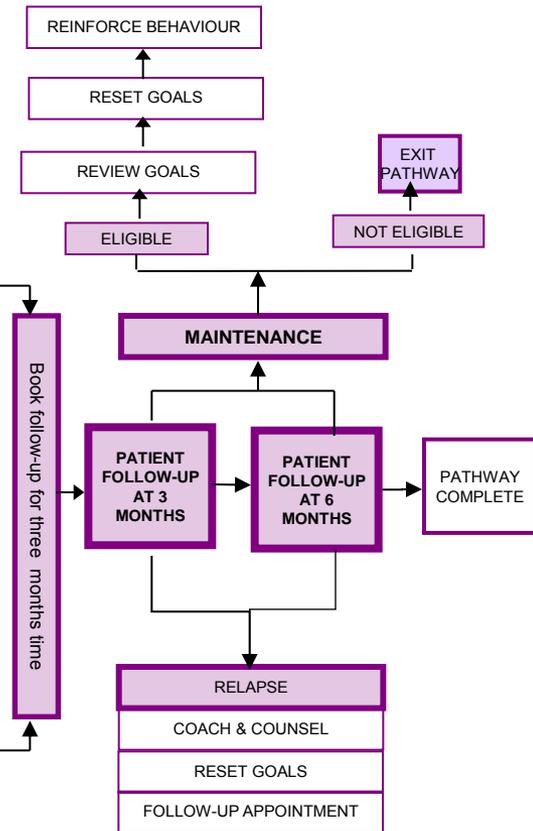
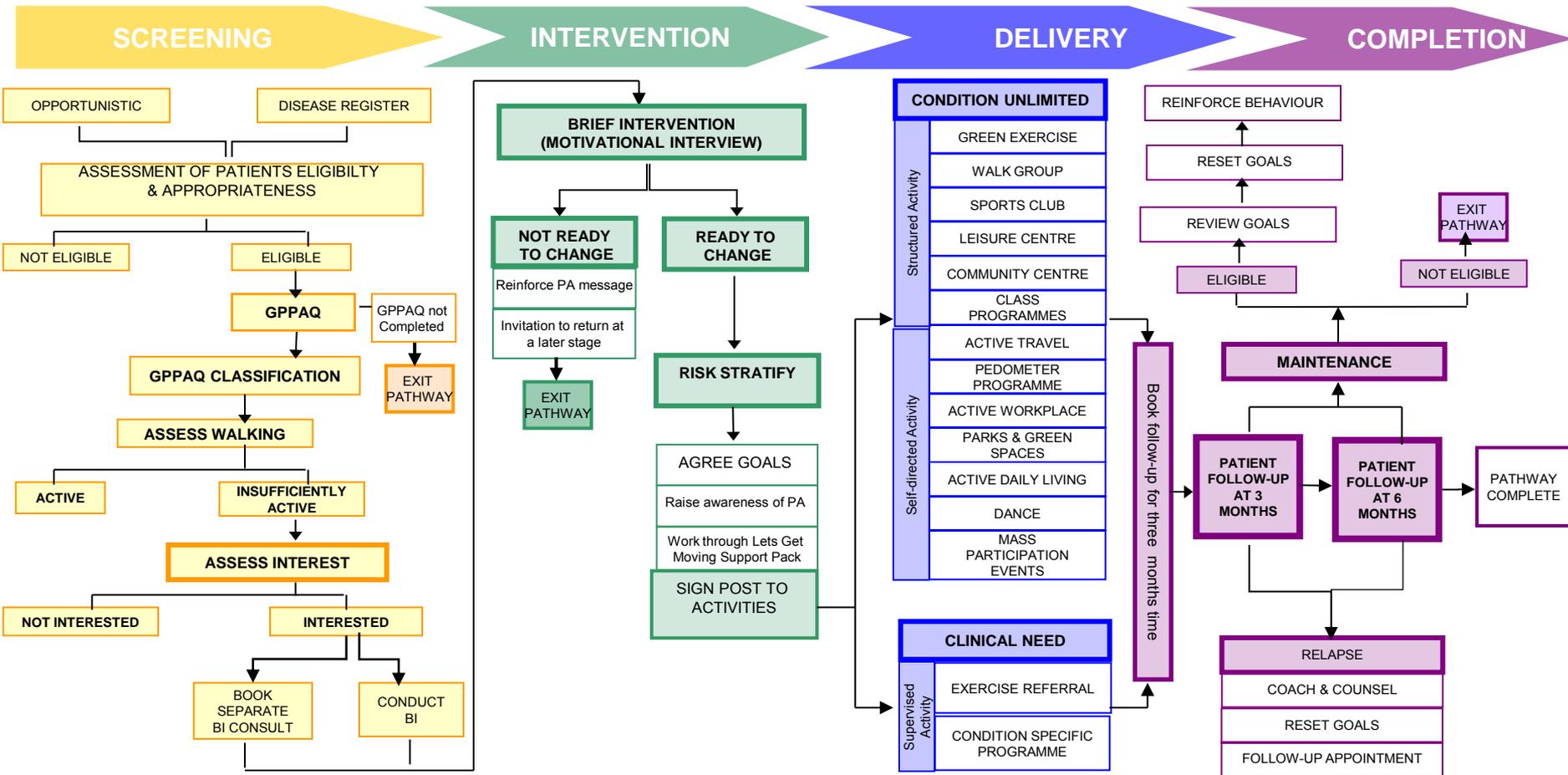
Talking to a positive friend or relative about what you are doing or doing it with them will always help. It can be difficult trying something new or different so explain to your friend or relative how important it is to you and ask them to help support and encourage you. If you can't find anyone then don't worry, it will be an even greater achievement when you succeed.

Look to the next page

Primary Health Care Strategy: UK

Let's Get Moving Pack

Patient pathways in the UK



**7
BEST
BUYS**

**TRANSPORT
POLICIES**

**PUBLIC
EDUCATION**

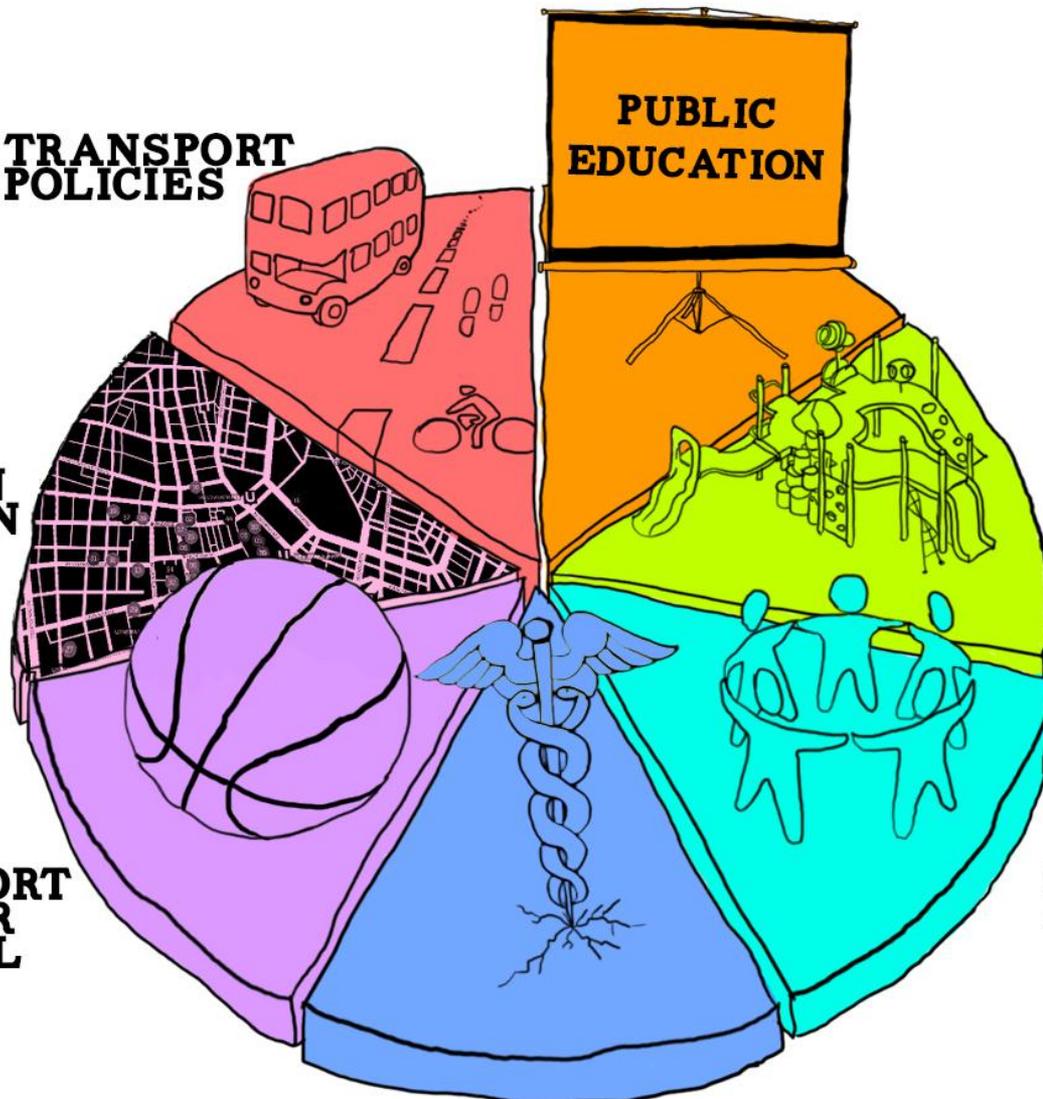
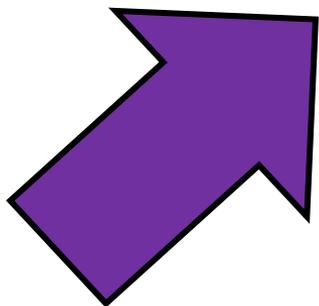
**URBAN
DESIGN**

**WHOLE OF
SCHOOL
PROGRAMS**

**SPORT
FOR
ALL**

**COMMUNITY
PROGRAMS**

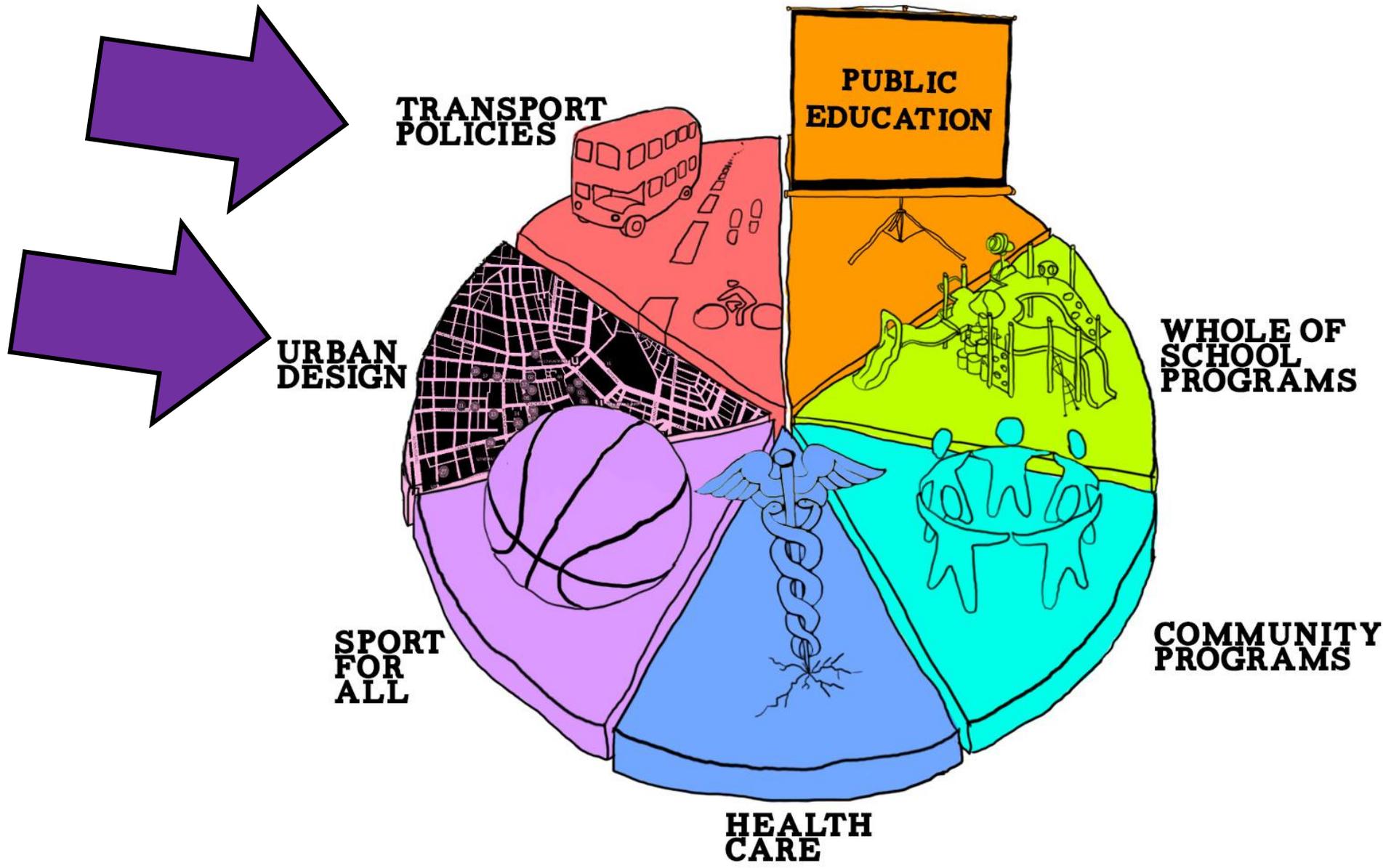
**HEALTH
CARE**





**Kids love
sports play
and
recreation**







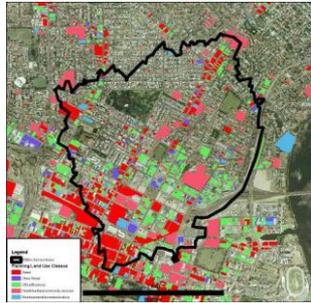


Building more
roads doesn't
work



Measuring the Environment: Geographical Information Systems

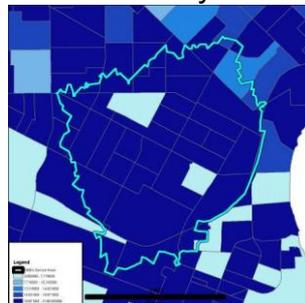
Land Use Mix



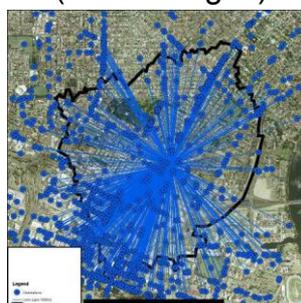
Road Network / Connectivity



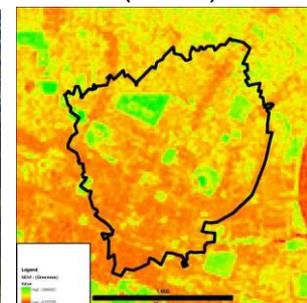
Residential Density



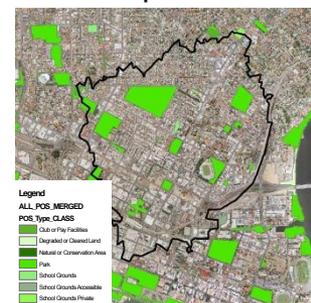
Destinations (Yellow Pages)



Greenness (NDVI)



Public Open Space



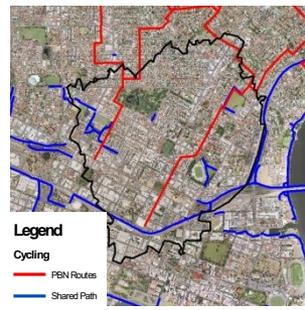
Schools



Public Transport



Cycle Paths



Crime



Footpaths



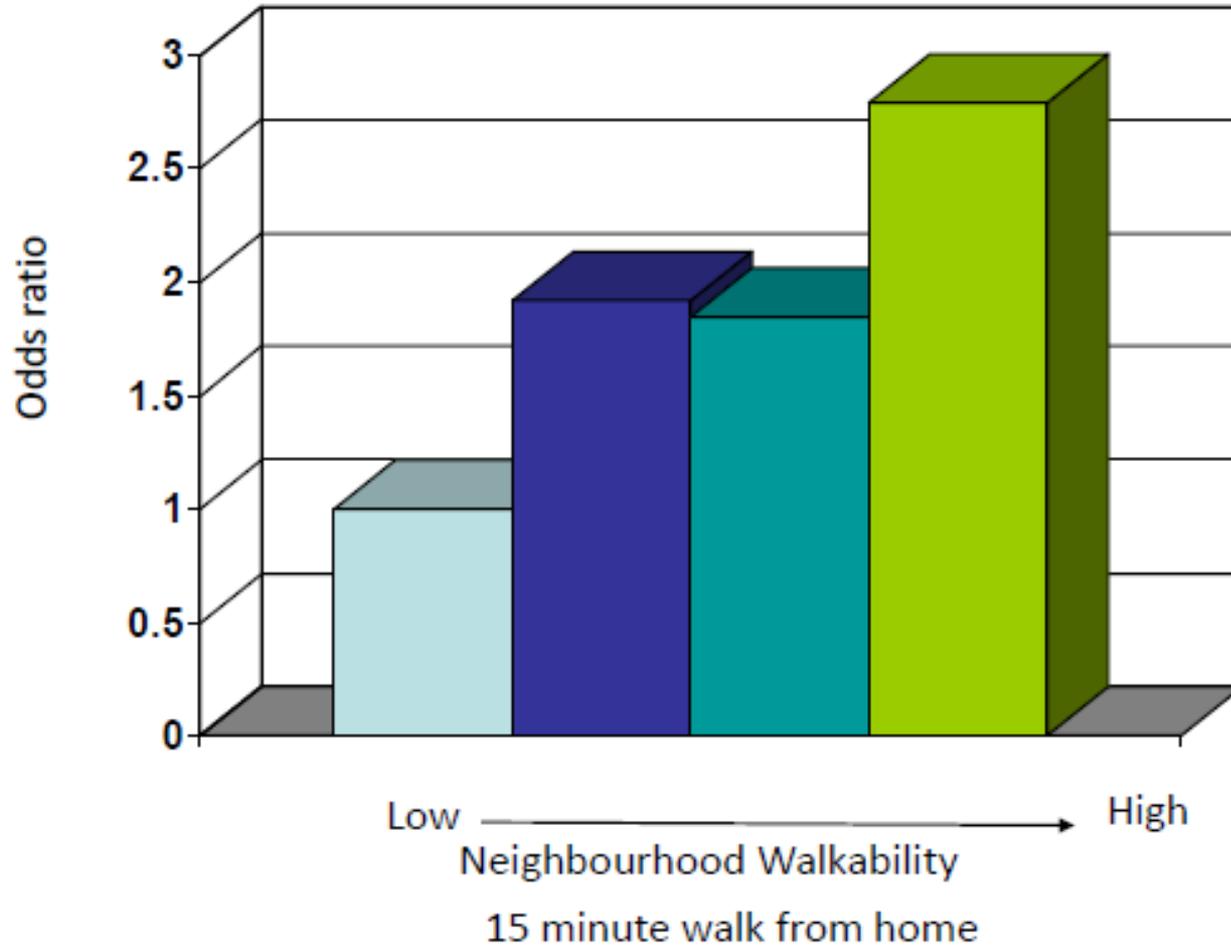
Beach Access



To this we add health data

- from health surveys of populations / residents
- Can “link” with data from health records / hospital etc

Better design = More walking



Pinjarra Road, Northern suburb of Perth, Western Australia



THE SOLID FACTS

Promoting physical activity and active living in urban environments

THE ROLE OF LOCAL GOVERNMENTS

Take action on active travel

Why a shift from car-dominated transport policy would benefit public health

For the first time, the UK's leading organizations working on all areas of public health, including those who shape the environment we live in, have come together to give government our support views on active travel and health.....

Building Health

Creating and enhancing places for healthy, active lives

Blueprint for action

NATIONAL Heart Forum LIVING STREETS

Ministry for the Environment
New Zealand

New Zealand Urban Design Protocol

N Z URBAN DESIGN PROTOCOL

SPORT ENGLAND

Solve an active problem through sport.

Active Design

Promoting opportunities for sport and physical activity through good design.

Supported by

State of the Evidence Review on Urban Health and Healthy Weights

Consultation Period for Health Information
Final consultation information for the report

HEALTHY SPACES PLACES

TOWARDS A NATIONAL PLANNING GUIDE

DRAFT FOR DISCUSSION PURPOSES
FROM SCOPING STAGE
MAY 2008

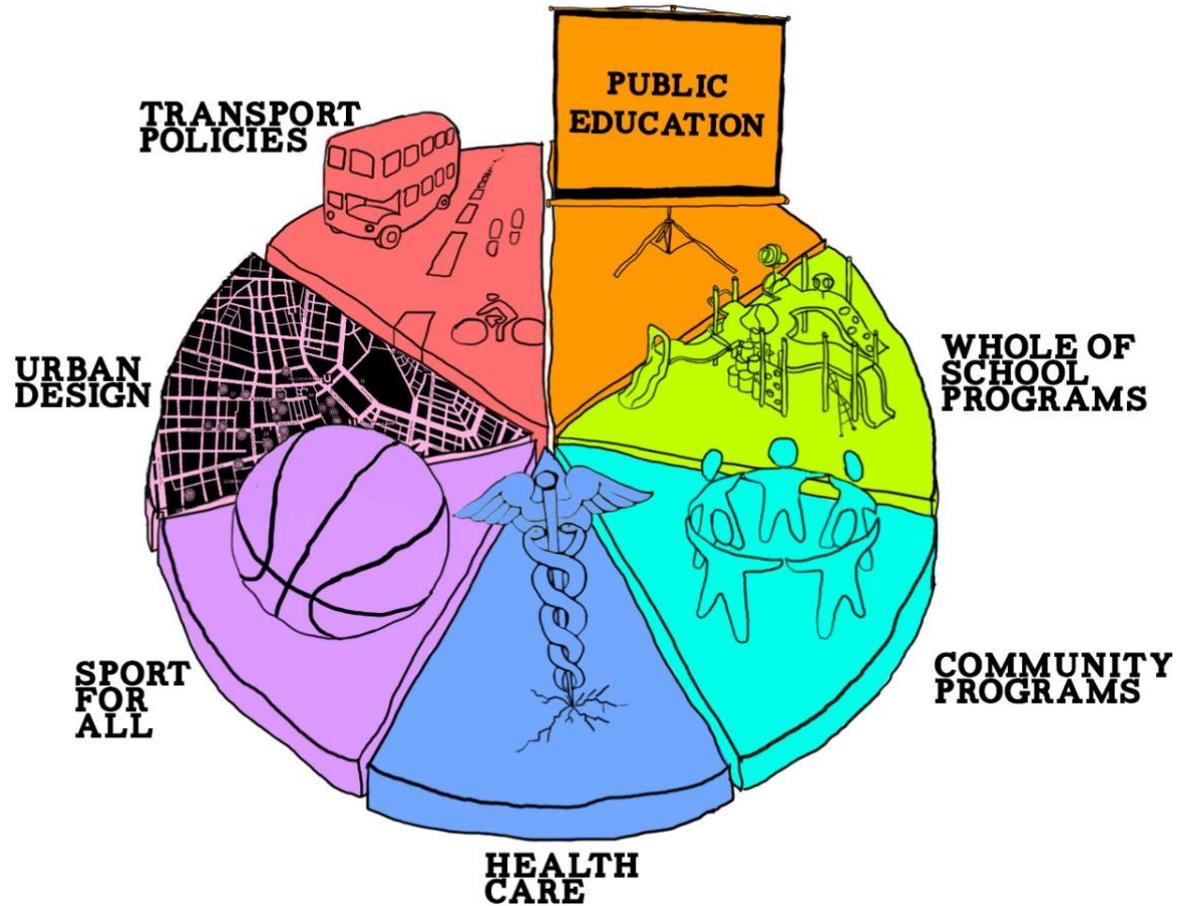
Heart Foundation
Planning Institute Australia
Australian Government

TRB SPECIAL REPORT 282

Does the Built Environment Influence Physical Activity?

EXAMINING THE EVIDENCE

TRANSPORTATION RESEARCH BOARD
INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES



PUTTING IT ALL TOGETHER NATIONAL POLICY / ACTION PLANS

Government Resolution
ON DEVELOPMENT
GUIDELINES FOR HEALTH-
ENHANCING PHYSICAL
ACTIVITY AND NUTRITION

**TONGA
COMMITMENT
TO PROMOTE
HEALTHY
LIFESTYLES AND
SUPPORTIVE
ENVIRONMENT**

GUÍA PARA UNA VIDA SALUDABLE

Guía para una vida saludable

SPARC
ihi AOTEAROA
Sport & Recreation New Zealand

Vision
Our vision is to be recognized as world leading in our approach to sport and physical recreation measured by:

- Being the most active nation
- Having athletes and teams winning consistently in that matter in New Zealand
- Having the most effective sport and physical recreation systems.

Kia huaa rā, kia huaa rā
Kia huaa rā ki te taha o te hua
Kia huaa rā ki te hua o te hua
Kia hua, kia hua, kia hua
Kia hua rā, kia hua rā

Te hua o te hua
Kia hua rā ki te hua o te hua
Kia hua rā ki te hua o te hua
Kia hua rā ki te hua o te hua

Ministero della Salute

Guadagnare salute

Rendere facili le scelte salutari

NATIONAL ACTION PLAN FOR PREVENTION AND CONTROL OF NON-COMMUNICABLE DISEASES AND HEALTH PROMOTION IN PAKISTAN

THE ACTION PLAN ON PHYSICAL ACTIVITY 2005-2009

Working together for physical activity

be active be healthy

HM Government

For getting on moving

climbing higher next steps

2006

LA SAINTE EN BOULE
LE GUIDE

NATIONAL Physical Activity Plan

HOME

THE PLAN

COORDINATING COMMITTEE

PARTNERS

FOR FURTHER INFO

CONTACT US

The U.S. National Physical Activity Plan has a vision: One day, all Americans will be physically active and they will live, work, and play in environments that facilitate regular physical activity.

The Plan is a comprehensive set of policies, programs, and initiatives that aim to increase physical activity in all segments of the American population. The Plan is the product of a private-public sector collaborative. Hundreds of organizations are working together to change our communities in ways that will enable every American to be sufficiently physically active.

The Plan aims to create a national culture that supports physically active lifestyles. Its ultimate purpose is to improve health, prevent disease and disability, and enhance quality of life.

Start Active, Stay Active

A report on physical activity for health from the four home countries' Chief Medical Officers

DHSSPS
The Scottish Government
Department of Health

Physical Activity
An investment in public health

The Northern Ireland Physical Activity Strategy Action Plan 1998-2002

An implementation plan for 'Be active - be healthy'
The Northern Ireland Physical Activity Strategy 1996-2002

LA SANTÉ VIENT EN MANGEANT
Le guide alimentaire pour tous

Healthy Eating
Oranga Kai
Implementation Plan: 2004-2010

estrategia naos
National strategy for nutrition, physical activity and prevention of obesity

Healthy Japan 21 ?



Active Living for All: A Framework for Physical Activity in Western Australia 2012 - 2016



Challenges



Opportunities: Global connections

www.globalpa.org.uk
www.globalpanet.com

My Contact: fiona.bull@uwa.edu.au

Visit GAPA website for materials



GlobalPANet
Announcing
GlobalPANet

The new ISPAH Global
Physical Activity Information
Dissemination Service

Would you like to receive
FREE regular updates on the
latest global research, case
studies, conferences and
reports relating to physical
activity?

Sign up now at:
www.globalpanet.com

A vertical banner for GlobalPANet. It features the GlobalPANet logo at the top, followed by the text "Announcing GlobalPANet" and "The new ISPAH Global Physical Activity Information Dissemination Service". Below this is a collage of four small images: a young girl smiling, a person walking on a path, a person on a bicycle, and two young boys smiling. At the bottom, there is a blue box with the text "Sign up now at: www.globalpanet.com".



Thank you