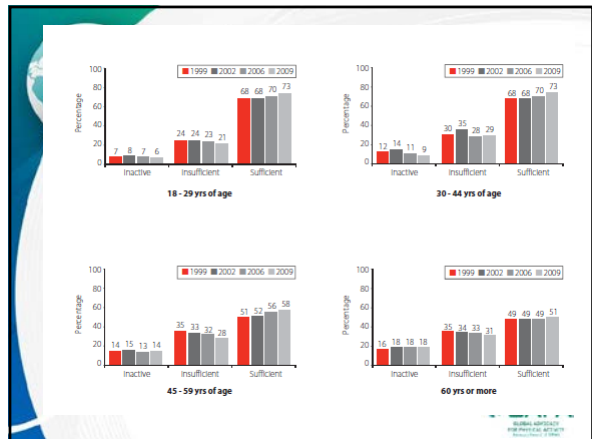
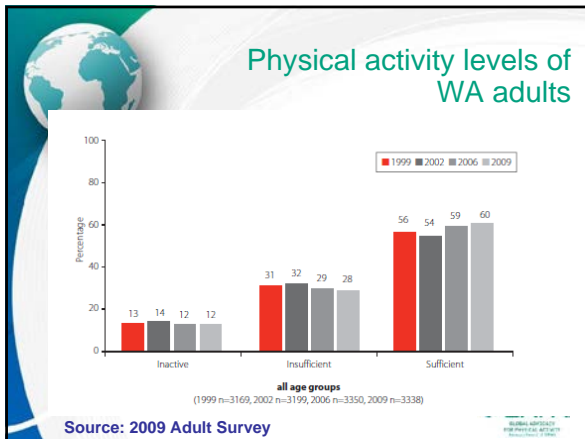
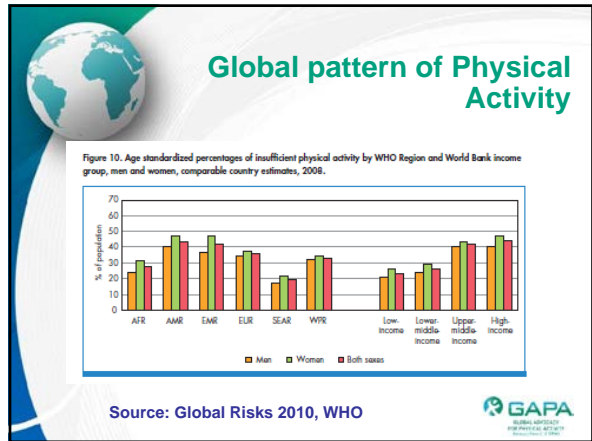
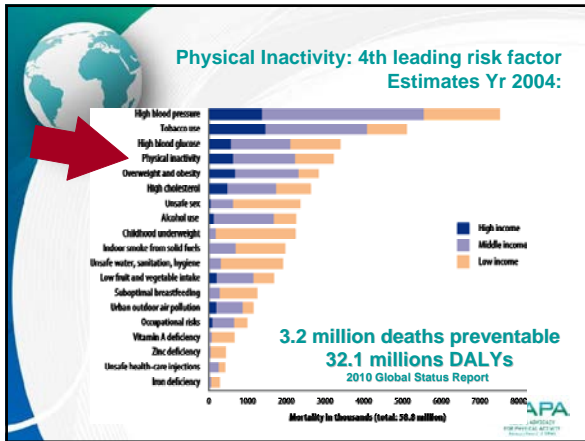


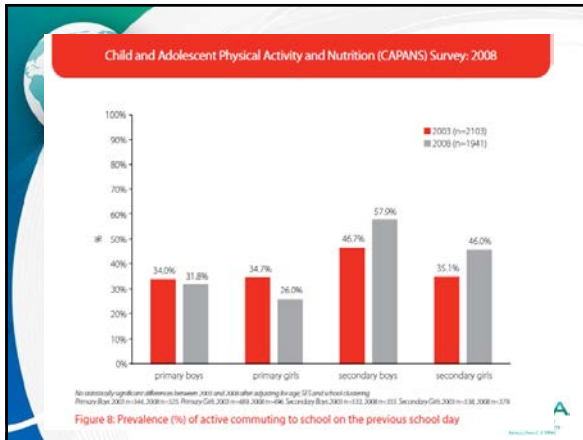
Think Global, Act Local Physical Activity

Professor Fiona Bull
 Chair, Global Advocacy for Physical Activity, ISPAH
 Director, Centre for Built Environment and Health, School of Population Health, The University of Western Australia

Global status report on non-communicable diseases 2010

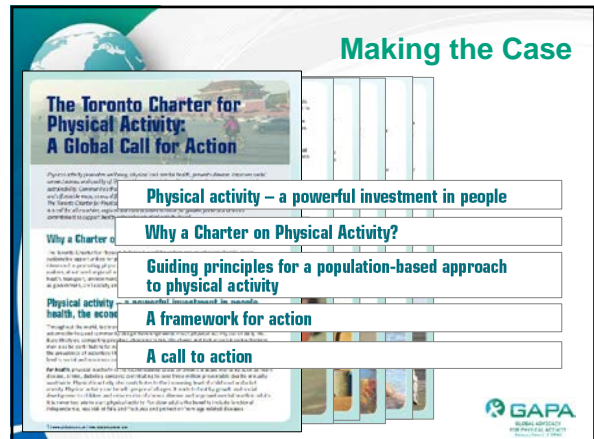
World Health Organization
 Department of Non-communicable Disease Prevention and Control
 Geneva, 2010

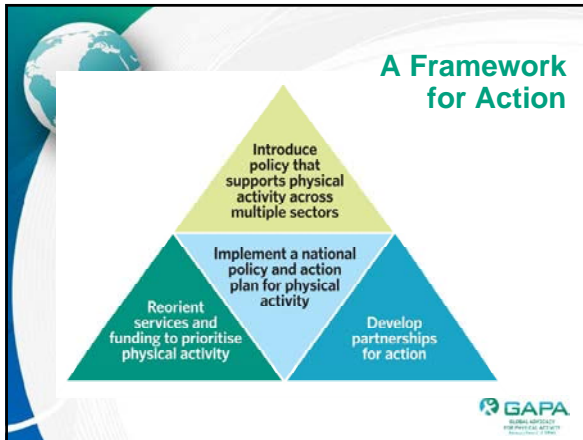




- ### Elements of a successful population-based approach to physical activity
- National policy and action plan or strategy
 - National physical activity guidelines
 - Clear goals / targets for physical activity
 - Comprehensive set of policy and programs – across multiple sectors and aimed at multiple levels
 - Implementation at different levels adaptation for local conditions and cultures
 - National population monitoring and evaluation

- ### Achievements
- #### 3 tools for advocacy
- Charter Toronto for Physical Activity: A global call for action
 - 7 investments guide
 - 7 key facts to tell everyone





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

Developed with global consultation

Launched in Toronto: 8th May 2010

Call for scaled up action and challenged all to use the Charter

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Translation through Networks

Available in:

- Arabic
- Catalan
- Czech
- Dutch
- English
- French
- German
- Italian
- Japanese
- Norwegian
- Portuguese
- Russian
- Spanish
- Thai
- Turkish

Others underway:

- Bengali
- Chinese (2)
- Greek
- Hindi
- Korean
- Polish
- Slovene
- Slovak

Available at www.gloabaipa.org.uk

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Evidence on Actions is needed

Developed to guide countries choosing where to invest in actions aimed at increasing physical activity

- Based on the best available evidence

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GUIDE TO COMMUNITY Preventive Services

SYSTEMATIC REVIEWS AND EVIDENCE BASED RECOMMENDATIONS

Interventions for promoting physical activity (Review)

What We Know

Physical Activity

Environmental Interventions that Promote Physical Activity and Nutrition for Cardiovascular Health: What Works?

THE COCHRANE COLLABORATION

National Institute for Health and Clinical Excellence

7 Investments that work for physical activity

- Whole-of-school' programs
- Transport policies and systems that prioritise walking, cycling and public transport
- Urban design regulations and infrastructure that provides 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 & that mobilize and integrate community engagement and resources
- Sports systems and programs that promote 'sport for all' and encourage participation across the life span

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We can act

It is time to act

Consistent messages

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2011 global focus on NCDs
.....a slow moving catastrophe....
.....the importance of prevention through 4 risk factors

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fiona.bull@uwa.edu.au

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Follow-up Actions

The Political Declaration does contain four major time-bound follow-up actions for Member States, WHO, and the UN Secretary-General to take into consideration:

National NCD Plans

One of the few targets in the Declaration commits governments to establish or strengthen multisectoral National Policies and Plans on NCDs by 2013. Ideally, this target will accelerate commitment to existing plans and encourage countries without national NCD plans to establish them within the given timeframe.

2 Goals and Targets

- Led by WHO, Member States have until the end of 2012 to develop a comprehensive global monitoring framework for NCDs, including a set of indicators, and a set of voluntary global targets. It is expected that a draft list of targets will be reviewed by member states at the 130th WHO Executive Board taking place in Geneva in January 2011, which will then be tabled at World Health Assembly taking place in Geneva in May 2011 for consideration by all member states

3 NCD Partnership

- The Declaration lacks explicit plans for a high-level NCD partnership initiative involving UN agencies, governments, and civil society. Such a mechanism would coordinate and drive follow-up actions.
- Instead, the Declaration requests the UN Secretary-General to submit to Member States (via the General Assembly) options for such a UN partnership by the end of 2012.

4 Reports and Meetings

- The Declaration charges the Secretary-General with reporting back to the 68th session of the General Assembly (2013-2014) on the progress achieved in the implementation of the recommendations and actions outlined within the Declaration.
- Equally important is the agreement to hold a comprehensive review and assessment of progress achieved in the prevention and control of NCDs in 2014.
- It is up to civil society to ensure that this meeting is held at the highest level, as it will be critical for reaffirming the need for NCDs to be integrated into future internationally agreed development goals, particularly when the current MDGs end in 2015.

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IUHPE Call to action on health promotion approaches to non-communicable disease prevention.

Seven key actions that the IUHPE is calling for in response to the NCD Crisis.

1. An expanded role for comprehensive health promotion;
2. Coordinated actions that impact on the determinants that underpin the NCDs epidemic across populations;
3. Health systems to redirect resources to health promotion and prevention of NCDs and prioritize health promotion as an essential function of the Departments of Health;
4. An expansion of engagement with sectors outside health where many of the economic, social, and environmental policy solutions to NCDs can be best advanced;
5. An increased investment in ensuring a health promotion workforce that is prominently placed and equipped with the core competencies to implement current knowledge, policies and practices;
6. A specific and considered approach to the critical areas of healthy eating, physical activity, tobacco control and alcohol, and an agreement on robust indicators in each of these areas.
7. A central focus on equity between and within nations, and a specific focus on addressing the needs of disadvantaged groups.

IUHPE
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HEALTH PROMOTION

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