

Physical Activity Promotion in the European Region

- A WHO Perspective -



Introduction

WHO Europe's policy framework for action

How much is needed?

New WHO recommendations

In short: physical inactivity situation



Inactivity status in European Region

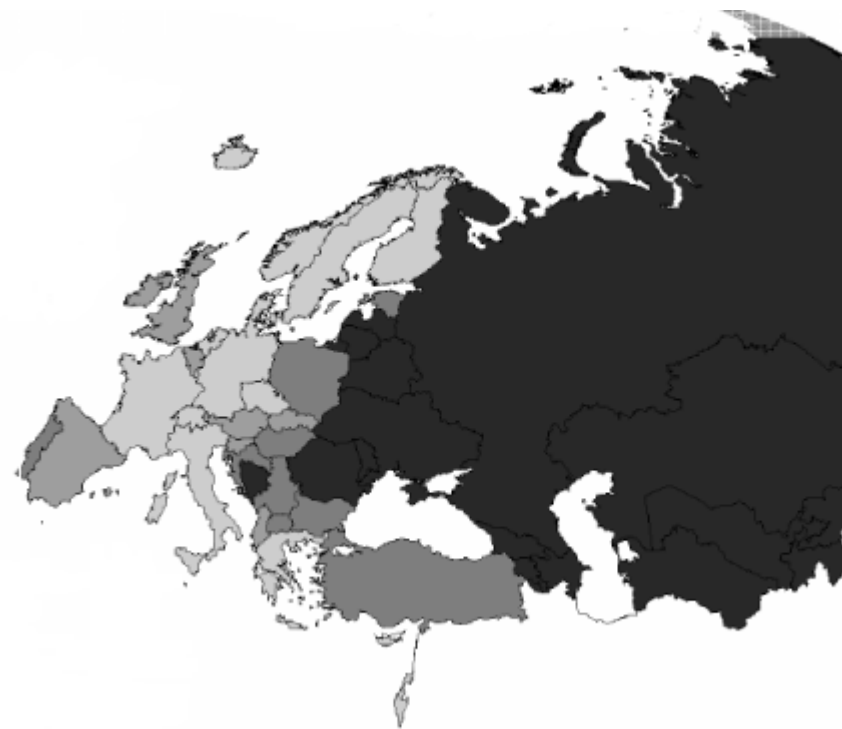
- GBD 2004: Attributable deaths by age, sex, risk factor and disease or injury for the year 2004
- Physical inactivity 4th leading risk factor in global mortality
- 1 million deaths related to physical inactivity in European Region per year



Global Health Risk Report, World health organization, 2009

Inactivity status in European Region

- 41% of adults does not engage in any moderate physical activity in a typical week
- 22% of 11-year old girls and 30% of boys report at least one hour of daily MVPA
- 65% of EU citizens get some form of physical exercise at least once a week. 34% seldom or never



Eurobarometer 64.3. Special Eurobarometer 246: Health and Food
Eurobarometer 72.3. Special Eurobarometer 334: Sport and PA
Health Behaviour in School Aged Children 2005/06 Survey

WHO Europe's policy framework and tools for action

Global Policy Framework

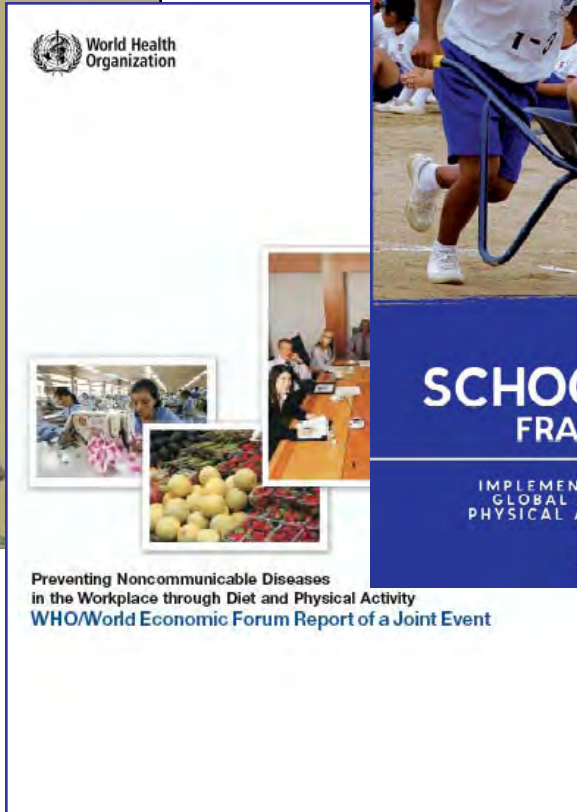


Working in partnership to prevent and control the 4 noncommunicable diseases – cardiovascular disease, diabetes, cancer and chronic respiratory disease and the 4 shared risk factors – tobacco use, physical inactivity, unhealthy diets and the harmful use of alcohol.

World Health Organization

2008-2013 Action Plan
for the Global Strategy
for the Prevention and Control
of Noncommunicable Diseases

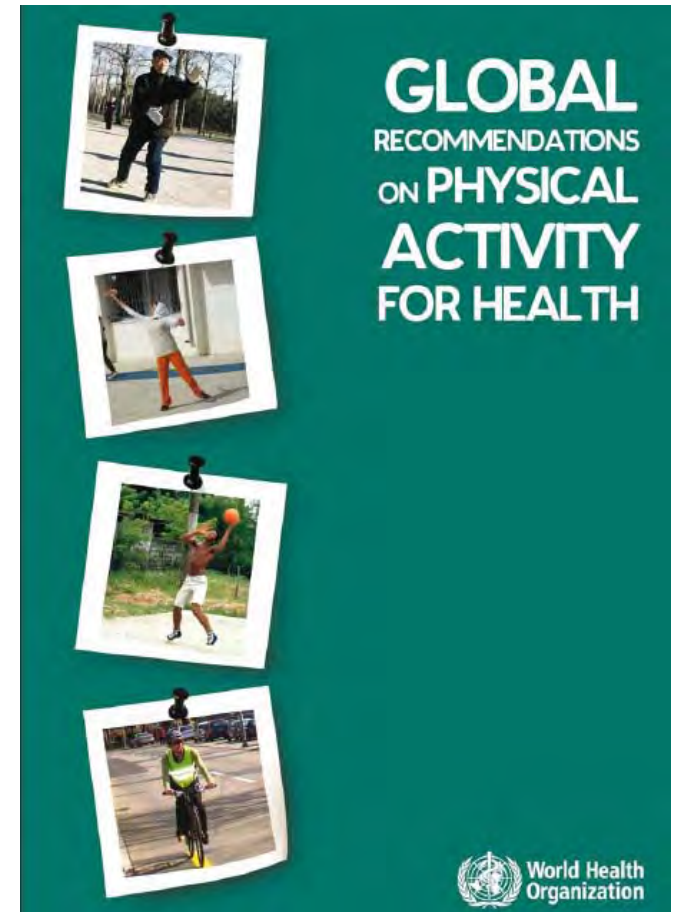
Global Action Tools



WHO Global Recommendations on Physical Activity for Health

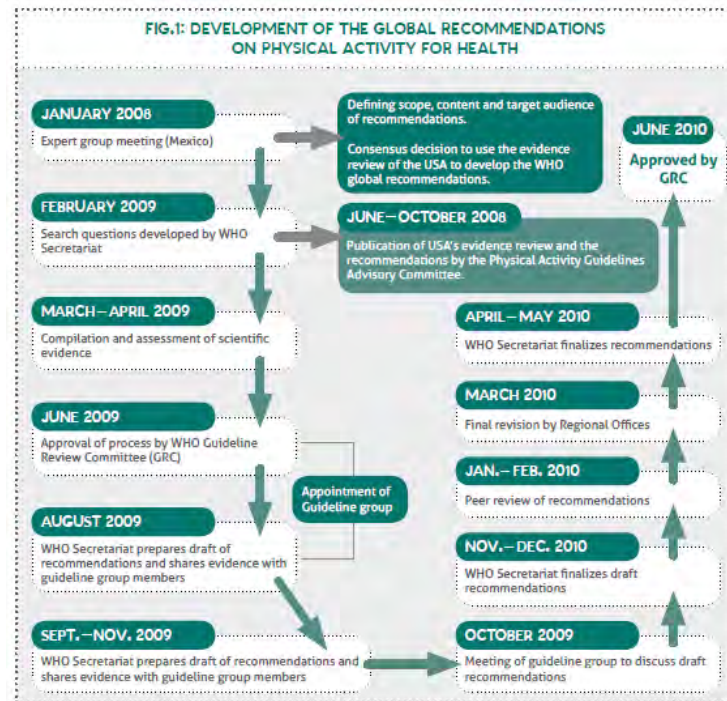
New Global Recommendations

- Why?
 - Public health significance of active living
 - To give MS an evidence based starting point to advocate for physical activity promotion
 - To respond to limited existence of national guidelines in low and middle income countries



New Global Recommendations

- Main aim: providing guidance on dose response relation between frequency, duration, type and total amount of PA needed for prevention of NCD's
- Three age-groups; 5-17 year olds; 18-64; and 65+
- Main target audience; national and local policy makers



New Global Recommendations

Intensity of activity

moderate



vigorous



How often?
How long?
How much
in total?

Type of activity



Aerobic



Strength



Balance



Flexibility

Domains of activity

recreation



and sports



transportation



household



work/school



Children and youth aged 5-17

- Daily **at least 60 minutes** of MVPA
- More than 60 minutes provide additional health benefits.
- Most physical activity should be aerobic. Incorporate vigorous intensity activities, including muscle and bone strengthening activities at least 3 times per week.



Older adults - 65 years old & above

Main recommendations for older adults
are the same as the ones for adults!



Older adults - 65 years old & above

Specific recommendations for older adults:

- Older adults with poor mobility should perform PA to enhance balance and prevent falls on 3 or more days/ week.
- Muscle-strengthening activities on 2 or more days a week.
- Be as physically active as your abilities and condition allow.



WHO Europe: mandate for action



WHO Europe's: Tools for Action

WHO EUROPE
A HEALTHY CITY IS AN ACTIVE CITY: A PHYSICAL ACTIVITY PLANNING GUIDE

Peggy Edwards and Agis D. Tsouros

A healthy city is an active city:
a physical activity planning guide

WHO EUROPE

THE SOLID FACTS

Promoting physical activity and active living in urban environments

THE ROLE OF LOCAL GOVERNMENTS

WHO EUROPE

HEPA Europe

European Network for the Promotion of Health-Enhancing Physical Activity

www.euro.who.int/hepa

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[//www.thepep.org/CHWebSite/](http://www.thepep.org/CHWebSite/)

THE PEP *Transport, Health and Environment Pan-European Programme*

Effects of transport | THE Integration | Urban transport | Demand management | Cross-cutting

Home | THE PEP

EN

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THE PEP Clearing House

The Clearing House web site is the pilot of a user-friendly access to policy, legal and scientific good practices, on Transport, Health and Environment in the Pan-European Programme (THE PEP) [learn more](#)

- [Browse the Clearing House Information Tree](#)
- [Latest additions](#)
- [Glossary \(available soon\)](#)
- [Forum \(available soon\)](#)

Summary of latest added items [more](#)

Clean Accessible Transport for Community Health – CATCH demonstration project in the European Commission's Life-Environment programme supports the EC's Sixth Environmental Action Programme by promoting mobility in order to improve air quality. CATCH is being implemented in 2005-05-18

GUIDEMAPS – Successful transport decision-making: The GUIDEMAPS project has been the development of a Handbook for the decision makers involved in local and regional transport planning

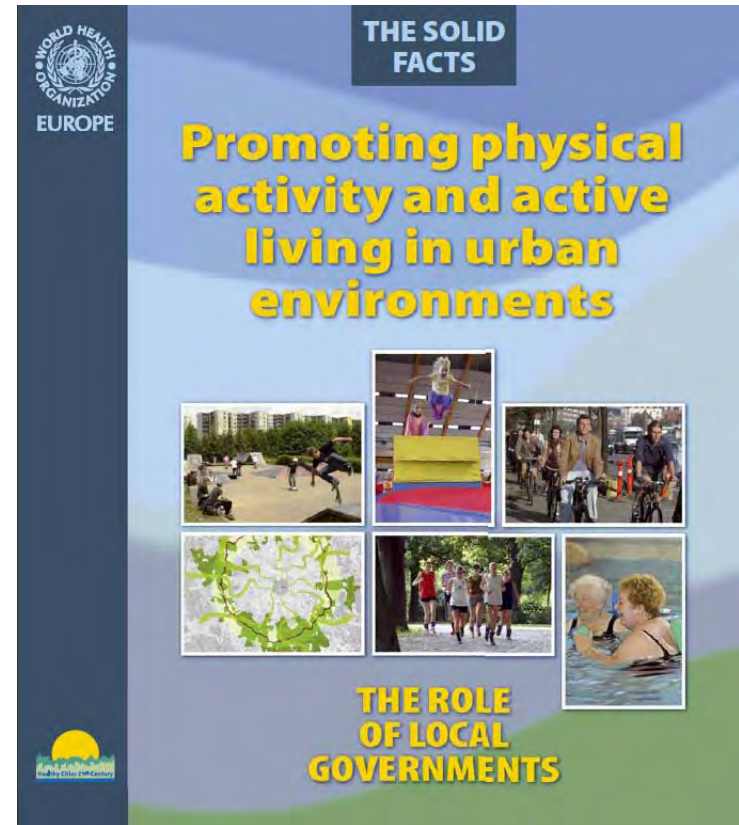
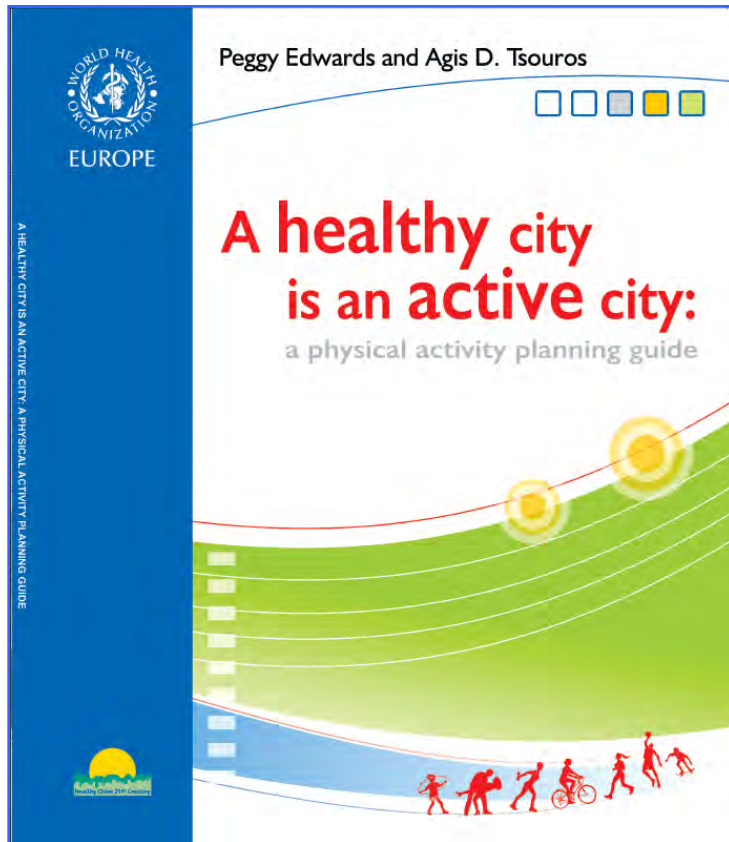
Search:

[thepep.org](#)

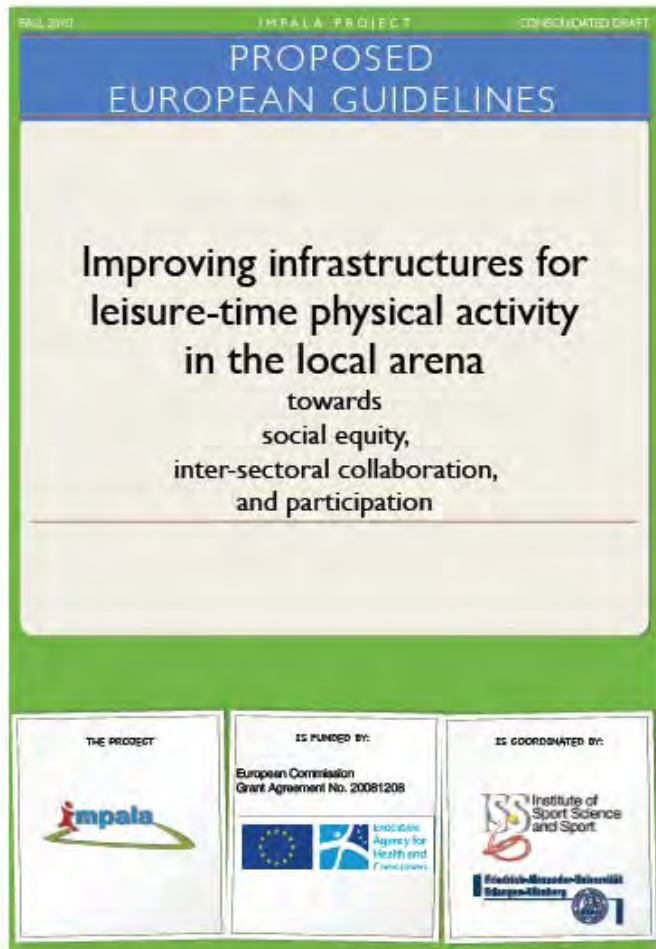
National level

- WHO promotes action across different sectors
- ...and in a variety of settings
- WHO Europe encourages and supports countries to monitor the levels of PA and to develop national PA promotion policies and action plans
- WHO Europe monitors the PA surveillance and policy situation and reviews specific policy action and interventions

Local level



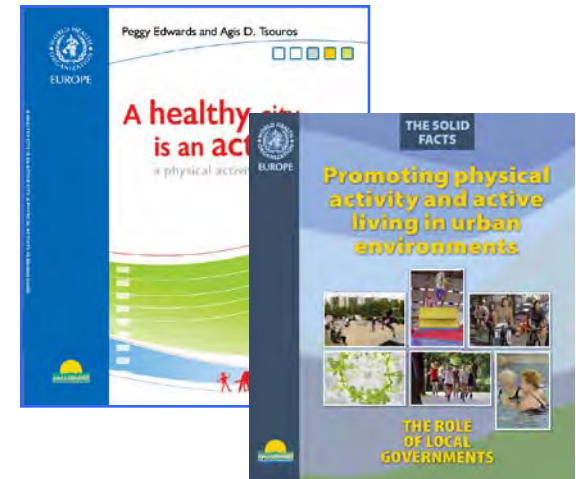
Linking it together



Several policy documents provide guidance for improving infrastructures for leisure-time physical activity in the local arena:

- 2006 EU Green Paper *Promoting Healthy Diets and Physical Activity: a European dimension for the prevention of overweight, obesity and chronic diseases*
- 2007 EU White Paper on Sport
- 2008 EU Physical Activity Guidelines that recommend policy actions in support of health-enhancing physical activity
- 2006 WHO Europe *Promoting Physical Activity and Active Living in Urban Environments. The role of local governments*
- 2004 WHO *Global Strategy on Diet, Physical Activity and Health*

The documents refer to different aspects of sport and physical activity but all include important considerations for improving infrastructures for leisure-time physical activity.



tures. According to *WHO Global Strategy*, priority should be given to those most in need. *WHO Global Strategy* and *WHO Promoting Physical Activity* call for community based action with strong government intervention and oversight.

The *WHO Global Strategy* emphasises the central role of governments in creating an empowering and encouraging environment for PA. It calls for multi-sectoral policies that frame and target change. Improving infrastructures for physical activity is not only about sports. A broad variety of sectors and actors at all levels of administration are responsible when it comes to improving infrastructures for leisure-time physical activity. It also calls for involving other partners such as volunteer/third sector organisations, academia, the media as well as the private sector. The *EU Physical Activity Guidelines*



THANK YOU!

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