

National Training Course for physical activity

24-28 May 2015

Tabriz-Islamic Republic of Iran

Implementation - and a few other things we should discuss.....

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**Tabriz University
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**Ministry of Health & Medical
Education Islamic Republic of
IRAN**

Elements of a Success

- ▶ National and provincial plans for PA
- ▶ Clear national target and set of strategies
- ▶ National physical activity guidelines
- ▶ Capacity building - in all sectors
- ▶ Dissemination of good interventions
- ▶ Evaluation of actions to learn and improve
- ▶ **Leadership**
- ▶ **Leadership**
- ▶ **Leadership**



Next steps suggestions.....

- ▶ **Ensure adequate capacity at MoH and in provinces - dedicated to PA**
- ▶ **Support development of partnerships - this take time - but is best done whilst DOING SOMETHING**
- ▶ **Support will be required to Provincial level to develop actions plans - what exactly is needed and who will provide this (this should be MoH strategy in action plan)**
- ▶ **Training across sectors will be needed - who will provide**
- ▶ **Advocacy is needed to build and sustain commitment - skills needed**



Next steps suggestions.....

- ▶ Suggestion - Name your national plan (e.g. Active Iran)
- ▶ Launch the National Plan - can provide significant profile and provides platform for advocacy and capacity building and partnership building
- ▶ What is already going on?
- ▶ Share your best work - collect experiences of programs, policy and other examples on PA promotion and create a booklet - disseminate
- ▶ Ask - how can you help each other....?
- ▶ How will this energy and commitment from this course be continued?



Western Australia Current PA Plan

Physical Activity Framework Content

Why

Active communities benefit everyone:

- **Economic** – lower health costs and improved workplace productivity
- **Environmental** – reduced vehicle dependence resulting in decreased traffic congestion, noise and air pollution
- **Health** – happier, healthier individuals with reduced risk of chronic diseases, overweight and obesity
- **Social** – greater social interaction, supporting a sense of place and connectedness to the community.

What

- **Active Places**
Provide well planned and designed environments that support, encourage and enable active living.
- **Active People**
Provide initiatives that promote positive behaviour change and opportunities to participate in active lifestyles.

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

Who

No single organisation can increase physical activity on its own.

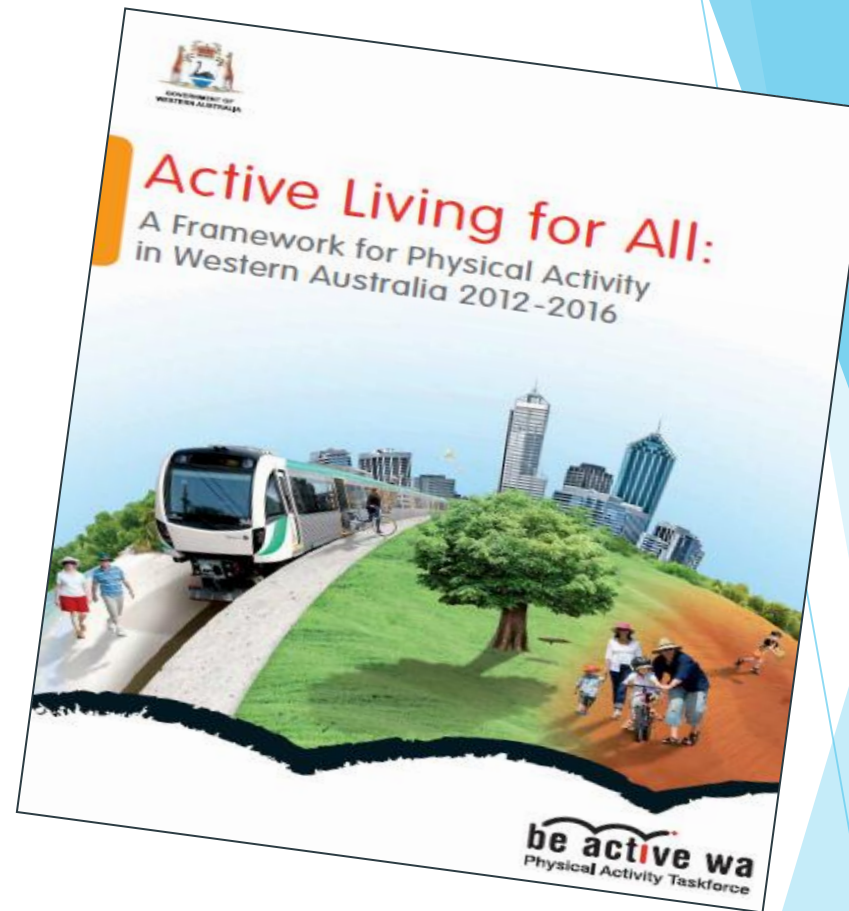
A collective approach is required by:

- State Government
- Local Government
- Non Government
- Private sector
- Health care
- Planners, developers & urban designers
- Academia and tertiary education
- Advertising and media
- Communities
- Workplaces
- Schools
- Early childhood and care settings.

How

Five key priorities have been identified to move the active living agenda forward and create change:

- 1 To strengthen public policy
- 2 To provide appropriate environments and programs (active places and active people)
- 3 To increase public motivation and understanding
- 4 To promote partnerships
- 5 To increase research into practice.



Outcomes



Active Places



Active People

Active People



Initiatives that promote positive behaviour change and opportunities to participate in active lifestyles.

Key Objectives

Healthy Lifestyle Campaigns

- Promote and reinforce the importance of active living messages.

Behaviour Change

- Provide information, education and awareness raising strategies.

Prevention

- Strengthen the role of primary health care in encouraging physical activity.

Policy Development

- Embed active living principles into policy planning.

Programs

- Ensure a diverse range of accessible and affordable opportunities in community settings.

Targeted Populations

- Provide inclusive activities that cater for all ages, abilities and cultures.

Community Need

- Undertake community profiling and ensure local need is reflected in all decision making.

Community Engagement

- Consult with the community in the planning and programming of opportunities for active living.

Key Strategies

- ✓ Delivery of evidence based behaviour change programs
- ✓ Campaigns incorporate active living messages
- ✓ Accessible public information and education provision
- ✓ Use of health impact assessment processes
- ✓ Physical activity promotion in primary healthcare practices
- ✓ Community profiling, consultation and engagement practices adopted
- ✓ Programs tailored to targeted population groups
- ✓ Diversity of activities considered

- ✓ Adoption of 'count me in' disability principles
- ✓ Affordable activities provided
- ✓ Active play opportunities provided in early childhood and care settings
- ✓ Whole of school approaches adopted to implement school physical activity policy
- ✓ Workplace physical activity policies and initiatives in place
- ✓ Access to diverse local sport and recreation opportunities
- ✓ Identification and promotion of community champions.

Headline Indicators*

- Prevalence of participation in physical activity
- Readiness to be more physically active
- Barriers and facilitators to active commuting
- Types of activities engaged in
- Awareness/comprehension of advertising messages
- Pedometer steps
- Proportion being physically active at their workplace
- Prevalence of active commuting
- Amount of time spent in sedentary behaviour
- *Continues*

* Sourced from
and Nutri

Active Places



Well planned and designed environments that support, encourage and enable active living.

Key Objectives

Planning and Design

- Ensure the health and wellbeing of individuals and communities is central to all planning and design decisions.

Policy

- Embed active living principles in policy and legislation that supports compact, connected and conducive environments.

Compact Developments

- Provide access to local services, facilities and amenities through mixed land-use and intensity.

Connected Communities

- Design well connected streets and neighbourhoods providing direct and quality routes.

Conducive Environments

- Provide multi-functional public open space and adequate infrastructure.

Integrated Transport Planning

- Develop safe and quality environments for walking and cycling.

Key Strategies

- ✓ Early planning of key neighbourhood destination points e.g. shops and services
- ✓ Access to local amenities, services and facilities
- ✓ Convenient location of community facilities
- ✓ Availability of accessible and adequate public transport
- ✓ Prioritisation of pedestrians and cyclists over motorists
- ✓ Provision of shared use paths
- ✓ Connected street networks
- ✓ Adequate pedestrian and cycling infrastructure and end of trip facilities

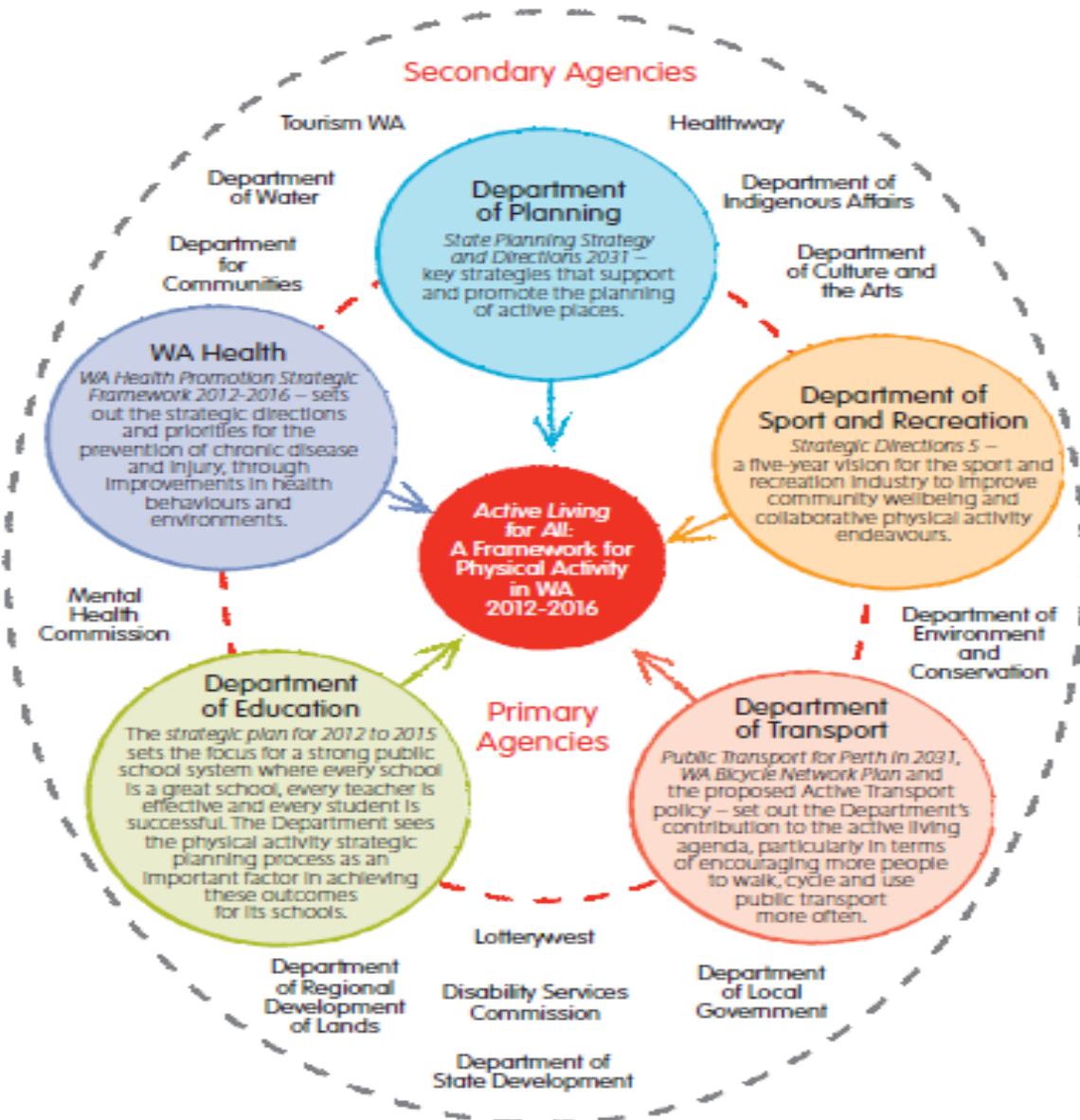
- ✓ Adequate and multi-functional public open space
- ✓ Aesthetic design of street-scape and infrastructure
- ✓ Management of traffic volume and speed
- ✓ Safe road crossings
- ✓ Adoption of design out crime principles
- ✓ Community consultation and engagement
- ✓ Responsible use and access to the natural environment
- ✓ Application of disability access and inclusion plans for developments and facilities.

Headline Indicators*

- Prevalence of incidental physical activity
- Facilities/infrastructure used to be active
- Proportion undertaking walking/cycling trips
- Active commuting to local destinations
- Proportion of workplaces providing facilities to support physical activity
- Environmental supports for being active e.g. perceptions of neighbourhood.

Physical Activity Levels of Western Australian Adults Survey and Child and Adolescent and Nutrition Survey commissioned by the Physical Activity Taskforce.

Working Together



Plan on a A3 page.....

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

Vision For Western Australia to be the most active state in Australia

Mission To improve the overall health, wellbeing and quality of life of individuals, families and communities in Western Australia through increasing active living opportunities for all

Priorities

- To strengthen public policy
- To increase research into practice
- To provide appropriate environments and programs
- To increase public motivation and understanding
- To promote partnerships

Outcomes

Active Places	Active People
<p>Well planned and designed environments that support, encourage and enable active living</p> <p>Key Objectives</p> <ul style="list-style-type: none"> Embed active living principles in relevant planning legislation, policy and guidelines that support the development of compact, connected and conducive environments to facilitate and encourage active lifestyles. Plan and design compact development with access to local services, facilities and amenities through mixed-use and intensity that encourages incidental physical activity. Plan and design connected communities with well connected streets and neighbourhoods providing direct quality routes that encourage active transport. Plan and design environments conducive to physical activity through the development of safe, adequate and multi-functional public open spaces, and the provision of facilities and infrastructure that supports play, recreation and sport. Develop an integrated transport and urban planning system that facilitates active transport opportunities and creates safe quality environments for walking and cycling. Ensure the health and wellbeing of individuals and communities is central to the planning and design of neighbourhoods. <p>Key Strategies</p> <ul style="list-style-type: none"> Early planning of key neighbourhood destination points (e.g. shops and services) Access to local amenities, services and facilities Convenient location of community facilities Availability of accessible and adequate public transport Provision of pedestrian and cyclist over-roads Provision of shared use paths Connected street networks Adequate pedestrian and cycling infrastructure and end of trip facilities Adequate and multi-functional public open space Aesthetic design of streetscape and infrastructure Management of traffic volume and speed Safe road crossings Adoption of design out crime principles Community consultation and engagement Responsible use and access to the natural environment Application of disability access and inclusion plans for developments and facilities <p>Headline Indicators*</p> <ul style="list-style-type: none"> Prevalence of incidental physical activity Facilities/infrastructure used to be active Proportion undertaking walking/cycling trips Environmental supports for being active (e.g. perceptions of neighbourhood) Proportion of workplaces providing facilities to support physical activity Active commuting to local destinations 	<p>Initiatives that promote positive behaviour change and opportunities to participate in active lifestyles</p> <p>Key Objectives</p> <ul style="list-style-type: none"> Promote and encourage active lifestyles and behaviour change through information, education and awareness raising strategies. Ensure statewide healthy lifestyle campaigns and strategies promote and reinforce the importance of active living messages. Integrate active living principles into policy planning and ensure that community profile and need is reflected. Consult and engage with the community in decision making and planning opportunities for an active lifestyle. Strengthen the role of primary health care in encouraging and promoting physical activity to support healthy and active lifestyles as part of a preventative health approach. Provide a diverse range of opportunities that encourage participation and ensure local access to affordable active living programs, particularly targeted at specific population groups. Support early childhood and care centres, schools, workplaces and community settings to encourage active living opportunities. <p>Key Strategies</p> <ul style="list-style-type: none"> Delivery of evidence-based behaviour change programs Campaigns incorporate active living messages Accessible public information and education provision Use of health impact assessment processes Physical activity promotion in primary health care practices Community profiling, consultation and engagement practices adopted Programs tailored to targeted population groups Diversity of activities considered Adoption of 'count me in' disability principles Affordable activities provided Active play opportunities provided in early childhood and care settings Whole of school approaches adopted to implement school physical activity policy Workplace physical activity policies and initiatives in place Access to diverse local sport and recreation opportunities Identification and promotion of community champions <p>Headline Indicators*</p> <ul style="list-style-type: none"> Prevalence of participation in physical activity Readiness to be more physically active Barriers and facilitators to active commuting Types of activities engaged in Prevalence of active commuting Pedestrian steps Amount of time spent in sedentary behaviour Awareness/comprehension of advertising messages Physical activity trends in relation to body size Proportion being physically active at their workplace

* Sourced from the Physical Activity Levels of Western Australia Adults Survey and the Child and Adolescent Physical Activity and Nutrition Survey commissioned by the Physical Activity Taskforce, WA

Active Living for All: Strategies for Action

State Government

- Advocate the value of active living through policy and practice
- Strengthen workforce understanding of the benefits of active living
- Ensure active living principles are embedded in all relevant legislation, policies and strategies
- Promote policies and programs that encourage physical activity within early child and care centres, schools, workplaces and community settings
- Work in partnership with local government, non-government and industry sectors to deliver active living outcomes for the community
- Facilitate physical activity through good urban planning and design – adopt the national Healthy Spaces and Places planning guidelines* (WA version in development)
- Plan for mixed land-use – residential development, shops, employment, community and recreation facilities, parks and open spaces that meet the needs of the local community and encourage the use of shared facilities
- Provide well lit suburbs with attractive paths and amenities and ensure access to multi-functional public open spaces
- Ensure safe transportation and streets and consider street connectivity and ease of travel between households, schools, shops, public places and employment
- Work with researchers to inform future policy and practice
- Identify and promote best practice active living case studies
- Strengthen the evidence base to support local government to promote physical activity
- Prioritise investment in policies and programs that promote active living

Local Government

- Incorporate physical activity into the council's strategic direction and all relevant operational areas
- Adopt a whole of local government approach to physical activity – ensure it is integrated into existing planning and decision making processes
- Understand the local community profile and engage the community in planning for active lifestyles, reflecting need and ensuring intergenerational programming
- Provide and promote policies and affordable programs that encourage physical activity within schools, workplaces and the community
- Facilitate physical activity through good urban planning and design – adopt the national Healthy Spaces and Places planning guidelines* (WA version in development)
- Work in partnership with developers to deliver on public open space and infrastructure requirements that support active living
- Plan for mixed land-use – residential development, shops, employment, community and recreation facilities, parks and open spaces that meet the needs of the local community and encourage the use of shared facilities
- Provide well lit suburbs with attractive paths and amenities and ensure access to multi-functional public open spaces
- Ensure safe transportation and streets and consider street connectivity and ease of travel between households, schools, shops, public places and employment
- Consider the attractiveness and quality of footpaths, availability of pedestrian crossings, traffic volume, speed and feelings of safety and security when planning developments and/or neighbourhoods
- Ensure adequate and sustainable investment to provide active living opportunities for all

Non Government

- Advocate the value of physical activity to key decision makers
- Partner with government and other organisations to increase and improve active living opportunities for the community
- Provide and promote policies and programs that encourage physical activity within the community
- Utilise current data and evidence to target programs and initiatives at 'at risk' groups

Early Childhood & Care Settings**

- Facilitate exploration of a range of play and movement options
- Ensure family and child care settings have no impediments to safe activity and play
- Participate with children in movement and play – role modelling the fun of movement
- Provide a range of environment changes so activity can take place indoors and out, in parks and in recreation spaces
- Use research on play and movement to plan experiences
- Get feedback from the children on what they liked and why
- Ensure children can enjoy activity and movement with a range of generations and peers who have different abilities/interests

School Settings

- Develop, implement and evaluate school physical activity policies*
- Adopt a whole of school approach to physical activity – engage staff, students, parents and the wider community
- Support each student to participate in at least two hours of physical activity each week during class time
- Prioritise regular, highly active physical education classes
- Encourage teachers who are well trained, supported and resourced to deliver physical activity
- Facilitate links between the school and community physical activity programs and amenities
- Create opportunities for students to engage in structured and unstructured physical activity during recess, lunch time and after school
- Provide environments and opportunities that encourage active transport to and from school
- Ensure school design, location and facilities encourage physical activity
- Provide sufficient play areas, facilities, sports equipment and supervision during free time
- Encourage the use of shared facilities and provide community access to school recreation facilities after hours*
- Work closely with local governments in implementing agreements for sharing the use of facilities

Workplace Settings

- Embed active living principles in all relevant strategies and policies ensuring the health and wellbeing of employees is central
- Develop and implement a healthy active workplace program in accordance with best practice
- Access reputable providers to deliver workplace health and wellbeing programs and initial best practice knowledge need
- Support active transport to and from work*
- Support a work life balance
- Provide adequate facilities, infrastructure and opportunities that supports employee physical activity

Community Settings

- Encourage coaching by well trained and supported coaches, parents and volunteers in sport, recreation and community physical activity
- Support, encourage and recognise volunteers involved in community sport and recreation
- Support and strengthen organisations and individuals that provide opportunities for physical activity
- Provide activities that are affordable and accessible to low participation groups
- Provide a diversity of activities that offer both competitive and recreational participation options
- Create participatory environments that are positive, safe and welcoming for all

Advertising & Media

- Work with government and non government agencies to promote active living through social marketing
- Raise awareness of the active living agenda and key messages for action
- Promote positive stories about the multiple benefits of active living

Private Sector

- Employees – proactively engage employees and the broader community in physical activity
- Businesses – engage customers through sponsorship of events and local level promotional activity
- Manufacturers of sports clothing and fitness equipment – actively promote and support physical activity programs and events to benefit from brand exposure and publicity
- Health Providers – engage customers with advice on physical activity and fitness and encourage increased physical activity through conversations on premiums
- Fitness Providers – run promotions, provide new programs and trial different events and physical activities for inactive members

Planners, Developers & Urban Designers

- Understand and consider the health and wellbeing of individuals and communities in all aspects of planning and design
- Adopt the national Healthy Spaces and Places planning guidelines* (WA version in development)
- When creating new neighbourhoods consider street connectivity and ease of travel between households, shops, public places and employment, attractiveness and quality of footpaths, availability of pedestrian crossings, traffic volume, speed and feelings of safety and security
- Plan for mixed land-use – a mix of residential development, shops, employment, community and recreation facilities, parks and open spaces within walkable catchments
- Provide well lit suburbs with attractive paths and amenities and ensure access to multi-functional public open spaces
- Engage and utilize the expertise of other sectors in planning for new neighbourhoods, including the health and recreation sectors
- Work in partnership with local governments to deliver on public open space and infrastructure requirements that support active living

Health Care

- Strengthen, up skill and support the primary health care workforce to support people in making healthy lifestyle choices*
- Embed preventative health interventions in the primary health care setting*
- Encourage primary health care workers to advise on physical activity
- Expand primary health services to deliver or develop referral pathways to advise about physical activity*
- Broader health care providers knowledge of physical activity opportunities in the local community

Academia & Tertiary Education

- Provide relevant research, evaluation and monitoring with high quality data design, and measures
- Work in partnership with policy makers to ensure translation of research into future policy and practice
- Ensure the active living principles are a fundamental learning area across health, education, planning and other relevant courses

Facilitate links between schools and community facilities

Provide attractive parks with appropriate amenities

Provide well lit paths

Strengthen skills and support health professionals to support patients on PA

*Sourced from the National Preventive Health Strategy ** Adapted from the National Quality Standard's Framework and Early Years Learning Framework by the WA Department for Communities



promoting



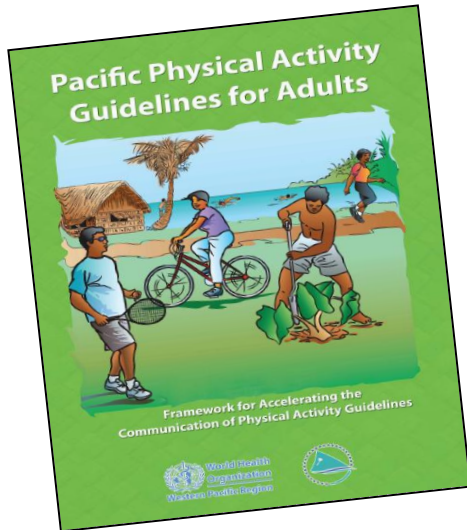
Develop and disseminate national PA recommendations

- ▶ Where are the global / regional PA guidelines formally adopted in Iran?
- ▶ Where should and could they be?
- ▶ If not formal, do so.
- ▶ Disseminate main messages in appropriate formats



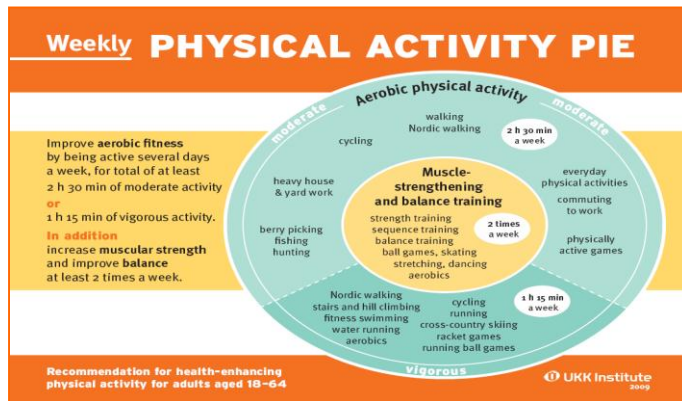
Disseminate National Guidelines

Global Recommendations (2010)



GLOBAL RECOMMENDATIONS ON PHYSICAL ACTIVITY FOR HEALTH

World Health Organization



Tabriz University of Medical Sciences



Ministry of Health & Medical Education Islamic Republic of IRAN

National Training Course for physical activity Tabriz/Iran

NATIONAL PHYSICAL ACTIVITY GUIDELINES FOR AUSTRALIANS

The guidelines provide information on the benefits of physical activity, and how to get started. They are not intended for people with chronic health conditions or sports training.

Try to carry out all guidelines and for best results combine an active lifestyle with healthy eating.



- 1 think of movement as an opportunity, not an inconvenience.
- 2 be active every day in as many ways as you can.
- 3 put together at least 30 minutes of moderate-intensity physical activity on most, preferably all, days.
- 4 if you can, also enjoy some regular, vigorous exercise for extra health and fitness.






Where any form of movement of the body is seen as an opportunity for improving health, not as a time-wasting inconvenience.



Make a habit of walking or cycling instead of using the car, or do things yourself instead of using labour-saving machines.



Moderate-intensity activity includes things such as a brisk walk or cycling. Combine short sessions of different activities for around 30 minutes each, for a total of 30 minutes or more. These minutes do not need to be consecutive.



Vigorous exercise makes you 'huff and puff'. For best results, this should be added to the above guidelines on 3-4 days a week for 30 minutes or more each time.

Use the Global Recommendations on physical activity

1. As base for developing public education and communications
2. They provide an evidence base for the development of physical activity policy / plans / actions
3. By all relevant stakeholders to communicate valid and consistent messages on the how much physical activity is needed for health
4. To develop toolkits and information for health professionals and their patients; schools and parents; ect
5. As benchmark for measuring and program evaluation
6. As basis of population surveillance of PA

Public Education and Awareness



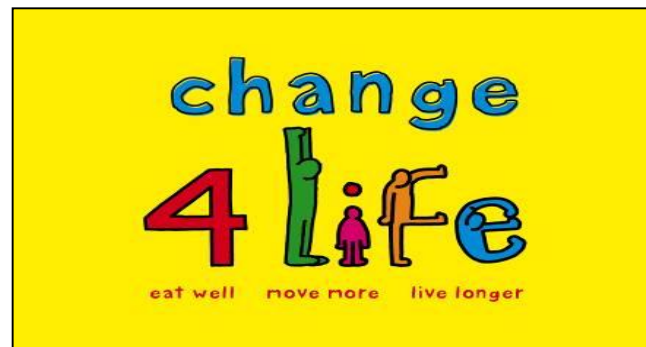
New Zealand



'Agita Sao Paula'
Brazil



Western Australia



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

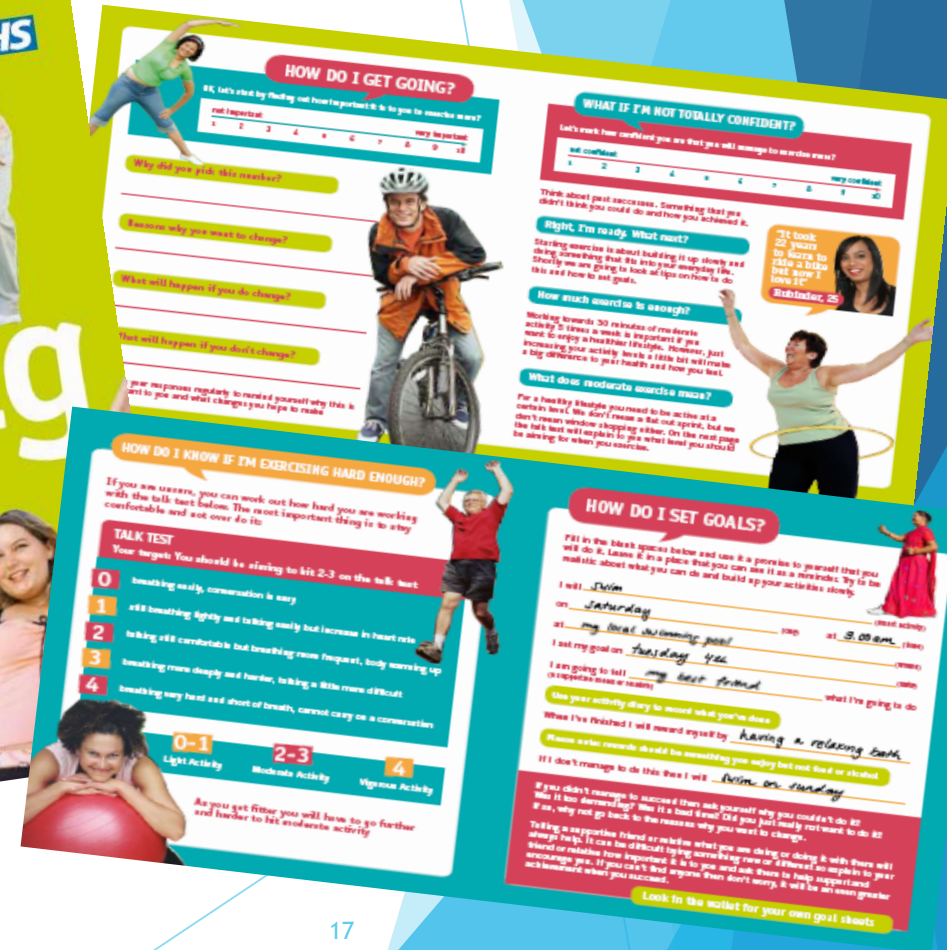
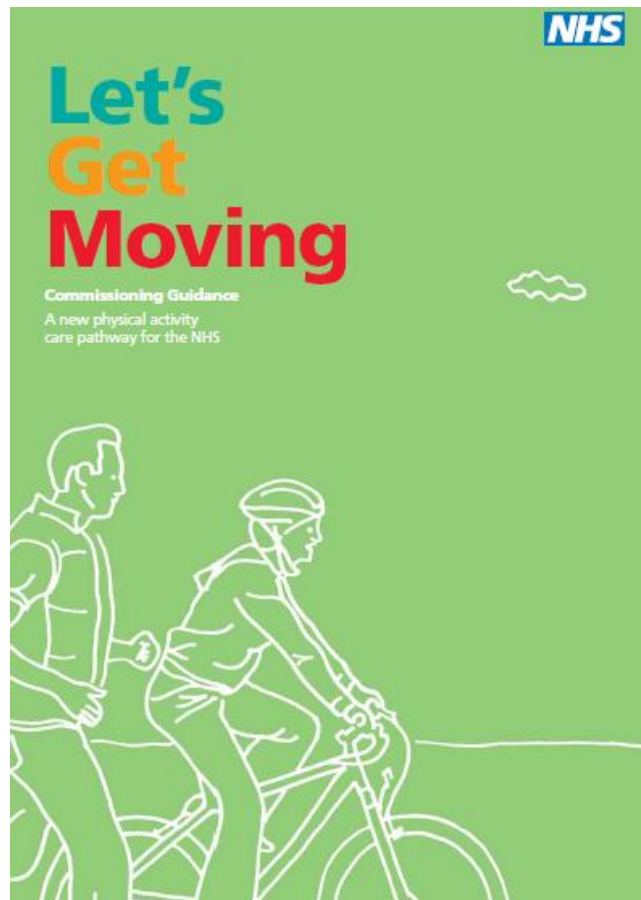


Toolkits and guidelines to help implementation

May 24-28 2015

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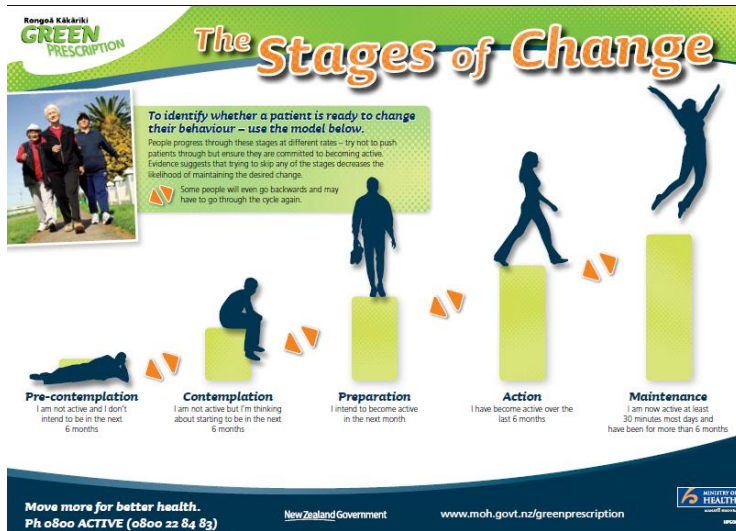
Primary Health Care Strategy: Let's Get Moving- UK



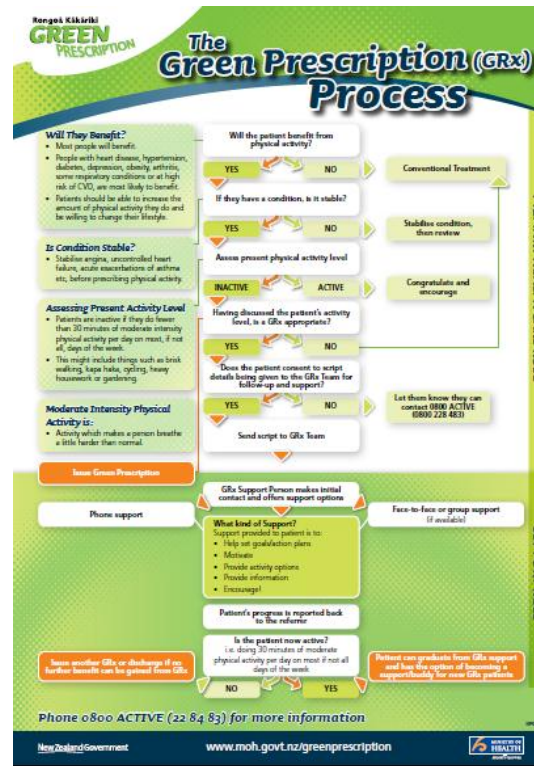
May 24-28 2015

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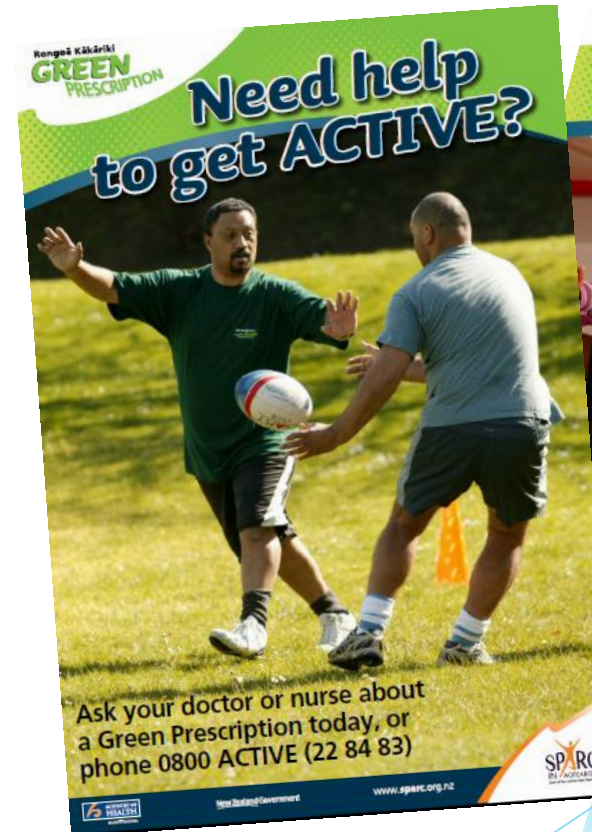
Example: Green Prescription, NZ



Theory Based

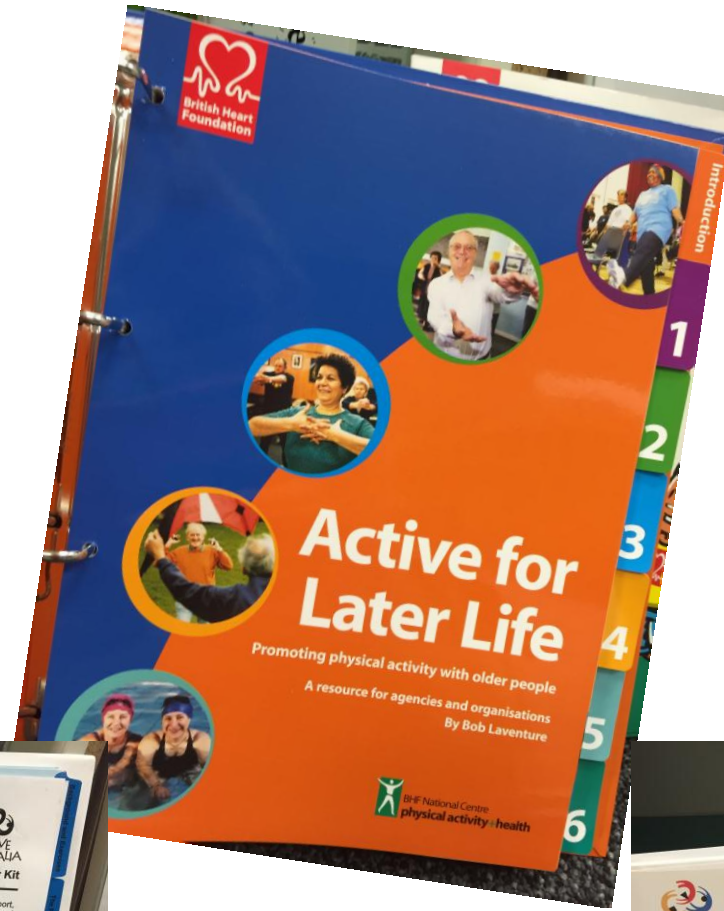


Clear Process



Promotional materials





May

Situational Analysis: national, provincial, city

PA Policy Audit Tool (PAT)

27-item instrument

- ▶ Policy development
- ▶ Policy content
- ▶ Policy implementation.

Bull FC, Milton K, Kahlmeier S. National Policy on Physical Activity: The development of a Policy Audit Tool (PAT). *JPAH*. 2014;11:233-40.



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HEPA PAT – [VERSION / DATE] – [COUNTRY NAME]

21.b Has any evaluation of physical activity projects or interventions taken place at the sub-national level (coordinated with or independent from the national level)?
If yes, please give a brief general overview of relevant processes. It is not expected to cover the whole range of activities but to give an indication and overview of the general situation taken at sub-national level.

22. Has any economic evaluation of interventions or of physical inactivity reaching the minimum recommended level of physical activity) on a national level undertaken in your country?
If yes, please state the title of the report, publisher and year published, and where possible provide a web-link and indicate if an English version / summary is available. Provide a brief description of the results of the assessment (about 50-100 words)
Title:
Publisher and date:
Web-link (pls state if English version available):
Brief description of the results:

23.a Within each of the sectors listed below, is there funding specifically allocated for the delivery of physical activity related policy or action plans at level?
Please tick yes/no, and provide the amount (and currency), if known. Please indicate whether this funding is recurrent e.g. provided on a regular basis, for example as part of a budget.

Sector	National				
	Yes	Amount	No	Don't know	Rec
Health					
Sport / recreation					
Education					
Transport					
Environment					
Urban design / planning					
Other (please specify)					
Other (please specify)					

HEPA PAT – [VERSION / DATE] – [COUNTRY NAME]

18. Does your country have a health surveillance or monitoring system that includes measures of physical activity or sedentary behaviour?
If yes, please provide details by age group below (and copy-paste as many response sections as needed). Describe long-term general population surveys under 18.a (children and young people) or 18b. (adults), as appropriate.

18.a Children and young people

Name of survey 1:

Methods used (please tick as relevant)	Survey		Interview		Objective measures*	Other method (please state)
	Paper	Online	Phone	Personal		

Please complete either row A or row B below, as relevant

A	Part of repeated surveillance system	Start year	Frequency	Latest year of data collection
B	Single survey(s)	Year(s)	Meant as start of repeated surveillance system (yes/no or add comment)	

Name of survey 2:

Methods used (please tick as relevant)	Survey		Interview		Objective measures*	Other method (please state)
	Paper	Online	Phone	Personal		

Please complete either row A or row B below, as relevant

A	Part of repeated surveillance system	Start year	Frequency	Latest year of data collection
B	Single survey(s)	Year(s)	Meant as start of repeated surveillance system (yes/no or add comment)	

* E.g. fitness, accelerometers

Available at: www.euro.who.int/hepapat

Provides tool to Assess / Compare/ Benchmark

- Theme 1: Legislation, policy and actions plans
- Theme 2: Leadership, partnerships, implementation
- Theme 3: Political commitment and funding
- Theme 4: PA recommendations, targets & monitoring
- Theme 5: Communication and branding
- Theme 6: Evidence and evaluation
- Theme 7: Successes, progress and challenges



Stakeholders

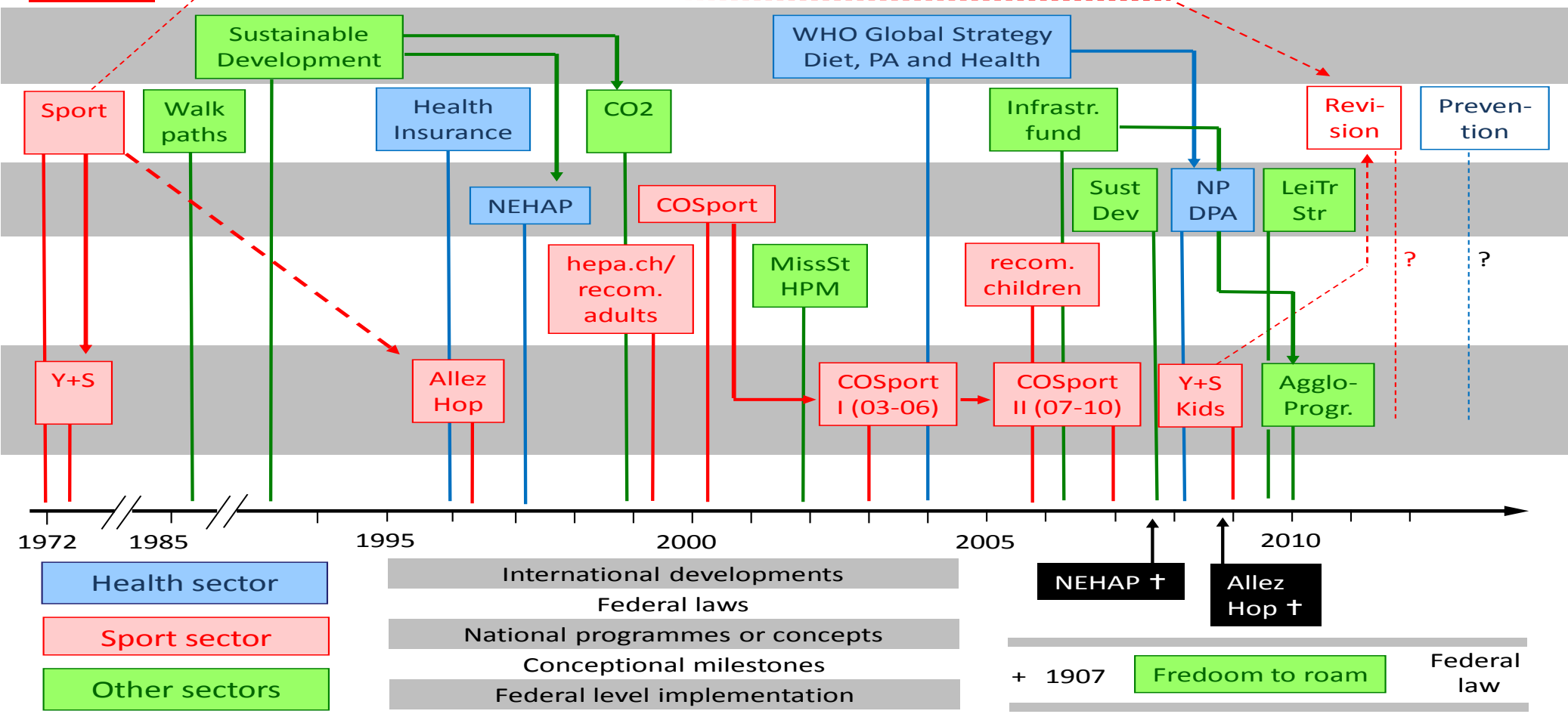
- ▶ **ENGAGE ENGAGE ENGAGE**
- ▶ **Know who they are.....**



Example: Schema of HEPA policy by sector over time within Switzerland



Overview of documents and developments



Greatest progress

- Increased political commitment
- Improved collaboration
- Consensus & PA guidelines
- Development of national surveillance system
- Objective measurement PA
- Large scale events

Remaining challenges

- Intersectoral collaboration
- Assignment of roles / responsibilities
- Coordination across different partners
- Monitoring systems: objective measurement; across all ages
- Lack of funding
- Evidence of effectiveness of interventions

Capacity Building



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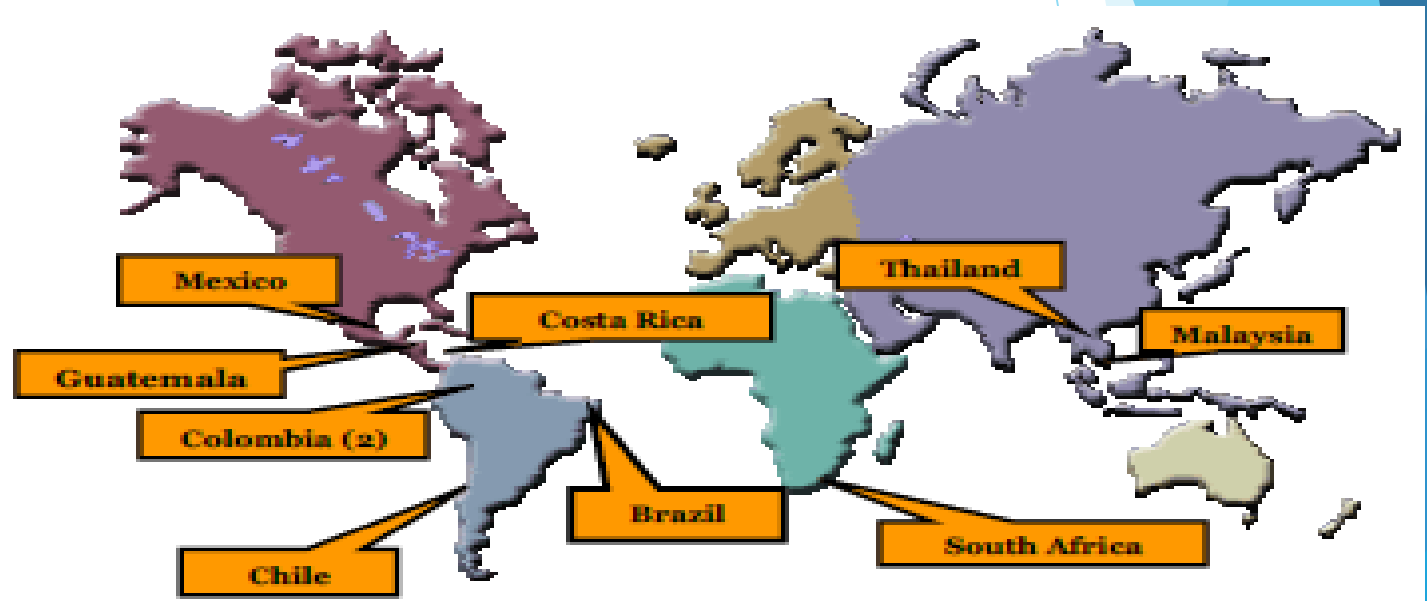
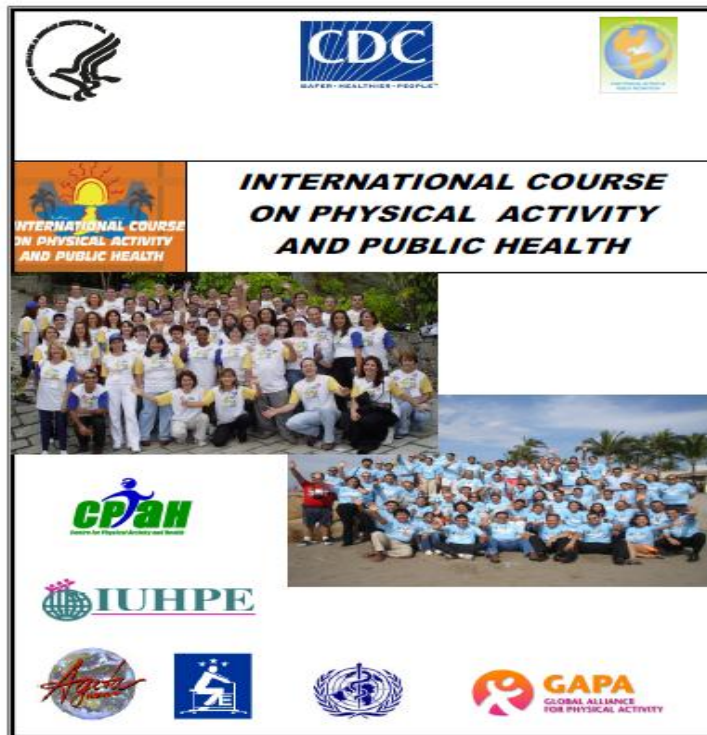
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May 24-28 2015

National Training Course for physical activity
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International Course on Physical Activity & Public Health





Colombia



Location: Cartagena
Date: April 18-21, 2005



Brazil



Location: Ilhabela, Estado de São Paulo
Date: July 5-9, 2004



Costa Rica



Location: Heredia
Date: August 22-25, 2005



Mexico



Location: Puerto Vallarta
Date: January 26-31, 2006



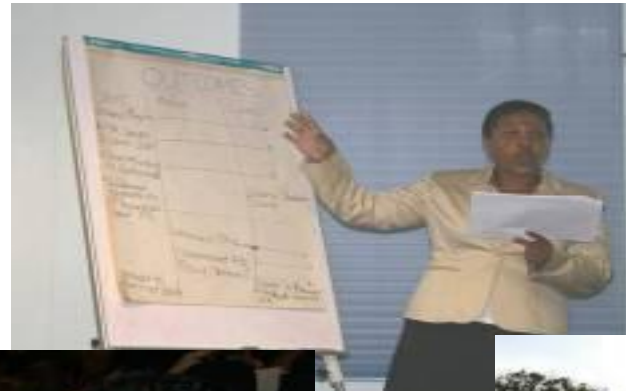
Costa Rica, 2005

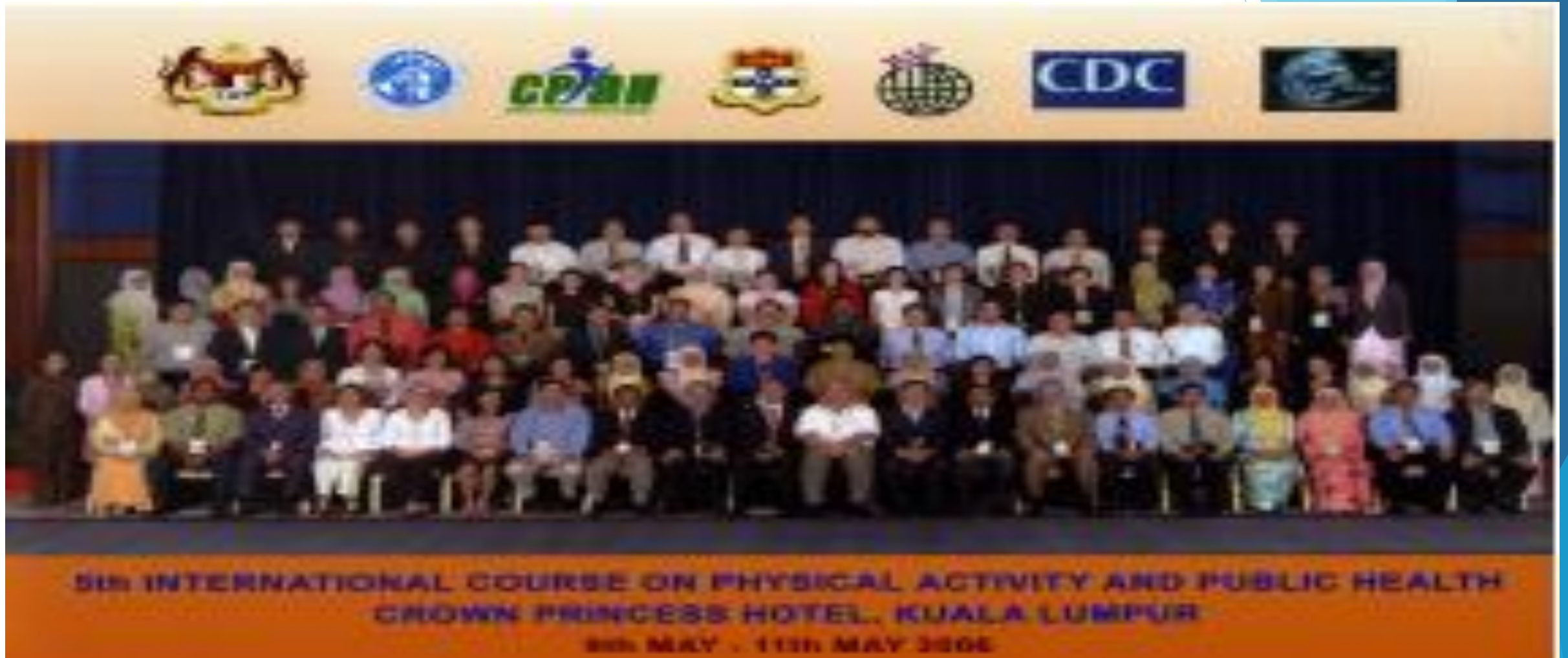


South Africa, 2007



South Africa, 2007





Malaysia



Location: Kuala Lumpur
Date: May 9-11, 2006



**9th International Physical Activity and Public Health Course
22nd - 24th August 2007
Bangkok, Thailand**



National Training Course for physical activity
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Australia and Pacific Islands, July 2008



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9th International Physical Activity and Public Health Course
22nd - 24th August 2007
Bangkok, Thailand

Thailand



Location: Bangkok
Date: August 22-24, 2007



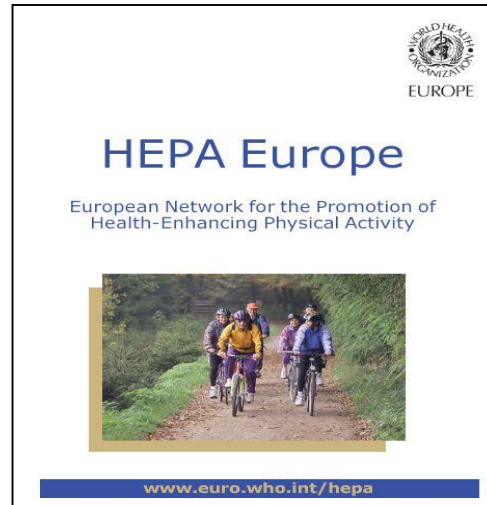
Kuwait, April 2009

Where and when next?

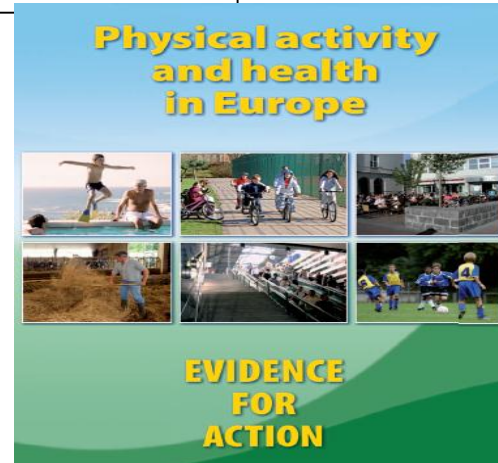
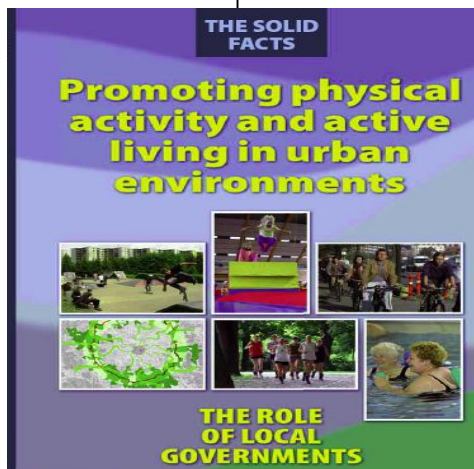


Collingwood, Canada 2006

HEPA Europe Network : a platform to support physical activity research and promotion



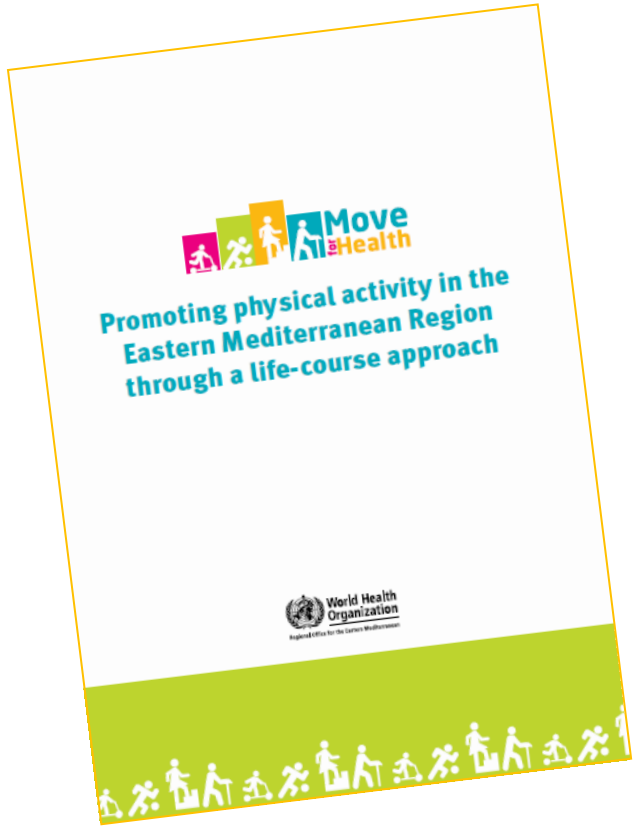
- Founded in May 2005
- promotes and disseminates innovative HEPA strategies, programmes, approaches and good practice
- Membership brings together different institutions and organizations from all over Europe
- facilitates multi-sectoral approaches
- promotes and engages in research



HEPA Europe website www.euro.who.int/hepa



Regional Level agenda on PA



الحركة صحة و بركة
مواجهة الخمول البدني أحد أولويات الصحة العمومية

الخمول البدني هو عامل الخطر الرئيسي الرابع للوفاة، إذ يتسبب في وفاة ٢.٢ مليون شخص سنوياً على مستوى العالم. يساهم الخمول البدني في ظهوره مع ارتفاع ضغط الدم، وارتفاع سكر الدم، وارتفاع نسبة الكوليسترول في الدم.

يمثل الخمول البدني مصدر قلق كبير في إقليم شرق المتوسط

يوجد كل عام ٢١٩٠٠٠ شخص يموت مبكراً بسبب الخمول البدني، يعيش منهم ٨٠٠٠ شخص في البلدان العربية الدخل، و ٢١١٠٠٠ في البلدان المنخفضة والمتوسطة الدخل.

يعدس دليل من كل ثلاثة رجال وامرأة من كل امرأتين هدراً يقل عن المستويات الدنيا الموصى بها من النشاط البدني.

لماذا بالمر الأهمية لصحة السكان

تزيد وبسمة وعافية لدى الأطفال والشباب، وتحسن نوعية الحياة، وتقلل من مخاطر الإصابة بأمراض مزمنة مثل أمراض القلب والسكري، وسرطان القولون والخصية، ويساهم في النمو الاقتصادي.

قدراً كافياً من النشاط البدني؟

من أجل الصحة الجيدة، حركتهم، ولا تتن لهم ساعة واحدة أقل من النشاط البدني، ولا تتن لهم ساعة واحدة أقل من النشاط البدني.

Physical inactivity is a public health priority

- The 4th leading risk factor for global mortality causing about 3.2 million deaths globally each year
- As serious as high blood pressure, tobacco use and high blood glucose
- Contributes to:

- 21-25% breast and colon cancers
- 27% diabetes
- 30% ischemic heart disease

Physical inactivity is a major concern in the Region

Every year, 219 000 people die early as a result of being inactive; 8000 from high-income countries and 211 000 from low and middle-income countries

The Region has one of the highest rates of physically inactive people in the world

One out of three men and one out of two women are below the minimum recommended levels for physical activity

Physical activity is critical for population health

- Promotes healthy growth and development in children and youth
- Supports healthy aging and prevents osteoporosis
- Lowers the risk of several diseases (heart disease, diabetes, colon and breast cancer)
- Prolongs life, enhances productivity and contributes to economic prosperity

Why are people not active enough?

- Inadequate knowledge about the health impact of being physically inactive
- Living environments that restrict mobility and provide no space for recreation
- Change in lifestyle with greater reliance on personal vehicles
- Inadequate public transportation
- Limited access to sports clubs
- Time constraints with overlapping life priorities
- Long working hours limiting physical activity

www.emro.who.int



Translate to Farsi

WHO & EMRO RESPONSE ON PHYSICAL ACTIVITY



Progress in EMRO on PA (within region completion of PAT)

Countries	Governance			Population based interventions		
	Designated national focal point for PA at MOH	National plan of action/program/strategy to promote PA- with a national target	Formal mechanism to collaborate with non health sectors	Celebrated world day on PA (6 th April)	Conducted at least one national PA campaign targeting adult	Conducted at least one national PA campaign targeting youth
Afghanistan						
Bahrain		Launched in 2013				
Djibouti						
Egypt						
I.R of Iran	M of Health	Under development				
Iraq		As part of NCD POA				
Jordan						
Kuwait		Under development	PA committee			
Lebanon						
Libya						
Morocco		sport policy				
Oman	M of Health	under development (advanced)	NCD committee			
Pakistan						
Palestine						
Qatar		Launched in 2014				
Saudi Arabia						
Somalia						
Sudan						
Syria	Y					Y
Tunisia						
United Arab Emirates	M of Sport					
Yemen						

High Level Forum in EMRO on Physical Activity: Developed “Call to Action” document

Physical activity

Member states actions

1. Commit to target of reducing PA by 10% by 2025
2. Integrate PA perspective in all policies
3. To establish a national, multisectoral committee or taskforce to lead/coordinate
4. Establish & implement a national multisectoral plan of action for PA
5. Identify sustainable financing mechanisms & mobilize resources
6. Build capacity and partnerships in existing workforce
7. Develop & strengthen M&E mechanisms to report progress



Dubai, UAE Feb 2014



Tabriz University
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World Health
Organization



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High Level Forum on Physical Activity: Developed “Call to Action”

ACTIONS FOR EMRO:

1. Complete Regional PA Mapping project. ✓
2. Develop guidance on developing a national policy to promote physical activity. No progress
3. Facilitate regional meetings at regular intervals to share and report progress and experiences. ✓x1
4. Support capacity building efforts in Member States. ✓ but...
5. Establish a regional physical activity advisory committee. ✓ met x1
6. Advocate for and facilitate the engagement of regional organizations. some progress



TA/Support Offered

Uptake

1

Training course on developing mass media campaigns/social marketing supported by Sydney University & WHO CC



Only 2 countries expressed interest:
Bahrain, Kuwait

2

Online course with additional distance coaching - offered worldwide by Sydney University & WHO CC



No country responded

3

Seed money to fund PA campaign



Only one country submitted proposal
(Jordan)

4

Centrally developed World PA day and PA education materials



One a few countries made use of the
materials (Iraq, Jordan, Kuwait..)



activity

fo
Tabriz/Iran

ona

Barriers / Challenges

1. Insufficient commitment / lower priority placed on physical inactivity
2. Insufficient/lack of: staff (focal points) and resources dedicated to developing country actions on physical inactivity
3. Lack of collaboration and coordination within MOH and between Ministries and Sectors on PA
4. Lack of the right supporting resources at the right time
5. Overload with other NCD actions (insufficient staff.....)
6. Inexperienced staff / new to PA - need training and more “hands on” Technical assistance
7. Other.....

Commitment
+ Resources



Adequate
Staffing



Training
+
Resources
+
Partnerships



Policies
and
Actions



The International Society for Physical Activity and Health, founded in 2009, is an international professional society for those interested in advancing the science and practice of physical activity and health



WHY JOIN ISPAH?

- A personal subscription to the **Journal of Physical Activity and Health**
- A **discounted registration** to the biennial ISPAH Congress
- Regular and interactive **updates** on physical activity and health from around the world via subscription to **GlobalPANet FREE www.globalpanet.com**
- Membership in one of the **ISPAH Thematic Councils**
- Opportunity to join one of the **ISPAH Sub-committees**
- Opportunity to join the **NEW ISPAH Early Career Network**
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- Discounted and priority access to exclusive **ISPAH educational programs**, including online seminars, training courses, webinars and podcasts



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<http://journals.humankinetics.com/jpah>

International Society on Physical Activity and Public Health

“ACTIVE LIVING FOR ALL” PEOPLE PLACE POLICY

16 – 19 November 2016, Bangkok Thailand

- **Website**
www.ispah2016.org/
- **Facebook**
www.facebook.com/ispah2016
- **Twitter**
www.twitter.com/ispah2016
- **YouTube**
<http://youtu.be/b13LYat1J00>
- **E-mails:**
secretariat@isaph2016.org



Thank you

Requirements for Effective National Action on PA



What are your next steps?

Making the case

Writing a PA plan

Allocation of resources

Implementation of the plan

Dissemination Of successes

Forming partnerships

Develop accountabilities

Monitoring & evaluation



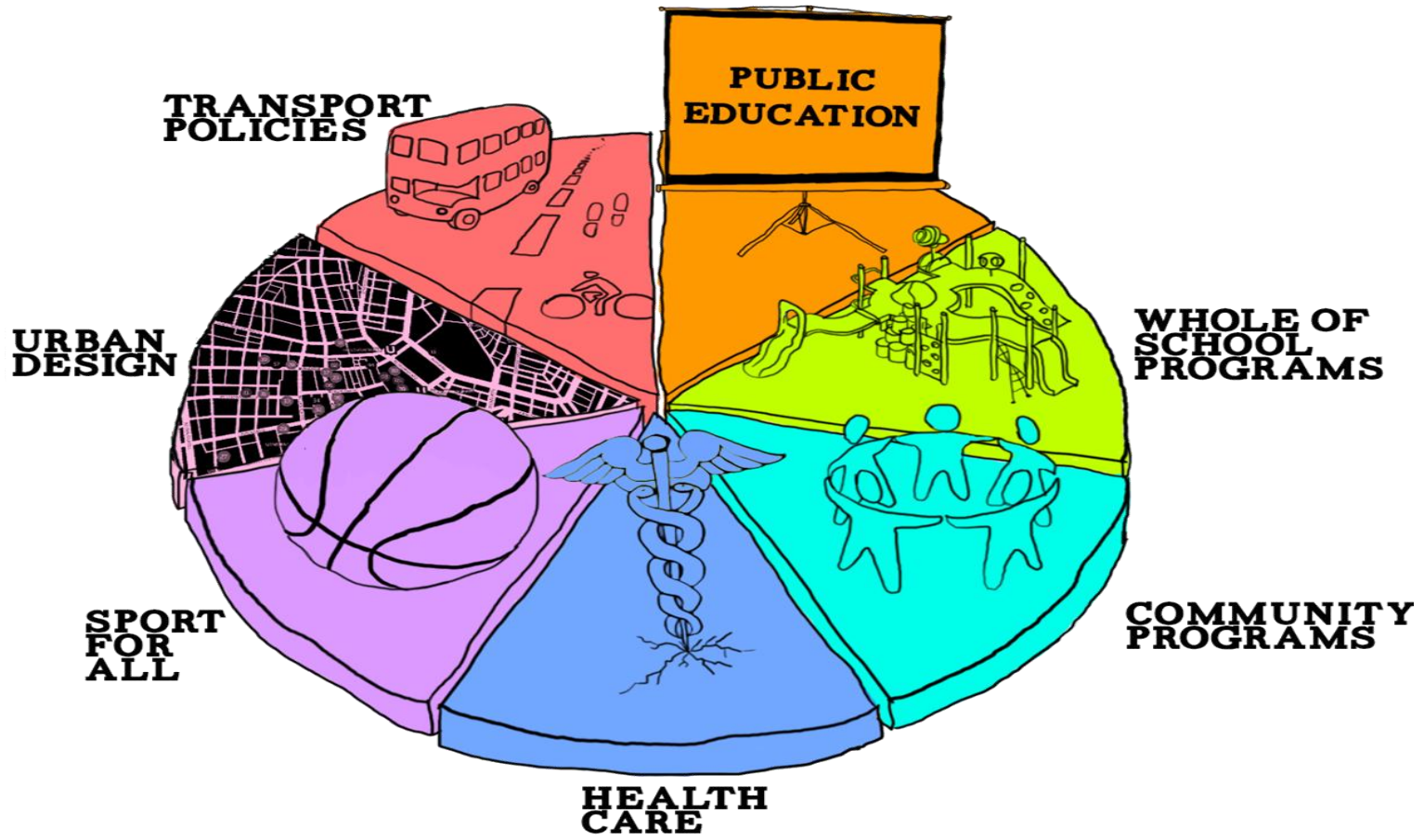
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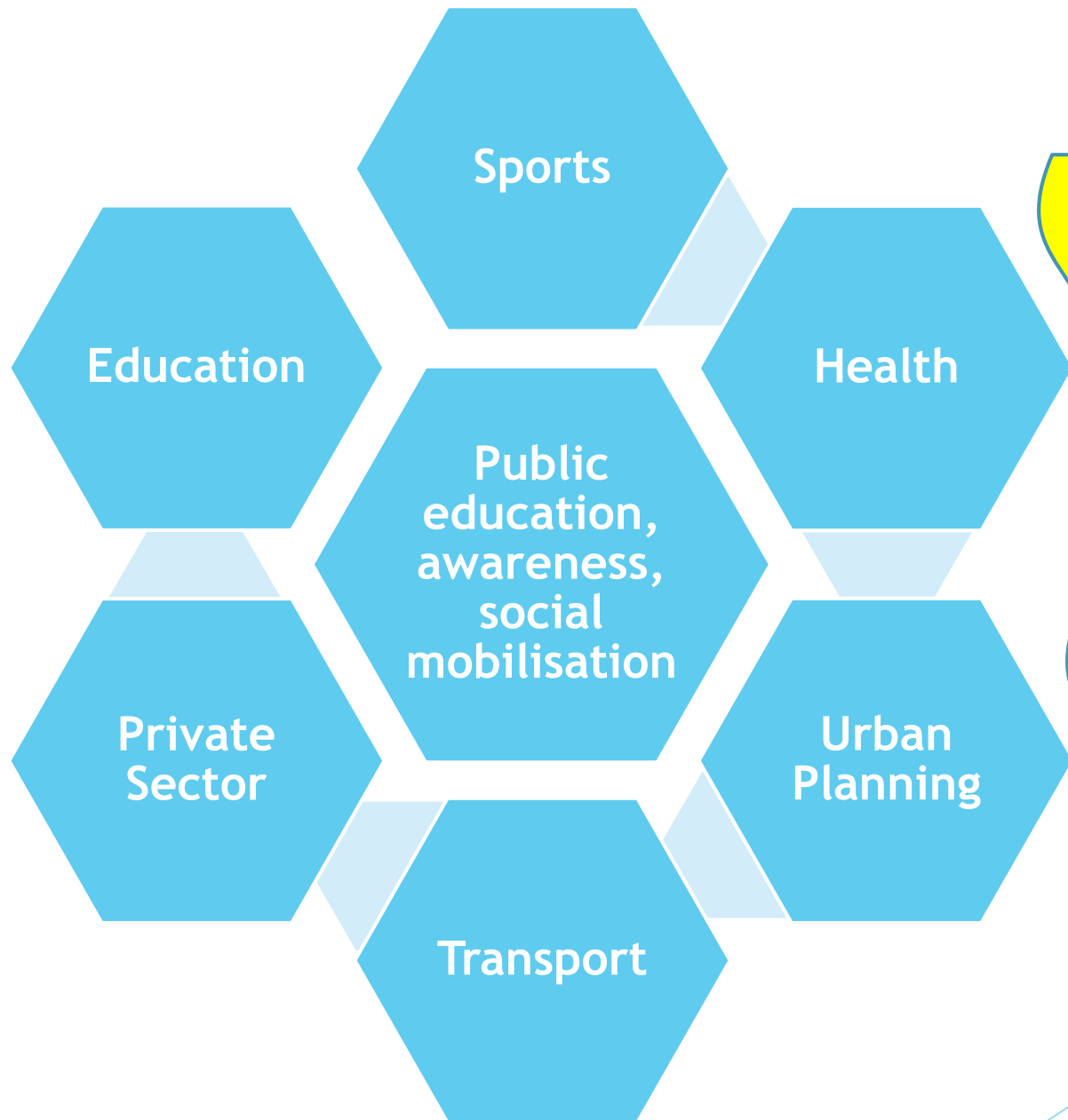


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Capacity building

Advocacy



Strategies

Implement-
ation plan

Implement-
ation plan

Implement-
ation plan

Implement-
ation plan