

SPORTVISION2012

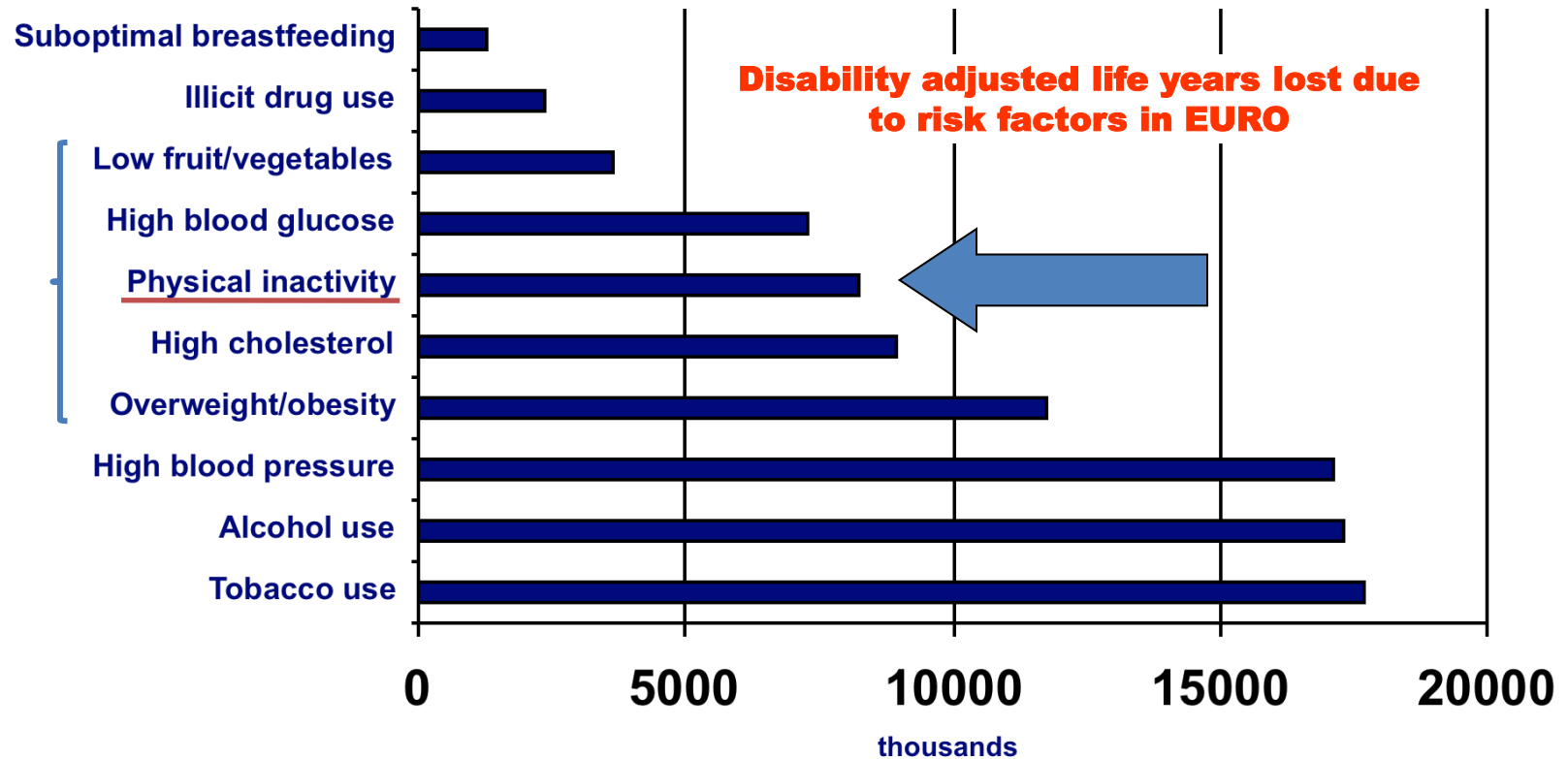
Copenhagen, 19-20 March 2012

Sport for all and health promotion

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Director, Programme Management
WHO Regional Office for Europe

What do we know about physical activity and health?

Physical inactivity is a leading risk factor for health in Europe, associated with nearly 1 million deaths/year



Source: Global Health Risks.. Geneva, World Health Organization, 2009
(http://www.who.int/healthinfo/global_burden_disease/global_health_risks/en/index.html/).

Quantification of effects of physical inactivity

Risks

- 21–25% of breast and colon cancer burden
- 27% of diabetes burden
- 30% of ischaemic heart disease burden



Physical Activity Guidelines Advisory Committee. Physical Activity Guidelines Advisory Committee Report, 2008. Washington, DC: U.S. Department of Health and Human Services, 2008.

Magnitude of benefits from reaching minimum recommendations for physical activity

- Risk reductions for:
 - 20-30% for CHD and CVD morbidity and mortality
 - Cancer risks:
 - 30% for colon cancer
 - 20% - 40% for breast cancer
 - 20% for lung cancer
 - 30% for endometrial cancer
 - 20% for ovarian cancer
 - 30% for developing functional limitations
 - 30% for premature all-cause mortality

Inactivity status in the European Region

- WHO estimates that in adults :
 - 63% are not reaching the minimum recommended level of physical activity
 - 20% of those are rated as “inactive”
 - 38% are sufficiently/highly active
- 40% of EU citizens say that they play sport at least once a week
- Citizens of Mediterranean and central European countries tend to exercise less
- 22% of 11-year old girls and 30% of boys report at least one hour of daily moderate to vigorous PA (MVPA)



Global Health Risk Report, World Health Organization, 2009
Eurobarometer 72.3. Special Eurobarometer 334: Sport and PA
Health Behaviour in School Aged Children 2005/06 Survey

Inequalities in physical activity and sport

- Existence of disparities in physical activity and sport across different social class and ethnic groups within countries in Europe
- Lower income groups, and those from ethnic minority backgrounds are most at risk for leisure time physical inactivity (-> double burden)
- The environment is an important contributor
- Significant gap in the evidence base on interventions targeting physical activity in disadvantaged groups



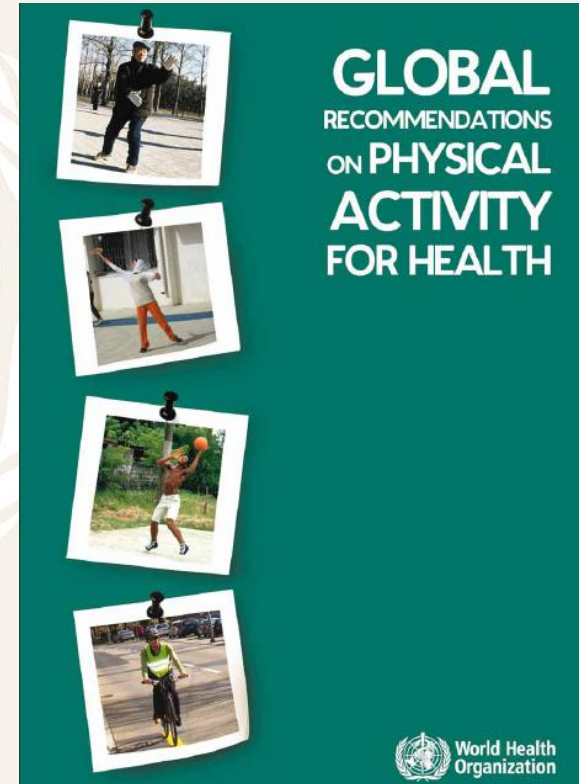
enormous potential for health promotion!

WHO Global Recommendations on Physical Activity for Health

How much physical activity do we need?

WHO 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



http://www.who.int/dietphysicalactivity/factsheet_recommendations/en/index.html

Global recommendations on physical activity

Intensity of activity

moderate



vigorous



Type of activity



Aerobic



Strength



Balance



Flexibility

How often?
How long?
How much in total?

Domains of activity

recreation



and sports



transportation



household



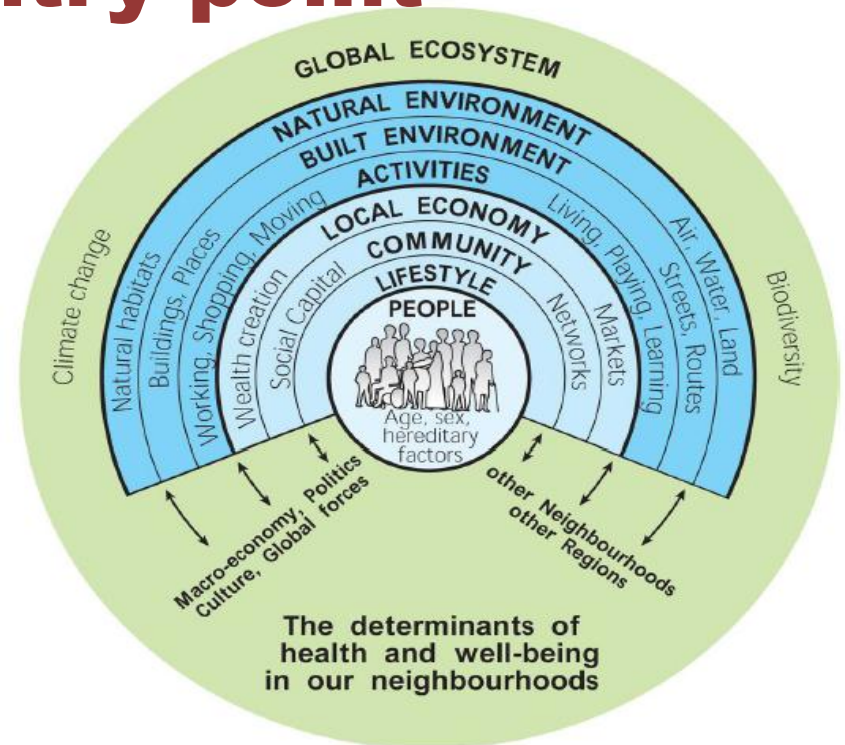
work/school



How can we reach these recommendations? -> *Sport for all* as one entry point

Sport is all forms of physical activity which, through casual or organised participation, aim at expressing or improving **physical fitness** and **mental well-being**, forming social relationships or obtaining results in competition at all levels

- Council of Europe, 2001-



Barton and Grant, 2006
(based on a concept from Whitehead and Dahlgren, The Lancet, 1991)



WHO Collaborating Centre for Healthy Cities
University of the West of England

Sport for all : the opportunities

Sport for all can address many of the domains of physical activity and inequalities as it has the potential to be:

- ✓ **Health promoting**
- ✓ **Inclusive and equitable** approach
- ✓ Targeting **all population** groups across society
- ✓ Using and **valorising existing infrastructure** (e.g. school gyms)
- ✓ **Mobilizing civil society** around positive values (inclusiveness, voluntarism)
- ✓ Aiming to **recruit new people into sport** and physical activity (not offer more to the same people)
- ✓ Promoting activities that can be **sustained throughout** life (e.g. walking and cycling)
- ✓ **Emphasising enjoyment, the health, social and environmental benefits** of sport over competition

***Sport for all* : the challenges**

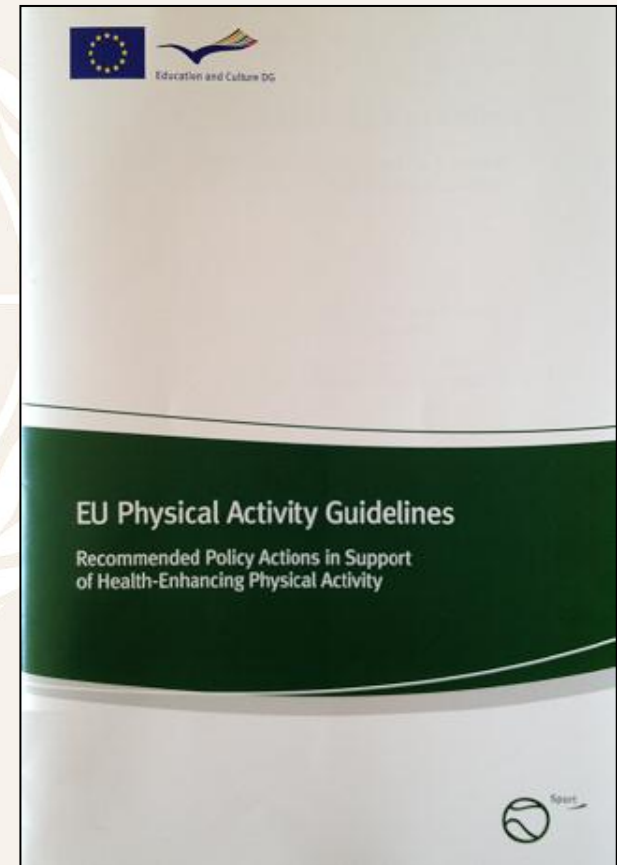
In actual implementation, *Sport for all* often faces many challenges:

- ***Competition...*** for limited resources
- **Unclear institutional responsibilities** and **levels of action**
- **Culture and social attitudes** favouring competitive sport
- **Governance of funding and financial incentives mechanisms** available for *Sport for all*

WHO Europe's policy framework and tools for action that include sport

Major developments from the EU in the promotion of sport and health-enhancing physical activity

- European Sports Charter
- EU White Paper on Sport
- EU Physical Activity Guidelines
- Lisbon Treaty
- The European Commission's Communication on sport



WHO/Europe: mandate for action

Action Plan for the Implementation of the European Strategy for the Prevention and Control of Noncommunicable Diseases 2012-2016

European Charter on Counteracting Obesity

Steps to health
A European Action Plan for Physical Activity

Parma Declaration on Environment and Health

1. We the Ministers and Representatives of Member States in the European Region of the World Health Organization (WHO) responsible for health and the environment, together with the WHO Regional Director for Europe, in the presence of the European Commissioners for Health and Consumer Policy and for the Environment, the Executive Secretary of the United Nations Economic Commission for Europe (UNECE) and the Regional Director for Europe of the United Nations Environment Programme (UNEP) have gathered in Parma, Italy from 10 to 12 March 2010 to face the key environment and health challenges of our time.

2. Building on the foundations laid in the European Environment and Health Process to date, we will intensify our efforts to implement the commitments made through previous WHO ministerial conferences, especially those set out in the Children's Environment and Health Action Plan for Europe (CHEAPE).

3. We are committed to act on the key environment and health challenges of our time. These include:

- (a) the health and environmental impacts of climate change and related policies;
- (b) the health risks to children and other vulnerable groups posed by poor environmental, working and living conditions (especially the lack of water and sanitation);
- (c) socioeconomic and gender inequalities in the human environment and health, amplified by the financial crisis;
- (d) the burden of noncommunicable diseases, in particular to the extent that it can be reduced through adequate policies in areas such as urban development, transport, food safety and nutrition, and living and working environments;
- (e) concerns raised by persistent, endocrine-disrupting and bio-accumulating harmful chemicals and (micro)plastics, and by novel and emerging toxins; and
- (f) insufficient resources in parts of the WHO European Region.

WHO EUROPEAN ACTION PLAN FOR FOOD AND NUTRITION POLICY 2007-2012

Physical activity and health in Europe

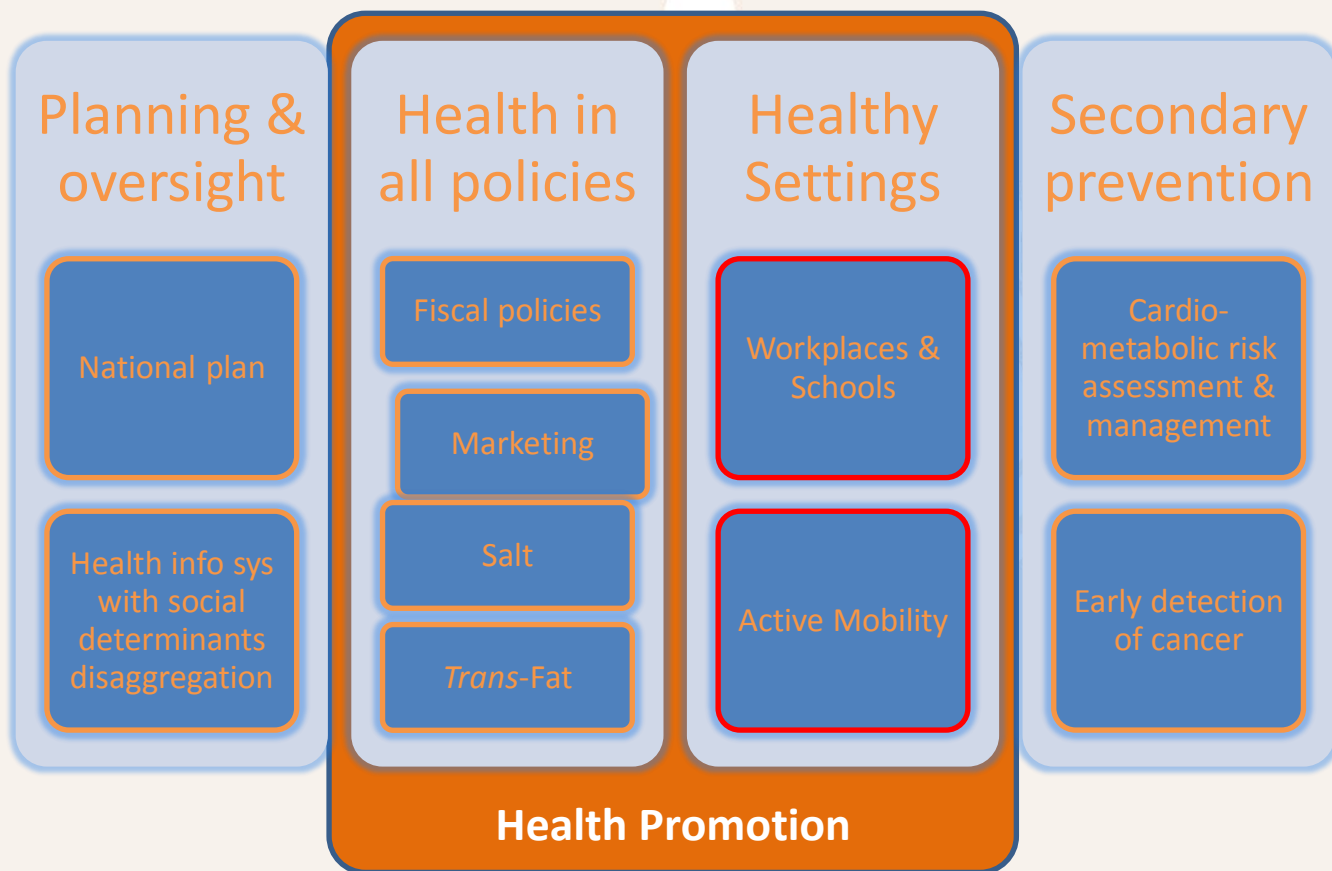
EVIDENCE FOR ACTION

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World Health Organization
REGIONAL OFFICE FOR Europe

Action Plan on NCDs 2012-2016





New European health policy: Health 2020

- [...]
- Will be informed and underpinned by a European study on **social determinants of health**
- Will position health as a critical development sector, and **make linkages with the other sectors to promote health** as a governmental responsibility under the ministry of health
- [...]




WHO Europe's: Tools for Action


 Peggy Edwards and Agis D. Tsouros
 A healthy city is an active city:



HEPA Europe
 Health Enhancing Physical Activity Network for the Promotion of Health-Enhancing Physical Activity




www.euro.who.int/hepa


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 Web site: www.euro.who.int



Healthy Cities 21st Century



THE SOLID FACTS
Promoting physical activity and active living in urban environments



THE ROLE OF LOCAL GOVERNMENTS

Transport, Health and Environment Pan-European Programme

Integration | Urban transport | Demand management | Cross-cutting issues

THE PEP Clearing House
 The Clearing House web site is in the pilot operation phase until the end of 2005.

The portal for user-friendly access to policy, legal and scientific information, as well as good practices, on Transport, Health and Environment in the pan-European region. The Clearing House was established within the Transport, Health and Environment 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](#)

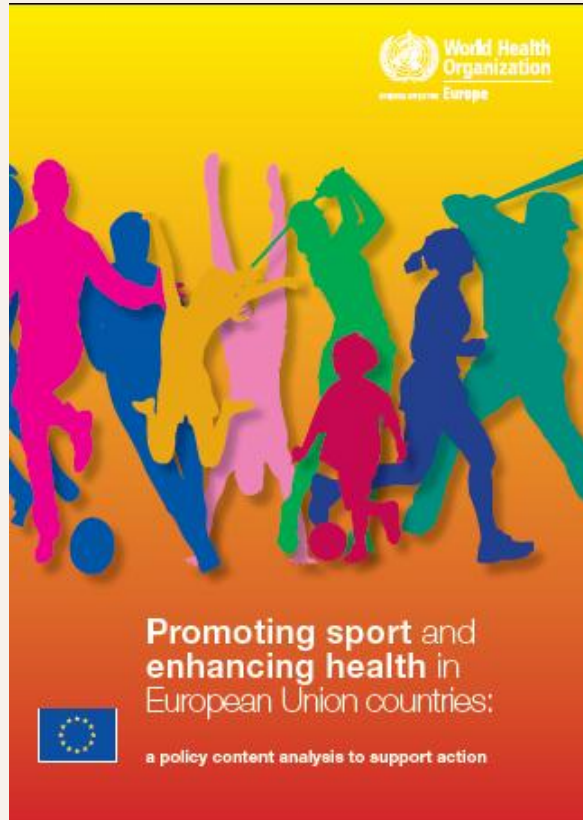
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Clean Accessible Transport for Community Health - CATCH : CATCH is a demonstration project in the European Commission's Life-Environment Programme. It supports the EC's Sixth Environmental Action Programme by promoting sustainable mobility in order to improve air quality. CATCH is being implemented in ... [more](#)
 Posted on 2005-05-18
- 
GUIDEMAPS - Successful transport decision-making : The main output of the GUIDEMAPS project has been the development of a Handbook that is designed to support the decision makers involved in local and regional transport planning in Europe. [more](#)

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Sport and health: the current policy situation in Member States and the role of the sport sector

Sport and health: what is the current policy situation in EU Member States?



- Analysis of existing sport policy documents from EU MS concluded, among others:
 - [...] Local environments crucial role ...mainly in the **local setting** that the opportunities to be physically active are provided
 - The planning of recreational sports facilities should be considered as an integral part of **urban planning**
 - Taking a **life course approach** and offering physical activity in different settings, including schools and work places...
 - **Collaboration** should take place not only among ministries but also across government levels (national, regional and local), with civil society and the voluntary and private sectors. [...]

Role of the sport sector

- **Policy making:**

- Allocate a proportion of sport funds to promoting physical activity
- Support the response to address the challenge of lack of physical activity and link to related policy initiatives
- Support provision of healthy environments and healthy choices, e.g. ensure access to facilities – for all!
- Engage and work with national and local governments



- **Advocacy, education and awareness raising:**

- Teach about the benefits of physical activity in the sport sector training programmes
- Advocate for physical activity and sport for all at professional, amateur and scholastic sporting events

Role of the sport sector

- **Sport as a tool to address societal issues:**

- Help to disseminate a culture of active leisure beyond classic sport activities
- This should be done regardless of race, social class and gender
- Use of physical activity and sport to promote healthy lifestyles, reduce violence and foster social integration

- **Community action:**

- Develop and deliver targeted community sport programmes as a means for community-wide mobilization
- Make community use of local sport facilities easy and convenient
- Organise physical activity events in the community



**Zooming in on addressing
societal challenges and PA in the
work space**

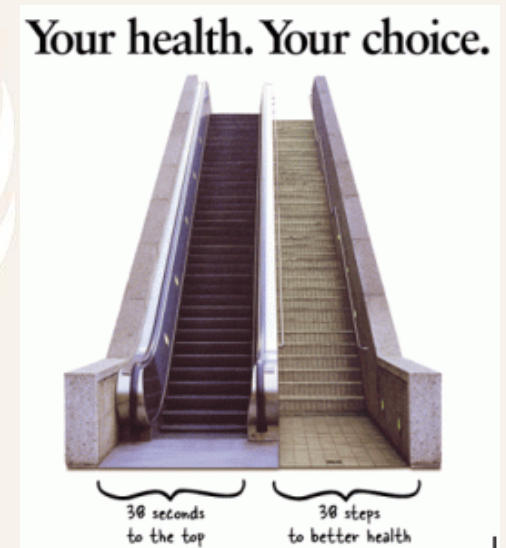
Using physical activity through sport as a solution mechanism for social challenges

- Physical activity and sport as a diversionary strategy
- Sport as a social inclusion strategy for people with disabilities
- Main guiding principles for addressing disadvantaged groups:
 - Target community involvement in all aspects of the programme
 - Cultural sensitivity
 - Ecological approach (e.g. *Well London*)



PA/sport promotion and the work environment

- The workplace is one of the most effective and efficient settings for disease prevention and control
- At work:
 - Provide company sport facilities (or subsidies), showers
 - Encourage PA/sport outside of work (company sport teams)
 - Promote use of stairs
- To and from work:
 - Mobility management with focus on promoting walking and cycling

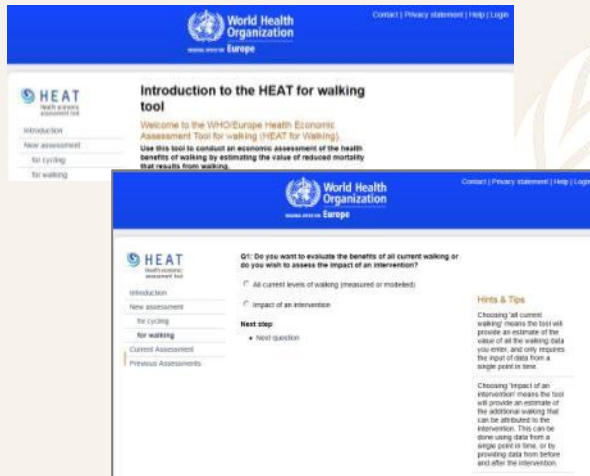


http://www.dietsinreview.com/diet_column/01/wordless-wednesday-take-the-stairs/

A contribution to the discussion

Health economic assessment tools (HEAT) for walking and cycling

How much is reduced mortality from regular walking and cycling worth?



<http://www.euro.who.int/HEAT>



Thank you!

www.euro.who.int/physicalactivity

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