

Advocacy for physical activity

3 tools from GAPA

Global Advocacy for Physical Activity: the Advocacy Council of ISPAH

- **The Toronto Charter** for Physical Activity: A global call for action
- NCD Prevention: **Best Investments** for Physical Activity
- **Postcard**: Key facts to tell everyone

Best Investments in Physical Activity

1. **Infrastructure projects**

2. **Public spaces**

3. **Workplaces**

4. **Transportation**

5. **Community centers**

6. **Healthcare**

7. **Education**

8. **Media and marketing**

9. **Policy and legislation**

10. **Research and evaluation**

Investment in physical activity infrastructure throughout the day.

NON COMMUNICABLE DISEASE PREVENTION: Investments that Work for Physical Activity

A comprehensive document by the International Physical Activity Alliance (IPAA)

Physical activity is the best investment for preventing non-communicable diseases (NCDs). It is a cost-effective, evidence-based, and sustainable strategy that can be implemented in all countries. The document provides a comprehensive overview of the evidence and actions needed for national action on physical activity.

The document is organized into four main sections:

- Section 1: The Evidence Base** - This section provides a comprehensive overview of the evidence on the benefits of physical activity for NCD prevention. It covers a wide range of NCDs, including cardiovascular disease, cancer, diabetes, and mental health. The evidence is presented in a clear and concise manner, making it accessible to a wide range of stakeholders.
- Section 2: The Policy and Legal Framework** - This section discusses the role of policy and legislation in promoting physical activity. It provides a comprehensive overview of the current policy and legal framework in various countries and identifies key areas for improvement.
- Section 3: The Role of Different Sectors** - This section discusses the role of different sectors in promoting physical activity. It covers a wide range of sectors, including government, education, health, and the private sector. The document provides a comprehensive overview of the current role of each sector and identifies key areas for improvement.
- Section 4: Recommendations for National Action** - This section provides a comprehensive overview of the actions needed for national action on physical activity. It covers a wide range of actions, including policy and legislation, infrastructure, and community-based programs. The document provides a comprehensive overview of the current state of each action and identifies key areas for improvement.

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

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 healthy 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 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 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.uk | IPAA, 2019 and 2020
2 | International Physical Activity Alliance (IPAA)

PREVENTION OF NCDs: Why Physical Activity?

Physical inactivity is the fourth leading cause of deaths due to non-communicable diseases (NCDs) worldwide. Increasing population-wide participation in physical activity 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.

Two key documents provide a summary of the evidence and the actions needed for national action on physical activity:

The Toronto Charter for Physical Activity: A global call for action (May 2019) - A concise summary of the call for national action on physical activity. A framework for action relevant to all countries. Access at www.globalpa.org.uk



NCD Prevention: Investments that Work for Physical Activity (Feb 2021) - 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.uk



Physical Activity for Better Health, and Prevention of NCDs

GAPA

Physical activity is the best investment for preventing non-communicable diseases (NCDs) worldwide. Increasing population-wide participation in physical activity 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.

Physical Activity and Health: GAPA aims to support global and national governments and mandated entities to support physical activity. For more information on physical activity please visit GAPA.org.uk



Available at www.globalpa.org.uk



Making the Case

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 physically active are more healthy and 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.

Physical activity – a powerful investment in people

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 for people interested in promoting physical activity, including health, transport, environment, and urban planning, as well as government, civil society and the private sector.

Why a Charter on Physical Activity?

Guiding principles for a population-based approach to physical activity

Physical activity – a powerful investment in people

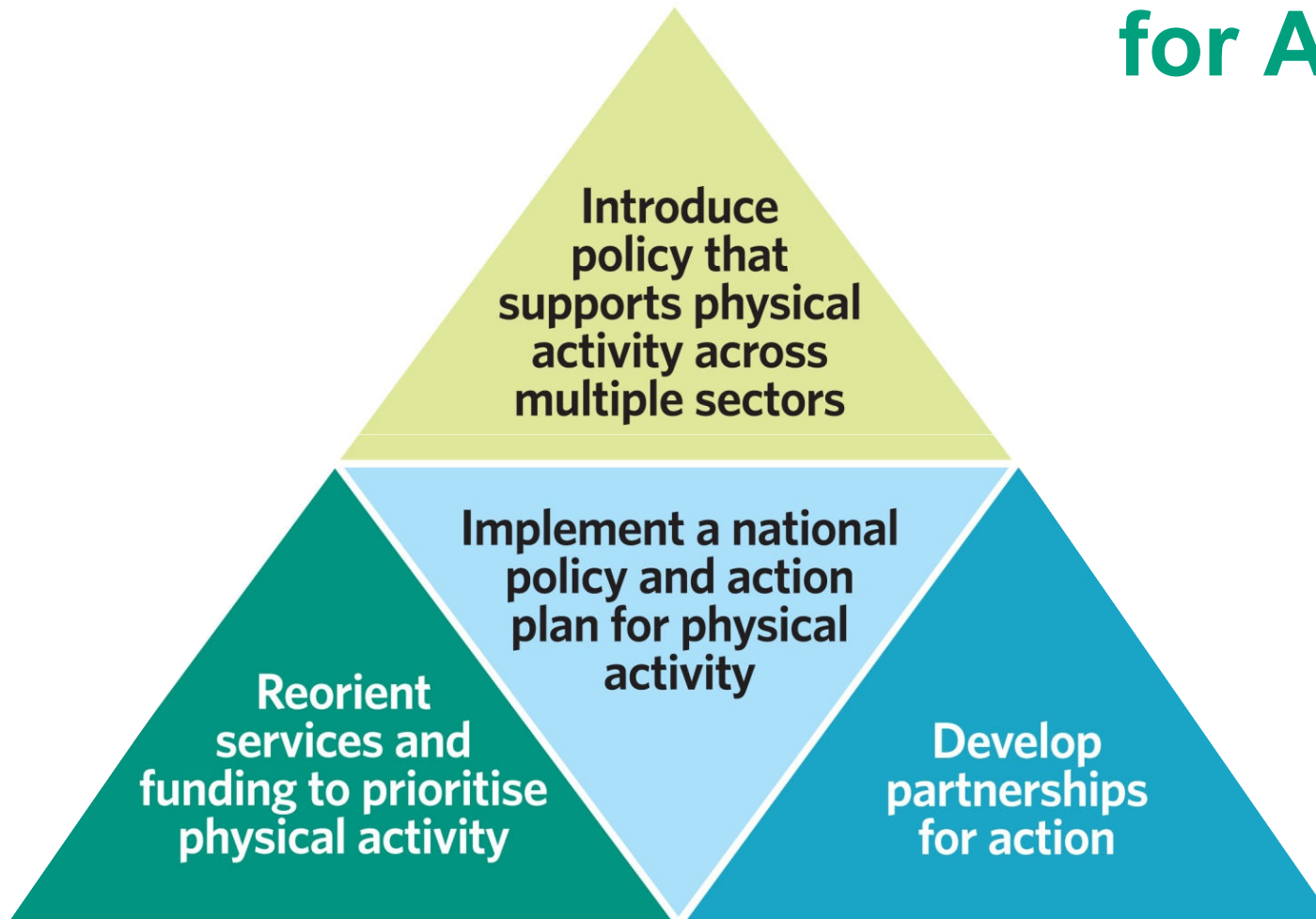
Throughout the world, technological advances and automobile-focused community design have engineered much physical activity out of daily life. Busy lifestyles, competing priorities, changing family structures and lack of social connectedness may also be contributing to increasing the prevalence of sedentary lifestyles, which in turn is contributing to the health, social and economic costs of chronic disease.

A framework for action

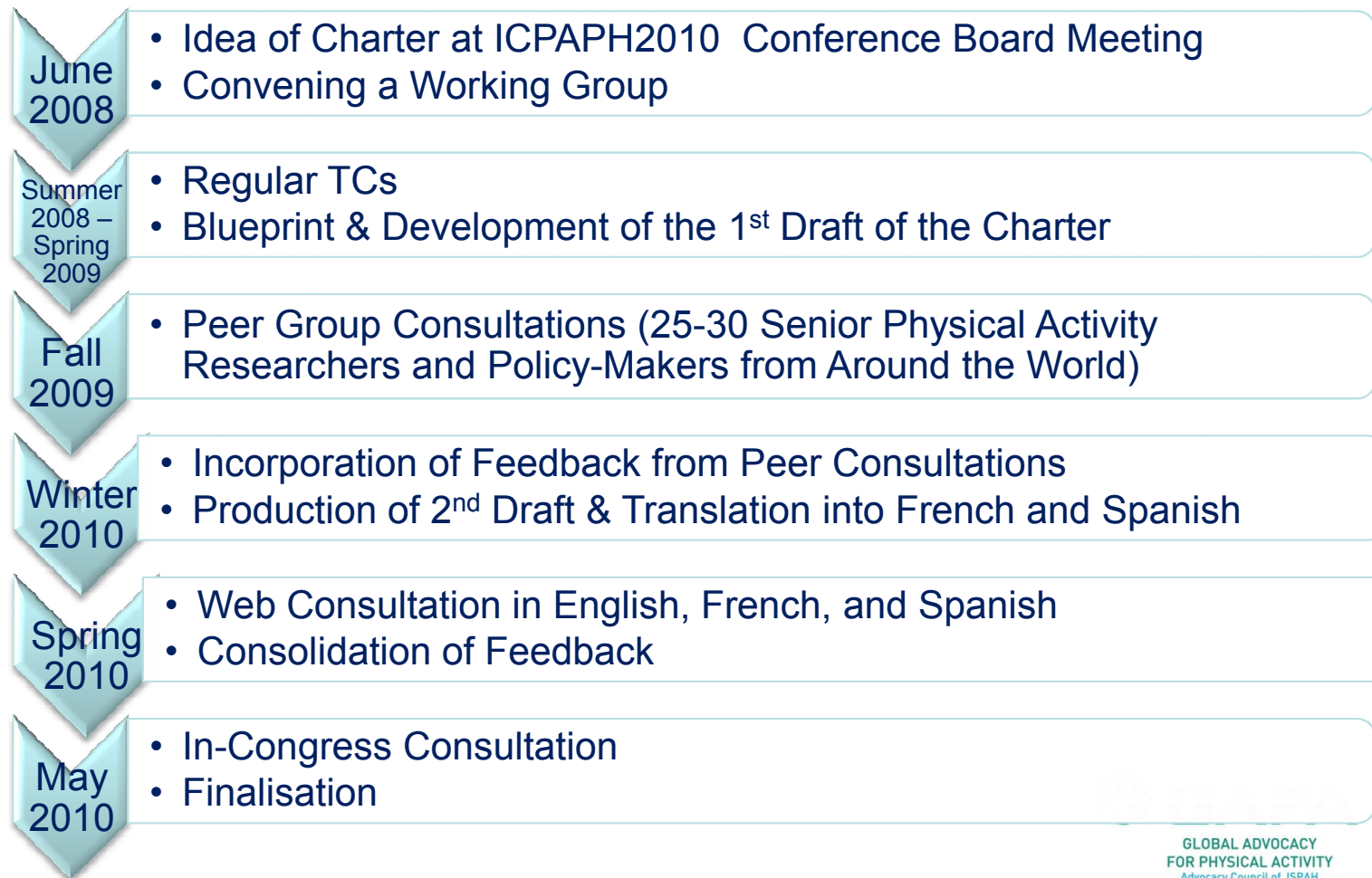
A call to action

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.

A Framework for Action



A stepped approach



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

Available at www.globalpa.org.uk



Dissemination and Support for the Toronto Charter

- Over 2500 people have downloaded the English version of the Charter
- Almost 400 people have downloaded the Charter in other languages
- 550+ individuals & over 120 organisations from 58 countries have registered “support” for the Charter
- Visit www.globalpa.org.uk to register YOUR support

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

7 Investments that work for physical activity

1. **Whole-of-school'** programs
2. **Transport policies** and systems that prioritise walking, cycling and public transport
3. **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
4. Physical activity and NCD prevention integrated into **primary health care** systems
5. **Public education**, including mass media to raise awareness and change social norms on physical activity
6. **Community-wide programs** involving multiple settings and sectors & that mobilize and integrate community engagement and resources
7. Sports systems and programs that promote '**sport for all**' and encourage participation across the life span


United Nations High Level Meeting on NCD Prevention



Good, but not enough.....

**Mobilize
Mobilize
Mobilize**

PREVENTION OF NCDs: Why Physical Activity?



Physical inactivity is the fourth leading cause of deaths due to non-communicable disease (NCDs) worldwide. Increasing population-wide participation in physical activity is a major health priority in most high and middle income countries and is a rapidly-emerging priority in lower income countries. There is the need for countries experiencing rapid social and economic transitions. There is the need to invest in strategies, programs and supportive environments that inform, motivate and communities to be active in ways that are safe, accessible and enjoyable across health, environment, transport, sport, culture and the economy.

Two key documents provide a summary of the evidence and the action on physical activity:

- The Toronto Charter for Physical Activity: A global call for action (May 2010) – A concise summary of the case for national action on physical activity. A framework for action relevant to all countries. Access at www.globalpa.org.uk
- NCD Prevention Work for Physical Activity – Seven specific actions that are the physical activity and access

**Consistent
messages**

Act Now on Physical Activity for Better Health, Wellbeing and Prevention of NCDs



KEY MESSAGES FROM GAPA

1. There is **enough evidence** on health and other benefits of physical activity to **act now**.
2. We have **global physical activity guidelines** based on international scientific **evidence and consensus**.
3. We can **measure** and have tested tools to assess **population levels** of physical activity
4. We know **inactivity is an increasing problem** in **BOTH** high-income countries (HIC) and low and middle-income countries (LMIC), particularly in countries experiencing rapid urbanization
5. We have **solutions** – across different settings and these require cross sector partnerships
6. **All countries can and should increase their action** to increase physical activity **across the life span**, particularly in the LMIC context.
7. **It works** – we have **examples** of effective large scale national strategies on physical activity in the LMIC context.

GAPA is the Advocacy Council for the International Society of Physical Activity and Health. GAPA aims to support an increase in commitment to national level action on physical activity and encourage governments and interested parties to develop, disseminate and implement policies, programmes, services to support physical activity.

For more information on the evidence and actions on physical activity please visit GAPA at www.globalpa.org.uk or email info@globalpa.org.uk

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agenda

Membership subscription to ISPAH
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