WHO Mission:
Promote health – Keep the world safe – Serve the vulnerable

Triple Billion Goals

Director General Dr Tedros
Target 3.4:

By 2030, reduce by one-third pre-mature mortality from non-communicable diseases (NCDs) through prevention and treatment, and promote mental health and wellbeing.
NONCOMMUNICABLE DISEASE IS LEADING CAUSE OF DEATH AND A GLOBAL HEALTH PRIORITY

71% of all deaths are due to Noncommunicable diseases (NCD’s)

41 Million deaths each year are due to NCDs

15 Million are premature deaths each year (between ages of 30-70 years)
Resolution adopted by the General Assembly on 10 October 2018

73/2. Political declaration of the third high-level meeting of the General Assembly on the prevention and control of non-communicable diseases

Control of non-communicable diseases is inadequate and that the level of progress and investment to date is insufficient to meet target 3.4 of the Sustainable Development Goals and that the world has yet to fulfil its promise of implementing, at all levels, measures to reduce the risk of premature death and disability from non-communicable diseases.
FOUR NON-COMMUNICABLE DISEASES & FOUR RISK FACTORS

<table>
<thead>
<tr>
<th>Noncommunicable diseases</th>
<th>Causal risk factors</th>
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<tbody>
<tr>
<td></td>
<td>Tobacco use</td>
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<tr>
<td>Heart disease and stroke</td>
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<tr>
<td>Diabetes</td>
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<tr>
<td>Cancer</td>
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<tr>
<td>Chronic lung disease</td>
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</tbody>
</table>
BENEFITS OF PHYSICAL ACTIVITY

MORE IS BETTER

ANY IS BETTER THAN NONE

RECOMMENDED MINIMUM AMOUNT

Lee et al. The Lancet, 2012
BENEFITS OF PHYSICAL ACTIVITY

- Healthy growth and development
- Improving fitness
- Improving self-esteem
- Social and communication skills
- Improve mental health
- Improve learning
Globally, 28% of adults do not meet recommended levels of physical activity. Globally, 81% of adolescents do not meet recommended levels of physical activity.
GLOBAL TREND IN PHYSICAL INACTIVITY IN ADULTS 2001-2016: BY MEN AND WOMEN

Source: Guthold et al., Lancet Global Health, 2016
GLOBAL LEVELS OF PHYSICAL INACTIVITY IN ADULTS (2016):
BY SEX AND REGIONAL GROUPINGS

NEW DATA FOR YOUTH VERY SOON

GLOBAL AVERAGE

% not meeting recommendations

0 5 10 15 20 25 30 35 40 45 50

Latin America and Caribbean
High-income Western countries
High-income Asia Pacific
South Asia
Central Asia, Middle East, North Africa
Central and Eastern Europe
Sub-Saharan Africa
East and South East Asia
Oceania

Source: Guthold et al., Lancet Global Health, 2018
GLOBAL TREND IN PHYSICAL INACTIVITY BY INCOME:

PHYSICAL ACTIVITY BY WORLD BANK INCOME GROUPS: 2001-2016

Source: Guthold et al., Lancet Global Health, 2018
CALL FOR NEW ACTION PLAN ON PHYSICAL ACTIVITY

• Use latest science
• Link with SDGs
• Provide a ‘road map’ for action to accelerate action
A ROAD MAP FOR ACTION FOR ALL COUNTRIES

GOAL TO REDUCE PHYSICAL INACTIVITY

BY 2025
10%

BY 2030
15%

There are many ways to be active – walking, cycling, sport, active recreation, dance and play - and many policy opportunities to increase participation.

Website: www.who.int/lets-be-active/en/
FOUR ACTION AREAS: 20 POLICY RECOMMENDATIONS

1. CREATE ACTIVE SOCIETIES
   SOCIAL NORMS AND ATTITUDES

2. CREATE ACTIVE ENVIRONMENTS
   SPACES AND PLACES

3. CREATE ACTIVE PEOPLE
   PROGRAMMES AND OPPORTUNITIES

4. CREATE ACTIVE SYSTEMS
   GOVERNANCE AND POLICY ENABLERS

Total
20 Policy Actions
5 POLICY RECOMMENDATIONS

STRATEGIC OBJECTIVE
Create and maintain environments that promote and safeguard the rights of all people, of all ages, to have equitable access to safe places and spaces, in their cities and communities, in which to engage in regular physical activity, according to ability.
URBAN AND CITY PLANNING AND TRANSPORT SYSTEMS DEFINE OUR CITY AND SHAPE WHERE AND HOW WE LIVE
URBAN DESIGN CAN ENABLE OR HINDER HEALTHY LIVING:

“WALKABILITY” INDEX

Residential Density + Road Network Connectivity + Land Use Mix

2x more likely to walk

PARKS MATTER: ACCESS AND QUALITY

Inequalities of Access: Distribution of parks across cities

- Low
- High
STRATEGIC AREA 2: KEY POLICY ACTIONS
CREATE BETTER PLACES FOR PEOPLE

Designing better cities and for active mobility for all ages

Using public Infrastructure for active, recreation
FOUR ACTION AREAS: 20 POLICY RECOMMENDATIONS

1. CREATE ACTIVE SOCIETIES
   - Social Norms and Attitudes
   - Total 4 Policy Actions

2. CREATE ACTIVE ENVIRONMENTS
   - Spaces and Places
   - Total 5 Policy Actions

3. CREATE ACTIVE PEOPLE
   - Programmes and Opportunities
   - Total 6 Policy Actions

4. CREATE ACTIVE SYSTEMS
   - Governance and Policy Enablers
   - Total 5 Policy Actions

Total 20 Policy Actions
PROGRAMS AND OPPORTUNITIES FOR ALL CHILDREN AND ALL ABILITIES
STRATEGIC OBJECTIVE
Create and strengthen leadership, governance, multi-sectoral partnerships, workforce, advocacy, research and information systems across sectors to achieve excellence in resource mobilization and implementation of coordinated international, national and subnational action.
A ‘W H O L E  
S Y S T E M S’
A P P R O A C H  
 T O  P H Y S I C A L  
A C T I V I T Y
We must get the world moving. It will take political commitment at the highest level, and action from all sectors, in a coordinated way.
<table>
<thead>
<tr>
<th></th>
<th>ACTIVE MOBILITY</th>
<th>PLAY / ACTIVE RECEPTION</th>
<th>SPORT</th>
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</thead>
<tbody>
<tr>
<td>ENVIRONMENTS</td>
<td>✅</td>
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<tr>
<td>GOVERNANCE</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>CULTURAL NORMS / VALUES</td>
<td>✅</td>
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</table>
GLOBAL GOVERNANCE
NEW - WHO RECOMMENDATIONS FOR UNDER 5 YEARS

**PHYSICAL ACTIVITY**
- For better health, infants under 1 year should have each day:
  - at least 30 minutes

- For better health, children 1-2 years:
  - at least 180 minutes

- Children 3-4 years:
  - at least 180 minutes
  - of which at least 60 minutes moderate to vigorous

**SEDENTARY SCREEN TIME**
- 0 minute

**GOOD QUALITY SLEEP**
- 14-17 hours (0-3 months of age)
- 12-16 hours (4-12 months of age)
- 11-14 hours (1 year of age)
- 10-13 hours (2 years of age)

GUIDELINES ON PHYSICAL ACTIVITY, SEDENTARY BEHAVIOUR AND SLEEP FOR CHILDREN UNDER 5 YEARS OF AGE
GLOBAL GOVERNANCE: UPDATING GLOBAL GUIDELINES

- PHYSICAL ACTIVITY
- SEDENTARY BEHAVIOURS

Youth (6-17 years)
Adults (<65 years)
Older adults (65+)
Special Populations:
  • Chronic Disease
  • Pregnancy
  • Impairment

Global Guideline Development Group

Anticipated launch is Nov 2020
GLOBAL MONITORING FRAMEWORK

**Policy Objectives**

**Recommended Actions**

**Indicators of Implementation**

**PROCESS**
What actions has been done?

**OUTCOME**
What has changed?

**IMPACT**
Was the target met?
GLOBAL MONITORING INDICATOR SET

GLOBAL INDICATORS
All countries
Monitored and reported by WHO
Mandated by WHA71 12.6 to report in 2021, 2026 & 2030

NATIONAL INDICATORS
Global indicators ‘plus’
Expanded set of additional &/or more granular indicators
Collected and reported by individual country or Regions

CITY LEVEL INDICATORS
National indicators ‘plus’
Suitable & feasible for city level with alignment to national and global
Expanded &/or more granular indicators
Collected by cities / countries
TOOLS FOR ACTION
ACTIVE: GLOBAL ‘HOW TO’ TOOLS FOR 20 POLICY ACTIONS

IMPLEMENTATION GUIDES FOR POLICY AREAS

Resources available at www.who.int/lets-be-active/en/

Under development – due by end 2019
REGULATION
Leverage to move from ‘maybe’ to ‘must’
Guidance on what *could* be done

Regulation and Legislation to require it *must* be done
PARTNERSHIPS FOR ACTION
EXAMPLES OF DEVELOPING COLLABORATIONS
EXAMPLES OF DEVELOPING COLLABORATIONS

INTERNATIONAL OLYMPIC COMMITTEE

FIFA

For the Game. For the World.

FEDERATION INTERNATIONALE DE GYMNASTIQUE

WORLD FEDERATION SPORTING GOODS INDUSTRY

PARIS 2024

IAAF Athletics

FINA

FÉDÉRATION INTERNATIONALE DE NATATION

IHRSA

Success By Association
Thank you

Resources available at www.who.int/lets-be-active/en/

Contact: bullf@who.int