



ANNUAL GLOBAL MOVE FOR HEALTH INITIATIVE:

A CONCEPT PAPER

**WORLD HEALTH ORGANIZATION
NONCOMMUNICABLE DISEASES AND MENTAL HEALTH
NONCOMMUNICABLE DISEASE PREVENTION
AND HEALTH PROMOTION**



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1. Background

- The organization by WHO Member States of an “Annual Move for Health Day” was recommended by **Resolution WHA55/23 on Diet, Physical Activity and Health** of the 55th World Health Assembly (May 2002), following the successful World Health Day 2002 on Move For Health. The main event was then celebrated in Sao Paulo, Brazil, with the participation of the Director-General of WHO in recognition of the outstanding “Agita Brazil” Campaign to promote physical activity and healthy behaviours. The event generated great enthusiasm and wide support to the concept.
- The Resolution “**Urges Member States to celebrate a ‘Move for Health’ day each year to promote physical activity as essential for health and well being**”.
- This recommendation is strongly backed by findings of the **2002 World Health Report on “Reducing Risks, Promoting Healthy Living”**, which lists physical inactivity among the main risks contributing to noncommunicable disease (NCD) global morbidity and mortality. Overall physical inactivity is estimated to cause 1.9 million deaths (in 2000) and 19 million disability adjusted life year (Daly) losses annually, and about 15-20% of cases of ischaemic heart disease, diabetes and some cancers.
- Physical Inactivity influences the global burden of disease either directly or through its impact on other major risks, in particular high blood pressure, high cholesterol, and obesity. Tobacco use and poor diet, along with physical inactivity, are also major risk factors for chronic disease.
- Although physical inactivity does not cause poor mental and psychological health, it is known that participation in physical activity can reduce levels of stress, anxiety and symptoms of depression among those individuals with these conditions
- Worldwide, it is estimated that **over 60% of adults are simply not active enough to benefit their health**. Physical activity declines significantly with age from adolescence. **Physical activity and physical education are declining in schools. Physical Inactivity is generally higher among girls and women. The overall inactivity trend is worse in poor urban areas.**
- **The Move for Health Initiative is driven by countries. For its implementation, Member States need cooperation and support** from WHO, which has a pivotal leading and coordination role in this endeavour, as well as from all concerned partners, national and international, in particular other concerned UN Agencies, Sport Organizations, NGOs, Professional Organizations, relevant local leaders, Development Agencies, the Media, Consumer Groups and Private Sector. The Special Advisor of the United Nations Secretary General on Sport for Development and Peace, the International Olympic Committee, Several Sport Organizations and Federations, like FIFA, and many other partners already expressed their support to the Move for Health Initiative.
- A series of consultations on the Move for Health Day/Initiative were undertaken in the last quarter of 2002 during meetings and global events involving many partners and representatives of Member States. The main purpose was to discuss ways and means of organizing the Initiative and supporting it globally and within Member States. Among main partners consulted were: WHO Collaborating Centres, UN Agencies, International Olympic Committee (IOC), Agita Mundo (Celafiscs, Sao Paulo, Brazil), International Council for Sport Sciences and Physical Education (ICSSPE), Trim and Fitness Sport for All Association (TAFISA), World Federation of Sports Goods Industry (WFSGI), the

General Association of International Sport Federations (GAISF), World Heart Federation (WHF).

- **A strong national and local political commitment and support is an essential prerequisite** for the launch and or strengthening and sustainability of any move for health initiative at country level. Such political support at country level would also facilitate global implementation. In addition to people themselves, governmental agencies and development sectors, civil society including NGOs, political and professional organizations, relevant private sector and all other concerned stakeholders within society have a role to play in support of the Initiative.
- **“Move for Health 'Initiative'”: The Move for Health Day should be considered as part of a larger “Move for Health Initiative” linked to an on-going process/ movement to promote physical activity within the world population** throughout the year in the context of an integrated approach to the prevention of NCDs, Health Promotion and Socio-economic Development. It will be a Global Partnership-based Initiative which involves and needs to be associated with other related health, sport, education, environmental and cultural days, events and activities at national and international levels.
- "Move for Health" will serve as an umbrella for countries to continue relevant activities for promoting physical activity and healthy behaviour/lifestyles. The Day should serve also as a trigger to develop/ promote national policy and programmes on physical activity within countries and communities.
- In this context, a wide range of activities can be undertaken, such as formulation of a policy and a strategic plan to increase population participation in physical activity and sport for all; strengthening physical activity / physical education and sport for young people in and out of schools; organization of periodic walking, cycling and leisure sport campaigns in the community; development of parks and open space where population can practice enjoyable physical activities; organization of physical activity programs in health institutions within integrated interventions which include healthy diet and healthy lifestyles; promotion of streets free from cars; raising public awareness about priority issues related to health (diet/nutrition, no tobacco use, NCDs, AIDS, malaria, TB) and development (poverty reduction, social integration, reduction of violence) through sport; promotion of physical activity and related healthy behaviours at the workplace.

2. Slogan

MOVE FOR HEALTH (translated into 63 languages), with a subtitle covering the yearly selected sub-theme.

3. Scope

MOVE FOR HEALTH refers particularly to the need for daily amounts of cumulative moderate to vigorous physical activities of any type that each individual can perform anywhere to improve health. In addition, it refers to how individuals, communities and nations can promote their health and well being through healthy lifestyles.

4. Aims

- facilitate the development of sustained national and local physical activity initiatives, policies and programmes;

- increase regular physical activity practices in the population, men and women of all ages and conditions, in all domains (leisure time, transport, work) and settings (school, community, home, workplace);
- increase participation in physical activity through sports organizations, events and other socio-cultural forums; and,
- promote healthy behaviours and lifestyles and address health-related issues through sports and physical activity such as no tobacco use, healthy diet, reduction of violence, stress and social isolation.

5. Message Framework

a. Permanent message: **to promote physical activity (everyday, everywhere)**

- in all its domains (leisure, work and transport) and in all life settings (e.g. school, community, workplace, home, etc.);
- for its numerous direct health effects (prevention of disease, promotion of physical, mental and social health);
- as means for achieving other health and social objectives such as healthy lifestyles (tobacco free, healthy diet, etc), prevention of other diseases and social problems (AIDS, violence, etc), and promotion of development and peace; and,
- as a synergetic effort to complement other national and local actions such as urban design/planning, transport policy, urban safety and the development of sport/recreational facilities, particularly through the “Healthy Municipality” approach.

b. Core message

At least 30 minutes of cumulative moderate physical activity every day (walking/brisk walking as well as other appropriate, healthy and enjoyable physical activities and sport for all actions). Additional health gains can be obtained by relevant daily moderate to vigorous physical activities of longer duration: e.g.

- i) children and young people need an additional 20 minutes' vigorous physical activity 3 times a week.
- ii) weight control would require at least 60 minutes every day of moderate/vigorous physical activity).

c. Annually changing sub-themes:

- **to continue in 2003 with main messages on Physical Activity/Move for Health developed during World Health Day 2002** and their linkages with the key messages of World Health Report 2002 on “Reducing Risks, Promoting Healthy Life”. The main purpose is to raise awareness and knowledge about the benefits of physical activity, especially among decision makers and health professionals.
- **Message for the Day should be simple, attractive, focused, clear, pertinent, realistic and inclusive allowing mass participation**, men and women of all ages and conditions, and adaptation to specific groups, including persons with disability and vulnerable groups both in urban and rural areas.
- **Message should deal primarily with physical activity issues** (policy, environment, domains, settings especially schools, workplace, community and domains (transport,

leisure, work), population groups, interventions, etc). It will also serve as an entry point to tackle other priority health and social issues related to physical activity and healthy lifestyles, e.g. contribution to the prevention/control of cardiovascular diseases, diabetes, cancers, obesity, osteoporosis, stress and depressive conditions; fostering the optimum physical and psychological development of young people; promotion of independent living in older persons; reduction of violent behaviours and other unhealthy lifestyles.

- **Need to create/raise a general awareness of what physical activity really is** (scope of physical activity): that is physical activities that each individual can undertake in everyday life and in every life setting, including sport for all. Physical Activity is not just about sports clubs, fitness centres or elite sports competitions. To that end and in order to generate policy support, it is essential to continue the dissemination of sound knowledge on:
 - i) the values (health, social and economic) of physical activity to the individual and to society;
 - ii) types of physical activity by age group, by health condition and by occupation;
 - iii) models of successful interventions and best practices, including integrated interventions on diet, physical activity and related behaviours.
 - iv) linkages/interactions between diet/nutrition and physical activity, between diet/nutrition, physical activity and other lifestyles.

6. Implementation strategy

a. Leadership/Coordination/Intersectoral action

- **The organization of the Day is the responsibility of Member States and relevant National mechanisms and processes.** Although the Department of Health should play a leadership and coordinating role for the event, various hosts could sponsor and / or organize the Day each year jointly with the Department of Health: e.g. Departments of Education, Sport, a Health NGO, a Sport Organization, a Professional Organization, other development sectors (Environment, Transport, Culture, Municipality), Sport Industry, etc. National political commitment is essential for success and sustainability. To ensure maximum participation, there is a need for an intersectoral "Forum"/Task Force/Steering Committee involving all relevant stakeholders: governmental sectors, non-profit NGOs, media, sport organizations, selected relevant leaders/role models, professional health and related organizations, education, socio-cultural and political organizations, agreed private sector groups, etc.
- **Visible leadership, support and messages from WHO are crucial.** They will highlight the global significance of the issue and they are key determinants in engaging wide scale participation. It is essential:
 - i) to continue the use of the concept "Move for Health" which carries a brand value and,
 - ii) to make appropriate use of the WHO Logo and the Move for Health Logo (links with the WHO Global Strategy on Diet, Physical Activity and Health).
- **WHO, with the advice from the Steering Committee, will propose yearly core messages, provide tools and technical support** (data, materials, guidelines, communication messages mainly through electronic means) on each year's theme, to facilitate networking, resource mobilization and, when possible, to secure some seed funding.

b. Support Mechanism

Working in cooperation with a **support mechanism (s)**; See paragraphs 8 and 9.

c. Flexibility and adaptation of actions

- **Flexible implementation in Member States, including adaptation to local culture and socio-economic conditions.** Promotion of concrete activities which would be sustained. While many actions can take place in the community within the leisure time context, it is important to consider organizing critical actions in other domains such as transport, urban planning, environment, and in key settings in particular in schools, universities and at workplaces.
- The event needs to be positive, enjoyable and kept as a celebration of healthy living with sports, games and other socio-cultural activities. It is essential to ensure that the event reaches and involves population groups of all ages and socio-economic conditions in urban and rural settings (i.e. not to become nor remain an event for privileged groups).

d. Building and using Alliances and Support Networks

- Secure support of relevant NGOs and other concerned partners and institutions. **Build a network of alliances around the world in support of the Initiative with due attention given to the Sport for All movement and to partners dealing with physical education.** An inventory of physical activity and sport initiatives is needed worldwide so the Move for Health Initiative can be linked to them. The Initiative will also endorse actions undertaken by countries and partners around the recommended date and theme of the Initiative/Day.
- **A Global Move for Health Coalition** (e.g. Agita Mundo-Move for Health) involving most partners, can help organize, implement, monitor and evaluate the event and amplify it worldwide.
- It is vital **to identify pockets of interest**, i.e., transportation and urban planning departments, banks/insurance companies, environmental groups, local leaders, sport leaders and sport industry, leisure programmes, etc. to donate financially and promote physical activity and the Move for Health Day.
- Use WHO and other relevant international networks, i.e. Mega Country, NCD Global Forum, NCD Regional Networks (CINDI, CARMEN, etc.), Physical Activity and Sport for All Networks/organizations etc. to promote the Move for Health Day/Initiative.

e. Planning and Evaluation

There is a need for intersectoral planning of the event with realistic objectives/targets, short-term and long-term, and a set of activities that can be implemented, monitored and evaluated over given periods of time by various groups, using selected relevant indicators and systems of quality standards. Planning Guidelines would facilitate the exercise; WHO will develop them in cooperation with partners.

f. Incentives

- To keep high awareness and sustained motivation and interest for the Day and for Move for Health in general, a system of incentives is required such as:

- competitions similar to Quit and Win (e.g. Move and Win); an assessment team would be necessary for the purpose. A partner institution would contribute to the implementation of this competition.
- provision of report cards and other forms of rewards to individuals and institutions who undertook sustained actions on Move for Health and / or who secured support to such actions.
- Promotion of the use of pedometers worldwide

g. Communications

- **A website or webboard on physical activity/Move for Health** will be established in order to facilitate the exchange of information, register the event on the web, update data and continue Move for Health actions during the year through via the web. It is also essential to secure appropriate preparation and intensive involvement of relevant media in all phases of the event. For further information, please consult the website: www.who.int/hpr
- Important to **take into account local culture and traditional sports.**

h. Use of 2002 World Health Report and other key documents to promote Move for Health

World Health Report 2002 on “Reducing Risks, Promoting Healthy Life” offers a valuable policy instrument for boosting the use of physical activity to promote global health, along with healthy diet, no tobacco use and other related healthy behaviours.

j. Use of Olympic games, other major olympic and sport events to promote the practice of physical activity and sport for all and related healthy behaviours among population groups, men and women, of all ages and conditions.

k. Co-sponsorship

There is a need for specific guidelines on co-sponsorship of the day and related activities by non-profit organizations as well as by corporate, private/commercial organizations, particularly in relation to funding and the use of WHO Logo/Move for Health Day Logo.

7. Timing

- **A specific day is needed for increasing support and involvement of policy-makers, the media, other key stakeholders and the general public in promoting “Move for Health” within the population. A specific day**, promoted by Member States through WHO and in cooperation with various partners, will help to sustain and strengthen such commitment.
- Although a specific date will be set up for the event, **the necessary flexibility is left to Member States** to choose the time and duration (a day, a week or a longer period) that best suits them for the event, taking into consideration their needs, local conditions and existing days/events related to physical activity, sport for all and health.

- **A number of countries and partners have proposed that the Annual Move for Health day will be celebrated on 10 May.**

8. Support mechanisms

- a. **A global Steering Committee, initially convened by WHO, will annually discuss and agree on the preparations and implementation structure.**

Main Role/Mandate: The Steering Committee will particularly:

- advise on next year's themes, arrangements and responsibilities for preparation.
- disseminate information on the day and secure the involvement in the event of constituencies and affiliate members (individuals and institutions) of each partner member of the Steering Committee.
- co-sponsor the Move for Health Initiative/Day in one or more countries.
- contribute to the mobilization of resources (human, financial, technical, logistics) for the Move for Health Initiative, including the Special Day.
- facilitate the publication of a document on success stories and best practices related to Move for Health Worldwide.

Membership: The Steering Committee would include initially a core group among major partners (see paragraph 9 below). In addition to WHO providing secretariat and overall coordination, the following partners will be invited to serve as Members: United Nations, IOC, ICSSPE, TAFISA, GAISF, FIMS, CELAFISCS/Agita Mundo, Right to Play, WFSGI, 1-2 NCD related NGO's (e.g. WHF, IDF, UICC), 1-2 Collaborating Centres, 1-2 development agency/donor country. Other partners will be invited on an ad hoc basis.

- b. **A Global Move for Health Coalition/Network of Partners**

In addition to this Steering Group, a broader Global Coalition/Alliance/ Network of concerned Partners and Stakeholders would make significant input to the planning, implementation, monitoring and evaluation of the Move for Health Day/Initiative. It would also strengthen the linkages of the Initiative to on-going as well as new international and national events related to physical activity, sport and health.

- c. **Resources**

- WHO will mobilize resources in support of the event, especially from extra-budgetary resources. WHO will also strengthen its human resources involved in the event.
- Concerned Partners are expected to:
 - i) link the event to their on-going relevant activities/programmes at national and international levels; and,
 - ii) provide technical, human and, whenever possible, financial support to the "Move for Health Day/Initiative".
- Member States will have their own specific programme/event on the Move for Health Day (with support from WHO and various partners). They will also mobilize local resources.

9. Key Partners

- a. **Member States:** ideally with representatives from several concerned departments and sectors: health, education, sport, environment, transport, urban planning, local

(in cooperation with other relevant WHO Programmes, WHO Regional and WHO Country Offices).

- b. Concerned United Nations Agencies** and particularly, the **Office of the Special Advisor of the United Nations Secretary General on Sport for Development and Peace**
- c. Non-governmental Organizations (NGOs), with involvement of their global, regional and national structures:**
 - International Olympic Committee (IOC), National Olympic Committees (NOCs), Regional Association of NOCs
 - Agita Mundo (CELAFISCS, Sao Paulo, Brazil)
 - Trim and Fitness Sport for All Association (TAFISA)
 - International Council for Sport Sciences and Physical Education (ICSSPE)
 - The International Federation of Sports Medicine (FIMS)
 - Right to Play (formerly Olympic Aid)
 - Other Sports related Organizations/NGOs/Federations: e.g. the General Association of International Sport Federations (GAISF), the International Football Association (FIFA), the International Volley-Ball Federation (FIVB), etc.
 - Health related NGOs, e.g. World Heart Federation (WHF), the International Diabetes Federation (IDF), International Union Against Cancer (UICC), the World Medical Association (WMA), The international Council of Nurses (ICN), the International Union for Health Promotion and Health Education (IUHPE), World Federation of Public Health Associations (WEPHA), etc.
 - Consumer groups
 - Others
- d. Academic and professional Institutes:**
American College of Sports Medicine (ACSM); European College of Sports Medicine (ECSM); relevant universities and research institutions in various WHO Regions; others
- e. WHO Collaborating Centres:**
CDC/Atlanta, USA; UKK Institute for Health Promotion Research, Tampere, Finland; Department of Sports Medicine and Health Promotion, Chinese University of Hong Kong; Centre for Health Promotion through Research and Training in Sports Medicine and Department of Preventive Medicine and Public Health, Tokyo Medical University, Japan; others
- f. Regional networks:**
 - Physical Activity Network for the Americas (PANA/RAFA, PAHO/AMRO)
 - European Network for Health-Enhancing Physical Activity (HEPA/EURO)
 - Global NCD Forum and Regional NCD Networks (CINDI, CARMEN, etc.)
 - Mega Country Health Promotion Network
- g. Major International Trade Unions**
- h. Private sector:**
 - World Federation of Sports Goods Industry (WFSGI) and its Members
 - Relevant businesses from the tertiary sector, e.g. insurance companies, banks, tourism and related travel agencies, trade associations
 - International toy manufacturers
 - Others
- j. Relevant development agencies and donor communities (countries and institutions)**

- k. Media networks/representatives and marketing associations/groups**
- l. Regional political bodies and economic entities**
European Union, European Council, African Union, Supreme Council of Sports In Africa, Commonwealth Secretariat, Cultural and Technical Cooperation Agency (French-speaking community)

10. Next Steps 2003

January-end March 2003

- WHO will share the Concept Paper with Member States, WHO Regional Offices, WHO Country Representatives.
- WHO will send the Concept Paper to all concerned partners seeking their support, involvement and inquiring whether they would like to be part of a global coalition/alliance to promote Move for Health worldwide.
- WHO will start preparing technical materials and guidelines for the Move for Health Day 2003 as well as the development of a corresponding and interactive website, bearing in mind that the 2003 theme will continue to focus on raising awareness on benefits of physical activity targeting particularly decision-makers and health professionals in the context of the World Health Report 2002. Electronic dissemination of such materials will be sent to Member States and Partners.
- “launch” of the Move for Health Initiative at the International Conference on Sport for Development and Peace, 16-18 February 2003, Magglingen, Switzerland.

March-end December 2003

- Move for Health will be included in the Spring 2003 Regional Consultations and other partner meetings related to the Global Strategy on Diet, Physical Activity and Health.
- Prepare Terms of Reference of the International Steering Committee on Move for Health as well as the plan of the 2003 Meeting of the Steering Committee (mid-September 2003).
- Follow-up the possible formation of a Global Coalition/Alliance/Network on Move for Health (e.g. Agita Mundo-Move for Health, hosted by Brazil).
- Feedback on, and evaluation of, World Move for Health Day 2003. Preparation for 2004 event.

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For further information, please consult the website: www.who.int/hpr