

# Post launch newsletter! Thank you!

Dear colleagues,

We would like to thank you for all your support for the launch of the country cards and our new website! We would like to share some of our launch day, press releases and media coverage around the world and post launch statistics.

# I) Launch day!

GoPA's Chairs, Steering Committee, coordinator, country contacts and representatives from Japan, Denmark, Netherlands, Norway, Mexico, Brazil, Australia, Portugal, South Africa and India, ISPAH president and the authors of the Lancet Physical Activity Series 2 were together in London on the launch day Dec 4th!



## >>> 2) Press releases and media coverage

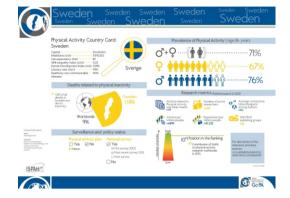
GoPA! country cards and website launch has had great media coverage so far. We expect more countries to engage their local media and spread the news of our project!

## Press release and media coverage in Sweden

Dr. Maria Hagstromer was interviewed and GoPA! was presented on the TV-news and fourty-two daily news also wrote an article.

This is the press release published at the Karolinska's website: http://ki.se/nvs/global-kartlaggning-av-fysiskaktivitet-ska-bidra-till-att-radda-liv





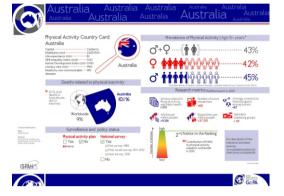


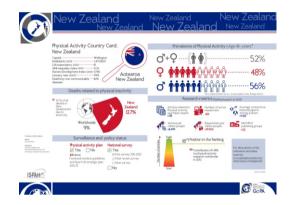


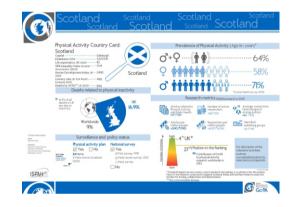
#### 👫 🔆 Media Coverage in Australia

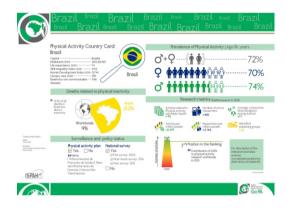
Dr. Trevor Shilton, Chairman of the Global Advocacy for Physical Activity (GAPA) was interviewed and quoted in:

- Adelaide Advertiser,
- i98 Wollongong radio,
- 2CC Canberra,
- 6PR Perth •
- Curtin FMPerth, •
- AAP Newswire,
- 2GB Sydney,
- 3AW Melbourne,
- WeekendPost Cairns,
- Launceston Examiner Brisbane Courier Mail.
- SBS Online,
- 2TMTamworth,
- Gold Coast Bulletin, and
- 4BC Brisbane.











#### Media Coverage in New Zealand

Dr. Erica Hinckson was interviewed and quoted in:

- Dominion Post: http://www.stuff.co.nz/national/health/74757 841/new-global-report-card-shows-kiwisare-couch-potatoes-not-sports-stars
- New Zealand News.net: http://www.newzealandnews.net/index.php /sid/239156293
- Whale oil beef hooked blogger:
- http://www.whaleoil.co.nz/2015/12/wonder-• no-more-why-we-are-becoming-a-nationof-fat-bastards/
- Twitter



# Media Coverage in Scotland

Dr. Nannette Mutrie was interviewed and quoted in:

BBC Website (National News provider) : • http://www.bbc.co.uk/news/uk-scotland-35006679



# Media Coverage in Brazil

Drs. Pedro Hallal and Andrea Ramirez were interviewed and quoted in:

- Diario Popular: http://www.diariopopular.com.br/index.php ?n\_sistema=3056&id\_noticia=MTA2Njlz&id \_area=OA%3D%3D
- Radio Gaucha •

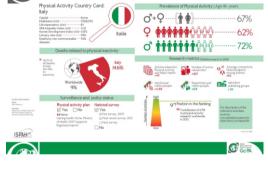




This is the press release published at Sapienza Universitá di Roma website:

http://www.uniromal.it/notizie/i-rischidell%E2%80%99inattivita%E2%80%99-fisica





# >>> 3) Post launch statistics - google analytics

Since our launch we have received 3503 visits to our website, of which 2867 are new visitors! Here are some of our statistics:

#### Website visits during the last days



	Countries who have visited GoPA's! website most	Number of visits	Number of new visits
		3.503	2.867
l.	United Kingdom	906 (25,86 %)	739 (25,78 %)
2.	Australia	377 (IO,76 %)	307 (10,71 %)
З.	Sweden	307 (8,76 %)	260 (9,07 %)
4.	United States	300 (8,56 %)	270 (9,42 %)
5.	Norway	279 (7,96 %)	243 (8,48 %)
6.	Brazil	153 (4,37 %)	III (3,87 %)
7.	New Zealand	36 (3,88 %)	II5 (4,01 %)
8.	Canada	III (3,17 %)	89 (3,IO %)
9.	Netherlands	82 (2,34 %)	71 (2,48 %)
IO.	Denmark	76 (2,17 %)	56 (1,95 %)

GOPA! HAPPY ACTIVE HOLIDAYS Postcard

You can use this GoPA! card to wish happy active holidays to your contacts!



Thank you very much! We look forward to your comments.

Best regards,

fedellallal. Pedro C Hallal, PhD

Michel Proc

Michael Pratt, MD, MSPE, MPH

On Behalf of the Global Observatory for Physical Activity Steering Committee





You can make a contribution to physical activity worldwide! Global Observatory for Physical Activity Contact us: <u>physicalactivityobservatory@gmail.com</u>



www.globalphysicalactivityobservatory.com

