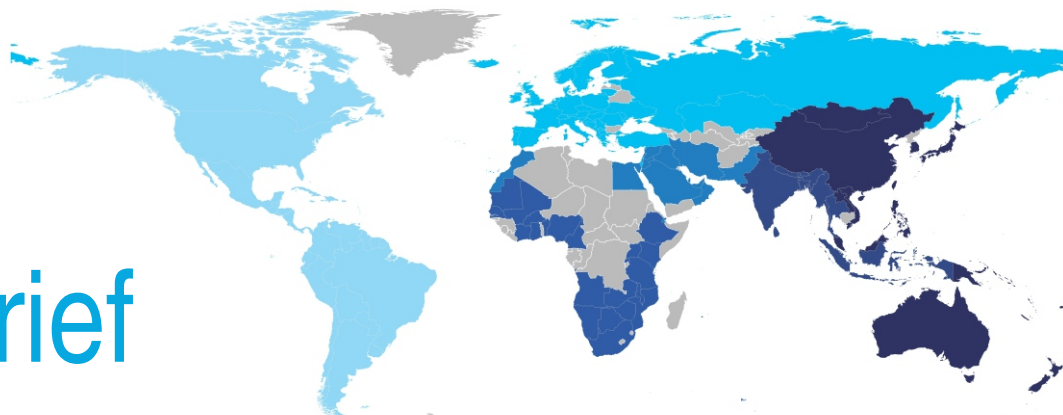




WORLD PolicyBrief



The country has 2015 and 2020 Country Cards and a country representative in 2020.

■ AFRO ■ EMRO ■ EURO ■ PAHO ■ SEARO ■ WPRO

■ The country has 2015 and 2020 Country Cards but does not have a country representative in 2020.

General data

Number of countries: 217
GoPA! members = 164

GoPA
members
75.6%



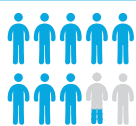
Deaths related to Physical Inactivity

Worldwide 9% of deaths are due to physical inactivity. Across the GoPA! countries the range is:

1.5-17.0% median 7.5%

Physical activity prevalence estimate

83% of the countries have a national physical activity prevalence estimate

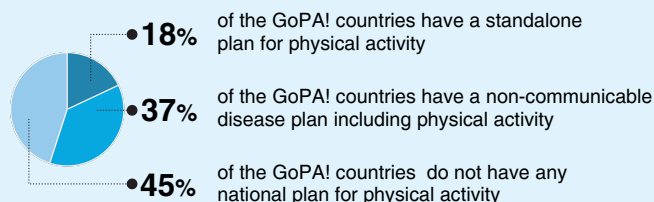


Surveillance

67% of the GoPA! countries have **two** or more national surveys including physical activity questions

18% of the GoPA! countries have **three** or more national surveys including physical activity questions

Policy



Research

176 countries worldwide contribute with at least one article to the global research production in physical activity

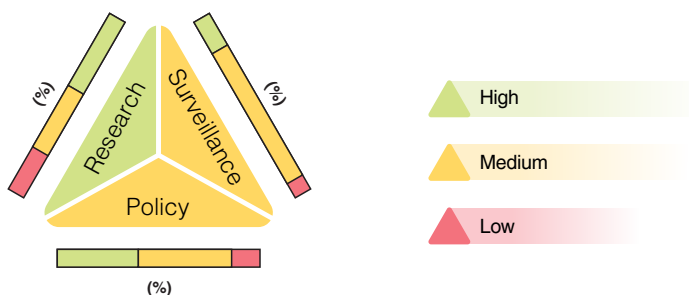
Sitting time



47% of the GoPA! countries have data on population sitting time

GoPA! pyramid of current country capacity for physical activity promotion

Percentage of GoPA! countries that have high, medium and low capacity for research, surveillance and policy, and a summary classification.



The current capacity for physical activity promotion is based on the second set of Country Cards data about global status of physical activity surveillance systems, national policies and research production.



WESTERN PACIFIC Policy Brief

General Data

Number of countries in the region: 31
GoPA! members = 30

GoPA
members
97%



Deaths related to physical inactivity in this region

Worldwide 9% of deaths are due to physical inactivity. Across the GoPA! countries in this region the range is:

2.2-13.0% median 7.1%

Physical Activity prevalence estimate

87% of the countries in this region have a national physical activity prevalence estimate

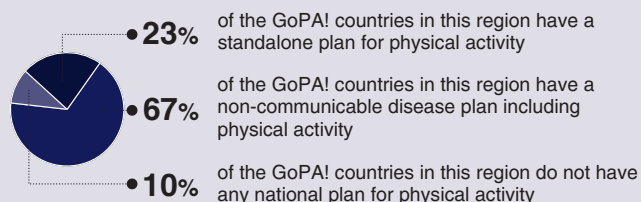


Surveillance

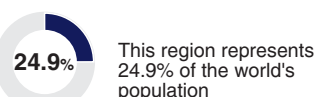
70% of the GoPA! countries in this region have **two** or more national surveys including physical activity questions

20% of the GoPA! countries in this region have **three** or more national surveys including physical activity questions

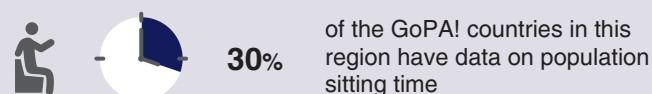
Policy



Research

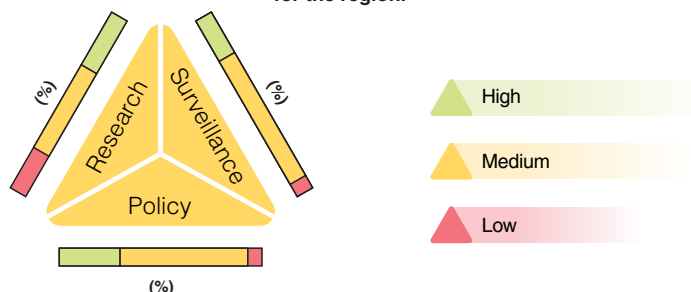


Sitting time



GoPA! pyramid of country capacity for physical activity promotion

Percentage of GoPA! countries in this region that have high, medium and low capacity for research, surveillance and policy, and a summary classification for the region.



The current capacity for physical activity promotion is based on the second set of Country Cards data about global status of physical activity surveillance systems, national policies and research production.



The Global Observatory for Physical Activity - GoPA!



WESTERN PACIFIC Policy Brief

► Case study - New Zealand

Country Contact: Erica Hinckson, School of Sport & Recreation, Faculty of Health and Environmental, Sciences, Auckland University of Technology, New Zealand & Justin Richards, Community Activation Unit, Sport New Zealand Ihi Aotearoa, New Zealand & Faculty of Health, Victoria University Wellington, New Zealand

New Zealand has a dedicated Crown agency for the promotion of physical activity - [Sport New Zealand Ihi Aotearoa](https://sportnz.org.nz/). The 2020-24 Sport New Zealand Ihi Aotearoa strategic plan, [Every Body Active](https://sportnz.org.nz/resources/everly-body-active-strategic-plan-2020-2024/), focusses on the promotion of physical activity for young people through sport, active recreation and play. More broadly, the Sport New Zealand Ihi Aotearoa 2020-2032 [Outcomes Framework](https://sportnz.org.nz/resources/outcomes-framework/) is underpinned by the socio-ecological model for behaviour change and outlines the links between effective physical activity promotion across the lifespan and the governments wellbeing objectives. Te Pākē o Ihi Aotearoa (Sport NZ Māori Outcome Framework), sits beside this to embrace Indigenous knowledge, recognising Māori cultural distinctiveness and community leadership in physical activity promotion. The existence of a government entity with legislation and strategy that is specifically focused on the promotion of sport and physical activity has played a critical role in prioritising this on the national political agenda.

Surveillance of physical activity in New Zealand has benefited from multiple agencies contributing to the measurement of physical activity participation across various domains. This has ensured comprehensive and contextually relevant surveillance of physical activity and its determinants for adults and young people. However, the various measures remain disjointed due to limited linking between relevant existing data sets. There also remain gaps in the surveillance of sedentary behaviour, which has not had the same cross-agency engagement.

New Zealand has a small, but highly collegial and productive academic community. Their research has a strong focus on applied outcomes and is increasingly being conducted in partnership with key policy-makers and practitioners. This has contributed to the development a world-leading physical education curriculum. The academic community is particularly strong in investigating the environmental and social determinants of physical activity participation. There is also strong collaboration with leading international academics, who are attracted by the opportunities to experience Aotearoa New Zealand and conduct research in a country that can nimbly adapt and respond at a policy and practice level. An example of this is Te Kākano (The Seed) - a cross-cultural, cross-disciplinary and cross-sectoral network driving research that improves the wellbeing of all New Zealanders through physical activity and sport. It is led by academia, but the research programme has been co-designed with key stakeholders interested in the promotion of physical activity across the lifespan.

Historically, Aotearoa New Zealand has been a global leader in several physical activity promotion initiatives, including the [Push Play campaign](https://www.familydoctor.co.nz/categories/personal-and-social-issues/physical-activity-the-push-play-campaign/) and [Green Prescription](https://www.health.govt.nz/our-work/preventative-health-wellness/physical-activity/green-prescriptions). More recent examples include the adaptation and scale-up of [Play Sport](https://sportnz.org.nz/get-active/ways-to-get-active/physical-education/healthy-active-learning/), which was the predecessor for [Healthy Active Learning](https://www.familydoctor.co.nz/categories/personal-and-social-issues/physical-activity-the-push-play-campaign/) - a cross-agency initiative coordinated by Sport New Zealand Ihi Aotearoa, Ministry of Health and Ministry of Education. It aims to improve physical activity opportunities and experiences in schools and is funded by a successful budget bid to central government in response to a request for genuine cross-agency collaboration to improve the wellbeing of New Zealanders. The Healthy Active Learning initiatives are co-designed with 800 participating schools across the country and key stakeholders in the local communities. They are also supported by a comprehensive evaluation supported by local academics employed in the tertiary sector. This successful collaboration across government entities has contributed to the establishment of a Cross-Agency Physical Activity Working Group. The group currently comprises ~15 government agencies and its key objective is to develop, implement and monitor a whole-of-government policy action plan to increase physical activity participation and quality.

[Healthy Families NZ](https://www.health.govt.nz/our-work/preventative-health-wellness/physical-activity/green-prescriptions) is another example of a locally driven community initiative delivered across the country that focuses on a community approach, enables ideas to be developed by local leadership and is responsive to the community's needs and local context. It utilises a systems change approach to ensure New Zealanders enjoy health-promoting social and physical environments that enable healthy food and physical activity choices.

New Zealand is now in a fortunate position where most of the factors that were hindering physical activity promotion in the past (e.g. disjointed governance and leadership of the physical activity agenda and misaligned measurement and surveillance processes) are now moving in a positive direction for effective physical activity promotion. Above all else, future physical activity promotion initiatives must uphold the bicultural foundation of Aotearoa New Zealand and embrace the richness offered by its multicultural society.

<https://sportnz.org.nz/>

<https://sportnz.org.nz/resources/everly-body-active-strategic-plan-2020-2024/>

<https://sportnz.org.nz/resources/outcomes-framework/>

<https://sportnz.org.nz/get-active/ways-to-get-active/physical-education/healthy-active-learning/>

<https://www.familydoctor.co.nz/categories/personal-and-social-issues/physical-activity-the-push-play-campaign/>

<https://www.health.govt.nz/our-work/preventative-health-wellness/physical-activity/green-prescriptions>

<https://www.health.govt.nz/>

<https://sportnz.org.nz/resources/play-sport/>

<https://sportnz.org.nz/get-active/ways-to-get-active/physical-education/healthy-active-learning/>

<https://www.health.govt.nz/our-work/preventative-health-wellness/healthy-families-nz>



WESTERN PACIFIC Policy Brief

► Case study - Japan

Country Contact: Shigeru Inoue, Department of Preventive Medicine & Public Health, Tokyo Medical University, Tokyo, Japan

- Japan has a long history of physical activity surveillance which includes:
- measuring participation in sports (since 1957),
 - measuring exercise habit prevalence (defined as exercise of ≥ 30 minutes/day ≥ 2 days/week over a year) by conducting face-to-face interviews (since 1986) and objective measurement of step-determined physical activity using research-grade pedometers (since 1989).

This comprehensive surveillance system that allows comparison of physical activity over time has been one of the Japan's major successes. A study from 2017 showed that the number of steps undertaken by Japanese people is among the highest in the world. The prevalence of exercise habits has been steady over time. According to the most recent national survey (2020) using self-report measurement, 53.3% of adults met the World Health Organization's physical activity recommendations.

Increasing population-level physical activity is part of the national health promotion program *Health Japan 21 (2000)*. It aims to increase adults' (20-64 years) daily number of steps and increase the percentage of individuals who regularly exercise. In the second edition of the plan *Health Japan 21 (2013-2023)*, an additional aim was added - "increase in the number of local governments that offer community development and environment to promote physical activity". There is growing interest in multi-sector collaboration and an increasing number of initiatives to include the promotion of physical activity in the policies of the Ministry of Land, Infrastructure and Transport. However, efforts to improve the environment for physical activity could be further strengthened. The first step towards future improvement is the evaluation of existing efforts.

In Japan, some academic associations have a long and well-established history. The Japanese Society of Physical Fitness and Sports Medicine, founded in 1949, has been the leader in research on exercise and physical activity. The Japanese Association of Exercise Epidemiology (JAEE) was established in 1998. It has contributed to the development of epidemiological research in physical activity and health. In addition, JAEE holds an annual 3-day seminar for researchers interested in exercise epidemiology and physical activity promotion. This contributes to the professional development of Japanese researchers. Furthermore, in recent years, the number of academic papers written not only in Japanese but also in English has been increasing.

Besides comprehensive and continuous physical activity surveillance, Japan is successful in integrating physical activity promotion in occupational settings as well as having good physical and health education in schools. In order to be even more successful in its physical activity-related efforts, Japan could focus on:

- improving urban planning and transport infrastructure for physical activity promotion
- promotion of physical activity for older adults
- integrating physical activity promotion in all policies.

► Recommendations

Physical activity prevalence, deaths due to physical inactivity and sitting time

- Report the magnitude of the problem, and identify groups and regions at higher risk.
- Use key supplemental resources to stress the health benefits of physical activity (Lancet Physical Activity series, Bangkok Declaration, Global Action Plan for Physical Activity, WHO physical activity guidelines).
- Contact key actors (policy makers, researchers, practitioners) to disseminate the policy briefs and Country Cards and encourage specific actions.

Surveillance

- Use surveillance data to make the case for a stand-alone national physical activity plan.
- Use the Country Card to advocate the needs for periodic physical activity surveillance as part of national health monitoring system.

Policy

- Maintain and expand financial commitment to implement and monitor physical activity policies.
- Clearly outline political commitment to and resources for physical activity and establish multi-sectoral approaches.

Research

- Provide funds/incentives for physical activity training programs and capacity building.
- Stimulate national physical activity research.
- Raise awareness and present the Country Cards to colleagues and students, stressing the gaps identified and the potential to drive a new areas of work nationally.
- Identify any existing networks, or start one (if necessary).
- Promote collaboration across research groups with physical activity capacity in the country.
- Co-create of policy relevant physical activity research with policy makers and stakeholders.

Country capacity for physical activity promotion

- Approach policy makers with the policy briefs and Country Cards to make the case for physical activity promotion and to strengthen local capacity.
- Share the cards at work and with the communities to promote physical activity at the workplace, schools, and communities.
- Support local capacity and further training in research, practice, policy, evaluation and surveillance.

<https://www.nibiohn.go.jp/eiken/kenkounippon21/en/kenkounippon21/>

https://www.nibiohn.go.jp/eiken/kenkounippon21/en/eiyouchousa/kekka_todoufukuken_h28.html