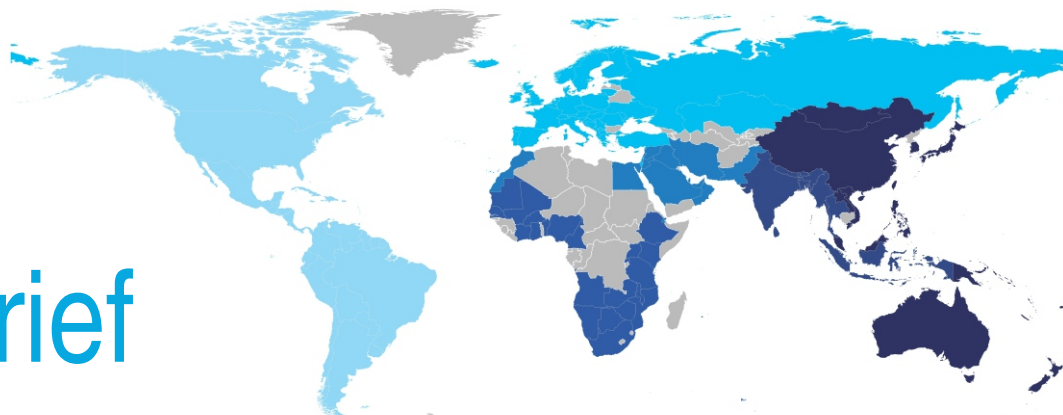




WORLD PolicyBrief



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%



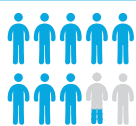
Deaths related to Physical Inactivity

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

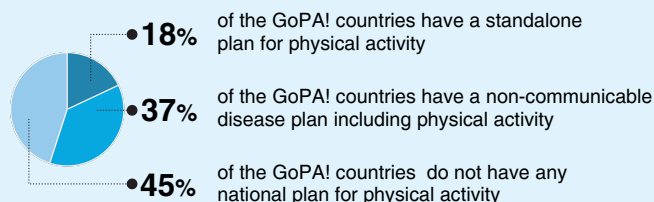


Surveillance

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

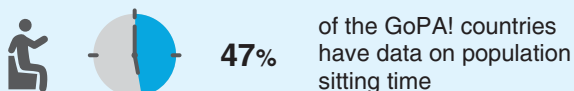
Policy



Research

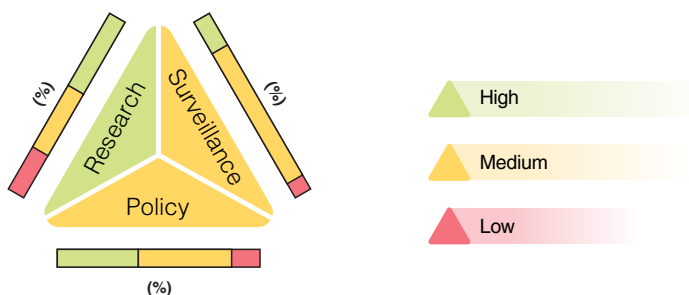
176 countries worldwide contribute with at least one article to the global research production in physical activity

Sitting time



GoPA! pyramid of current country capacity for physical activity promotion

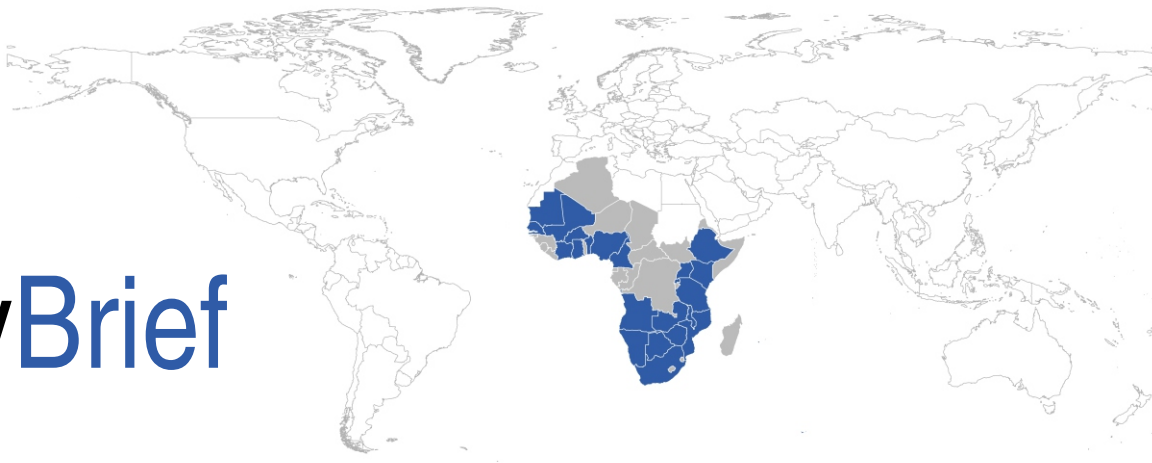
Percentage of GoPA! countries that have high, medium and low capacity for research, surveillance and policy, and a summary classification.



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.



AFRICA Policy Brief



General data

Number of countries in the region: 47
GoPA! members = 24

GoPA
members
51.1%



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:

1.5-10.4% median 5.8%

Physical activity prevalence estimate

96% of the countries in this region have a national physical activity prevalence estimate

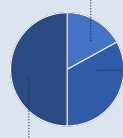


Surveillance

71% of the GoPA! countries in this region have **two** or more national surveys including physical activity questions

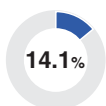
8% of the GoPA! countries in this region have **three** or more national surveys including physical activity questions

Policy

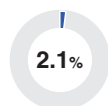


- 17% of the GoPA! countries in this region have a standalone plan for physical activity
- 33% of the GoPA! countries in this region have a non-communicable disease plan including physical activity
- 50% of the GoPA! countries in this region do not have any national plan for physical activity

Research



This region represents 14.1% of the world's population



Produced 2.1% of the global research on physical activity from 1950 to 2019

Sitting time

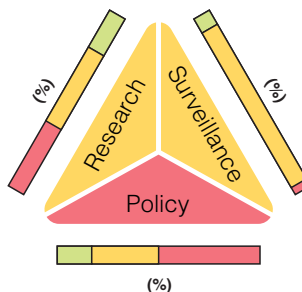


25%

of the GoPA! countries in this region have data on population 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.

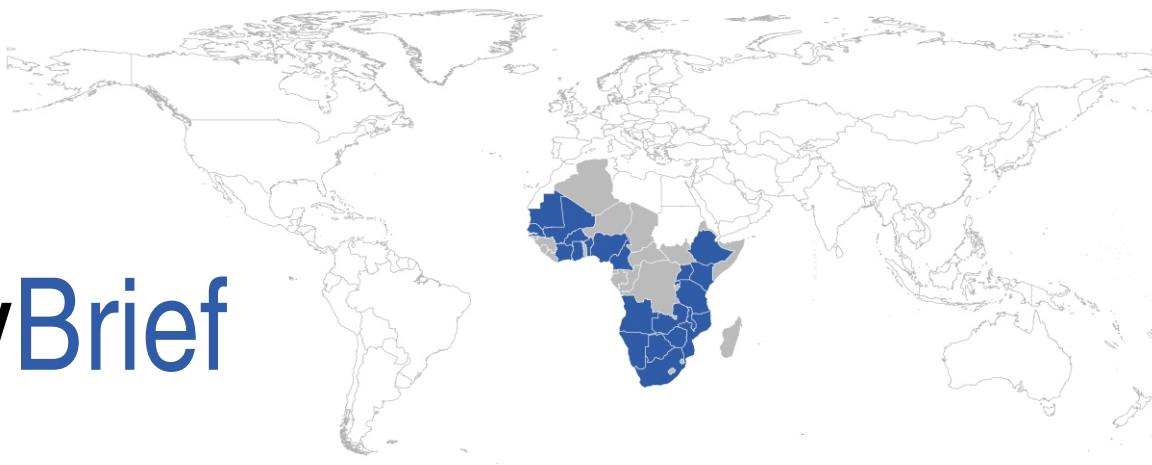


High

Medium

Low

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.



AFRICA Policy Brief

▶ Case study - Nigeria

Country Contact: Adewale Oyeyemi, College of Medical Sciences of the University of Maiduguri, Maiduguri, Nigeria

Nigeria has made good progress in physical activity, particularly in relation to physical activity research. The total number of physical activity-related articles from Nigeria increased from seven in 2015 to 85 in 2020. The increase in physical activity research is largely due to the involvement of more researchers within and beyond the public health sectors with an interest in physical activity and noncommunicable diseases. This increase in interest in the topic stems from physical inactivity being identified as one of the leading risk factors for noncommunicable diseases, and increased global interest in decreasing physical inactivity.

A successful experience that has stimulated more interest in physical activity research in Nigeria and led to increased physical activity research publications is the involvement of Nigeria in the International Physical Activity and Environment Network (IPEN). The IPEN is an international network of researchers established in 2009 to increase collaboration between researchers investigating environmental correlates of physical activity and stimulate research in physical activity and the environment.

Collaboration with the IPEN has led to an improvement in the quality of physical activity research in Nigeria, and enabled Nigerian researchers to publish articles on physical activity in Nigeria in good quality international journals. Besides this, Nigeria was involved in a study on the Development and validation of the neighborhood environment walkability scale for youth across six continents. The study was funded by the National Institute of Health (USA) and IPEN, was conducted in 2015, and attracted many Nigerian researchers. It also stimulated further interest in physical activity research across the country. After this study, further international collaborations in physical activity research have been established. Some examples include studies such as PAAT and SUNRISE. Even though physical activity research in Nigeria is still in its infancy and more quality data and studies are needed, international collaborations on physical activity research between local investigators and international researchers can strengthen research capacity and improve the quality of research outputs in Nigeria.

Nigeria has made limited progress in physical activity surveillance and policy. Nigeria does not have a standalone national physical activity policy and there is no established national or subnational surveillance system. One of the major barriers to physical activity promotion in Nigeria is the lack of clarity on the importance of physical activity for health. At the moment, the national physical activity plan is embedded in the national plan for non-communicable diseases (NCDs). However, national budgetary priority for health largely focuses on infectious communicable diseases such as HIV/AIDS, tuberculosis, malaria and children's infectious diseases. Due to these circumstances, there are limited resources to implement actions or interventions that are targeted directly at physical activity promotion.

▶ 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

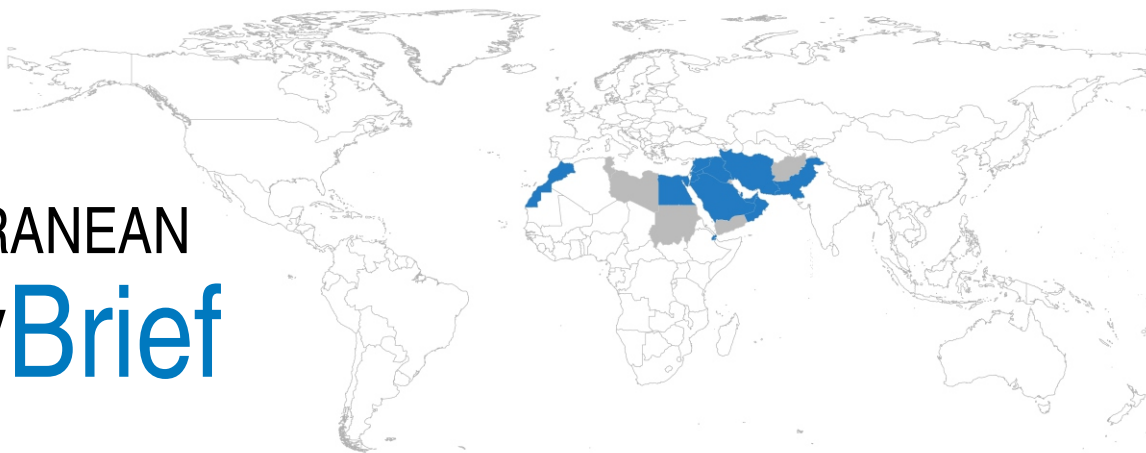
- Provide funds/incentives for physical activity training programs and capacity building.
- Stimulate national physical activity research.
- Raise awareness and present the Country Cards to colleagues and students, stressing the gaps identified and the potential to drive a new areas of work nationally.
- 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.



EASTERN MEDITERRANEAN Policy Brief



General data

Number of countries in the region: 22
GoPA! members = 14

GoPA
members
63.6%



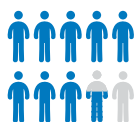
Deaths related to physical inactivity in this region

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

6.8-17.0% median 9.3%

Physical activity prevalence estimate

86% of the countries in this region have a national physical activity prevalence estimate

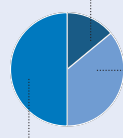


Surveillance

79% of the GoPA! countries in this region have **two** or more national surveys including physical activity questions

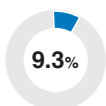
14% of the GoPA! countries in this region have **three** or more national surveys including physical activity questions

Policy

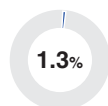


- 14% of the GoPA! countries in this region have a standalone plan for physical activity
- 36% of the GoPA! countries in this region have a non-communicable disease plan including physical activity
- 50% of the GoPA! countries in this region do not have any national plan for physical activity

Research



This region represents 14.1% of the world's population



Produced 1.3% of the global research on physical activity from 1950 to 2019

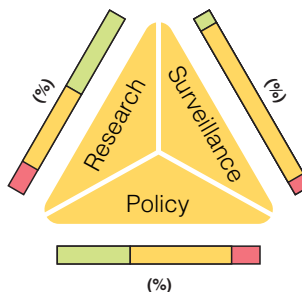
Sitting time



64% of the GoPA! countries in this region have data on population 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.



High

Medium

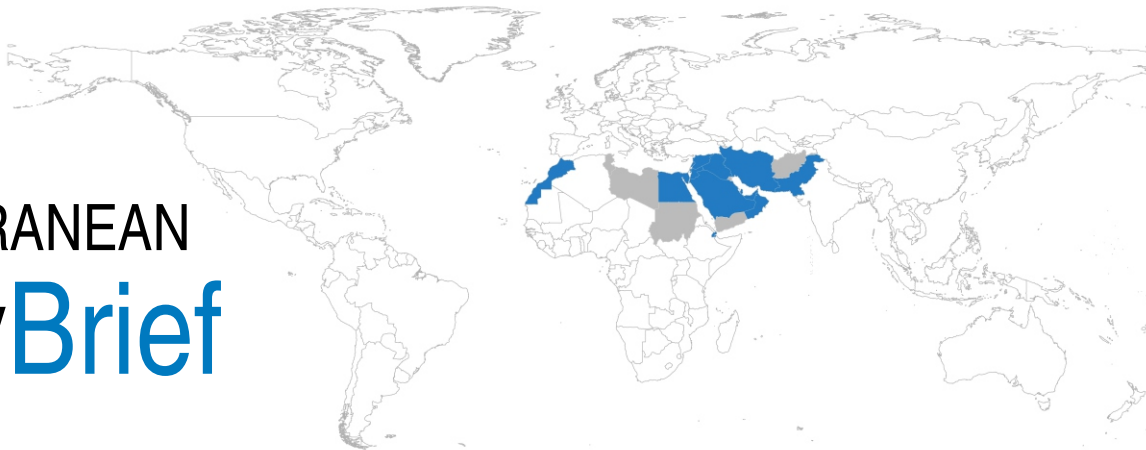
Low

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!

EASTERN MEDITERRANEAN Policy Brief



► Case study - Jordan

Country Contact: Nour Obeidat, King Hussain Cancer Center, Jordan & Rawan Shihab, Head, Nutrition and Health Education, Cancer Control Office, Jordan

One of the notable programs dedicated to physical activity promotion in Jordan is The King Abdullah II Prize for Fitness. The award was established in 2004, to develop a fitness program similar to the President's Award program in the USA. The program aims to encourage children and young people (9-17 years old) to practice different types of physical activity and integrate physical activity into their daily life in order to promote healthy lifestyles. It complements the physical education curriculum and is targeting public and private schools, which is approximately 5000 schools and 600,000 students. When the program started, only 148 schools participated (2005) and there were 322 winners of the award. In 2010, the numbers were much higher - 2348 schools and 3029 winners. In 2019, 2900 schools participated and 5063 winners received the award.

Jordan has an established physical activity surveillance system but clear periodicity and consistency in data collection has to be improved. Jordan has made progress related to physical activity policies; for example, the recently developed nutrition policy (2020) contains a chapter on physical activity. However, Jordan does not have a standalone physical activity policy. Jordan is doing well in terms of physical activity research but the research is mainly focused on physical inactivity prevalence. There is a need of interventional research as well as research seeking specific solutions to physical inactivity challenges in Jordan.

In 2017, the Jordan Olympic Committee launched its new strategy for sport which has five strategic drivers. One of the drivers is on encouragement of 'sport for all' initiatives and development through sport. The efforts by the Jordan Olympic Committee are often recognized by people who are already in the sports industry but not necessarily by the broader public. Therefore, a potential strategy to reach the public could be to invite the fitness industry to collaborate with the Jordan Olympic Committee, the Ministry of Education, and the Ministry of Health in physical activity promotion initiatives.

In order to improve physical activity promotion in Jordan, a clear physical activity action plan for different age groups should be developed on a national level and endorsed by multiple sectors (e.g., governmental, civil society, physical activity associations and organizations). Additionally, the following activities should be taken into consideration by various stakeholders:

- Create mechanisms and frameworks for physical activity promotion by a multisectoral/multidisciplinary expert group
- Provide safe outdoor environments for physical activity such as building more parks and green spaces suitable for different age groups
- Establish mandatory physical education in schools and universities

<https://www.moe.gov.jo/ar/node/80163>

► 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.



The Global Observatory for Physical Activity - GoPA!



EUROPE Policy Brief

General data

Number of countries in the region: 62
GoPA! members = 46

GoPA
members
74.2%



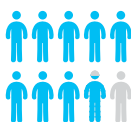
Deaths related to physical inactivity in this region

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

2.0-16.2% median 8.0%

Physical activity prevalence estimate

89% of the countries in this region have a national physical activity prevalence estimate

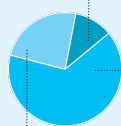


Surveillance

63% of the GoPA! countries in this region have **two** or more national surveys including physical activity questions

28% of the GoPA! countries in this region have **three** or more national surveys including physical activity questions

Policy



- 11% of the GoPA! countries in this region have a standalone plan for physical activity
- 65% of the GoPA! countries in this region have a non-communicable disease plan including physical activity
- 24% of the GoPA! countries in this region do not have any national plan for physical activity

Research



This region represents 12.2% of the world's population



Produced 35.3% of the global research on physical activity from 1950 to 2019

Sitting time

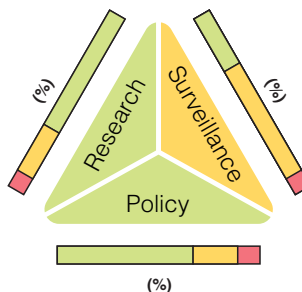


76%

of the GoPA! countries in this region have data on population 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.



High

Medium

Low

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!



EUROPE Policy Brief

► Case study - Austria

Country Contact: **Sylvia Titze**, University of Graz, Institute of Human Movement Science, Sport and Health, Graz, Austria & **Christian Halbwachs**, Sports Department at the Federal Sports Promotion Fund, Austria

Since 2010, Austria has significantly improved physical activity promotion. One of the major milestones was developing the first physical activity recommendations (2010) and the [National Action Plan of Physical Activity \(2013\)](#). Additionally, promoting healthy, safe exercise and activity in everyday life through appropriate environments became one of ten key national health goals. Ten [Austrian Health Goals](#), aimed at prolonging healthy life for all people living in Austria, were established in a broad, participatory process involving more than 40 stakeholders.

One of the key outcomes of the development process of the National Action Plan of Physical Activity and Ten Austrian Health Goals was establishing the first physical activity monitoring in 2017. The development process also helped key stakeholders to understand the importance of multi-sectoral collaboration. The different key players and stakeholders realized mutual support is crucial for the promotion of physical activity, health, and people's quality of life.

The National Action Plan of Physical Activity also helped to inspire the development of physical activity promotion projects. One such project was piloted in the state of Styria. During the first phase of the project (2015-2018), the target group was physically inactive adults with risk factors for cardio-metabolic or musculoskeletal system diseases. They were offered a [Jackpot.fit](#) – a standardized physical activity program they could attend free of charge during one semester in a sports club near their home. After a positive evaluation of the Jackpot.fit, the project will be implemented in all other eight states of Austria until 2022.

Since 2016, a program Promoting [physical activity in parks](#) has been implemented by the health insurance and organized sport industries. The program takes place during the warmer seasons and offers free physical activity and exercise opportunities for the public.

To further improve physical activity promotion in Austria, it would be good to provide daily physical activity opportunities for every school child. Additionally, it is necessary to promote physical activity in care and nursing homes and strengthen the network of sports clubs to improve their health-enhancing offers for all target groups, especially people with disabilities. Finally, the ministries from the health, sport, and education sectors should actively continue working together to develop and implement sustainable strategies for physical activity promotion. One way to do that would be to implement the necessary legislative measures to design the infrastructure that encourages [physical activity](#), such as cycling and pedestrian paths, playgrounds, recreation venues, and school areas for exercise.

<https://www.bmkoes.gv.at/dam/jcr:dad00bf9-d2d9-4f3f-9adf-dd298db24bd9/Nationaler%20Aktionsplan%20Bewegung.pdf>

<https://gesundheitsziele-oesterreich.at/english-summary/>

<https://www.jackpot.fit>

<https://bewegt-im-park.at/>

<http://fgoe.org>

► 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.



THE AMERICAS Policy Brief

General data

Number of countries in the region: 44
GoPA! members = 42

GoPA
members
96%



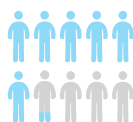
Deaths related to physical inactivity in this region

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

5.7-11.6% median 9.4%

Physical activity prevalence estimate

62% of the countries in this region have a national physical activity prevalence estimate

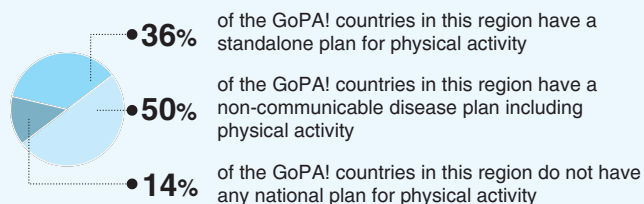


Surveillance

61% of the GoPA! countries in this region have **two** or more national surveys including physical activity questions

12% of the GoPA! countries in this region have **three** or more national surveys including physical activity questions

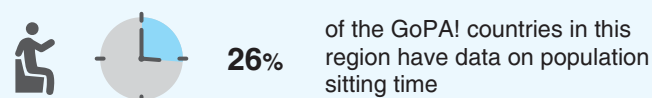
Policy



Research

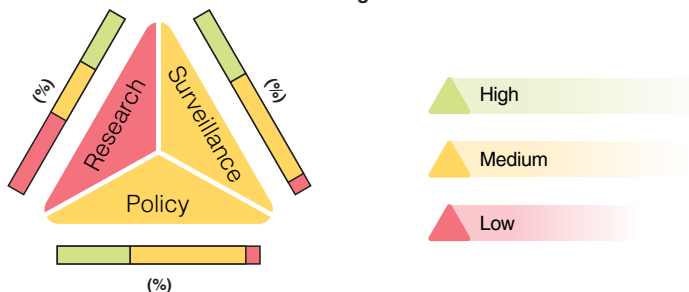


Sitting time



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!



THE AMERICAS Policy Brief

▶ Case study - Brazil

Country Contact: Alex Florindo, Universidade de São Paulo, Brazil

In the last 15 years, Brazil has been experiencing many improvements in surveillance, policy and research related to physical activity promotion. Since 2006, the National Surveillance System - Risk Factors Surveillance and Chronic Disease Protection by Telephone Inquests has been established and implemented. The monitoring is conducted annually on adults in all Brazilian capitals. Physical activity is assessed across different domains - leisure, transport, work, and household. Most recent data from some cities such as Sao Paulo show that physical activity in leisure time has increased. Since 2009, another survey that includes measures of physical activity is being implemented. The Brazilian National School-Based Health Survey assesses physical activity and participation in physical education classes among adolescents. The survey also includes data about adolescents' exposure to sedentary behaviour.

Since 2006, several important policies were developed that emphasize physical activity promotion as an important factor to improve public health:

- [National Health Promotion Policy](#) (2006, 2010),
- [Plan on Strategic Actions for Fighting Chronic Non-Communicable Disease \(2011 – 2022\)](#), and
- [Organic Health Law](#), which includes physical activity as a fundamental right.

One important policy, that will be launched in 2021, is the Brazilian National Physical Activity Guidelines.

In 2011, the government launched [Academia da Saúde](#), the Health Academy program. This health promotion program is implemented in primary health care systems in Brazilian cities and includes supervised physical activity and a healthy diet program. In April 2021, 3040 [Academia da Saúde](#) programs were implemented in 2286 cities, which covers 41% of all cities in Brazil.

In terms of research, Brazil has a high-level research production, with many established senior and young researchers in physical activity and public health fields. An especially important platform for them is the Brazilian Society on Physical Activity and Health. Since 2007, the society organizes the Brazilian Congress on Physical Activity and Health. The most recent congress, held in October 2019 in Bonito, attended more than a thousand participants.

With sufficient funding for research and policy implementation Brazil could keep the good work in physical activity surveillance, policy, and research. For example, higher priority should be given to funds for longitudinal studies, natural experiments, and studies evaluating physical activity interventions and their effects on the population's physical activity levels. Additionally, funds to support translational and participatory research are required for policy makers, practitioners and researchers to collaborate and facilitate evidence-informed decision making. Finally, long-term policies for physical activity promotion need to be developed, implemented, and evaluated independently of the government.

https://bvsm.sau.gov.br/bvs/publicacoes/politica_nacional_promocao_saude_3ed.pdf

http://bvsm.sau.gov.br/bvs/publicacoes/plano_acoes_enfrent_dcnt_2011.pdf

<https://legislacao.presidencia.gov.br/atos/?tipo=LEI&numero=12864&ano=2013&ato=666lzYU50MVpWTb04>

<https://aps.sau.gov.br/ape/academia>

▶ 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.



SOUTH EAST ASIA Policy Brief

General data

Number of countries in the region: 11
GoPA! members = 8

GoPA
members
73%



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:

2.9-8.7% median 6.1%

Physical activity prevalence estimate

100% of the countries in this region have a national physical activity prevalence estimate

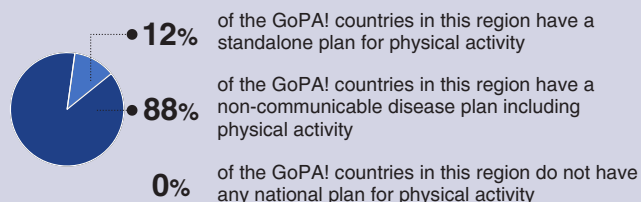


Surveillance

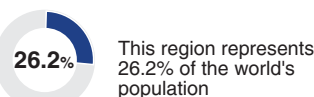
88% of the GoPA! countries in this region have **two** or more national surveys including physical activity questions

13% of the GoPA! countries in this region have **three** or more national surveys including physical activity questions

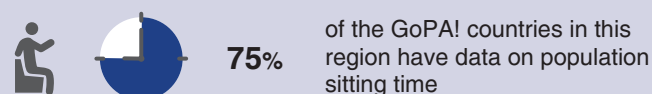
Policy



Research

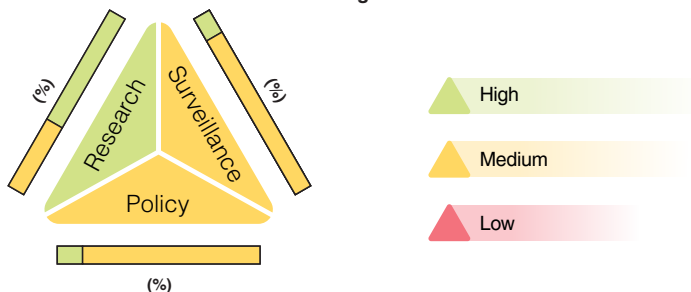


Sitting time



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.



SOUTH EAST ASIA Policy Brief

► Case study - Thailand

Country Contact: Nucharapon Liangruenrom, Institute for Population and Social Research, Mahidol University, Thailand

Thailand has made considerable progress in physical activity promotion. In 2018, Thailand developed the first Thai National Strategic Plan on Promotion of Physical Activity (2018-2030), which aims to increase physical activity and decrease sedentary behaviour in all age groups through conducive environments. Thailand has been increasing investments in policy implementation on physical activity promotion as agreed in the Bangkok Declaration on Physical Activity for Global Health and Sustainable Development. Thailand also convened the 69th World Health Assembly Towards Achieving the Physical Activity Target 2025, joined by 46 member countries. Thailand is among very few countries around the world that has developed 24-hour movement guidelines, integrating physical activity, sedentary behaviour, and sleep for all age groups.

The promotion of physical activity has improved in Thailand through mechanisms that synergise collaborative efforts among three 'key players' in physical activity promotion:

- Knowledge production sector, which includes research institutes and universities
- Civil society sector, which includes non-government organisations
- Public sector, which includes the government and government agencies (e.g health sector).

Even though Thailand is doing well in research on physical activity, the knowledge production sector alone cannot initiate or implement actions without social and political support. Therefore, these three sectors need to work together. Thai Health Promotion Foundation (ThaiHealth), established in 2001, is one of the leading government agencies that has played an important role in supporting the knowledge production and civil society sectors to advocate for physical activity policy and overall improvements in population-levels of physical activity. ThaiHealth has a coordination role among all related agencies in Thailand to promote physical activity at the community and society levels.

ThaiHealth together with Mahidol University and partners jointly opened Thailand Physical Activity Knowledge Development Centre (TPAK) at Institute for Population and Social Research of Mahidol University to serve as a mechanism supporting information and research to the general public and various agencies in the society. The 'Active School Thailand' model, one of TPAK's works, has improved physical activity level, happiness, and school engagement among Thai children and youth in schools nationwide.

Thailand can further improve its efforts in increasing physical activity in several ways. Even though Thailand has been committed to improving physical activity promotion through multi-sectoral collaboration, physical activity promotion is still largely limited to the health sector. To create a conducive environment to increase physical activity, a strong commitment from other non-health sectors is needed. In addition, there are some limitations in physical activity monitoring and surveillance systems. To improve research and the evidence base on physical activity, using device-based measurements and validated instruments is recommended. Furthermore, the participatory public policy process could be strengthened by involving various stakeholders from the public, private, local, civil society, community, and academic sectors to improve the implementation of physical activity promotion efforts. Finally, as 24-hour movement guidelines were launched in Thailand, reducing sedentary behaviour and getting sufficient sleep should be encouraged alongside sufficient physical activity. This will contribute to the comprehensive promotion of all movement behaviours.

<https://en.thaihealth.or.th>

► 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.



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

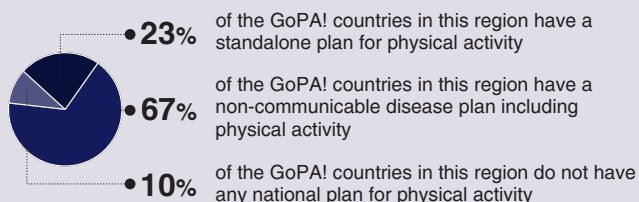


Surveillance

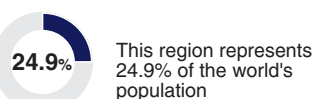
70% of the GoPA! countries in this region have **two** or more national surveys including physical activity questions

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

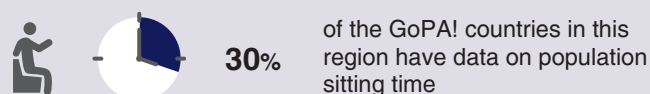
Policy



Research

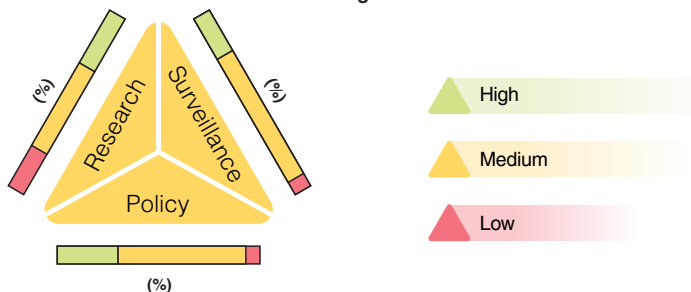


Sitting time



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

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

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