

Promoting physical activity in the city



Get recognized if your city is promoting an active life..

1. Background

Sedentary lifestyles, leading to overweight and obesity have become the face of urban life in many cities. Mechanization and conveniences are creating an 'obesogenic' environment. Motorized transport, multi-storied school buildings without a campus for physical activity, poor design of buildings, lack of dedicated cycle paths, pedestrian walkways, and well maintained and safe parks, etc are part of this environment. A whole of city approach is needed through multiple interventions to help people to be more physically active. Physical inactivity is estimated to cause around 21%-25% of breast and colon cancer burden, 27% of diabetes and about 30% of ischaemic heart disease burden. There is strong evidence that more active people have lower rates of all-cause mortality, coronary heart disease, high blood pressure, stroke, type 2 diabetes, metabolic syndrome, colon cancer, breast cancer, osteoporosis, musculoskeletal disorders and depression.

2. Key areas for action

- Urban plan and environmental policies to ensure a safe and enabling environment for physical activity (e.g. Provision of cycle paths, pedestrian pathways, parks)
- Ensure transport policies support non-motorized modes of transport
- Promote physical activity at workplace and in schools
- Encourage sports, recreation and leisure facilities
- Explore fiscal policies to support physical activity



3. Good Practice Award

The World Health Organization Regional Office for the Western Pacific calls for application for good practices shown through photographic documentation (before and after) and policy documents supporting the promotion of physical activity with community participation. Feedback from the community and local partners will help the proposal. Awards will be given to outstanding practices which have demonstrated a change in physical activity of the citizens through enabling environments.

Eligible applicants:

All members and associate members of the Alliance for Healthy Cities

Materials to be submitted:

One-page write up of the programme/activity/policy that has created an enabling environment and promoted physical activity along with photographs of the locations (before and after) and copy of the policy/executive order if any supporting the programme (please include print outs and an electronic format). Submissions should be from the registered member/associate member in their letterhead.

Award:

A plaque of recognition will be awarded.

Deadline for submission:

16 August 2010

4. Contact information

Applications to award and any queries should be sent to:

Technical Officer
Noncommunicable Diseases
Noncommunicable Diseases and Mental Health Unit
WHO Regional Office for the Western Pacific
P.O. Box 2932, United Nations Avenue
1000 Manila, Philippines
Fax: +63(2) 521-1036
E mail: NCD@wpro.who.int or varghesec@wpro.who.int

Helping people to live healthy

