GLOBAL NCD TARGET
REDUCE PHYSICAL INACTIVITY

Background

Heart disease and stroke, cancers, diabetes, and chronic respiratory diseases and other noncommunicable diseases (NCDs) cause tens of millions of deaths per year, the majority of which occur during the most productive years of life. NCDs reduce economic output and prevent people around the world from living lives of health and wellbeing. Creating the conditions that favour sustainable development means taking action to prevent and control NCDs **now**.

Nine global NCD targets provide a vision for progress by 2025. The *WHO Global NCD Action Plan 2013-2020* and other resources provide a roadmap of policies and interventions to realise this vision. When implemented, they will put countries on track to meet the commitments made on NCDs at the United Nations General Assembly in 2011 and 2014, and in the *2030 Agenda for Sustainable Development*, including target 3.4 to reduce premature NCD deaths.

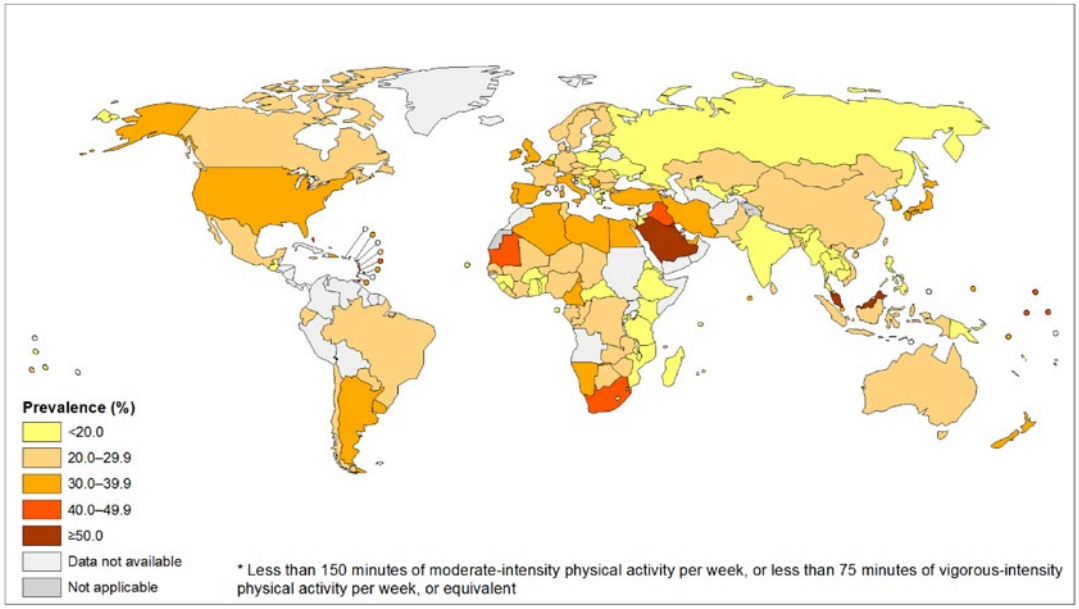
Global Target

A 10% relative reduction in the prevalence of insufficient physical activity by 2025.

Fast Facts

- One in four adults and more than 80% of the adolescent population around the world are not physically active enough.
- Insufficient physical activity is one of the 10 leading risk factors for global deaths, causing 3.2 million deaths each year.
- Urbanization, fear of violence, high-density traffic, and pollution can discourage people from becoming more physically active.
- Adults should engage in at least 150 minutes of physical activity per week.
- Children and adolescents aged 5-17 need at least 60 minutes of physical activity every day to improve and maintain physical and mental health.

Becoming more active in simple ways can help prevent disease and improve overall health.



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Data Source: World Health Organization
Map Production: Health Statistics and Information Systems (HSI)
World Health Organization

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Age-standardized prevalence of insufficient physical activity among adults aged 18 years or older, comparable estimates, 2010*

Priority Actions

Meeting this target is possible. Shifts in physical activity patterns, including changes in transportation methods and modes of work, have led to an increase in physical inactivity levels globally. The WHO Global Strategy on Diet, Physical Activity and Health and the WHO Global NCD Action Plan 2013-2020 provide guidance for attaining the physical inactivity target. Partnerships between government and civil society will be key to supporting policy implementation. Focusing on the following policy measures will help achieve this target:

- Adopt and **implement national guidelines** on physical activity for health.
- Conduct **evidence-informed campaigns** through mass and social media, at the national and community level, to inform and motivate adults and young people about the benefits of physical activity and other healthy behaviours.
- Develop **policy measures** in cooperation with relevant sectors to promote physical activity through activities of daily living, including through "active transport," recreation, leisure and sport.
- Promote **community involvement** in local actions aimed at increasing physical activity.
- Create **surveillance systems** that evaluate actions aimed at increasing physical activity, so as to contribute to an evidence base of effective and cost-effective actions.

How Iran is using bicycles to improve physical activity

The Islamic Republic of Iran's capital city, Tehran, introduced a programme to reduce congestion on the city's streets, decrease pollution, and provide additional transportation options by positioning twelve bicycle "hubs" (around 40 bicycles each) across the city in various administrative districts that can be used for up to four hours at a time. Funded by the municipal government, over 6,000 people have subscribed to the scheme, which costs the equivalent of US$ 2 for each use. For many, "Bike House" has made travel through the congested streets of Tehran fast and convenient; however, because of Islamic and cultural considerations, women are unable to participate in the programme.

Tweet!

Regular physical activity reduces the risk of **#NCDs** like heart disease and **#diabetes**. Time to walk the talk and **#beatNCDs**

For more information

WHO site: http://www.who.int/beat-ncds/en/
Tell your story at "NCDs&me": http://www.who.int/ncds-and-me
@who
#beatNCDs

Key Resources

Global action plan for the prevention and control of noncommunicable diseases 2013–2020. WHO, 2013.
http://apps.who.int/iris/bitstream/10665/94384/1/9789241506236_eng.pdf

Global recommendations on physical activity for health. WHO, 2010.
http://apps.who.int/iris/bitstream/10665/44399/1/9789241599979_eng.pdf

Global strategy on diet, physical activity and health. WHO, 2004.
http://www.who.int/dietphysicalactivity/strategy/eb11344/strategy_english_web.pdf

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