

## CDC/WHO Collaborating Center Workshop on Global Advocacy for National Physical Activity Plans

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Marie-Claude Lamarre  
Executive Director



### Mission

- Promote and develop global health
- Seek equity in health
  - Between countries
  - Within Countries



Health promotion is a vital part of the global social progress agenda.

Specifically, the term 'health promotion' refers to planned actions that empower people to control their own health by gaining control over its determinants (the underlying factors that influence health).



The main determinants of health are people's cultural, social, economic and environmental conditions and the social and personal behaviours that are strongly influenced by those conditions.



- NGO / professional association
- Founded 1951
- More than 1500 members, in over 90 countries
- Headquarters in Paris
- Seven Regional Offices around the globe



### Strategies:

- Advocacy
- Knowledge development and dissemination
- Professional and technical development
- Networking
- Partnership building



**Work:**

- Advocate for health and health promotion
- Build knowledge base for health promotion
- Advance the quality of policy and practice
- Develop capacity globally, regionally, locally



What do we have to support and disseminate our work ?

**1. A Global Network of Experts**

- Institutions
- Individuals



What do we have to support and disseminate our work?

**2. Regional and Global Conferences**

[www.equityinhealth2006.hu](http://www.equityinhealth2006.hu)

[www.iuhpeconference.org](http://www.iuhpeconference.org)



What do we have to support and disseminate our work?

**3. Journals**



What do we have to support and disseminate our work?

**3. Special reports and publications**

The Evidence of Health Promotion Effectiveness

Model Legislation for Tobacco Control



What do we have to support and disseminate our work?

**5. Web**

[www.iuhpe.org](http://www.iuhpe.org)



## Purpose of the CDC/IUHPE C.A.

- Effectively co-operating a comprehensive, mutually agreed global health promotion and non communicable disease prevention programme, designed to:
  - develop public health policies;
  - disseminate evidence-based knowledge and practical experience;
  - build capacity
- Promote health promotion, research and dissemination of expertise and information, in various areas, Regions and settings

## Benefits of the IUHPE/CDC C.A.

1. Supporting and encouraging *investment in health promotion*
2. Undertaking activities that contribute to the *development and dissemination of evidence-based knowledge and practice*
3. Building *alliances and partnerships* among a broad range of institutions and areas

## Physical Activity

### Overall objective:

- > Strengthen global and regional physical activity health promotion programmes within the context of public health
- > Guide and facilitate the development of an enabling environment for sustainable actions

### Programmes:

1. Southwest Pacific
2. Latin America
3. Global level



### Four foci of action:

- Applied research to improve the quality and effectiveness of physical activity promotion & implementation
- Training to help people acquire skills to engage effectively in p.a. promotion
- Knowledge dissemination through *Promotion & Education*
- Advocacy



## Applied Research ...

Physical activity in the Southwest Pacific

### Main objective:

- > Improve population surveillance and measurement in health promotion and physical activity
- > Developing measurement, environmental and policy indicators of physical activity

## Applied Research...

Physical activity in the Southwest Pacific

### Activities:

1. International Physical Activity Questionnaire (IPAQ)
2. IPAQ comparisons with studies as part of WHO STEPS surveillance (comparison of instruments)
3. Teaching and training package for physical activity epidemiology
4. Physical activity measurements and health promotion surveillance work in the Region

## Training

Physical Activity in Latin America

### Main objective:

- **Build capacity and develop knowledge in physical activity promotion in the Latin American region and within Latin American countries**

## Physical Activity in Latin America

### Activities:

1. Facilitate the Coordination of the Physical Activity Network in the Americas (RAFA-PANA [www.rafa-pana.org](http://www.rafa-pana.org))
2. Facilitate the Organisation of international courses on physical activity and public health
3. Research project on the *Influence of built environments on physical activity and quality of life in Bogota citizens*

## Physical Activity at global level

### Main objective:

- **Enhance the global exchange of physical activity promotion knowledge and monitor key influences on physical activity**

## Physical Activity at global level

### Activities:

1. Defining the role of NGOs in advancing a global strategy for physical activity
2. A special issue of *Promotion & Education*- physical activity networks, surveillance, evidence of effectiveness and advocacy
3. Three working papers on *Urbanisation, Globalisation, Physical Activity and Health Promotion*
4. Coordination of



- GAPA has been established to coordinate and provide strategic orientation to the activities and actions developed by international and national NGOs to help countries commence, continue and/or increase their efforts to address physical activity.
- GAPA is to provide a unified and strong voice for P.A.

## A Major Dissemination Platform



### Themes:

- Reducing Health Inequities
- Assets for Health and Development
- Enabling Systems Transformation
- Assessing the Effectiveness of Health Promotion



Five Physical Activity Symposia:

- Global and country level physical activity policy
- Urbanisation, Globalisation and P.A. in the developing world
- Physical activity advocacy
- Healthy environments, healthy places, healthy people
- Where have we got to with measurement and surveillance of P.A.?

***The IUHPE aims to connect and support everyone committed to health promotion and health education wherever they are in the world***