

Suggestions for Group Discussion Monday

Identify

- key individuals to work with
- Barriers
- Opportunities
- Near term opportunities to use
- Principal components for national plan
- How can the groups/NGO here help
- What is a reasonable time frame for these tasks
- And what is the timeframe for the plan

Key Points — generated through whole group discussion facilitated by Jim Whitehead

What were the top points about developing a plan

- All sectors need to be involved
- Identify core team
- Comprehensive
- Figure out where you are now 'continuum'
- Strong presenting 'the case'
- Shared understanding
- Identify a patron / political support / political commitment
- Continuous evaluation of plan –
- Quantifiable targets
- Link into other plans
- Clear reasonable evidence base strategies
- Timeframes for specific actions and budgets
- Clear definitions for roles and accountabilities of role
- Partnerships
- Cultural links
- Social climate / Public perceptions
- Overall time frame for the plan (number of years)
- Use baseline data
- Social marketing

Notes by Fiona Bull

More thoughts - generated through whole group discussion facilitated by Jim Whitehead

- What is the critical mass that gets this started
- Some of these are general across all areas
- Some are more specific
- We are trying to create the mandate where something does not exist
- Must get people on the same page – to share the agenda, to get them on board
- Must make the case
- These 2 steps are a MUST first
- Planning processes that take too long will use up commitment and enthusiasm - avoid 'perfectionism'
- Try and get results early to help process
- Operate with a sense of urgency
- Avoid setting out to do too much – overwhelms - be realistic and feasible
- Some of these are list of process some are products – there are 2 lists

Most important resources needed-

generated through whole group discussion facilitated by
Jim Whitehead

- Possible assistance from private sector
- Any planning around NCD – use as a resource although is it a constraint? s NCD is not an appealing agenda for the other sectors
- Use it for making the case but not be dominated by it
- use the evidence on importance of PA, measurement tools, cost effectiveness, of best practice of interventions – a global body of information
- Capacity building in all sectors - health, sport,
- Advocacy groups in other sectors
- Financial resources from international sources – world bank
- Networks /
- Sport sector can be a resource

Particular Topics / Issues – generated by country delegates

- Perceptions on PA being an issue – being a problem
- Cultural issues – and the specific culture
- High political buy in
- Strength of civil society
- Health issues may not include PA – PA not seen as priority
- PA getting smallest budget in league of prevention, NCD, obesity, diet
- Specific patterns of PA
- Political (in)stability –
- Traditions on PA
- Applicability of the science
- Environments?
- The reality that PA is not seen as IMPORTANT (leverage other issues that are)
- Existing infrastructure and availability of resources

Most important things for the break out groups

- Feasible things that you can do next within your country within the next few months!
- Early success
- What is already there
- Timeframe
- Clear understanding of feasible objectives in clear time frame builds shared agenda – Hawaii
- Making the case –
- What is it going to take – thinking BIG BOLD not restricted by being ! (Jim)
- But this is not either all - there can be big, dreams, vision but there does need to be practical (Alfredo)
- Avoid visioning that is incompatible with developing country ambitions (Adrian's counter argument)
- Use the 'doers' (Branka)
- Increase in public outrage – what to you mean....
- Cost and funding of actions
- How to play up the role of civil society
- Chess game – use the other players
- What will make others accept / credibility / acknowledge this as a national plan (=PROCESS)
- Move and win (Hamadi)

- www.pm.gov.uk/files/pdf/pr.pdf
- UK prime ministers office strategic unit
- Personal responsibility and changing behaviour the state of knowledge and its implications for policy
 - Policy (prices, regulations, provision of information, provision of services)