



Global Lessons for PA Promotion in the USA

For ROOS Workshop, Session 4

Lessons for the US from Global Obesity Work

James Sallis

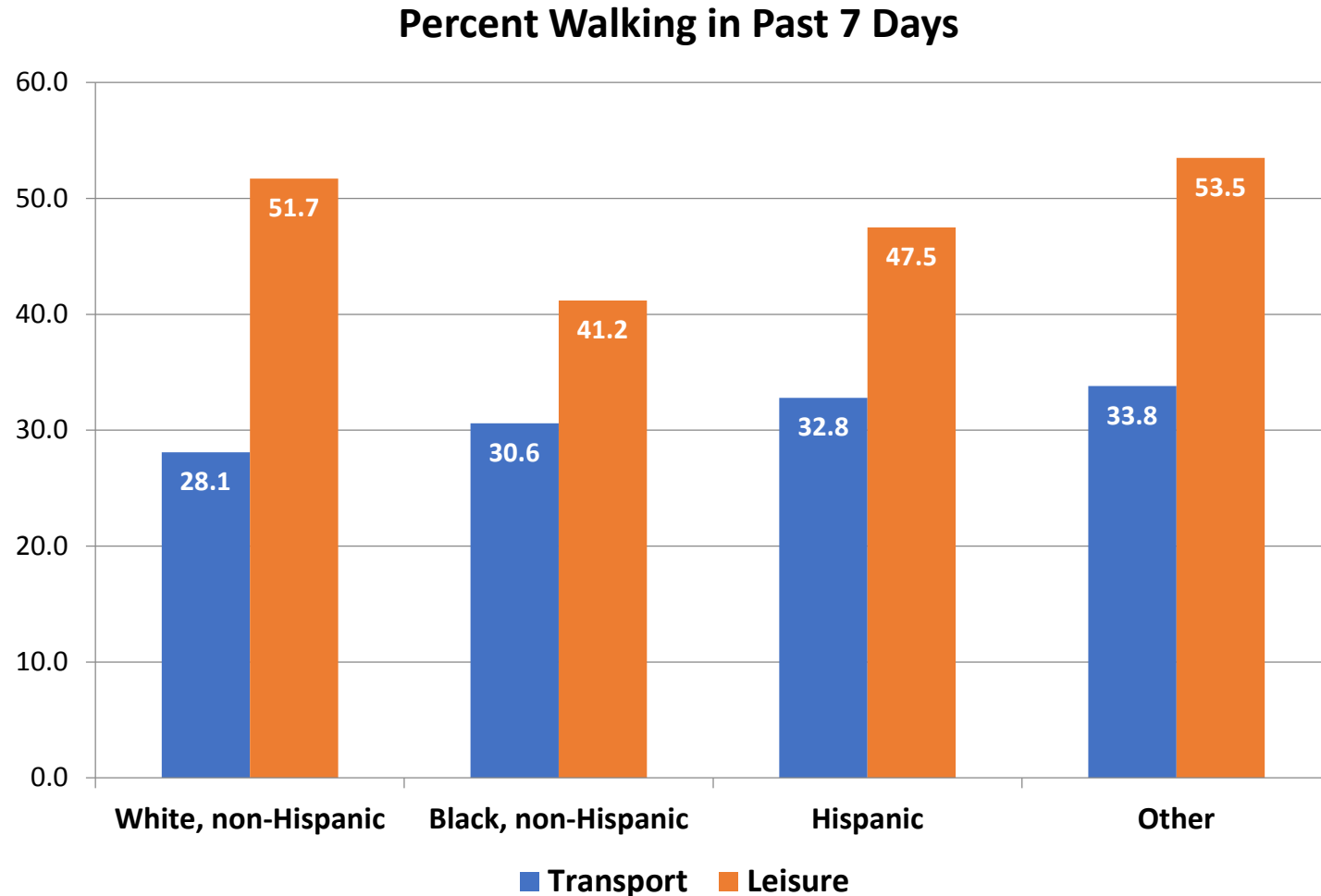
UC San Diego

Outline

- Disparities in PA and environments in the USA
- Examples of significant PA initiatives internationally that can inspire and instruct us
- Actions that could reduce US disparities



Walking for Transportation and Leisure in NHIS 2010: Differences by Race/Ethnicity



Income Disparities in USA Environments



Disparities in quality of streetscapes and parks
Depend on local policies



Disparities in implementation of federally funded bicycle and pedestrian projects

- Counties with persistent poverty (OR=.69)
- or low educational status (OR=.66)

were less likely to obtain funding or implement projects



International Innovations in Physical Activity Promotion

OBJECTIVE 1:

CREATE ACTIVE SOCIETIES

Four policy actions are proposed which aim to create positive social norms and attitudes and a paradigm shift in all of society by enhancing knowledge and understanding of, and appreciation for, the multiple benefits of regular physical activity, according to ability and at all ages.





Supplement: Promoting Physical Activity in Public Spaces to Advance a Culture of Health

Edited by Billie Giles-Corti, Jacqueline Kerr, Michael Pratt
Volume 103, Supplement, Pages S1-S104 (October 2017)

Ciclovia/Open Streets in Latin America

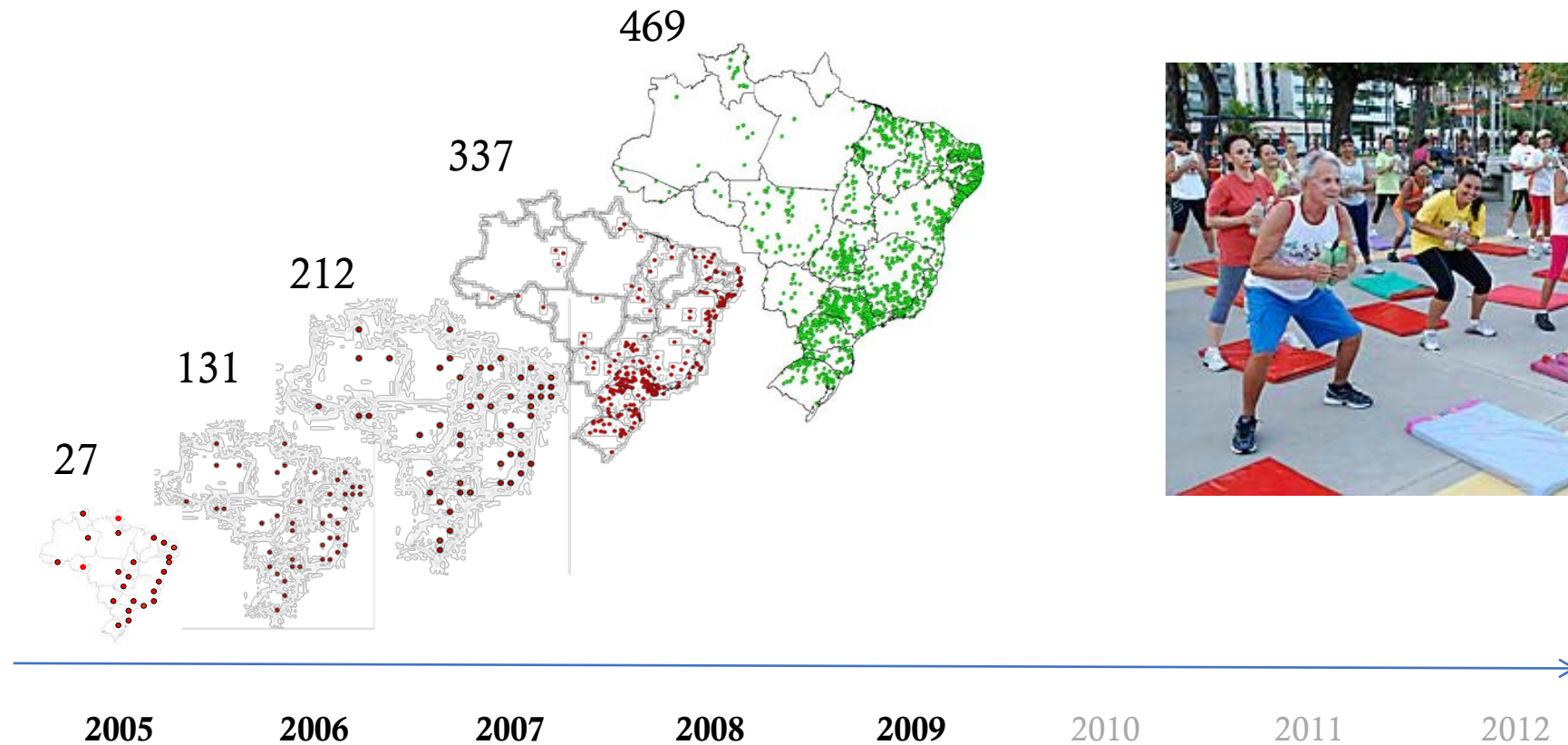


Improved and equitable opportunity for healthy choices & environments

- Ciclovía/Open Streets started in Bogota, Colombia 30 years ago
- 70 miles of streets are closed to traffic and opened for people every Sunday & holiday
- **Initial goal was equity: to allow people without cars to use public streets**
- **Already wide dissemination in Latin America and the USA, but much less frequent and much shorter routes in the USA**

Brazil: Academias de Saude. PA in public places

Number of cities with
Academia programs



OBJECTIVE 2:

CREATE ACTIVE ENVIRONMENTS

Five policy actions address the need to create supportive spaces and places that promote and safeguard the rights of all people, of all ages and abilities, to have equitable access to safe places and spaces in their cities and communities in which they can engage in regular physical activity.



'For me, this is paradise': life in the Spanish city that banned cars

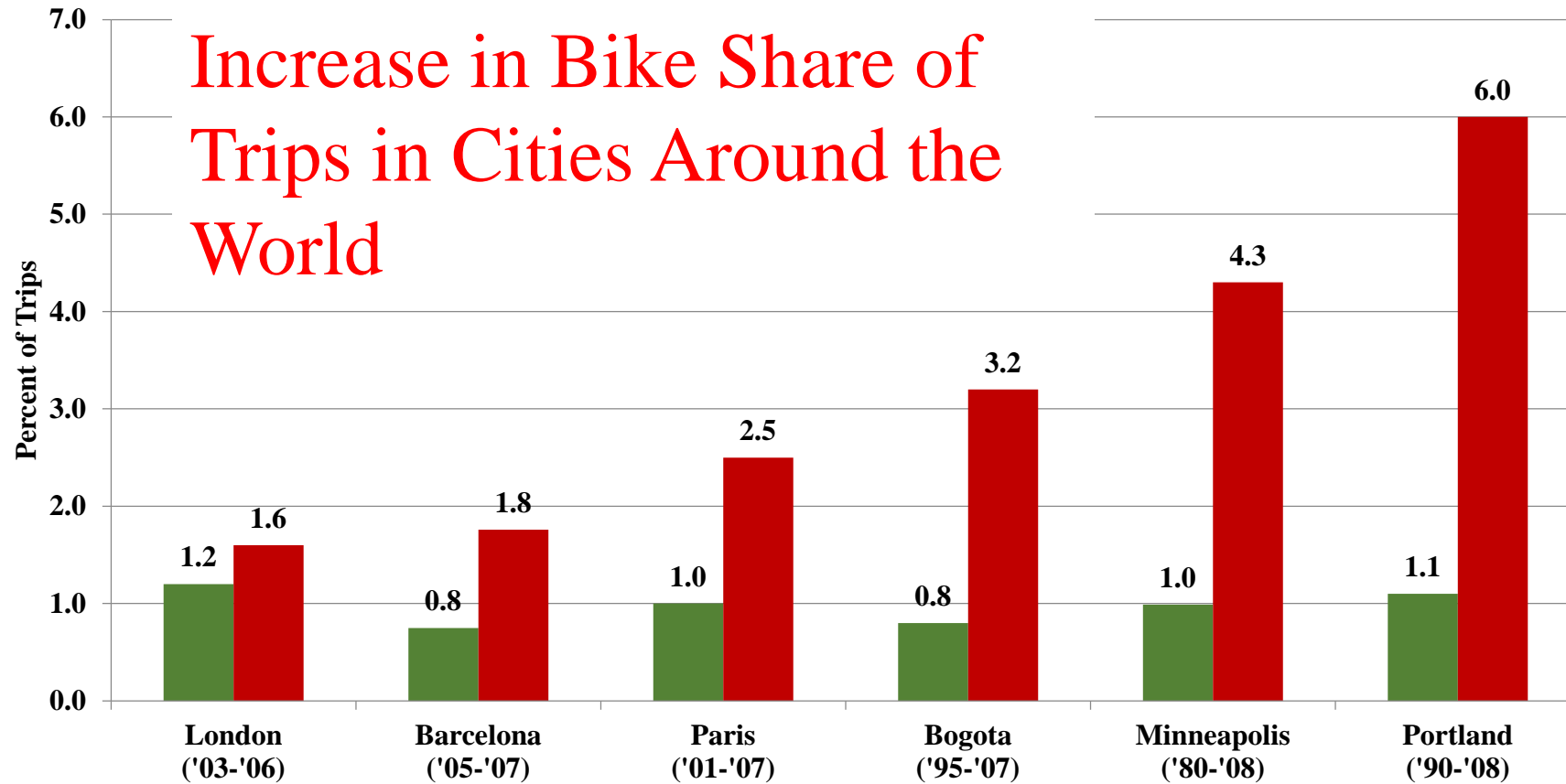


▲ Calle Mellado before and after the implementation of the scheme. Photograph: Concello de Pontevedra

In Pontevedra, the usual soundtrack of a Spanish city has been replaced by the tweeting of birds and the chatter of humans

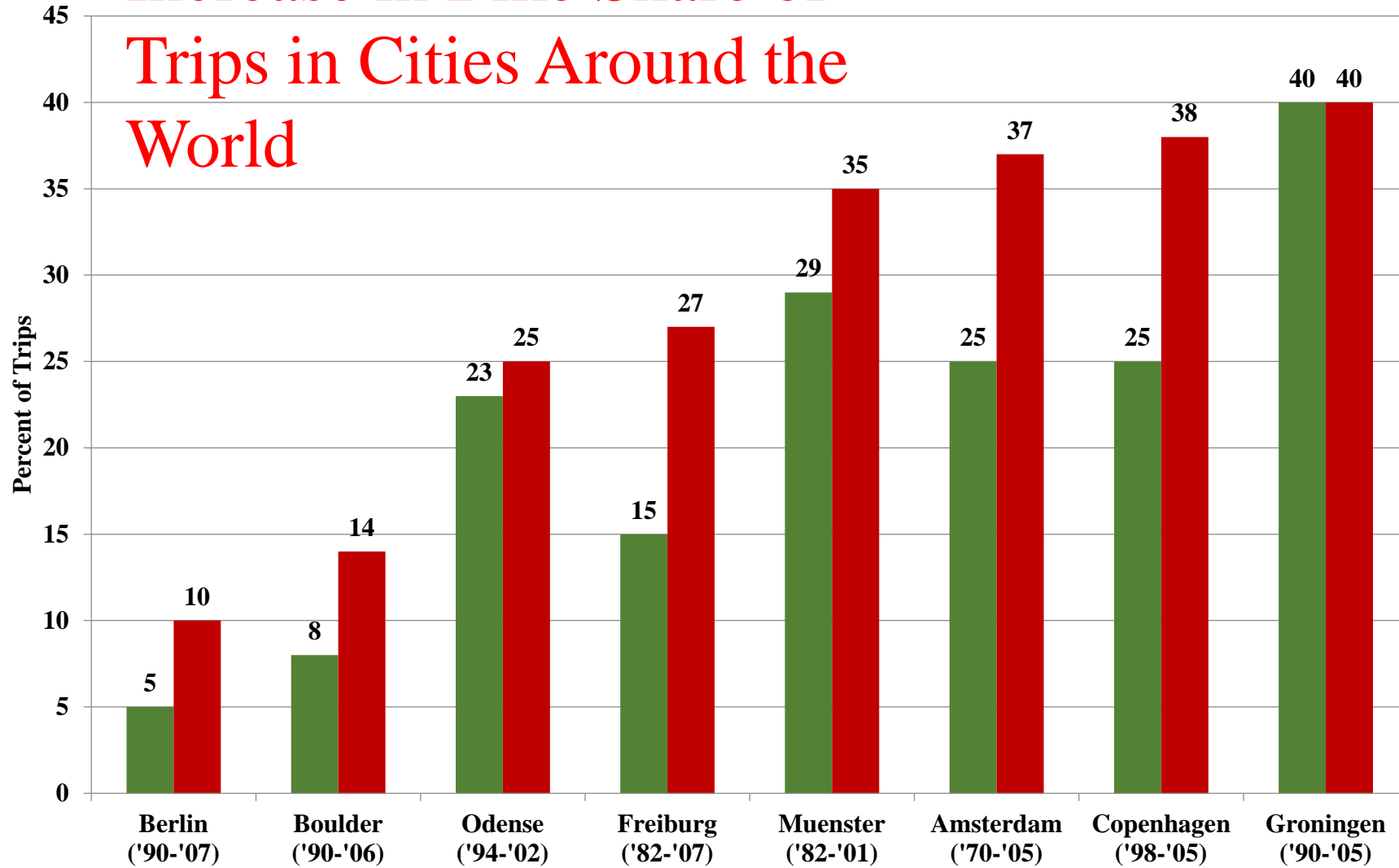
Listen to Oct 1, 2018
Radio story on WBUR
"Here and Now" show

Case studies of multi-level, multi-component, multi-year interventions suggest a different conclusion



Source: Pucher, Dill, and Handy, "Infrastructure, Programs, and Policies to Increase Bicycling," *Preventive Medicine*, Jan 2010, Vol. 50, S.1, pp. S106-S125.

Increase in Bike Share of Trips in Cities Around the World



Source: Pucher, Dill, and Handy, "Infrastructure, Programs, and Policies to Increase Bicycling," *Preventive Medicine*, Jan 2010, Vol. 50, S.1, pp. S106-S125.

A person wearing a white helmet, dark jacket, and pants is riding a bicycle on a snowy street. The person is leaning forward, and the bicycle is in motion. The background shows a snow-covered road and a utility pole.

Stockholm

Urban
mobility
strategy
and
vision 2030

- Investing to meet EU's air quality standards for nitrogen dioxide and PM₁₀ levels
- Car trips reduced 20% since 2007 introduction of congestion charge
- **Vision to double percentage of cyclists by 2030**
 - Research informing winter infrastructure maintenance requirements
 - Winter cycling assessed before and after infrastructure interventions

OBJECTIVE 3:

CREATE ACTIVE PEOPLE

Six policy actions outline the multiple settings in which an increase in programmes and opportunities can help people of all ages and abilities to engage in regular physical activity as individuals, families and communities.



Social cohesion & shared value of health

- ParticipACTION in Canada, **1971-present**
- Longest lasting PA promotion initiative, though it lapsed 2001-2007
- Mostly government-supported, but currently public-private partnerships
- Main approaches
 - Emphasis on media campaign
 - Public service announcements
 - To change social norms about PA
 - Partnerships to promote messages
- **Canada is one of few countries with increasing PA**



Getting Canadians
off the couch for over
30 years.



Get Kids Active in School

- PE is problematic for quantity and quality in many countries
- Finland is an exception
 - They consider PA a right for children
 - 2 hours of PA daily in school, most of it outdoors
 - Finland happens to be first in international academic rankings



OBJECTIVE 4:

CREATE ACTIVE SYSTEMS

Five policy actions outline the investments needed to strengthen the systems necessary to implement effective and coordinated international, national and subnational action to increase physical activity and reduce sedentary behaviour. These actions address governance, leadership, multisectoral partnerships, workforce capabilities, advocacy, information systems and financing mechanisms across all relevant sectors.



Multi-sector collaboration to build health partnerships

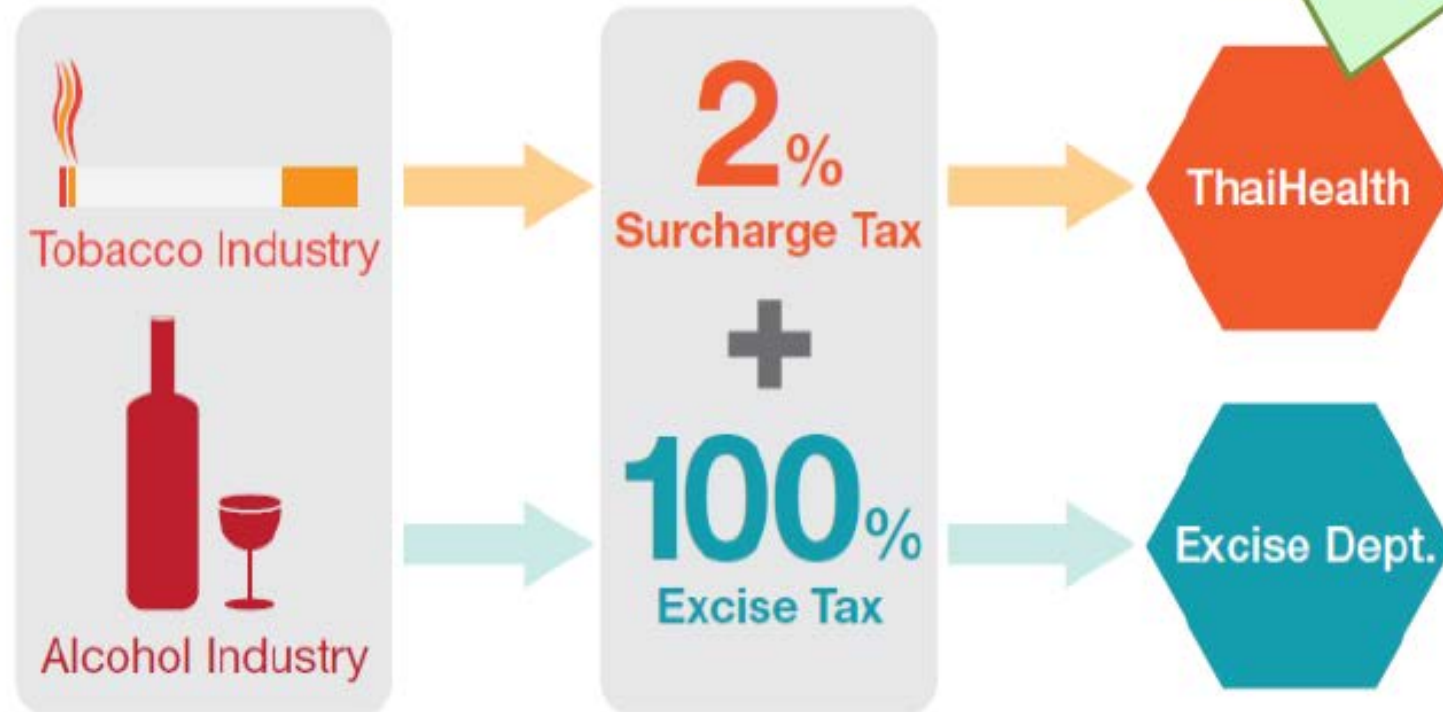
Thai Health Promotion Foundation or **ThaiHealth**

- Independent public agency established by **Health Promotion Foundation Act 2001**
- Main mission is to **Support Health Promotion Movement in Thailand**
- Provide **catalytic** funding for projects that change public values, people's lifestyles, and social environment.
- Pursues a **“Socio-Cultural”** not “biomedical” model of health
- Targets **Social Determinants of Health**



ThaiHealth's Source of Income

"Surcharge Tax" for ThaiHealth



Approx. \$120 Million in 2012
\$140 Million in 2013
\$150 Million in 2014



South Africa: Bicycle Empowerment Network in low-income communities

- Operates mainly in southern African countries
- Alleviate poverty through the promotion of bicycle use
- To enhance low-cost non-motorised transport
- Improve health through linking exercise and mobility.
- Collaboration with local and international partners to:
 - Facilitate the transportation of bicycles from Europe, the Americas and Asia to Southern Africa
 - Plan and introduce bicycle user paths and integrated linking networks.



<http://www.benbikes.org.za/>





Automobile dependence: A contributing factor to poorer health among lower-income households



Jerome N. Rachele^{a,*}, Takemi Sugiyama^{a,b}, Gavin Turrell^a, Aislinn M. Healy^a, James F. Sallis^{a,c}

Transportation Scenarios

1. One used, one new car. Two commuters From suburb to city center.
2. One new car. One commuter uses public Transport.
3. Zero cars. Two commuters use public Transport.
4. Zero cars. Most commuting by walk or bike. One commuter uses public transport 3 times/week

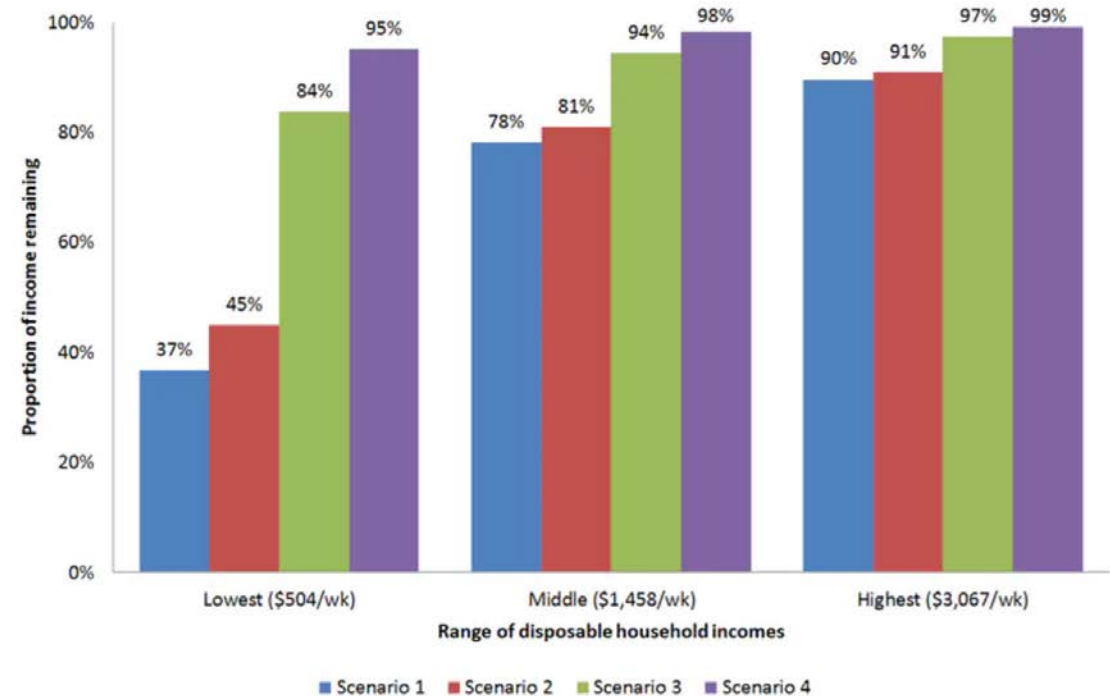


Figure 1. Proportion of disposable household income remaining after transport costs for four scenarios of car ownership.



Key Lessons



- There are numerous and diverse strategies for promoting PA around the world
 - Examples in every category of WHO's Global Action Plan for Physical Activity
 - Many are widely implemented
 - Few have been evaluated
- Many of these could be adapted, implemented, and evaluated here
- The biggest missing ingredients are funding, policy support, and political will for policy change