Getting the World Moving: A global target - A global agenda

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Physical inactivity is a global health priority. Recent estimates show one third of adults are not doing enough activity to prevent disease and gain the benefits of improved health and well-being. Between three to five million premature deaths annually are attributable to physical inactivity. In May 2013 the World Health Assembly agreed a global agenda for the prevention and treatment of non-communicable disease. This global action plan lays out a clear agenda for increasing physical activity and sets a global target for countries, namely to reduce physical inactivity by 10% by 2025.

This presentation will highlight why physical activity has been described as the ‘best buy in public health’ and discuss why increasing participation in physical activity, exercise and sports is a common goal shared by many sectors including sports, health, transport, planning and education sectors.

Achieving this ambitious global goal will require implementation and scaling up of effective strategies that promote and support physical activity across all age groups. This presentation will focus on how to implement national action to increase population levels of physical activity. There is strong scientific evidence to support countries increase their investment and this was summarized in “NCD Prevention: Investments that Work for Physical Activity”. The seven identified solutions include policy and program level actions across multiple settings. Success will require strong partnerships across multiple sectors to ensure sustained and effective implementation. To guide and monitor country progress will also require the determinants of physical activity including the role of the built environment, testing interventions and global and national policy and advocacy. Professor Bull led the development of the Toronto Charter on Physical Activity: A Global Call for Action (2010) and the NCD Prevention: Investments that work for physical activity (2011) a supplementary document produced for the United Nations High Level Meeting in September 2011. Professor Bull has been actively involved in the development of the Global Target and the inclusion of physical activity in the recent Global Monitoring Framework. Examples of research achievements include: over 150 scientific publications, book chapters and reports; research funding of $14 million and invited speaker at the World Economic Forum (Davos Jan 2013).

Bio: Professor Fiona Bull

Professor Fiona Bull is Director of the Centre for Built Environment and Health, School of Population Health at The University of Western Australia. In addition she is Chair of Global Advocacy for Physical Activity Council (GAPA) and President-Elect of the International Society for Physical Activity and Health (ISPAH). She holds Visiting Professorships at Loughborough University (UK) and at the Institute of Public Health, Cambridge University (UK) as well as expert Advisor to the World Health Organization. Professor Bull has a background in public health, exercise science, physical activity, and education. Her primary interests are on the prevention of chronic disease and specifically lifestyle related risk factors including physical inactivity. As Director of the Centre for Built Environment and Health, Professor Bull leads a research team which focuses on understanding the influence of the urban environment on physical, mental and social health outcomes across the life course. The centre has a strong emphasis and track record of multi-disciplinary collaboration and active participation in research translation to influence policy and practice and help create healthy and sustainable communities. Previous appointments include working at the Centres for Disease Control in Atlanta, USA and the World Health Organization in Geneva with a specific focus on the prevention of chronic disease through upstream action on the causal risk factors and social determinants. Her work spans population surveillance, global burden of disease, understanding the determinants of physical activity including the role of the built environment, testing interventions and global and national policy and advocacy. Professor Bull led the development of the Toronto Charton Physical Activity: A Global Call for Action (2010) and the NCD Prevention: Investments that work for physical activity (2011) a supplementary document produced for the United Nations High Level Meeting in September 2011. Professor Bull has been actively involved in the development of the Global Target and the inclusion of physical activity in the recent Global Monitoring Framework. Examples of research achievements include: over 150 scientific publications, book chapters and reports; research funding of $14 million and invited speaker at the World Economic Forum (Davos Jan 2013).