

Designed to Move and the importance of physical activity

To: The Hon. Josh Frydenberg MP, Parliamentary Secretary
to the Prime Minister

DESIGNED TO MOVE

A Physical Activity Action Agenda

From: *Designed to Move* (Australia)

Key Points:

- Australia, like the rest of the world, is facing a global physical inactivity crisis. The current generation of children is the first to have a life expectancy shorter than their parents.ⁱ
- Australia spent \$13.8 billion in 2008 managing direct health costs of physical inactivity.ⁱⁱ This is a preventable cost that could have funded the entire 2013-14 public debt interest or almost half of the education budget.ⁱⁱⁱ
- Physical inactivity increases the risk of non-communicable and preventable diseases like type 2 diabetes, cardiovascular diseases, strokes and cancers.
- Physical Activity is a solution that anyone with a body can afford. An investment in physical activity can be considered an investment in crime reduction, public health, educational attainment and workplace productivity.
- *Designed to Move* is a Framework for Action developed by a global community of more than 70 public, private, and civil sector, expert organisations, to lay out a simple plan for investing in physical activity.
- The UK is implementing the *Designed to Move* framework through an all-of-government and multi-sector Physical Activity Commission.
- Australia needs something similar to coordinate a nation-wide crusade to get Australians moving again, while supporting programs that have already started.

Brief:

Access to sports and physical activity is not trivial or optional – it is critical, urgent, and the stakes are too high to ignore.

The benefits of physical activity are significantly under-appreciated

Physical activity and regular participation in sports and physical play accelerate the development of human and social capital in a unique and comprehensive way. Improvements to physical and emotional health are well known, however benefits to, for example, school performance, community cohesion, crime reduction and gender equality are less publicised.

The global physical inactivity crisis

As economies develop, physical movement is engineered out of life. 'Incidental exercise' (like taking the stairs rather than catching an elevator) has rapidly decreased.

- 5.3 million premature deaths worldwide are attributed to physical inactivity.^{iv} Physical inactivity is responsible for 6 percent of coronary heart disease, 7 percent of type 2 diabetes, and 10 percent of breast and colon cancers.^v
- In less than two generations, America became over 30 per cent less active. If current trends continue by 2030 they will be close to 50 per cent less active.^{vi}
- In 2001-12, 67 per cent of Australians were sedentary or had low levels of exercise^{vii}.
- In a recent Australian study only 31 per cent of 12 year-old boys and 16 per cent of 12 year-old girls achieved the daily recommended one hour Moderate to Vigorous Physical Activity (MVPA)^{viii}
- The same study found at age 12, 23 per cent of boys and 31 per cent of girls had borderline or elevated insulin resistance (risk factor for Type 2 diabetes)^{ix}
- In just four countries (UK, US, China, India) the annual cost of inactivity is estimated to have been more than US \$200 billion in 2008 in direct health costs and lost productivity.^x Australia spent \$13.8 billion in 2008 managing direct health costs of physical inactivity.^{xi}
- Children today are the least active in history and chronic diseases such as diabetes, heart disease, obesity, and high blood pressure are only becoming more common.

A systemic national issue that requires a systemic, national response

The physical inactivity epidemic is a systemic issue that will require a multi-sector approach to solve. All sectors including urban planning/architecture, education, sports, transportation, government, and health have critical roles to play.

Designed to Move

Designed to Move is a framework for action developed by a global community of more than 70 public, private, and civil sector, expert organisations dedicated to ending the growing epidemic of physical inactivity. It makes a powerful case for urgent investment in physical activity and lays out a simple plan for action to fight the physical inactivity epidemic in individual countries and around the world.

Designed to Move has a vision of kids running, jumping, and kicking to reach their greatest potential. This vision may be achieved by acting upon two asks:

- 1) Create early, positive experiences for kids in sports and physically active play
- 2) Re-integrate physical activity into daily life.

The United Kingdom model

As part of securing the legacy of the London Olympics and inspired by the momentum behind *Designed to Move* in the UK, a Physical Activity Commission was formed in October 2013 to respond to the physical inactivity problem. After holding hearings across all sectors of government and the NGO and private sector the Commission received over 150 submissions from groups including parents, sports organisations, health professionals and corporations.

Using these submissions and advice from experts, the Commission is identifying successful programs to increase physical activity that can be implemented at a wider level and gaps where programs may need to be developed in four distinct but related areas:

- Transport and urban planning
- Health
- Education
- Sport

Conservatives, Labour and the Liberal Democrats are all formally supporting the Commission. The Commission will make its recommendations in April 2014.

Recommendations

Designed to Move believes Australia is in an excellent position to both use existing Australian programs (see, for example, work being undertaken by the NSW Premiers Council for Active Living) and to leverage successful international programs.

We recommend forming a small, multi-sector task force to:

- Review the outcomes / recommendations of the UK Physical Activity Commission
- Identify local and global pro-physical activity solutions and make recommendation of priorities to all levels of Government
- Look at the feasibility of setting up an Australian Physical Activity Commission or similar body.

Potential composition of the task force:

- Government Representatives (Federal, State, Local), multiple parties
- Industry and NGO Representatives (Health, Sports, Transportation/ Urban Design, Education, Physical Education)
- Strategic Coordinator, Facilitator & Project Manager

Contacts

Hon. Brian Dixon. B Com, Dip Ed MACE, JP

Founder, *Life. Be In It.*

Mobile: 0400 570 600, Email: brian@lifebeinit.org

Nithya Gopu

Production Director, *Designed to Move*

Mobile: 0404 515 005, Email: nithya.gopu@nike.com

Shannon Walker

Executive Director, Australian Sporting Goods Association

Phone: (03) 9320 2622, Email: shannon@asga.com.au

ⁱ *Designed to Move, A Physical Activity Action Agenda* www.designedtomove.org

ⁱⁱ <http://www.medibank.com.au/Client/Documents/Pdfs/TheCostOfPhysicalInactivity08.pdf>

ⁱⁱⁱ http://www.budget.gov.au/2013-14/content/myefo/html/07_attachment_d.htm

^{iv} Lee, I., Shiroma, E., Lobelo, P., Puska, P. Blair, S., and Katzmarzyk, P. for the Lancet Physical Activity Series Working Group. (July 2012). Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy. *The Lancet*. 380 (9838), pp. 219-229.

^v Lee, I., Shiroma, E., Lobelo, P., Puska, P. Blair, S., and Katzmarzyk, P. for the Lancet Physical Activity Series Working Group. (July 2012). Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy. *The Lancet*. 380 (9838), pp. 219-229.

^{vi} *Designed to Move, A Physical Activity Action Agenda* www.designedtomove.org

^{vii} <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/1DA0C56919DE176BCA257AA30014BFB7?opendocument>

^{viii} Telford RM et al. *Longitudinal Patterns of Physical Activity. Int J of Behavioral Nutrition and Physical Activity (2013)*

^{ix} Telford RM et al. *Longitudinal Patterns of Physical Activity. Int J of Behavioral Nutrition and Physical Activity (2013)*

^x *Designed to Move, A Physical Activity Action Agenda* www.designedtomove.org

^{xi} <http://www.medibank.com.au/Client/Documents/Pdfs/The> Cost Of Physical Inactivity 08.pdf