

GLOBAL ACTION PLAN ON PHYSICAL ACTIVITY 2018-2030

# MORE ACTIVE PEOPLE FOR A HEALTHIER WORLD



# A VISION FOR A MORE ACTIVE WORLD

Regular physical activity is proven to help prevent and treat noncommunicable diseases (NCDs) such as heart disease, stroke, diabetes and breast and colon cancer. It also helps prevent hypertension, overweight and obesity and can improve mental health, quality of life and well-being. Yet, much of the world is becoming less active. As countries develop economically, levels of inactivity increase. In some countries, these levels can be as high as 70%, due to changing transport patterns, increased use of technology, cultural values and urbanization.

**Failure to act to increase levels of physical activity will see related costs continue to rise, with negative impacts on health systems, the environment, economic development, community well-being and quality of life.**

This new global action plan to promote physical activity responds to the requests by countries for updated guidance, and a framework of effective and feasible policy actions to increase physical activity at all levels. The plan sets out four objectives and recommends 20 policy actions that are universally applicable to all countries and address the multiple cultural, environmental and individual determinants of inactivity.

**Effective implementation will require bold leadership combined with cross-government and multisectoral partnerships at all levels to achieve a coordinated, whole-of-system response.**

The World Health Organization will support countries to scale up and strengthen their response with evidence-based policy solutions, guidelines and implementation tools, and will monitor global progress and impact.

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*There are many ways to be active – walking, cycling, sport, active recreation, dance and play - and many policy opportunities to increase participation.*

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## GOAL TO REDUCE PHYSICAL INACTIVITY

**BY 2025**  
**10%**

**BY 2030**  
**15%**

# 1 CREATE ACTIVE SOCIETIES

## SOCIAL NORMS AND ATTITUDES

Create 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.



# 2 CREATE ACTIVE ENVIRONMENTS

## SPACES AND PLACES

Create and maintain environments that promote and safeguard the rights of all people, of all ages, to have equitable access to safe places and spaces, in their cities and communities, in which to engage in regular physical activity, according to ability.



# 3 CREATE ACTIVE PEOPLE

## PROGRAMMES AND OPPORTUNITIES

Create and promote access to opportunities and programmes, across multiple settings, to help people of all ages and abilities to engage in regular physical activity as individuals, families and communities.



# 4 CREATE ACTIVE SYSTEMS

## GOVERNANCE AND POLICY ENABLERS

Create and strengthen leadership, governance, multisectoral partnerships, workforce capabilities, advocacy and information systems across sectors to achieve excellence in resource mobilization and implementation of coordinated international, national and subnational action to increase physical activity and reduce sedentary behaviour.



# PHYSICAL ACTIVITY HAS MULTIPLE HEALTH, SOCIAL AND ECONOMIC BENEFITS

AND CAN CONTRIBUTE TO ACHIEVING THE 2030 SUSTAINABLE DEVELOPMENT GOALS (SDGs).

Policy action on physical activity is interconnected with 13 SDGs



Working in partnership and investing in policy actions to promote walking, cycling, sport, active recreation and play can promote community well-being and quality of life for all.

# WHAT IS THE WORLD HEALTH ORGANIZATION GOING TO DO?

Working in partnerships, WHO will support countries to implement a whole-of-community approach to increase levels of physical activity in people of all ages and abilities. Global, regional and national coordination and capacity will be strengthened to respond to needs for technical support, innovation and guidance.

## WHO will focus on the following key areas:



**Facilitate and promote multisector partnerships**



**Develop and disseminate policy, guidelines and tools**



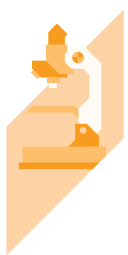
**Catalyse innovation and digital solutions**



**Advocate for policy action, partnerships and community participation**



**Support knowledge transfer**



**Promote investment in research and evaluation**



**Support resource mobilization**



**Provide technical support**



**Partner to strengthen workforce capacity**



**Monitor progress and impact**

# WHOLE OF GOVERNMENT SOLUTIONS FOR PHYSICAL INACTIVITY

This global action plan provides a “systems-based” roadmap for all countries to enable national and subnational action to increase physical activity and reduce sedentary behaviour.

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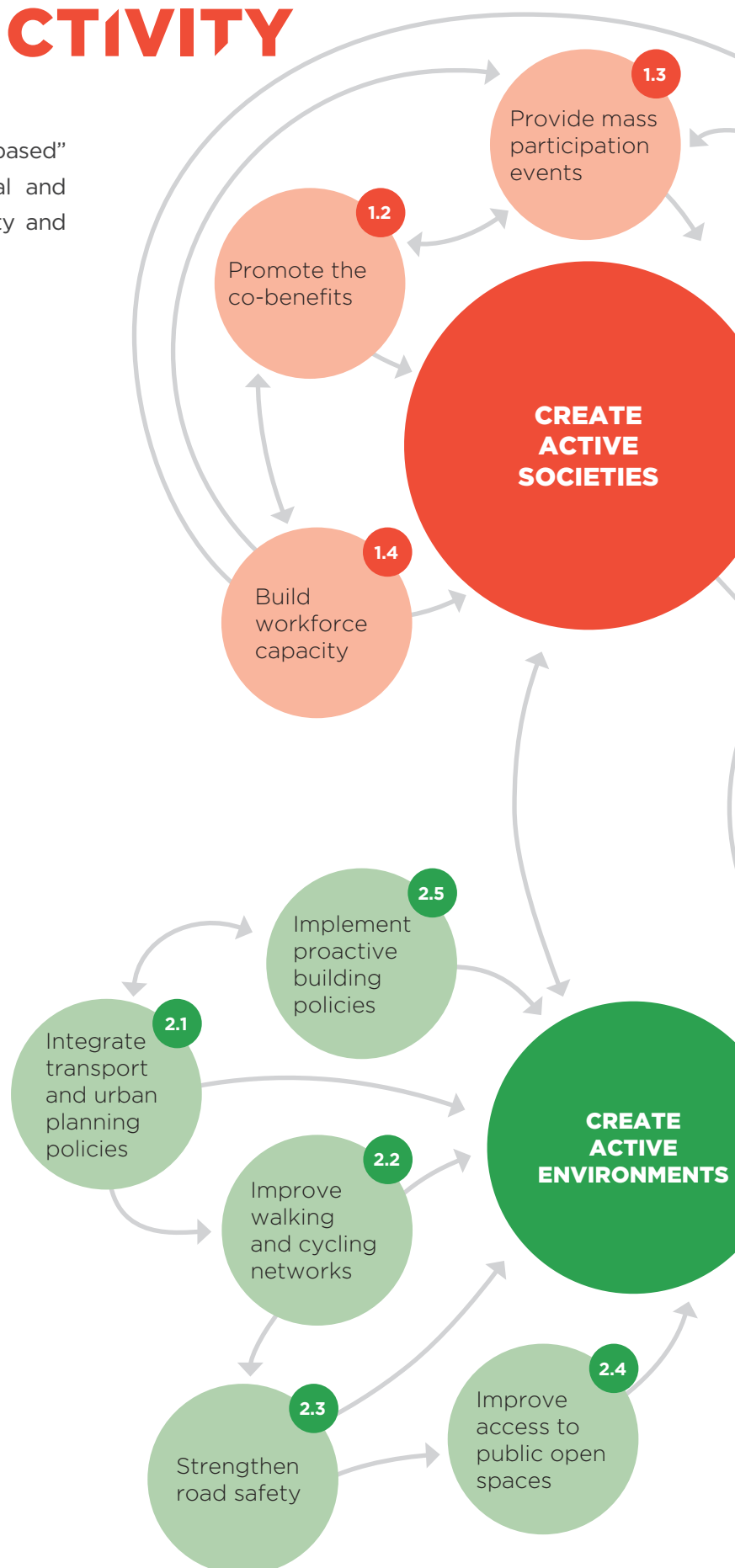
*Increasing physical activity requires a systems-based approach – there is no single policy solution*

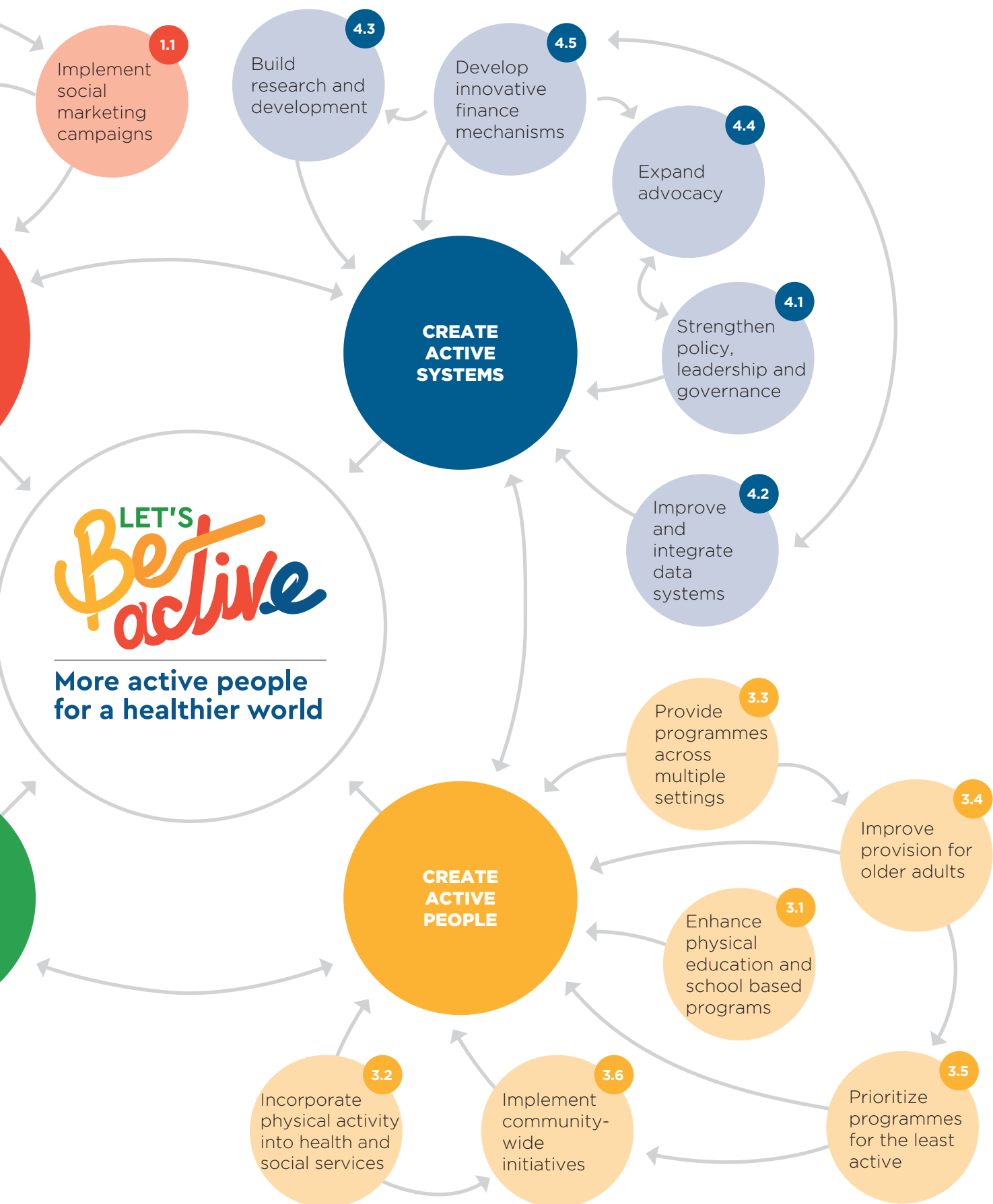
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## WHAT IS A ‘SYSTEMS-BASED’ APPROACH?

A systems-based approach recognizes the interconnectedness and adaptive interaction of multiple influences on physical activity. It shows the numerous opportunities for policy action by different stakeholders to reverse current trends in inactivity and how they interact on multiple levels.

Implementation requires a collective and coordinated response across the settings where people live, work and play by all relevant stakeholders, at all levels, to ensure a more active future.





Numbers shown refer to the recommended policy actions. For full details refer to the main report.



World Health  
Organization

[www.who.int/lets-be-active/en/](http://www.who.int/lets-be-active/en/)  
#Beactive  
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