Promoting physical activity in the community

D. Bislimovska, S. Petrovska, L. Todorovska, S. Manchevska

Department of Medical and Experimental Physiology with Anthropology, Medical faculty, Ss Cyril and Methodius University, Skopje, R. Macedonia

6th Croatian Congress on Occupational Health with International Participation
Šibenik, September 30th – October 4th, 2015

Essentials for workers health
What is physical activity?

• Any bodily movement produced by skeletal muscles that results in energy expenditure above resting level (Caspersen et al. 1985)

• It provides many health benefits, reducing a vast number of noncommunicable diseases:
  - cardiovascular diseases
  - type 2 diabetes
  - some types of cancer
  - osteoporosis
  - high blood pressure
  - high cholesterol
  - mental health
Physical inactivity

- 4th leading risk factor for global mortality

Sources: WHO 2010, Cebr analysis; ISCA/ Cerb report June 2015

Around 5.3 million deaths, in 2012, are due to physical inactivity

Around 10.4% of all global colorectal cancer cases are attributable to physical inactivity

Physical inactivity is being a cause for 27% of diabetes and 30% of ischaemic heart disease
Promotion of physical activity

• “Socio-ecologic” approach- aware of the social and cultural circumstances, interests and capacity of individuals throughout the life cycle
• Actions in all levels of the society:
  - individual
  - interpersonal
  - organizational
  - community
  - public policies
Steps for promotion

- WHO Global Strategy on Diet, Physical Activity and Health (May 2004)

Develop and implement National Policy, Campagins, Strategies, Programs

Multi-sectoral community-level approach:
- Policy-makers
- Local Government planners
- Health care professionals
- Employers and private organizations
- Sport and recreation professionals
- Education
- Urban planning/ Architecture
- Transportation
How to promote physical activity?

- **Informational approaches** – to increase awareness for physical activity
  - **Community-wide campaigns** (walk-to-school/ work events, walking/biking trail development, PA counseling etc.)
  - **Mass-media campaigns** (TV, radio announcements, newspaper, newsletters, posters, flayers)
  - **Point-of-decision prompts** (signs posted by elevators/escalators to encourage people to use the stairs)
• **Social and behavioral approaches**- to make changes in the settings
  - **Modifying the curricula of physical education** in schools and setting goals for teachers and students
  - **Individual-adapted health behavior interventions** (self-monitoring and rewards, getting social support, walking groups, buddy system)

• **Environmental approach**
  - creating or enhancing access to places and facilities for physical activity
  - **worksite activity programs**
Macedonian experience

- **Strategic documents:**
  - “National strategy of Republic of Macedonia for prevention and control of noncommunicable diseases” - Ministry of Health, 2009
  - “National annual program for Public Health in Republic of Macedonia for 2015” - Government of RM

- **Who’s involved:**
  - Government of RM
  - Ministry of Health
  - Ministry of Labour
  - Ministry of Education and Science
  - Public Health institutions
  - Primary health care practitioners
  - Institute of Medical and Experimental Physiology (IMEPA)
  - MOC
  - Agency of Youth and Sport
Concrete steps

• Implementation of the Strategy on Diet, PA and Health 2014/2015
  → Collaboration between the Ministry of Health and IMEPA
• Implementation of the Strategy on organizing PA programs for preschool children from 2014
  → Collaboration between Ministry of Labour, IMEPA and FPESH
• Free medical check-ups for all people who practice sports for recreation 2015/2016
• Free brochures for PA promotion- Institute of Public Health
• Organizing activities for the European Week for Sport 2015- Macedonian Agency of Youth and Sport
Do it for life!