Escalabilidad de Programas y Políticas de Promocíon de Actividad Física

VI Curso de Políticas y Programas de Habitos Y Estilos de Vida Saludables September 29, 2017

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Piensen en la localidad donde ustedes promueven actividad física...

- Cual progama es mas efectivo para aumentar la fuerza musclar en personas mas viejas?
- Cual es la actividad mas practicada por mujeres en Bucaramanga?
- Cual las barreras para practica de la actividad física por los adultos en Bogota?
- Cuantas personas participan en las actividades de HEVS?
- Qué las personas piensan de HEVS?

La ley de las mitades"...um



Piensen en la localidad donde ustedes promueven actividad física...

Quién son las personas que participán en sus programas?

Quién son las personas que no participán em sus programas?

Como puede hacer para atraer a las personas que no participán?

Piensen en lo Departamento donde ustedes promueven actividad física...

Cuales son las localidades que participán en sus programas?

Cuales son las localidades que no participán en sus programas?

Como puede hacer para atraer a las localidades que no participán?



 Type IV. At scale dissemination:

 No efficacy testing,

 no real world trial

 1. Development

 4. Dissemination

Lancet Physical Activity Series 1 (2012)

- 1. Global physical activity levels: surveillance progress, pitfalls, and prospects
- 2. Correlates of physical activity: why are some people physically active and others not?
- 3. Effect of physical inactivity on major non-communicable diseases worldwide: an metaanalysis of burden of disease and life expectancy
- 4. Evidence-based intervention in physical activity: lessons from around the world
- 5. The implications of megatrends in information and communication technology and transportation for changes in global physical activity
- 6. The pandemic of physical inactivity: global action for public health

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THE LANCET

What can be learnt about scaling up physical activity interventions from the scientific literature?

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Scaling up physical activity interventions worldwide

- 1. Summarize the available **peer-reviewed**, scientific evidence on scaling up physical activity interventions;
- 2. Integrate the knowledge and experience of **senior researchers** and **key stakeholders** on the **factors influencing** the scalability of physical activity interventions in HICs and LMICs;
- 3. Identify **case studies** of scaled-up physical activity interventions from around the world;
- Develop a framework to guide researchers, practitioners, policy makers, and civil society in selecting, implementing, and assessing scaled-up physical activity interventions
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Case Studies by Country Income & Effectiveness

CATCH (HIC, USA) •Whole-of-school program

•Horizontal & vertical scalability

•Emerged from: research world

•PA main outcome

•R.E.A.I.M. elements are present

•Effective

•Successful translation to practice (~20 years)

BRT (U-MIC, Brazil)

•Transportation systems

•Horizontal scalability (~150 cities worldwide)

•Emerged from: real world

•PA is a co-benefit

•R.E.A.I.M. elements scarce or inconsistent

•Emerging effectiveness

• Successfully scaled up in some settings (political and infrastructure support) S4D (LICs, Africa) •Sports systems & programs

•Horizontal scalability (some institutionalization)

•Emerged from: real world

•PA is a co-benefit

•R.E.A.I.M. elements scarce (Humanitarian aid; UN support)
•Effectiveness not examined

•Scalability not driven by evidence (though embedded in a system)

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Questions

- Have we unveiled the most important (and meaningful) scalability factors?
- Does this framework is practical and measurable?
- Can we define scalability success and measure it?
- How to quantify and predict scalability?
- It's feasible (and meaningful) simulate the intervention most likely to achieve an optimum scale?

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Physical Activity 2016: Progress and Challenges

Key Messages

- Not every intervention implemented at scale is effective in increasing population physical activity levels, and not every effective, researcher-led intervention is scalable
- Researchers, funding agencies, journals should prioritise studies for assessing the impact of real-world physical activity interventions
- Sectors outside of health are essential to scaling up (eg, schools, urban planning, transportation, sports and recreation, the environmental sector)
- Policy makers, stakeholders, and city and state planners should focus on scaling up approaches with the highest face validity:
- Greatest progress is likely to occur through interventions that are effective in promoting physical activity, implemented at scale, regularly assessed, and fully embedded in a system

Key Messages

- Action-oriented framework will help researchers to focus on the most important factors in the scale-up process, and will aid policy makers and practitioners in understanding its staged nature
- International organizations (eg, UN, WHO, and World Bank) should provide leadership by setting targets and indicators for countries
- Ministries of health should have a multilevel and Multisectoral plan to increase population physical activity levels
- Sectors outside of health are essential to scaling up (eg, schools, urban planning, transportation, sports and recreation, the environmental sector);

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Physical Activity 2016: Progress and Challenges

City planning and population health: a global challenge

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Making the Case for Active Cities The Co-Benefits of Designing for Active Living



Built Environment Settings: That support physical activity in these areas



- These settings must be considered in the design of Active Cities
- What are the key modifiable features of these settings that have evidence of association with physical activity?
- A short list of features was identified for each setting, and cobenefits of those features were searched



Outcome /	
Co-Benefit	Description
Physical health	Chronic diseases, obesity
Mental health	Depression, anxiety, other disorders
Social benefits	Neighborhood/social cohesion, human capital
Environmental benefits	Carbon dioxide emission, pollutants
Injury prevention	Crime, violence, car crashes
Economic benefits	Land value, governmental infrastructure costs, real estate profitability, productivity/job performance, health care costs, economic performance of cities
Other	Automobile congestion, findings related to disparities, polls showing public support or opposition to an environmental feature

Summary table by sector – Summing across features

Table 13: Quantitative Estimates of Co-Benefits by Setting								
Built Environment Attribute	Physical Health	Mental Health	Social Benefits	Environmental Sustainability	Safety / Injury Prevention	Economic Benefits		
Open spaces / Parks / Trails	57.5+ 3.5(0)	93+	42.5+ 4(0)	20+ 4(0)	23+	19+ 4(0)		
Urban design / Land use	105+ 54(0) 19-	31+ 4-	80.5+ 29(0)	265.5+ 45.5(0) 3.5-	13.5(0) 18.5-	69+ 10.5(0) 4-		
Transportation systems	7+ 3.5-	3+ 3.5(0)	23+	70+ 21(0) 3-	67+ 14(0) 4-	56+ 3.5(0) 4-		
Schools	19.5+ 3.5(0)	21+	11+	21.5+	4+ 3-	15+		
Workplaces / Buildings	55+ 3.5(0)	18.5+ 4-		20.5+		48+ 3.5(0)		

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www.activelivingresearch.org

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