

#2 STREETGAMES INACTIVITY TIME BOMB REPORT ON THE SOCIETAL COST OF PHYSICAL INACTIVITY

STREETGAMES

Research, 2014

Topic for advocacy HEPA - Physical Activity and Health and Local Clubs / Obesity and behaviour change / Education and Active Schools

<http://www.streetgames.org/sites/default/files/The-Inactivity-TimeBomb-StreetGames-Cebr-report-April-2014.pdf>
<http://www.streetgames.org/sites/default/files/Inactivity%20Timebomb.pdf>

Description of the good example

The Inactivity time bomb is a report published in 2014 by National Sports Charity, StreetGames and the Centre for Economics and Business Research (CEBR). It is the first study to quantify the economic and social costs associated with physical inactivity specifically among young people in the UK.

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

The report is an evidence-based practice, and promotes cross-sectoral collaboration and support from the largest Government departments to the smallest community projects, organisations need to support more people to get active and to stay active.

Learning points - What can we learn from it?

The research can help to get a better picture of the current situation in the area of Physical Activity in the United Kingdom. The research shows economic and social costs of physical inactivity which can be used to advocate on the importance of Physical Activity at all levels.

Target - Who can best use this example or document?

Policy makers, Local authorities, state, local, and government agencies, local and national governments, National non-governmental organizations (NGOs) that focus on the health of children in school, researchers, public health practitioners, school health councils, school nutrition directors, physical education teachers, curriculum coordinators.

**All information in this entry is sourced from the link above and contact mentioned in the document.*

Further information

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