

# #70 START ACTIVE, STAY ACTIVE

## SSEHS ACTIVE

Report, 2011

**Topic for advocacy** HEPA - Physical Activity and Health / Education and Active Schools, Obesity and behaviour change / Sport facility management and urban planning

<http://www.ssehsactive.org.uk/userfiles/Documents/startactivestayactive.pdf>

### Description of the good example

These guidelines are issued by four Chief Medical Officers (CMOs) of England, Scotland, Wales and Northern Ireland. They established a UK-wide consensus on the amount and type of physical activity required during all stages of our lives. In reaching this consensus, we have drawn upon recent international, large-scale reviews in the United States and Canada and have benefited from the contribution of international experts engaged in the World Health Organization Global recommendations on Physical Activity for Health. We are grateful to all who have been involved in this collaborative effort.

For the first time, this report emphasises on the importance of physical activity for people of all ages. We have therefore developed new and updated the existing guidelines on children, young people and adults.

### Target - Who can best use this example or document?

Local government, business, third sector organisations, planners, sport and local champions.

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

### Highlights and outcomes

#### Why could it be useful for your organisation and advocacy?

The guidelines draw on a global evidence of the health benefits stemming from a regular physical activity practice. In addition, the report highlights the risks of sedentary behaviour for all age groups. Bringing all of these aspects together creates a number of key features of this report. These include a lifecourse approach, a stronger recognition of the role of vigorous intensity activity, the flexibility to combine moderate and vigorous intensity activity, an emphasis upon daily activity, and new guidelines on sedentary behaviour.

### Learning points - What can we learn from it?

A new approach that makes physical activity everyone's business is not without a challenge - for example, transferring knowledge towards professionals in various other sectors, managing the competing pressures on urban environments to retain green space and promotion of active travel.

### Further information

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<http://www.ssehsactive.org.uk/home/index.html>