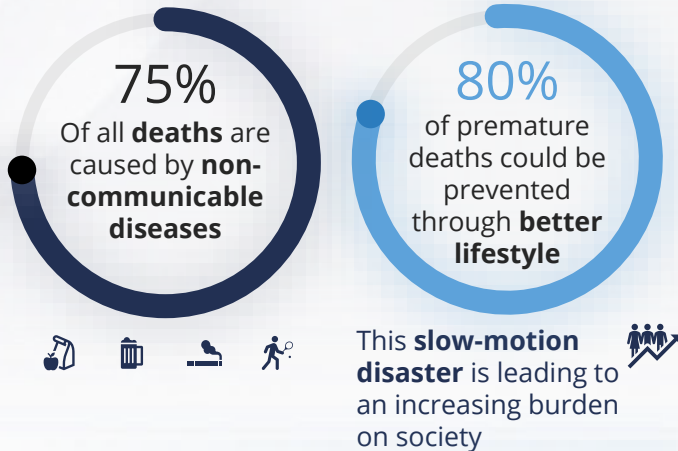


# Sport for Health

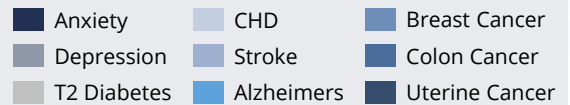
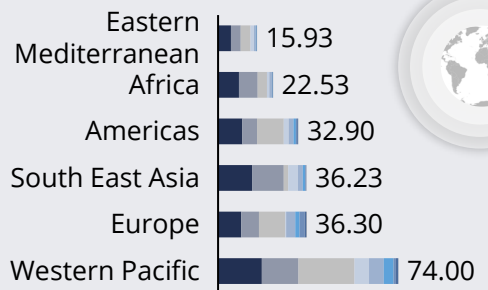
## Overview

Sport and physical activity with its associated health benefits is a highly powerful mechanism to achieving an active and healthy population. Physical inactivity causes 1 in 10 deaths worldwide and has been identified as having a significant impact on the risk of developing illnesses, particularly costly illnesses such as coronary heart disease, Type II diabetes, cancer, and dementia. While there is little argument of the science, the challenge for policymakers lies in how the sport and physical activity policy can be integrated with health policy to realise the gains to society.

## Importance



Physical activity is currently preventing more than **235 Million cases of chronic disease** globally



**20- 30%** Increased risk of death for those insufficiently active compared to those that are active

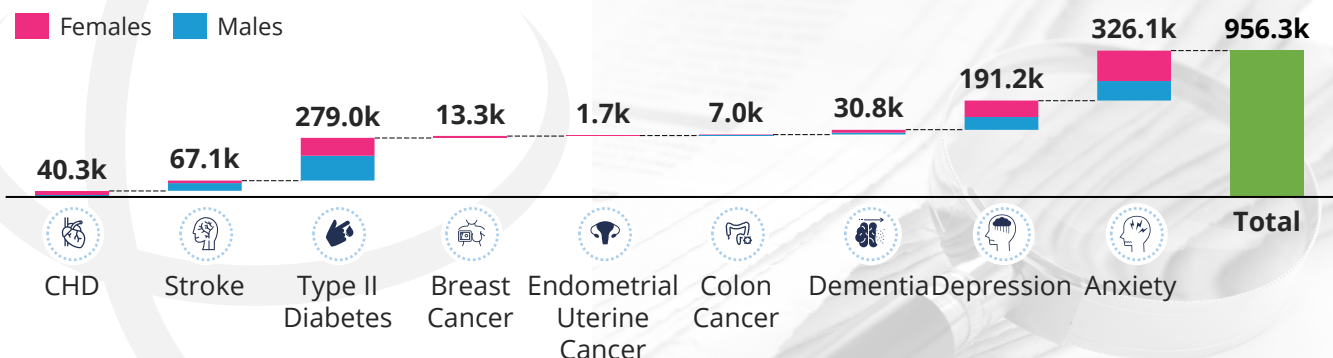
## Case Study

Portas Active Citizens Worldwide (ACW) is a global multi-city initiative using data and analytics to help cities understand and transform sport participation and physical activity.

ACW has provided 13 cities with systematic modelling and analytics of physical activity in their city including a detailed and comparative understanding of physical activity. The tool has helped to foster conversations between sport and health policy makers to develop targeted sport policy.

Portas was engaged in one region to provide an assessment of physical activity rates and estimate the resulting social, economic and health benefits based on a survey of over 15,000 participants. The analysis helped inform policy makers on implications and prioritisation.

### Cases prevented through physical activity (illustrative example from ACW)



Source: Portas Sport Health and Activity Realisation Programme (SHARP); ACW analysis; WHO; IHME; The Lancet; Portas analysis

## Challenges and opportunities

The true potential of physical activity for disease prevention is not being realised

### Common challenges

### Opportunities

1

Political pressure to deliver cure rather than prevention (curative healthcare accounts for 70% of budgets)

Create an 'all practice' approach to embed health and activity mindset in all policymaking



**Health in All Practice**

Bring health & wellbeing consciousness into sport and physical activity



**Sport in All Practice**

Bring sport and physical activity into health & wellbeing management

2

Difficulty achieving cross-sector collaborations, due to ambiguity in accountability and responsibilities

Establish the **5 critical enablers** of cross-sector collaboration – **S.T.A.R.T**

**Sustainability** – ensure long-term economic sustainability and identify opportunities to scale early

**Targeted** – agree on a clear objective and value statement

**Responsibility** – outline governance and operational model where roles, responsibility and accountability is clear



**Transparency** – establish commitment to openness and create clear communication channels and feedback loops

**Alignment** – establish alignment at every level from data and insight to funding

3

**Overburdened workforce** face challenges to change and implement new initiatives

Use **change management processes** to prepare and support with organisational or operational change

Strategy & planning

Organisation & leadership

Operations



**MOBILISE  
EMBED  
SUSTAIN**

## Implications for Policy-Makers

1

### Evaluation and monitoring capabilities

Build data and review processes to ensure accurate target setting and measurement of progress

2

### Collaboration across public health and sport

Clearly defined roles and responsibilities through taskforces, joint working groups and other avenues

3

### Social investment return narrative

Demonstrate impact on outcomes through data-driven decision making and messaging

4

### Global development

Create a network of exchange programs to foster knowledge sharing and benchmarking

5

### Activity guidelines

Establish physical activity guidelines across segments of the population

6

### Industry development and training

Work with medical professionals and other touch points delivering physical activity to provide preventative activity