Combining sport and public health - the role of the health sector in the promotion of liveable cities
Velocity, June 12th, Rio, Brazil

Dr Thiago Herick de Sa
Public Health, Environmental and Social Determinants of Health

World Health Organization
Strengthening access to, and the promotion of participation in, sports and active recreation, across all ages and abilities, is an important element of increasing population health and developing enabling environments for a healthy living.
Sport and active recreation can also contribute in emergency and crisis situations as part of humanitarian programmes aimed at health and social needs, as well as community development and integration.
While sport can be a catalyst and inspiration for social participation and community engagement, the sports sector is also a significant employer and a key driver of tourism and infrastructure globally.
How the health sector promote liveable cities by helping the link between sports cycling and other types of cycling?
Facilitate and promote multisector partnerships
Develop and disseminate policy, guidelines and tools
Catalyse innovation and digital solutions
Advocate for policy action, partnerships and community participation
Support knowledge transfer

Promote investment in research and evaluation
Support resource mobilization
Provide technical support
Partner to strengthen workforce capacity
Monitor progress and impact
WHO Response

Global Action Plan on Physical Activity

Urban Health Initiative

Tools for health and economic assessment of cycling policies
MORE ACTIVE PEOPLE FOR A HEALTHIER WORLD

Launched June 4 2018
Cidade do Futebol
Lisbon, Portugal
More active people for a healthier world

MISSION:

Ensure that all people have access to safe and enabling environments and to diverse opportunities to be physically active in their daily lives, as a means of improving individual and community health and contributing to the social, cultural and economic development of all nations.

4 OBJECTIVES

20 POLICY ACTIONS
Four strategic objectives

1. **CREATE ACTIVE SOCIETIES**
   - Social norms and attitudes

2. **CREATE ACTIVE ENVIRONMENTS**
   - Spaces and places

3. **CREATE ACTIVE PEOPLE**
   - Programmes and opportunities

4. **CREATE ACTIVE SYSTEMS**
   - Governance and policy enablers
Strengthen access to good-quality public and green open spaces, green networks, recreational spaces (including river and coastal areas) and sports amenities by all people, of all ages and of diverse abilities in urban, peri-urban and rural communities, ensuring design is consistent with these principles of safe, universal, age-friendly and equitable access with a priority being to reduce inequalities and in alignment with other commitments (39).
Urban Health Initiative
Catalyzing Change
Levels of urban transformation

6. Urban leaders act - changes in policies, air quality, climate & health indicators are tracked
5. Communications intensify demands for change
4. Alternative scenarios tested – vision for healthy urban future articulated
3. Tools for assessing health and economic benefits
2. Health policymakers build competencies
1. Current policies assessed and mapped
Tools for assessing health and economic benefits such as WHO’s AirQ+, HEAT and One Health adapted and used locally. Tools for front line health care workers to advise patients & communities.
Health Economic Assessment Tool (HEAT) for walking and cycling
Welcome to the Health Economic Assessment Tool (HEAT) for walking and cycling by WHO/Europe

>> New version HEAT 4.0 launched (see News for details) <<

The HEAT tool is designed to enable users without expertise in impact assessment to conduct economic assessments of the health impacts of walking or cycling. The tool is based on the best available evidence and transparent assumptions. It is intended to be simple to use by a wide variety of professionals at both national and local levels. These include primarily transport planners, traffic engineers and special interest groups working on transport, walking, cycling or the environment.

The HEAT estimates the value of reduced mortality that results from specified amounts of walking or cycling, answering the following question:

If \( x \) people regularly walk or cycle an amount of \( y \), what is the economic value of the health benefits that occur as a result of the reduction in mortality due to their physical activity?

In addition, HEAT can now also take into account the health effects from road crashes and air pollution, and effects on carbon emissions.
Summary

- Frame the issue, highlighting the links and opportunities
- Call for action, with concrete measures and objectives
- Tools and knowledge to support implementation
Children playing in an urban waterfall in Rio de Janeiro

Photo credits: Clarice Castro /GERJ
http://fotospublicas.com/termos-de-uso/