Submission to WHO Consultation on a Comprehensive Global Monitoring Framework, Indicators and Targets for the Prevention and Control of NCDs, October 2012

Dear Madam/Sir,

The Sporting Goods Industry welcomes the opportunity to contribute to the World Health Organization consultation on a global monitoring framework, indicators and targets for non-communicable diseases (NCDs).

At the UN High-Level Meeting on the Prevention and Control of NCDs last year, Member States emphasized the importance “for greater measures at global, regional and national levels to prevent and control non-communicable diseases in order to contribute to the full realization of the right of everyone to the highest attainable standard of physical and mental health”. For this, there is an urgent need to develop a "comprehensive global monitoring framework, including a set of indicators to monitor trends and assess progress on NCDs" and a "set of voluntary global targets" until end of 2012. This should also include the level of physical (in) activity development in its largest form.

The WFSGI and sporting goods see it as very important to development national targets and indicators, building on guidance provided by WHO, to address the impacts of non-communicable diseases, and to assess the progress made in the prevention and control of non-communicable diseases and their risk factors and determinants.

We do have strong concerns on the implementation and your recognition to “Reaffirm the right of everyone to the enjoyment of the highest attainable standard of physical and mental health”. Taking in consideration all other comments and suggestions made by the NCD alliance in their submission, we are convinced that the proposal/goal of 150 minutes physical activity per week is insufficient to reach the goals of reducing NCD’s and the financial, social and societal impact. Based on research a number of organizations, including the World Health Organization, the recommendation for daily physical activity is 60 minutes (somewhat less for younger children). Why do we question this?
You may know that a group of physical activity experts and supporter organizations have researched and compiled global information. They also made projections and suggested action proposals under a new umbrella for physical activity called “Designed to Move”.

With combined expertise, diverse resources and collective commitment, we supported the vision to create a new way of life for all - one that unleashes our extraordinary human potential and with the following major key message.

1) **Human being’s are designed to move**: but the opportunity and necessity to move in modern life has declined, leading to an epidemic of physical inactivity—a looming and dangerous threat to everyone’s health, wellbeing, and quality of life.

2) **There is a critical window for impact**: brain research shows preferences & motivations are shaped for life by about age 10.

3) **Physical inactivity has reached epidemic proportions, and is increasing at an alarming rate**: if no action is taken, half of all Americans and Chinese are projected to be physically inactive, along with a third of the British and Brazilian populations by 2030. That’s about 1 billion people.

4) **We’ve engineered movement out of life**: as a byproduct of technology and modernization—‘Incidental exercise’ is gone and sport and physically active play are marginalized more than ever.

5) **Today’s kids are becoming fatally unfit**: Today’s kids are the first generation to have a shorter life expectancy than their parents...by 5 years.

Physical activity is THE solution “available” and “ready” to be implemented to society today. All other suggestions such as salt, sugar or fat reductions will need to go through a longer period of consultations and negotiations. Therefore it will be obvious that the promotion and increase of physical activity combined with some additional messages and actions on a healthy lifestyle would be a first contribution and clear action plan to strengthening the capacity of individuals and populations to make healthier choices and follow lifestyle patterns that foster good health.

**We therefore have one unifying Vision:**
Future generations running, jumping, and kicking to reach their greatest potential

**And 2 Asks:**
- Create early positive experiences for children,
- Integrate physical activity into everyday life
We therefore strongly encourage to advance the implementation of the WHO Global Strategy on Diet, Physical Activity and Health, including, through the introduction of policies and actions aimed at promoting healthy diets and increasing physical activity in the entire population, including in all aspects of daily living, such as giving priority to regular and intense physical education classes in schools; urban planning and re-engineering for active transport; the provision of incentives for work-site healthy-lifestyle programs; and increased availability of safe environments in public parks and recreational spaces to encourage physical activity.

Now, despite our urge for action with physical activity, we also see a high importance that the Member States agree to a comprehensive monitoring framework and measurement tool to verify the set of targets and indicators that will drive progress towards the 2025 goal.

We clearly noted here the comments from WHO Director General Margaret Chan, “what gets measured, gets done” and we hope that our joined document “Designed to Move” can serve here as first measurements where action will be reality soon.

We will be available for further information and exchange on this matter and the report is available to serve you on www.designedtomove.org

Sincerely yours,

World Federation of the Sporting Goods Industry

Robbert de Kock
Secretary General

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- WFSGI Board
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