



ESTRATEGIA
PROMOCIÓN DE LA SALUD
Y PREVENCIÓN EN EL SNS



**Claves para activar a la población desde el ámbito local,
un trabajo en equipo de alto nivel...
(estrategia, táctica, ejecución, evaluación, talento y experiencia)**

Prof. Alfonso Jimenez
PhD, CSCS, NSCA-CPT, FLF

**EXCELLENCE
WITH IMPACT**

**Coventry
University**



Coventry, England



**EXCELLENCE
WITH IMPACT**

Coventry
University

University of the Year 2015
Best Modern University in UK
2014, 2015, 2016

THE AWARDS 2015



A screenshot of the Coventry University website. The header includes the university's logo and navigation links like "Our Research Centres", "Research jobs", "Scholarships", "Working for Coventry University", and "Making your application". Below the header, there is a large image of a man looking through a telescope. Overlaid on the image is the text "JOIN US ON OUR JOURNEY..." and "EXCELLENCE WITH IMPACT".



**EXCELLENCE
WITH IMPACT**

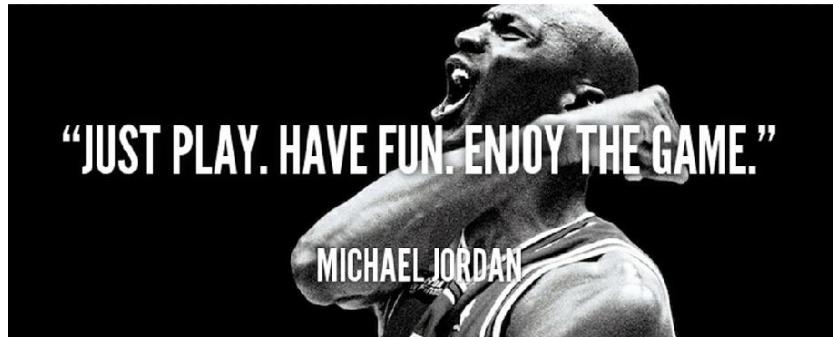


**Coventry
University**



Equipo de alto nivel...

(estrategia, táctica, ejecución, evaluación, talento y experiencia)



*"Winners never quit and
quitters never win..."*

Vince Lombardi



*"When you are hunting elephants,
don't get distracted chasing rabbits"...*

T. Boone Pickens

Founder and Chairman of BP Capital Management

**IT NEVER
GETS EASIER,
YOU JUST
GET BETTER.**

KUSHANDWIZDOM

Algunas experiencias positivas...



More people
More active
More often

<http://www.ukactive.com/>



<http://researchinstitute.ukactive.com/>



<http://europeactive.eu/>



<http://www.fitness.org.au/>

La OMS (2009) define una **ciudad saludable** como una ciudad que:

“favorece y facilita la salud, recreacion y bienestar, interaccion scial, movilidad y el sentido de orgullo e identidad cultural y... se adapta a las necesidades de todos sus ciudadanos”

ECONOMIC BENEFITS

COST SAVINGS
JOB GROWTH
PRODUCTIVITY



SAFETY BENEFITS

LESS CRIME
FEWER PEDESTRIAN AND CYCLIST INJURIES



SOCIAL BENEFITS

BETTER COHESION
INCREASED CIVIC ENGAGEMENT



THE BENEFITS OF CITIES DESIGNED TO MOVE

ENVIRONMENTAL BENEFITS

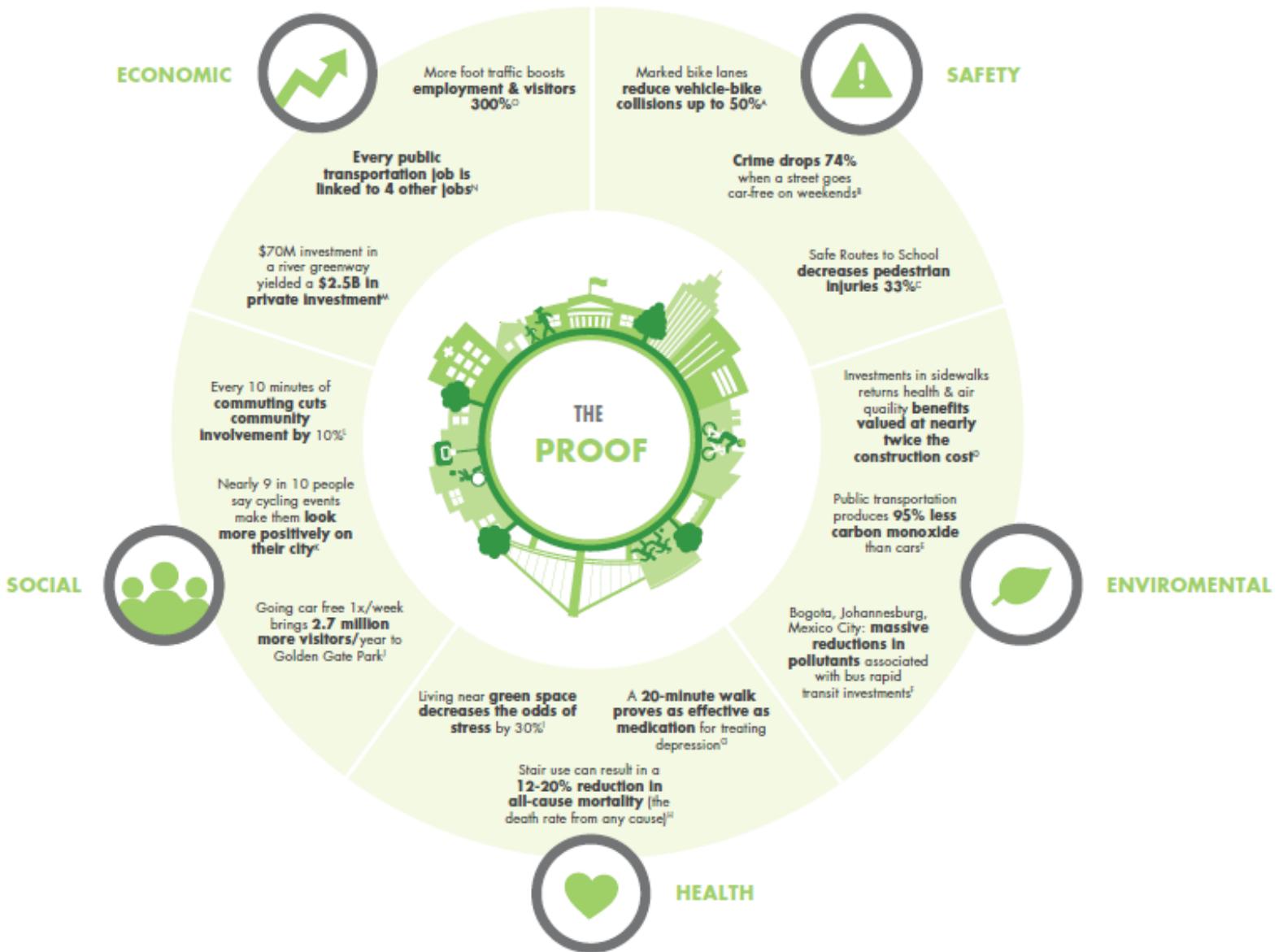
REDUCED POLLUTION
IMPROVED CLIMATE



HEALTH BENEFITS

LESS DEPRESSION, ANXIETY AND STRESS
LESS OBESITY AND CHRONIC DISEASE







PRIORITIZE PHYSICAL ACTIVITY AS A SOLUTION

BUILD PHYSICAL ACTIVITY INTO MASTER PLANS, ADMINISTRATIVE ACTIONS AND INCENTIVES.

MAKE EXISTING RESOURCES ACTIVE RESOURCES

LOOK AT EXISTING RESOURCES FOR LOW-COST, HIGH-GAIN INTERVENTIONS LIKE ABANDONED SPACE AND AFTER-HOURS ACCESS TO FACILITIES.

DESIGN FOR PEOPLE TO BE ACTIVE

CITIES SHOULD BE BUILT FOR PEOPLE, NOT JUST CARS. RETHINK HOW YOU MEASURE WHERE, WHY AND HOW PEOPLE MOVE.

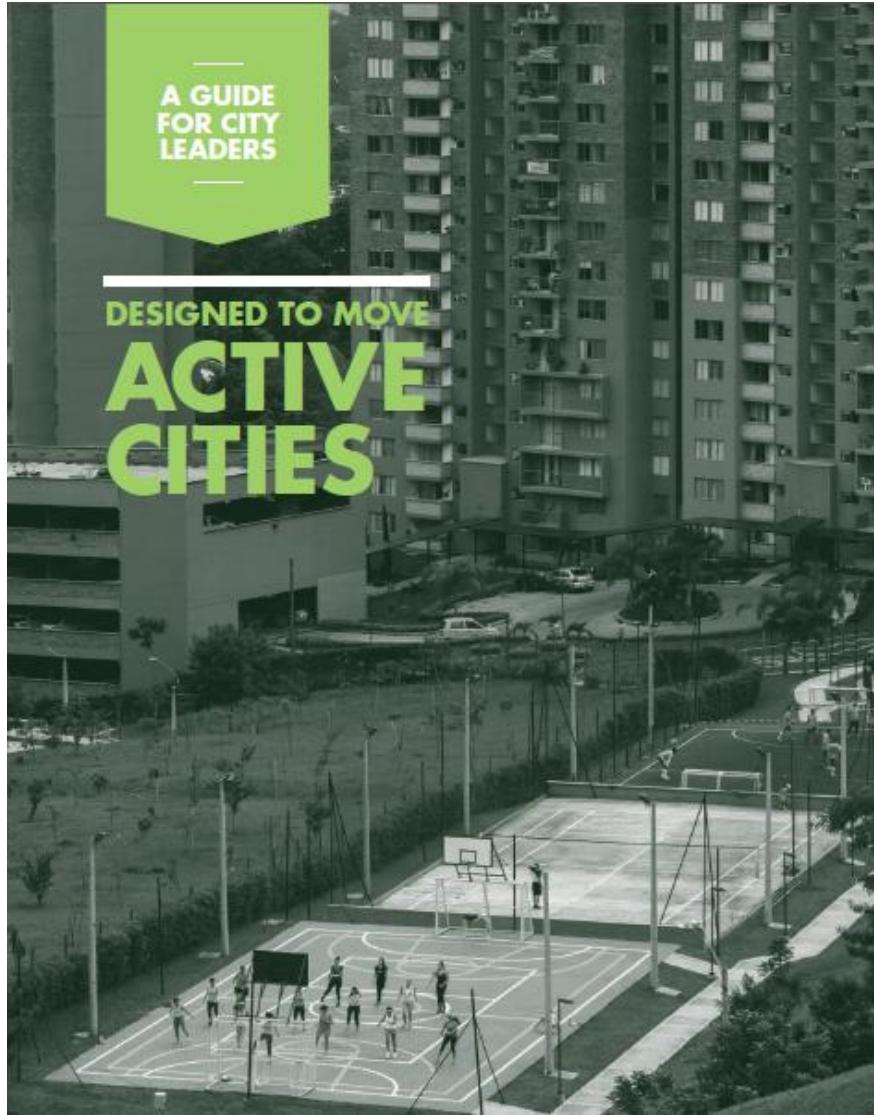
BUILD A LEGACY OF MOVEMENT

CREATE CHANGES THAT WILL LIVE BEYOND THE CURRENT ADMINISTRATION SUCH AS INFRASTRUCTURE AND POLICIES.

Los **cuatro pilares fundamentales** para el éxito de una **Estrategia de Ciudad Activa** son los siguientes:

- ✓ Hacer de la promoción de actividad física una **prioridad de Gobierno**;
- ✓ Utilizar recursos y estructuras **existentes**;
- ✓ Diseñar las acciones y proyectos para los **ciudadanos** (poner al ciudadano en el centro de la estrategia);
- ✓ Crear un **legado** que perdure en el tiempo (que sea sostenible).

(*Designed to Move: Active Cities, 2015*)



<http://es.designedtomove.org/resources>

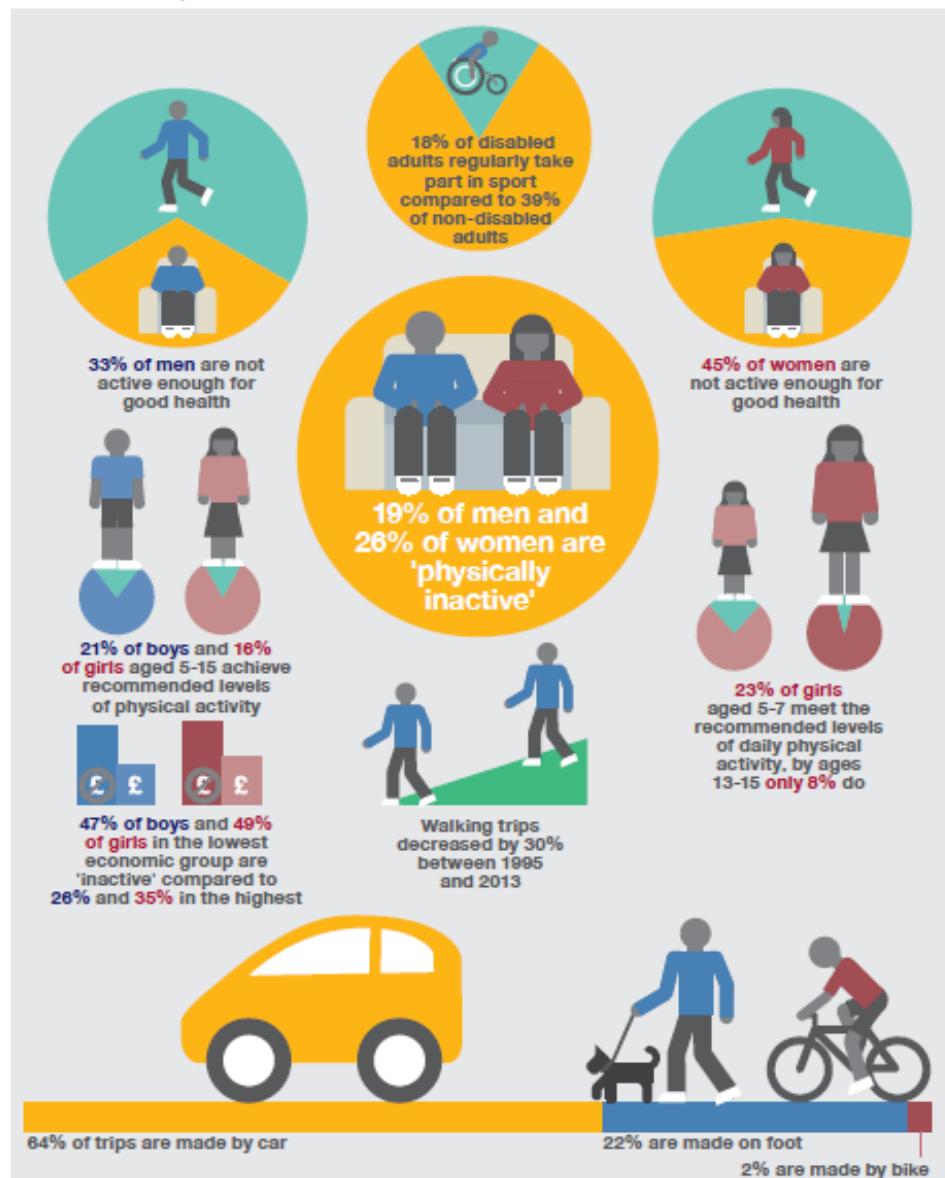
<http://e13c7a4144957cea5013-f2f5ab26d5e83af3ea377013dd602911.r77.cf5.rackcdn.com/resources/pdf/en/active-cities-full-report.pdf>

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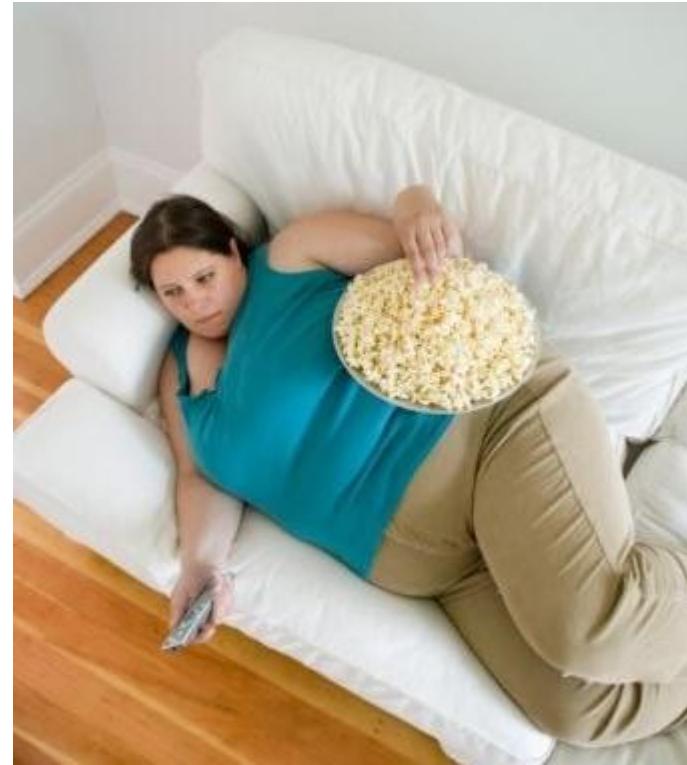


The extent of the problem

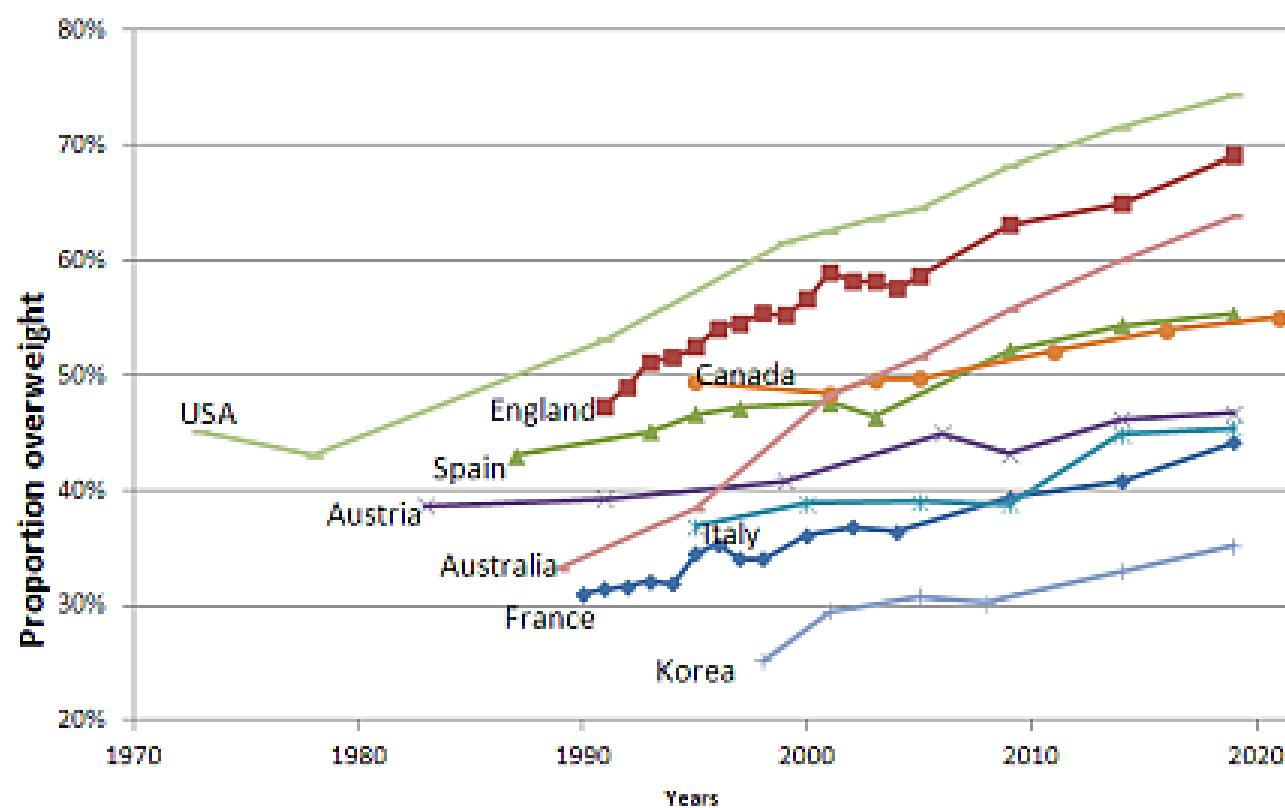




**“Tormenta Perfecta” para los
Sistemas de Salud**



Past and projected future overweight rates in selected OECD countries





**"Measurement is the first step that leads to control and eventually to improvement.
If you can't measure something, you can't understand it.
If you can't understand it, you can't control it. If you can't control it, you can't improve it."**

H. James Harrington

<http://www.ukactive.com/policy-insight/generation-inactive>

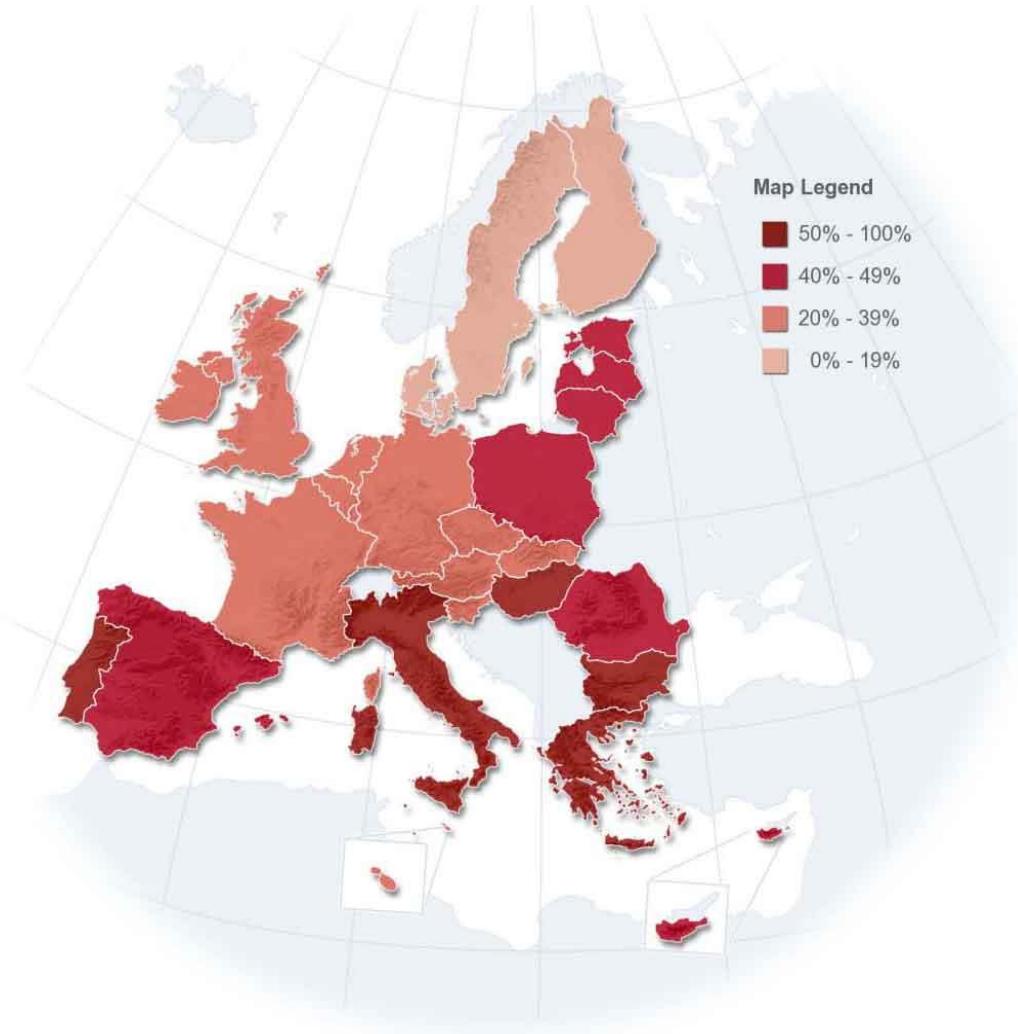


£520 million to support PE & Sports in School from 2018
George Osborne, March 2016

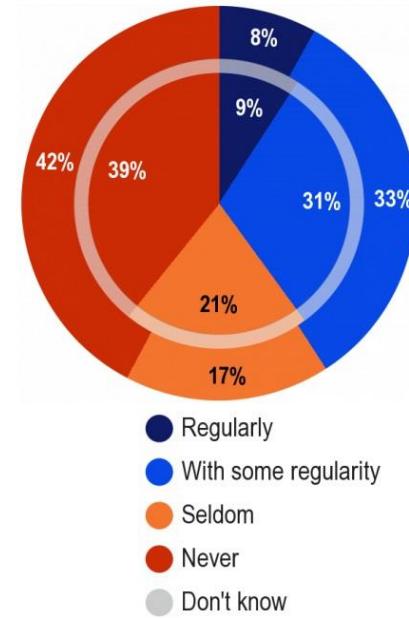
UK active

1
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say
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lock



QD1. How often do you exercise or play sport?



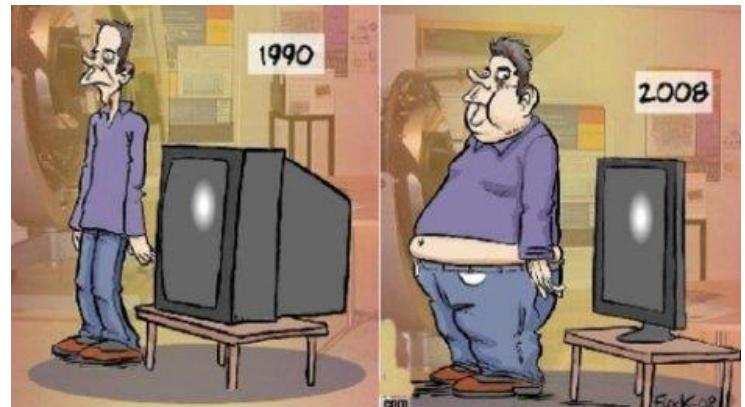
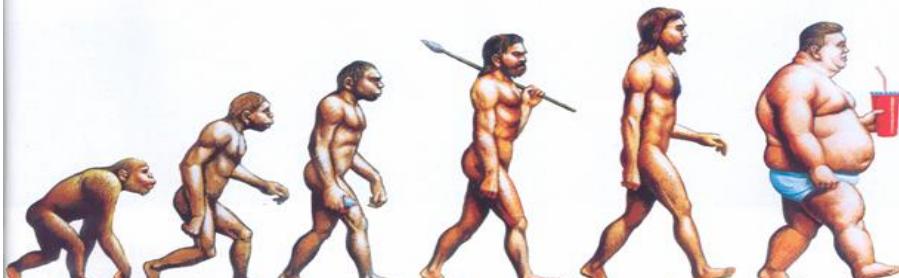
Inner pie : 2009 (EB72.3 Oct.)

Outer pie : 2013 (EB80.2 Nov.-Dec.)





The shape of things to come



Physical inactivity: the biggest public health problem of the 21st century

Steven N Blair

Br J Sports Med January 2009 Vol 43 No 1

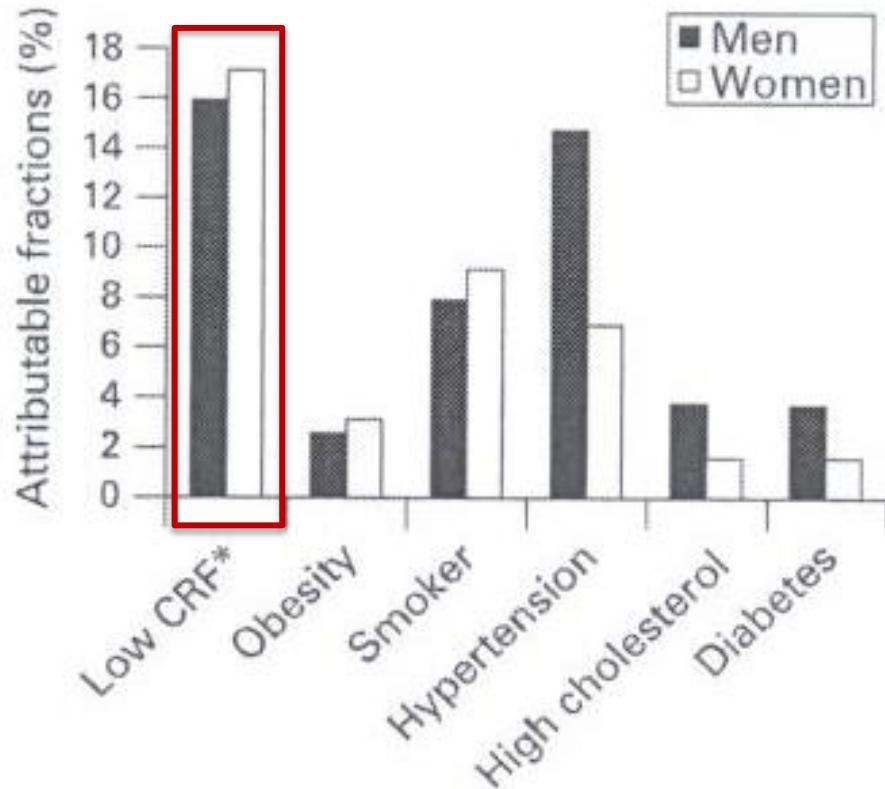


Figure 1 Attributable fractions (%) for all-cause deaths in 40 842 (3333 deaths) men and 12 943 (491 deaths) women in the Aerobics Center Longitudinal Study. The attributable fractions are adjusted for age and each other item in the figure. *Cardiorespiratory fitness determined by a maximal exercise test on a treadmill.

40.842 males & 12.943 females, ACLS

2x AS LIKELY TO BE OBESE AS ADULTS^{K*}

Preschoolers with inactive parents are far less likely to be active^J

Girls: 51% more likely to be held back a year in school^{I,D*}

Boys: 46% more likely to see themselves as poor students^{D*}

INTERGENERATIONAL CYCLE

DRAINS ECONOMIES

\$2,741/yr higher health care costs^{F**}

1 week/yr of extra sick days taken^G

5.3 million premature deaths/yr. due to inactivity^H

MAY LIVE UP TO 5 YEARS LESS!^{I*}

EARLY CHILDHOOD

ADOLESCENCE

ADULTHOOD

DESIGNED TO MOVE

designedtomove.org

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30% of children obese^{A*}



Misses school 2 days higher than average^{B*}



Lower fitness associated with lower test scores^C



Earns less at work^E



\$2,741/yr higher health care costs^{F**}

DRAINS ECONOMIES



1 week/yr of extra sick days taken^G



5.3 million premature deaths/yr. due to inactivity^H

MAY LIVE UP TO 5 YEARS LESS!^{I*}

ESTA PUEDE SER LA PRIMERA GENERACION EN LA HISTORIA DEL SER HUMANO EN LA QUE LA ESPERANZA DE VIDA DE LOS NACIDOS AHORA VAYA A SER MENOR QUE LA DE SUS PADRES...
(5 ANOS MENOR)



PHYSICALLY ACTIVE CHILDREN



Up to 1/10th as likely to be obese^A
Consistently smaller gains in BMI^B



Fitness associated with 40% higher test scores^C



Less likely to smoke, become pregnant, engage in risky sexual behavior, or use drugs^{D, E}



15% more likely to go to college^F



Earns 7-8% more throughout life^G
Saves up to \$2,741/yr in health costs^H

MAY LIVE 5 YEARS LONGER^{K*}

Compression of Morbidity 1/3 the rate of disability^L



Reduced risk of heart disease, stroke, cancer, diabetes^J



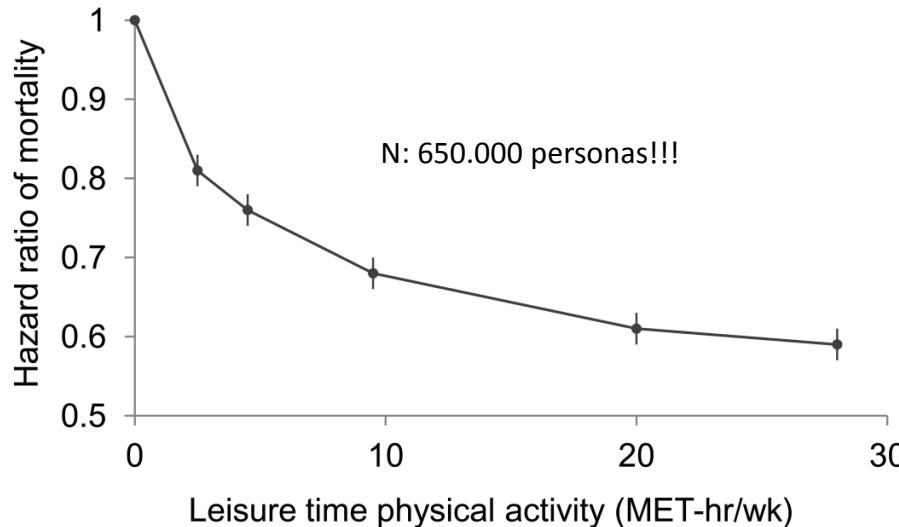
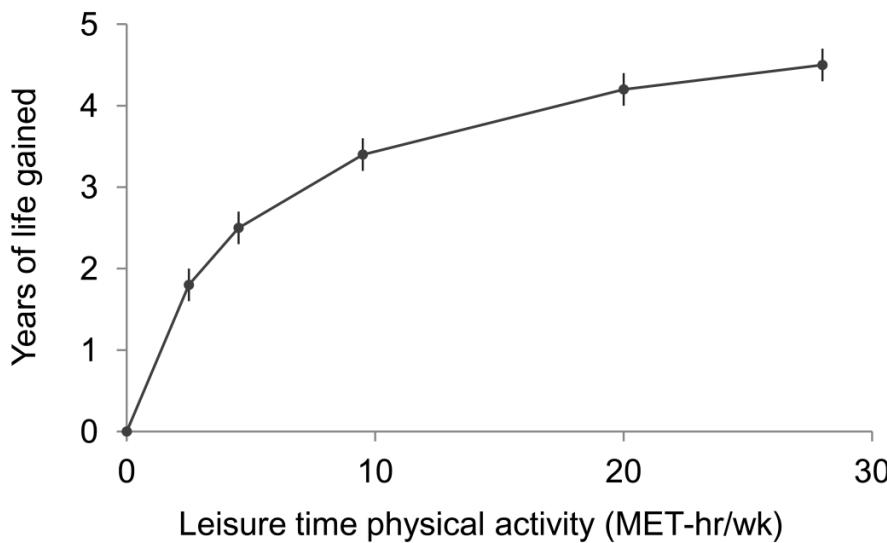
Full week of wages gained due to less absenteeism^I

STRONGER ECONOMIES

EARLY CHILDHOOD

ADOLESCENCE

ADULTHOOD

A**Evidencia abrumadora!!!!****B**

Moore SC, et al. (2012) Leisure Time Physical Activity of Moderate to Vigorous Intensity and Mortality: A Large Pooled Cohort Analysis. PLoS Med 9(11): e1001335.

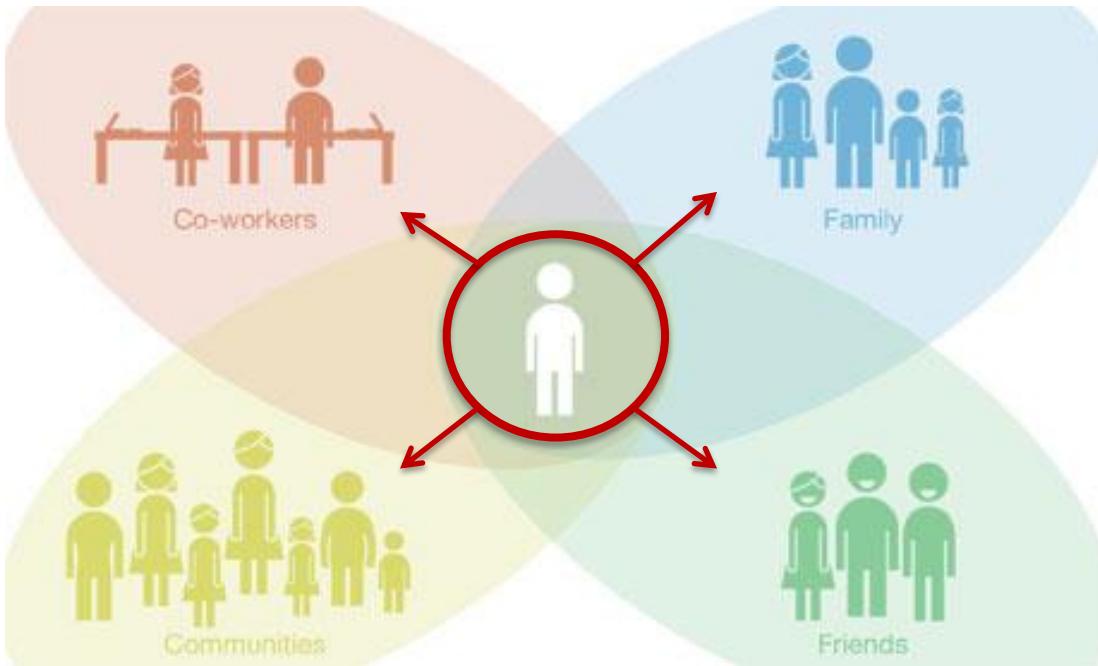




Robert E. Sallis, M.D., M.P.H., FACSM,
Exercise is Medicine™ Task Force Chairman

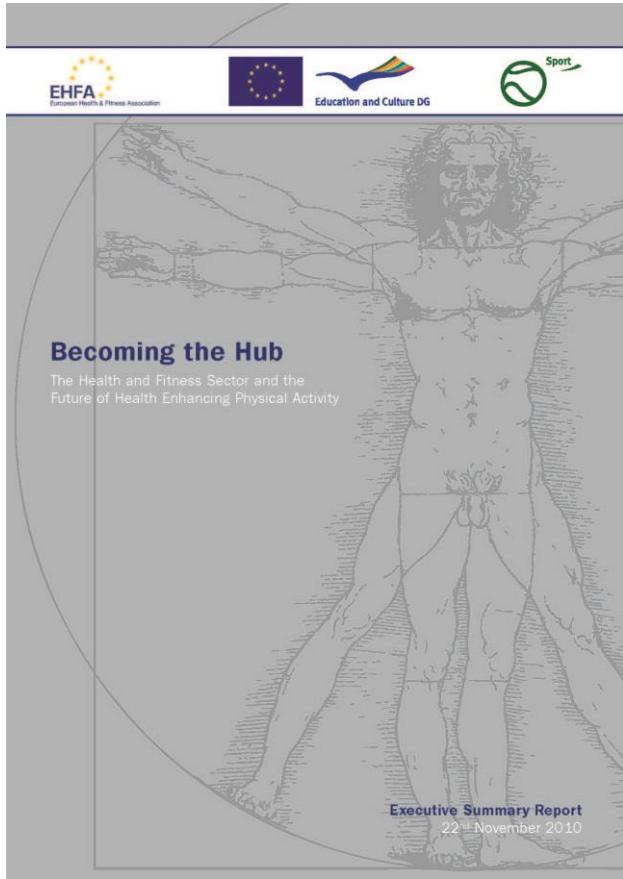
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Las 3 acciones claves:

- #1. Aportar EVIDENCIAS
- #2. Crear OPORTUNIDADES
- #3. Facilitar EXPERIENCIAS POSITIVAS



www.ehfa-programmes.eu

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¿Cómo conectar de forma eficiente los **recursos existentes y la capacidad potencial de los sistemas de servicios locales** (escuelas, centros de salud, servicios sociales, transportes, planificación urbana, parques, centros deportivos públicos y privados, asociaciones, clubs, empresas, etc.) con la **agenda de Salud Pública?**

¿Qué debemos hacer para **convertir a la administración local en un agente activo y efectivo de valor en una agenda de Salud Pública Activa** respecto a cualquier área/grupo de población y en cualquier capacidad?

- ✓ **Facilitar evidencias (en contextos reales/aplicados)**
- ✓ **Promover Buenas Prácticas (y un cambio cultural en donde la Administración debe estar implicada)**

<http://researchinstitute.ukactive.com>

A screenshot of a web browser displaying the ukactive Research Institute website. The page has a white header with the UK Active logo and a search bar. Below the header are six navigation links: Home, About Us, Projects, Services, Research Hub, and Contact Us. A main content area features a map of England with red and pink shading, a large grey diamond containing text about local physical inactivity interventions, and a blue arrow-shaped graphic pointing right with a document icon. Below this are three sections: 'Projects' (with a gear icon), 'Publications' (with a diamond icon), and 'Conference Presentations' (with a megaphone icon). The bottom of the page shows a blue taskbar with various icons and the date/time '10:46 29/05/2016'.

ukactive | Home researchinstitute.ukactive.com

More people More active More often
RESEARCH INSTITUTE

Home About Us Projects Services Research Hub Contact Us

Identifying 'what works' for local physical inactivity interventions

A rigorous, objective look at local physical activity interventions across England to identify 'what works'

Click here to download

Projects

All projects undertaken by the Research Institute are designed to improve our knowledge of how physical activity can be used as a public health tool

Publications

The ukactive Research Institute is constantly working on and producing new information for both academic and sector facing publication.

Conference Presentations

We have delivered a number of presentations at prestigious conferences and these are listed on our dedicated page

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**Coventry
University** The Coventry University logo, featuring a stylized, symmetrical emblem resembling a bird or a flame.

The Public Health Landscape in England

A guide for the activity, sport and recreation sector



Hacernos
visibles los
unos a los
otros!!

**Coste anual de la inactividad
física en Reino Unido es de
20 billones de libras**

Designed to Move, (2013), Designed to Move: A physical activity agenda,
<http://www.designedtomove.org/>

Promising Practice

In Physical Activity





More people
More active
More often

The Rise of the Activity Sector

An analysis of the growth
in the physical activity sector
and its future potential
A Priority Sector for UK Plc



- ✓ £7,7 billion estimated fitness sector valuation for 2016
- ✓ (£6,6 billion for 2015)

<http://www.ukactive.com/policy-insight/rise-of-the-activity-sector>



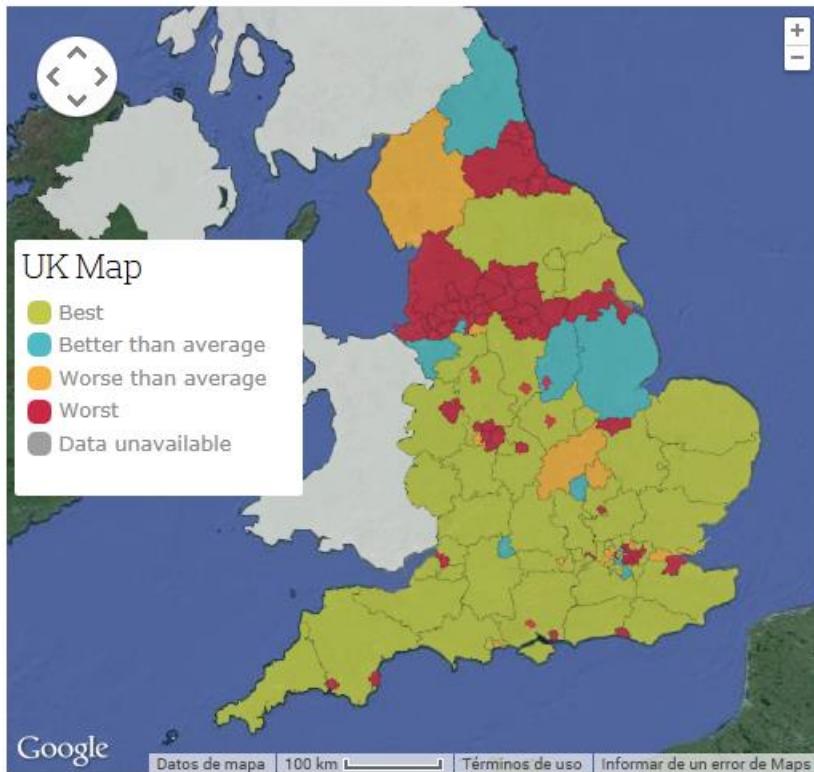
"Measurement is the first step that leads to control and eventually to improvement. If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it."

H. James Harrington

Turning the tide of inactivity destaca la escala en la que la epidemia de inactividad esta impactando en las comunidades locales en el Reino Unido comparando 4 factores:

- ✓ Niveles de inactividad fisica por municipio (150 ciudades).
- ✓ Muertes prematuras por municipio
- ✓ Coste sanitario local
- ✓ Inversion publica por parte de las Administraciones locales

<http://www.ukactive.com/turningthetide>



"Turning the tide of inactivity is essential to the health of our nation, I am delighted to support ukactive and its drive for making sure physical activity becomes part of the DNA of our country."

The Prime Minister
Rt Hon.
David Cameron MP



Proportion of inactive population, premature deaths and cost of Inactivity

http://ukactive.com/downloads/managed/Turning_the_tide/Turning_the_Tide_of_Inactivity.pdf



Authority name	National rank	Proportion inactive	Premature deaths	Cost of inactivity
Solihull	35	25.91	275	£16,990,472
Worcestershire CC	45	26.44	258.9	£17,333,227
Warwickshire CC	50	27.00	238.1	£17,702,331
Shropshire	69	28.44	272.8	£18,648,048
Herefordshire	85	29.22	248.9	£19,156,154
Staffordshire CC	97	30.01	277	£19,678,387
Telford and Wrekin	104	30.45	304.1	£19,965,492
Walsall	125	33.39	308.6	£21,888,945
Birmingham	132	34.27	320.5	£22,468,627
Wolverhampton	133	34.39	323.2	£22,548,412
Stoke-on-Trent	136	35.07	348.6	£22,995,395
Coventry	142	36.81	323.3	£24,135,384
Dudley	146	37.67	273.8	£24,696,234
Sandwell	149	39.13	346.3	£25,657,944

Most Deprived ■ | More deprived ■ | Average ■ | Less deprived ■ | Least Deprived ■

Key findings

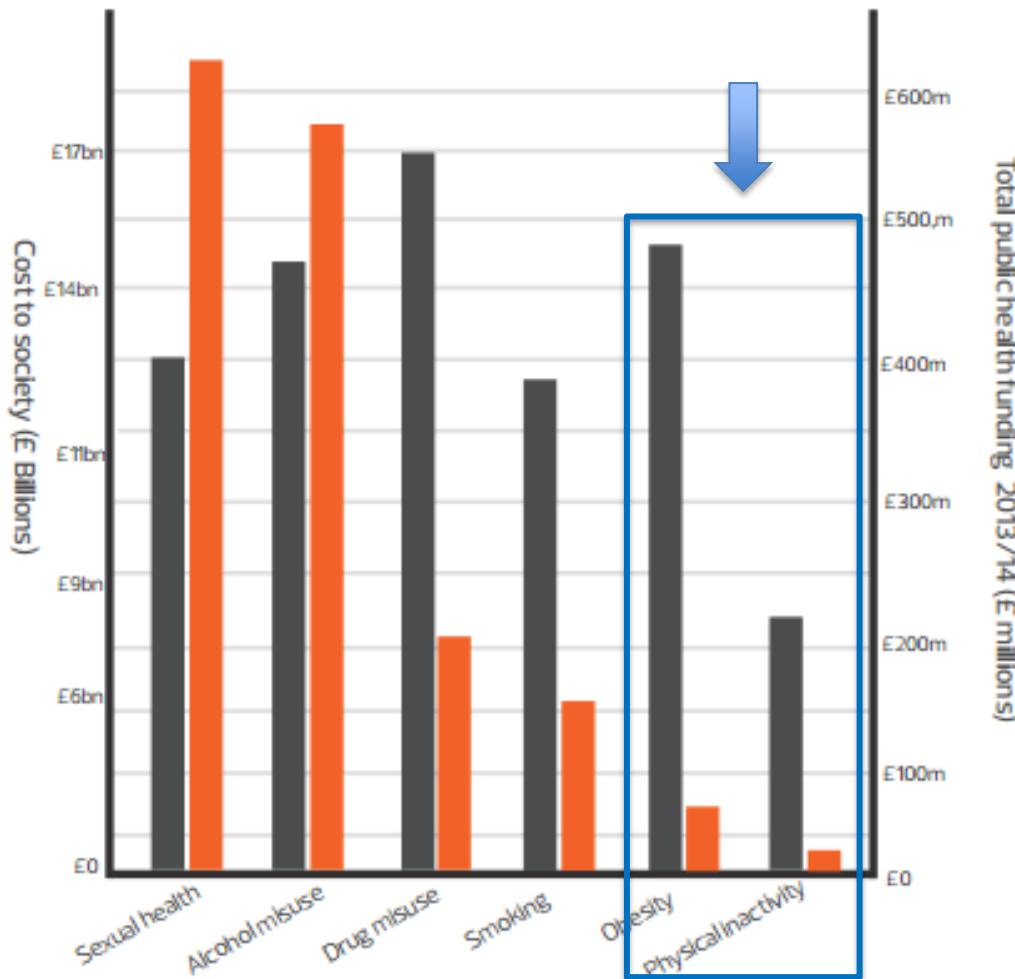
- » The West Midlands has the highest proportion of adults who are physically inactive
- » The comparatively high spend (£592,395) on physical activity programmes in the region is almost three times more than the national average of £267,293
- » Much of this spend is apportioned to large individual councils including Birmingham City and Dudley who spend £3 million and £1 million respectively

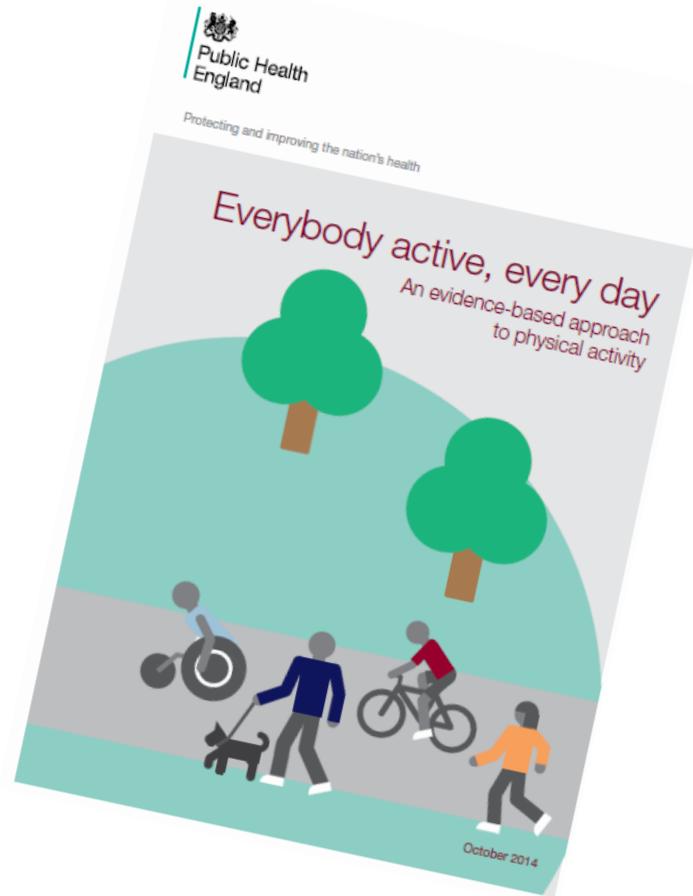
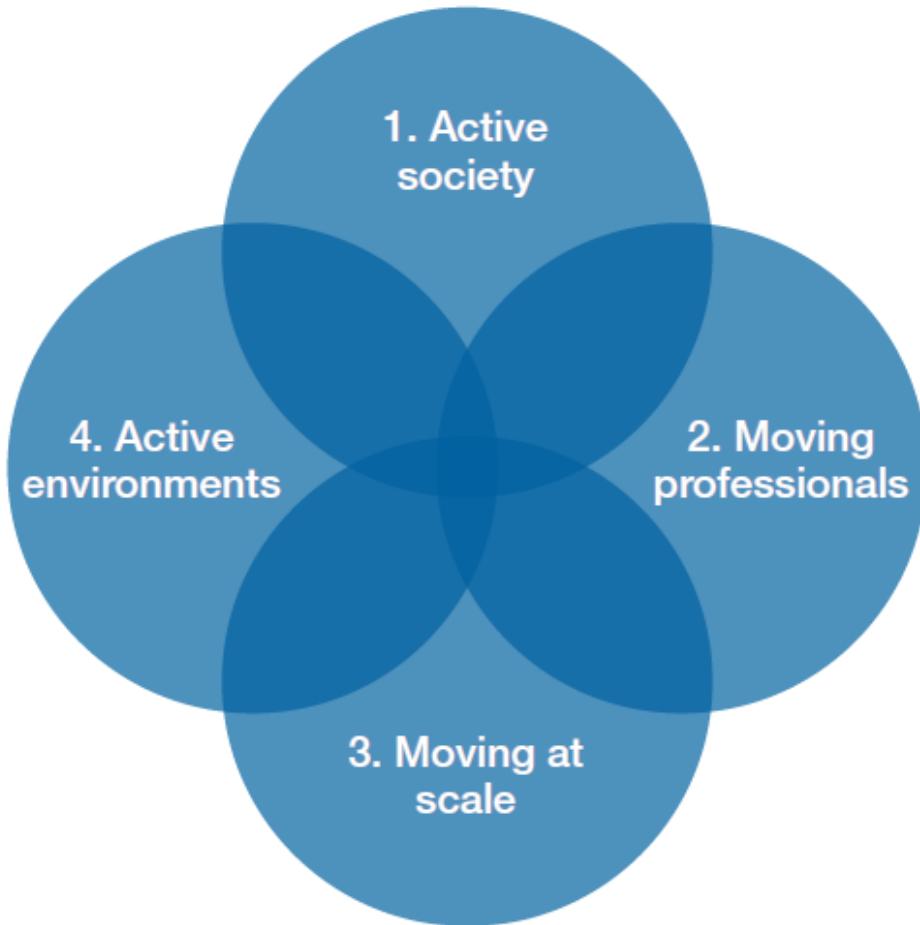
Table key	
Authority name	The name of the local authority
National rank	150 local authorities ranked in order of inactivity (no. 1 is the least inactive, no. 150 is the most inactive)
Percentage Inactive	The percentage of adults who are inactive within each local authority
Premature deaths	The number of premature deaths per 100,000 people per year
Cost of Inactivity	The overall cost of inactivity per 100,000 people to each local authority per year

Turning
the
tide of
inactivity



The total societal cost of individual top tier public health concerns versus local authority spends in 2013/14





<https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life>

1. Active Society: creating a social movement

- ✓ Las normas sociales pueden solo cambiar si **cambiamos las actitudes radicalmente.**
- ✓ El mensaje es simple, SER ACTIVO no es solo enriquecedor y divertido, **debe ser tambien una OPCION FACIL.**
- ✓ Ello implica que es necesario un **compromiso de integracion** que unifique y permita trabajar juntos a las administraciones locales, las organizaciones civiles, los residentes y los lideres de la comunidad.
- ✓ Este mensaje debe articularse en las **politicas locales, en la asignacion de recursos y en las decisiones de planificacion de servicios publicos** tomadas en el dia a dia.

2. Moving Professionals: activating networks of expertise

- ✓ Disponemos de la RED de INFORMACION ideal!!!
 - ✓ Los cientos/miles de profesionales y voluntarios que trabajan directamente con los ciudadanos cada dia.
 - ✓ Cada uno de nosotros – de investigadores a recepcionistas, disenadores, tecnicos, gestores, administradores, animadores, etc.... PODEMOS comunicar el mensaje....
 - ✓ JUNTOS podemos hacer de la ACTIVIDAD FISICA la norma social.
-
- ✓ Educacion
 - ✓ Deporte y tiempo libre
 - ✓ Sanidad y Servicios Sociales
 - ✓ Planificacion urbanistica, Diseno, Desarrollo, Transporte

3. Active Environments: creating the right spaces



- ✓ La forma en la que se **utiliza el espacio** en las comunidades tiene un impacto inmenso en la salud de sus habitantes.
- ✓ A pesar de que es la calidad y no solo la cantidad de parques publicos y espacios abiertos lo que estimula a la poblacion a ser activa, la evidencia demuestra que tan solo **facilitando el acceso a espacios abiertos** en las ciudades se obtienen resultados positivos extraordinarios.
- ✓ El ser fisicamente activo debe construirse a traves de la **creacion de espacios y oportunidades para moverse facilmente (y con seguridad)** a diario.
- ✓ Es posible (y muy necesario) **reconfigurar los espacios existentes** para facilitar ese otro uso.
- ✓ Las administraciones locales tienen la **capacidad de hacerlo** (mediante politicas innovadoras, implicando al tejido asociativo, solicitando ayuda de expertos, regulando en favor de un entorno mas activo, etc.)

4. Moving at Scale: scaling up interventions that Work!!

- ✓ Necesitamos crear un interes real por poner en marcha una verdadera revolucion en favor de un estilo de vida fisicamente activo, y estimularlo constantemente.
- ✓ Las evidencias demuestran que el reto es enorme y que el cambio positivo debe ocurrir a todos los niveles, en cada servicio, departamento, unidad, equipo, colectivo, asociacion, familias, empresas, clubs, ...
- ✓ Este cambio debe ser MEDIBLE!!! (evaluable de forma permanente y consistente), con una planificacion a largo plazo.
- ✓ Para escalar las intevenciones y facilitar su implementacion efectiva , debemos basarlas en las necesidades especificas de colectivos concretos y a continuacion evaluar que es lo que realmente funciona. Los equipos locales tienen el conocimiento y la experiencia real sobre sus comunidades y debemos capitalizar ese expertise.
- ✓ Si los servicios y programas se implementan de forma sistematica y a largo plazo, la evaluacion sera lo que les ayude a perdurar y ser sostenibles y relevantes. Construir una base solida de evidencias es lo que va a marcar la diferencia....

a lion never loses
sleep
over the opinions
of sheep



rantings of a beautiful mind

PICQUOTES



Muchas gracias...

alfonso.jimenez@coventry.ac.uk