



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

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**EXCELLENCE
WITH IMPACT**





**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/>



Coventry, England



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

THE AWARDS
2015
TIMES HIGHER EDUCATION



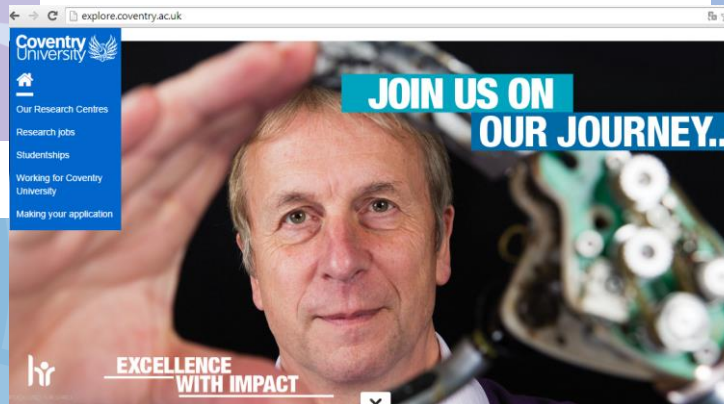
**Top University
for Student
Satisfaction**

Source: The Times and
Sunday Times Good
University Guide 2016

95%

OF GRADUATES ARE
EMPLOYED OR IN
FURTHER STUDY

Source: DLHE survey 2013/14



**RANKED
No.15
UK UNIVERSITY**

Source: Guardian
University Guide 2016

**Modern
University
of the Year**

Source: The Times and
Sunday Times Good
University Guide 2016

92%

of our research was
rated as world-leading,
internationally excellent or
recognised internationally
in REF 2014

(Compared with 62% in RAE 2008)



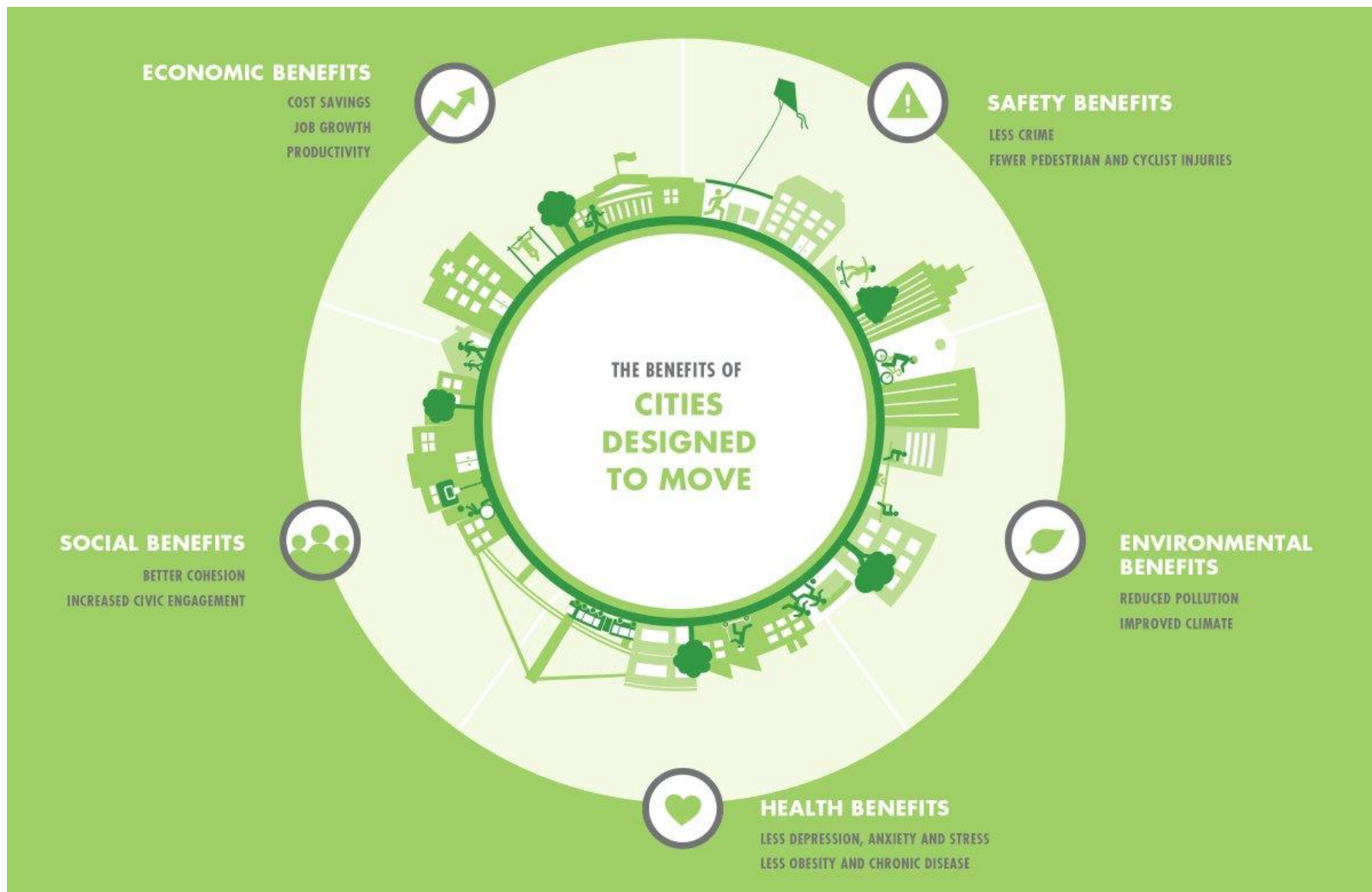
THE QUEEN'S AWARDS
FOR ENTERPRISE:
INTERNATIONAL TRADE
2015

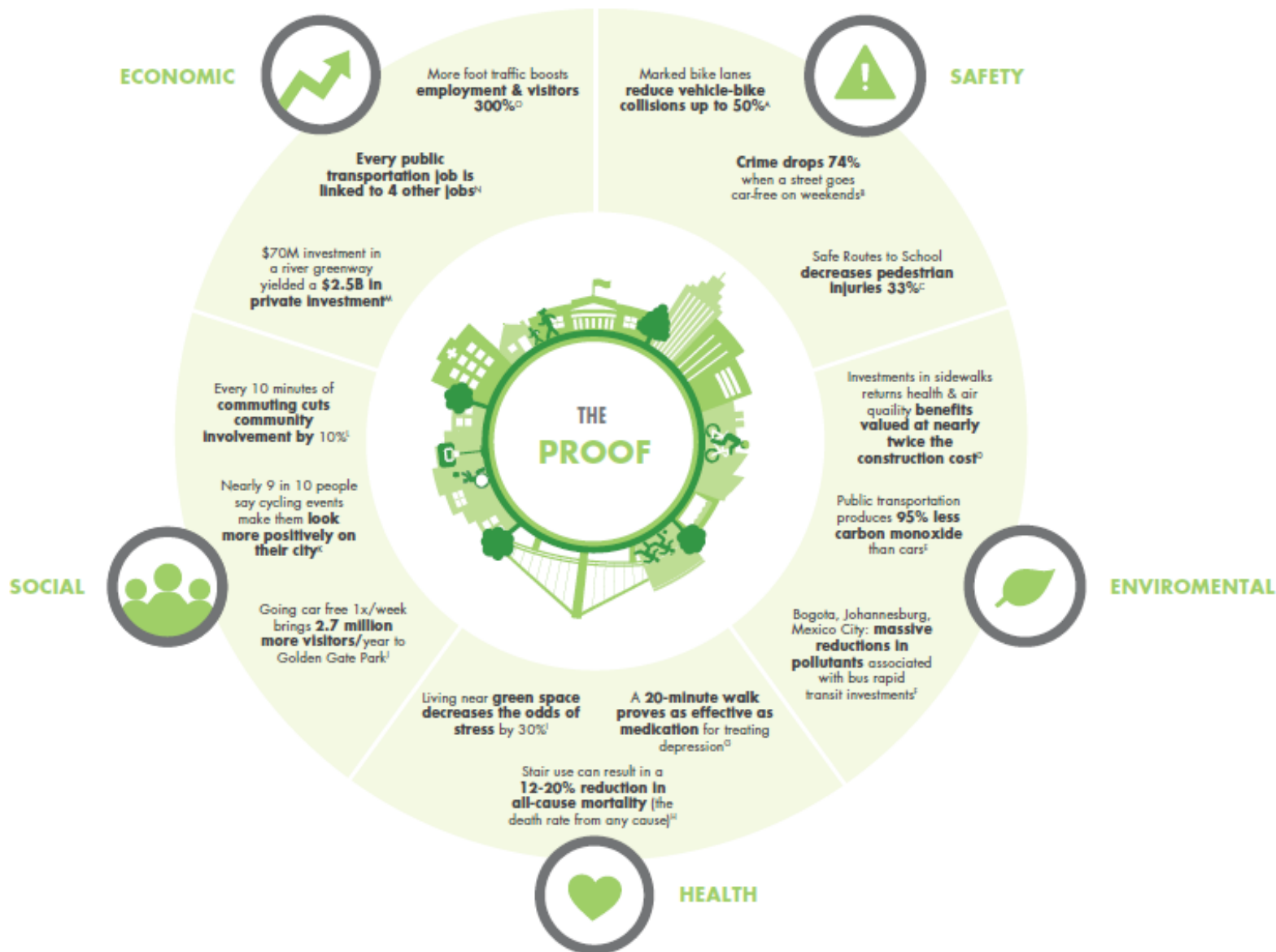
**EXCELLENCE
WITH IMPACT**



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”*







**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.

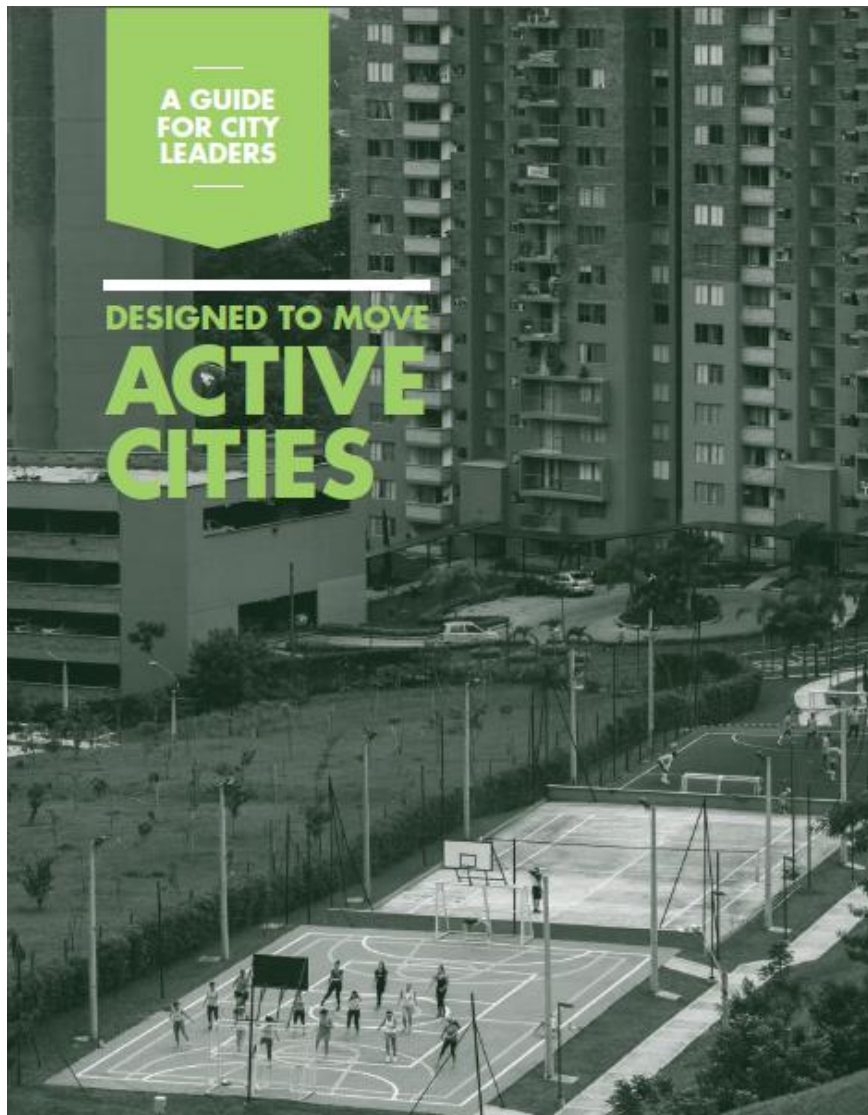
**BUILD A
LEGACY OF
MOVEMENT**

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).

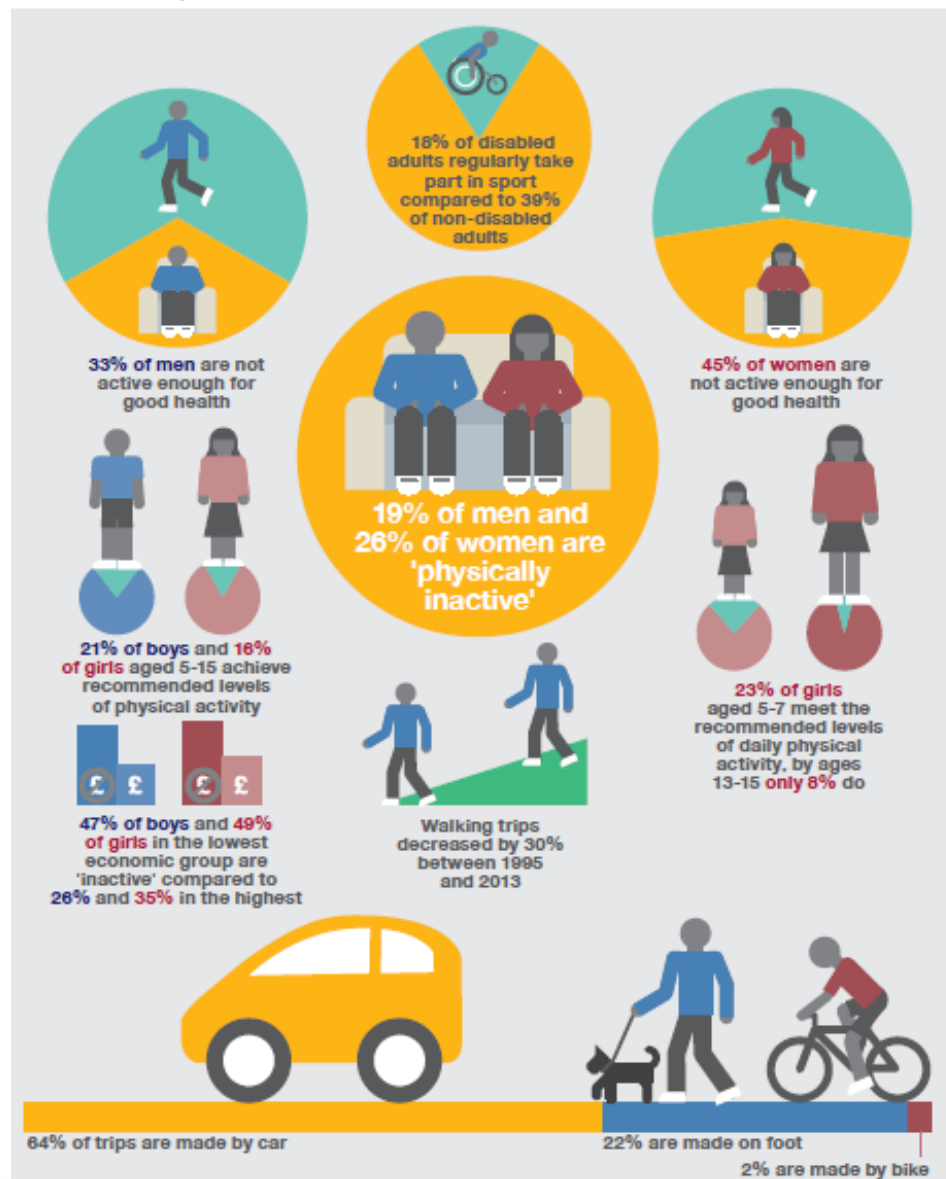
(Designed to Move: Active Cities, 2015)



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

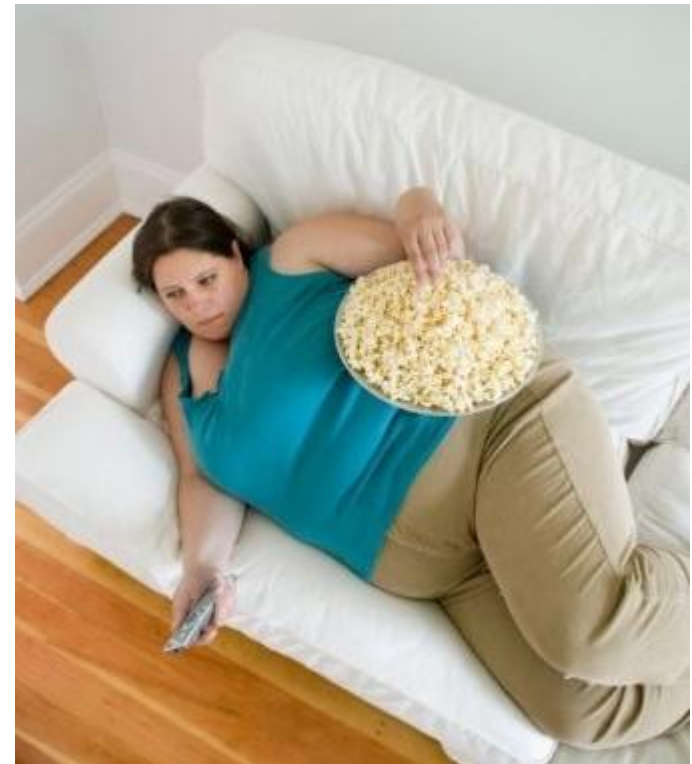
<http://e13c7a4144957cea5013-f2f5ab26d5e83af3ea377013dd602911.r77.cf5.rackcdn.com/resources/pdf/en/active-cities-full-report.pdf>



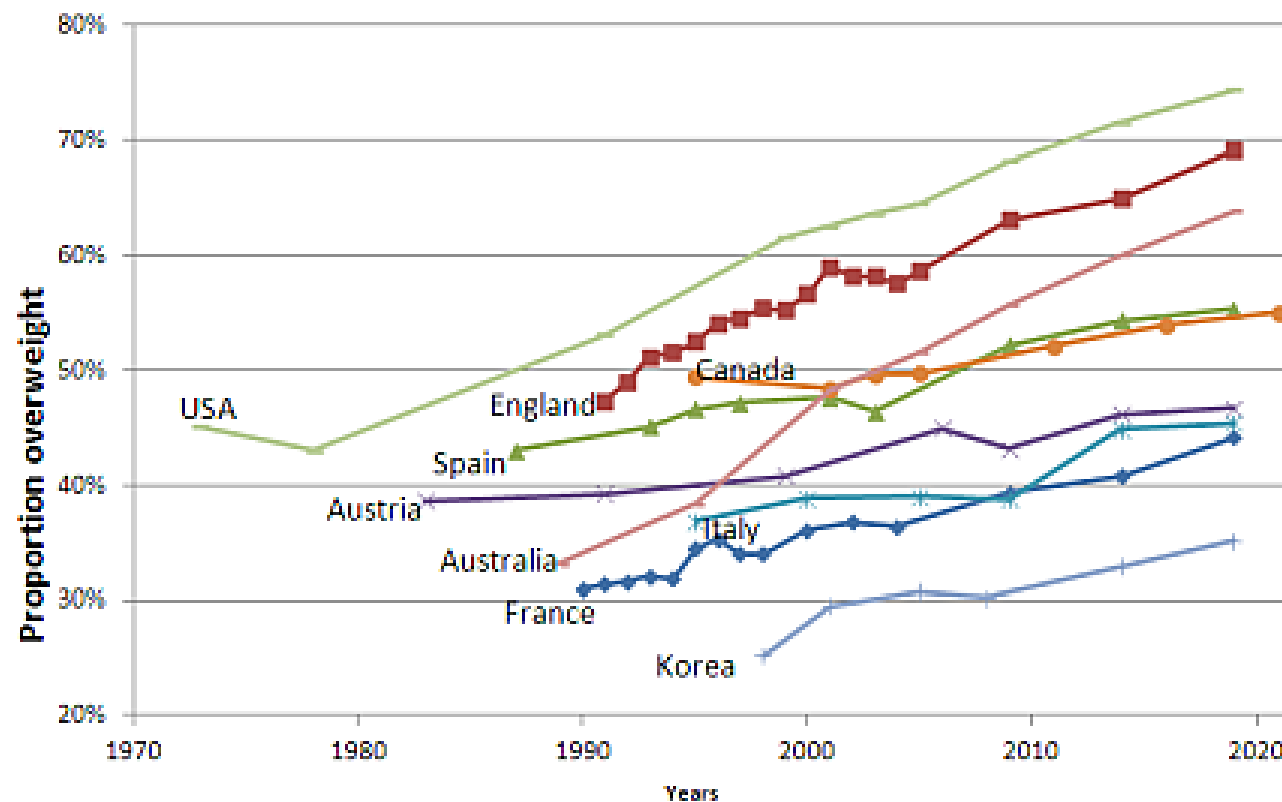




**“Tormenta Perfecta” para los
Sistemas de Salud**



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>



A large, pixelated word 'TAX' made of white dots on a black background. The word is centered and takes up most of the frame.

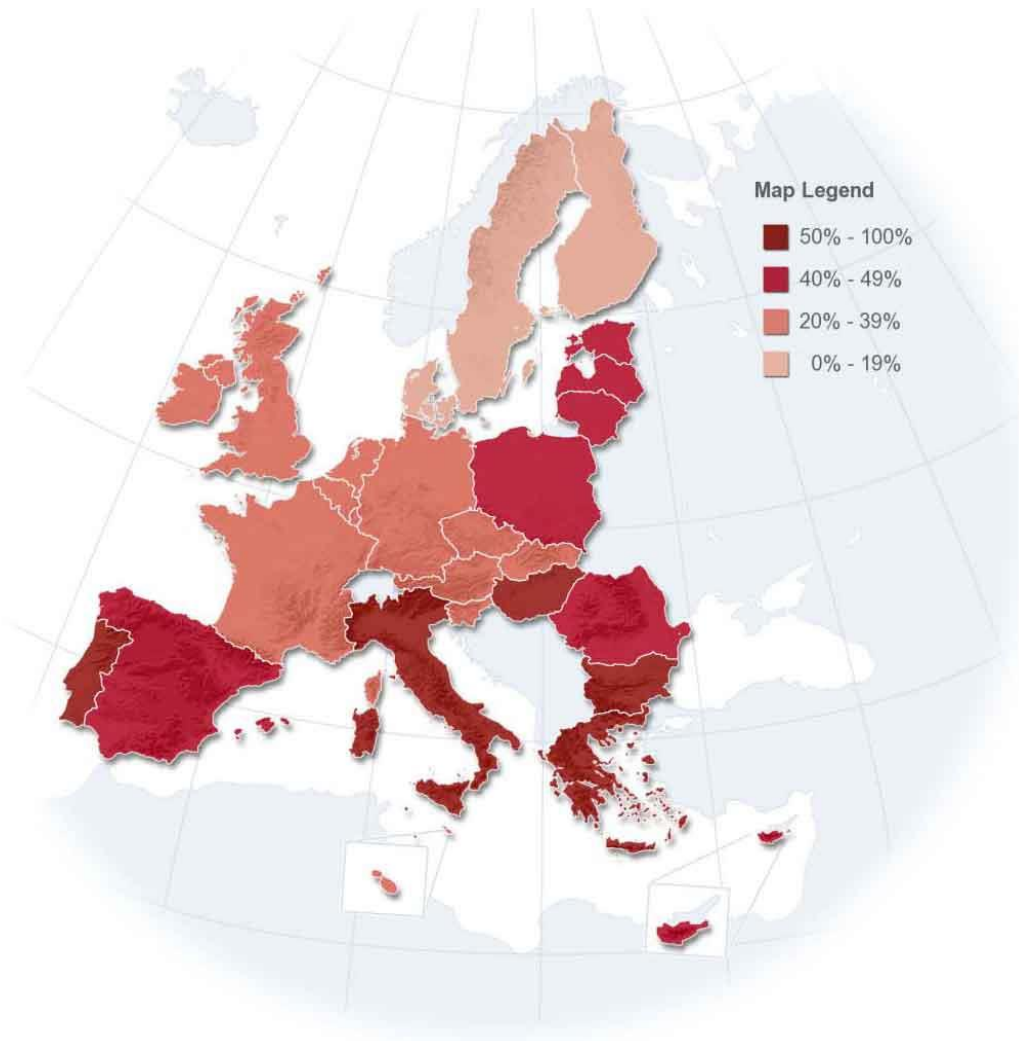
£520 million to support PE & Sports in School from 2018
George Osborne, March 2016

UK
active

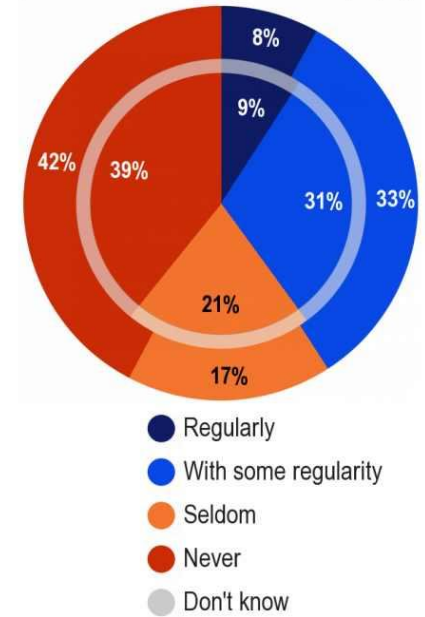
ack

**EXCELLENCE
WITH IMPACT**

Coventry
University 



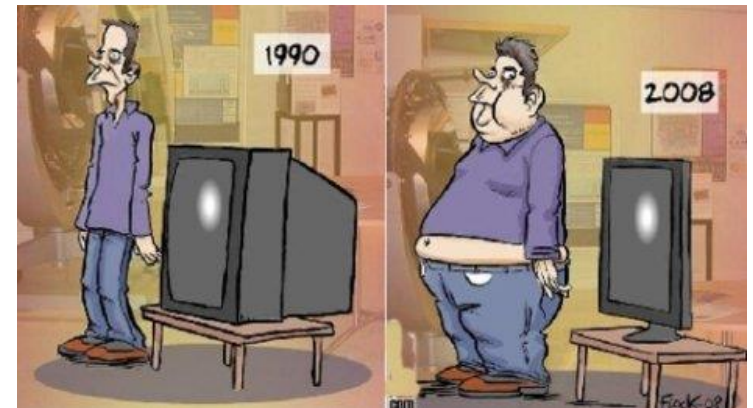
QD1. How often do you exercise or play sport?



Inner pie : 2009 (EB72.3 Oct.)

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

EU28



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

Steven N Blair

Br J Sports Med January 2009 Vol 43 No 1

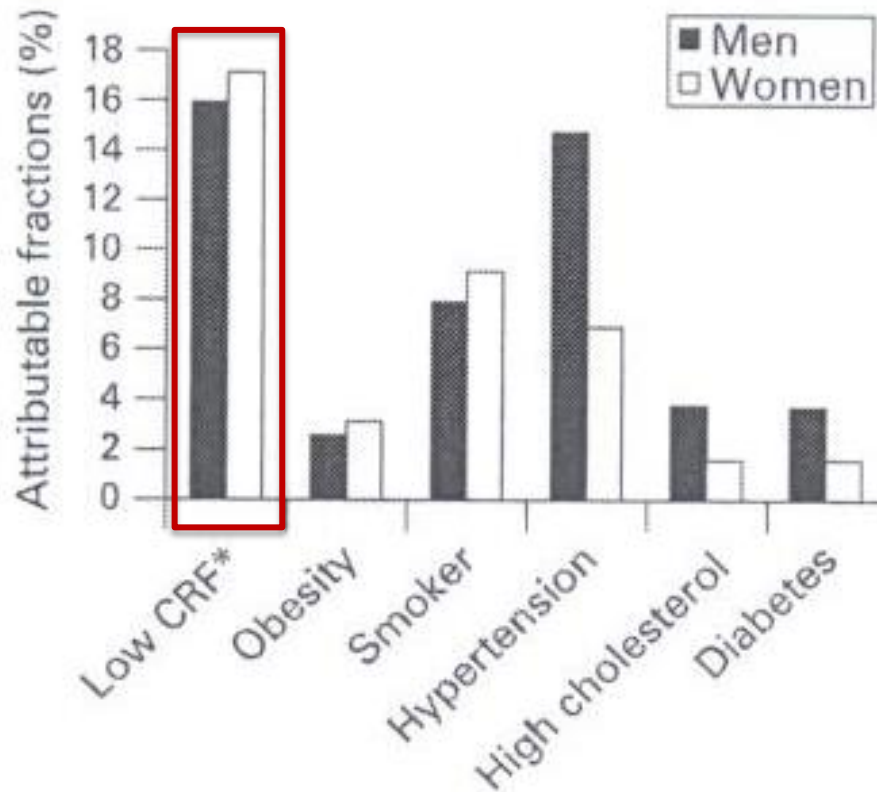


Figure 1 Attributable fractions (%) for all-cause deaths in 40 842 (3333 deaths) men and 12 943 (491 deaths) women in the Aerobics Center Longitudinal Study. The attributable fractions are adjusted for age and each other item in the figure. *Cardiorespiratory fitness determined by a maximal exercise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

40.842 males & 12.943 females, ACLS



PHYSICALLY
INACTIVE
CHILDREN



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*}



1 week/yr
of extra sick
days taken^G



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

DRAINS
ECONOMIES

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

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

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

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



INTERGENERATIONAL
CYCLE

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

EARLY CHILDHOOD

ADOLESCENCE

ADULTHOOD

DESIGNED TO MOVE

designedtomove.org

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)

**EXCELLENCE
WITH IMPACT**



Active parents
associated with
active kids^M



Kids of active moms
are 2x as likely to
be active^M

INTERGENERATIONAL
CYCLE

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

MAY LIVE 5
YEARS LONGER^{K*}



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



Full week of wages
gained due to less
absenteeism^I



Saves up to
\$2,741/yr in
health costs^{H*}



Earns
7-8% more
throughout
life^E



15% more
likely
to go to
college^F



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



Fitness
associated
with 40%
higher test
scores^C



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



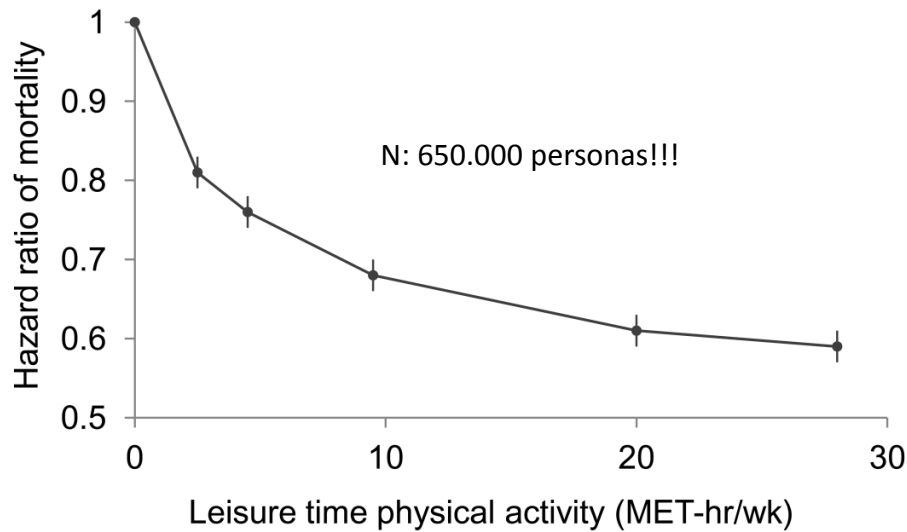
PHYSICALLY
ACTIVE
CHILDREN

STRONGER
ECONOMIES

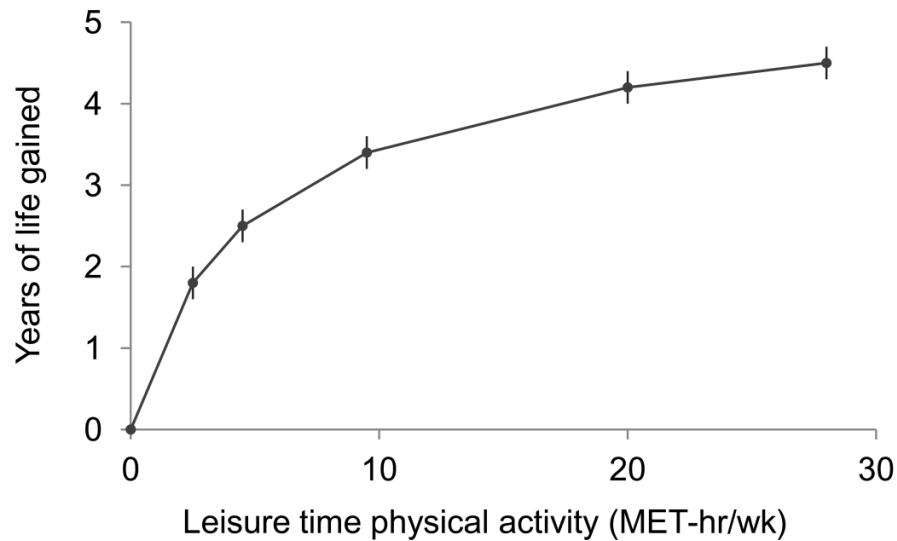
EARLY CHILDHOOD

ADOLESCENCE

ADULTHOOD

A

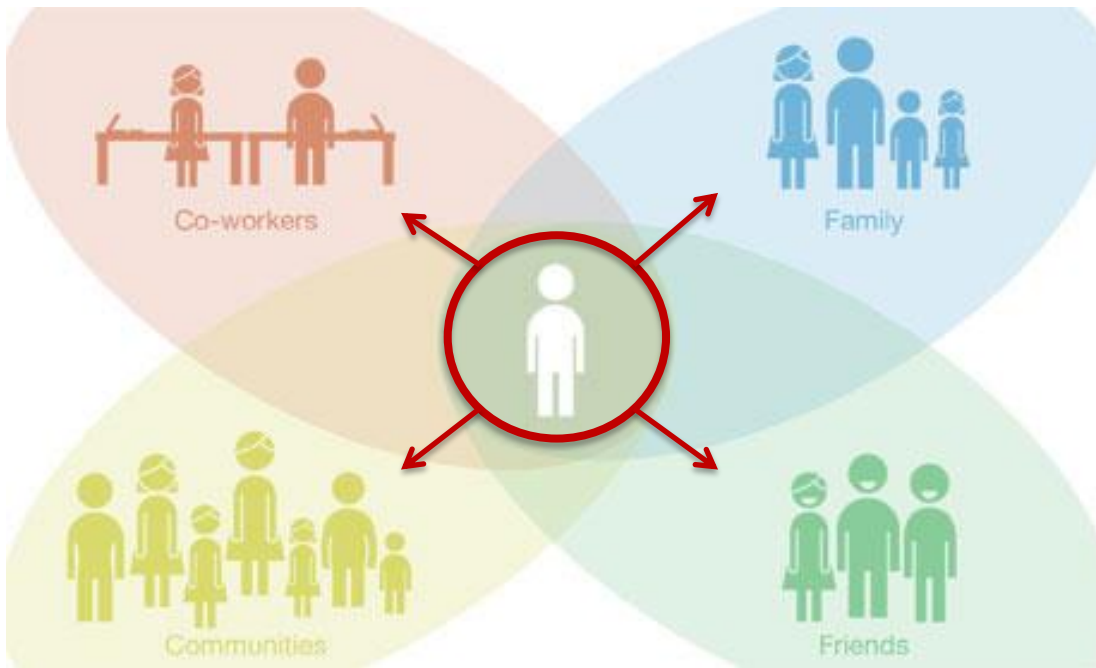
Evidencia abrumadora!!!!

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

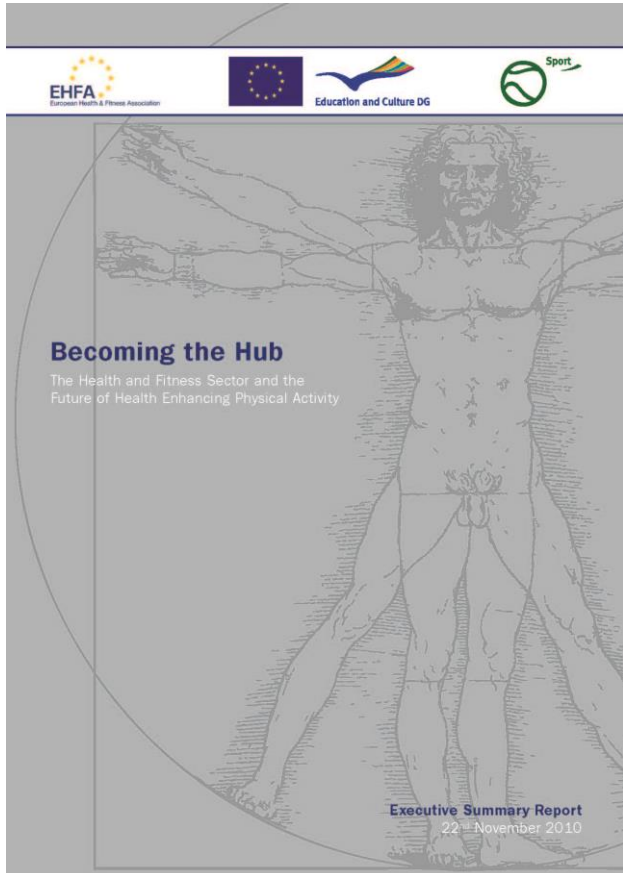


Las 3 acciones claves:

#1. Aportar EVIDENCIAS

#2. Crear OPORTUNIDADES

**#3. Facilitar EXPERIENCIAS
POSITIVAS**



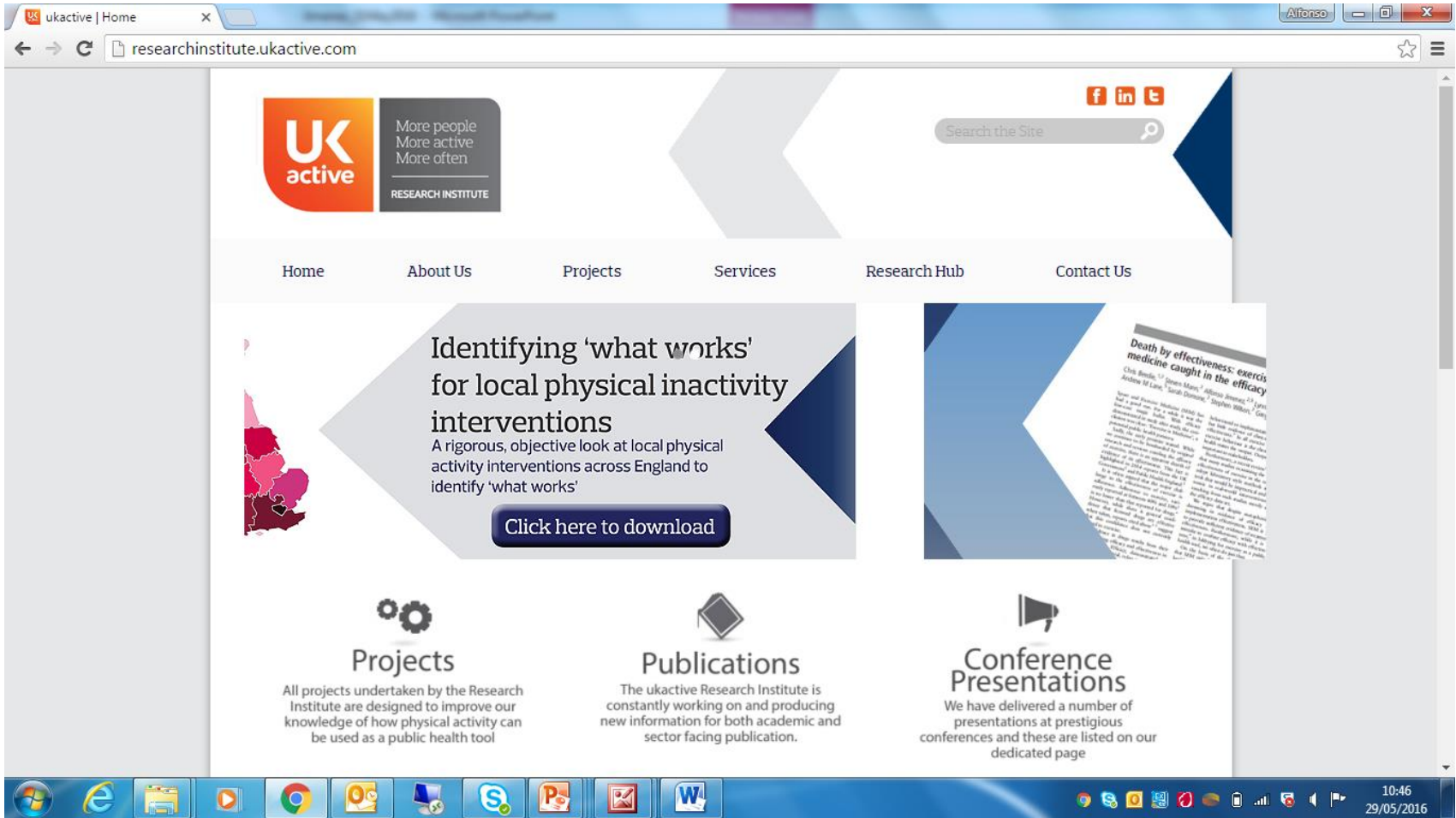
www.ehfa-programmes.eu

¿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>



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researchinstitute.ukactive.com

UK active
More people
More active
More often
RESEARCH INSTITUTE

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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

10:46
29/05/2016

The Public Health Landscape in England

A guide for the activity, sport and recreation sector

SPORT & RECREATION ALLIANCE



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





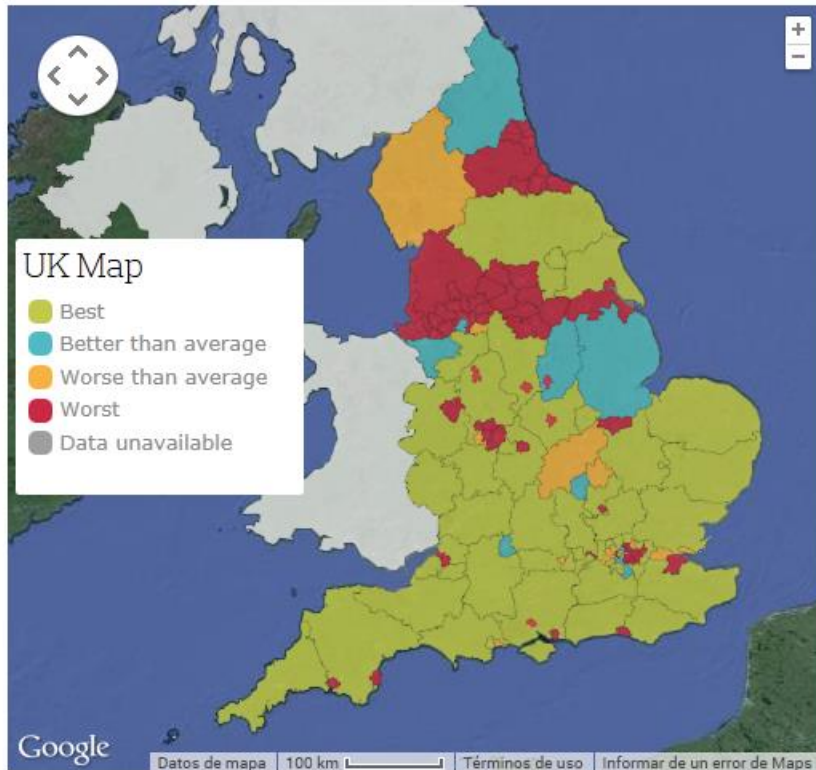
"Measurement is the first step that leads to control and eventually to improvement. If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it."

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
- ✓ 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](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 ■

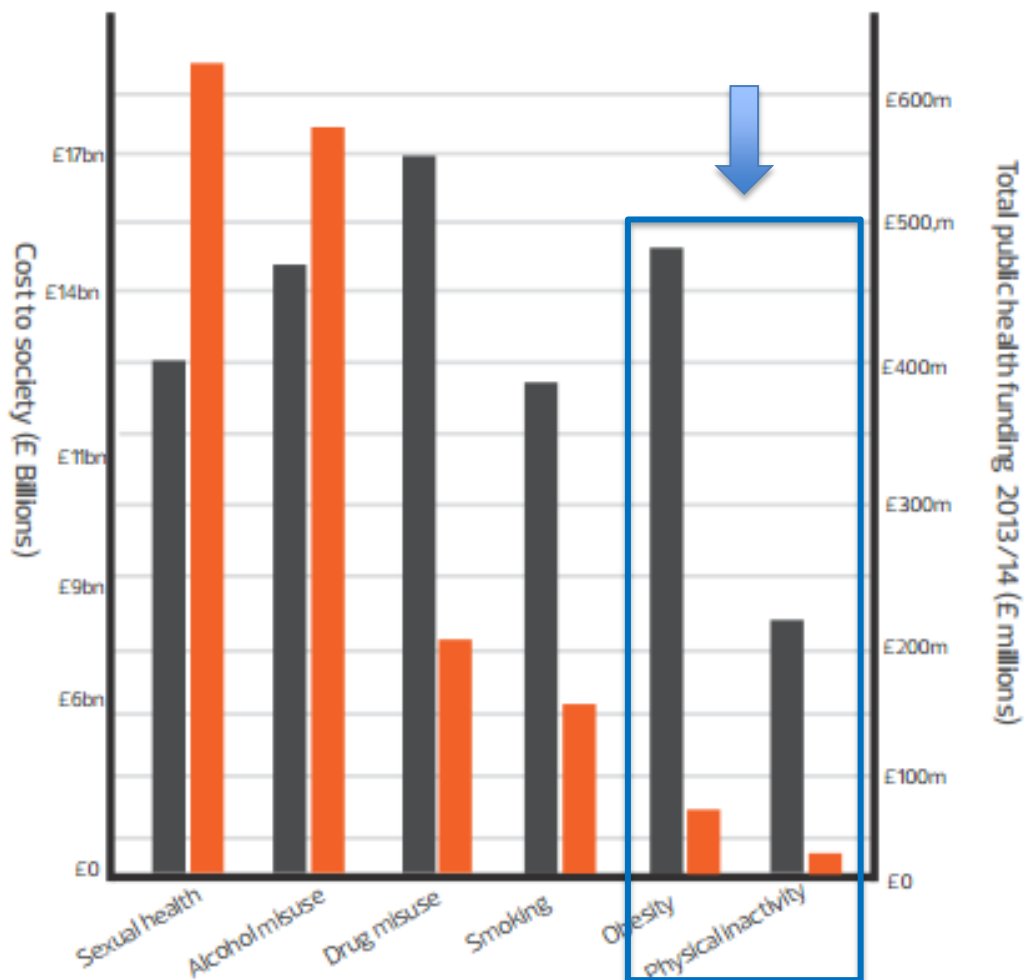
Table key	
Authority name	The name of the local authority
National rank	150 local authorities ranked in order of inactivity (no. 1 is the least inactive, no. 150 is the most inactive)
Percentage inactive	The percentage of adults who are inactive within each local authority
Premature deaths	The number 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

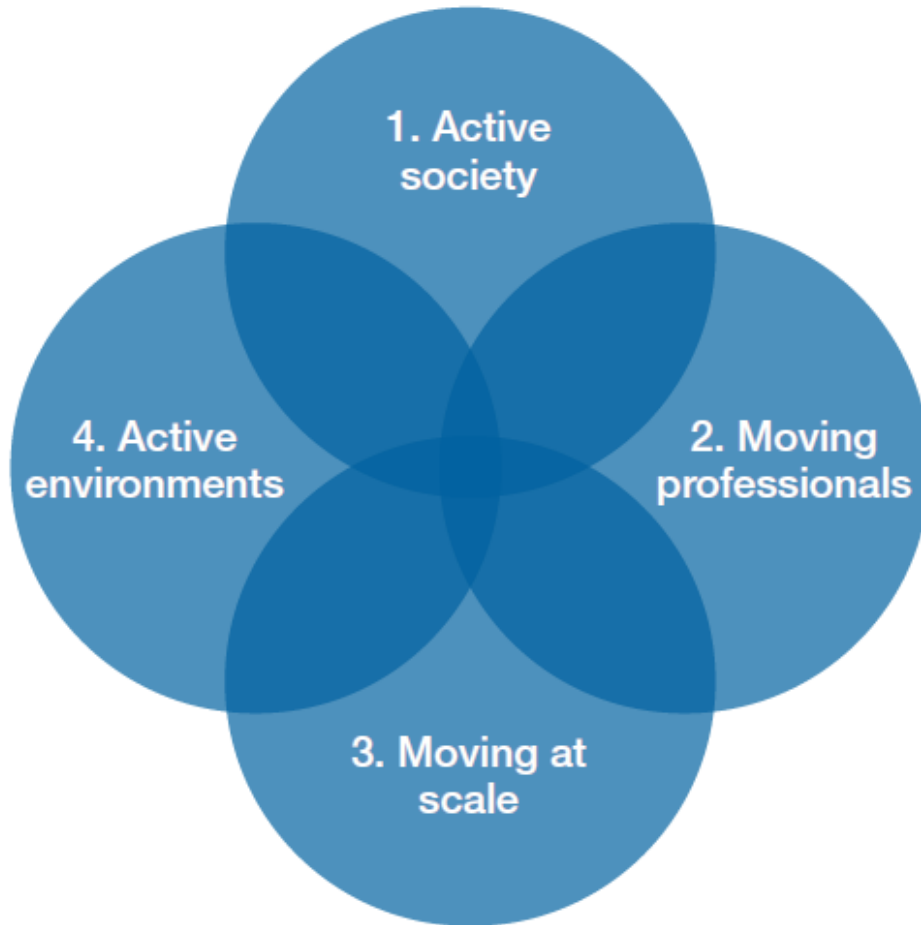


Key findings

- » 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

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 día.
 - ✓ .Cada uno de nosotros – de investigadores a recepcionistas, diseñadores, técnicos, 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 administaciones 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!!! (evaluado de forma permanente y consistente), con una planificacion a largo plazo.
- ✓ Para escalar las intervenciones 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

PIQQUOTES



Muchas gracias...

alfonso.jimenez@coventry.ac.uk