



All Island All Active

*An enabling platform
using a multisectoral approach to
increase the levels of physical activity
across the island of Ireland*





More People, More Active, More Often.



Why All Island?


- Common culture & context
- Common inactivity problems
- Common target groups
- Shared belief in multi-sectoral/multi-disciplinary/cross-disciplinary/interdisciplinary approach
- More efficient
- National Governing Bodies are all island
- Knowledge migration & exchange
- Enhance cross border relations






World Health Organization





Circa

- 3,000 children at social disadvantage
- 100 schools across Ireland
- 130 student volunteers
- 100 teachers



An Enabling Platform



ALL ISLAND ALL ACTIVE
INSPIRING, DELIVERING AND SUSTAINING ACTIVE LIVES





**Ireland
2040
Our Plan**



NATIONAL PLANNING FRAMEWORK



A Call to Action



Physical inactivity levels on Island of Ireland

- **Globally** 80% of school youth (children and adolescents) do not meet the MVPA guidelines for health.
- **Globally** 1 in 4 adults do not meet the recommended guidelines (Sallis et al., 2016)
- **Republic of Ireland:** 3 out of every 4 Irish adults and 4 out of 5 Irish children failed to engage in sufficient PA to meet the WHO Physical Activity guidelines (CSPPA study, 2010).
- **Northern Ireland:** 2 out of 3 adults failed to meet the WHO PA guidelines (SAPAS, 2010).

Getting Europe Moving

Lack of exercise is a huge health threat that costs Europe billions every year – but we can act now to save lives

Inactivity kills, and we're sitting on a ticking time bomb

Deaths caused in Europe every year by not moving enough:

5 000 000 (over 1 in 10 deaths)

If we do nothing, lack of exercise could soon cause more deaths than smoking. But the burden isn't shared equally – some countries are more inactive than others.

Country	% of adult population who are inactive
Poland	19%
Germany	21%
France	24%
European average	26%
Spain	31%
Italy	33%
UK	37%

% of adult population who are inactive

There is a high cost to doing nothing

Lack of exercise contributes to diseases that cost Europe over 80 billion Euros every year

Total: €80.4bn which is more than:

- Global spending on cancer drugs: €75.3bn
- Spanish healthcare budget: €64.5bn
- Overseas development aid from EU countries: €55.1bn

€8.5bn: Breast cancer
€11.4bn: Colorectal cancer
€19.9bn: Type II diabetes
€23.1bn: Mood & anxiety disorders
€23.5bn: Coronary heart disease

The Problem: Europe's not moving

1 in 4 adults & **4 in 5** adolescents across Europe are not active enough

ADULTS are advised to take part in 150 minutes per week (just over 20 mins per day) of moderate intensity physical activity

ADOLESCENTS are recommended to exercise for 60 mins per day at a moderate to vigorous level of intensity

The Solution: Simply move more

Exercise and sport are great for health, but simply moving more is what matters most. Just over 20 minutes of activity a day lowers the risk of many diseases.

20 minutes of moving more could mean:

- We'd save **LIVES**: Over 100,000 deaths averted per year. That's one life saved every 5 minutes.
- We'd save **MONEY**: Annual savings: 16.3 billion Euros. Three quarters of these savings (11.8bn) would be made in just six countries: UK, Italy, France, Germany, Spain & Poland.
- We'd save **MINDS**: There are many mental benefits of moving more including better sleep, lower stress, and higher productivity.

'The medicine is inherently free and available to everyone'

Cite report for ISCA, 'The economic costs of physical inactivity in Europe'

Let's get mobilised

If only 1 in 5 inactive people took up exercise...

ISCA International Sport & Culture Association is campaigning to get 100 million Europeans to move more by 2020

Read the full report and find out what you can do to help get Europe moving at <http://inactivity-time-bomb.nowwemove.com>



Hybrid Architecture



- Population behaviour change in sport and physical activity can be developed through *knowledge exchange* and enacted through:
 - *A hybrid architecture of bottom-up and top-down approaches to policy and practice (Savarimuthu, Le & Ghose, 2012, p.1).*
- Hybrid Architecture = partnership of academics, policy makers and practitioners, and the community and voluntary sector.
- The grass-roots approach centred on the best available evidence delivered through the community-based programme



Made to Move Programme

Dr. Fiona Chambers, University College Cork
Professor Deirdre Brennan, Ulster University

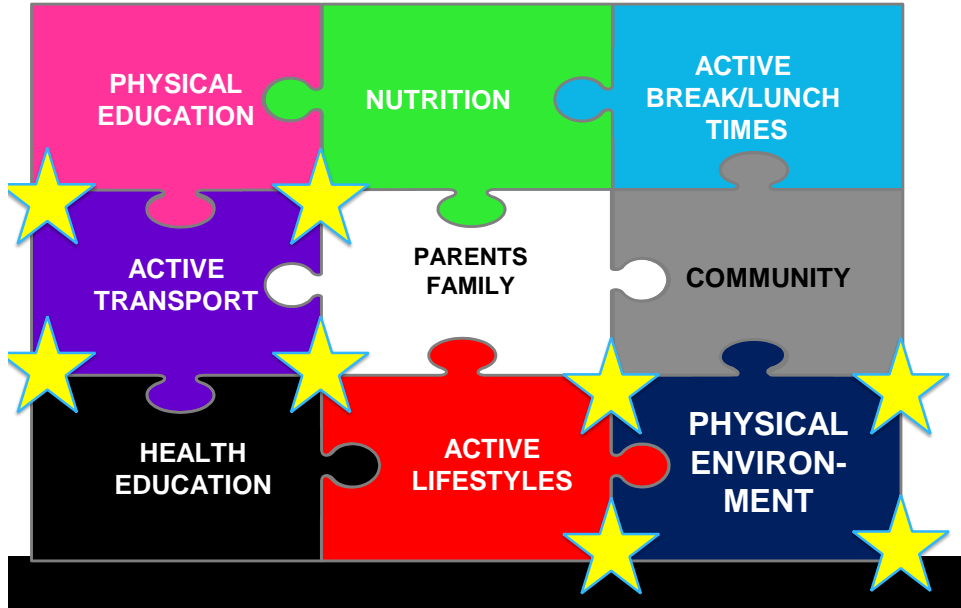


Made to Move

A bespoke community physical activity programme, designed to enable people to do what they were created to do; MOVE

More People, More Active, More Often

Multifaceted Solutions



Miracle Cure!



3 Key Messages



- Make it **easy** for people to be active (practical, local, cheap, sense of community)
- Make it **pleasant** for people to be active (pride of place and space, enjoyment – the experience will assist adherence)
- Make it **safe** for people to be active (lighting, appropriately challenging)