

September 22, 2017

RECOMMENDATIONS FOR THE WHO GLOBAL ACTION PLAN ON PHYSICAL ACTIVITY 2018-2030

The Healthy Latin American Coalition (CLAS, for its abbreviation in Spanish) sends this document aimed to provide recommendations and suggestions for the Global Action Plan on Physical Activity 2018-2030 (GAPPA), being developed by World Health Organization (WHO). We hope to contribute a perspective from civil society and academia from the countries of Latin America.

CLAS is the regional non-communicable diseases (NCDs) alliance for Latin America, representing over 250 non-government organizations whose purpose is to prevent and control NCDs in this region. Its members include medical societies, patient organizations, health NGOs, consumer protection organizations, religious entities, and academic institutions. Founded in 2011, CLAS is focused on reducing inequities, protecting human rights, and promoting effective policies with an impact on risk factors and determinants of NCDs.

We believe that GAPPA is an extremely valuable document that provides a context and information for developing research and the promotion of policies related to physical activity. Likewise, we believe that, through its four strategic objectives, it addresses fundamental aspects required to achieve the stated objective. From CLAS we agree on the central aspects of the document, we welcome WHO's initiative to develop GAPPA, and we suggest incorporating the following points:

1. Conflict of Interest: Although this issue is mentioned in GAPPA (Coherence politics, Transversal Guiding Principles, page 13) we suggest it be explained further. It is necessary to mention the importance of transparent processes, without interference or financing from industries that present a conflict of interest with the promotion of physical activity. The area of physical activity is susceptible to strategies of the ultra-processed food and sweetened beverage industry, where corporate social responsibility (SR) programs are used to finance initiatives that promote physical activity. Corporations take advantage from the lack of resources that most governments suffer and offer funding for campaigns or programs that promote physical activity, specifically focused on vulnerable populations. However, these SR programs become obstacles to actions to reduce overweight and obesity in our region, providing a self-serving alternative narrative to decision makers to avoid making necessary policy changes. These situations have been documented in our region¹.

2. Financing: We recommend including a clear obligation for Governments to allocate specific funds and make explicit the financing mechanisms to implement the proposed actions. Without economic resources, most policies to promote physical activity will have limited reach and may not be accomplished.

¹ Gómez, Luis; Jacoby, Enrique; Ibarra, Lorena; Lucumí, Diego; Hernandez, Alexandra; Parra, Diana; Florindo, Alex; Hallal, Pedro Patrocinio de programas de actividad física por parte de la industria de bebidas azucaradas: ¿salud pública o relaciones públicas? Revista de Saúde Pública, vol. 45, núm. 2, abril, 2011, pp. 423-427

3. Role of the WHO Secretariat: We consider that WHO should play a central role in monitoring the proposed goals and objectives. In this line, we believe that WHO not only must be committed to the preparation of documents and guides, but also ensure the implementation of GAPPA through explicit mechanisms of evaluation and control of processes with measurable indicators. GAPPA does not contemplate instances of evaluation of processes and this is a point to include to ensure monitoring and course corrections as well as communicate the state of progress.

4. Characteristics and needs of each region: Based on the strengths and opportunities of each region, we suggest designing a plan of priorities for each one and considering the built capacity, structure, resources and progress in each. That is, it is necessary to tailor the plan for each region, taking into account that each country will have to make a commitment to implement the proposed actions. The Latin American region stands out for its cultural, economic and urban design, which should be taken into account for the implementation of the actions proposed in GAPPA. For example, stigma to bicycle use in some countries because it relates to lower or higher poverty status could be a significant barrier to the implementation of strategic objective 1.4 or the indicator for this action². Likewise, the evidence indicates that in our region the characteristics of the built environment identified as promoting physical activity may not be relevant in Latin American environments^{3 4 5}.

5. Capacity transfer: As mentioned by GAPPA, the lack of human resources and capacities in some regions, such as Latin America⁶, represents a challenge for the implementation of strategies and the generation of new scientific evidence. It is necessary to promote a transfer of capacity among countries of similar socio-economic level with the objective of replicating good practices and empowering states that are in an unequal position with respect to others that have already made progress on the issue. It would also facilitate the creation of a repository of examples of scalable interventions based on scientific evidence and practice to facilitate the selection of appropriate strategies for each context⁷.

We consider that the inclusion of these aspects is vital for the proper implementation of GAPPA in our region.

² Bicycle equity in Brazil: Access to safe cycling routes across neighborhoods in Rio de Janeiro and Curitiba
Bronwen Tucker & Kevin Manaugh <http://dx.doi.org/10.1080/15568318.2017.1324585>

³ Arango CM, Paez DC, Reis RS, Brownson RC, Parra DC. Association between the perceived environment and physical activity among adults in Latin America: a systematic review. *Int J Behav Nutr Phys Act.* 2013;10:122.

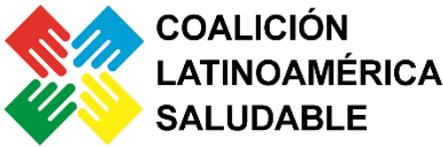
⁴ Perceived Neighborhood Environment and Physical Activity: The International Physical Activity and Environment Network Adult Study in Mexico
Alejandra Jáuregui, Michael Pratt, Héctor Lamadrid-Figueroa, Bernardo Hernández, Juan A. Rivera, Deborah Salvo. *AJPM* Volume 51, Issue 2, August 2016, Pages 271-279

⁵ Perceived neighborhood environmental attributes associated with leisure-time and transport physical activity in Mexican adults
Alejandra Jáuregui, Deborah Salvo, Héctor Lamadrid-Figueroa, Bernardo Hernández, Juan A. Rivera, Michael Pratt. *Preventive Medicine* Available online 7 December 2016

⁶ Salvo, D, Reis, RS, Sarmiento, OL, and Pratt, M. Overcoming the challenges of conducting physical activity and built environment research in Latin America: IPEN Latin America. *Prev Med.* 2014; 69: S86–S92

⁷ Scaling up physical activity interventions worldwide: stepping up to larger and smarter approaches to get people moving

Rodrigo S Reis, Deborah Salvo, David Ogilvie, Estelle V Lambert, Shifalika Goenka, Ross C Brownson, for the Lancet Physical Activity Series 2 Executive Committee† *Lancet* Volume 388, No. 10051, p1337–1348, 24 September 2016



We are ready to cooperate as necessary to reach the proposed objectives and thus promote physical activity and health for all peoples.

Copies to:

Dr Tedros Adhanom Ghebreyesus, Director-General, World Health Organization

Dr. Carissa F. Etienne, Director General, Pan American Health Organization

CLAS members

Signatories to CLAS include:

- InterAmerican Heart Foundation (IAHF) and its affiliates FIC Mexico, FIC Argentina, FIC Bolivia and IAHF Caribbean
- Consumers International Latin America
- ACT Saude Publica Brazil
- El Poder del Consumidor
- Alianza por la Salud Alimentaria (Alliance for Healthy Nutrition)
- Instituto de Investigaciones en Salud y Nutrición (ISYN), Quito, Ecuador
- Healthy Caribbean Coalition, CARICOM countries
- Alianza para el Control de ECNT Chile (NCD Alliance Chile)
- Frente por un Chile Saludable (Front for a Healthy Chile)
- Fundación EPES, Santiago, Chile
- Centro de Investigación para la Epidemia de Tabaquismo, CIET-Uruguay (Center for Research in the Tobacco Epidemic)
- Instituto Nacional de Cáncer, Uruguay (National Cancer Institute)
- Instituto Brasileiro do Defesa do Consumidor IDEC (Brasil) (Brazilian Institute for the Defense of Consumers)
- FEMAMA, Porto Alegre, Brasil
- Educar Consumidores (Colombia) (To educate consumers)
- Fundación Colombiana de Obesidad (Funcobes)
- Mesa por las ENT Colombia (NCD Forum)
- Alianza ENT-Perú (NCD Alliance Peru)
- FUNDEPS (Fundación para el Desarrollo de Políticas Sustentables) Argentina (Foundation for the development of sustainable policies)
- SLACOM Sociedad Latinoamericana y del Caribe de Oncología Médica (regional)
- Coalición México Salud-Hable (México) (NCD Alliance for Mexico)
- Public Health Institute
- World Cancer Research Fund International
- World Public Health Nutrition Association

See footnote below for website with other CLAS members

**SECRETARIADO: Fundación InterAmericana del Corazón beatriz.champagne@iahf.org
<http://www.interamericanheart.org/spa/index.php/prevention-control/healthy-latin-american-coalition/hlac-members.html>**