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## **Global Guidelines on Physical Activity and Sedentary Behaviour in Youth, Adults and Older Adults (GLOBAL GOOD #759)**

**Supporting national adoption, adaptation and implementation through effective communications, dissemination and messaging**

**Virtual meeting  
29-30 July**

**July 2020  
Original: English**

### **Scope and purpose**

#### **Background**

The Global action plan on physical activity 2018-2030 (GAPPA) identified the need to update the 2010 guidelines on physical activity in youth, adults and older adults. Member States requested WHO to prioritise the updating of the 2010 Guidelines in the Resolution at World Health Assembly in May 2018 (WHA71.6).

WHO commenced development of new Guidelines on physical activity and sedentary behaviour for youth, adults and older adults (Global Good #759) in 2018/9, securing external funding from Canada and Norway and forming the guidelines development group (GDG). The 27-member expert group met in July 2019 and requested a comprehensive update of existing systematic reviews and six new reviews on key topics. These have been synthesised into detailed evidence profiles, in advance of the final GDG meeting to draft recommendations. The guideline development process is lengthy and resource-intensive, and as such, WHO Global guidelines serve to guide all countries, particularly LMIC who lack resources and often the scientific expertise. Most importantly, publication of global guidelines allows countries to focus their resources on adoption and local adaption of the recommendations to develop their own national guidelines and on using the dissemination and communications process to catalyse setting policy, targets and policy implementation agenda on physical activity.

Supporting MS to adopt, adapt and communicate PA guidelines is a neglected area, as both globally and nationally guideline development often ends with publication of a technical document which has limited dissemination or impact. The science and practice of communication of health recommendations, including PA, has advanced since the release of the WHO 2010 guidelines and there is a clear need to strengthen the way in which final guidelines are produced to inform and support accelerated national adoption and dissemination to all relevant audiences within and outside the health sector.

Guidelines are key to the development and implementation of sustained and effective public education campaigns as recommended in WHO NCD “Best Buy’s” for physical activity, and in GAPPA (policy action 1.1). Converting precise and complex health recommendations on PA into effective ‘messages’ for different audiences is a well-developed discipline in public health

communications, and the expansion of opportunities through use of different media adds new possibilities and challenges.

To support countries to effectively communicate guidelines to relevant stakeholders and to conduct public education campaigns on physical activity founded on the new recommendations, WHO will develop a plan for national dissemination and communication. This might include a set of public-facing communication templates, informed by current best practice, to provide national and sub-national authorities with a resource to advance locally-relevant materials for public education.

## **REGIONAL WORKSHOP**

The Proposed workshop would bring together international experts in guideline dissemination and communication, those working at national level to develop communication and dissemination strategies for physical activity guidelines, as well as countries that wish to align national guidelines with the new WHO global guidelines. The outputs of the meeting will immediately contribute to the WHO 2020 guidelines documents, which are scheduled for launch in October 2020.

### **Objectives of the Workshop**

1. Understand the potential processes for the effective development of national physical activity guidelines through adoption of global guidelines
2. Share best practice and impact from MS experiences on developing a communications and dissemination strategy for physical activity guidelines;
3. Understand the importance and process of tailoring dissemination and communication efforts to specific audiences and providing suitable products to meet their practice needs and support behaviour change
4. Provide inputs to finalise resources to support national adoption, dissemination and communication of the new 2020 WHO guidelines

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### **Participants**

1. Those in national government involved in:
  - developing physical activity guidelines
  - disseminating physical activity guidelines
2. WHO Country office focal points for physical activity