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International Society for Physical Activity and Health (ISPAH)

Experts release 'Eight Investments That Work for Physical Activity' to enable everyone, everywhere, to be physically active

10th November 2020

The release of the #8Investments provides a concise roadmap for investment and action around the world and is a call to action for everyone, everywhere, including professionals, academics, civil society and decision makers, to embed physical activity in national and subnational policies.

The #8Investments focuses on increasing physical activity across settings, in **schools, workplaces** and **healthcare**, through inclusive **sport and recreation for all**, and investment in active **transport** systems and healthy **built environments**.

ISPAH President, Professor of Active Living Environments at the University of Southern Denmark, Jasper Schipperijn commented *"Globally, one in four adults and four in five adolescents are insufficiently active, accounting for more than five million deaths annually. It costs the global economy billions of dollars."*

"In contrast to other public health concerns, such as tobacco control, progress in physical activity promotion has been slow. For example, the rate of smoking has continued to decline, but physical inactivity has stagnated over the last 20 years. So much so, that physical inactivity now poses a very similar population health threat as tobacco smoking." Professor Schipperijn added.

"We have learnt from smoking and other public health concerns. In order to get change, we need to agree on what works and be clear in our messaging of this. This is what the #8Investments is designed to do." Professor Schipperijn added.

ISPAH's #8Investments complements the World Health Organization Global Action Plan for Physical Activity 2018-2030, assisting communities and countries looking to respond to the physical inactivity pandemic.

The #8Investments provides a summary of eight areas for action which are supported by scientific evidence and have worldwide applicability.

Readers call to action: You can advocate for a more physically active world by reading, sharing and endorsing the #8Investments document, which can be accessed here www.ispah.org/resources along with a suite of resources to support your advocacy efforts. Join the conversation by engaging with ISPAH and our global community online on Facebook, Twitter and LinkedIn and share your stories of engagement using the #8Investments.

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This article, “ISPAH’s Eight Investments That Work for Physical Activity”, by The International Society for Physical Activity and Health (ISPAH), has been published online and is free to access from the ISPAH website. The full document, animation, infographic and various language translations are free to access: <https://www.ispah.org/resources/>

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The International Society for Physical Activity and Health is the world-leading society advancing physical activity science, education, capacity building and advocacy. It’s vision is of a healthy active world where opportunities for physical activity and active living are available to all.

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