

# Wellness Week Policy Forum

PRESENTED BY:



**AMERICAN COLLEGE  
of SPORTS MEDICINE®**  
LEADING THE WAY

## Registration Required

For more information and to register, please contact:  
Victor Arias at  
varias@worldbank.org  
Please include full name.



## ACTIVE CITIES: Transforming Communities for Smart Growth and Health

**The World Bank Group**  
**Room JB1-080, 701 18th Street, N.W., Washington, DC,**  
**SEPTEMBER 21, 2012; 10:00AM-3:00PM**

### WELCOME AND INTRODUCTIONS

10:00AM-10:15AM

- Nicole Kligen, Acting Director, Health, Nutrition & Population, Human Development Network, The World Bank
- Jim Whitehead, CEO and Executive Vice President, American College of Sports Medicine
- Irene Klinger, Senior Advisor, Partnerships and Multi-Sector Collaboration, Pan American Health Organization (PAHO)

### CONFERENCE PRESENTATIONS

#### 10:15AM-12:00PM: Building Active Cities: Committing to Smart Growth and Healthy People

*Moderator: Keith Hansen, Sector Director, Latin America Caribbean Human Development, The World Bank*

- Richard W. M. Visser, Minister of Health, Welfare and Sport of Aruba
- Miguel Malo, Vice Minister of Health, Ecuador
- Jorge Muñoz Wells, Mayor of Miraflores, Peru
- Ede Jorge Ijjasz-Vasquez, Sector Director Latin America Sustainable Development Dept., The World Bank

12:00-1:00PM - LUNCH

#### 1:00PM-3:00PM: A Multi-sectoral Approach in Action: Stories from the Field

*Moderator: Sofía Leticia Morales, Health Promotion and Social Determinants Coordinator, PAHO*

- Kenneth D. Smith, PhD, Lead Senior Program Analyst, Chronic Disease and Environmental Health, National Association of County and City Health Officials
- Mike Samuelson, Open Streets Coordinator, Alliance for Biking and Walking
- Felipe Lobelo, MD, PhD, FAHA, Lead Epidemiologist, Global Health Promotion Office, National Center for Chronic Disease Prevention and Health Promotion (CDC)
- Rodrigo Siqueira Reis, PhD, School of Health and Biosciences, Pontifícia Universidade Católica do Paraná, International Physical Activity Environmental Network

## **Backgrounder on WELLNESS WEEK**

Wellness Week, on September 16th to 21st, 2012, will coincide with PAHO's Pan American Sanitary Conference and the first anniversary of the UN High Level Meeting on Non-Communicable Diseases (NCDs). **Wellness Week** seeks to develop a social movement on healthy settings for healthy living and to increase awareness among individuals, policy makers, communities and employers to combat noncommunicable diseases. It grew out of Caribbean Wellness Day and was launched in New York City in 2011. Wellness Week will be celebrated in many cities in the Americas this year, but more needs to be done to expand its popularity and to institutionalize healthy municipalities. A PAHO Wellness Walk will be held in the Nation's Capital on September 23, joining **Fiesta DC**, the major annual Latino Festival featuring 38 folkloric dance troupes, international cuisine, music, and a Parade of Nations.

In September 2011, the UN High Level Meeting called for action to stop a burgeoning NCD epidemic and its potentially catastrophic economic consequences mandating a whole of government and whole of society approach to combat this epidemic. In response, PAHO formed its Pan American Forum for Action on NCDs to harness multistakeholder action to combat cancer, diabetes, cardiovascular disease, chronic respiratory disease, and the obesity epidemic. The recent global financial crisis, and resulting pressures on government budgets, have increased the partnership imperative. Globally, the economic impact of NCDs is set to reach a staggering \$30 trillion over the next twenty years. NCDs are both a cause and an effect of poverty. However, change in settings, behaviors, health systems, and policies can prevent up to 80 percent of heart disease, stroke, and diabetes and 40 percent of cancers, preventing billions in economic losses.

### **The science is clear: a sedentary lifestyle is not compatible with health.**

Physical inactivity is a significant global risk, with an impact as severe as smoking or obesity. Sedentary behavior, chronic disease, poverty and socio-economic development are interrelated, necessitating a "systems" approach to reducing the rise of NCDs and reversing inequities that cause chronic disease among the most vulnerable. The Pan American Health Organization, American College of Sports Medicine, and the World Bank, have therefore come together to identify opportunities for public/private partnerships to combat physical inactivity. Indeed, it is the fourth leading cause of death in the world. In the USA, for every two obese people, there are three who are insufficiently active. In Latin American countries, 30% to 60% of the population does not achieve even the minimum recommended levels of physical activity. Chronic diseases in 2002 accounted for 44% of deaths among men and women below the age of 70 years and contributed to almost 50% of disability-adjusted life years lost in the Region. Obesity has grown by almost 400% in just 20 years.

Physical inactivity is a broad and complex subject. A "health in all policies" approach will help us move beyond the health sector in producing lifestyle changes. We need "healthy schools", "healthy communities", and "healthy worksites". At the heart of Wellness Week is a vision of cities with more sidewalks, green spaces, trails and pathways. We seek a world where doctors empower patients through physical activity prescriptions and counseling, where schools offer children the opportunity to move and play, and where workplaces recognize that physical activity is business-relevant.

***Choose Health. Eat Well. Get Moving!***