



Best Practice Interventions to Promote Physical Activity

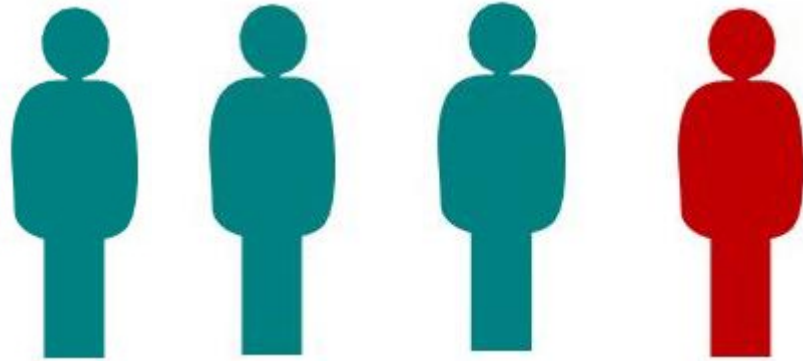
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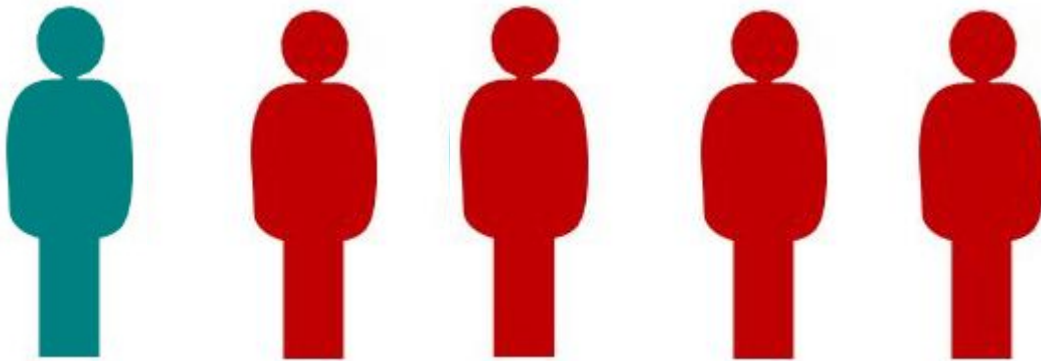
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Global Prevalence of physical inactivity



1 in 4 adults are
not active
enough

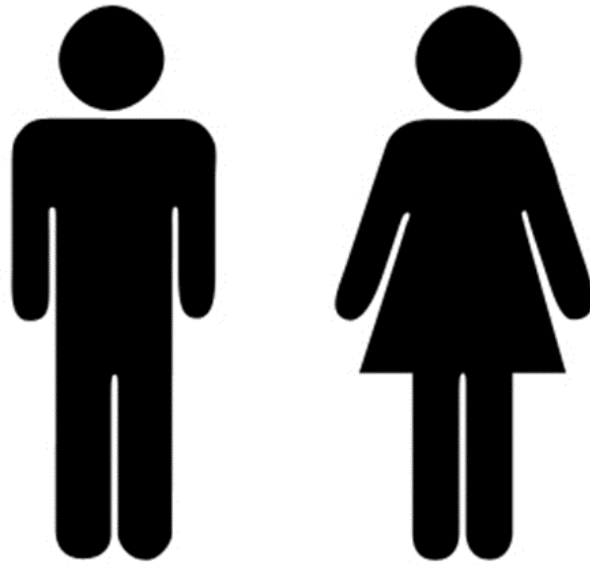
23%



4 in 5 adolescents
are not active
enough

80%

Prevalence of physical inactivity in Saudi Arabia



26% to 85% 43% to 91%



6-10% of leading chronic diseases worldwide
are attributed to physical inactivity

6%

Coronary
Heart Diseases

7%

Diabetes

10%

Breast
Cancer

10%

Colon
Cancer

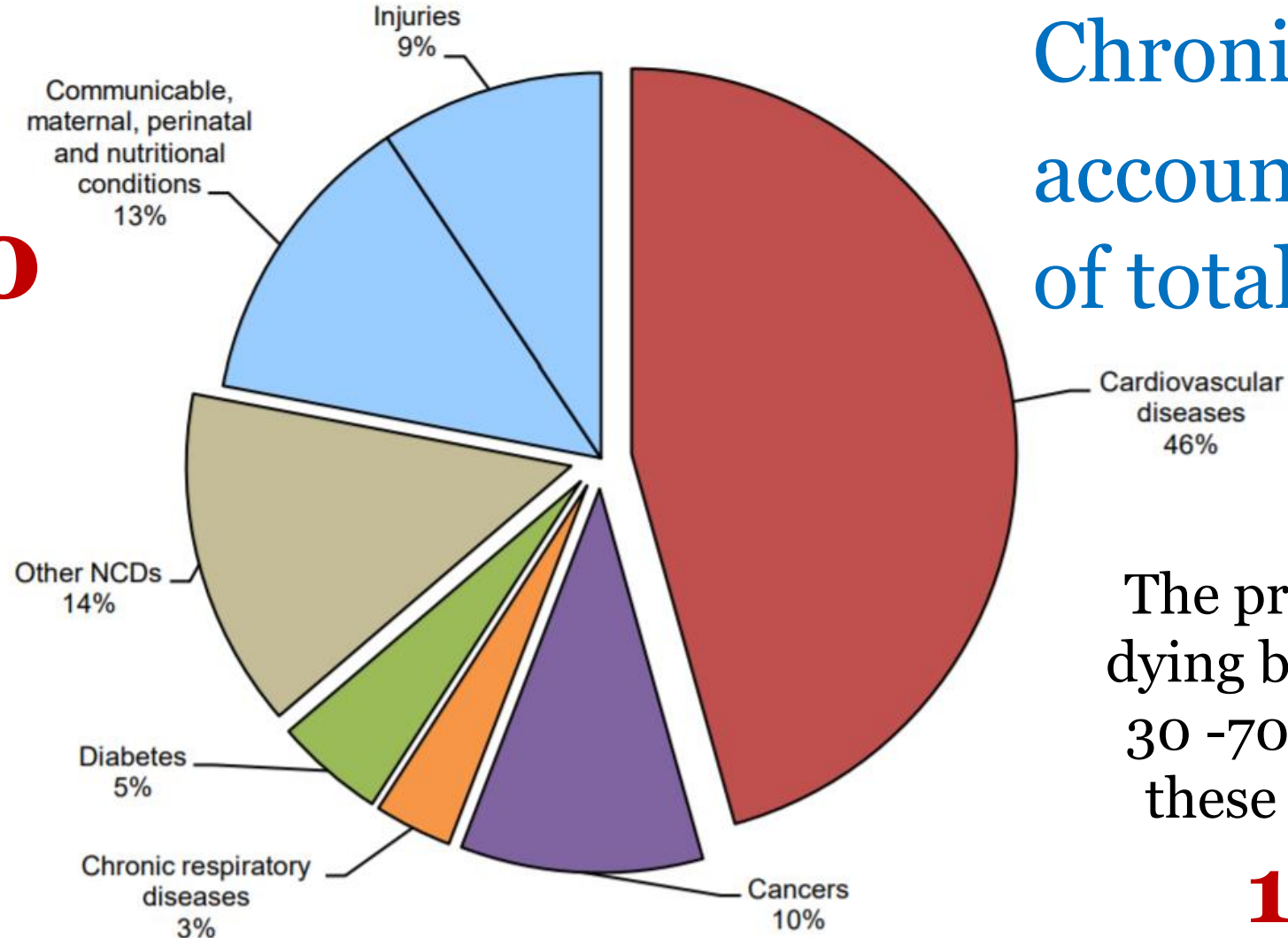
Overall

9%

premature mortality

Proportional Mortality in Saudi Arabia

90,000
deaths
each year



Chronic Diseases
account for **78%**
of total deaths

The probability of
dying between ages
30 -70 years from
these diseases is

17 %

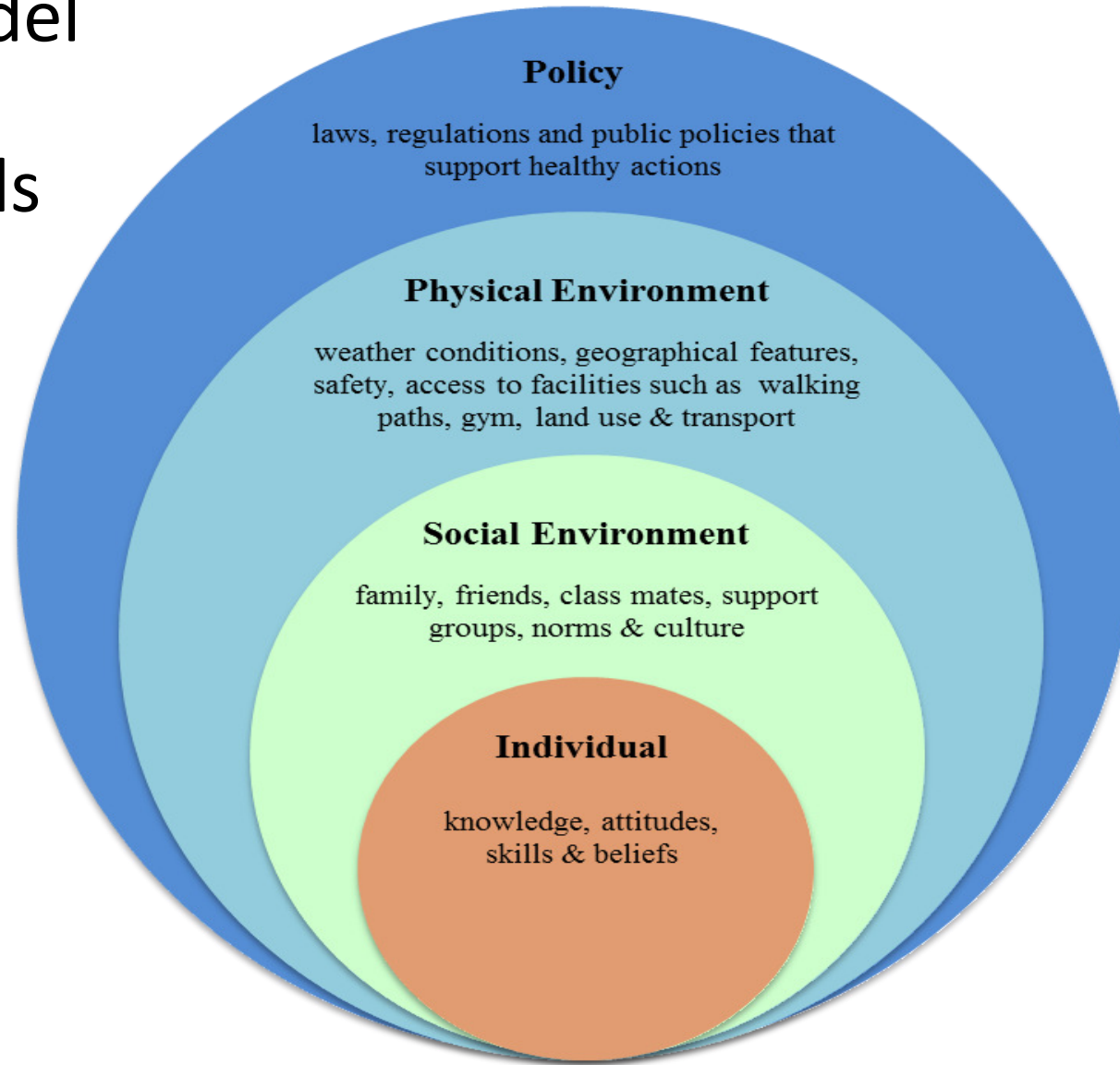
Three Themes

1. Intervention, strategies and approaches to physical activity promotion
2. Translation, adaptation, capacity building to promote physical activity
3. Future prospects for an active nation

What is best practice intervention

- These interventions were based on a formative assessment, with a generally robust experimental design or sufficient sample size, and with significant effects on specified outcome variables.
- They generally met all or most of the planned objectives and would probably be applicable in other settings, and demonstrated feasibility and sustainability in their current category.

Socio Ecological Model of Physical Activity - Adapted from Stokols



Translation, adaptation, capacity building to promote physical activity

- We need to emphasise important *regional and cultural* differences in how physical activity promotion is being approached around the world.

For example:

Latin America “community-based interventions”

High-income countries “individuals interventions”

The Value of Public Space

How high quality parks and public spaces
create economic, social and environmental value



cabe
space

Thank you

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