THE WORLD HAS STOPPED MOVING

JUST A FEW GENERATIONS AGO, PHYSICAL ACTIVITY WAS AN INTEGRAL PART OF DAILY LIFE. IN THE NAME OF PROGRESS, WE’VE NOW CHIPPED AWAY AT IT SO THOROUGHLY THAT PHYSICAL INACTIVITY ACTUALLY SEEMS NORMAL. THE ECONOMIC COSTS ARE UNACCEPTABLE, THE HUMAN COSTS ARE UNFORGIVEABLE.

DESIGNED TO MOVE IS FOUNDED ON A ROBUST EVIDENCE BASE. THE SCIENCE IS CLEAR. THE DEBATE IS OVER. URGENT PRIORITY MUST BE GIVEN TO DRAMATICALLY INCREASE THE WORLD’S COMMITMENT TO PHYSICAL ACTIVITY.

DESIGNED TO MOVE IS A FRAMEWORK FOR ACTION. IT’S MEANT FOR THE “CHANGEMAKERS”—PEOPLE, COMPANIES, INSTITUTIONS AND GOVERNMENTS WITH THE RESOURCES TO TURN THIS SITUATION AROUND. IT’S FOR NATIONS WHO WANT TO INVEST IN UNLEASHING THE HUMAN POTENTIAL OF THEIR CITIZENS.

THE IMPACTS OF WHAT HAS BECOME A WIDESPREAD PHYSICAL INACTIVITY EPIDEMIC AFFECT EVERYONE IN EVERY NATION. TO PUT SOLUTIONS INTO PRACTICE AT SCALE, CHANGEMAKERS MUST ALIGN ON WHAT NEEDS TO BE DONE AND HOW.

THAT IS THE PURPOSE OF DESIGNED TO MOVE.

The full Framework for Action can be accessed at www.designedtomove.org.
A Framework for Action

In many countries, physical activity is disappearing from daily life. It happened in just one or two generations in some countries, and even sooner in others. Our physical, emotional and economic well-being has become increasingly compromised as a result. The time for action is now.

This is a situation that health infrastructures, social services and national economies cannot possibly endure. Physical inactivity is now an epidemic and we must act urgently to break its deadly cycle. Fortunately, the solution is within reach.

If we reach children when they are young enough, before age 10, they can learn to love physical activity and sports for life. They’ll reap the rewards and pass them on to the next generation.

We must also find ways to integrate the physical activity we’ve lost, back into our lives. Amongst many things, this relates to the way our cities are designed, schools are run, workplaces are structured, and how community environments are shaped.

No single organization or institution can fix this alone. It will take global, national, state and local governing bodies, and their leaders, corporations and their employees, civil society, individuals and communities. All of us need to be part of the solution.

The situation today is an urgent one. It is imperative that we focus and align our agendas to move forward quickly. This document is designed to get everyone headed in the same direction. It focuses the work into one vision and two “asks” that can change the future.

This document was developed and owned by many. ACSM, ICSSPE and Nike, Inc. are pleased to present it on behalf of the many experts and organizations that have uniquely shaped this way forward.

With combined expertise, diverse resources and collective commitment, we can create a new way of life for all—one that unleashes our extraordinary human potential.
A WORD ON TERMINOLOGY

Humans are designed to move and be active. It’s really as simple as that. Just a few generations ago, we walked, ran, lifted and carried, we pushed and pulled; we dug, harvested and gathered; we danced, jumped and climbed. But things have changed—we have changed.

The opportunity and perceived necessity to move in modern life has declined dramatically. What hasn’t changed is that we still need to be physically active to survive. But what does physical activity actually mean?

This Framework for Action talks about the urgency for the world to prioritize physical education and physical activity. Terms like “physically active play” (as opposed to sedentary play), “sports” and “physical activity” are used to capture all forms of physical movement (running, walking, twisting, jumping, stretching, balancing, throwing, catching, etc.).

For the purposes of this framework, an inclusive definition of sport has deliberately been adopted: “Sport means all forms of physical activity which, through casual or organized participation, aim at expressing or improving physical fitness and mental well-being...”

In other words, it is the effort of being physically active that is being emphasized rather than what is being played, the skill level or the points won or lost.

When the term “sedentary” is used, it refers to a person sitting or lying with little movement (such as at a desk job or while sleeping). “Inactive,” on the other hand, refers to those not meeting recommended levels of physical activity.

With that in mind, “sport” (or “sports”), “physical activity” and “physical play” refer deliberately to anything that gets people to move in complex, skill-building ways that enhance endurance, strength, balance, coordination, etc.

That could be tennis or football, Zumba or break dancing. For kids, it might be a game of tag or playing on the monkey bars. For older people, it could be jogging, swimming or ballroom dancing.

Sounds fun, doesn’t it?
A PRELUDE TO ACTION: WHY NOW?

Human beings are designed to move and be active. Our bodies evolved to meet the demands of human existence. And yet, research shows us that, as economies develop, their populations’ levels of activity become dangerously low. The human and economic costs of progress are staggering. Physical inactivity is a looming and dangerous threat to everyone’s health, well-being and quality of life. But most importantly it results in an erosion of human potential. Now, more than ever before, it is time for urgent action.
A PRELUDE TO ACTION: WHY NOW?

Physical Inactivity Is Today’s Norm

In most developed economies, physical inactivity is so deeply entrenched that it has become the norm. Emerging economies are following fast. The problem is much bigger and its consequences are far more radical than people may realize. Perhaps most alarming is the fact that the problem, its costs and its consequences are passed forward across generations, creating a cycle of poor physical and emotional health, and tragically wasted human potential.

Recent research demonstrates the magnitude of the world’s shift toward physical inactivity. The findings are alarming. In just 44 years (approximately 1.5 generations’), physical activity in the United States has declined 32 percent and is on track for a 46 percent drop by 2030. The United Kingdom became 20 percent less physically active in the same amount of time and is trending toward a 35 percent decline by 2030.

Not surprisingly, this research shows stark declines in the amount of time individuals spend being physically active in work, home and, with the exception of the U.K., transport for all countries. However, the drops are far more dramatic in highly developed countries. The evidence suggests this is an unintended byproduct of innovation and economic progress. Vehicles, machines and technology are now available to complete the tasks that once required physical effort. As economies grow, physical activity is systematically designed, innovated and engineered out of daily life.

This study uses a measure known as metabolic equivalent of task (MET) as a way to quantify the energy spent in accomplishing a task. This work projects that by 2020, the average American adult will expend approximately 190 MET hours per week while awake. The same is projected for the U.K. by 2030. To put this in context, an individual who sleeps 24 hours a day would expend 151 MET hours. In contrast, an adult with a desk job who engages in vigorous activity for 30-to-60 minutes a day would expend between 240 and 265 MET hours per week.

AS ECONOMIES GROW, PHYSICAL ACTIVITY IS SYSTEMATICALLY DESIGNED, INNOVATED AND ENGINEERED OUT OF DAILY LIFE.

Designed to Move presents findings from “Time Use and Physical Activity: A shift away from movement across the globe.” This independently peer-reviewed research was commissioned by Nike, Inc. and conducted independently by Professors Shu Wen Ng and Barry Popkin at the University of North Carolina.

While there are numerous accepted methods to define the length of a generation, for these purposes, it is assumed that one generation is 30 years.
A CRITICAL WINDOW
The First Ten Years of Life

Today, the urgent priority is to break cycles of physical inactivity where they are already deeply entrenched, and prevent them in emerging economies where we still have time. While it’s essential for everyone to be physically active, focusing on children before the age of 10 could change the trajectory for the next generation. Sound too good to be true?

Nature made kids perpetual motion machines for a reason. Starting in infancy, children develop the motor skills that will provide the foundation for their physical activity experiences later on. Children who move often from a young age have better developed motor skills, which positively impact the physical activity experiences they’ll have as they get older.

As they head into adolescence, kids draw the blueprints for their adult lives. Their preferences and motivations—for physical activity or anything else—form during this key developmental phase.

Reaching kids before this developmental moment is a critical key to breaking the cycle of physical inactivity. The benefits will start to accrue early on and, kids who learn to love being active are more likely to grow up to be adults who are active. If that happens, they’ll have hard-playing kids of their own and the positive cycle will take hold.
Physical activity perpetuates a prosperous cycle that begins to take hold early in life.

Active parents associated with active kids

Kids of active moms are 2x as likely to be active

1/10 as likely to be obese

Up to 40% higher test scores

Less smoking, drug use, pregnancy and risky sex

15% more likely to go to college

7-8% higher annual earnings

Lower health costs

More productive at work

Reduced risk of heart disease, stroke, cancer, diabetes

Stronger economies

May live 5 years longer

Compression of morbidity 1/3 the rate of disability

Note: Complete data and references are available in Designed to Move: A Physical Activity Action Agenda, www.designedtomove.org.
IT’S TIME FOR ACTION

Armed with an understanding of the costs and consequences of physical inactivity, it is clear the time for action is now. A prosperous and healthy future literally depends on our ability to change the current trajectory.

Designed to Move calls for dramatic and urgent commitment to increase physical activity levels. Special emphasis must be placed on youth, especially kids under the age of 10. We must also find ways to integrate physical activity back into our daily lives through the design of our cities, communities and built environment. This is a powerful, preventive course of action, ripe for innovation, investment and impact on positive human development.

Committing to one vision and coordinating action around the two asks is a critical place to start. The full report—at www.designedtomove.org—offers more context and specific ideas about how to make the vision a reality.
In many of the world’s major economies physical inactivity is the norm. The evidence suggests that societies would significantly benefit from physically moving toward our greatest potential. If ever in the course of modern human history there was a time for action, that time is now.
WE ARE DESIGNED TO MOVE

VISION

FUTURE GENERATIONS RUNNING, JUMPING AND KICKING TO REACH THEIR GREATEST POTENTIAL

ASK 1

CREATE EARLY POSITIVE EXPERIENCES FOR CHILDREN

A generation that enjoys positive experiences in physical education, sports and physical activity early in life has the chance to shape the future. This generation could break cycles of inactivity where they already exist, or prevent them before they start.

ASK 2

INTEGRATE PHYSICAL ACTIVITY INTO EVERYDAY LIFE

Economies, cities and cultures can be shaped and designed to encourage and enable physical movement. To ensure a better future for all, this needs to be the norm.
CASE STUDIES

The Framework for Action puts forth a substantial goal: To break or prevent cycles of physical inactivity. Achieving that will be a challenge to be sure, but it is not impossible. Far from it in fact. The effort to develop this framework revealed a number of organizations already doing a great job on implementation. There are many other efforts that are already poised to deliver the comprehensive benefits that can come from being physically active. A few were selected to be highlighted here. What’s certain is that more of these efforts are needed—as soon as possible.
Who is Doing Great Work?

This section highlights a selection of current approaches that are encouraging physically active lifestyles and doing it well. This is a response to those who say it can’t be done. The organizations and efforts profiled here are already demonstrating otherwise.

**Case Studies**

These programs are delivering the early positive experiences kids need to develop a lifelong passion for physical activity. These programs are great examples of program design, but they also feature other areas that are ripe for impact, such as the use of technology and leveraging the school day:

- **Special Olympics International Unified Sports Program**
- **Miami-Dade**
- **Bola Pra Frente**
- **Grassroot Soccer**
- **Magic Bus**
- **Let Me Play**
- **Premier League Creating Chances**

**Case Studies**

These efforts are literally changing the way people move throughout daily life. Among many other innovations, they’re redesigning cities, revamping transportation policies and using health care systems to promote physical activity to people of all ages. Of many great individual efforts around the world, we selected six to highlight here:

- **Ciclovias**
- **Sustrans**
- **Segundo Tempo**
- **Safe Routes To School**
- **Portland Bicycle Movement**
- **Exercise Is Medicine**
Unified Sports®
Democratizing Access to Sport = Benefits for All

As the fastest growing sports initiative within Special Olympics International, the Unified Sports Program brings athletes of all abilities into the game.

Teams of athletes with and without disabilities train and compete together in an environment that breaks down stereotypes about people with intellectual disabilities in a serious way showing the world what is possible on and off the playing field.

KEY PROGRAM FEATURES
Unified Sports provides a common ground where athletes with and without intellectual disabilities are able to enjoy the bond that comes from goal-setting, competition, and teamwork. Unified Sports matches athletes based on age and skills, which makes practices more fun and encourages friendships beyond the playing field.
BEST PRACTICE PROGRAM DESIGN

Universal Access
People with intellectual disabilities are oftentimes isolated in special classrooms, schools, or in many countries, at home or even institutions. The Unified model uses sports to promote a more integrated community and society and creates a kind of ripple effect that helps to change perceptions and generate better acceptance of people with intellectual disabilities (ID).

Age Appropriate
Unified Sports teams are made up of people with and without intellectual disabilities and of similar age and ability, which makes practices and games more challenging and exciting for all.

Dosage & Duration
Special Olympics athletes are required to practice a minimum of twice per week, and encouraged to practice outside of Special Olympics as much as possible.

Fun
Unified Sports participants cite strong team camaraderie, supportive coaches, and opportunities to travel and compete against other Unified Sports teams as the key elements for a fun experience.

Incentives & Motivation
Athletes report a strong sense of pride about being involved in Unified Sports and participating in local and national competitions. Athletes enjoy celebrating achievements and milestones with their teammates, coaches, and communities.

Teach/Coach/Mentor
Coaches are central to the Unified program model because their role extends beyond coaching a specific sport. Coaches are provided specialized training in working with people with ID, fostering teamwork, and increasing inclusion. Many coaches have some form of professional training or education in sports-related sciences.

SUCCESS FACTORS

Inclusive Community
Unified Sports contributes to the creation of social capital by promoting an environment of personal development, creating a community of inclusion, and establishing positive representations of people with ID in society. Relationships and friendships formed on Unified Sports teams provide a pathway for young people with ID to connect with non-disabled peers from their local communities.

Multi-Sector Collaboration
Unified Sports’ unique concept has attracted powerful government support in Brazil, the United States, India, the European Union, and China. Successful programs involve cooperation among schools, communities, and governments.

Private/Public Funding
The program attracts high-profile sponsors, such as the Vodafone Foundation and governments. The private and public sectors work together in local communities to promote the Unified Sports model of inclusion.
CHAMPIONS FOR ACTION

Active Living Research

Alliance for a Healthier Generation

American Academy of Pediatrics

Athletes for Citizenship

Brazil Ministry of Sport

Deutsche Gesellschaft für Internationale Zusammenarbeit

International Council for Coaching Excellence

International Council of Sport Science and Physical Education

International Federation of Adapted Physical Activity

Kaiser Permanente

National Football League

NIKE, Inc.

Research Centre for Sport, Society & Culture, Peking University

Social Service of Commerce Sector, Brazil

Research Centre for Sport, Society & Culture, Peking University

Special Olympics

SuTrans

World Federation of the Sporting Goods Industry

Young Foundation
Designed to Move: A Physical Activity Action Agenda
is owned and supported by many contributing organizations.

American College of Sports Medicine

Architecture for Humanity

Association Internationale des Ecoles Supérieures d’Éducation Physique

Federation Internationale d’Éducation Physique

Inter-American Development Bank

International Association of Physical Education and Sport for Girls and Women

International Society for Comparative Physical Education and Sport

International Society for Physical Activity and Health

International Sport & Culture Association

Partnership for a Healthier America

Premier League

Research Center for Physical, Health and Arts Education, National Institute of Education Sciences

Sport and Citizenship

Sport Center – University of São Paulo

Sport for Social Change Network, Brazil

CO-AUTHORS