

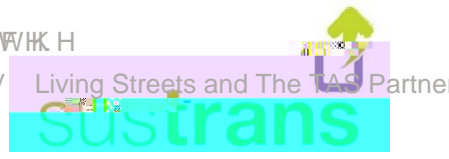
7KH UROH RI DFWLYH WUDYHO LQ LPSURYLO

3DUWRZ DFWLYH WUD
LPSURYH KHDOWK DQ
WKH ZRUNIRUFH

\$FWLYH Toolkit Hide Pack

-XO\

Part 1: How a FWLYHO can improve
Part of the \$FWLYH 7UDYHO Toolbox, ZULWWHQ by Sustrans ZLWK VXSSRUW IURP 'U \$GULDQ 'DYL
6XVWUHQVHJLVFKUHQ\ (QJODQG OH&2 6FRWODQG



What is this slide pack for?

7 K L V V S O L F S N H R Y I D G M P P D R U I \ W W K R I R O N I D W W E R E W U D Y H O
L P S U R Y H R E G O Z W I O O E H L Q J L Q W K H Z R U N I R U F H

7 K H \$ F W L Y H 7 U D Y C H S O F F D R U C H E R [J W R I G G H P R Q V W U D W H
E H Q H R U W X V W D L U Q D Q E V S R H O (S D V Q G Q G O R F D O G H O L Y H
V W U D W H Q L Y F D W O L Q Z D O N V R K H D P Q H G F \ F O L Q J

7 K L V V O L G G F S D X I G N H V
‡ . H \ P H V V D J H V
‡ 6 W D W L V W L F V D Q G H Y L G H Q F H
‡ 6 L J Q S R V W L Q J W R W W X R G L H D Q G F D V H



Key messages

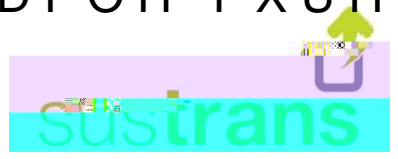
‡ 3K\VLDFWLYLW\ LV DVVRFLDWHG ZKWOPVDQDQPSDFDDBHQQJORZH
GHDWK UDWHV DQG ORZHU UGMSURHVHLRQW SUREOHPV DQG

‡ 7KHFRQRPLF FRVWV RSHUHQWFFHHDQB ZRUMRCEJXZKQVW WLN H
DQG WKH HPSORVHHHQDULFDQWR

‡ \$FWWYHDKYHOJUHDW SRWHQWLDOLWRLOQFRWLSRWDWGWRRHKW GD\
JRYHUQPJHQWBOHQHV 7KLV FRXOG OHDG WKRDQJQLZKFDQW LUPSG
HFRQRPLF FRVWV IRUWRMHHQHVHV DQG

³ 7KH SRWHQWLDQ EHQHILWV RI SK\VLFDQ DFWLYLW\ WR KHDOWK
KXJH ,I D PHGLFDWLRQ H[LVWHG ZKLFK KDG D VLPLODU HIIHFW
ZRXOG EH UHJDUGHG DV D μZRQGHU GUXJ¶ RU μPLUDFOH FXUH¶

Former Chief Medical Officer



The benefits of regular physical activity for health

3K\VLFD O DFWLYLW\ LV DVVRFLDWHG
 KHDOWK\HLQJ

,WHQHILWV SHRSOH RI DOO DJHV UDQJLQJ IURP
 PDLQWDLQ D KHDOWK\FRHLQJ\KXWLRQ\UMHFRSODJ

'HVS\WKH SURYHQ EHQHILWV IURP SK\VLFD O DFWLYLW\ IRU
 PDQ\ ZHVWHUQ\YRIFLH\HWD\XDOO\ DGRS\

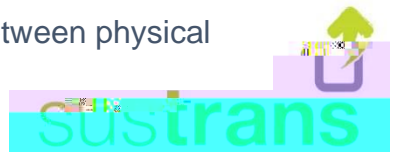
7KH 8. JXLGHOLQHV IRU SK\VLFD O DFWLYLW\ IRU
 \HDUV DUH DV IROORZV

³\$GXOWV VKRXOG DLP WR EH DFWLYH GDLO\ 2YHU D ZHHN
 DFWLYLW\ VKRXOG DGGL\WRV DRW OHDVW
 PRGHUDWH LQWHQVLW\ DFWLYLW\ LQ ERXWV RI
 PRUH

Health topic	Evidence of the effect of physical activity
Overall death rate	\$SSUR[ULVN UHG\WV\WRFR V W ZLWK PDQ\ L D Q G R O H D W H W H V L Q
Cardiovascular	ORZHU U D V N G I R R Y D V F X O D
Metabolic	ORZHU ULVN RI W\DW OG PRGHUDWHO\ DFWLYHZS\WRKSOK
Musculo-skeletal health	WR ULVN UHGXFWR\K K L J K O M W H O R I S K \ V L F D O D F W L
Falls	D G X O W V D G X O W V Z K R R S D S U K W L I F F D D F W I K Y L W H \ D Q D S S U R [L P D W L F R N
Cancer	I D O O V \$ S S U R [L P D W H O \ O R Z H D Q E H U
	D Q G O R Z H U U L V N R I E U H G X O W V S D U W L F I L S D G V I L O J S K \ V L F D O D F

,Q (QJODQG LQ RQO\ RI PHQ DQ PHW SK\VLFD O DFWLYLW\ UHFRPPHQG

Dept. of Health, 2011: Summary of the relationship between physical activity and health



The health costs of physical inactivity for society and employers

Costs

How transport relates to physical activity

Case studies

Reducing absenteeism costs to employers through cycling

7RE HWWHU XQGHUVWDQG WKH HIIHFWRU IHF DUEK ZD
 XQGHUW DNDQ TXKHU WXLJK QDLUH RI WKUHH ODUJH 'XV
 FRPSDUHG WR DEVHQWHHLVP GDWD IURP WKH \HDU
 2I WKH HPSOR\HHV ZKRWXGRN SDUW LQ WKH
 ‡ ZHUH UHJXODU F\FOLVWF\FDQGVWV ZHUH QRQ
 ‡ 5HJXODU F\FOLVWV KDG VLJQLILFDQWO\ ORZHU UDWHV
 GD\V SHU \HDUF\FDQVWRQ RQ DYHUDJH GD\V SHU
 7KH VWXG\ DOVR IRXQG WKDW WKH PRUH RIWHQ DQ
 GLVWDQFH WUDYHOHG WKH ORZHU WKH UDWH RI
 7KH SRWHQWLDO EHQHILWV RI F\FOLQJ WR ZRUN DUH
 HPSOR\HHV F\FOLQJ UHJXODUO\ WR ZRUN ZHUH WR LQFUHDVH E\ WKLV ZRXOG JH
 DQQXDO FRVW VDYLQJ WR HPSOR\HUV RI DURXQG ... PLOOLRQ SHU \HDU LQ WKH
 +HQGU LNW FDO



Cycling in Amsterdam: source Creative Commons