

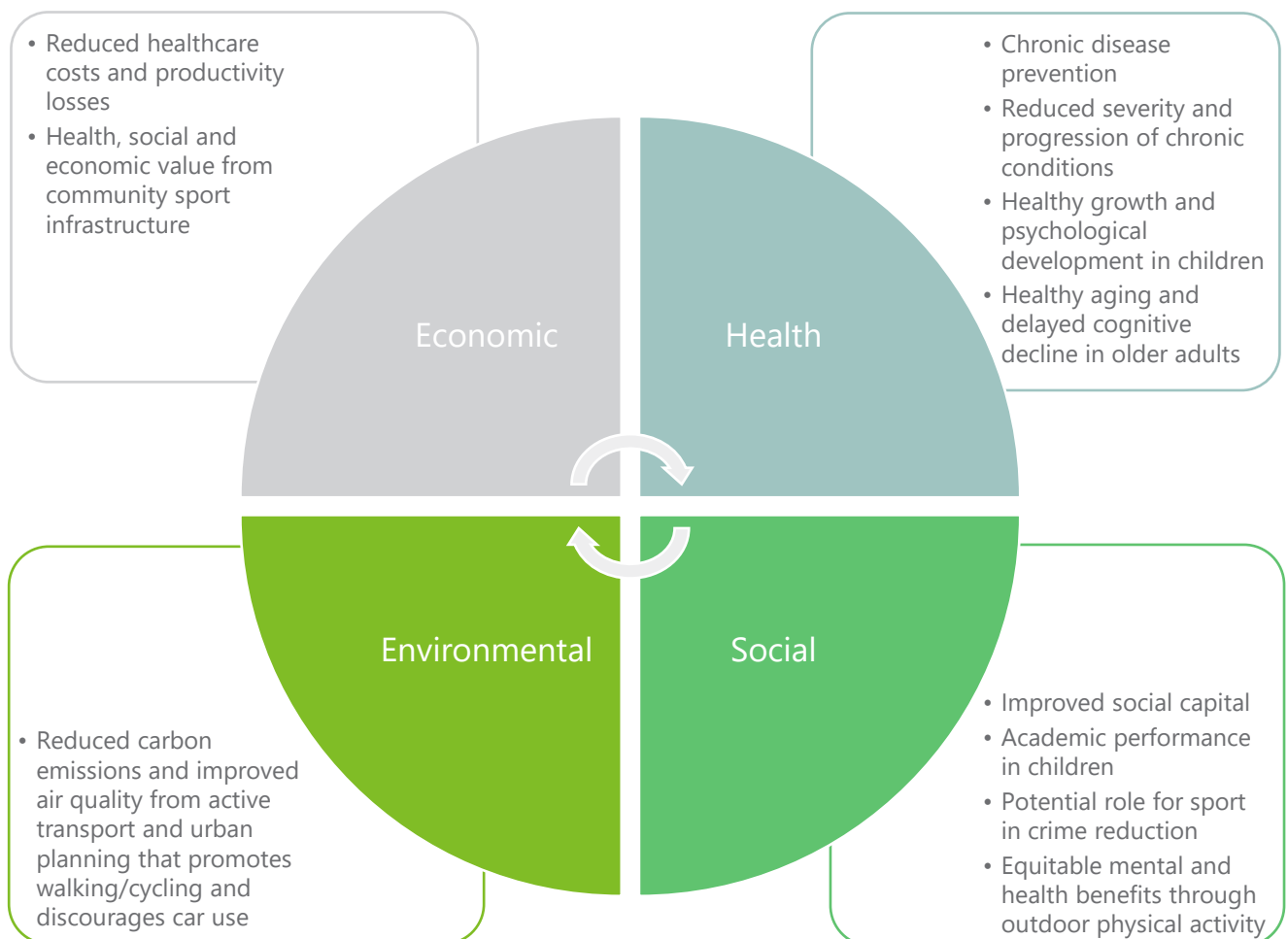


The co-benefits of physical activity promotion

Key messages

- A more active Australian society would result in multiple benefits beyond the health sector.
- Promoting physical activity is relevant to every sector as it would result in social, economic and environmental co-benefits.
- Physical activity is a best buy for society as a whole; addressing physical inactivity should be a societal and cross-sectoral priority.
- Thinking of the bigger picture and communicating the co-benefits of physical activity to other sectors helps provide a core rationale for cross-sectoral strategies and partnerships.

Examples of co-benefits from addressing physical activity



What are the recommendations for investment and action?

Multisectoral or societal perspective

- Adopt a multisectoral or societal perspective to promote and leverage the existing evidence of co-benefits

Systems science approach

- Use a systems science approach to examine, forecast and compare health, economic and environmental outcomes of policies, programs and interventions to increase physical activity

Dynamic simulation modelling

- Develop and test a dynamic simulation model of the complex system of behavioural, structural and environmental factors contributing to population physical activity in Australia

Whole-of-government investment strategy

- Develop a whole-of-government investment strategy with long-term funding commensurate with the economic burden of physical inactivity, and the health, social and economic returns on investment

Investment focus

- Configure investment to ensure efforts to achieve an active population, focus on those who are currently least active and who have the most to gain by undertaking some regular physical activity

Whole-of-life course perspective

- Think about the life course when considering investment to encourage participation. Note the drop off in participation in organised sport among young adults and the need for a broad intersectoral perspective to find movement solutions that are fit for purpose for most Australians

Getting Australia Active III (GAA III) is an Australian guide for policy makers to support the implementation of a whole-of-systems approach to increasing population physical activity. This policy brief summarises key points from **Chapter 1.1** of this guide. For more detailed guidance and supporting evidence, you can access the full report at: preventioncentre.org.au



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