

Move against physical inactivity

**PHYSICAL INACTIVITY
IS 'A PANDEMIC
WITH FAR-REACHING
HEALTH, ECONOMIC,
ENVIRONMENTAL AND
SOCIAL CONSEQUENCES'.**

The top 10 health threats in the 50 highest income countries are all connected to physical inactivity.

THE PROBLEM

+200%
ADULT OBESITY
in the past 30 years

+400%
ADOLESCENT OBESITY
(age 5-17) in the past
30 years

39%
OVERWEIGHT ADULTS
in 2014 of which
13% are obese

Most of the world's
population lives in
countries where
being overweight or obese
kills more people than
being underweight

Sources: World Health Organisation; Pan American Science Daily, 2014; Physical Activity Council Research; Centers for Disease Control and Prevention; The Lancet — July 2012

THE PROBLEM

Fight childhood obesity

TODAY'S CHILDREN MAY BE THE FIRST GENERATION TO HAVE A SHORTER LIFE EXPECTANCY THAN THEIR PARENTS.

Overweight and obese children are more likely to develop noncommunicable diseases like diabetes and cardiovascular diseases at a younger age.

SINCE 1980s
+200%
CHILDHOOD OBESITY
(age 0-5)

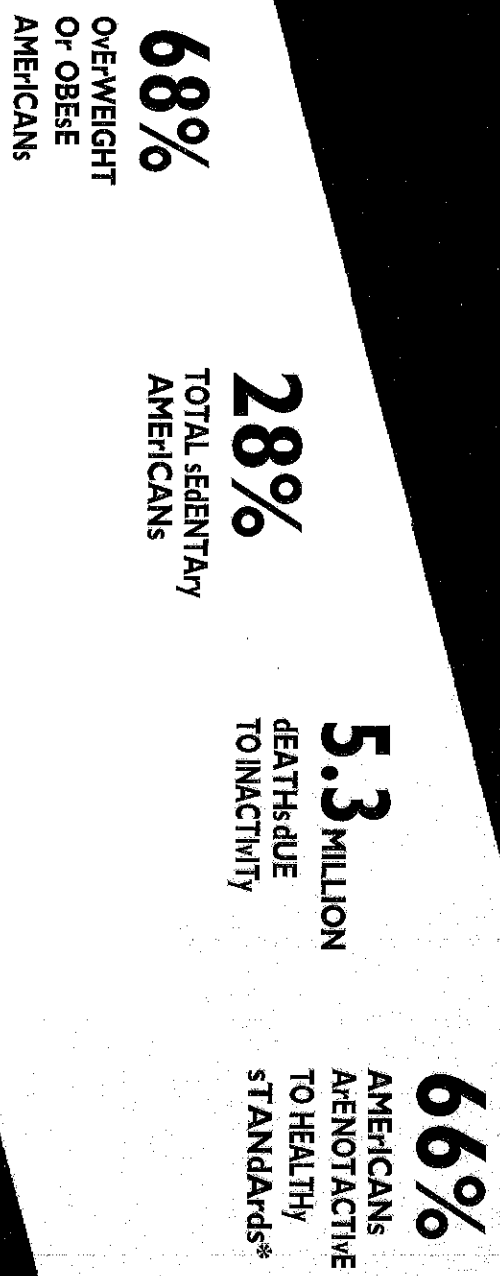
TODAY
42 MILLION
OVERWEIGHT
OR OBESE CHILDREN
(age 0-5)

By 2025
+40%
OVERWEIGHT
OR OBESE CHILDREN
(age 0-5) if current trends continue

Sources: World Health Organization; Pan American Science Daily, 2014; Physical Activity Council Research Centers for Disease Control and Prevention.

Obesity is viewed as the #1 health concern for Americans

Inactivity is responsible for twice as many early deaths as obesity. More people die from inactivity (5.3 million) each year in America than from smoking (5.0 million).



*average activity 3 times a week or more

Sources: World Health Organisation, Pire America, ScienceDaily, 2014, Physical Activity Council Research, Designed to Move Report.

Childhood inactivity was recently voted the #1 concern of parents

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

10 MILLION
TOTALLY SEDENTARY
CHILDREN

33 MILLION
CHILDREN NOT
ACTIVE TO HEALTHY
STANDARDS*

48%
HIGH SCHOOL STUDENTS
WITH NO PHYSICAL
EDUCATION

*average activity 3 times a week or more

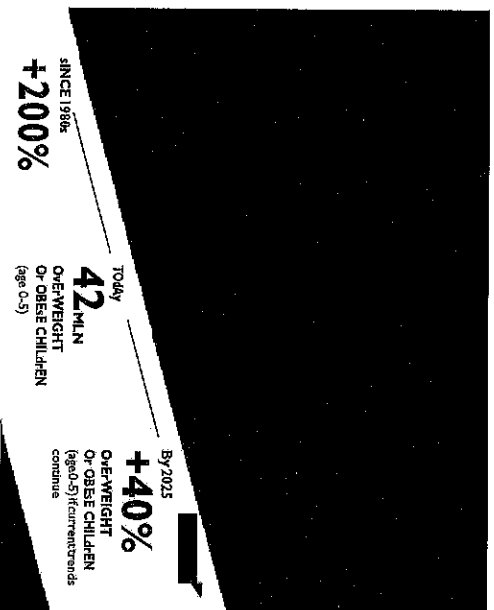
Sources: World Health Organisation; PricewaterhouseCoopers; ScienceDaily; 2014 Physical Activity Council Research, Designed to Move Report

Win better health for your community

YOUR ROLE

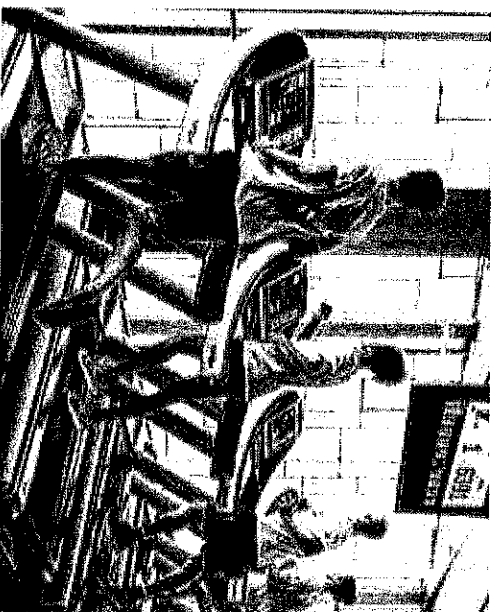
As a fitness operator you have the chance to become a Wellness hub and help your community to become more active, which is a victory in itself. Last year, 356 facilities led their communities to a healthier lifestyle.

INFORM



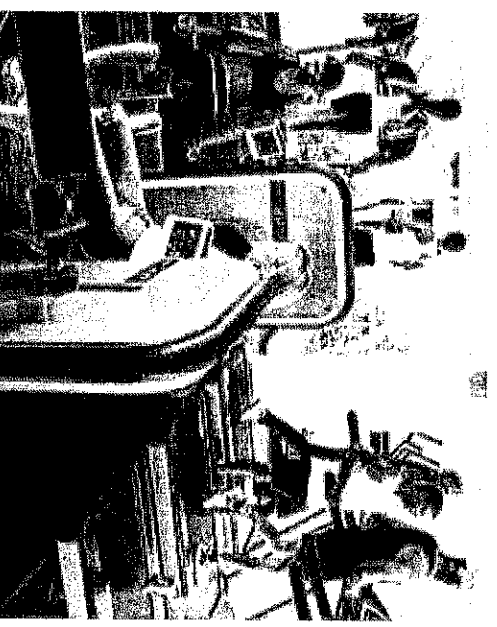
Engage your members and all stakeholders in your community by providing evidence of the impact of physical inactivity.

INSPIRE



Inspire people to embrace a more active lifestyle. Invite them to come to your facility and donate their physical activity to the Campaign.

INCREASE



Help grow the number of active people in your community and acquire new members in the process.

#LetsMoveforaBetterWorld

Win fitness equipment for a school

YOUR ROLE

The most active facilities were able to donate Technogym fitness equipment to local schools with the aim of fighting obesity and sedentary lifestyles in the community.

2015 Winners	Country	Awarded school
Fisico Majadahonda	Spain	Hospital Puerta del Hierro
Fitopia	Belgium	Royal Victory Wanderers Hockey Club
Officine del Benessere	Italy	Scuola Media Statale "Giuseppe Mercalli"
Hancock Wellness Center	United States	Eastern Hancock Schools
Vita Club Salzburg Süd	Austria	Sport- & Musik Realgymnasium Salzburg
Aquafit	Australia	Ambarvale High School
Injoy Erlangen GmbH	Germany	Förderverein Jean-Paul-Schule
Fitness Park Mondelange	France	Lycée Gustave Eiffel
Crow Wood Leisure	UK	Wellfield Methodist and Anglican Church School
Lillo's Fitness-Träff	Switzerland	Heilpädagogische Schule Döttingen
Sprek Training As	Norway	Verdalsøara ungdomsskole
Wellness Land	Serbia	Primary School „Jovan Miodragovi“, Belgrade
Ladyline Rovaniemi	Finland	Napapiirin Yläaste, Rovaniemi, Finland

