













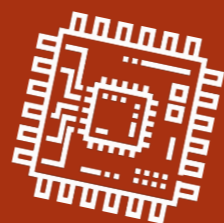




## FACTS & FIGURES

	<p><b>1</b>    Worldwide, 1 in 4 adults, and 3 in 4 adolescents, do <b>not meet the global recommendations</b> for physical activity set by WHO.</p>
	<p><b>2</b>   In some countries, <b>levels of inactivity</b> can be as high as 70% due to changing patterns of transportation, increased use of technology and urbanization. <b>70%</b></p>
	<p><b>3</b>   <b>500 K preventable</b>  The number of deaths associated with physical inactivity amounts to 10.4% in Europe, i.e. more than 500,000 preventable deaths.</p>
	<p><b>4</b>   EU Member States spend an average of €80.4 billion a year to treat diseases caused by a lack of physical activity. <b>€80.4 billion a year</b></p>
	<p><b>5</b>   <b>4<sup>#</sup></b> Physical inactivity is the <b>4th modifiable risk factor</b> for <b>premature mortality</b> and <b>morbidity</b> worldwide (6% or 3.2 million deaths/year).</p>
	<p><b>6</b>   Regular physical activity has significant benefits for both <b>physical and mental health</b>, but also <b>social interaction</b> and <b>cohesion, empowerment, self-confidence, the environment</b> and <b>economies</b>. </p>

## RECOMMENDATIONS

	<p><b>1</b>    Improve <b>health literacy</b> as a booster of physical activity from an early age on.</p>
	<p><b>2</b>   Strengthen <b>primary health care</b> and <b>social services</b> to promote physical activity at local level. </p>
	<p><b>3</b>    Achieve more <b>active workplaces</b>.</p>
	<p><b>4</b>   Create healthier environments through healthy <b>urban design</b> and <b>active mobility</b>. </p>
	<p><b>5</b>    Unleash the potential of safe and high-quality <b>innovation</b> in supporting an active life style.</p>
	<p><b>6</b>   Improve <b>data</b> collection for more active societies. </p>
	<p><b>7</b>    Update the <b>EU Guidelines</b> for Physical Activity and the Fight against Sedentary Lifestyles.</p>