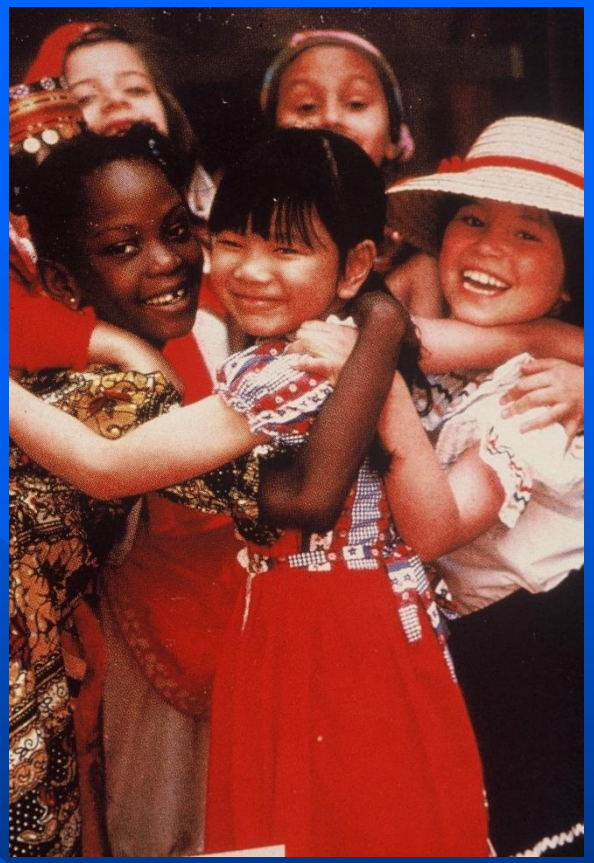
1- bandeira de barbados – obesidade –espan ho
2-GAPA
3- Abrir Bahamas
4- Moderado/Acumulado
5- Idosos
6- Parceirias
7- Ape;ido dos barbados

Outra Apresentacao para DOar

Promoting Physical Activity: The Experience of RAFA/PANA and Agita Mundo Network



Healthy Caribbean 2008

A Wellness Revolution Event

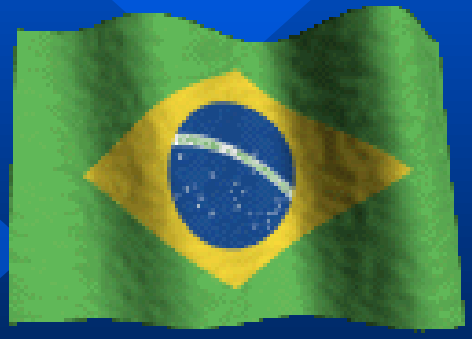
Victor Matsudo

matsudo@celafiscs.org.br

Barbados

October 17th, 2008

HEALTHY CARIBBEAN 2008



“The Samba – Caribbean Connection”.

* * * * *

CELAFISCS

Center of Studies of the Physical Fitness Research Laboratory from São Caetano do Sul

Agita São Paulo

CELAFISCS - Executive Board

Timóteo L Araújo
President

Sandra Matsudo
General Director

Luis C de Oliveira
Vice-President

Erinaldo L de Andrade
Secretary General

Victor Matsudo
Scientific Director

Gláucia F Braggion
2nd Secretary

Douglas R Andrade
Past-Vice-President

CELAFISCS Family !

Agita
SÃO PAULO
Beijing 2008

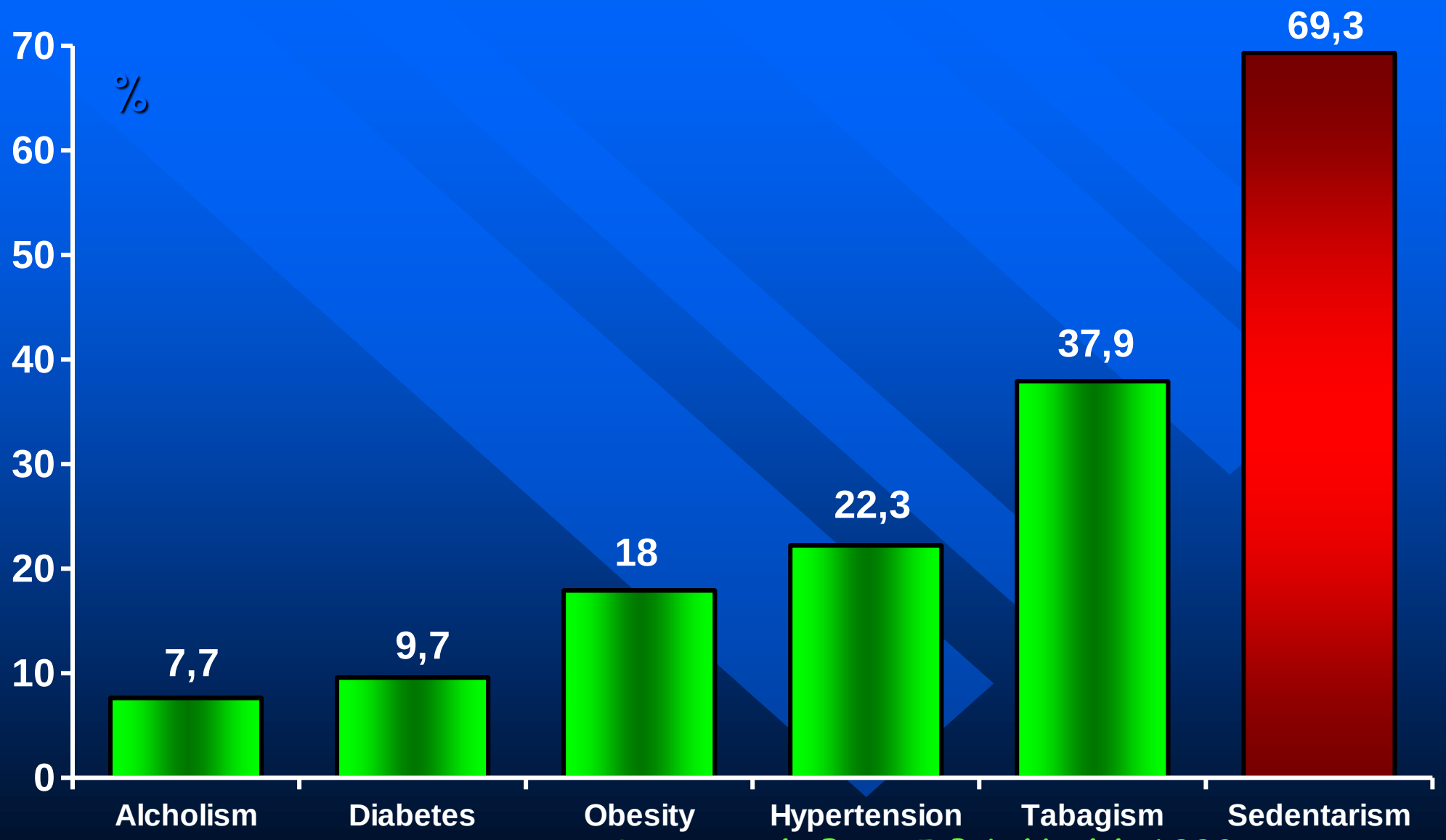
同一个世界 同一个梦想

One World One Dream

Beijing 2008
TM©

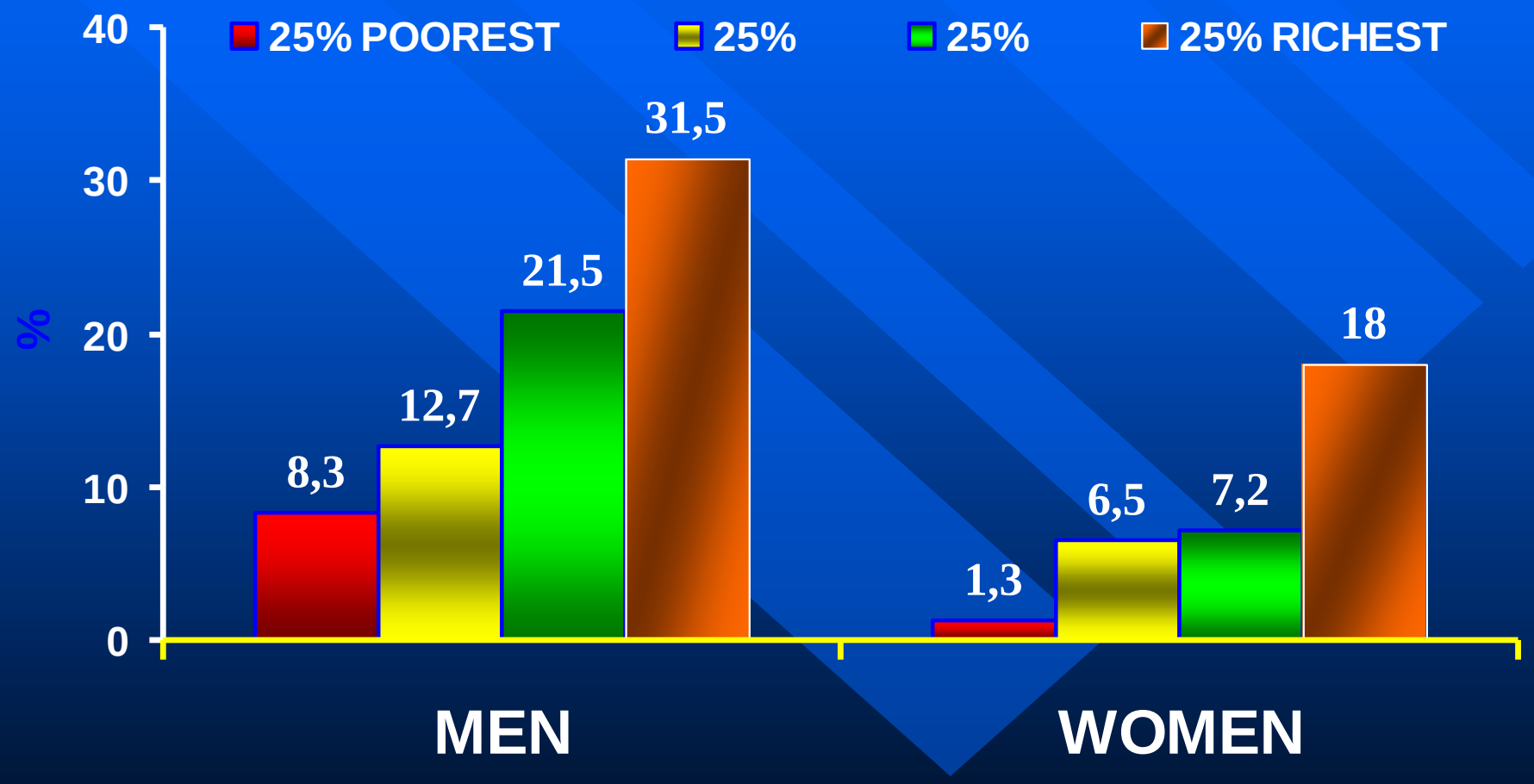
We have a dream

Prevalence of Risk Factors in São Paulo



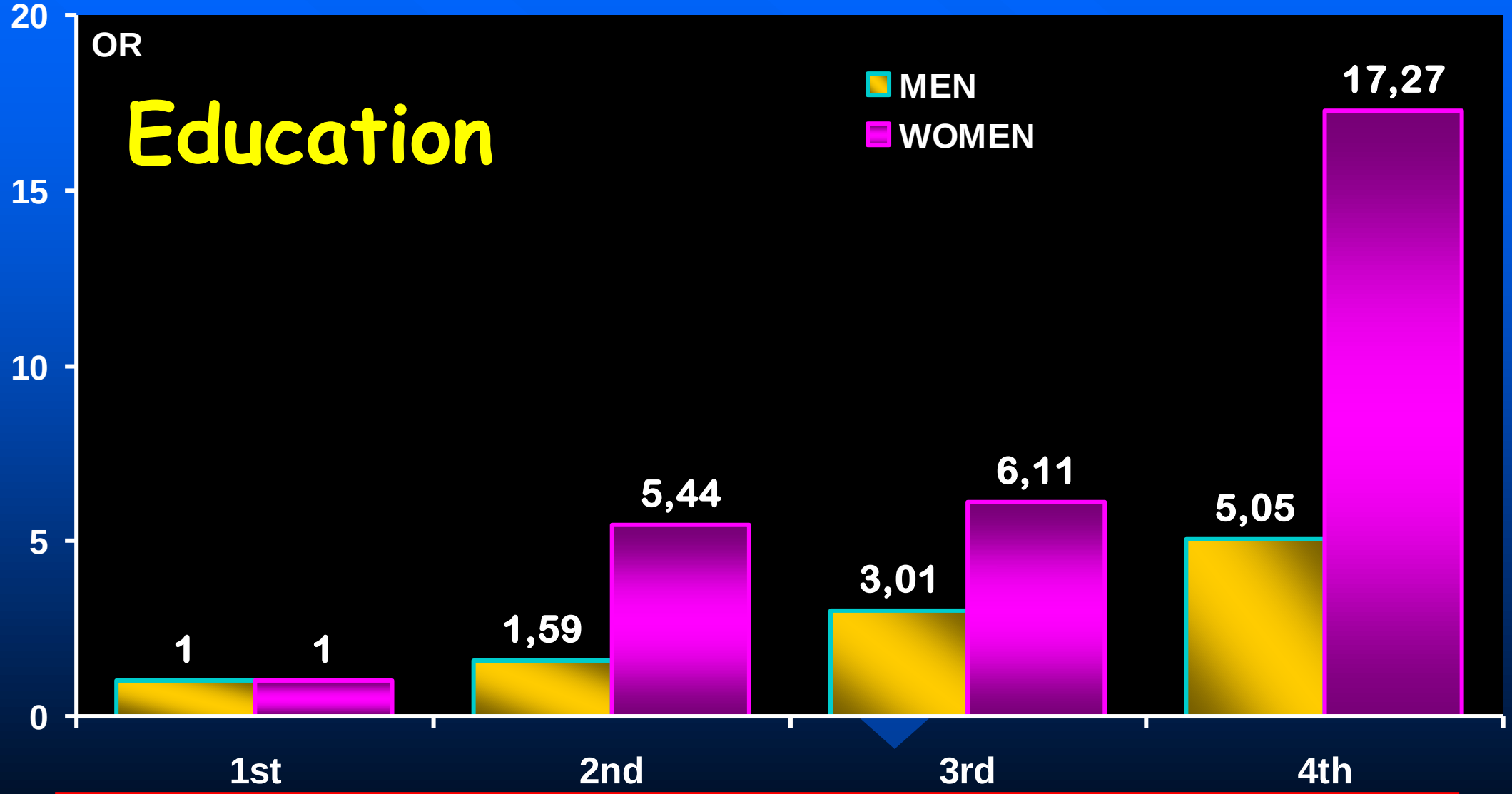
Rego et al. Braz J Pub Health,1990

Any Leisure-Time Physical Acitvity According to Socio-Economic Level



Monteiro & Matsudo, Pan American Journal Public Health, 14(4):246-253,2003

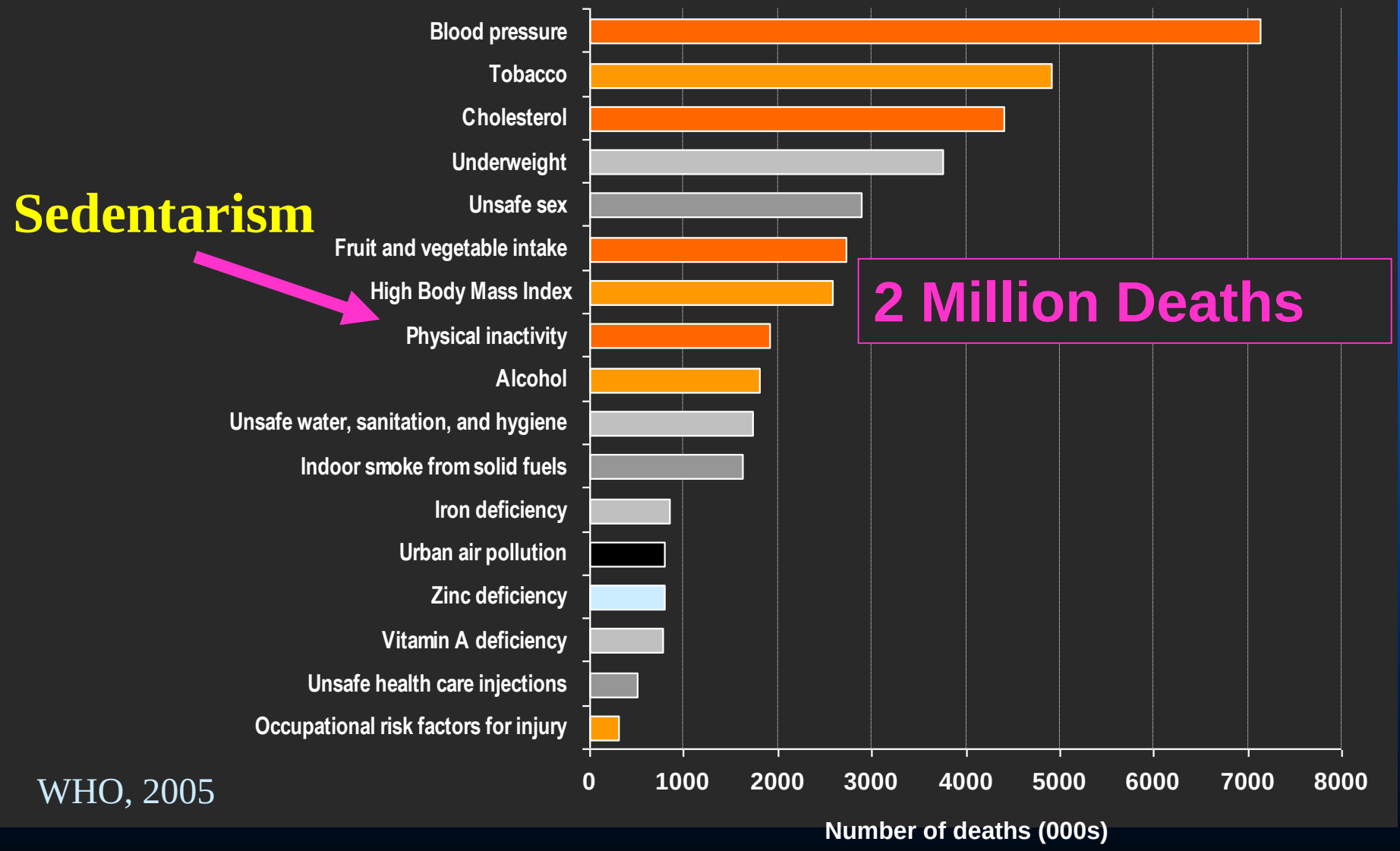
Gender and Educational Level & Probability of engaging in any LTPA



n: 11.033 – H: 5234 / M: 5799 – ≥ 20 anos 4.800 – Home-Interview

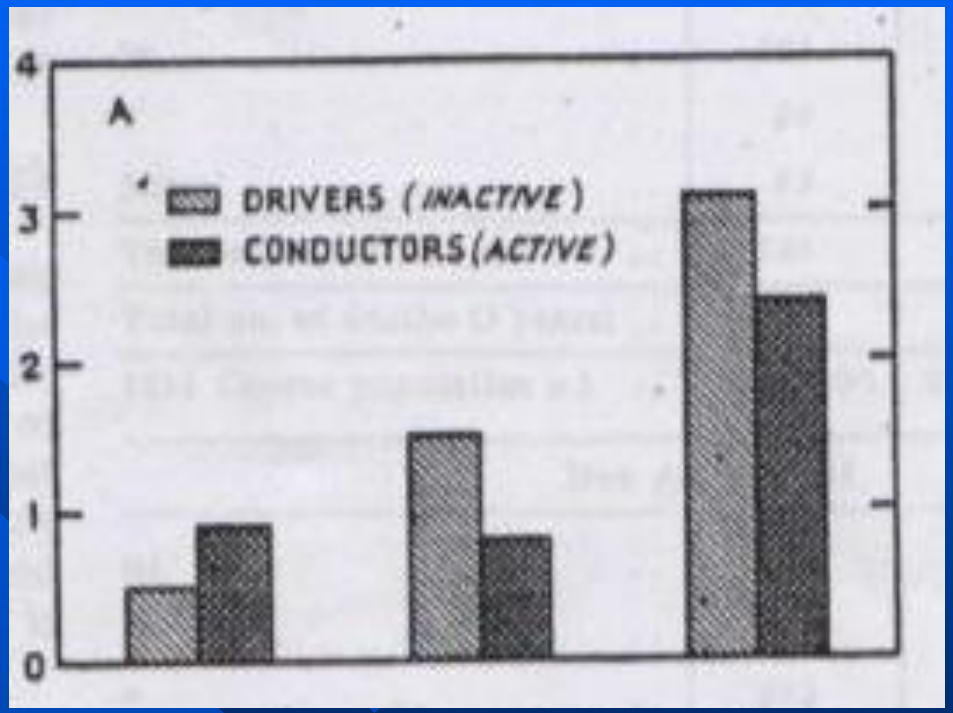
Monteiro C, Matsudo S, 2003

World deaths in 2000 attributable to selected leading risk factors



WHO, 2005

Do Scientific Evidences Change Behavior ?



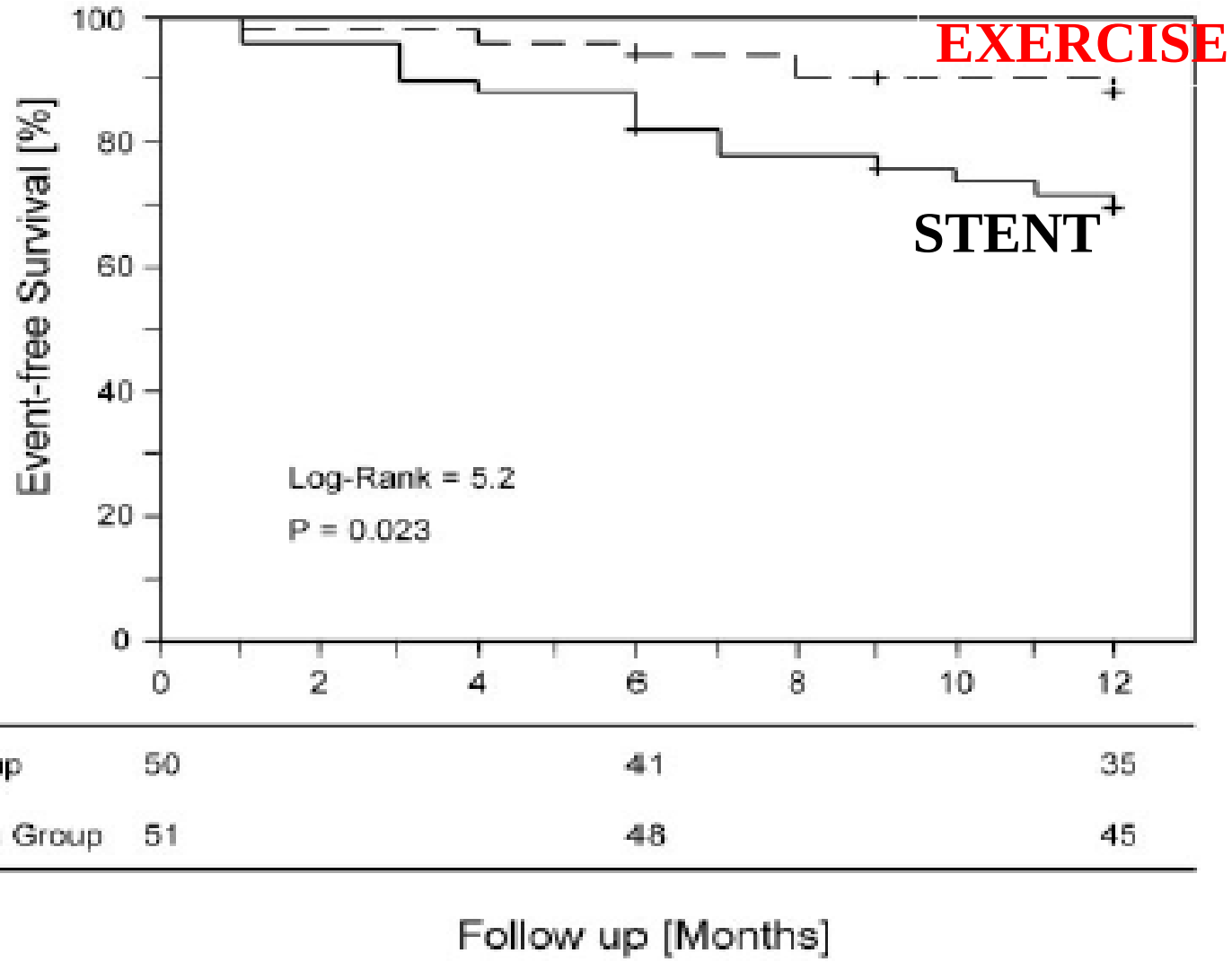
Angina Incidence (1949-1950)

Cardio-vascular deathes

Total

Morris et al. 1953

“STENT” o ACTIVIDAD FISICA SURVIVAL



Patients at Risk	0	6	12
PTCA/Stent Group	50	41	35
Exercise Training Group	51	48	45

Publications on P.A.& CVD

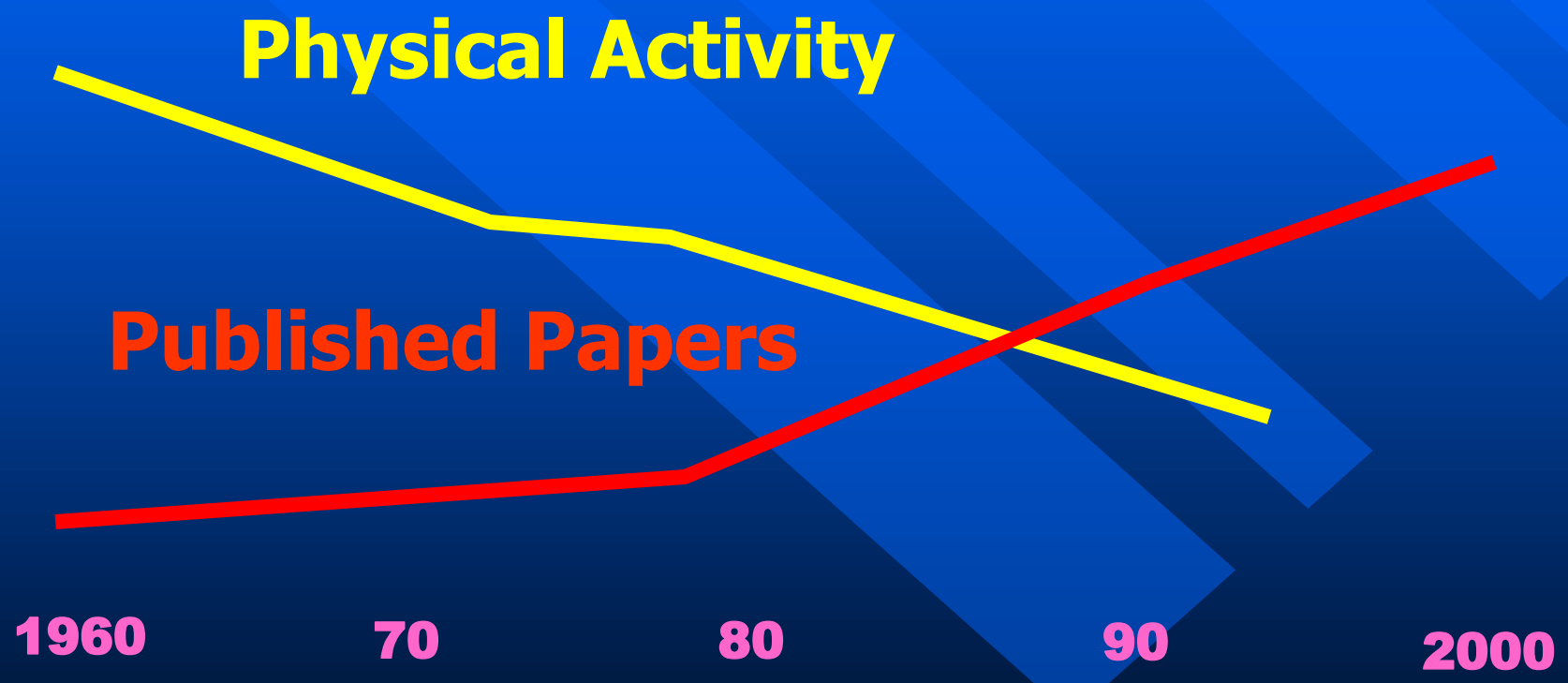
Total: 8940

10 years: 5284 5 years: 3224 last yr: 645

Humans: 7774

10 years: 4646 5 years: 2814 last yr: 511

Physical Activity Academic Paradox



Matsudo, V Sea Pines Course, 2003

Free Thinking…

Worst than a Tragedy is

Not to Learn with the Tragedy !

HEALTHY CARIBBEAN 2008

Time for Action; and for Revolution !

It is not a Matter of What ;

But a Matter of How !

The Vision

Putting Theory and Practice in one Sentence !

Knowledge Management

Writen Knowledge

BEHAVIOR

Matsudo, V Sea Pines Course, 2003

Un-Writen Knowledge

BEHAVIOR

Matsudo, V Sea Pines Course, 2003

Context Knowledge

BEHAVIOR

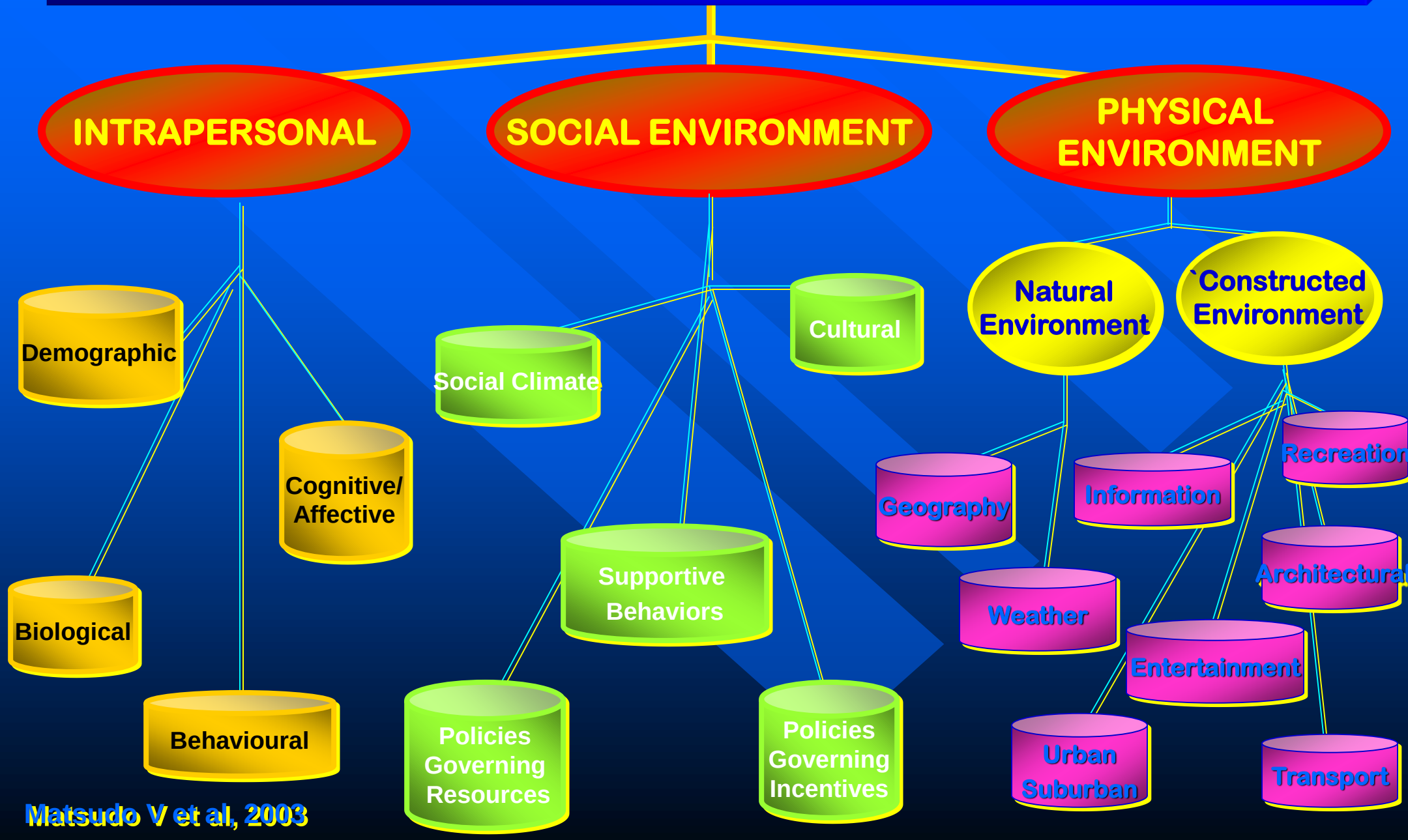
Matsudo, V Sea Pines Course, 2003

KNOWLEDGE

BEHAVIOR

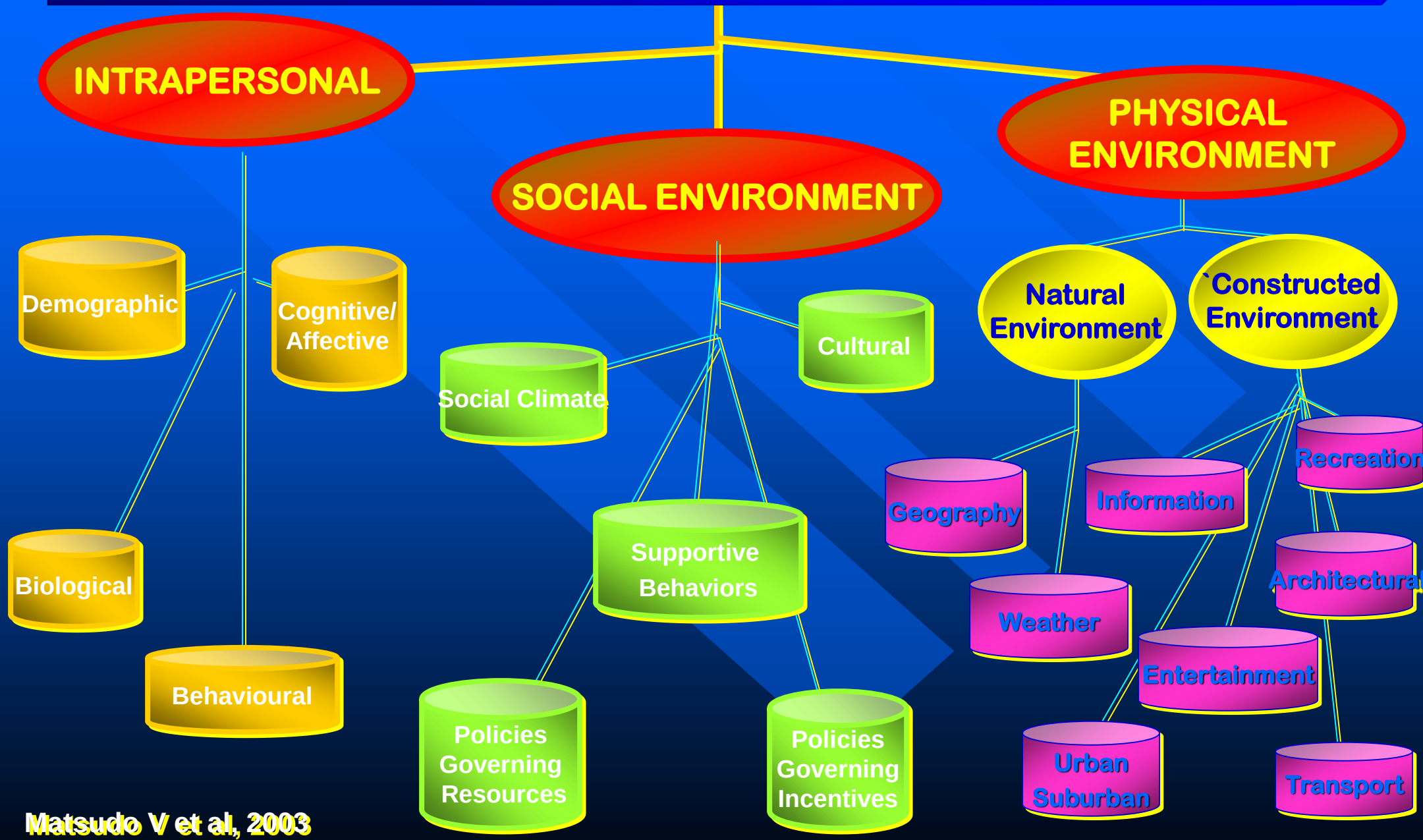
Matsudo, V Sea Pines Course, 2003

"MOBILE MANAGEMENT" - ECOLOGICAL MODEL



Matsudo V et al, 2003

"MOBILE MANAGEMENT" - ECOLOGICAL MODEL



Matsudo V et al, 2003

Promoting PA in a World of Diversity

Traditional Partners

Health, Sports & Educational Sector

Non-Traditional Partners

New Players

(Marketing, Communication, Transport, Urban Planning, Environment, Economy, Management ...)

Partnership

Executive Board Meeting

Agita SÃO PAULO

THE TWO-HATS APPROACH

Government

NGOs &
Private Sector

AGITA BRASIL

Agita Brasil
AMAPÁ
Agita Roraima
Mexe Campina
PROGRAMA DE INCENTIVO À ATIVIDADE FÍSICA
Programa Estadual
Agita MS
de Promoção da Atividade Física
programa
Agita Rio Verde
ATIVIDADE FÍSICA É SAÚDE
acumule 30 minutos por dia
Agita Pará
Agita Paraíba
Agita Rio Grande
Melancia por Dia!
ATIVIDADE FÍSICA É SAÚDE:
Acumule 30 minutos por dia.
Agita Amazonas
Entra no AGITO, bichim!
CEARÁ
Agita Campo Grande
Agita SÃO PAULO
Agita Acre
ANDE
GASTE ENERGIA
Agita Ceará
30 minutos de atividade física por dia fazem a diferença!
SECRETARIA DA SAÚDE DO ESTADO DO CEARÁ
ARAPIRACATIVA
Agita UFMS
Agita PARANÁ
Agita Macaé
MACAÉ GÁS
AGITA RIO
Agita SOBR
CURITIBATIVA
NÃO ENDUREÇA, COMECE JÁ A SE ALONGAR
PROGRAMA CIDADÃO SAUDÁVEL
CURITIBA 2000
E UM! E DOIS! E TRÊS...
AGITA MINAS
ATIVIDADE FÍSICA NA DOSE CERTA PARA VOCÊ TER MAIS SAÚDE.
Agita CAXIAS
UCS
UNIVERSIDADE DE CAXIAS DO SUL
Agita Santa Catarina
Agita Joinville

Clear Message !

At least 30 MINUTES / DAY

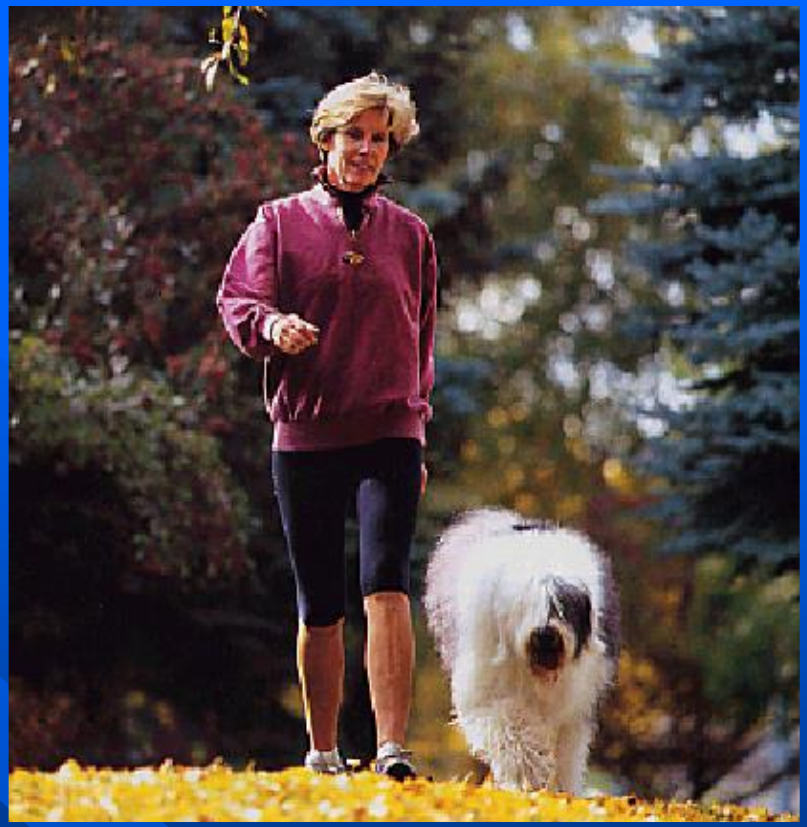
PHYSICAL ACTICITY RECOMMENDATION

MOSTLY (5) DAYS OF THE WEEK

CONTINUOUS *OR* ACCUMULATED

MODERATE

CDC / ACSM 96/2004



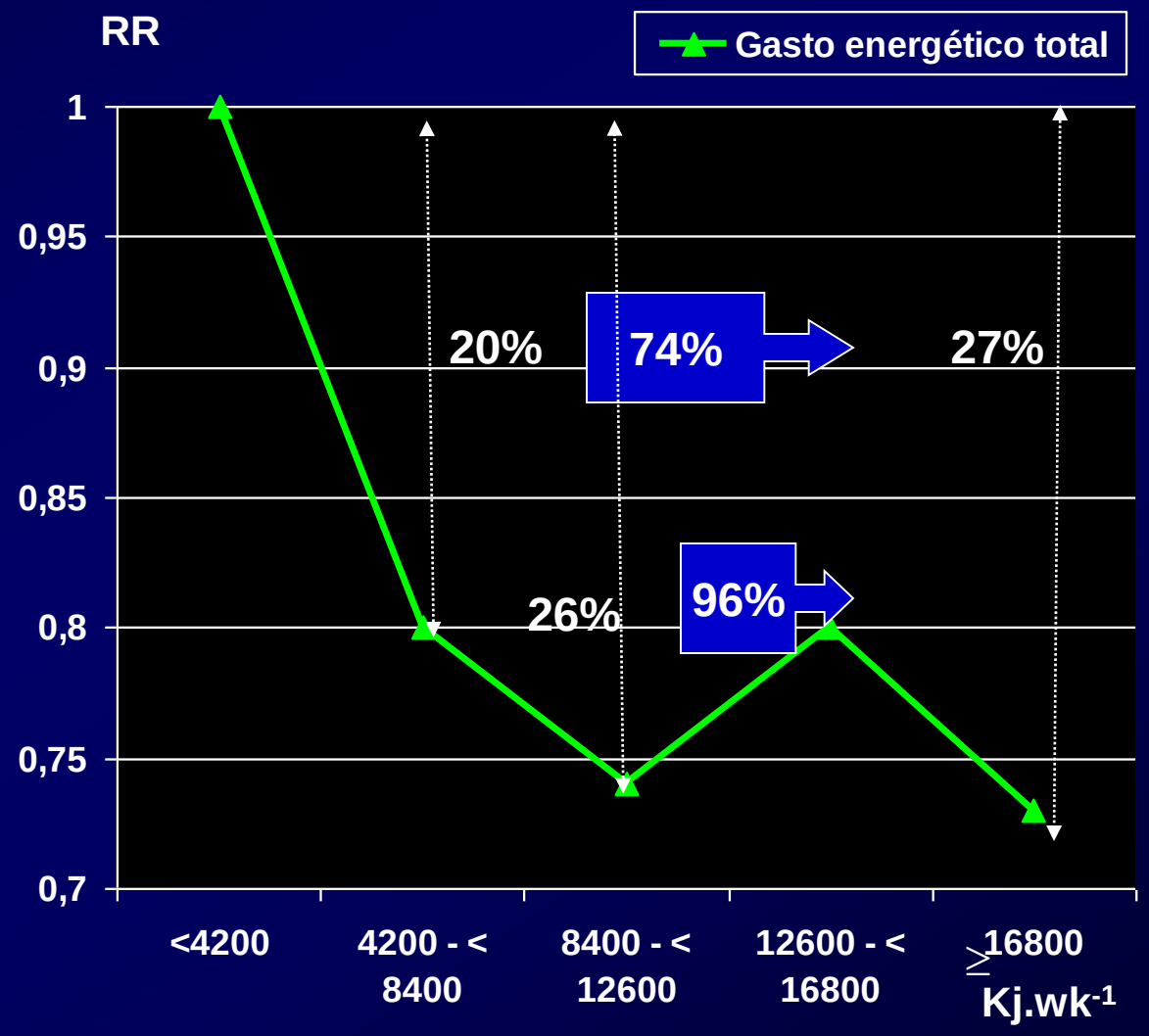
RAFA – PANA
REDE DE ATIVIDADE FÍSICA DAS AMÉRICAS
PHYSICAL ACTIVITY NETWORK of AMERICAS

Moderate PA Works !

RISK OF DEATH X TOTAL ENERGY EXPENDITURE

Kj.wk^{-1}	RR	↓ %
< 4200	1.0 referência	0
4200 - <8400	0.80 (0.72 – 0.88)	- 20
8400 - <12600	0.74 (0.65 – 0.83)	- 26
12600 - < 16800	0.80 (0.69 – 0.93)	- 20
≥ 16800	0.73 (0.64 – 0.84)	- 27

p < 0,001

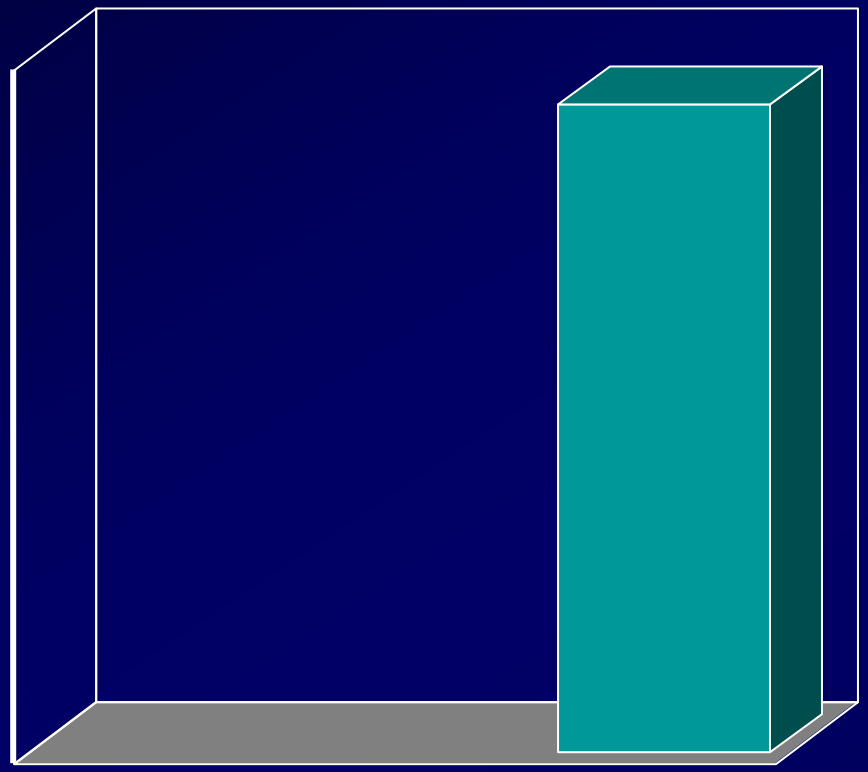


Observational Cohort Study
13.485 Men ; 2.539 Deathes

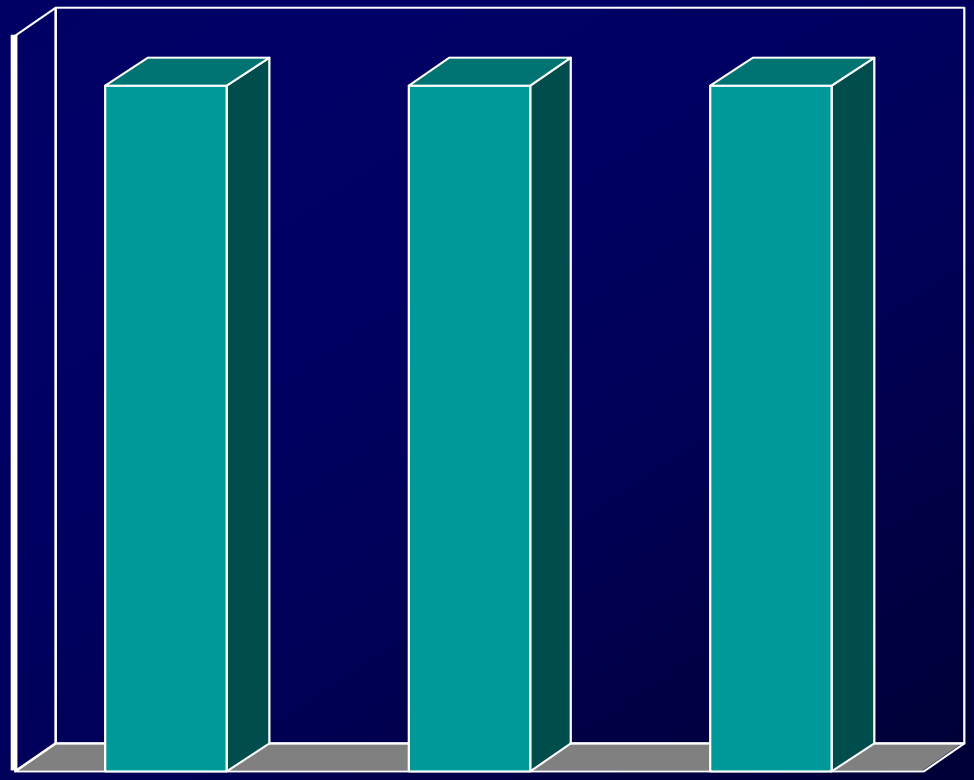
LEE et al., Am J Epidemiol, 2000

Accumulated P.A.Works !

CONTINUOUS



ACCUMULATE



Effects of a walking program Continuous X Acummulated

Variables	3x10min	30min	Control
$\dot{V}O_2$ max	+ 2,3 *	+ 2,4 *	- 0,5
B.P.	- 7,4	- 4,6	- 2,0
□ 4 Skinf	- 3,3 *	- 2,8 *	+ 2,6
Weight	- 1,7 *	- 0,9	+ 0,6
Waist/Hip	- 3,0 *	- 1,8	+ 0,6

*$p < 0,05$

47 Women / 44,4±6,2 yrs-old/ 5d.wk / 10 weeks
70%- 80% MHR/ Vel: 1,6-1,8 $m \cdot s^{-1}$ / No Diet Change

Murphy, M. et al. Training effects of short and long bouts of brisk walking in sedentary women - Medicine Science Sports Exercise, 30 (1): 152-57, 1998

Optimizing Communication Strategies

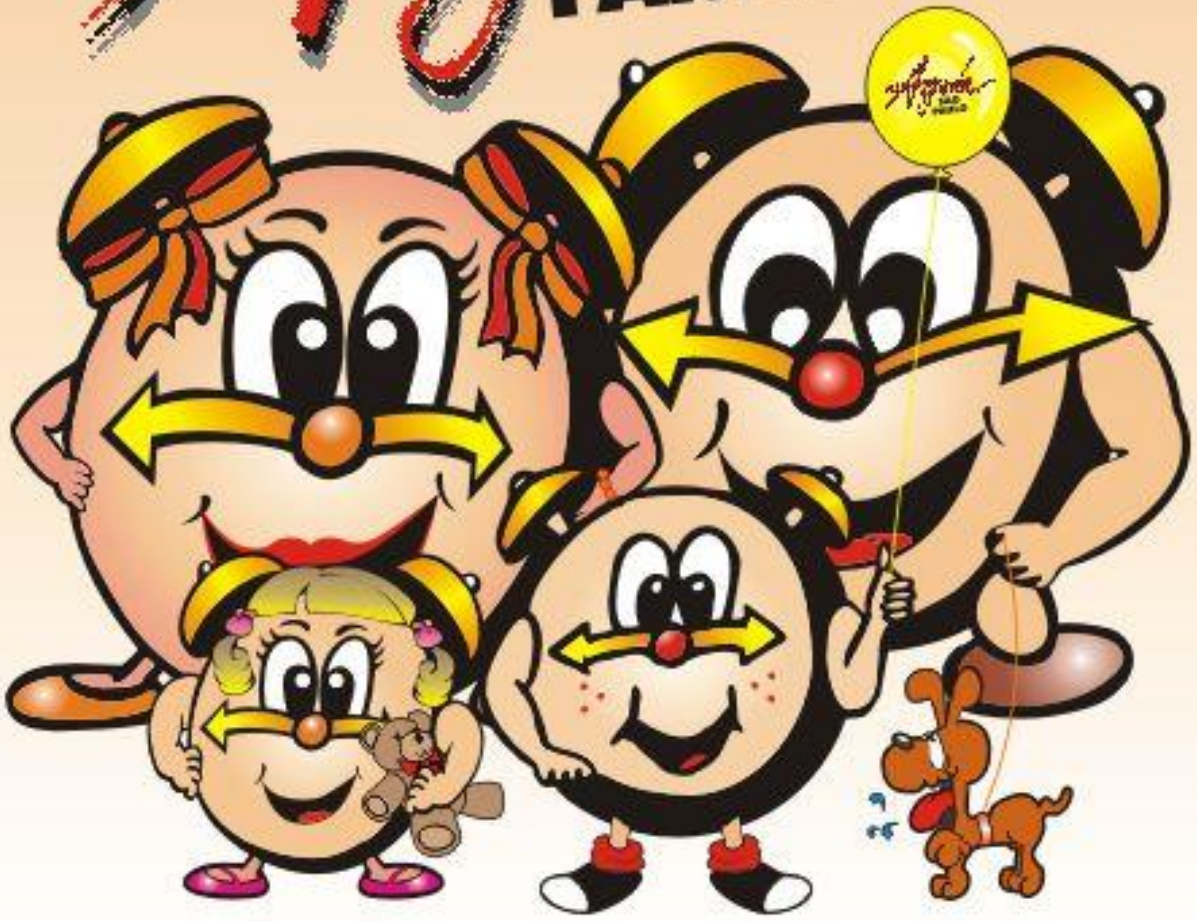
Agita SÃO PAULO

PROGRAMA
Melonia por dia!
ATIVIDADE FÍSICA É SAÚDE:

Agita Deficiente

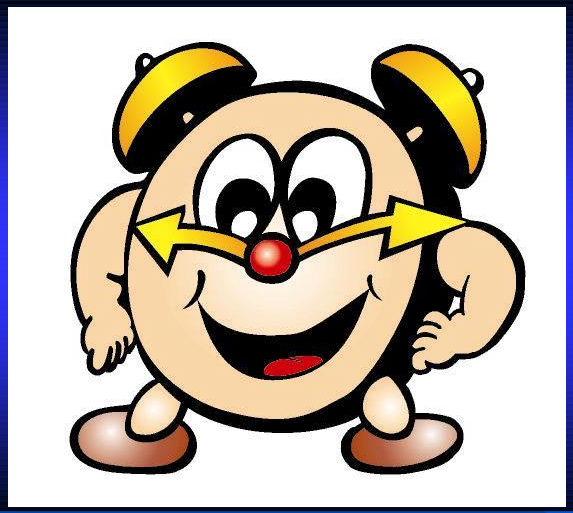
Agita

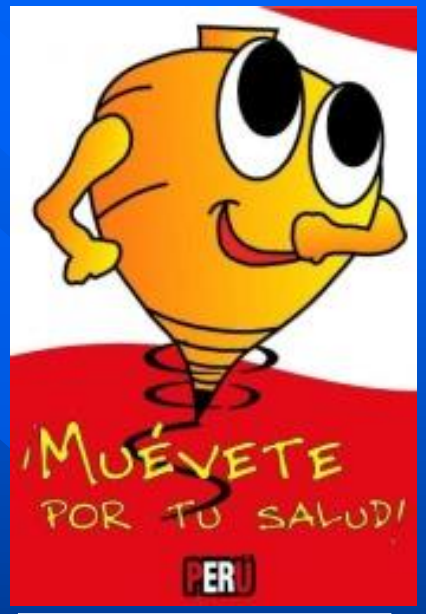
FAMÍLIA

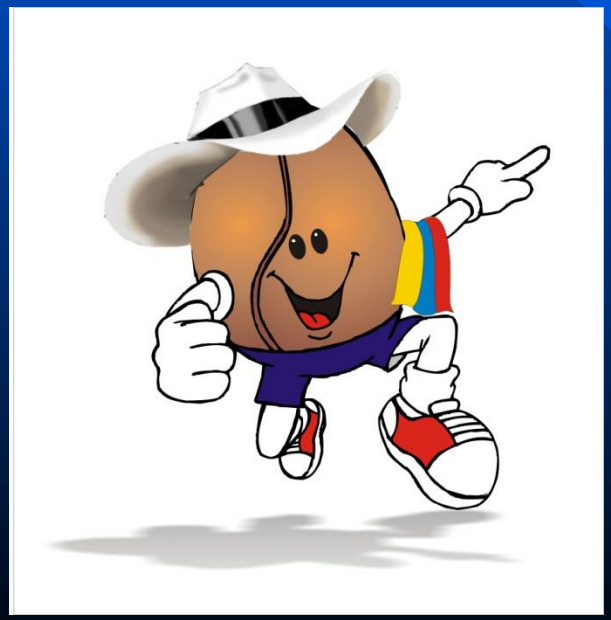
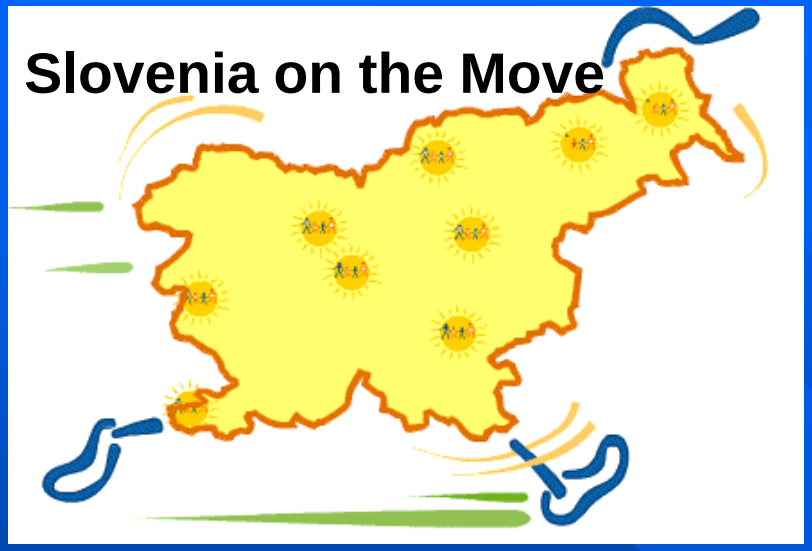


Agita
DOG

Strong Identity







Strong Identity