Advocacy at the Medical Sector
Target: Over 100,000 Medical Doctors
AGITOL

THE FORMULA FOR ACTIVE LIVING
Inclusive Approach
SOCIAL ENVIRONMENT

Social Climate

Supportive Behaviors

Matsudo et al., 2003

Behavioural
Cultural Links
Capacity Building

DNA Dissemination
Thinking Globally, Acting Locally!

Communities: where Life Happens!
Sorocaba City

- Dom Aguirre Ave. (Board of Sorocaba River)
Sorocaba City

- Walking Path
Sorocaba: World Capital for Physical Activity