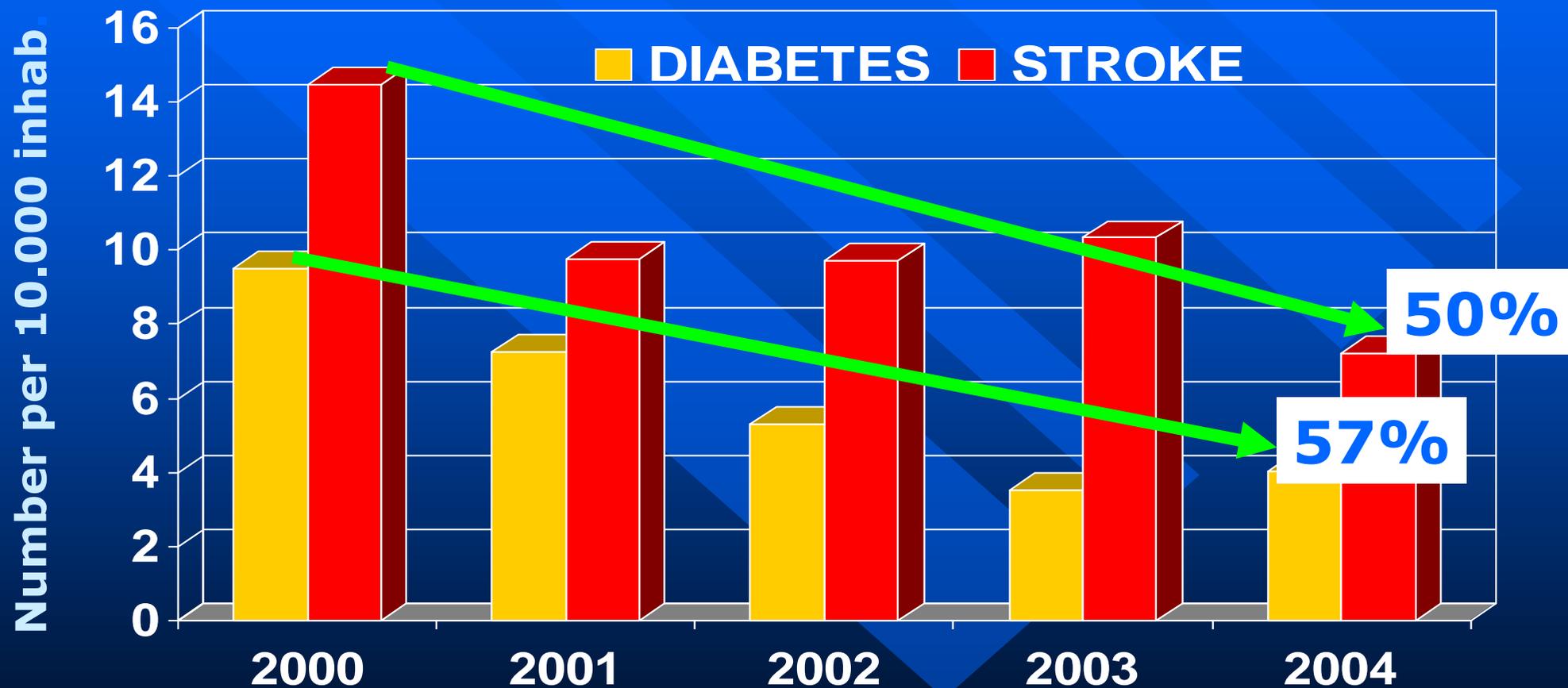


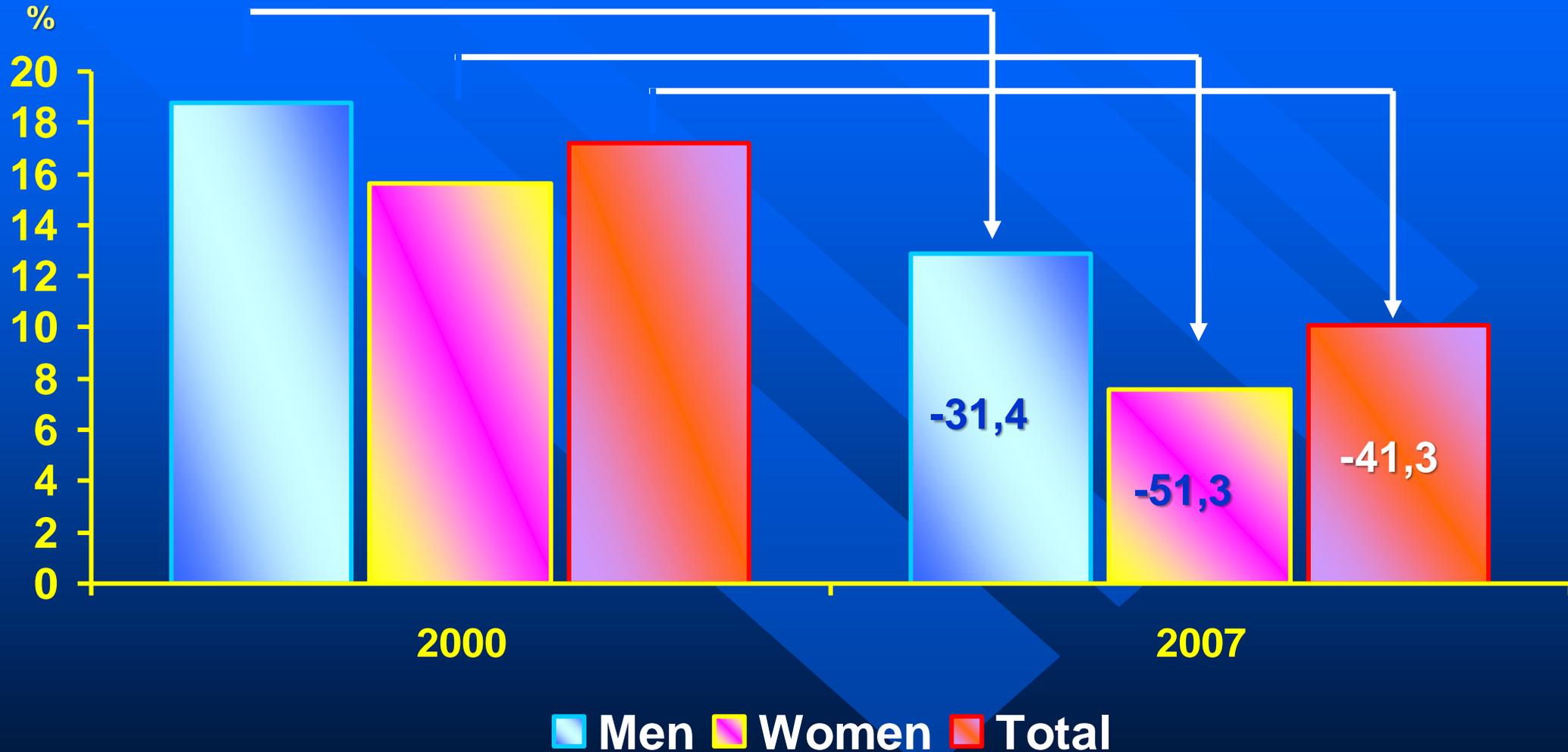


SOROCABA Hospitalization



Source: Sorocaba Municipal Authority

Impact of a seven-year multi-level intervention on sedentary levels of São Paulo Metropolitan region



29 Municípios em 11 Regiões administrativas do 5/2006

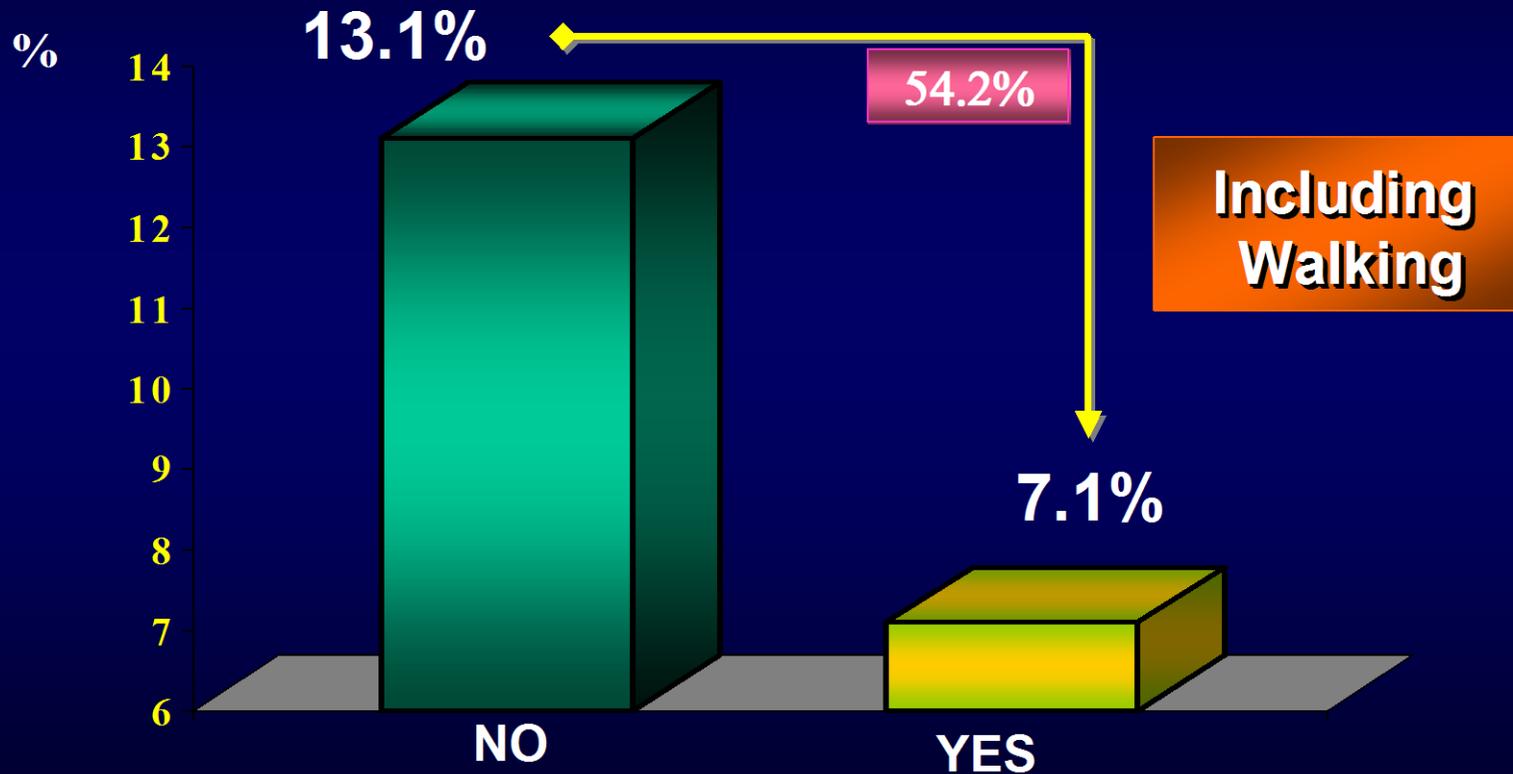
n: 1242 - Amostra Probabilística e estratificada-IPAQ

> 14 anos

Matsudo V et al. ACSM 2008



SEDENTARISM PREVALENCE AGITA SÃO PAULO PURPOSE KNOWLEDGE



N:645 – SCS- SA - SBC- Home-Interview

PROGRAMA AGITA SÃO PAULO & IMES,2000

Brazil

Economic value of Agita Sao Paulo

Agita Sao Paulo intervention

One-year per person total intervention cost in 2003 Reais, \$R (\$US)	One-year efficacy (delta MET-min/wk)
640 (190)	132

Base case results

Intervention	Total cost	Total life-years	Total QALY's	Cost per life-year	Cost per QALY
None	\$ 115.418	20.019	15.358	-----	-----
Agita	\$ 114.005	20.070	15.449	Cost-saving	Cost-saving

Brazil

Addressing the Challenge of Non-communicable Diseases in Brazil

November 15, 2005

Brazil Country Management Unit
Human Development Sector Management Unit
Latin America and the Caribbean Region



Estimated effectiveness of preventive interventions

7.9 The likely impact of the preventive interventions used as examples in this analysis was estimated based on an extensive review of the literature, including publications from Brazil.⁴⁵

Risk factor	Intervention	Effectiveness in reducing risk factor (likely scenario)
Arterial Hypertension	Treatment with antihypertensive drugs	40%
Physical Inactivity	Agita São Paulo	3.2%
Smoking	Tobacco Tax increase	5%
	Medical counseling	3%

Table 7.2 presents the estimates of effectiveness derived from this review and used in the 'likely' scenario. In the cases of arterial hypertension and smoking these reflect rather conservative estimates of the evidence found in the literature. In the case of physical inactivity, they reflect the results of the impact study of *Agita São Paulo*.⁴⁶

Agita impact represents a saving of 310 million US dollars/year

Document of the World Bank

Agita São Paulo (Move São Paulo) is a comprehensive community-based campaign to promote physical activity launched in the state of São Paulo in 1996. It involves a multi-level partnership with many community organizations and NGOs coordinated by the Physical Fitness Research Center from São Caetano de Sul (CELAFICSZ) and the São Paulo State Health Secretariat. It targets the entire state population of 37 million with special emphasis on school children, workers, and older adults. Multiple strategies are employed including mass media, large promotional events, exercise and walking classes and groups, worksite health promotion programs, stage-based behavior change, school events and physical education, and environmental and policy changes.

A study estimated the cost-effectiveness of the *Agita* program in increasing physical activity and reducing costs of medical care for 5 diseases (coronary heart disease, ischaemic stroke, type 2 diabetes, breast and colon cancer) among adults. It utilized (i) population-based surveys of physical activity levels in the São Paulo metropolitan region from 1999 to 2003, (ii) intervention cost data available from *Agita São Paulo*, and (iii) medical cost data from the MOH.

The *Agita São Paulo* community campaign for physical activity promotion was found to be extremely cost-effective. In fact, it was found to save costs over the 40 year time period of the model. Very few public health or clinical interventions actually save money. *Agita* is one of a small number of very effective interventions that produce benefits that outweigh the investment to improve health. The threshold for cost effectiveness is often set at US\$50,000 - 100,000 / QALY. Thus, a cost saving intervention is an especially good investment in public health.

Why is *Agita* and programs like it so cost effective? There are at least four reasons for the very positive results found in this model. First, comprehensive community campaigns to promote physical activity are effective population-based interventions. Based upon a thorough review of the scientific evidence the U.S. Task Force on Community Preventive Services strongly recommends comprehensive community campaigns. *Agita São Paulo* is a good example of this type of intervention strategy. Second, *Agita* is comprehensive, reaching schools, worksites, older adults, and hundreds of partner organizations and communities across the state. The reach and effects of *Agita* are multiplied many fold through mobilization and partnering. Third, *Agita* is applied at a very large scale across one of the biggest metropolitan areas in the world and in a state that is larger than most countries in Latin America. There are clearly economies of scale that enhance the implementation of *Agita*. Finally, *Agita* is delivered at low cost. A combination of economies of scale, excellent management, creative partnerships, extensive use of volunteer networks, and the relatively low cost of materials and labor in Brazil allow *Agita* to be effectively implemented at a very low per capita cost. In sum, *Agita São Paulo* uses a proven strategy, creatively adapted to the local circumstances and culture and delivers it at a low cost to a huge population, resulting in a highly cost effective public health intervention.

Comprehensive community campaigns to promote physical activity are an excellent investment in the health of the public. These campaigns are an important strategy to increase physical activity and prevent chronic diseases and conditions including obesity, diabetes, cardiovascular disease, and colon and breast cancer. The results of this study suggest that campaigns similar to *Agita São Paulo* should be considered in other large metropolitan areas in Latin America and the developing world. It is very likely that similar campaigns tailored to local situations and efficiently administered would also be highly cost effective.

AGITA RIBEIRÃO PRETO



AGITA SANTOS



AGITA SÃO JOSÉ CAMPOS



AGITA GUARUJÁ

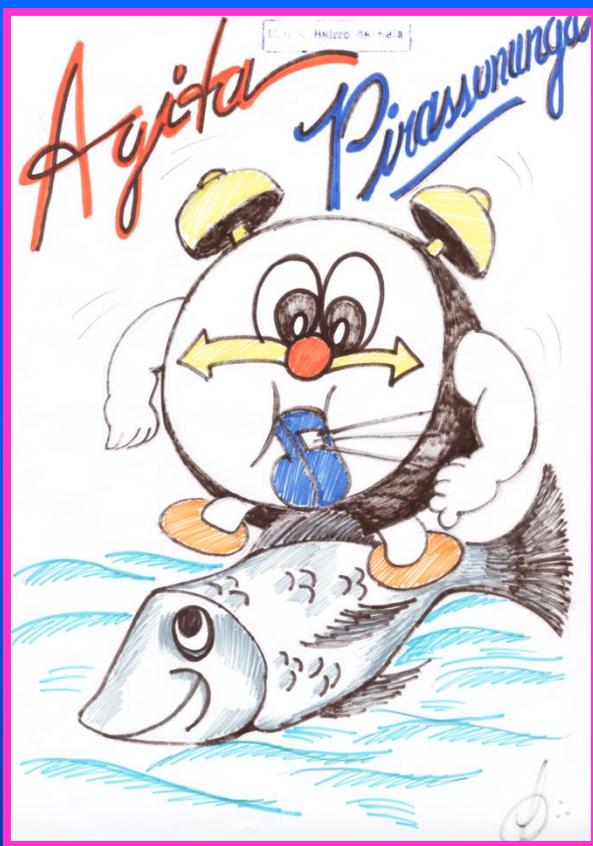


AGITA SOROCABA



AGITA ASSIS





Agita
SÃO CAETANO

**SEM FRONTEIRAS
PARA AGITAR.**

**Atividade Física:
Unindo Povos.**

Atividade física é saúde
acumule pelo menos
30 minutos todos os dias.

05 de abril de 2002.
Horário: das 8 às 12 horas
Local: Espaço Verde Chico Mendes

Organização:



Prefeitura Municipal de São Caetano do Sul
CELAFISCS - INES - SESI

Informações:

CELAFISCS: Fone/Fax: (11) 4229-8980 / 4225-9643
www.agitacriando.com.br - e-mail: agitasp@agitasp.com.br

Agita São Paulo
Bastam 30 minutos por dia



Agita São Paulo
de 18 a 25 de agosto nos centros
esportivos e praças do município
Participe!



PREFEITURA DE
SÃO BERNARDO DO CAMPO
SECRETARIA DE ESPORTES



Prefeitura de São Sebastião - Brasil
30 minutos de atividade física
todos os dias

AGITA PEÃO



Chegou a hora de melhorar
sua qualidade de vida
Bastam 30 minutos diários



Agita
LIMEIRA



por uma Limeira Saudável

Agita
SÃO JOSÉ



AQUI VOCÊ
Agita
MOGI GUAÇU



PREFEITURA DE
MOGI GUAÇU
FUNDADA EM 1872

Vamos Agitar Conchal!

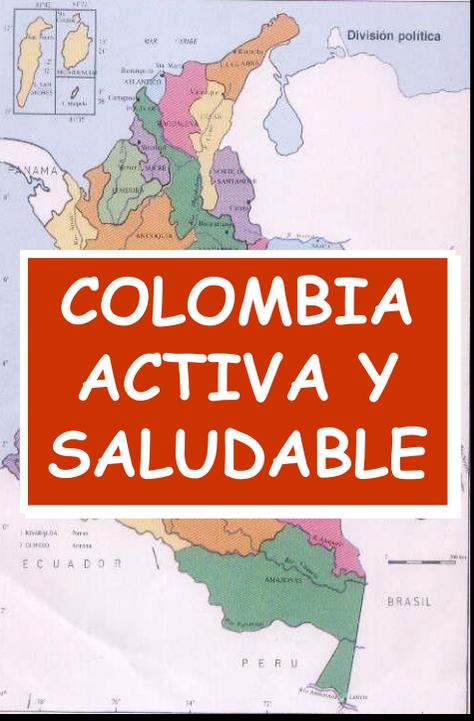
Conchal
de cara nova



Agita
Conchal

Agita
JICAPEI



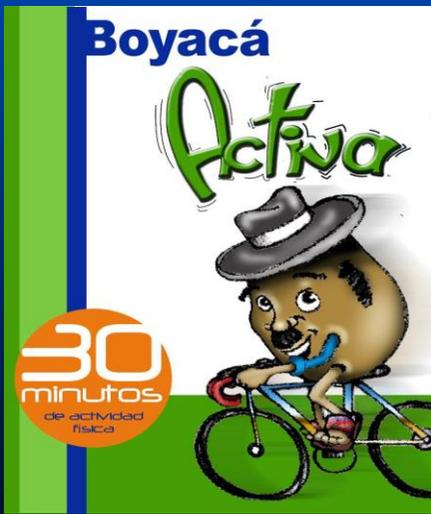


**MADRUGALE
A LA SALUD**



**CAUCA
ACTIVA Y
SALUDABLE**

**CUNDINAMARCA
SIEMPRE ACTIVA
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National Networks



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