

## Blueprint for Valuing Physical Activity

**This Blueprint** aims to strengthen the knowledge base on effective policies and approaches to promote HEPA for policy makers and practice and is funded by the Erasmus+ Programme. The implementation of the EU Physical Activity guidelines across different sectors will require countries to use financial and economic data to generate policy support and to sustain interventions. The Blueprint has been developed to support European Union Focal Points for physical activity in their choices about which policies and projects to implement and how best to capture the economic costs and benefits of different interventions and policies.

The Blueprint is structured across four distinct phases. Figure 1 (shown on the associated PowerPoint slide) presents a scheme for these four phases - appropriate valuation tools for use at each stage are suggested, with each tool hyperlinked for access. This approach allows the user to choose what stage and tool would be best for their national policy needs, context and resources. Some tools can be used to plan scenarios, evaluate pilot interventions or for full implementation actions.

### **Phase 1      What are the economic costs and impacts of the current level of physical activity and for potential physical activity intervention or policies?**

Aim	To identify the economic burden of physical inactivity and appropriate interventions or policies relevant to national context and resources
Actions	What are appropriate policies and interventions? What are their economic costs and benefits? What are additional costs and benefits of interventions and policies across other sectors?
Tools	What are the estimated national direct and indirect health costs of disease and death related to physical inactivity - <a href="#">The Lancet Estimates 2016</a> <a href="#">WHO Best Buys Guidelines</a> <a href="#">NICE Physical activity guidelines</a> <a href="#">Physical Activity in the Workplace</a> <a href="#">Physical Activity and the Environment</a> <a href="#">Physical Activity for Children and Young People</a> <a href="#">Physical activity: Brief advice for Adults in Primary care</a> <a href="#">Physical Activity: walking and cycling</a>

<b>Phase 2</b>	<b>What are the economic benefits /costs of adaptions and piloting of interventions or policies?</b>
Aim	To identify the economic costs and benefits for an intervention or policy which might need adaption/piloting
Actions	What are the health benefits of pilot intervention studies? What are the benefits and their value across other sectors?
Tools	For Sport <a href="#">MOVES TOOL</a> For Active Transport <a href="#">WHO HEAT Tool</a> Workplace <a href="#">NICE Business Case Tool</a>
<b>Phase 3</b>	<b>What are the economic benefits /costs of full implementation of the intervention or policy?</b>
Aim	To identify the economic costs and benefits of full implementation of intervention or policy
Actions	What is the reach and adoption of the policy or intervention? How effective is it? What are the economic costs and benefits?
Tools	For Sport <a href="#">MOVES TOOL</a> For Active Transport <a href="#">WHO HEAT Tool</a>
<b>Phase 4</b>	<b>What are the economic benefits /costs of full implementation of the intervention or policy at scale?</b>
Aim	To identify the economic costs and benefits of full implementation of intervention or policy at scale
Actions	What resources are needed to scale up and how do you mobilise these? Whata are the cross-sectoral economic benefits and costs? What are the economic impacts at a population level?
Tools	For physical activity interventions - <a href="#">Ace Obesity Project</a> For active transport & School based interventions - <a href="#">McKinsey Global Institute - Overcoming Obesity Report</a>

## Summary

This Blueprint offers policy makers a starting point for deciding what type of financial or economic data they needed to support decision making on HEPA policies and programmes. Ideally national data can be used to give greater weight to give relevant estimated costs. The development of these tools is challenging but increasing their use and adoption will prove helpful in creating a balance of different HEPA promotion activities to support the implementation of the EU Physical Activity guidelines across member nations of the European Commission.