

National physical activity guidelines: closing the gap between development and implementation?

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Topic: Knowledge Translation (Policy and Practice)

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Purpose: Over the past three decades most high-income nations have developed or adopted national physical activity guidelines (NPAGs). NPAGs are often age-related statements of specified levels of physical activity, based on epidemiological thresholds, where optimal behaviour is associated with a significantly reduced risk of a range of conditions, diseases and mortality. These recommendations are often not designed and ‘packaged’ with the needs of the general public in mind, which makes the implementation of guidelines challenging.

Description: According to the Global Action Plan on Physical Activity, guidelines are described as the “cornerstones of national policies”. However, guidelines are not a one-size-fits-all approach in all countries, and care is required to support the dissemination and implementation of such guidelines to professionals and the public. This symposium will examine how NPAGs are developed, disseminated and implemented across four countries: Canada, South Africa, Scotland and England.

Chair: Dr Charlie Foster, University of Bristol, England (5 mins)

Presenter 1: Jennifer Tomasone, Queen’s University, Canada (15 mins)

Title: An integrated knowledge translation approach to the dissemination and implementation of Canada’s New 24-Hour Movement Guidelines for Adults and Older Adults

Short description: The presentation will present an overview of the integrated knowledge translation approach used to inform the dissemination and implementation of Canada’s new Guidelines, based on a systematic scoping review of strategies for the dissemination and implementation of national-level physical activity guidelines for the general and special populations. Concluding with an overview of how the findings informed the dissemination and implementation efforts for Canada’s new Guidelines.

Presenter 2: Simone Tomaz, University of Cape Town, South Africa (15 mins)

Title: Challenges and opportunities of developing 24-Hour Movement Guidelines for birth to 5 years in South Africa: The value of engaging with stakeholders throughout development

Short description: This presentation will report on stakeholders' perceptions of the acceptability, feasibility, clarity, usefulness, and cost-effectiveness of the guidelines. Stakeholders' perceptions were determined using an online survey, focus groups and a meeting with government and NGO stakeholders.

Presenter 3: Chloë Williamson & Paul Kelly, University of Edinburgh, Scotland (15 mins)

Title: Messages to movement: How can we convince the public to take part in physical activity?

Short description: Messages may play a key role in augmenting the physical activity guidelines by making the information more meaningful and digestible to the general public. Based on findings from a scoping review of physical activity messaging and a subsequent conceptual framework, this presentation will consider the development and delivery of physical activity messages for and to various subgroups of the population.

Presenter 4: James Nobles, University of Bristol, England (15 mins)

Title: "How do you move?" Improving the communication of the UK CMO physical activity guidelines to the public

Short description: This presentation will provide practical recommendations for how NPAGs can be communicated more effectively to the public with regards to message content, language, and delivery. Findings originate from novel participatory workshops with four under-served community groups in South West England.

Results: Anticipated key topics are, NPAGs have a positive impact on key stakeholders in terms of policy, advocacy and practice recognition. Their development and implementation are ideally shaped by context and culture their users. How best to implement professional communities of practice with new guidelines has demanded creative and novel approaches in development and implementation.

Conclusions: This symposia uniquely brings together the research of moving epidemiological evidence through into policy, advocacy and practice - presented by ECRs from four different countries (core ISPAH Goal). These results are central to share practices and processes to shape policy makers and professional groups effective implementation of national physical activity guidelines to key stakeholder and the public, especially marginalised groups (core ISPAH goal).