

# Active mobility for improved public health and sustainable cities

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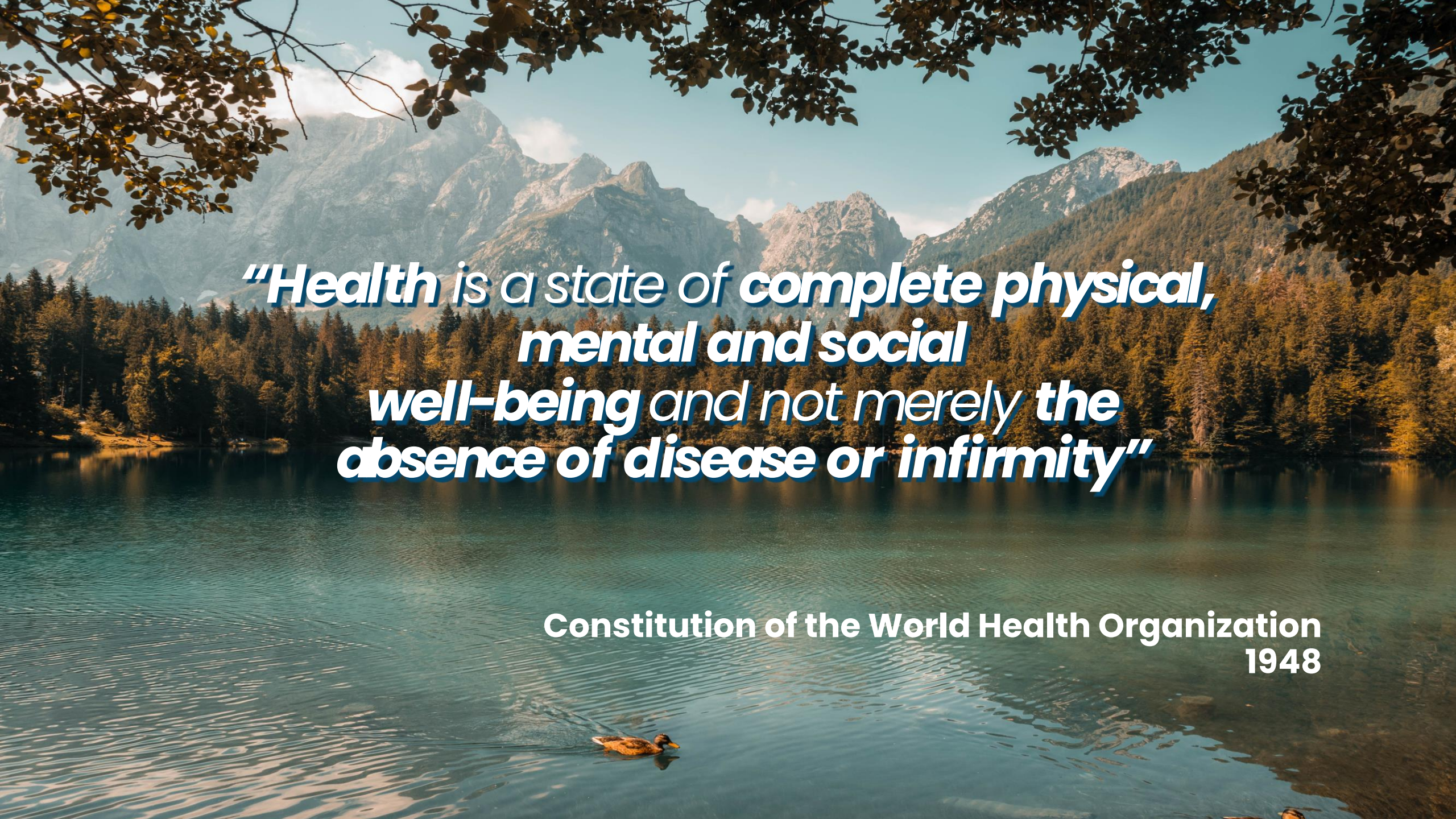
European Centre for  
Environment and Health



European Region







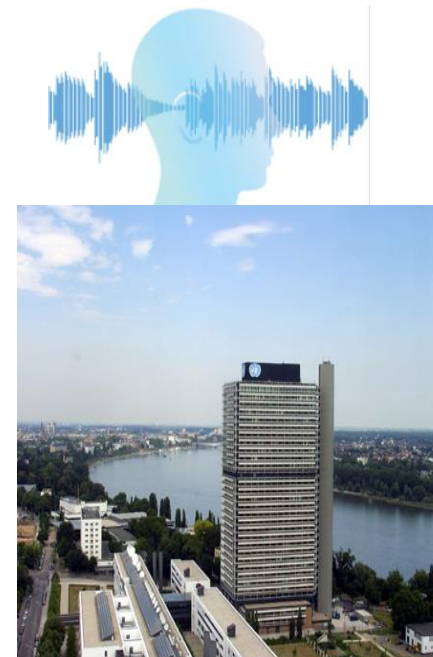
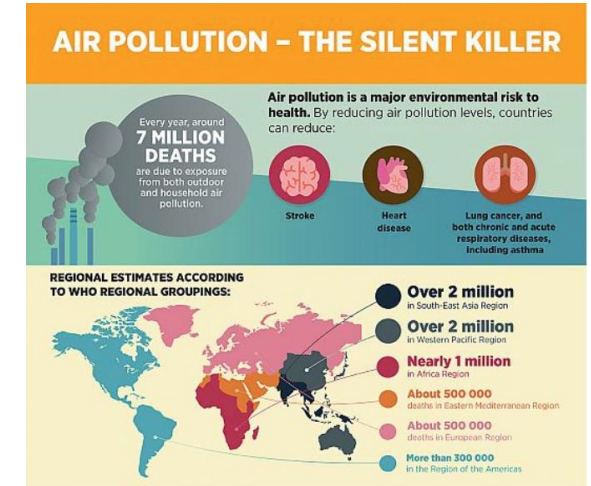
***“Health is a state of complete physical,  
mental and social  
well-being and not merely the  
absence of disease or infirmity”***

**Constitution of the World Health Organization  
1948**



# Health and environment effects of transport

- **Air pollution** – ca. 500 000 deaths/year in WHO/Europe region
- **GHG** emissions from transport (20%)
- **Noise** (100 mln people exposed from transport noise in EEA-33 state only)
- **Road traffic injuries** – 70 000 deaths/year in WHO/Europe – leading cause of death for children and young adults aged 5-29 years



## NONCOMMUNICABLE DISEASE IS LEADING CAUSE OF DEATH AND A GLOBAL HEALTH PRIORITY

**71%** of all deaths are due to Noncommunicable diseases (NCD's)

**41 Million** deaths each year are due to NCDs

**15 Million** Are premature deaths each year (between ages of 30-70 years)

### GLOBAL LEVELS OF PHYSICAL INACTIVITY

Globally  
**28%**  
of adults  
do not meet  
recommended levels of  
physical activity

Globally  
**81%**  
of adolescents  
do not meet  
recommended levels of  
physical activity

**Physical inactivity** – 4th leading risk factor for global mortality–  
**3.2 million** deaths globally;  
**1 million** – in the European region

## FOUR NON-COMMUNICABLE DISEASES & FOUR RISK FACTORS

		Causal risk factors			
		Tobacco use	Unhealthy diets	Physical inactivity	Harmful use of alcohol
Noncommunicable diseases	Heart disease and stroke	✓	✓	✓	✓
	Diabetes	✓	✓	✓	✓
	Cancer	✓	✓	✓	✓
	Chronic lung disease	✓			

## A ROAD MAP FOR ACTION FOR ALL COUNTRIES



Website: [www.who.int/lets-be-active/en/](http://www.who.int/lets-be-active/en/)

There are many ways to be active – walking, cycling, sport, active recreation, dance and play – and many policy opportunities to increase participation.

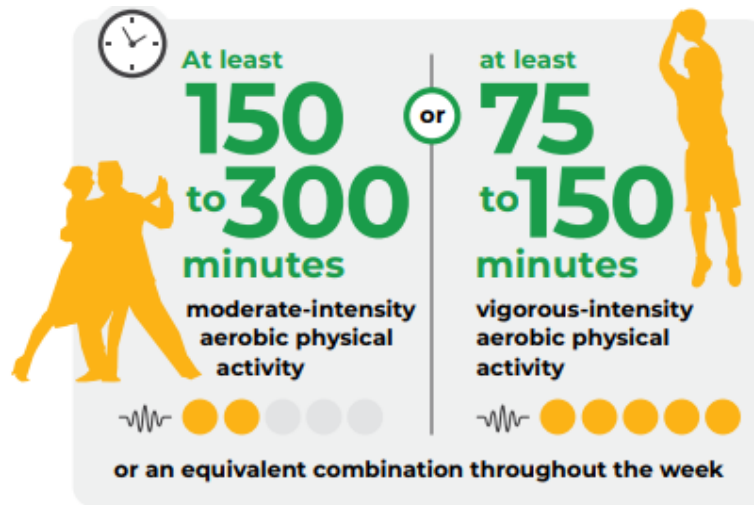
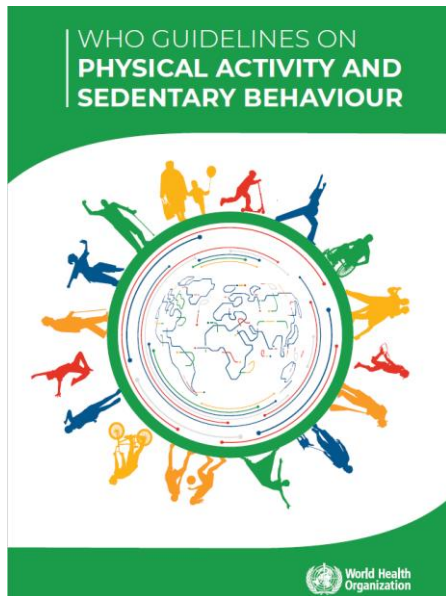
### GOAL TO REDUCE PHYSICAL INACTIVITY

**BY 2025**  
**10%**

**BY 2030**  
**15%**

<https://apps.who.int/iris/handle/10665/272722>

# WHO recommendations for Physical Activity



**Adults**



**Children and adolescents**

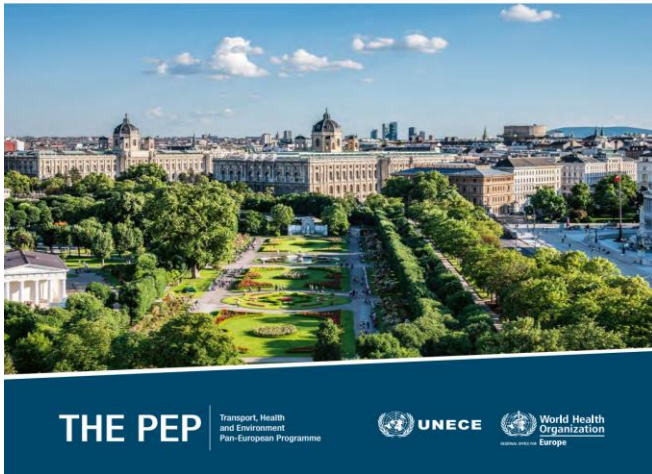




# WHO/Euro work for sustainable transport

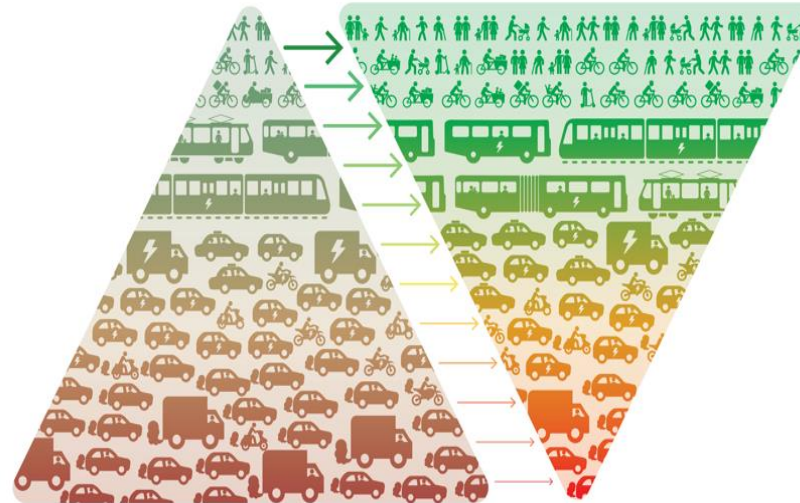
## Vienna Declaration

Building forward better by transforming to new, clean, safe, healthy and inclusive mobility and transport



## THE TRANSFORMATION THE PEP PROMOTES

PRIORITIZING HEALTHY, GREEN AND SUSTAINABLE MOBILITY



<https://thepep.unece.org/node/843>

<https://thepep.unece.org/>

<https://thepep.unece.org/sites/default/files/2018-09/online%20version.pdf>

# Pan-European Master Plan for Cycling Promotion

## Objectives for 2030

- Double cycling in the region and increase it in every country
- Halve the rate of fatalities and serious injuries
- Integrate cycling into health policies
- Integrate cycling into land use, urban and regional planning

**Cycling – an equal mode of transport!**



<https://thepep.unece.org/node/825>



# Why should we promote walking and cycling?





## ACTIVE COMMUTING IS ASSOCIATED WITH

DECREASE IN RISK FOR  
**CARDIOVASCULAR DISEASE** **10%**

DECREASE IN **TYPE 2**  
**DIABETES RISK** **30%**

**LOWER CANCER-RELATED MORTALITY**  
AMONG BIKE COMMUTERS **30%**

THE AVERAGE PERSON WHO SHIFTED FROM USING A CAR TO A BIKE, FOR JUST ONE DAY A WEEK, CUT THEIR CARBON FOOTPRINT BY **3.2 KG OF CARBON DIOXIDE**.

WALKING 30 MINUTES OR CYCLING 20 MINUTES ON MOST DAYS REDUCES MORTALITY RISK BY AT LEAST 10%.

## THERE IS A STRONG ASSOCIATION BETWEEN CYCLING TO WORK AND HEALTH OUTCOMES

**40%** LOWER RISK OF  
**DYING FROM CANCER**

**52%** LOWER RISK OF  
**DYING FROM HEART DISEASE**

**46%** LOWER RISK OF  
**DEVELOPING HEART DISEASE**

**45%** LOWER RISK OF  
**DEVELOPING CANCER**

COMPARED TO THOSE COMMUTING BY CAR.

### Switching From Cars to Bikes Cuts Commuting Emissions by 67%

Cycling is ten times more important than electric cars for reaching net-zero cities

March 28, 2021 3:59pm BST

*“What is the economic value of the health benefits from a given volume of walking or cycling within a defined population?”*



#### Introduction

HEAT for cycling

HEAT for walking

Current Assessment

Previous Assessments

Acknowledgements

HEAT ► Introduction

## Welcome to the WHO/Europe Health Economic Assessment Tools (HEAT) for walking and for cycling.

This tool is designed to help you conduct an economic assessment of the health benefits of walking or cycling by estimating the value of reduced mortality that results from specified amounts of walking or cycling.

The tool can be used in a number of different situations, for example:

1. When planning a new piece of cycling or walking

### More information

#### What data do I need?

To produce an assessment, you need to provide data on the number of people walking or cycling, and the amount of walking they are doing (or are projected to do).

[more...](#)

- Online tool [www.heatwalkingcycling.org](http://www.heatwalkingcycling.org)
- Designed for transport planners
- Economic assessment of health benefits of walking or cycling
- Effects on mortality 'only'





# Beyond the health benefits

***Walking and  
Cycling can***

Strengthen Urban Resilience  
Mitigate Climate Change  
Address Energy Crisis



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# Thank you

Read more at:

<http://www.euro.who.int/ecehbonn>  
[thepep.unece.org](http://thepep.unece.org)

Reach me at:

[sharashidzen@who.int](mailto:sharashidzen@who.int)



European Region