

Fit City Competition
Oxford Health Alliance

http://www.3four50.com/fit-city/_index.php?page=sydney_challenge

The Sydney Challenge is a global call to action to inspire corporations, governments, financial institutions, donor agencies and others to build a healthy future - for both people and planet. Focusing on environmental and social determinants that have contributed to the explosion in chronic diseases, the Sydney Challenge has called upon a diverse group of stakeholders representing different cultures and age-groups to address these growing global health problems. The Sydney Challenge was formally launched at the Oxford Health Alliance's Annual Summit, to be held in Sydney, Australia, in February 2008.

Section II. Statement of purpose

Environmental and social determinants have contributed to an explosion in chronic diseases - heart disease, diabetes, chronic respiratory disease and cancer - which account for 60% of the world's deaths, immeasurable disability and disadvantage, and mental ill health. People with chronic diseases are more likely to get infectious diseases and less likely to recover from them.

Disease patterns are changing globally. An epidemic of chronic disease is increasingly affecting people of working age, which threatens economic stability in both developed and developing countries, and plunges families striving to escape the poverty trap back into disadvantage and despair. There is a direct link between poverty and chronic ill-health and economic and environmental sustainability. The centrality of design in all forms of habitat, cities, transport systems and the commercial and industrial sectors is recognized in the sustainability movement. Sustainability assumes, but less often examines, the role of health and the link between peoples health and the health of the environment. We seek to sharpen and elevate awareness and understanding of health among those committed to sustainability, arguing that efforts to prevent chronic diseases pay off for both health and the environment.

There is a clear way forward: **prevention works**. We have the evidence - we have the capacity - we have the tools - we know what to do. The four major chronic diseases can largely be prevented by tackling the three risk factors (smoking, lack of physical activity and poor diet).

We call upon the governments of all nations; local, national and transnational corporations and businesses; international monetary institutions and donor agencies; philanthropic groups; professional, consumer, non-government organisations and employee unions; and civil society and individuals to take urgent action to halt the devastating global impact of chronic diseases on the

physical, mental and socioeconomic health and viability of individuals and families, and its impact on global poverty and sustainable economic growth and stability in developing and industrialised nations alike, by creating healthier environments with walkable cities, active workplaces, schools and communities that encourage healthy eating and social connectivity.

Section III. Outcomes

This project is in its infancy however the planned objectives include:

Making cities and towns healthy places

- design for physical activity and social engagement
- opportunities to move, play and connect with one another
- safe local areas to foster free movement within communities
- conservation of open spaces
- land-use mix with accessible shops, workplaces, schools and community areas
- investment in active transport/mass transport
- minimization of carbon emissions
- local economic development, with jobs situated within local communities
- clean air, including tobacco-free public areas

Making healthy food affordable and available

- distribution and accessibility of healthy vs. unhealthy food
- localization of food production to encourage a link with local environments and sustainability
- food safety, diversity, quality, packaging and pricing
- working with food industry to reduce sugar, salt and fat intake

Making business policies and practices healthy policies and practices

- workplace design for optimal incidental and structured physical activity
- occupational health and safety around chronic disease vectors as well as injury prevention, including smoking-cessation
- active screening and risk-reduction assessment programs
- food, pharma, sport/recreation and entertainment, and other industries and businesses, are investing and working to ensure that their products, services and marketing practices are optimally healthy and environmentally friendly.

Making economic and social policy match rhetoric, prioritizing this new public health imperative

- macroeconomic policy and the need to ensure that this important public health issue is dealt with beyond the life of individual governments
- increase engagement of the World Trade Organization, the World Bank and the International Monetary Fund in the prevention of chronic disease
- call on the international donor agencies and big philanthropic donors to wake up to the extent of the current, and future, problem, and begin to fund the prevention of chronic disease in a way that is more proportionate to its impact
- encourage governments to work on incentives (and disincentives) to encourage good business practice to prevent chronic disease.

Section IV. Additional Resources

Oxford Health Alliance (OxHA) www.OXHA.org

Parent organization: The **Oxford Health Alliance** is about preventing and reducing the global impact of chronic disease. It stands for innovative action with diverse stakeholders around three risk factors – tobacco use, physical inactivity and poor diet.

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Fit City Competition Rules. http://www.3four50.com/fit-city/_index.php?page=rules