

RESUME

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6. Founder of the physical activity network AGITA MUNDO and member of the Executive Committee of the Agita Mundo Network.
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Synopsis

Sedentariness is the most widespread health risk factor, the second most common mortality factor and the most expensive of all. It can therefore be considered the number one public health enemy, causing dozens of diseases such as diabetes, hypertension, heart attack, stroke and cancer, as well as mental problems such as memory loss, deterioration of cognition, mood, self-esteem and increased depression, among others.

The good news is that we have an antidote to the problem, physical activity, which minimises or prevents the above-mentioned problems.

Despite this, people are not encouraged to practice it, using excuses such as lack of time.

We had the opportunity to create the Agita São Paulo Programme, an innovative proposal with a clear message, defined and segmented objectives that has succeeded in reducing sedentary lifestyles in the State of São Paulo, inspiring the whole of Brazil, other countries in the Americas and the world, receiving recognition from the World Bank and the World Health Organisation.

How can Panathlon International, through its network of clubs in various countries, create and promote projects that make their communities more physically active and healthy?