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IN ORDER TO OBTAIN A HEALTHY LIFESTYLE

The Brazilian Ministry of Health decided to intensify the prevention and treatment of arterial hypertension as well as diabetes mellitus. Has been accomplished among March and April of this year, a national cases detection campaign and mapping diseases. Now, along with states and municipalities, it determines to reorganize attention to bearers already diagnosed as well as exposed population segments.

The occurrence of arterial hypertension and diabetes mellitus in the world population more and more frequent is being associated to the modern lifestyle, mainly in the urban centers, characterized by lack of physical activity, tobacco use, alcohol and other drugs, and consumption with high value of calories and low tenor of nutritious. In order to combat those illnesses demand, consequently, an alteration on the life habits.

In Brazil, the diabetes corresponds about 25 thousand annual deaths, being classified as sixth death causes. Associated, the hypertension and the diabetes increase the risk of cardiovascular diseases considerably, which represents the first death cause in the country as well as are responsible for high taxes of admissions on the patterns of hospitalization and physical incapacity.

Healthy life styles has great influence on prevention and treatment of hypertension and diabetes. It would be very difficult to reduce damages and deaths caused by those illnesses just along with actions assistance, without become aware in order to mobilize the population as well as no persevering of life habits change.

Therefore, besides investing on the hypertension and diabetes control, the Ministry of Health has been acting to motivate a wide change in the lifestyle of the Brazilian population, using as the physical activity incentive and adoption of more balanced nutrition habits. It also been reinforcing policies concerning inspection and food safety.

Combined with a balanced feeding, the physical activity is useful in any age, but it is especially beneficial for adults and elderly people. It contributes to the mental health promotion and, therefore, for the stress prevention. It also helps to maintain weight and to strengthen bones, muscles and articulations.

The lifestyle change can also contribute to bring down urban violence rates, that it has been sacrificed young population. That records phenomenon of our days is related, among other factors, to the social difficulties and leisure as well as reduction of study opportunities and job. Discouraged and without perspectives, the youths are induced to use alcohol, tobacco and illicit drug use, increasing risks in order to be sick as well as to suffer a premature death. For own complexity, the young violence requests initiatives on the education areas, sport, tourism and social action, but also on the health sphere.

The healthier lifestyles promotion should be faced as a strategic action by the Brazilian health system. It n of depends of efforts from the part of Ministry of Health, which no doubt, to emphasize as well to claims the state and municipal managers' compromising, the new private partners' generous collaboration and the equally solidarity participation of the communities.

Health, is necessary to repeat, it is not a subject just a medical aid and nor much less to access to the drugs.

BRAZILIAN MOVE FOR HEALTH PROGRAMME PROPOSAL

The Brazilian Move for Health Programme proposal is an initiative of Ministry of Health, that seeks to increase the knowledge and involvement of the population on the benefits of physical activity, calling up to attention for importance as predominant factor of health protection.

The proposal is to elevate the level of each person's physical activity, so that:

- sedentary individuals become a little actives;
- individuals a little actives become regularly actives;
- individuals regularly actives become very actives;
- very actives individuals maintain this physical a activity level.

The Brazilian Move for Health Programme has chosen as well as prioritized scholars (children and adolescents), workers, elderly people and non-communicable chronic diseases bearers.

THE PHYSICAL ACTIVITY IMPORTANCE FOR THE INDIVIDUAL Our enemy - the sedentary

It is verified that one of the main enemies of public health is the sedentary. Today, it use up less 500 kcal of energy per day, which equally about 180.000 kcal/year unless than 100 years ago. The life habits current are responsible for 54% of death risk for infarct and 50% of death risk for cerebral hemorrhage on the modern world.

Different factors influence of death risk

In Brazil, about 70% of the population practice a little or almost none kind of regular physical activity. According to IBGE (Brazilian Institute of Geography and Statistics) data in the year, 1998 as well as Mortality System Information in the year, 2000, the cardiovascular diseases are the first death cause, presenting a significant increase in the last decades.

Proportional mortality for causes groups

Epidemic and experimental studies to evidence a positive relationship between physical activity and mortality decrease, also suggesting a positive effect of cardiovascular illnesses risks, plasma lipid profile, bony density maintenance on the lumbar pains reduction and better perspectives on the chronic illnesses control.

These studies also tell us positive effects on the primary treatment or arteriosclerosis complementary of outlying veined illness, of osteoporose, as well as psychological benefits in short period of time (anxiety decrease and stress), and long period of time (moderate depression alterations, humor state, self-esteem, positive attitudes).

More recently, an important relationship has been demonstrating between intensity exercise and immunology answer, the literature has been invaded by several studies which evidence smallest prevalent on the some kinds of cancer in active people's groups.

On this point of view, to stimulate the population to develop a more active lifestyle represents valuable instrument in

order to improve of health patterns. On the other hand, in terms of public health, recent works has been demonstrated that the most beneficial physical activity impact happens when it is accomplished in moderate intensity. Those statements still bring a great encouragement to the persons that present a sedentary lifestyle, because the habits change showed to be fundamental for decrease of the death risk indexes.

A little aid can help a lot

The person that stops being sedentary to be a little active decreases in 40% the death risk for cardiovascular diseases, demonstrating that a small change in the behavior can caused great improvement in the health and life quality.

THE PHYSICAL ACTIVITY IMPORTANCE FOR THE CITIES, TOWNS AND MUNICIPALITIES

Sedentary is really expensive

Every year, more than 2 million deaths are attributed to the physical inactivity all over the world. Those deaths elapse due to illnesses increment, incapacities and deaths caused by the non-communicable chronic diseases, as cardiovascular diseases, cancerous and diabetes. Considering that in 1988, only non-communicable chronic diseases contributed with almost 60% of deaths (31.7 million) in the world. In 2020, the forecast is that 73% of deaths are attributed to these diseases.

A fast growth of those diseases has been registered so much at the countries developed as in the developing countries. In these last ones, it reaches in a disproportionate way the poor populations

and, what contributes to enlarge still more the enormous pathologies range that these countries already support. In 1998, from total deaths number attributed to non-communicable chronic diseases, 77% happened in developing countries.

The sedentary and non-communicable chronic diseases

The physical inactivity is one of the more important risk factors for non-communicable chronic diseases, along with diet and tobacco use. It doesn't only bring diseases and personal suffering, but it also represents a significant economical cost to the individuals as well as for the society, in view of sequels that causes.

Data collected at developed countries indicate that the direct cost of physical inactivity is enormous. Although available brazilian data don't exist, it is known that in the United States, the cost associated to physical inactivity and obesity were approximately 9,4% of the national health expense in the year of 1995, should consume 75 billion dollars in drugs costs, in the year of 2001.

Health and physical activity

The health physical activity benefits have been documented thoroughly in numerous reports. Those benefits include:

A small behavior change can cause great improvement in the health and life quality.

- reduction of death risk caused by the cardiovascular diseases;
- reduction in the risk of developing diabetes, hypertension and colon cancer and mamma;

- **improvement of mental health level;**
- **bones and healthier articulation;**
- **better corporal operation and preservation of elderly independence;**
- **corporal weight control;**
- **favorable correlation in order to reduce tobacco, alcohol use abuse and drugs.**

As the world population ages his profile epidemic seedling with larger prominence in order to the Non-communicable Chronic Diseases, which still values more the physical activity adoption promotion in that current context. It is enough to accumulate at least 30 minutes of physical activities, during the most of the week's days, and to dance, among others.

Economical arguments support the physical activities promotion with purpose to improve the populations life quality and consequently to reduce hospital costs services. In the United States, an investment of 1 dollar in physical activity (time and equipment) it results in an economy of 3,2 dollars in medical costs economy, and individuals physically assets save 500 dollars approximately per year in costs with health.

Promotion of the physical activity

In most of the developing countries, more than 60% of adults which live in urban areas are not involved in an enough level of physical activity.

The physical inactivity is more prevalent among elderly people, individuals with low socioeconomic level and disabled. The physical activity also decreases with age, in general

beginning during adolescence and refusing in the adult age. In many countries, developed and in development, less than a third youths are sufficiently active to obtain benefits for health coming from incipient level of physical activity, and adolescent girls are still less active than the adolescent boys.

It is preoccupying the reduction of physical activities in the education schools programmes in the whole world, at the same time a frequency significant on the increase of obesity is observed among young. The obesity prevalence of middle-age adults has been reaching alarming proportions, which links partly with physical activities lack in the leisure time, but that also says respect to the modern lifestyle, where most of free time has been spent in sedentary activities as watching television, using computers, trips and car walks.

HOW BRAZILIAN MOVE FOR HEALTH PROGRAMME HAS BEEN PLANNED

The first phase of the Brazilian Move for Health Programme foresees the capitals involvement and great brazilian cities through suitable multipliers training for municipal manager between technicians and active collaborators in the health sections, work, education, sport, leisure and tourism. Community leaderships and technicians of no-government organizations can also be suitable.

This first stage contemplates the accomplishment of 30 workshops in the period of June to December of 2001.

MESSAGE AND FOCAL GROUPS

The main message of the Brazilian Move for Health Programme consists to:

Every citizen should accomplish at least 30 minutes of physical activity, during the week's days (if possible), with moderate intensity (or slight), on the continuous way or accumulated.

The beginning of inclusion has been sought and strategies have privileged the adoption of a more active citizenship in order "to shake" the daily in three basic moments:

- in the domestic activities;
- in the transport (to the work or to the school);
- in the leisure.

To increase the effectiveness of the intervention were defined four focal groups - school, workers, elderly people and deficiencies bearers.

PARTNERSHIPS CONSTRUCTION

To reach objectives with Brazilian Move for Health Programme, the Ministry of Health is looking for to establish partnerships. The first of them was with the Center of Studies of the Physical Fitness Laboratory in São Caetano do Sul, São Paulo, which coordinates São Paulo Move for Health, thrown by the Secretariat of Health of the São Paulo City, in December, 1996.

The Center of Studies of the Physical Fitness Laboratory in São Caetano do Sul team is rendering technician-scientific

consultant, being also responsible for the development of multipliers workshops.

Beside the state and municipal general health offices OPAS (Pan-american Health Organization World Health Organization), CONASS (National Counselor of the Health Secretaries) and CONASEMS (National Counselor of the Municipalities Health Secretaries), Ministry of Health considers potentials partners:

- other ministries;
- other Secretariat of State;
- city halls;
- public and private universities;
- societies and professionals' of health associations;
- companies and industries;
- class entities;
- service clubs as Rotary and Lions Club;
- banks.

HOW TO ADHERE TO THE BRAZILIAN MOVE FOR HEALTH PROGRAMME

Ministry of Health is developing a actions group in order to give support to the municipal districts on the programme implantation:

- contacts, in federal level, with potentials partners that have municipal level representations;
- organization and workshops training multipliers promotion;
- elaboration and informative materials production and promoted in enough amount for the multipliers.

Use right will be granted to the states and interested municipal districts so that they can reproduce these materials in agreement with activities cronograma . The materials formatting was made from way to allow the inclusion of the administration signature of state, municipalities and their partners.

The states, municipal districts and interested partners to adhere to the Brazilian Move for Health Programme should formalize her intention through the Support Letter signature (model attached) and to send straight to the Ministry of Health.

COOPERATION MECHANISMS

It's not necessary directing financial resources

- Spreading messages on the Brazilian Move for Health Programme with respective programme logo in the:
 - products entity packing;
 - advertising material or promotional (as key chains and pens) of entity;
 - employees' hollerith paper stamped, correspondence, hands dryers;
 - internal bulletins and official vehicles of popularization, including home page;
 - computer screens protection and scoreboards electronic;
 - “phone waiting records”;
 - proteção de telas de computador e placares eletrônicos internos;
 - “gravações telefônicas de espera”.

- Note papers.
- Allusive materials publication, especially posters and folders in the areas and internal spaces of the entity, including elevators.
- The employees' diagnosis level concern to physical activity and risk factors associated.
- Lectures promotion on the Brazilian Move for Health Programme proposal for several hierarchical employees levels.
- Employees' mobilization and families, through composition contests and discussion groups on the physical activity subject, health and life quality.

Make needed to direct financial resources

- Material impression as posters, folders, pages markers, refrigerator magnets, pyramids, postcards, among others in order to spread Programme.
- Impression of Brazilian Move for Health Programme in order to distribute to population as well as to opinion makers society.
- Events promotion and/or activities as "week for a walk" could be example of physical activity" which involve community with leisure actions.
- Making and/or promotional material impression of adhesive stamps, shirts, caps and visors, including the name of entity and Programme logo.
- Pamphlets impression destined to general public in order to distribute in schools, hospitals, supermarkets, among other.

- Making streets strips and/or outdoors containing Programme messages.
- To sponsor scientific events which have physical activity and life quality as a main subject.

SUPPORT LETTER (MODEL)

The signatory institution for legal representative agrees that through Brazilian Move for Health Programme support will try to increase the physical activity level of the municipal population, where is headquartered, motivating an active lifestyle adoption, which propitiates the health physical improvement, mental and social, as powerful instrument to life quality.

As part of the support concerning Brazilian Move for Health Programme, the signatory institution commits, using the cooperation mechanisms proposed by the Programme coordination in order to develop understanding actions benefits which could have an active lifestyle (sensibility phase) as well as concrete practice of physical activity (activates phase), dedicating special attention to children and adolescents, workers, elderly people and chronic-degenerative diseases bearers.

The coordination of Brazilian Move for Health Programme is made from Ministry of Health through the Secretariat of Health Policies/ Health Promotion Coordination along with technician-scientific consultant accomplished from the part of Center of Studies of the Physical Fitness Laboratory in São Caetano do Sul CELAFISCS (in portuguese language acronym).

Place and date

Institution _____

Representative _____

Phone/fax _____

Signature _____

Send to:

**Ministry of Health
Secretariat of Health Policies
Health Promotion Coordination
Health Promotion Project
Avenida W3 Norte SEPN 511 Bloco "C" 4º andar
Zip Code 70750-920 - *E-mail*: promocaod@saude.gov.br
Brasília-DF / Brazil**

DECREE NUM. 1.893

The State Minister of Health in the use of their attributions, considering that:

- the physical activities lack constitutes risk factor to the health;
especially concerning non-communicable chronic diseases development;
- the moderate physical activity, exercised in a regular way, it decreases in 40% dying for cardiovascular diseases probability associated to an appropriate diet, it is capable to reduce in 58% the risk progression of diabetes type II;
- about 70% of population is composed by sedentary individuals; and
- the sedentary consequences represent high social and economical cost, demanding significant contribution of health services and financial resources, it solves:

Art. 1st - To institute the Physical Activity Promotion Programme in order to be coordinated by Secretariat of Health Policies, ENCLOSURE constant which integrates this degree.

Unique Paragraph: The referred Programme has as objectives:

I. to check larger sustaining and effectiveness in order to prevent actions and non-communicable chronic diseases control;

II. to articulate, to promote and to implement moderate physical activities projects, on regular character which has been returned to sedentary habits populations.

Art. 2nd - The implementation of the Physical Activity Promotion Programme will be accomplishing through partnerships among state and municipal managers of Brazilian Health System SUS, academic centers, health professionals and similar areas, as

well as civil society organizations.

Art. 3rd This Decree goes into effect in the date of her publication.

JOSÉ SERRA
Minister of Health

ENCLOSED

Physical Activity Promotion Programme

I. Justification

In Brazil, the circulatory apparatus diseases are the first death cause, corresponding approximately 255 thousand annual deaths 27% of general mortality- according to Mortality Information data System, year/2000.

In the Brazilian Health System- SUS, the cardiovascular diseases are responsible for 1.150.000 patterns hospitalization /per year, with an approximate R\$ 475 million cost, which are not included expenses with high complexity procedures. In other hand, the arterial hypertension is related about 25% of dialysis cases caused to chronic renal inadequacy terminal, 80% of accident vascular encephalic cases and 60% of miocárdio infarcts. Besides of financial cost, the social cost is quite high. The data of the National Institute of Social Security INSS has been demonstrated that 40% of precocious retirements are related to cardiovascular apparatus diseases.

The data's Brazilian Institute of Geography and Statistics - IBGE has showed that in the Country 80% of population live in urban areas. It is considered that 70% of that population have sedentary life habits. It is known that the physical inactivity along with diet and tobacco use is the most important factors to get sick and to die due to non-communicable Chronic Diseases.

Epidemic and experimental studies evidence positive relation between physical activity and mortality decrease, suggesting an effect on the cardiovascular illnesses risks, lipidic plasma profile, the bony density maintenance, the lumbar pains reduction and better

perspectives in the chronic breathing illnesses control. They also suggest positive effects in the arteriosclerosis treatment, outlying veined illness and osteoporose, as well as in the anxiety and stress decrease, besides self-esteem improvement. Moderate and regular, physical activity associated along with appropriate diet is quite capable to control and to limit the diabetes type II progression. Looking for to stimulate population in order to incorporate 30 regular minutes of physical activity practice as well as with moderate intensity, important to emphasize that it is valuable referring on the easy adhesion health promotion with low motivation for exercises practice.

II. Objective

The Physical Activity Promotion Programme has as purpose to stimulate the habits of the people's life alteration along with regular practice incorporation at least 30 minutes of physical activity during the most week's days - if possible, daily with moderate intensity used as reduction risk in the non-communicable chronic diseases strategy as well as to promote life quality.

That Programme is associated along with Reorganization Plan of Arterial Hypertension Attention and Diabetes Mellitus, it presupposes an intersetorial health action, education, sports and similar. Driven the segments regarding to the non-communicable chronic diseases, the Programme is quite easy applicability which could be operating with low cost and at the same time high promotion benefit and health protection.

The Program has for objectives:

1. publish relative information referred to physical activity benefits and to promote involvement of population in these practices,

emphasizing its importance as essential factor of health protection, especially in the case of non-communicable chronic bearers diseases;

2. promote actions and activities seeking to induce people to adopt in a regular way the physical activities practice as a life habit;

3. constitute scores from sustaining and effectiveness in order to prevent actions and control of non-communicable chronic diseases;

4. develop studies and to formulate national methodologies capable to prove benefits and to evaluate impacts of physical activity promotion seeking to change life habits and control as well prevention of non-communicable chronic diseases;

III. Strategy

In order to reach those objectives, the Physical Activity Promotion Programme implementation will understand that:

1. the technical consultant use from the part of Center of Studies of the Physical Fitness Laboratory in São Caetano do Sul CELAFISCS has been contracted for the Project named Bra/98/006 Health Promotion, Small Services Contract num. 01/042, March 9, 2001. The referred Center should support "the Secretariat of Health Promotion that makes part of Ministry of Health", in the health actions education implementation along with national project development implantation regarding physical activity promotion programme to the brazilian population as prevention way, treatment, rehabilitation and health promotion";

2. the partnerships establishment along with state and municipal managers of Brazilian Health System - SUS to assure the activities implantation and implementation and programme actions.

IV. Operational actions

The Physical Activity Promotion Programme operational actions involves the following activities:

1. accomplish 30 workshops (at least), in an each Federated Unit (Capital) destined to touch, to qualify and to training multipliers;

2. supply spreading material as well as manual in order to assist 30 training groups multipliers that take part of the state workshops;

3. distribution, production and spreading of questionnaires among multipliers in order to be used by the actions promoters of actions seeking to stimulate the physical activity, with views to classify populations which have sedentary habits, its active transformation, activities degrees, prevalence incidence of non-communicable chronic diseases;

4. presence (at least) health promotion project technician and 1 (one) CELAFISC's technician to help the referred project to drive state workshops;

5. programmes presentation in the national forums of the National Reorganization Plan to Arterial Hypertension and Diabetes Mellitus Attention, seeking absorption of their objectives on the part of the members of these instances;

6. educational materials production of the Basic Attention Services Programme;

7. establishment of partnerships with health representatives areas, regarding extent government as academic and civil society seeking to develop articulations and incentive actions to the physical

activities practice in a regular way, to seek altering habit of the people's life positively

V. Cronograma

The first programme stage consists to spread and to accomplish workshops in elapsing of the second semester of 2001. The physical activity promotion should be incorporate as a control practice and prevention of non-communicable chronic diseases.

IV. Impact Evaluation

The Programme should be working along with partnership as well as with the Reorganization Plan to the Arterial Hypertension and Diabetes Mellitus Attention coordination of the Ministry of Health and non-communicable chronic diseases control prevention services of the Secretariat of State and Municipal (health offices) and Center of Studies of the Physical Fitness Laboratory in São Caetano do Sul CELAFISCS:

1. quantify and to analyze the activities and actions developed in the local levels regarding physical activity stimulate;

2. quantify and to analyze the population knowledge incorporation on the benefits physical activity, to whom living in the cities where the Programme was implanted.

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