A Physical Activity Promotion in Thailand

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Outlines

• 1. A national physical activity agenda
• 2. A national physical activity campaign
• 3. Other national physical activity policies
1. A National Physical Activity Agenda
A Need for National Agenda

• Physical activity is well connected to lifestyle of people.

• Collaboration between various sectors is important for creating opportunities and conducive environments to be active.

• Mainstream physical activity into a national agenda is needed.

The National Physical Activity Plan 2018-2030

• Vision: Active lifestyle, active environments

• Target: 75% of Thai people achieve a sufficient physical activity
Regional Meeting on Physical Activity
22-23 November 2021

National Action Plan on Physical Activity
2018-2020

National Action Plan on Physical Activity
2021-2022

Approved by the Cabinet

23 National Committee and Sub-committee meetings

2018  2019  2020  2021
2. A National Physical Activity Campaign
The National Steps Challenges

Season 1: Feb-Mar 2020
480,115 participants,
Cumulative distance 20,714,388 km.

Season 2: Jul-Aug 2020
812,160 participants,
Cumulative energy 988,151,245 Kcal.

Season 3: Mar-Oct 2021
3,293,986 participants,
Cumulative energy 3,347,319,559 Kcal.
Evolution of the Campaign

Target population
From public health personnel to general population

Organization
From government organizations to civil society and private sector

Intervention
From steps to other forms of exercise i.e. yoga, weight training, cycling, swimming, etc.

Rewarding
From ‘First Come First Serve’ to ‘Health Points’
NSC Season 4: From New Normal to Next Normal

100 Days, 100 Health Points

Feb – May 2022
3. Other National Physical Activity Policies
A National Physical Activity Recommendations
The national steps count recommendation

The MOU on domestic PA missions between related GOs

The MOU on domestic PA capacity building

The notification on running event safety

The safety measures for PA in the park during the COVID-19 pandemic

Regional Meeting on Physical Activity
22-23 November 2021
THANK YOU