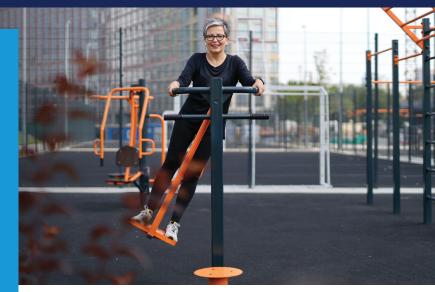
# Expert insights on developing urban interventions to promote physical activity



In Europe around 4/5 people live in urban areas. Interventions in urban environments that enable people to be active as part of daily life can improve physical and mental health of individuals and the health of communities. A recent study explored the challenges experienced by professionals who have developed urban interventions to promote physical activity and their recommendations to overcome these challenges.





MORE INFORMATION



## Challenge 1 Politics

- Refine rhetoric to ensure acceptability across political spectrum
- Early high-level engagement



#### Challenge 2 Culture

- Offer economic arguments for intervention (as well as health)
- Plan long-term lobbying



### Challenge 3 Resources

- Choose the most impactful tasks
- Work collaboratively with industry
- Streamline governance structures



# **Challenge 4 Communication**

- Early community engagement for community ownership
- Investment in PR campaign for public support



# Challenge 5 Collaboration

- Work collaboratively via common goals (e.g. equity)
- Develop personal relationships
- Use universal language



# Challenge 6 Evaluation

- Use existing tools to guide evaluation
- Plan evaluation and impact assessments from outset