

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