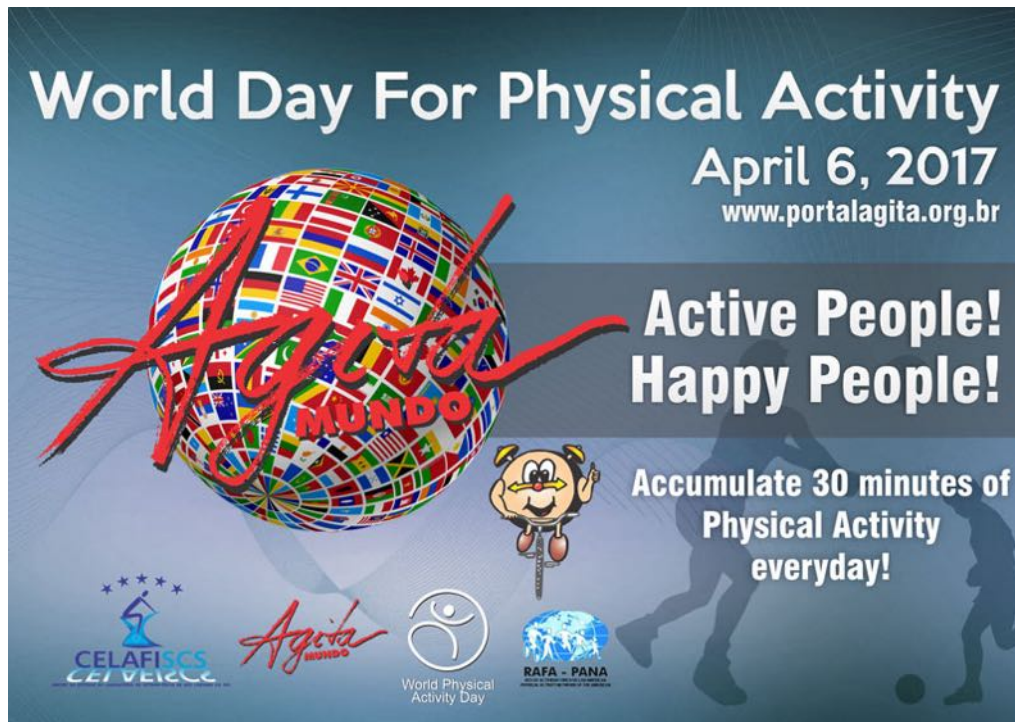


# Walk of Celebration World Day of Physical Activity



World Day For Physical Activity  
April 6, 2017  
[www.portalagita.org.br](http://www.portalagita.org.br)

Active People!  
Happy People!

Accumulate 30 minutes of  
Physical Activity  
everyday!

Logos: CELAFISCS, Agita Mundo, World Physical Activity Day, RAFA - PANA

São Paulo, April 6.

CENTRO DE ESTUDOS DO LABORATÓRIO DE APTIDÃO FÍSICA DE SÃO CAETANO DO SUL ORGANIZAÇÃO

**Agita**  
SÃO PAULO

ATIVIDADE FÍSICA É SAÚDE:  
acumule pelo menos 30 minutos todos os dias

  
**CELAFISCS**



Centro de Estudos do Laboratório de Aptidão Física de São Caetano do Sul  
Rua Heloisa Pamplona, 269 Tel. (11) 4229-8980  
[www.celafiscs.org.br](http://www.celafiscs.org.br)



## Background

In the last decade, sedentary behavior has been addressed as one of the main risk factors for developing chronic diseases like cardiovascular diseases, hypertension, diabetes and obesity. It is recognized as one of the main enemies of public health in the world, not only for its high prevalence and the highest mortality, as confirmed by the recent publication of the World Health Organization. The publication indicates that sedentary behavior is the second risk factor for death among the top 19 in the world, even ahead of obesity and hypercholesterolemia and is responsible for 5.3 million deaths.

Starting in 1997, the State Secretary of Health of São Paulo implemented the Agita São Paulo Program, with the technical and scientific coordination of the Center for the Study of Physical Fitness Laboratory of Sao Caetano do Sul - CELAFISCS, the program was adopted as a national strategy promoting health through regular physical activity. In 2002, the Governor of the State decreed 4666-4, institution the “Day of Physical Activity” to be celebrated annually on April 6.

Internationally considered as the model program for health promotion by the WHO, it was decided during the 54th World Health Assembly in 2002 that the World Health Day theme would promote physical activity. From that, Agita São Paulo created “Agita Mundo”. Because of its international impact, the WHO has made it a permanent event. Since then, April 6 has become the World Day for Physical Activity.

The celebration event of Agita Mundo was successful in organizing over 2,500 events in several countries. In São Paulo, through more than 400 institutional partners, the Agita São Paulo Program, held celebrations in several counties of the State of São Paulo. They were guided and coordinated by 17 Regional Departments of Health and drew more than 15,000 people in the walk from the São Paulo Museum of Art on Avenida Paulista to the Legislature in Ibirapuera.



# 10 Steps for Celebrating Agita World Cup

Respecting the diversity of the municipalities of Agita São Paulo, the program will describe suggestions and tips to celebrate Agita World Cup. This will be the theme throughout the year, starting in April with "World Day for Physical Activity: Physical Activity - a Home Run, a Goal of Health!" until the Celebration of the Active Community Day - Agita Galera in August.

1. Intersectoral Meeting with health, education, and sport so it is possible to centralize existing programming or development of joint actions. The suggested 10 actions:

1. **School:** active breaks with allusive environments (green and yellow flags), use of the national anthem, painting and patio blocks;

**Health Centre:** promoting a meeting with the group during transmission with recreational use of specific activities such as balls (relay scavenger) also worth performing the modification of environments with changing environmental cue (setting flags, pennants, **fitilhos** in green, yellow, blue and white);

**Town Square:** request the secretary in charge of maintenance of public spaces to have sidewalks painted in green and yellow or blue and white colors and join with schools' parent- teacher association of neighborhood associations to carry out the environmental modification.

**Commerce:** request and support for performing these activities either in money or products for the celebrations.

2. Recreational activities and leisure during the month of April may be extended to June/ July in the broadcast of soccer matches in central square, courts, community centers, or places where classes are held.

3. Work with recreational games that use balls; for large groups, form teams that will be at the 2014 World Cup in Brazil. Work with collections for social services in nursing homes or other shelters with what is collected.

4. Use posters that can be displayed by the city and customized according to pre-established standards with the Arms of City Hall. The posters, program logo, other sponsors and supporters are distributed in local public services in



order to mobilize the largest number of participants in concentrated celebration of physical activities. Official posters are available in high resolution at [www.portalagita.org.br](http://www.portalagita.org.br)

5. Walk: unite existing groups of physical activities, the students, workers, clubs, and other organized civil society groups, and the general population. Work to give special attention to the departments of secretaries of education, sports, and disabled.

6. **Banners can be used for more disclosure, but we believe that the front path is optimal.**

7. Making balloons, each municipality partner can customize its own logo and can request from coordination contacts to lower costs. If not, some units can be achieved with DRS interlocutors through coordination.

8. Making t-shirts can be done through partnerships, with trade and private institutions through sponsorship, or made by the registry itself. When we ask for sponsorship, we ask to always ship within 60 days in advance for review and approval. Please be advised that this material will be available at [www.portalagita.org.br](http://www.portalagita.org.br).


9. Using media does not pay, after the World Day of Physical Activity Celebration, request the communication group or through any other member of the organization to create a press release for the local media (radio, TV, newspaper coverage of the event to be held).

10. Coordination also calls for greater visibility for all to enroll at [www.portalagita.org.br](http://www.portalagita.org.br). Your event counts and scope of action extends to the municipalities that are part of the State Network of Health Promotion. This network consists of several municipalities that receive educational materials for the celebrations that are part of this proposal such as banners, t-shirts, flyers, and balloons (availability of materials still need to be confirmed).





# World Day For Physical Activity

April 6, 2017  
www.portalagita.org.br



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1. Utilização de Faixas pode ser para divulgação mais acreditamos que para frente da caminha é o ideal.





# AGITA MUNDO

## DIA MUNDIAL DA ATIVIDADE FÍSICA

1 -10 ABRIL



# AGITA MUNDO

## DIA MUNDIAL DA ATIVIDADE FÍSICA

1 -10 ABRIL

Logo

2. Confecção de bexigas, cada município parceiro poderá personalizar com seu logo tipo, ainda podendo solicitar junto a coordenação os contatos que são utilizados a fim de baratear os custos. Caso não tenha como algumas unidades poderão ser conseguidas junto as interlocutoras do DRS que receberão através da coordenação.



3. Confecção das camisetas poderá se dar através de parcerias com comercio e instituições privadas através de patrocínio, ou confeccionadas pela própria secretaria. Quando solicitamos



patrocínio a dica é enviar sempre com antecedência de 60 dias para avaliação e aprovação. Informamos que este material estará disponível em [www.portalagita.org.br](http://www.portalagita.org.br).



- Utilização de Mídia não paga, após definido a Programação da Celebração do Dia Mundial da Atividade Física solicitar ao Grupo de comunicação ou através de algum membro da organização criar um release para as mídias locais ( rádio, TV, jornal a cobertura do evento que será realizado.





During the hosting of the Pan American Games in Guadalajara in Mexico, the Agita São Paulo Program collaborated with the Active Mexico Program initiatives with the launch of the Activate Pan America Program. You can see from the images, the scope was 7,500 hours of activities.



play in giant board game



play in giant board game



Mascot participation in the gym



The activity is aimed at the whole family.







activities in the gym.



activities with children.

## Event Impact in Unpaid Media



TV interview – Rede Globo



Dr. Victor Matsudo and Sports Secretary of São Paulo





Presence of the Governor of the State, Minister of Health Secretaries of the State of Health and Sports, highlighted in various media outlets like TV, radio, newspaper, and Internet.

**G1 São Paulo** | **NET**

Editorias | Economia | Seu estado | Telejornais | Serviços | VC no G1

03/04/2011 10h40 - Atualizado em 03/04/2011 15h58

## Caminhada para celebrar Dia da Atividade Física reúne 15 mil pessoas

Evento ocorre na região da Avenida Paulista neste domingo (3). Movimento reforça a importância da atividade física.



CENTRO DE ESTUDOS DO LABORATÓRIO DE APTIDÃO FÍSICA DE SÃO CAETANO DO SUL

EBAND JORNALISMO ESPORTE ENTRETENIMENTO COLUMNISTAS BLOGS VIDEOS SHOPPING

**JORNALISMO** | Saúde

Domingo, 3 de abril de 2011 - 11h28 Última atualização, 03/04/2011 - 22h54

### Caminhada pela saúde reúne 10 mil pessoas em São Paulo

Foto: Caio Buni/Futura Press

Da Redação, com Agência Brasil cidades@eband.com.br

Uma caminhada em comemoração ao Dia Mundial da Atividade Física reuniu 10 mil pessoas em São Paulo, segundo a Polícia Militar, na manhã deste domingo.

O Agita Mundo foi iniciado pelo governador do Estado, Geraldo Alckmin, e seguiu até a Assembleia Legislativa.

Alckmin, saiu de uma rua atrás do Masp (Museu de Arte de São Paulo) e seguiu até a Assembleia Legislativa.

De acordo com a Secretaria de Saúde, o objetivo do evento é incentivar a população a fazer 30 minutos de atividades físicas por dia, cinco dias por semana. O evento ocorre na cidade desde 2002.

\*Estamos celebrando hoje um dia em benefício da atividade física e contra o sedentarismo. O sedentarismo mata, 3,2 milhões de pessoas em todo o planeta. E, antes de matar, é um inferno: deixa as pessoas

Publicidade: **A CERVEJA**

SHOPPING



de São Caetano do Sul  
Rua Nelson Campolina, 209 Tel. (11) 4229-8980  
www.celafiscs.org.br



BLOGS R7. AQUI VOCÊ ENCONTRA DE TUDO.  
CLIQUE