

**TRANSCRIPT**  
**ISCA HEPA E-COURSE MODULE 2: EXPERT PRESENTATION BY ANDREA  
BACKOVIC JURICAN**  
**Sport and Physical Activity in non-communicable disease (NCD) prevention**

**Can you tell our audience who you are and where you are coming from?**

00:00:08

*Andrea Backovic Jurican:* I'm working as a national health promoter at the National Public Health Institute, so I'm kind of a public health and also I guess ISCA expert. Thank you guys for inviting me and trusting in my knowledge and experiences. I'm going to talk about the still number one pandemic in the world, and this is NCDs pandemic.

**What are NCDs and why are they considered the n°1 pandemic overall?**

00:00:37

*Andrea Backovic Jurican:* So what are actually NCDs? NCDs are the group of non-communicable chronic diseases that can be preventable by practicing healthy lifestyle and also HEPA. So this is the basic.

And the data show that these groups of diseases are actually the number one cause of death in the world. And it could be preventable. It can be preventable. And this is the job of all of us to prevent it and to promote health and healthy lifestyle for all.

Some data shows that each year 41 million people die from NCDs, and this is accounting around 71% of the deaths globally. The other data shows that in certain ages, between 30 and almost 70 years of age, 50 million people die from NCDs each year. It doesn't matter.

00:01:42

*Andrea Backovic Jurican:* People are dying from NCDs. This is the point that we should all bear in mind, and it can be preventable, as I said.

00:01:51

*Andrea Backovic Jurican:* What kind of diseases are those? Cardiovascular diseases, type diabetes, type two diabetes, certain kinds of cancers like colon cancer, breast cancer, mental health problems like depression, anxiety, chronic respiratory diseases, and also asthma. Number one, cause of absence at workplace, musculoskeletal diseases, and of course, also the obesity, obesity that is growing. And the situation is getting much worse since the COVID pandemic as well, because obesity and COVID pandemic cause -and other chronic non-communicable diseases- cause so called systemic phenomena. And we should fight not just NCDs, but also on the other side, COVID 19 pandemics.

**How can a healthy lifestyle and health-enhancing physical activity help tackle this phenomenon?**

00:02:53

*Andrea Backovic Jurican:* Bear in mind that all of these diseases actually are preventable with

healthy lifestyle because healthy lifestyle gives us and regular physical activity also gives us a boost to our immune system as well.

00:03:13

When it comes to obesity, one in the third child is either overweight or obese. Two thirds of our population is also obese. These diseases also cost us a lot of money. For example, cardiovascular diseases alone are estimated in the European Union to actually cost us \$210 Billion per year. And ISCA estimates that physical inactivity cost us 80 billion per year in European Union countries. This was estimated before the Brexit.

### **What can and should be done?**

00:03:58

*Andrea Backovic Jurican:* First of all, if we would like to make any kind of sustainable programmes and interventions into the systems, different kind of system and practice, we should make both political choices for health. So making healthy public policy counts and we can do it together. Promoting health and HEPA is actually promoting sustainable development.

00:04:26

But we have three pillars of health promotion and also HEPA. One is good governance, then healthy cities and health and also physical literacy. But this enquires intersectional cross-sectoral approach. So health should be involved. Education sectors should be involved. Tourist sectors should be involved. Environmental sector should be involved. And so on and so on. And also interdisciplinary approach. It's not enough that only health professionals and sport professionals are involved, but also psychology, sociologists and so on.

00:05:03

A network is important and with the Better Together for Health Programme we use one very efficient public health approach, which is called Community Approach to health. And this is my recommendations to all of you. It connects community and thereby enables community development. Initiators and carriers can be anyone actually in the local community, not just health institution, but health insurance companies, local government schools, employers, civil society, sport association, chronic disease association, sports clubs and so on.

### **A final recommendation?**

00:05:51

*Andrea Backovic Jurican:* And key message: NCD prevention should be implemented by overall health and HEPA and sports promotion. A quality seal so we can create HEPA friendly environment by using multiple partnerships to tackle this pandemic number one: NCDs. Thank you very much.

*Note: the video was recorded on the occasion of the ISCA HEPA masterclass in Brussels, Nov 2022.  
The following material is the powerpoint used for detailed presentation of the initiative during the ISCA HEPA webinar  
from January 2023*



# How to muscle up your game and help tackling the no. 1 epidemic in the world?

*Preventing NCDs by promoting HEPA*



# What makes NCDs the no. 1 global epidemic?

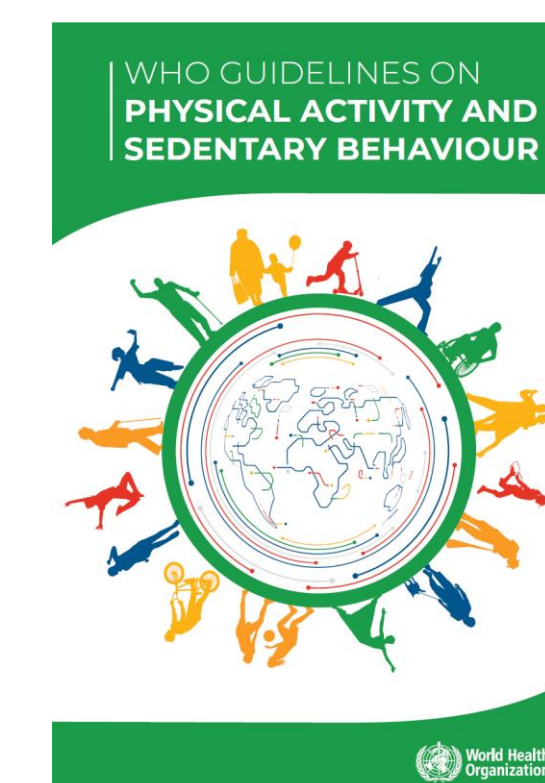
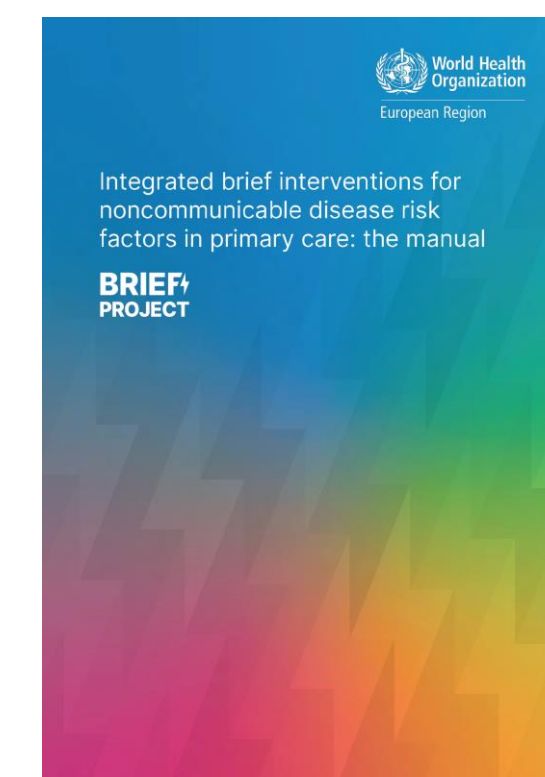
- Non-communicable diseases (NCDs) have been the **number 1 cause of death in the world**.
- They currently **kill 41 million people each year**, accounting for **71% of all deaths globally**.
- **More than 15 million people** between the ages of 30 and 69 **die** from an NCD each year.
- NCDs caused **90% of deaths** and **84% of years lived with disability** in **WHO European Region** in 2019.
- Major groups of NCDs such as **cardiovascular diseases, type 2 diabetes, cancer, mental health problems, chronic respiratory diseases, musculoskeletal disorders** and **obesity** are on the rise.
- They account for **the majority of disease burden**.
- **Almost 2/3 of adults** and **1 in 3 children** in the WHO European Region **are living with overweight or obesity**.
- **During the Covid-19 pandemic the situation has deteriorated** even further, especially among the younger generation.





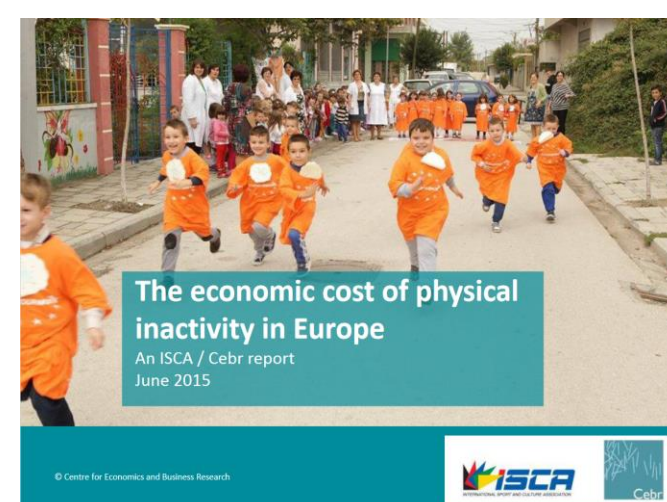
# Relationship between NCDs & physical (in)activity

- NCDs are related to the spike in physical inactivity, unhealthy food intake, mental distress, alcohol & tobacco abuse and a poor quality of life.
- They are linked by common behavioural & biological risk factors, underlying socio-economic & demographic determinants of health and opportunities for intervention, including those to *support people to quit smoking, reduce or stop alcohol use, ensure healthy eating* and *increase physical activity/HEPA*.
- A total of 87% of NCDs deaths in the WHO European region were caused by major behavioural and biological risk factors, which can be preventable.
- Physical inactivity is one of the most important risk factors for NCDs.
- There is strong evidence for comprehensive health effects of regular physical activity across the lifespan.



# Economic burden of NCDs & physical inactivity

- In addition to adverse health effects, **NCDs** also **generate enormous costs**.
- **Cardiovascular diseases** alone are estimated to **cost the EU economy €210 billion a year**.
- **Physical inactivity** imposes **economic costs of €80.4 billion per year to the EU** and it is estimated that **by 2030** we could see **annual costs** of over **€125 billion** (in 2012 prices).
- **Globally, physical inactivity, cost health systems alone 27 billion US\$ per year** and **by 2030, the cost** would rise to **300 billion US\$ per year**.





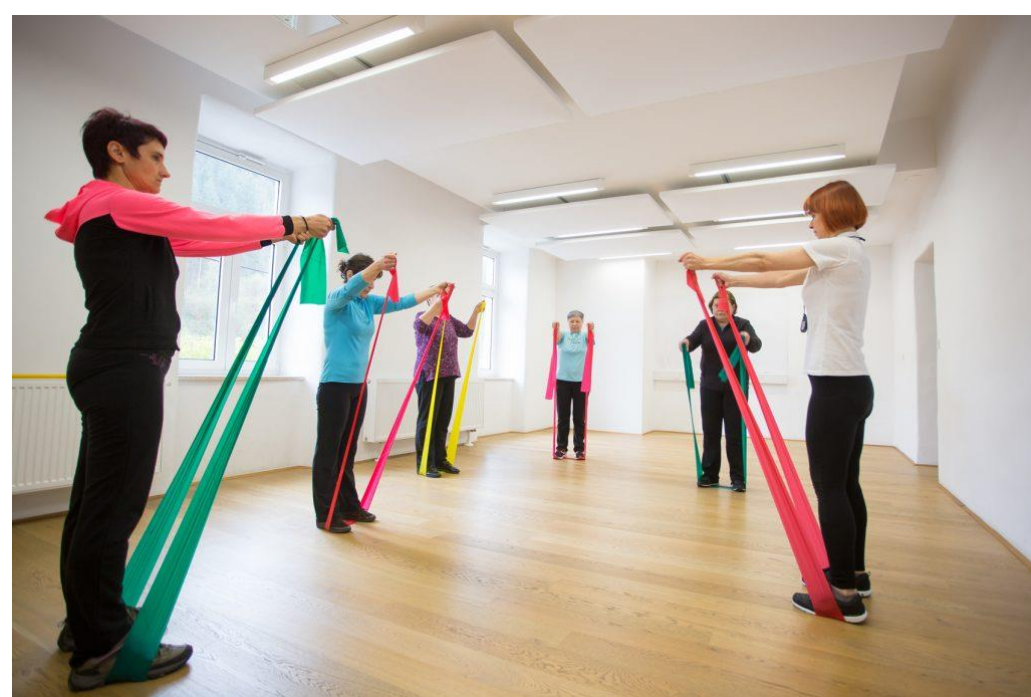
# Challenging indicators & recommended approaches:

- **Making healthy public policy**  
*(make bold political choices for health)*
- **Promoting health & HEPA =**  
**promoting sustainable development by:**
  - *good governance,*
  - *healthy cities,*
  - *health & physical literacy.*
- **Community approach to health** is recommended; it *connects the community* and thereby *enables community development.*
- **Initiators and carriers** can be **various actors in the local community** (e.g. *health institutions, health insurance companies, municipal administration, schools, work organizations, civil society, associations, sports clubs,...*)



- It requires *a cross-sectoral* and *interdisciplinary approach* including *networking.*





## Key messages:

- **NCDs prevention** should be implemented by overall **health & HEPA/sports promotion**.
- **Creating HEPA friendly quality seal health sports programs/clubs and/or integrated chronic disease prevention programs** using **multiple partnerships** can tackle no. 1 epidemic in the world.





International Sport and  
Culture Association



National Institute  
of **Public Health**

**Andrea Backovič Juričan,**  
National Institute for Public Health,  
Slovenia

[andrea.backovic-jurian@nijz.si](mailto:andrea.backovic-jurian@nijz.si)

***#MOVINGPEOPLE***

Vesterbrogade 6D  
1620 Copenhagen V  
Denmark

T: +45 29 48 55 51  
E: [info@isca-web.org](mailto:info@isca-web.org)  
[www.isca.org](http://www.isca.org)