

# What is needed to promote physical activity?

## Global physical activity levels and trends



- Since 2000s, 80% of adolescents and 28% of adults not achieved recommendations
- Global Action Plan on Physical Activity - recommendations & evidence-based policy actions

## Evidence-based interventions



- A systems map to identify gaps and strengths in Irish physical activity policy
- Move for Life intervention including a whole system approach was developed and evaluated

## Learning to like exercise



- Affective-Reflective Theory of physical inactivity and exercise explains learnt affective responses to exercise-related stimuli
- Individuals can learn through experience of physiological reactions while exercising

## Maintaining physical activity



- Automatic and controlled processes contribute to the adoption and maintenance of a physically active lifestyle
- Longitudinal micro-temporal data capture flexible shifting between the processes

## Future directions



Gathering more extensive physical activity and sedentary behavior data, considering new perspectives with a dual mode approach, avoiding unpleasant feelings during physical activity or exercise, conceiving interventions that promote flexibility, and capitalizing on technology to integrate and achieve these future directions.