Abstract citation ID: cka095.013
P01-13 A pilot study benchmarking physical activity policy actions in Europe: Lessons learned from the CO-CREATE project

Margarita Kokkorou1, Kate Oldridge-Turner1, Ioana Vlad1, Diva Fanian1, Arnfinn Helleve2, Anne-Siri Fasm2, Sonia Malczyk3, Janetta Harbron4, Knut-Inge Klepp1, Kate Allen1

1World Cancer Research Fund International, London, United Kingdom
2Norwegian Institute for Public Health, Oslo, Norway
3Division of Human Nutrition, University of Cape Town, Cape Town, South Africa

Corresponding author: l.vlad@wcrf.org

Background
Global research shows a strong link between physical activity and risk of developing non-communicable diseases. To increase physical activity levels, governments must design and implement a comprehensive set of policy actions across a range of areas. To aid governments in this process, the MOVING benchmarking tool was developed to assess the design and strength of countries’ policies in promoting physical activity, as well as gaps in policy action.

Methods
The MOVING benchmarking tool was developed using a consultative process that reviewed evidence on physical activity policy design, existing benchmarking tools and built on the policy areas of the MOVING framework. The tool values the strength of policy design based on policy attributes that are evidence-based and aspirational - regardless of whether any countries have implemented them. The tool was applied to a set of physical activity policies from five countries participating in the CO-CREATE, a European Commission-funded project: Netherlands, Norway, Poland, Portugal and UK. Physical activity policies that are currently implemented in these countries were identified based on a comprehensive country scan, with a set methodology. A set of policies from each country corresponding to benchmarks on access to quality public open space and green spaces and community and mass participation initiatives were analysed. The policies were assessed by applying the benchmark corresponding to the relevant policy area

Results
The benchmarking tools easily identified the strengths and weaknesses in the design of each policy. Thus, the benchmarking tool identified where there was scope for improvement in specific policy area for each country, such as walking and cycling infrastructure and active transport. It also allowed comparisons between countries for specific policy areas. Further, by allowing a fast assessment of many physical activity policies, the benchmarking tool enabled an analysis of the interplay of single policies and draw
conclusions about the overall policy environment in the selected countries.

**Conclusion**

The MOVING benchmarking tool can inform the development and implementation of policies which promote physical activity. It can be used by government policy-makers, researchers and civil society organisations to identify areas of physical activity policy that require government action. The scores generated by the benchmarking tool will be amalgamated into an overall policy index for 27 European countries.

**Keywords:** benchmarking tool, policy framework, policy design, physical activity, policy index