

CALL FOR ACTION

Enabling Cross-Sectoral Approaches for Healthy Lifestyles in Europe



We are a consortium of leading NGOs and sector representative bodies from the physical activity, outdoor, sport, mobility, health, patient and caregiver communities united to collaborate on active and healthy lifestyle promotion and access. In sight of combatting non-communicable diseases (NCDs), of improving quality of life and well-being and, of building healthier and more sustainable societies and economies, we hereby call on the European Union to enable and foster greater cross-sectoral approaches to healthy lifestyles across Europe.

Driven by collaboration and evidence-informed approaches, we seek to further environments conducive to healthy living and to catalyse transformative change, notably by supporting a preventive approach to health.

Integrating efforts in healthcare, education, urban planning, access to physical activity and policy development, can generate environments promoting and sustaining healthy lifestyles for all. Interdisciplinary research underscores the interconnectedness of social, economic, and environmental factors in shaping health outcomes, emphasising the importance of adopting comprehensive and cross-cutting strategies.



Together, we advocate for policy reforms, empowered communities, and champion cross-sectoral initiatives to address the root causes of NCDs, for which the potential of physical activity remains untapped. Accounting for 90% of all deaths, NCDs are the leading cause of mortality in Europe, and account for 80% of the health burden. All can fall prey to NCDs and their risk factors, burdening health budgets and economies, and individual health and well-being. The adoption of a healthy lifestyle, inclusive of regular physical activity, represents a foundational strategy for enhancing individual and public health. Addressing the complex determinants of health requires a holistic approach that transcends traditional boundaries and embraces collaboration across sectors.

A healthier future evidently requires collective action. This Call for Action intends to catalyse a paradigm shift towards healthier lifestyles by advocating for comprehensive and cross-sectoral approaches.



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- ✓ Increase EU funding, and its accessibility, and EU initiatives, that support multisectoral collaboration and coordination platforms dedicated to healthy lifestyle promotion;
- ✓ Conduct research into effective strategies for increasing physical activity and reducing sedentary behaviour at the population level;
- ✓ Integrate physical activity into clinical practice through screening, counselling, and referral programmes;
- ✓ Implement policies to create supportive environments for physical activity, such as urban planning initiatives, transportation policies, and school-based programmes;
- ✓ Mobilise communities to provide accessible and safe spaces for physical activity, including parks, active mobility infrastructures, and recreational facilities (both private and public).