

The Impact of Physical Activity on Public Health and Disease Prevention

Presented by:
Benjamin Pfefferkorn

Student number: 36404



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Definition of Physical Activity & Recommendation

- Physical activity includes all movements that utilize energy.

Target group



Adults



Children



Older Adults

Recommended
activity

150–300 minutes
moderate or 75–150
minutes vigorous
weekly

60 minutes daily

Balance exercises

Benefits of Physical Activity

Characteristic	Physical	Mental	Social
 Body	Strengthens body parts	Improves sleep quality	Brings people together
 Health	Lowers disease risk	Relieves stress, improves mood	Increases connection feeling
 Brain	Improves overall health	Improves thinking, memory	Builds community feeling

Economic Impact on Public Health



Healthcare Costs

Expenses related to treating inactivity-related illnesses



Productivity Loss

Reduced output due to illness and absenteeism



Employer Costs

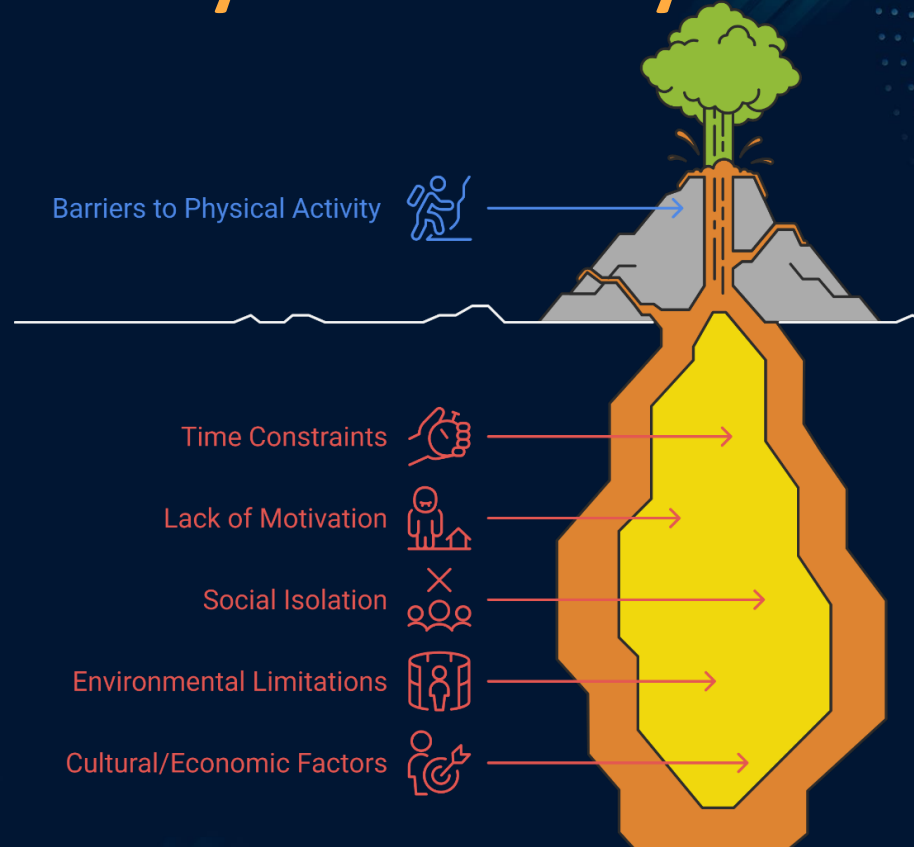
Financial burdens on employers due to sick leave and disability



GDP Impact

Economic effects on national economies

Barriers to Physical Activity



Cf. WHO (2020), p. 67-72.
Cf. Hale, M. (2024).

Strategies for Promotion

Combine Strategies

Integrate approaches for sustained impact

Provide Social Support

Foster community engagement and motivation



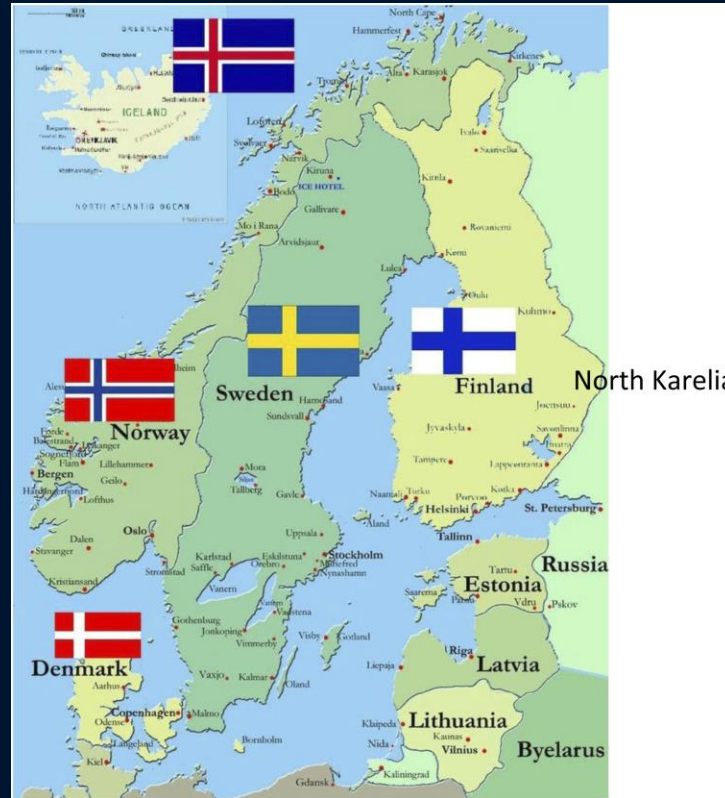
Implement Policies

Create supportive environments for activity

Educate Public

Raise awareness about activity benefits

Case Study: North Karelia Project



Cf. Vartianien, E. (2018).

Case Study: North Karelia Project



Community
Engagement



Anti-Smoking
Campaigns



Dietary Changes

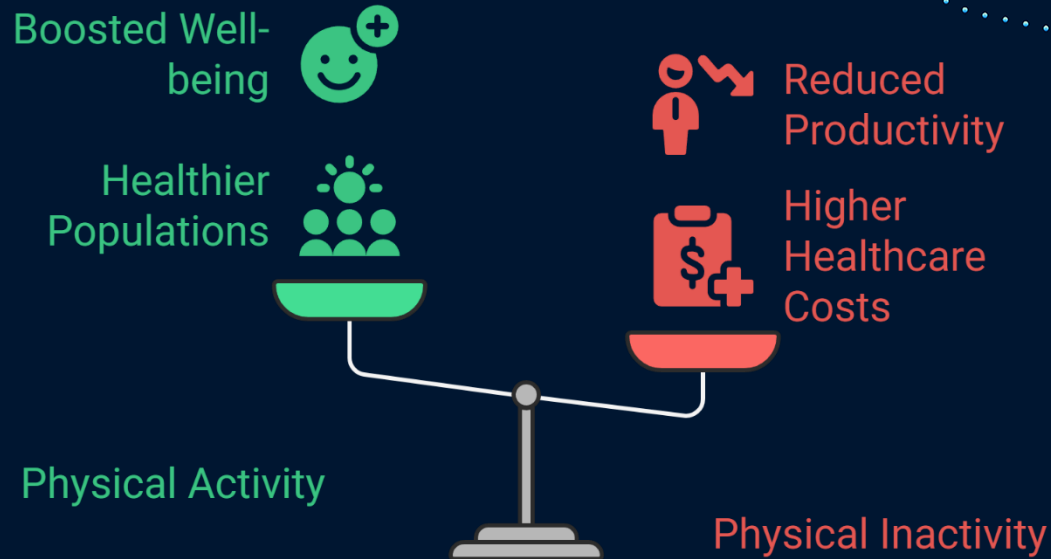


Physical Activity



Reduced Heart
Disease

Conclusion



The background is a dark blue gradient. It features abstract, flowing patterns of small white and blue dots, resembling particle trails or data streams. Bright orange and yellow light streaks and lens flare effects are scattered across the scene, particularly on the left and right sides, adding a sense of energy and movement.

Thank you!

Do you have any questions?

References

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