Benefits of Staying Active

The Power of Physical Activity

Is it possible for a city to measure the success of its physical activity programmes? Active Citizens Worldwide (ACW) was established in 2017 to help cities transform sport participation and physical activity using data and analytics. It generates data-driven insights on physical activity levels and behaviours, drivers of activity and its outcomes in cities across the world. Find out how promoting physical activity among citizens brought value to four ACW cities: London, Singapore, Auckland and Stockholm.

Quantifying the value of physical activity helps cities understand and harness their true power. ACW measured the benefits across three dimensions: health, social and economic. While the combined annual economic contribution across the four cities nears US$14 billion (S$19.4bn), physical activity also generates significant financial and non-financial benefits to cities through improved health and social outcomes.

Physical activity produces health, wealth and happiness

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<tr>
<th>Economic Outcomes</th>
<th>Social Outcomes</th>
<th>Health Outcomes</th>
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<tr>
<td>US$9.9bn (S$13.7bn) Participation Consumption</td>
<td>1.6bn Hours of Positive Interaction</td>
<td>3.2m Sick Days Prevented</td>
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<td>US$4.0bn (S$5.5bn) Workforce Contribution</td>
<td>600 Juvenile Crimes Prevented</td>
<td>4,400 Deaths Prevented</td>
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<td>US$61m (S$84.5m) Annual GDP Growth Owing to Improved Educational Performance</td>
<td>120k Disability-Adjusted Life Year (DALY)</td>
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<td>US$1.6bn (S$2.2bn) Healthcare Savings</td>
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Health Outcomes

- 3.2m Sick Days Prevented
- 4,400 Deaths Prevented
- 120k Disability-Adjusted Life Year (DALY)
- US$1.6bn (S$2.2bn) Healthcare Savings
- US$500m (S$692.8m) Productivity Savings
Active lives are longer and healthier

Across the four cities, physical inactivity causes 1 in 10 deaths worldwide. A physically active city generates benefits for both individuals (4,400 premature deaths prevented across the four cities) and healthcare provision (US$1.6bn) healthcare savings across the four cities. By providing detailed information to the cities of the gender-specific impact of physical activity across 10 disease groups, ACW has enabled the four cities to understand what can be done to improve the health of their citizens.

Disease Groups Associated with Physical Inactivity

Coronary Heart Disease  Anxiety  Depression  Dementia  Type 2 Diabetes  Breast Cancer  Colon Cancer  Uterine Cancer

Physical Illness  Mental Illness

Estimated Healthcare Expenditure Savings and Deaths Prevented Through Physical Activity

US$1.6bn (S$2.2bn) Annual Healthcare Savings  4,400 Deaths Prevented Annually

Physically Active Individuals are Happier and Trust Others More

+3% Average Trust in Local Area (out of 5)

Physically Active Individuals Report Higher Levels of Life Satisfaction

+6% Average Life Satisfaction (out of 10)

Physically Active Individuals have Reduced Risk of Psychological Distress

-14% Average Level of Psychological Distress

Participation in Sport Encourages Social Empathy

+17% Average Perception of Caring for the Community

Physical activity is a social force for good

The social impact of sport and physical activity is often overlooked, yet it is one of the most important to policymakers. Analysis from each ACW city demonstrates that physical activity increases trust in others, reduces psychological distress, drives higher life satisfaction and encourages social empathy. The type and context of activity is important—typically we see participation in team sports driving higher benefits, but bringing a social element to individual exercise can generate similar impacts.