

缺乏身体活动已成为全球范围死亡的第四位主要危险因素(占全球死亡归因的6%)、仅次于高血压(占13%)、烟草使用(占9%)和高血糖(占6%)。超重和肥胖占全球死因的5%。许多国家缺乏身体活动的情况在不断加重，并对全世界范围内人们的总体健康状况以及心血管疾病、糖尿病和癌症等慢性病患病率及其危险因素(如高血压、高血糖和超重)等具有重要影响。据估计，大约21%~25%的乳腺癌和直肠癌、27%的糖尿病和30%缺血性心脏病可以归因于缺乏身体活动。此外，慢性非传染性疾病目前已构成全球近50%的疾病负担，每10例死亡中约有6例归因于慢性非传染性疾病。

证据表明有规律的进行身体活动可以减少患冠心病、卒中、2型糖尿病、高血压、结肠癌、乳腺癌和抑郁症的风险。此外，身体活动是能量消耗的关键决定因素，因而也是维持能量平衡和控制体重的基础。

——世界卫生组织《关于身体活动有益健康的全球建议》

Physical inactivity has been identified as the fourth leading risk factor for global mortality (6% of deaths globally). This follows high blood pressure (13%), tobacco use (9%) and high blood glucose (6%). Overweight and obesity are responsible for 5% of global mortality.

Levels of physical inactivity are rising in many countries with major implications for the general health of people worldwide and for the prevalence of non-communicable chronic diseases such as cardiovascular disease, diabetes and cancer and their risk factors such as raised blood pressure, raised blood sugar and overweight. Physical inactivity is estimated as being the principal cause for approximately 21–25% of breast and colon cancer burden, 27% of diabetes and approximately 30% of ischemic heart disease burden. In addition, non-communicable chronic diseases now account for nearly half of the overall global burden of disease. It is estimated currently that of every 10 deaths, 6 are attributable to non-communicable chronic conditions.

It has been shown that participation in regular physical activity reduces the risk of coronary heart disease and stroke, diabetes, hypertension, colon cancer, breast cancer and depression. Additionally, physical activity is a key determinant of energy expenditure, and thus is fundamental to energy balance and weight control.

WHO, Global Recommendations on Physical activity for Health

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捐赠方式 Make a Donation

开户行：交通银行上海浦东分行

户名：上海公益事业发展基金会新途健康促进专项基金

账号：8800665800181026

在线捐赠平台：<http://www.lianquan.org.cn/>



简单易行 快乐运动 人人受益 健康生活

Simple Happy Beneficial Healthy

益动生活旨在面向公众发起以运动为主要形式的健康倡导活动，为公众开展筹款活动、组织和参与运动提供支持，在全社会推广健康生活方式，提升公众对慢性疾病的预防意识和健康自我管理能力；并通过公众筹款，支持新途健康促进专项基金在社区开展健康促进项目。

Yidong Living aims to advocate and support public fundraising, organizing and participating sports oriented activities. It expects to promote healthy lifestyle, to raise public awareness on the chronic disease prevention and to enhance health self-management skill. Through public fundraising, it helps to support Xintu carrying out more health-promotion programs in the community.

我们的愿景 Our Vision

每个人都能有足够的意识和行动维护自身健康、预防慢性疾病，并能得到全社会的充分支持。

Everyone possesses the awareness to take action to maintain their own health and prevent chronic disease, which should be fully supported by the entire society.

我们的使命 Our Mission

通过可持续的健康倡导活动，提升公众对慢性疾病的预防意识和健康自我管理能力，为疾病患者尤其弱势人群提供更多支持。

Through sustainable advocacy activities, we intend to increase the public awareness of chronic disease prevention, to improve health self-management capabilities; and to provide further support for the patient especially in vulnerable populations.

我们致力于 We Are Committed To

- 提供慢性疾病预防的相关知识
 - 提供开展健康运动的组织方案
 - 提供宣传及筹款工具包
- Providing knowledge of chronic disease prevention
Providing the plan for organizing health awareness campaign
Providing publicity and fundraising tool-kit

我们的特色活动 Our Special Event

选择在健康主题节日开展活动，活动更直观更有针对性：

世界高血压日、世界糖尿病日、世界癌症日……

选择简单易行的预防活动形式，活动更贴近生活更有效：

健走、骑车、跑步……

Campaign in global health theme day:

World Hypertension Day, World Diabetes Day, World Cancer Day...

Simple physical activities for event:

running, walking, cycling...

您如何参与 What You Can Do

个人：

只有两分钟的时间——通过网络关注我们的行动，转播我们的理念
只有半小时的时间——和家人朋友老板同事讨论一下，告诉他们我们在做什么
偶尔会有闲暇时间——为什么不亲自来参与，甚至自己组织一次团队活动
有固定的闲暇时间——成为志愿者，行动起来维护自己的健康，也能帮助更多的人

企业或组织：

成为一个活动的赞助者，提升您的品牌价值和形象
为员工组织一次团队活动，增加公司的凝聚力
发布或宣传产品的同时，号召您的客户支持我们的行动
义卖或拍卖您的产品或作品，帮助需要获得治疗和预防的人群

Individual:

Two minutes: follow us on social network and re-tweet our post
Half an hour: discuss with your friends about what we are doing
Occasional: campaign with us, even hold a fundraising event by yourself

Regular: become a volunteer to help more people

Corporate or organization:

Become a event sponsor
Organize a team-building event
Get your client in participation
Charity sales and auction