

### 1.1.2.2 National Olympic Committee

The National Olympic Committee conducts an event annually – focusing on developing values among the youth, fitness of athletes etc. for the International Olympic Day. School children from rural areas are given the opportunity to attend this event by coordinating with the Ministry of Education. This event focuses on teaching Olympic values, public awareness creation on importance of sports and motivation for athletes through lead athletes.



### 1.1.2.3 Sri Lanka Police: Motor Traffic Division

Road safety is important to ensure promotion of physical activity friendly modes of transport as well as to ensure safety of pedestrians and cyclists. The Motor Traffic Division of Sri Lanka Police regularly conducts awareness programs for various groups on road safety. The city traffic police was first set up to educate the public and school children on road safety, monitor duties of traffic branch and to collect data on accidents. Road Safety Committee have been already commenced in all Police Divisions which comprise of Government authorities and representatives from the Private Sector, Corporations, Boards, Public Transport, Education Department , etc and convenes monthly to discuss road engineering, traffic education and enforcement.

Detail of their programme content is publishes on their site:

<https://www.police.lk/index.php/item/69-traffic-police-how-the-division-could-help-the-public>



In addition to the training in parade and Musketry the police trainees are engaged in sport activities too. Programmes are scheduled to shape the recruit physically to meet the rigorous of a profession that require maximum physical fitness and mental alertness. Graduated physical exercises and endurance programme are designed to bring the recruit to a high standard of physical fitness.



## **1.2 Sub national level communication campaigns, events to create an Active society**

### **1.2.1 Health Sector**

#### **1.2.1.1 Programs conducted by MO NCDs**

Medical Officer Non-Communicable Diseases (MO NCD) the district level medical attached to the office of the Regional Director of Health Services (RDHS) assists the RDHS in successful implementation of the National Non-Communicable Diseases (NCD) prevention and control program within their districts under the directives of the National Policies and the National Multi-Sectoral Action Plans (MSAP) for Prevention and Control of Chronic NCDs and injuries. They liaise with the multi-sectoral partners of the district to ensure the implementation of the district MSAP (Ministries of Sports, Agriculture, Education, Labour, Local government Social Services Department, etc.) They are involved in promotion of physical activity at their districts and are responsible for conducting awareness programs at healthcare institutions, community and other settings on physical activities. In addition, with the patronage of the Regional Director of Health Services they organize mass participation events and district level campaigns to commemorate international and national health related days. Promotion of physical activity.

The Directorate of Non-Communicable Diseases (NCD) has developed a "Guideline to perform the duties for Medical Officers of Non-Communicable Diseases (MO-NCD)" based on existing Job description issued by the Director General of Health Services, dated 01.04.2010.

#### Duties of MO NCD in relation to physical activity

- Identify health and non-health stakeholders for the promotion of physical activity in the district and coordinate with them through the District NCD Multi-Sectoral Committee to conduct physical activity promotion in the district.
- Be a master trainer for the 'Physical Activity and Sedentary lifestyle guidelines for the general public' and organize/training for primary health staff (i.e., MOIC, PHNO, MO-HLC, NO-HLC, MOOH, PHII, PHMM)

- Facilitate the issue of individual-based exercise schedules by the MO HLCs for HLC attendees
- Facilitate and provide technical guidance to MOH and PMCI staff (HLC Nurse, PHNO, PHI, PHM) to train volunteer community leaders to conduct community-based exercise programs and establish active groups at village settings
- Collaboration with relevant stakeholders (eg; sports officer at DS office, social services officer, elderly rights officer etc) to empower and encourage the community to utilize the facilities available to be physically active (e.g., walking paths, parks, community open gyms, gymnasias, etc.)
- Coordinate establishment of indoor and outdoor gymnasiums in health care institutions/facilities/ community, based on the specifications and guidelines developed by the Directorate of NCD
- Facilitate the conduct of awareness programs on benefits of physical activity and national recommendations at pre-schools, schools, and higher education institutes by public health staff. Collaborate at district level with relevant institutions to implement the compulsory 20 minutes of physical activity for two (02) days per week, for all school children.
- Facilitate the conduct of physical activity programs/awareness programs at work settings by public health staff, provide technical guidance for development and implementation of institutional guidelines allowing the workers to be physically active at the district level, and promote workers to be physical activity at work settings by establishing exercise programs /active groups at large scale workplaces (Annexure V)
- Conduct local research and convey generated evidence to Directorate of NCD for improvement of the national programme for physical activity promotion.



A mass participation event organized by a MO NCD to promote cycling and physical activity among health staff in her district



Awareness on exercises at a Multi-Sectoral meeting at Divisional Secretary Office



Awareness on exercise for newly recruited government employees



Taking active breaks during a monthly conference at a Medical Officer of Health Office



Awareness on exercise for staff at Regional Director of Health Services Office



Introducing active breaks for student Public Health Midwife Training



Awareness on exercise for a Mother Support Group at a Medical Officer of Health Office

### 1.2.1.2 Programs conducted by Sri Lanka Sports Medicine Association (SLSMA)

SLSMA is a professional body composed of specialists in Sports and Exercise Medicine. They have been involved in many awareness raising programs on physical activity and exercises for health staff as well as the general public.



## 1.2.2 Programs conducted by Non-Governmental Organizations



Sri Lanka Medical Association nationally holds 'SLMA Health Run and Walk' for general public

There have been sub national level awareness campaigns to promote PA led by NGOs. For example, Sri Lanka Medical Association conducts national events and NIROGI Lanka project has implemented physical activity promotion programs at selected settings. In addition, various professional colleges have been focusing on promotion of PA through their annual walks etc.

### 1.2.2.1 NIROGI Lanka/SLMA: Exercise as an entry point to Wellbeing



'NIROGI Lanka' volunteer project (2009 to date) conducted under Sri Lanka Medical Association (SLMA) (<https://www.nirogilanka.org/>) is focusing on promoting health and capacity building of the people at ground level in urban, suburban and rural diverse communities, workplaces and schools in 6 districts in Sri Lanka including >300 settings of more than 10,000 people. The project is collaborated with the Ministry of Health Sri Lanka, World Diabetes Foundation and Rotary International. The project passed different phases (1 to 3) with on-going internal and external review with progress reports.

#### Phase 1 (2009- 2012)

This phase included **capacity building of health care staff at the Ministry** of Health for management of Diabetes and NCDs. This included training of nurses Diabetes Educator Nursing Officers (DENO) and Health Educator Nursing Officers (HENOs) in exercise promotion and counselling. Educational materials (handbook and DVD were developed) used by staff. DVD for training 'Easy Exercises for all' To educate general public and health care workers in Sri Lanka This is uploaded in NIROGI You tube

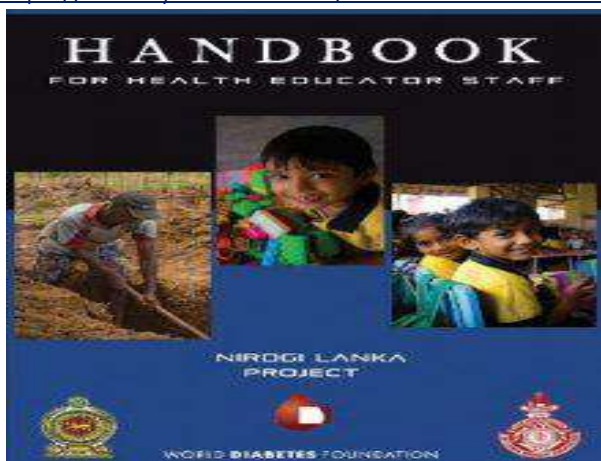
channel <https://www.youtube.com/watch?v=Gc3HY4dlMH4> The regular aerobic programs have shown to keep the communities glued to the process and had been an indicator of sustainability. <https://www.facebook.com/291662467710513/videos/2144291969178540>

**Phase II (2013-2016)**

Among three other components, a national programme with cost-effective evidence-based approach to gestational diabetes care was conducted as **'NIROGI Maatha'**. This included training of health care staff for prevention of gestational diabetes, which included exercise promotion and counselling. The developed educational video is now telecasted in antenatal clinics to support health care staff on exercise promotion. DVD for Exercise during pregnancy <https://www.nirogilanka.org/nirogi-matha/>

**Phase III (2016- to date)**

The priority was **Health Promotion under "NIROGI Diviya"** theme which initially done for Colombo District and later expanded for 6 districts. The Health Promotion Officers or HPOs developed with the project are carrying out this health promotion model in changing behavior of people on good health habits. The HPOs are conducting aerobics exercise programs with the help of developed DVDs in most community settings where these exercise programs have been one of the main 'entry points' to the 'health promotion process' which also includes changing nutrition, substance use and mental health. <https://www.youtube.com/watch?v=3P40TX1GJzo>







### 1.2.2.2. Sri Lanka Diabetes and Cardiovascular initiative/SLDCI (2016-2021)

Long term capacity building programs which involve health care staff and the public on diabetes prevention and management include PA promotion as one of main activities through health promotion. Sri Lanka Diabetes and Cardiovascular Disease Initiative (SLDC) has trained over 4670 Doctors, 3840 Nurses and 3131 PHMs on prevention and management of non-communicable disease including diabetes. A total of 472 Healthy Lifestyle Clinics have been strengthened with a focus on early detection of non-communicable diseases and over 338,984 people have been screened for Type 2 diabetes. Apart from training health care workers, over 2560 Community volunteers have been directly trained on the prevention and management of NCDs and health promotion.

### 1.2.2.3. Promotion of Cycling as a Healthy Mode of Mobility



Ride for Life, Sri Lanka is a community organization composed of a group of trendsetting professionals to promote cycling as a primary mode of mobility. They carry out community awareness campaigns to promote cycling through social media platforms. <https://www.facebook.com/rideforlifesrilanka>, <https://www.facebook.com/groups/988938708263279>



#### 1.2.2.4. SUN People's Forum

SUN People's Forum is a NGO working closely with Civil Society Organizations (CSO) to promote nutrition and physical activity among the Sri Lankan population. They have been involved in awareness creation on physical activity among various difficult to reach communities.



Social Media Campaign



Production of Videos with Celebrities



International Women's Day Programme



Programme for Women Development Officers