



Aim: Dubai Pulse is a multi-component initiative to promote physical activity to all segments of society, with the aim of reducing diseases and promoting physical and psychological health.

Location: Dubai is the second largest city in the United Arab Emirates and has a population of just over 2 million.

Duration: Commenced in February 2009 and is ongoing. The project forms part of the Dubai Sports Council's strategic plan and long-term vision for health promotion.

Funding: The project is funded by Dubai Sports Council.

Lead agency: Dubai Sports Council.

Partners: Dubai Municipality, Dubai Road and Transport Authority, schools, government departments, and private companies.

Key focus

- The project focuses solely on physical activity promotion.
- The programme components are tailored to the needs of a variety of population groups including children/young people, adults, older adults, people with disabilities, low socioeconomic groups and the most inactive/sedentary.

Key components for physical activity

Community events

The Dubai Pulse programme organizes regular events such as Dubai swims, Dubai walks, Dubai cycle rides, Dubai Golf, Marathons, and employees sport competitions.

Resource development

- Dubai Pulse physical activity booklet
- Leaflets and flyers
- Older adult physical activity guide
- Dubai Sport Destinations Map
- World Day for Physical Activity yearly book.

World Day for Physical Activity

Each year the Dubai Sports Council organizes a comprehensive promotional campaign and a range of mass participation events to celebrate World Day for Physical Activity on 6 April.

>Dubai International Physical Activity Forum

A biennial event since 2009, the International Forum is an opportunity to share international research and practice and to boost the development of physical activity promotion in Dubai.

Evaluation

Field research was conducted in 2009 to inform the development of the Dubai Pulse programme to ensure that the physical activity opportunities meet the needs of diverse population groups. In addition, data are collected on participation in Dubai Pulse events and on population prevalence of physical activity.

Key findings

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Since the programme was launched, over 15 000 people have participated in Dubai Pulse activities.

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Population prevalence of physical activity has grown from 36% in 2009 to 42% in 2013.

Key factors contributing to the success of the project

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Support and cooperation of government departments.

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Engagement of different community groups.

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Availability of high-quality public sports facilities.

Challenges

The biggest challenge in delivering physical activity interventions in Dubai is the weather. During the summer months many programmes are delivered in shopping malls; however the space can only accommodate a limited number of participants. Some events are also organised at night time when it is slightly cooler.

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