Day one: Monday, 24 February 2014	
08:00-09:00	
Registration	
Opening ceremony	
09:00-09:40	
Opening ceremony	
First plenary session: Promoting physical activity - priorities for action	
09:40-09:50	
Physical inactivity: a public health issue	
Dr Timothy Armstrong	

09:50-10:00
Physical inactivity around the globe: evidence for action
Professor Fiona Bull
10:00-10:10
Current response to prointing pasyerioal Meclinety anean Region
Dr Haifa Madi
10:10–10:20
Challenges and opportunities to promoting physical activity in the Eastern Mediterranean Region
Dr Jassem Ramadan
10:20–10:40
Plenary Discussion

10:40-11:00	
Coffee Break	
Second plenary session	Learning from successful international initiatives
11:00-11:10	
Initiatives of physical activ	ty promotion in Finland
Dr Pekka Oja	
11:10–11:20	
Agita Brazil	
Dr Deborah Malta	
11:20–11:30	

The US National Physical Activity Plan: Make the Move
Dr David M. Buchner
11:30–11:40
All parties commission to promote physical activity in the UK
Dr William Bird
11:40-12:00
Plenary Discussion
Third plenary session: Building on promising regional initiatives
12:00-12:10
Dubai Pulse: A multi component initiative to promoting physical activity
Dr Ahmed Al Sherif

12:10–12:20
Promoting physical activity in urban settings
Dr Meysam Amrodi
12:20–12:30
Developing a national physical activity plan: the Kuwait example
Dr Jassem Ramadan
12:30-12:40
Implementing physical activity initiatives: the example of Saudi Arabia
Professor Hazzaa M. Al-Hazzaa
12:40-13:00

WHO EMRO | Programme

Sports	
Health care	
Urban design and trans	port
Education settings	
Worksite	
Communication and ma	ss media action
16:15–16:30	
Coffee Break	
Fourth plenary sessio	n: Reporting on outcome from parallel session I
16:30–17:30	

WHC	DEMRO Programme			
Rep	orting on outcome from	parallel session I		
Trac	ck presentations by mod	erators		
19:0	0–21:00			
_	Dinner event			
-	Launch of the regional	network for physical acti	vity	
-	Presentation by	Raha Moharrak	on	Creative approaches to co
	two: Tuesday, 25 Febr			
Para	allel session II: Dev	eloping national action	to promote physical a	ctivity
	0-09:00	action for physical activity	u promotion and introdu	oing navallal acceion II
	essor Fiona Bull	action for physical activit	y promotion and introduc	ang parallel session il
	0–10:30			

Tracks	
Sports	
Health care	
Urban design and transport	
Education settings	
Worksite	
Communication and mass media action	
FIFTH PLENARY SESSION: reporting on outcome from parallel ses	ssion II
10:30–11:30	
Reporting on outcome from parallel session II	
Track presentations by moderators	

11:30–12:00	
Coffee break	
Sixth plenary session: 0	Communicating for mass mobilization
12:00-13:00	
Mass media interventions	s to promote physical activity
Professor Adrian Baumar	n
13:00–14:00	
Lunch	
Closing session: Movin	ng forward
14:00–15:30	

- Discussing recommendations and key considerations

 Endorsing a call to action for increasing physical activity in the Eastern Mediterranean Region

15:30-16:00

Closing remarks

Wednesday 20th of March 2024 10:39:35 AM