Theme: Physical Activity

Exercising is associated with numerous health benefits, such as better sleep, healthy weight or even improved academic behaviour and mental health. Although these are well known facts, many people fail to meet minimum daily time of physical activity.

- **Children** and youth aged 5–17 should accumulate **at least 60 minutes** of moderate- to vigorous-intensity physical activity daily.
- **Adults** should be physically active for **at least 150 minutes** (moderate intensity activity) every week.
- Over 60% of adult men meet the guidelines. More men met the guidelines than women and physical activity **declined with age** for both genders.
- Nearly **three quarters of children** are not getting the recommended 60 minutes of daily activity outside of school.
- Amounts of physical activity greater than 60 minutes provide **additional health benefits**.
- **Moderate activity** can be walking to school/work, riding a scooter or roller blading.
- Examples of **vigorous activities** are energetic dancing, swimming or playing football.

How can we encourage young people to exercise more often?

Physical activity can improve health in adulthood and improve cognitive skills and academic behaviour, providing opportunities for social interaction, achievement and mental well-being. It's also associated with health benefits such as muscle and bone strength, health and fitness, improved quality of sleep and maintenance of a healthy weight.

There is a myriad of products that help young people to be more physically active, such as a runner's wristband that monitors speed and calorie burn and sends that information to the user's smartphone. What other devices can we connect to motivate people to exercise more?

Questions for brainstorming

- What can encourage young people and their friends to exercise more?
- Have you seen examples of how technology is used in sport or fitness?
- What data can be tracked to make sports more exciting?
- How can we improve existing sport products (see some examples below) to make them more attractive to young people using the Internet of Things concept?
- How can the Internet help people to move more and sit less?
- What gadgets can motivate you and your friends to be more active?
- How can families enjoy physical activities using technology?
- Is there a way to educate people about benefits of physical activity?

See our design toolkit for guidance on how to come up with new ideas!
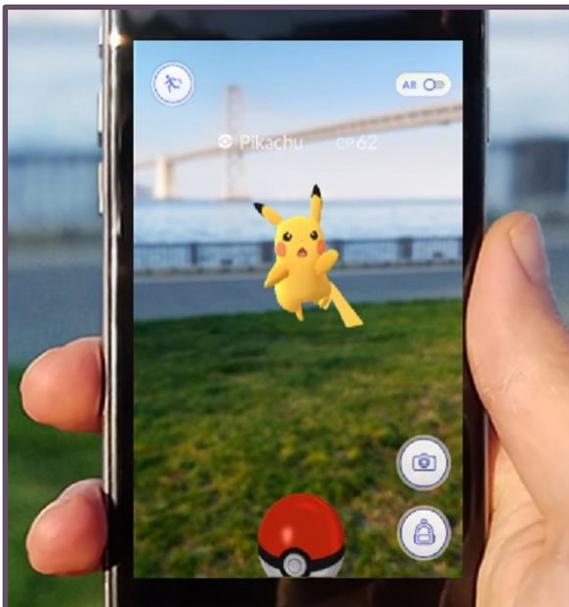
Examples

Wilson X Connected Football

Wilson's smart football looks and feels like a regular ball but is embedded with sensors that can measure stats like distance, speed, spiral efficiency and spin rate. It can even tell if it's caught or dropped and can transfer all that information to the smartphone or tablet app via Bluetooth. That way you can see how you performed and where you can improve, for example by looking up the how good your spiral was or how accurate your passes to other teammates were.

The Wilson X Connected Football makes your experience more interactive as you can compare stats with your friends and compete against each other to see who has the better score. *'It's like playing video game with a football in your hand'*

See more details at www.wilson.com

Pokémon Go Not every product intentionally aims at encouraging people to be more active. An example is Pokémon Go - developed by Niantic, a smartphone game blends the real and digital worlds, while players are exploring their neighbourhoods to find and catch Pokémon's and treasures. The app uses GPS signal data to track your movements, therefore showing your location in real time.

Users can be seen walking around the world to achieve goals within the game. Although the game reached its popularity peak in Summer 2016, a few months later there are still millions of users worldwide playing the game regularly.

See more details a www.pokemongo.com

Other information

Here are some additional resources that might help to explore this theme:

- [Types of moderate and vigorous activities](#)
- [Public Health England](#)
- [Sport England Research](#)
- [Sport England and Young People](#)
- [Health and fitness trackers](#)
- [Health and Social Care Information Centre](#)