



Success story

National Physical Activity Framework 2024–2040



Initiative type: National policy | Governance framework

Sector: Health | Education | Sport | Transport | Urban planning | Environment | Workplace | Children & Youth

Target group: All population groups

Implementation stage: Established framework

Transferability: Yes

▶ About the initiative

Ireland's National Physical Activity Framework 2024–2040 provides a long-term basis for collaboration across sectors to address the barriers that prevent people from being physically active.

The framework builds on the cross-sectoral collaboration established through Ireland's 2016 National Physical Activity Plan, providing a longer-term structure for coordinated action across different population groups and geographical areas.

The framework brings together policy areas including: Health, Education, Sport, Transport, Urban planning, Environment, Workplaces

▶ What is making it successful?

The framework builds on established relationships between key stakeholder groups developed through the previous national plan.

Strong collaboration between policymakers, practitioners and academia provides a foundation for continued implementation and allows emerging evidence to inform policy development.

The long-term timeframe also creates an opportunity to move beyond individual projects and take a systematic approach to identifying and addressing barriers to physical activity.

▶ What could other countries learn?

A key condition for transfer is strong engagement between policymakers, practitioners and academia. The Irish experience highlights the value of building new strategies on existing partnerships rather than starting cross-sector collaboration from scratch.





Key challenges to promote HEPA

► Ireland's wider challenge for physical activity promotion

Ireland currently has strong collaboration across the main stakeholder groups.

The next challenge is to use research evidence to systematically identify and address the different barriers to physical activity experienced by different population groups.

This means moving from collaboration towards continuous evidence-informed improvement of policy and practice.

► Country-level barriers to advancing HEPA

The following barriers are most persistent to advancing HEPA policy in the country.

► What is needed?

Ireland identified three priorities:

- Continued prioritisation by key Government Departments
- Ongoing research into the effectiveness of interventions
- Continued collaboration between stakeholders to advance the objectives of the Framework



► How can the HEPA Europe Network help?

HEPA Europe can provide an important source of international learning and evidence, helping Ireland compare policy responses, identify effective approaches and refine its own strategies.



BARRIER

IMPACT

Limited funding/resources

MODERATE

Political prioritisation

MINOR

Lack of workforce capacity

MINOR

Insufficient monitoring/data

MINOR

Limited research translation into policy

MINOR

Regional/local implementation gaps

MINOR

Inequities in participation/access

MINOR

Public engagement challenges

MINOR

Weak intersectoral coordination

NO IMPACT

Other

NO IMPACT



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