

QPE publications 2021: Launch Overview



This document presents background and key messaging related to the three new **Quality Physical Education (QPE) publications** which will be launched online in phases¹:

- Making the case for inclusive Quality Physical Education policy development: a [policy brief](#);
- How to influence the development of Quality Physical Education policy: a [policy advocacy toolkit](#) for youth;
- The Quality Physical Education policy project: [analysis](#) of process, content and impact.

Highlights include a background on QPE, the QPE Policy Project, the benefits and costs of not investing in QPE, a detailed presentation of the QPE Policy Package and of the new

¹ The English version of the Policy Brief and Advocacy Toolkit will be launched first during Global Sports Week (1-5 February), followed by the French and Spanish versions of the same documents. The launch of the QPE Policy Analysis publication, being technical in nature, will be launched last in accordance with a recommendation from UNESCO's publication board. A phased launch will maximise online imprints and "real world" traction by offering multiple opportunities to promote the work and to engage international and regional audiences in the content of the publications. A series of international and regional events have been identified as opportunities to associate the online launch of the various versions of the publications, with plans to promote the full resource package (in all available languages) on the International Day of Sport for Development and Peace, 6 April 2021.

publications, the platforms where these publications will be promoted and the hashtags that will be use in social media platform around the launch of these documents.

What is QPE?

Contrary to traditional physical education programmes which take a “one size fits all” approach, *quality* physical education is grounded in the equality of opportunity for all students to access a well-balanced and inclusive curriculum.

QPE supports the acquisition of psychomotor, social and emotional skills which define self-confident and resilient citizens. It also emphasizes the value of physical literacy as a key developmental milestone contributing to body ownership, physical competency and enjoyment in lifelong physical activity.

Why invest in QPE?

COVID-19 has spotlighted the value of good health and resilience (physical, mental, social and economic). Almost a quarter of the world’s population have an underlying health condition which increases their vulnerability to the virus. Mental health issues have increased exponentially during Coronavirus, particularly amongst youth, and physical inactivity can now be considered as a parallel pandemic, contributing to 5 million premature deaths annually.

Participation in *quality* physical education programmes improves physical health, decreases chronic mental health conditions and builds socio-emotional resilience. It also provides a high impact/low cost gateway to lifelong participation in physical activity across the lifespan. It is for these reasons, *quality* physical education represents a major component in UNESCO’s new COVID recovery flagship “Fit for Life” which has been designed to respond to the immediate physical and mental health effects of the current health pandemic.

BENEFITS OF INVESTING

- ✓ Regular participation in physical activity **reduces the risk** of heart disease, stroke, cancer, diabetes and other non-communicable diseases (NCDs);
- ✓ Investments in prevention and control of NCDs offer a **high return for countries at all income levels**, contributing to economic growth; in the long term, NCD prevention offers a higher return on investment than NCD control;



INVESTING IN PHYSICAL ACTIVITY
CAN SAVE UP TO

USD 2,741

PER YEAR PER PERSON

- ✓ Participation in daily physical activity including tailored programmes like QPE can **reduce obesity by 30%** and has been associated with 40% higher academic test scores;
- ✓ Sport and PE's benefits are associated with lower rates of anxiety and can translate to a **30% reduction in depression** and other chronic mental health conditions. It also contributes to lower levels of stress, increase self-esteem and confidence, reduce risk of suicide, substance abuse and risky behaviours;
- ✓ Quality PE contributes to developing **skills and values** which build socio-emotional, mental and physical resilience and support critical thinking;
- ✓ Quality Physical Education drives inclusion and supports empowerment of girls and persons with disabilities, encourages intercultural dialogue and understanding, and challenges stigma.

COSTS OF NOT INVESTING

- ✗ Insufficient physical activity is a **key risk factor for NCDs**;



PHYSICAL INACTIVITY
CONTRIBUTES TO
5 MILLION
PREMATURE DEATHS ANNUALLY

- ✗ Physical inactivity causes **more deaths than smoking**;
- ✗ Adolescent **girls are less physically active than boys**: 84% of schoolgirls and 78% of schoolboys do not meet WHO recommendations on physical activity which is fueling an inactivity crisis and spike in NCDs;
- ✗ Across the adult lifespan and in countries of all income levels, the **health burden** from NCDs is higher in women than in men which perpetuates gender inequality;
- ✗ Physical inactivity costs the global economy close to **70 billion USD: 54 billion in healthcare expenses and 14 billion in productivity losses**.



81%

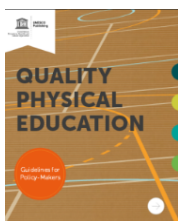
OF STUDENTS 11-17 YEARS
WORLDWIDE DO LESS THAN 60
MINUTES OF EXERCISE PER DAY

The QPE publications 2021

Background

The three new QPE publications are evidence-based and operationalize the findings of UNESCO's [Quality Physical Education Policy Pilot](#) which was implemented in four countries (Fiji, Mexico, South Africa and Zambia) from 2016-2018. The new publications complement the existing QPE resource package (see below) which was developed with a compact of partners including the European Commission, the International Council of Sport Science and Physical Education (ICSSPE), the International Olympic Committee (IOC), Nike, the United Nations Development Programme (UNDP), the United Nations International Children's Emergency Fund (UNICEF) and the World Health Organization (WHO).

[Guidelines](#)



[Methodology](#)



[Project website](#)



[Infographic](#)



[Video](#)



The QPE Policy Pilot was deemed “one of the most remarkable and significant global initiatives in physical education of the last century” by a team of independent evaluators from the Institute for Sport and Development in South Africa. Using the QPE resource package, national stakeholders (from policy to practice) were able to make substantive revisions to PE policy frameworks and delivery systems.

UNESCO and partners will promote the QPE Policy Pilot findings, good practice and lessons learned to tiered stakeholder groups via the new publications. Each of the new publications also builds on the content and messaging of the existing QPE policy package (products referenced above).

The publications

- **Making the case for inclusive Quality Physical Education policy development: a policy brief:** The evidence-based policy brief presents the case for investment in *quality* physical education (QPE). Content draws directly on findings from in-country interventions which demonstrate the value of inter-sectoral partnerships in QPE policy development and the delivery of low cost/high impact QPE programming which stands to accelerate post-COVID recovery efforts. A series of practical recommendations are included for public and private stakeholders in the sport-education ecosystems, alongside resources to support the implementation of recommendations.
Target audience: Policy-makers, sport movement, institutions and private companies with stakes in sport, education and/or physical activity sectors.
- **How to influence the development of Quality Physical Education policy: a policy advocacy toolkit for youth:** The toolkit is designed to support young people and youth organizations to advocate for and effectively contribute to the development of quality physical education policy. It offers general principles for successful policy advocacy that can be adapted based on what best suits different national contexts and policy development processes. The sections include an evidence-based rationale for youth policy engagement, tested techniques to inspire impact-oriented advocacy strategies and practical checklists to navigate physical education (PE) policy development processes.
Target audience: Youth activists, youth organizations, grassroots sport and/or physical education enthusiasts, educators.
- **The Quality Physical Education policy project: analysis of process, content and impact:** The Policy Project Analysis is a technical report that includes the QPE project’s background and rationale, the results of the policy

revision processes in the four pilot country contexts, lessons learnt in-country and a global synthesis of national level findings. The national level and comparative analysis were undertaken according to the project's results framework and theory of change model which aligns with the 8 thematic areas of the [Quality Physical Education Guidelines](#) and is annexed to the QPE Policy Project Analysis. The report concludes with a series of practical recommendations to enrich and scale the policy revision project in additional country contexts.

Target audience: Academics, policy-makers, practitioners in sport and/or physical education.

Dissemination platforms



Facebook



Twitter



Instagram



LinkedIn



UNESCO's website



Partner websites

QPE Hashtags

#QPE4life

#Fit4Life

Promotional opportunities

International events	Date	Regional events	Date
<i>Global Sports Week</i>	February 1-5	<i>African Championship of Nations</i>	January 16 - 7 February
<i>International Women's Day</i>	March 8	<i>Consejo Iberoamericano del Deporte (CID) General Assembly</i>	March
<i>International Day for the Elimination of Racial Discrimination</i>	March 21	<i>Afrobasket</i>	August 24 - September 5
<i>International Conference on</i>	March 22-23		

<i>Advances in Physical Education and Sports in Dubai</i>			
<i>International Day of Sport for Development and Peace</i>	April 6		