

December 21, 2022

Calories Credit Challenge (CCC) through Bio-Circular-Green Economy (BCG) Model

The 15th National Health Assembly, having considered the report related to driving the Calories Credit Challenge (CCC) through the Bio-Circular-Green Economy (BCG Model) approach^o:

Realizing that more people in Thailand tend to die from non-communicable diseases (NCDs). Motivating people to engage in physical activity regularly is important to tackle this issue. This improves their health, enhances the quality of their lives, and helps reduce the nation's healthcare expenditure. "Maintaining health through regular exercise, participation in sports and physical activity help create added value to the Thai economy."

Acknowledging that making the Thai population physically more active is Thailand's national goal. It helps the country save on healthcare spending while raising its GDP. However, finding ways to increase the Thai people's participation in physical activity, motivate them to do it regularly, and make it a lifestyle is challenging. Reaching the ambitious national goal requires a range of mechanisms coupled with effective short- and long-term strategies and ongoing evaluation.

Appreciating that a network of the National Health Assembly has voted for the resolutions related to increasing participation in exercise and physical activity and helping to drive these. Four resolutions have been passed. The first is resolution 5.1, involving system and infrastructure management that promotes walking and cycling in daily life. The second is resolution 10.1, involving encouraging Thai people of all age groups to be physically more active through providing knowledge, creating understanding, knowledge management, creating innovations, and developing the capacities of personnel, organizations, and networks which facilitate physical activity programs. The third is resolution 11.1, involving co-creating public spaces for healthy cities toward sustainable development. The fourth is resolution 11.3, relating to developing health literacy of NCDs prevention and management.

Acknowledging that the Ministry of Tourism and Sports has developed the Calories Credit Challenge (CCC), a platform that supports the roles of sports in enhancing a healthy lifestyle. It links data on exercise, participation in sports, and physical activity from all agencies and serves as the central database related to the physical activity behaviors of the Thai

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population. The CCC platform is also a tool used to raise awareness about the importance of physical activity and motivate people to exercise meaningfully. It is also a mechanism that encourages people to improve themselves and develop the role of self-care in achieving the right to health through physical activity engagement. The platform encourages people who love to exercise to continue doing it and motivates those with no interest to start and then adopt it as a lifestyle.

Noticing that boosting the country's sports tourism sector that contributes to the nation's economic development coupled with creating awareness about the importance of environmental protection among providers of exercise, sports activities, and physical activity through ensuring inclusive participation in the health system development process and social determinants of health development are associated with and support the BCG Economic Model that encompasses bio-economy, circular economy, and green economy.

Noticing that gathering data on exercise, sports participation, and physical activity as big data and processing them through the Bio-Circular-Green Economy (BCG Model) approach in order to boost the country's sports and tourism fields while creating added value to the country's economic development sustainably is an effective tool that can be used to promote and motivate people to develop positive health behaviors as well as manage and maintain the health of personnel, agencies, and related networks.

The NHA organizing committee has approved a Policy Statement as follows:

The government sector, the private sector, and related civil society shall work together to support and encourage Thai people to become health literate and undertake exercise correctly to improve safety. They shall have the necessary pre-exercise evaluation prior to participating in the exercise. Also, they shall work out, play sports, and engage in physical activities that improve mental health and recreational activities. A wide range of sports activities and events shall be arranged for people of all ages and genders. They shall be good for the body and the mind. The Calories Credit Challenge (CCC) platform can be used to motivate and encourage them to do such activities by accumulating calories they burn when engaging in activities to maintain health. The platform stores big data on people's exercise behaviors which will be analyzed and evaluated using different indicators. The CCC platform shall be easily accessible via different channels. It shall also be linked to different platforms and several devices people use in their everyday lives.

By doing this, people should be able to become health literate and exercise safely to improve and maintain health. This can help prevent and control NCDs, reduce exercise and

sports injuries, and save the nation's healthcare expenditures while enhancing the quality of their lives and improving the quality of society. Meanwhile, when the CCC platform is connected to the BCG Model approach, it can upgrade the sport and tourism fields and create added value to the nation's economy while promoting people's health and well-being and creating an environment conducive to physical activity sustainably.

The Core Contents of the Policy Statement are as follows:

1. To promote and push relevant agencies and networks to work together to create an effective centralized database system that stores quality data on people's physical activity. As a result, the data can be used as a reference point for following up, assessing performance, and developing the country through the BCG Model approach.
2. To create and support potential spaces that safely accommodate various physical activities in daily lives through the BCG Model to meet people's needs and safe space requirements.
3. To support health promotion activities, sporting activities, event arrangements, and the sport tourism sector in large cities and secondary cities, which can help create added value to the country's tourism sector and economy in a creative way. This can be achieved by supporting the local community to participate in activities that create shared values to generate income for the locals and boost the local economy.
4. To promote and support educational institutions, entrepreneurs, and local community members to conduct studies, research, and discover the innovation that can enhance the quality of products and services related to health promotion activities to provide people with easy access to tangible products and services.

Hereby, adopted the following resolutions:

1. The NHA Organizing Committee has passed the proposed Policy Statement and other main points of the Statement, which are guiding principles for driving the Calories Credit Challenge (CCC) through the Bio-Circular-Green Economy (BCG Model) approach.
2. The Committee's Secretary will report on the project's progress at the 16th National Health Assembly.