

Practice week

[Business](#), [Marketing](#)



Marketing Marketing The problem of physical inactivity requires the intervention of many partners in order to bring things back to normality. The restoration of this problem is achievable if the partners such as Luton Borough Council (LBC), Luton Town Football Club, Active Luton, Sport England, and other community leaders are aware of the problem among the young people aged between eighteen and twenty-five years old. To lay the problem bare, there is need to gather information on physical inactivity and understand why it is the case. This paper present an outline of the best practice for preparation and delivery of a professional presentation to LBC and the partners on data of physical inactivity problems.

The evaluation and designing of data gathering tools has resulted in the collection of the following data on the problem of physical inactivity among the youths. The United Kingdom department of Health and Human Services recommends that young people between the ages of 18-25 should participate in at least sixty minutes of physical activity. However, this is not usually the case because only 18% of young people within this age are those who are active physically. 29 % of young people of this age have a record of attending physical education only in institutions of learning while the rest do not attend any form of physical fitness exercise (Humphreys & Ruseski, 2007, p. 541).

Lack of physical activity affects academic achievement of a person such as concentration and attentiveness in classroom. 34% of academic mischievous individuals results due to lack of physical activity. According to Humphreys and Ruseski (2007, p. 544), physical inactivity influences overweight and obesity and increases the risks of one getting diabetes, high cholesterol,

asthma, high blood pressure, poor health status and arthritis. Over 60 % of deaths and diagnose cases of the above conditions among affected individual has its roots from lack of physical activity.

Physical inactivity influences and raises the chances of a person dying prematurely, developing diabetes, dying of heart diseases and colon cancer (Humphreys & Ruseski, 2007, p. 545). 58 % of problems and general deaths in hospitals arising from the above conditions have their causes traced from physical inactivity. From the data gathering and information collection, 77% percent of individuals between ages 18 and 25 years reported not to have participated in a free-time physical activity during the previous fourteen days. Instead, only 15. 1% have participated in not more than sixty minutes of any form of physical activity.

Recommendations for actions

From the survey conducted and data collection analysis, participation in physical activity declines as young people ages (Humphreys & Ruseski, 2007, p. 547). Despite young people knowing the benefits of physical activity such as building a healthy bones and muscles, weight control and reduction in anxiety and stress among others, the low level of physical activity among them is still high (Humphreys & Ruseski, 2007, p. 549). LBC and partners should promote physical activity through comprehensive community physical programs. Such programs can be recess, intramural physical activity clubs, physical education and interscholastic sports (Humphreys & Ruseski, 2007, p. 545, p. 551). There is need of schools to work with community organizations to provide out-of-school-time physical activity programs as this would encourage a culture of physical activity participation. Moreover, LBC

and partners should organize for the young people qualified physical education teachers in good and well-maintained physical activity facilities in the community.

Bibliography

Humphreys, B, & Ruseski, J 2007, Participation In Physical Activity And Government Spending On Parks And Recreation, Contemporary Economic Policy, 25, 4, pp. 538-552, Business Source Complete, EBSCOhost, viewed 26 May 2015.