

Senate Environment, Communications, Information Technology and the Arts Committee
Inquiry into Women in Sport and Recreation in Australia
Australian Government Office for Women
Public Hearing, 4 August 2006

ANSWERS TO QUESTIONS ON NOTICE

Topic: Research that looks at that perception of the status of women, based on the way women are portrayed in the media generally.

Hansard Page: 65

Senator Lundy asked:

- (a) Are you able to point to any research that looks at that perception of the status of women, based on the way women are portrayed in the media generally—not necessarily relating to sport but in terms of the broader question of the objectification of women and so forth that has been the subject of some controversy over the years?

Answer:

There is a variety of material available on women's portrayal in the media from Australian and international sources. Most of the research, however, focuses on body image and eating disorders and theorises more on the building of identity and self-objectification rather than the cultural objectification of women. There is some early research (1992-93) undertaken by the Australian Government through the Office for the Status of Women as part of the National Working Party on the Portrayal of Women in the Media.

A list of relevant publications is at **Attachment A**.

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AUSTRALIAN RESEARCH

Title: Media Regulation and the Portrayal of Women: Information Paper

Institution: University of New South Wales, Kensington, NSW, for Australian Government Office for the Status of Women,

Year: 1992

Title: The Female Gaze: Women as Viewers of Popular Culture

Author: Gamman, L and Marshment M, prepared for the National Working Party on the Portrayal of Women in the Media

Publisher: Australian Government Publishing Service, Canberra

Year: 1992

Title: The Missing Story: The Portrayal Of Women in the Australian Media

Author: Media Insight, prepared for the National Working Party on the Portrayal of Women in the Media

Publisher: Australian Government Publishing Service, Canberra

Year: 1993

Title: The Struggle for Self: Power and Identify in Adolescent Girls

Author: Heilman, Elizabeth E

Journal: Youth and Society, Vol. 30 No. 2, 182-208

Year: 1998

Summary: This article reviews theories of identity formation ranging from the classic work of E H Erikson to postmodern and feminist theories, and it incorporates qualitative research to examine the particular differences adolescent girls face in forming confident and powerful adult identities. Social/economic status identity, body image identity, the effects of the mass media, and the declining influence of family and community are discussed.

Title: Girl Heroes: The New Force in Popular Culture

Publisher: Pluto Press, Australia

Author: Hopkins, Susan:

Year: 2002

Title: Women, Sport and the Media, A Report to the Federal Government from the Working Group on Women in Sport

Institution: Australian Sports Commission

Publisher: Australian Government Publishing Service, Canberra.

Year: 1985

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Title: An Illusory Image: A Report on the Media Coverage and Portrayal of Women's Sport in Australia 1996

Author: Phillips, M

Institution: Australian Sports Commission, Canberra

Year: 1997

Summary: An illusory image is the fifth report in a longitudinal study of women's sports coverage. The others were conducted every four years in 1980, 1984, 1988 and 1992. An illusory image looked at the media over two-week period in 1996 from Monday 24 June to Sunday 7 July. The report surveyed 23 metropolitan and regional newspapers including dailies and weekend editions, two sports-specific magazines, all national television broadcasters and two Sydney-based radio stations.

Title: Invisible Games: A Report on the Media Coverage of Women's Sport

Author: Stoddard, B

Institution: Australian Sports Commission, Canberra

Year: 1994

Title: Predictors of Vulnerability to Reduced Body Image Satisfaction and Psychological Wellbeing in Response to Exposure to Idealized Female Media Images in Adolescent Girls

Author: Durkin S. J. and Paxton, S. J

Journal: Journal of Psychosomatic Research, Elsevier, Vol. 53, No. 5, 995-1005

Year: 2002

Summary: Predictors of change in body satisfaction, depressed mood, anxiety and anger, were examined following exposure to idealized female advertising images in Grades 7 and 10 girls. Stable body dissatisfaction, physical appearance comparison tendency, internalization of thin ideal, self-esteem, depression, identity confusion and body mass index (BMI) were assessed. One week later, participants viewed magazine images, before and after which they completed assessments of state body satisfaction, state depression, state anxiety and state anger. Participants were randomly allocated to view either images of idealized females (experimental condition) or fashion accessories (control condition). For both grades, there was a significant decrease in state body satisfaction and a significant increase in state depression attributable to viewing the female images. In Grade 7 girls in the experimental condition, decrease in state body satisfaction was predicted by stable body dissatisfaction and BMI, while significant predictors of decreases in the measures of negative affect included internalization of the thin-ideal and appearance comparison. In Grade 10 girls, reduction in state body satisfaction and increase in state depression was predicted by internalization of the thin-ideal, appearance comparison and stable body dissatisfaction. These findings indicate the importance of individual differences in short-term reaction to viewing idealized media images.

Title: Media Exposure, Body Dissatisfaction and Disordered Eating: Television and Magazines are not the same

Author: Tiggemann, M

Journal: *European Eating Disorders Review*, Vol. 11, No. 5, 418-430

Institution: John Wiley & Sons and Eating Disorders Association

Year: 2003

Summary: This study aimed to investigate the relationship between media exposure and body dissatisfaction and disordered eating in a more finely grained way than in previous studies.

Method: A sample of 104 female undergraduate students completed measures of both magazine and television exposure, as well as measures of body dissatisfaction, disordered eating, awareness and internalization of societal ideals.

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INTERNATIONAL RESEARCH

Title: Adolescents' uses Of Media for Self-Socialization

Author: Barry, V.

Journal: *Journal of Youth and Adolescence*, Vol. 24, No. 5, 519-33.

Year: 1995

Summary: A typology of adolescent media uses is presented, discussing five uses--entertainment, identity formation, high sensation, coping, and youth culture identification--in relation to adolescent socialization. Media differ from other socializing agents in that adolescents have greater control over their media choices, resulting in substantial self-socialization.

Title: Content Discontent: Towards a Fair Portrayal of Women in the mMedia

Author: Burns, D

Institution: United Nations International Research and Training Institute for the Advancement of Women, Santo Domingo.

Year: 1995

Summary: Targeting media people, the handbook aims at contributing to a more gender-sensitive media, by presenting arguments and issues concerning the power of the media and the representation of women in it. It provides a checklist designed to help people working in media programming and decision-making be more aware of the gender bias in the use of language and images. It also provides recommendations on how to promote women's participation in the media.

Title: Gender, Media and Identity

Author: Gauntlett, D

Publisher: Routledge, London.

Year: 2002

Title: From Sexual Objectification to Sexual Subjectification: The Resexualisation of Women's Bodies in the Media

Author: Gill, R.

Journal: *Feminist Media Studies*, Vol. 3, No. 1, 99-106.

Year: 2003

Title: Communicating Objectification: Effects of Sexually Suggestive Advertisements

Author: Kalyanaraman, S., Steele, J., & Sundar S. S.

Institution: Paper presented to the Mass Communication Division at the 50th annual conference of the International Communication Association (ICA), Acapulco, Mexico.

Year: 2000

Summary: The findings from the two studies suggest that even exposure to seemingly innocuous sexually suggestive ads can lead to disturbing antifemale sentiments such as objectification. An interesting observation was the finding that the constructs of male and female objectification are conceptually distinct. The null findings for 'Mediated Objectification' in Study 2 also suggests the possible operation of the availability heuristic in Study 1. While the effects observed here pertain to short-term effects only, future research will benefit by examining the effects of prolonged exposure to sexually suggestive material.

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Title: The Impact of Women in Advertisements on Attitudes Toward Women

Author: MacKay, N. J. and Covell, K.

Journal: *Sex Roles: A Journal of Research* Vol. 36, No. 9-10, Springer

Year: 1997

Summary: Over the past forty years the media, although somewhat reflective of society, increasingly have become powerful image and value shaping forces in our culture (Rak & MacMullen, 1985; Reeves & Miller, 1978; Signorielli, 1989). Among visual media, print advertisements may have a particularly powerful impact on reinforcing our gender-role attitudes, values, perceptions, beliefs and behaviors. Daily, we are exposed to printed advertisements in magazines, in newspapers, on billboards, in bus shelters and so forth. The scope of such advertisements, their nature and their social consequences may make them particularly potent socializing tools in the development or reinforcement of gender roles (Merril, Lee & Freidlander, 1994). The purpose of the research described here was to examine the impact of print advertisements on attitudes toward women and the women's movement.

Title: Growing Up Girls: Popular Culture and the Construction of Identity

Author: Mazzarella, S. R. and Odom Pecora, N. eds

Publisher: Peter Lang, New York.

Year: 1999

Title: Reflections of Girls in the Media: A Two-Part Study on Gender and Media

Author: Signorielli, N.

Institution: Kaiser Family foundation and Children NOW

Year: 1977

Summary: This report covers a range of media where women and girls are depicted as concerned with romance and dating over work or school, and where physical appearance is valued over talent. As they move from childhood to adolescence, both girls and boys begin to redefine themselves, a complex process which includes developing moral and ethical codes, coping with emerging sexuality, constructing a new self-image, clarifying gender role conceptions, and preparing for future occupational roles. Adolescents look to many sources for guidance throughout this process. Research has shown that the media plays a powerful role in shaping children's beliefs, attitudes and perceptions.

URL: <http://www.childrenow.org>

Title: Who Makes the News? Promoting Gender Equality in and through News Media

Author: Turley, A.

Institution: Auckland University of Technology, Auckland.

Journal: *Pacific Journalism Review*, Vol. 12, No. 1, 10-14

Year: 2006

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Title: Mere Exposure: Gender Differences in the Negative Effects of Priming a State of Self-Objectification

Author: Roberts, T-A. and Gettman, J. Y.

Journal: *Sex Roles: A Journal of Research*, Vol. 51, No. 1-2, Springer.

Year: 2004

Summary: The mass media play a central role in American culture, and are the subject of much scrutiny for their effects on the behaviors, emotions, and attitudes of the American public (see Wright & Huston, 1983). Among the well-documented images that the media appear to reinforce are gender differences and stereotypes. For example, the media depict different ideals for male and female bodies—for men, large and muscular (Winkler & Cole, 1994), and for women, thin and beautiful (Hamilton & Waller, 1993). Beyond these differing ideals, however, research shows that the media more often sexually objectify women's bodies than men's. That is, women's bodies are used to sell merchandise, and are more often depicted in ways that emphasize their sexuality (e.g., Archer, Iritani, Kimes, & Barrios, 1983; Solely & Kurzbard, 1986; Sommers-Flanagan, Sommers-Flanagan, & Davis, 1993).

Title: Is it Time for a Victory Lap?: Changes in the Media Coverage of Sport

Author: Bernstein, Alina

Journal: *International Review for the Sociology of Sport*, Vol 37, No. 3-4, 415-428

Year: 2002

Summary: From a feminist perspective sport has been viewed for a long time as a sexist institution, male-dominated and masculine in orientation. And yet, in recent years, women have truly advanced in organized, competitive sport. In this context this article looks at the role of the media in relation to women and sport, reflecting on the literature which has accumulated over the past two decades in this field and considering the notion that more recently a shift in the coverage of women's sports and female athletes has occurred. Through examining changes that did take place, this article shows that although women have gained some ground as far as media visibility is concerned, especially in major sporting events, it is far too early for a 'victory lap'. By looking at findings of studies from the late 1990s and examining the media coverage of Marion Jones and Anna Kournikova this article shows that the type of coverage female athletes get has still a long way to go.

Title: The Elastic Body Image: The Effect of Television Advertising and Programming on Body Image Distortions in Young Women

Author: Myers, Philip N. and Frank A. Biocca

Journal: *Journal of Communication*, Vol 42, No .3, 108-133.

Year: 1992

Summary: The emphasis the media place on the thin ideal body image may be responsible for body size overestimations that women make, and indirectly cause increases in anorexia nervosa and bulimia. In this experimental study, two variables—ideal-body programming and ideal-body commercials—had an effect on female subjects' self-perceived body images and moods. Ideal body image commercials lowered body size overestimations and subjects' depression levels. This study supports the notion of an elastic body image in which actual body size is in conflict with a mediated ideal body image and an unstable self-perceived body image. Results of this study suggest that watching even 30 minutes' worth of television programming and advertising can alter a woman's perception of the shape of her body.

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Topic: 2010 International Working Group on Women and Sport conference.

Hansard Page: 75

Senator Lundy asked:

(a) Has OfW had an approach for support for the 2010 International Working Group on Women and Sport conference?

Answer:

OfW has not received any applications for support for the 2010 International Working Group on Women and Sport conference.

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Topic: Economic impact of initial expenditure on women's participation in physical activity

Hansard Page: 69

The Chair asked:

- (a) Is the OfW research into the outcomes for older women and physical activity, in part, likely to delve into that issue of long-term savings or benefits of initial expenditure on getting women more active?
- (b) Are you aware of any work that has been done to measure the economic aspects?

Answer:

- (a) The research OfW has commissioned into the Impact of Physical Activity on Outcomes for Older Women will not be looking into the issue of long term economic costs associated with participating in physical activity.
- (b) A list of relevant research on this issue is at [Attachment A](#).

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Title: The Costs of Illness Attributable to Physical Inactivity in Australia: A Preliminary Study

Author: Stephenson, John; Bauman, Adrian; Armstrong, Tim; Smith, Ben; Bellew, Bill

Institution: Commonwealth Department of Health and Aged Care and the Australian Sports Commission, **Pages:** 82

Year: 2000

Summary: The document comprises:

(a) A review of the number of incident cases, premature mortality and health system burden attributable to CHD, NIDDM and colon cancer; review the epidemiological evidence for health gain attributable to these conditions.

(b) Costing of these illnesses, in terms of health treatment costs and person years of life lost.

(c) Conduct of a sensitivity analysis of cost savings from those illnesses alone if the population achieved feasible levels of increase in physical activity.

URL: http://www.ausport.gov.au/fulltext/2000/ascpub/illness_report.pdf

Report

Title: Economic impact of sport - an Australian perspective: resource listing

Institution: Australian Sports Commission, Canberra

Year: 2002

Subject: sport; Australia; economics; funding; income; cost benefit analysis; tourism; bibliography

Title: At least five a week: Evidence on the impact of physical activity and its relationship to health

A report from the Chief Medical Officer

Institution: Department of Health. Physical Activity, Health Improvement and Prevention., UK

Year: 2004

Summary: p.3 "The annual costs of physical inactivity in England are estimated at £8.2 billion – including the rising costs of treating chronic diseases such as coronary heart disease and diabetes. This does not include the contribution

of inactivity to obesity – an estimated further £2.5 billion cost to the economy each year."

URL: <http://www.dh.gov.uk/assetRoot/04/08/09/81/04080981.pdf>

Report

Title: Getting Australia active: towards better practice for the promotion of physical activity.

Author: Bauman, A, Bellew B, Vita P, Brown W, Owen N.

Institution: National Public Health Partnership, Melbourne, Australia,

Year: 2002

Summary: This report is a comprehensive update on the state of the art of promoting physical activity in Australia. It describes the health benefits to Australia of an active population, the rationale for interventions to increase participation, and specific settings in which interventions should occur.

This report is designed as a resource for the diverse practitioners and professionals interested in increasing physical activity participation levels in Australia. It provides a framework for advocacy as well as for action in this area. A central and recurring theme is that, as a nation, we have not taken community-wide participation in physical activity seriously enough. This work provides a framework for addressing that need, and creating a more active Australia.

URL: <http://www.dhs.vic.gov.au/nphp/publications/sigpah/gaa.pdf>

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Report

Title: A Study between Sport Participation and Individual Health Care Expenditure on Hong Kong Adults

Institution: Hong Kong Sports Development Board, **Pages:** 30

Number: 5

Year: 2001

Summary: "The data is based upon a study conducted by Dr. Lobo Louie of Baptist University. A survey was conducted between August and October 2000, within which 2,612 people aged between 18 and 60 completed the survey. People were classified as active sports participants if they engaged in regular sports sessions of more than 20 minutes each at least twice a week prior to the survey. Inactive participants are those who did not play sport at all or if they played once a week at most, with each session not exceeding 20 minutes.

To demonstrate the effect of regular physical activity on the health condition of Hong Kong adults, a study was commissioned by the Hong Kong Sports Development Board (SDB) to identify the difference in health care cost pattern between physically active and inactive groups in Hong Kong. Difference in number of hospitalisations, doctor visits and annual sick leave between them will be analysed as well. The Hong Kong Sports Development Board (SDB) commissioned this study to establish a framework linking factors acting upon sport participation and individual health care expenditure in Hong Kong adults, which in turn may predict the health care costs based on sport participation outcome."

URL: <http://www.hksi.org.hk/hksdb/html/pdf/research/r1.pdf>

Report

Title: Economic benefits of physical activity

Author: Gettman, Larry

Pages: 6

Year: 1996

Summary: Because health care costs in this country have increased at alarming rates in recent years, with the estimate that they will exceed \$1 trillion by the year 2000, there is a concern by corporations, government, and individuals in controlling these costs. One way to cut costs is to influence how health care is delivered—the treatment side of the equation. The other way to cut costs is to prevent health problems before they arise thus avoiding the treatment costs in the first place. This is where physical activity and health promotion fit into the prevention

formula. And therefore the question naturally arises, "Is physical activity economically beneficial?"

URL: <http://www.fitness.gov/economic.pdf>

Report

Title: Awareness of the benefits of physical activity

Canadian Fitness and Lifestyle Research Institute

Pages: 5

URL: http://www.cflri.ca/eng/statistics/surveys/cap03_06.pdf.pdf

Report

Title: The Contribution of Sport to Economic Vitality and Workforce Development

Institution: Sport England,

Summary: A recent Sport England research project looked at the potential health savings that would accrue if the government target of 70% of people participating regularly in sport was achieved by 2020. The report identified that up to £630 million would be saved through reduced absenteeism from work as part of overall annual health savings of £2.39 billion.

URL: http://www.sportengland.org/spip_economic_vitality.pdf

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Report

Title: The Economic Benefits of Exercise

Incorpore, UK

Pages: 2

Summary: The health, fitness and medical insurance culture present in North America means that most Physical activity programmes in the workplace have been developed there. The benefits of implementing such programmes include gains in the quality and quantity of production, decrease in the absenteeism and turnover of staff, and improvement in personal lifestyle and a reduction in the incidence of industrial injuries. These workplace health promotions are also reported to be cost-effective, with immediate returns of \$2 to \$5, per dollar, invested.

URL: http://www.incorpore.co.uk/corporate/benefits_of_exercise.pdf

Report

Title: Sport Playing Its Part: The Contribution of Sport to Healthier Communities

Institution: Sport England

Summary: The contribution that sport makes to health has an economic benefit at both a local and national level. The annual costs of physical inactivity in England are estimated at £8.2 billion, with a further estimate of £2.5 billion costs attributed to the contribution of inactivity to obesity¹. If sport helps to create healthier communities, health care costs will fall.

URL: http://www.sportengland.org/spip_healthy_communities.pdf

Report

Title: Urban settings and opportunities for healthy lifestyles: rediscovering walking and cycling and understanding their health benefits

Author: Racioppi, F.; Dora, C.; Rutter, H.

Journal: Built Environment, Vol: 2005, 31pp

Summary: Discusses the relationship between public health, transport and urban planning, outlining the health risks of a physically inactive lifestyle. Identifies barriers to walking and cycling and looks at current levels of walking and cycling in Europe. Reviews evidence for the effectiveness of measures aimed at encouraging more people to walk or cycle. Highlights the usefulness of analytical tools such as health impact assessments and cost benefit analysis in supporting the case for policies that take into account the wider health impacts of transport and planning decisions. Describes recent policy initiatives that have raised awareness of the potential of these transport modes for improving health, and of the role that planners can play in creating safer and more favourable conditions for pedestrians and cyclists.

Journal Article

Title: Prevention: a less expensive medical alternative

Author: Gilbey, H.

Journal: Sport Health, Vol: 21, Iss: 2003, 14-5

Summary: Following a discussion of the benefits of exercise and strength training programs in chronic disease, the author overviews the 8 week program offered at the Hollywood Functional Rehabilitation Clinic which offers specialised pre-surgery programs to either prevent the requirement for an orthopaedic surgical intervention or delay the need for surgery for as long as possible. (non-author abstract)

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Journal Article

Title: Changing the individual to promote health-enhancing physical activity: the difficulties of producing evidence and translating it into practice.

Author: Blamey, A and Mutrie, N

Journal: Journal of Sports Sciences, Vol: 22, 2004, 741-754

Summary: "This paper presents conclusions from recent systematic reviews and highlights individually targeted interventions that are effective at increasing physical activity. It discusses the limitations of currently available evidence, considers what factors lead to these limitations and what barriers exist in terms of implementing the evidence as part of local and national policy and practice. Barriers present themselves in terms of getting evidence into practice and in terms of ensuring that practice informs the evidence base."

Journal Article

Title: Higher Direct Medical Costs Associated With Physical Inactivity

Author: Pratt, Michael; Macera, Caroline A; and Guijing Wang

Journal: THE PHYSICIAN AND SPORTSMEDICINE, Vol: 28, Iss: 10, 2000,

Summary: This presents a cross-sectional analysis of the of the 1987 National Medical Expenditures Survey that included US civilian men and non-pregnant women aged 15 and over who were not in institutions. The sample of 35,000 was drawn from 14,000 households and the analysis is based on 20,041 (52% women; 85% white). Data were collected on socio-demographic factors, health status, use and expense of medical care and health-risk factors (eg regular physical activity and smoking status). Because respondents might have been unable to report accurate costs of medical care - costs were confirmed via an additional survey of medical providers. The analysis examined direct medical expenses of active and inactive men and women. 'Physically active' was defined as at least half an hour moderate/strenuous physical activity three or more times per week (57% of sample); 'smokers' were those who had smoked at least 100 cigarettes: 45%; 29% current smokers) and 13 per cent were obese (BMI: 30KG/m2).

The authors identify real and substantial medical cost differences between the physically active and inactive. Consistent costs savings for regularly active people were observed for men and women, smokers and non-smokers, those with and without physical limitations and young and old (fewer physician visits; fewer hospital stays; less medication). The largest difference in direct medical costs was among women 55 and older, indicating that the health gain associated with physical activity is especially high for older women. Even among participants reporting limitations in carrying out moderate physical activities, medical costs were lower among those who were regularly active (some of this may be accounted for by less severe health limitations, but may also reflect a benefit of physical activity).

The authors admit that, although causality cannot be determined from a cross-sectional study, the data suggest that increasing participation in moderate physical activity among sedentary adults may reduce direct medical expenditures - between \$300 and £1,053 per person per annum - a US saving of \$76.6 billion at 2000 prices. The authors accept that additional economic analyses and longitudinal studies are needed to define both direct and indirect costs associated with physical activity. They conclude that their data indicate substantial medical costs differences between active and inactive people and that this emphasises that the reduction of physical inactivity is a public health priority.

URL: http://www.physsportsmed.com/issues/2000/10_00/pratt.htm