

Abstract of presentation

**I ain't moving- a physical inactivity disease? Challenge,
consequence and call to action- case examples from Singapore**

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Many international surveys place Singapore at the top range for high achievement- PISA, OECD and WHO- to name a few. Global data suggest that high-income countries have double the rates of physical inactivity. The prevalence of exercise insufficiency (not meeting exercise guidelines) and physical inactivity (low energy expenditure while awake while sitting, reclining or lying down) is critically examined and discussed in the context of Singapore. The causes and consequences of a lifespan of sitting is compared to the dangers of smoking and what we all can do to make a difference in our daily lives. Case examples of research in early childhood education on digital media use and play, and novel interventions in primary and secondary schools in Singapore will be foregrounded