



# LIFESTYLE AND HEALTH

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**LET'S RUN**  
*together*



# ABOUT US

The Sanremo Marathon Organizing Committee is responsible for organizing two major running events in Sanremo and Liguria: every December the SANREMO MARATHON – marathon | half marathon | 10K | 5K | Dog Run | Family Run – and every June the RUN FOR THE WHALES SANREMO – half marathon | 10K | Family Run.

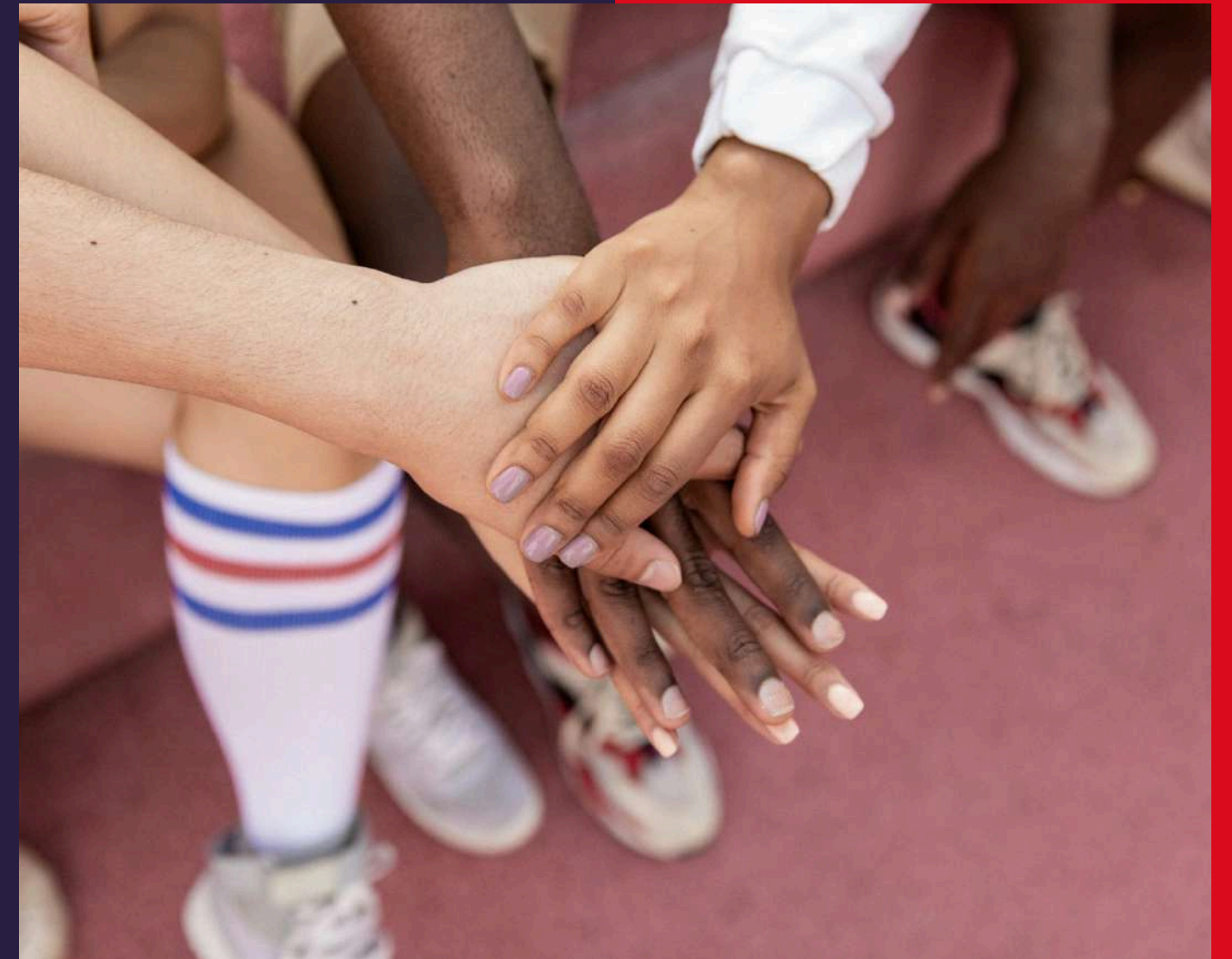


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# WHY SPORT IS GOOD FOR YOU

- MORE FRIENDS
- LESS STRESS
- APPROPRIATE COMPETITIVE SPIRIT
- STRONGER HEART AND MUSCLES
- BETTER METABOLISM
- LEARNS HOW TO HANDLE DEFEAT AND CHALLENGES



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# WHY SPORT IS GOOD FOR YOU

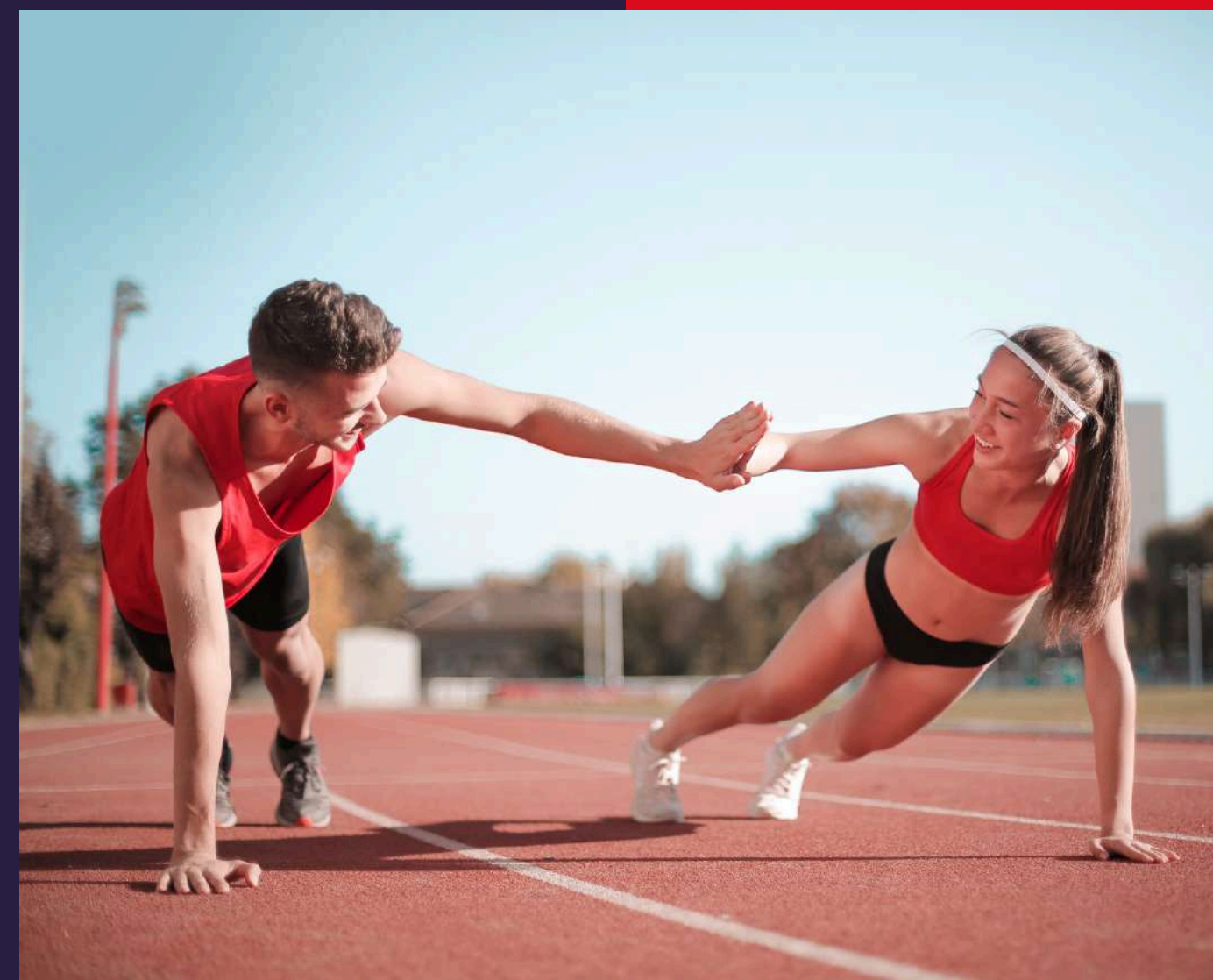
## WELL-BEING, AN ANCIENT STORY

*"If we were able to provide everyone with the right amount of food and exercise, neither too little nor too much, we would have found the way to health."*

*(Hippocrates, 460–377 B.C.)*

## SPORT AND RELIGION, TRADITIONS AND CUSTOMS

*"The potential of sport makes it a significant tool for the overall development of the person and an extremely useful factor for building a more humane society." (Pope John Paul II)*



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# SOCIAL COSTS OF SEDENTARY LIFESTYLE

Nearly 500 million people will develop heart disease, obesity, diabetes, or other non-communicable diseases (NCDs) attributable to physical inactivity between 2020 and 2030, at a cost of \$27 billion per year.

Sedentary lifestyle is responsible for non-communicable diseases (NCDs):

- **10–16%: CANCERS (BREAST AND COLON) AND TYPE 2 DIABETES**
- **22%: CARDIOVASCULAR DISEASES**
- **OSTEOARTICULAR DISORDERS**
- **HYPERTENSION**
- **METABOLIC SYNDROME**
- **OBESITY**
- **BEHAVIORAL DISORDERS**



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# SOCIAL COSTS OF SEDENTARY LIFESTYLE

**Source: Quotidiano Sanità,  
03/03/2024**

More than 1 billion people worldwide live with obesity, 1 in 8 people. WHO data 2022 published in The Lancet



Since 1990, obesity has more than doubled among adults and quadrupled among children and adolescents aged 5–19 years.

*"Getting back on track to achieve global goals to curb obesity will require the work of governments and communities, supported by evidence-based policies. But also the cooperation of the private sector, which must be responsible for the health impacts of their products." (WHO Director-General)*

**PREVENTING AND MANAGING OBESITY FROM EARLY CHILDHOOD TO ADULTHOOD THROUGH DIET, PHYSICAL ACTIVITY, AND ADEQUATE CARE**



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# IMPORTANCE OF SPORT FOR HEALTH

- **Physical benefits:** improved endurance, muscle strength, coordination, and agility
- **Psychological benefits:** reduced stress, improved mood and self-esteem
- **Social development:** learning collaboration, leadership, and fair play



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# PROMOTING PHYSICAL ACTIVITY IN SCHOOLS

- Integrate physical activity into daily routines through structured PE lessons
- Offer a variety of sports and movement opportunities during free time



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# CHALLENGES AND SOLUTIONS IN ADOLESCENCE

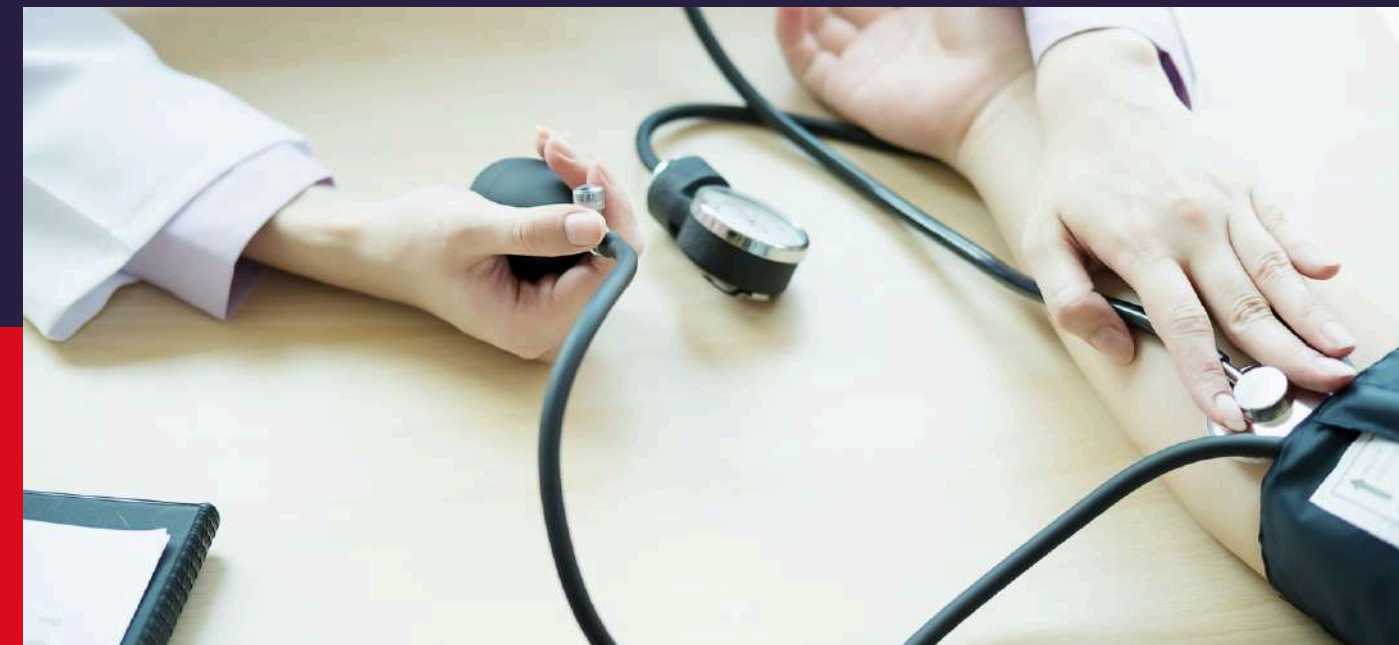
- Lifestyle and dietary changes during adolescence
- Promote healthy behaviors through role models, educational programs, and access to healthy food options



# CHRONIC DISEASE PREVENTION



- Reduce risk of cardiovascular diseases, type 2 diabetes, and other obesity-related conditions
- Educate on prevention through healthy diet and regular physical activity



# COLLABORATION BETWEEN SCHOOLS, FAMILIES, AND COMMUNITIES



- Build partnerships between schools, parents, local institutions, and sports organizations to support a healthy lifestyle
- Engage communities in promoting environments conducive to physical activity and healthy eating



# HOW MUCH SPORT IS NEEDED?

**WHO: AT LEAST 60 MINUTES PER DAY**

**Not just competitive sports: walk, play, dance**



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# CHANGING LIFESTYLE FROM CHILDHOOD

Not just increasing hours of sports practice

## **MOVEMENT IS NOT ONLY SPORT**

- Play
- Outdoor activities
- Hiking in mountains, sea, lakes, countryside

**CHANGE DAILY HABITS OF CHILDREN AND ADOLESCENTS**



## LA PIRAMIDE DELL'ATTIVITÀ MOTORIA



# ... FOR CHILDREN – MOTOR ACTIVITY PYRAMID

- Walk to school every day
- Outdoor physical activity at least 4–5 days per week
- 3–4 organized sessions, team games
- Outdoor activity at least once a week
- No more than 1 hour per day of TV and video games



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## LA PIRAMIDE DELL'ATTIVITÀ MOTORIA



# ... FOR ADMINISTRATORS – MOTOR ACTIVITY PYRAMID

- Child-friendly cities
- Organized spaces
- More accessible public green areas
- Municipal initiatives to make walking to school safe



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# ... FOR PARENTS – PLAY WITH YOUR CHILDREN

- Take them outside often
- Don't worry if they fall while playing
- Give gifts that involve physical activity rather than sedentary toys



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# CHILDREN'S RIGHTS IN SPORT



**PARTICIPATE IN  
SPORT**

**HAVE FUN AND  
PLAY**

**COMPETE WITH  
PEERS OF EQUAL  
STRENGTH**

**PARTICIPATE IN  
APPROPRIATE  
COMPETITIONS**

**ENJOY A HEALTHY  
ENVIRONMENT**

**BE TREATED WITH  
DIGNITY**

**FOLLOW SAFETY  
RULES**

**HAVE SUFFICIENT  
REST**

**BE TRAINED BY  
COMPETENT  
PEOPLE**

**HAVE THE RIGHT  
NOT TO BE A  
CHAMPION**

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# APPROPRIATE SPORT FOR EVERY AGE

## STARTING COMPETITIVE ACTIVITY

Age 3

**SWIMMING**

8 years

Age 4

**SKIING**

11 years

Age 5

**ARTISTIC/ RHYTHMIC GYMNASTICS, ATHLETICS**

8 years 12 years

Age 6

**SOCCER, RUGBY**

12 years

Age 7-8

**VOLLEYBALL, BASKETBALL, MARTIAL ARTS**

10 years - 11 years 12 years

Age 8

**TENNIS, FENCING, CYCLING**

8 anni - 10 anni 13 anni



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# HOW MUCH TIME TO DEDICATE TO SPORT

## Age 3–4

- Playful physical activity, 3 hours
- Motor activity, at least 1 hour on alternate days or 5 days a week

## Age 5–17

- Moderate to vigorous physical activity, 1 hour, 5 days a week
- Strength exercises at least 3 times per week



# HOW TO START SAFELY

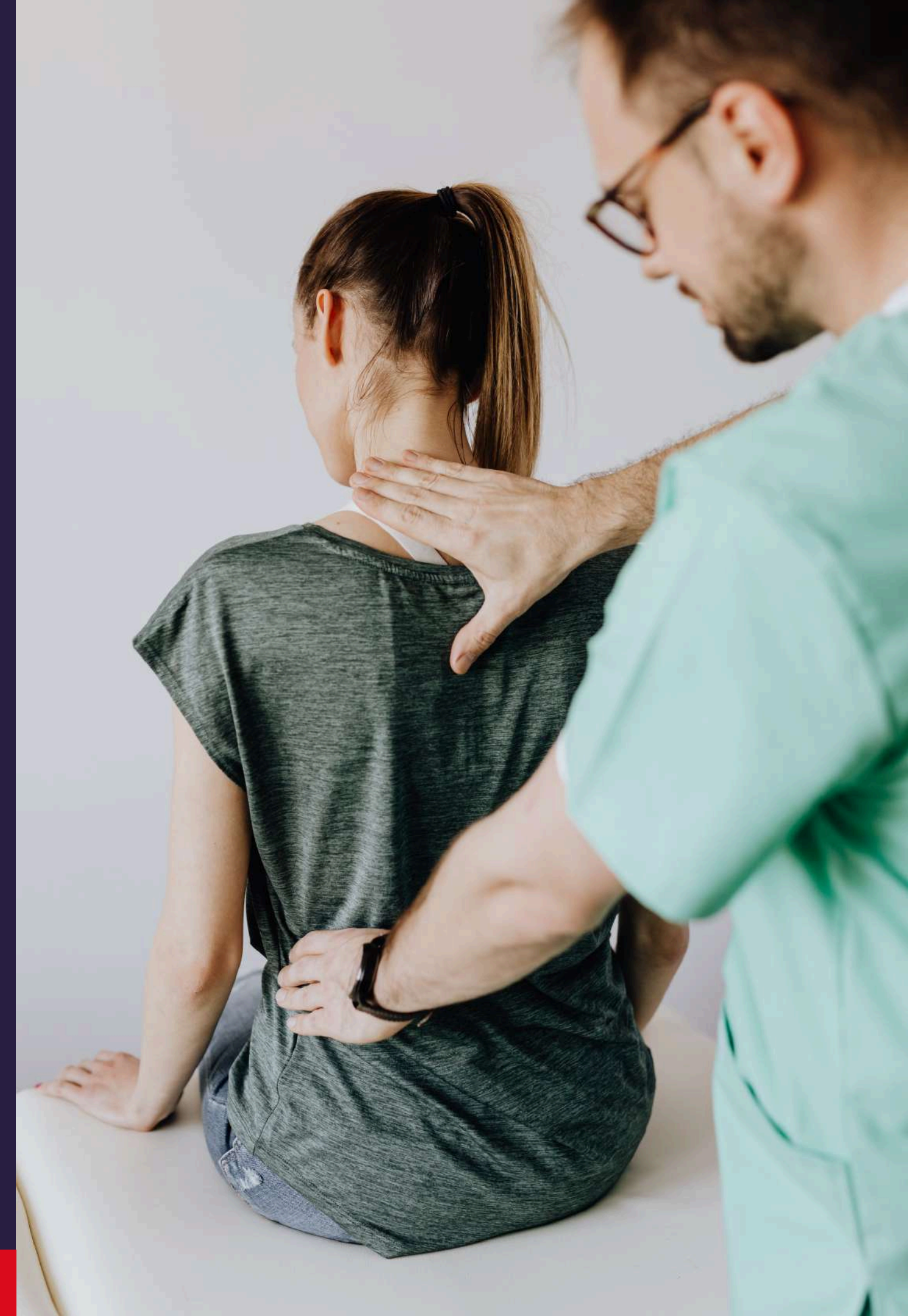
- Medical-sports check-up
- Start without stress and without chasing results
- Choose the right sport for you



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# IMPORTANCE OF POSTURE

- Playing sports involves **overload that stresses muscles, tendons, and joints.**
- **Good postural balance** allows you to maintain the correct joint angles and preserve the physiological curves of the spine, particularly cervical and lumbar lordosis.
- In this condition, both professional athletes and amateurs can perform any effort safely, and the musculoskeletal system will carry out its function efficiently and comfortably.
- **Prevents muscle pain**
- **Helps you breathe better**
- **Prevents joint problems**



# EXAMPLES OF CORRECT POSTURE



STANDING: HEAD UP, WEIGHT EVENLY DISTRIBUTED

SITTING: STRAIGHT BACK, FEET ON THE FLOOR



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# IMPORTANCE OF STRETCHING

- Prevents injuries
- Increases flexibility
- Helps the body move better
- Stretching exercises **increase muscle elasticity, better preparing the muscular structures to withstand the stresses caused by intense physical activity.**





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# STRETCHING: HOW TO PRACTICE IT CORRECTLY

During warm-up, stretching should be performed gradually: muscles should be stretched until you feel a slight tension, **never pain**. Each exercise should be held for at least **30–40 seconds** and repeated **twice on each side**. Movements must be **slow, progressive, and controlled**, avoiding bouncing or forcing. Correct and consistent execution helps improve muscle and tendon flexibility, preventing injuries and enhancing posture.



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# WHEN AND WHERE TO PRACTICE IT

- Stretching can be done **at any time of the day**, regardless of physical activity. It is also beneficial at rest and should be included in the daily routine, preferably in a calm environment.
- **Suitable places:** home, office, park.
- **Ideal duration:** at least 15 minutes a day.
- **Optimal condition:** performed without haste, in a state of complete relaxation.





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# RECOMMENDED STRETCHING EXERCISES

## A. ARMS AND HANDS

- **Biceps and wrist flexors**
- Arm extended in line with the shoulder, hand resting on the wall.
- Gently push the shoulder toward the wall.
- Duration: **30 seconds per side.** Repeat 2 times.

## B. CHEST

- Standing, interlace the fingers behind the back with arms extended.
- Gently push backward.
- Perform **2 sets of 30 seconds.**



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# RECOMMENDED STRETCHING EXERCISES

## C. SHOULDERS

- Bring the right arm bent toward the left shoulder, keeping the elbow at 90°.
- Move the arm behind the neck, grabbing it with the other hand from behind the back (internal rotation).
- Repeat both exercises on the other side.
- Hold each position for **30 seconds**.





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# RECOMMENDED STRETCHING EXERCISES

## D. BACK

- **Legs against the wall:** lying on your back, legs extended and resting against the wall, forming a 90° angle.
- **Pelvic tilt:** lying on your back with knees bent, flatten the lower back against the floor.
- **Hamstring stretch:**
  - Standing, place one straight leg forward on the heel.
  - Bend the other leg and rest your hands on the bent thigh.
  - Lean forward. Hold for 30 seconds, then switch sides.



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# RECOMMENDED STRETCHING EXERCISES

## E. QUADRICEPS

- Standing, grab one ankle and bring the heel toward the glute, keeping the knees aligned.
- Perform 2 sets of 30 seconds per leg.

## F. HAMSTRINGS AND CALVES

- Leg raise: lying down, lift one leg with the foot flexed.
  - Perform 2 sets of 30 seconds per leg.
- Seated forward bend:
  - Sit with one leg extended, torso upright, hands resting on the floor.
  - Slowly lean forward until you feel tension.
  - Hold for 30 seconds, repeat 2 times per leg.
- Side-lying stretch:
  - Grab the ankle and pull it toward the glute.
  - Perform 2 sets of 30 seconds per leg.



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# BREATHING AND SPORTS

Breathing training:

- Improves the elasticity of the rib cage and increases the functionality and efficiency of the respiratory system
- Enhances the metabolic processes of the whole body, leading to greater overall physical efficiency
- Helps maintain correct posture
- Promotes easier control of anxiety and emotional states, supporting concentration and overall relaxation

**CYCLIC sports (running, cycling, rowing, swimming, etc.) → Breathing: NOSE + MOUTH**

- **Goal:** maximum **pulmonary ventilation** → better aerobic performance
- **Reason:** only through the mouth can an adequate air volume be reached during peak effort
- **Type of breathing: continuous**, rhythmic, coordinated with the athletic movement

**ACYCLIC sports (weightlifting, jumps, throws, combat sports, etc.) → Breathing: APNEA during effort**

- **Technique:** : Inhale → **Hold** (apnea) during **the effort phase** → **Exhale** during the final/recovery phase
- **Benefits:** Better trunk **coordination** and **stability - Protection** of the spine (up to 40% of the load absorbed by the abdominal muscles)  
- **Increased maximum strength:** · Apnea → greater strength · Exhalation → intermediate strength · Inhalation → lower strength

# BREATHING AND SPORTS

**BREATHE WELL = MORE OXYGEN**

**LESS FATIGUE**

**MORE RELAXATION AND CONCENTRATION**



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# BALANCED NUTRITION

- **EAT BREAKFAST**
- **EAT FRUITS AND VEGETABLES**
- **DRINK WATER**
- **AVOID JUNK FOOD**

## **ROLE OF HEALTHY EATING**

- Provide energy and essential nutrients for growth and development
- Maintain a healthy body weight and prevent obesity
- Improve sports and cognitive performance

## **NUTRITION EDUCATION IN PRIMARY SCHOOLS**

- Educational programs to teach children the importance of a balanced diet and nutrients
- Involvement of parents in promoting healthy food choices at home



# BALANCED NUTRITION

## SUSTAINABLE DIET

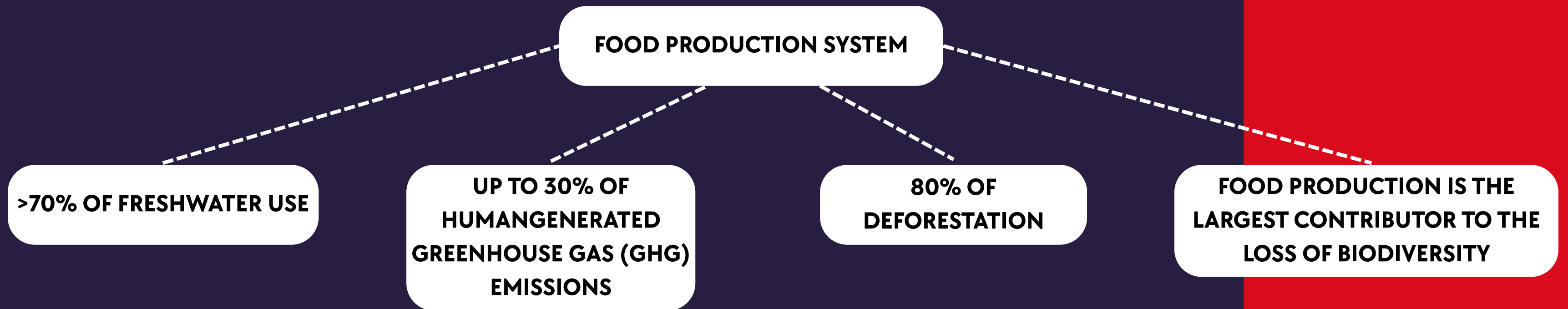
- Diet with reduced environmental impact
- Contributes to food security
- Healthy life for this and future generations

## FUTURE FOOD PRODUCTION IS LIMITED BY:

- Water
- Soil fertility
- Land use
- Management of seas and oceans



# FOOD PRODUCTION HAS A SIGNIFICANT IMPACT ON THE ENVIRONMENT



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# THE FOOD PRODUCTION CHAIN AND THE FASHION INDUSTRY

- Every year, half a million tons of plastic microfibers are released into the oceans, equivalent to 50 billion plastic bottles. Microfibers cannot be removed from water and can spread along the food chain.
- The fashion industry uses 93 billion cubic meters of water.
- About 20% of global wastewater comes from dyeing and textile treatment.
- The fashion industry is responsible for 10% of annual global carbon emissions, more than all international flights and maritime shipping combined.



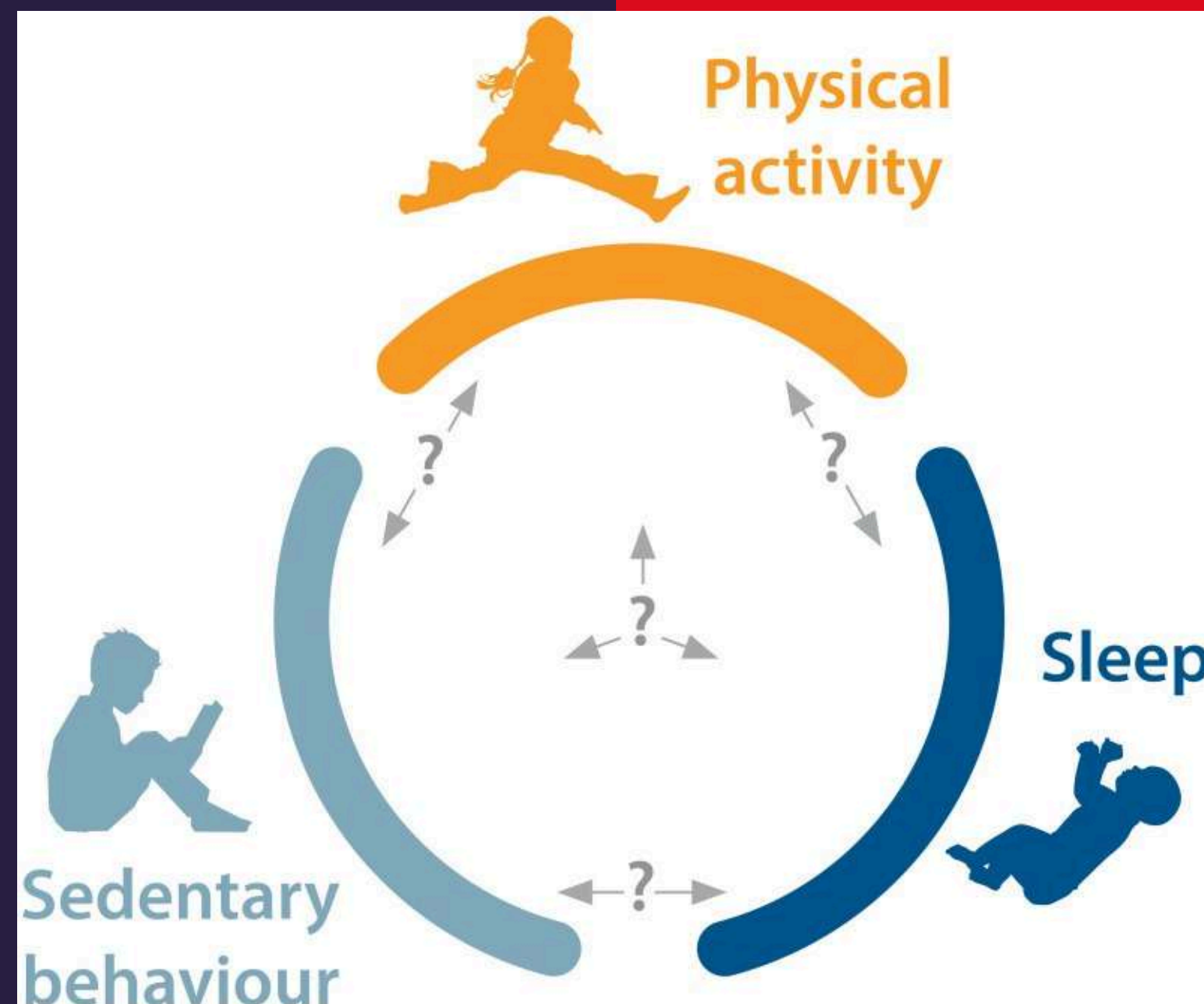
**UPDATE OF THE MEDITERRANEAN DIET PYRAMID TOWARDS SUSTAINABILITY: FOCUS ON ENVIRONMENTAL CONCERNS**



# SLEEP AND RECOVERY

- Sleep at least 8 hours
- Avoid intense exercise in the evening
- Always allow for recovery

PREVENTION OF CHRONIC DISEASES



# SPORTS AND SOCIAL LIFE

- Follow the rules
- Make friends
- Learn from wins and losses

## HOW TO CHOOSE THE RIGHT SPORT

- Try different activities
- **Have fun!**
- Every sport has its own benefits



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# SPORTS INJURIES

## WARNING SIGNS

- Pain that persists
- Dizziness or shortness of breath
- Seek help from a doctor



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# TYPES OF SPORTS INJURIES

## ACUTE (TRAUMATIC) INJURIES

- **Fractures:** partial or complete break of a bone, often caused by direct impact or falls.
- **Dislocations:** displacement of a joint, common in the shoulder, elbow, and fingers.
- **Sprains:** ligament injuries caused by sudden movements or twists, frequently affecting ankles and knees.
- **Muscle strains/tears:** damage to muscle fibers caused by excessive effort or sudden movements.
- **Contusions:** direct trauma causing damage to soft tissues without breaking the skin.

## OVERUSE (CHRONIC) INJURIES

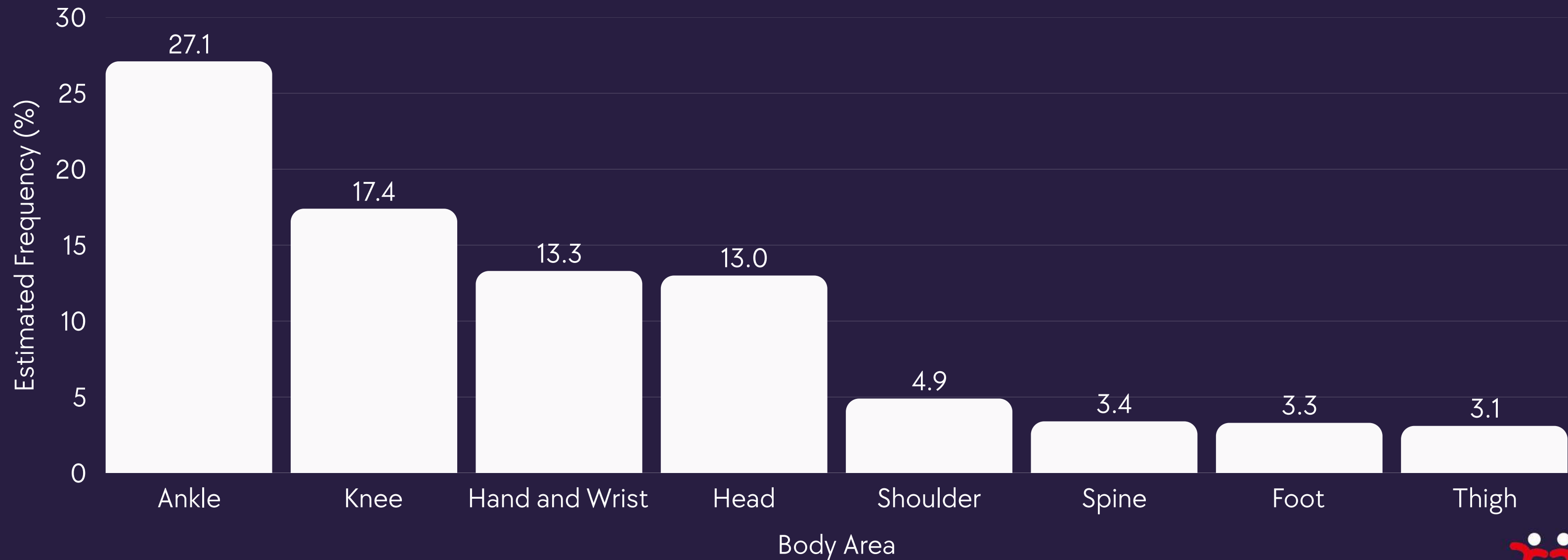
- **Tendinitis:** inflammation of the tendons due to repetitive movements.
- **Bursitis:** inflammation of the bursae, often caused by prolonged pressure or friction.
- **Medial Tibial Stress Syndrome:** pain along the shin, common in runners.
- **Plantar Fasciitis:** inflammation of the plantar fascia of the foot, frequent in athletes who run or jump.
- **Cranial and Neurological Injuries**
- **Concussion:** mild head trauma with symptoms such as headache, confusion, and nausea.
- **Head trauma:** more severe injury that may involve loss of consciousness or brain damage.



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# MOST AFFECTED BODY AREAS



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# DOPING: WHAT IT IS

- Substances to increase strength or endurance
- Steroids, stimulants, hormones
- Dangerous and illegal

## **DOPING: WHY SAY NO**

- Cheating is not sporting
- It harms your health
- You lose self-confidence





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# SPORT CAN BE THE TURNING POINT ...

... for health

Prevents diseases

Strengthens the immune system

Increases self-esteem



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SPORT IS  
HEALTH  
HAVE FUN,  
RESPECT  
OTHERS  
LIVE ACTIVELY  
AND MINDFULLY

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[www.letsrun.sanremomarathon.it](http://www.letsrun.sanremomarathon.it)



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