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I am the President of the Italian Federation of Sports Medicine, a member of the Italian National Olympic Committee.

Italy created the world's first university-level school of specialization in sports medicine in nineteen fifty-seven. The main aim of this multidisciplinary specialization is to conduct research into the physical activity of top-level athletes, and then transfer the knowledge gained to the national health system.

Sports medicine is based on a culture of prevention, in which a key feature is risk reduction. In Italy, this culture stretches back two thousand years to when the ancient Roman Senate passed laws to defend the rights of citizens and society.

In Italy, thousands of sports medicine doctors work to reduce the risks for people engaging in physical activity. They are backed up by a unique national legislative system that safeguards the health of athletes, a system based on the concept of risk reduction through prevention.

We are proud of this great laboratory of our everyday work. It provides a wealth of experience and knowledge to share with everyone, everywhere, in order to reduce the risk of non-communicable diseases (NCDs) and so save people's lives.

The primary cause of NCDs is inflammation, and it can be tackled globally, and risk reduced globally, through physical exercise, rather than counting on other useful but much more expensive tools.

Cutting down on calorie intake can also bring benefits, but you need to have the right information on matters such as the quality of the foods, the specific details about them, and their availability and cost in terms of economic resources.

Recent epigenetic studies have shown the positive effect of physical exercise on germ cells. This is extremely important for transgenerational epigenetic inheritance. In short, primary prevention starts even before conception and continues throughout our whole lifespan, in order to improve the balance between biological and anagraphic age.

We cannot cut the risk to zero, but we can act to reduce it significantly. And we can start from our experience with Olympic athletes. The efficacy of correctly prescribed physical exercise can be tested first on them, and the results appropriately applied to the whole population – like how cutting-edge technology is used, first, in a Ferrari racing car and, then, a better city car.

The guidelines of the European Federation of Sports Medicine Associations, of which I am also President, are called “Exercise Prescription for Health”. They embody the Hippocratic culture of the “right dose” of exercise for preventing and reducing the risk of NCDs – ***the first and most useful tool, available at zero cost to everybody for a healthy world.***

And thus, the Italian Federation of Sports Medicine is at your complete disposal to help in this important process.