Prof. Fiona Bull

Head of the Physical Activity Unit at the World Health Organization (WHO)

Education

1994-1999: Ph.D. within the Department of Human Movement Studies, The University of Western Australia "Workplace health promotion".

1989-1990: MSc Sport Science. School of Sport, Exercise and Health Sciences, Loughborough University, UK.

1984-1988: Bachelor of Physical Education. School of Exercise and Sport Science, Exeter University, UK.

Employment

2017 to Present	Head of the Physical Activity Unit within WHO's Department of Health Promotion.
Prior to 2017	25 years in applied research in Australia, the UK and the USA. These positions included: - Centre of Disease Control (CDC) in the US Department of Health; - Professor of Public Health and Director of the Centre for Built Environment and Health at the University of Western Australia; - Professor of Sports Science and Director of National Centre of Physical Activity at Loughborough University in the UK.

Research and Scholarship

>$30 million	in grant funding (mostly as chief investigator)
> 300	Peer-reviewed publications
94	= h-index (> 90 000 career citations; Google Scholar)
> 100	Invited conference presentations
> 50	Keynote presentations

Bullf@who.int

Awards

2014: Awarded a Member of the British Empire (MBE) for her services to public health.

Professional Membership

President The International Society of Physical Activity (2014 – 2016)
Fellow The International Society of Physical Activity (2008 -)

Research Track Record

Professor Fiona Bull is the Head of the Physical Activity Unit within WHO's Department of Health Promotion at the World Health Organisation based in Geneva, Switzerland. She leads the WHO's global effort to reduce physical inactivity and promote healthier lifestyles through evidence-based policy, guidance, and partnerships.

Prof. Bull joined the WHO in January 2017, following 25 years of applied research in Australia, the UK, and the USA. Across her career, Bull has focused on developing scientific evidence and understanding of healthy lifestyles to inform public policy and implementation in practical programmes in community settings. Her work is multidisciplinary and includes contributions to the global burden of disease, national initiatives in worksites, primary health care, the built and natural environments, national surveillance initiatives, and policy evaluations across various settings. She was the lead author of the Global Action Plan on Physical Activity 2018–2030 (GAPPA), WHO's flagship framework guiding national physical activity action in over 100 countries. She also led WHO's 1st Global Status Report on Physical Activity in November 2022, and co-authored the updating of the 2018 global comparable estimates of physical inactivity in adults launched in June 2024.

Bull has co-authored over 300 scientific publications, including:

- The World Health Organization 2020 guidelines on physical activity and sedentary behaviour. *British Journal of Sports Medicine.* 2020;54:1451-1462. (Cited > 15 000 times)

- Global physical activity levels: surveillance progress, pitfalls, and prospects. *The Lancet*. 2012; 380, 9838: 247-257. (Cited > 8 000 times)

Her interest is in bridging the knowledge-policy-practice gap, and she has been actively involved in civil society. She is an inaugural Fellow and past President of the International Society of Physical Activity.

Bullf@who.int