Keys to Developing a National Plan – the European Perspective

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Inventory of approaches in physical activity promotion

www.euro.who.int/hepa

Promotion of physical activity in the European region: Content analysis of 27 national policy documents

- Currently 124 physical activity policy documents from 27 EU countries identified (including sub-national documents from UK, Ireland and Belgium)
- 53 documents from 21 countries by health sector
- 26 documents from 14 countries by sport sector
- 32 documents from 11 countries by transport sector
- 3 documents from 3 countries from environmental sector
- Content analysis not yet carried out

How have these guidelines been developed?

The guidelines are part of developmental work of the HEPA Network. They are based on the results of research, initiated and supervised by the UKK Institute and conducted as a commissioned task by the British Heart Foundation Health Promotion Research Group, from the University of Oxford. The contributors to the guidelines have been national HEPA programmes' staff and representatives of the following:

- The Netherlands on the Move – The Netherlands
- Active Heart – Switzerland
- Fit For Life – Finland
- ACTIVE for LIFE – England

HEPA promotion in Finland

1960s Concerns about prevalence of non-communicable disease NCD
1970s The North Karelia Project
1980s National extension of HEPA promotion
  1980 First Sports Act
  1983 National plans for health education
  1992 Policy and action plan on cycling promotion
  1991 Finland on the Move Programme
  1994 Fit for Life Programme
  ...

Background

• Strong sports for all activities and facilities, important role of sport clubs and since 1972 of national programme Youth+Sports
• Complex political situation; sports, but not health is a federal responsibility
• No strong tradition of public health and evaluation of interventions

The 34th Magglingen Symposium 1995
Sports - Physical Activity - Health

• Organised by Bernard Marti
• Physical activity and health - recent findings
• Physical activity in Switzerland – first estimates
• National examples for HEPA promotion: Finland and the Netherlands
  ➔ Consensus: need for a Swiss national programme

• No additional resources available

HEPA promotion in Switzerland

1995 Magglingen Symposium sports - PA – health
1996 Beginning of private Allez Hop programme
1996 Beginning of small Federal research Unit
1999 Network HEPA Switzerland

2000 Concept for a national sport policy
  Strong HEPA component
  Timely development thanks to international support
### HEPA promotion in Switzerland

<table>
<thead>
<tr>
<th>Year</th>
<th>Event/Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>Magglingen Symposium sports - PA – health</td>
</tr>
<tr>
<td>1996</td>
<td>Beginning of Allez Hop programme</td>
</tr>
<tr>
<td>1996</td>
<td>Beginning of health promotion unit Magglingen</td>
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<tr>
<td>1999</td>
<td>Network HEPA Switzerland</td>
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<tr>
<td>2000</td>
<td>Concept for a national sport policy</td>
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<tr>
<td>2001</td>
<td>Action Plan Environment and Health</td>
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</tbody>
</table>

Directory plan for non-motorised transport

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### Slovenia

- With political changes in former Yugoslavia, great dynamics and great opportunities
- Strong role of CINDI Slovenia
- Detailed analyses of physical activity behaviour in geographical and socio-demographic subgroups
- National programme 2007 to 2012 agreed by government in early 2007, containing very specific objectives

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France

- After changes in government and ministries “expertise collective” published in early 2008
- Excellent basis for national plan to be developed over ½ year until autumn 2008

The French “Surgeon General’s Report”


Regaining one’s freedom of movement

French national plan for prevention through physical activity or sports

(295 pages)
French national plan for prevention through physical activity or sports

Members of the commission on prevention, sport and health

French national plan for prevention through physical activity or sports

Auditioned experts

Success factors for national PA plan development

<table>
<thead>
<tr>
<th>Factor</th>
<th>Finland</th>
<th>Switzerland</th>
<th>Russia</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public health urgency</td>
<td>X</td>
<td>(X)</td>
<td>(X)</td>
<td>X</td>
</tr>
<tr>
<td>National research and pilot projects</td>
<td>X</td>
<td>-</td>
<td>X</td>
<td>(X)</td>
</tr>
<tr>
<td>International evidence</td>
<td>-</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Political opportunity</td>
<td>?</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
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