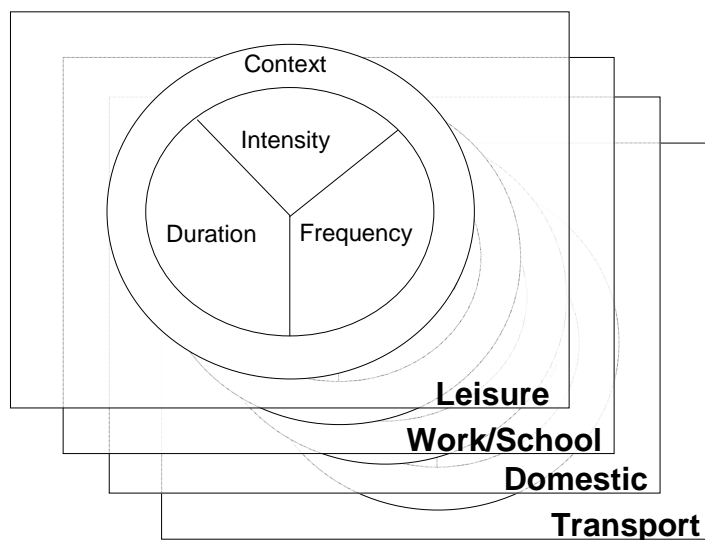


The Role of Sport, Culture and Leisure Time in the Promotion of Health-Enhancing Physical Activity

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HEPA Europe (www.euro.who.int/hepa)

Modes since World Health Report 2002



The role of culture and leisure time illustrated by the example of sport

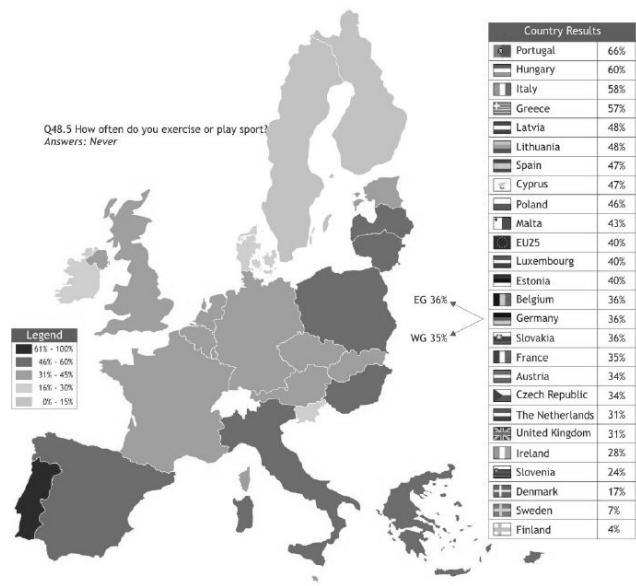
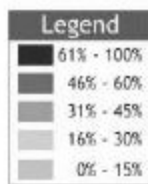
- **Participation patterns in sport**
- **Contribution of sports
to health-enhancing physical activity HEPA**
- **Possibilities for inter-sectoral collaboration**

Cultural differences in definition of “sport”

- Olympic disciplines only
- Only sports organised in schools and clubs
- Sports organised in clubs and societies
+ exercise or fitness activities
- Any activity without utilitarian purpose
- Any physical activity of vigorous intensity
- Any physical activity including
walking and cycling for transport
- ...

„How often do you exercise or play sports?“

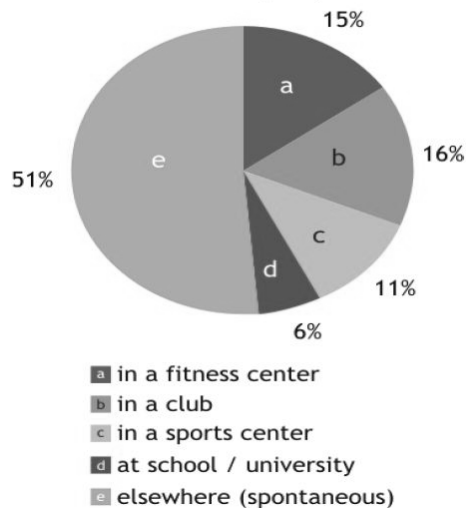
Proportion with answer „never“



The citizens of the European Union and Sport. Special Eurobarometer 213 / Wave 62.0 – TNS Opinion & Social. European Commission, 2004

„Where do you exercise/play sport that you do most often?“

Q50. Where do you exercise/play sport that you do most often?
Answers based on EU25 (2004)

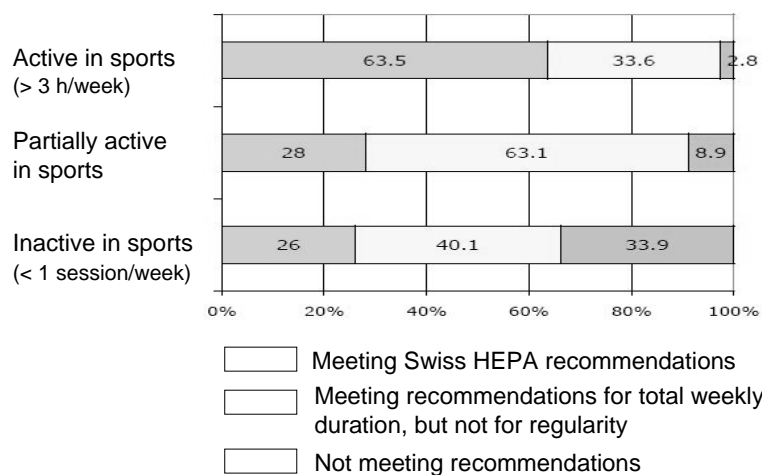


The citizens of the European Union and Sport. Special Eurobarometer 213 / Wave 62.0 – TNS Opinion & Social. European Commission, 2004

The role of culture and leisure time illustrated by the example of sport

- **Contribution of sports to health-enhancing physical activity HEPA**

Swiss Health Survey 2002 Physical activity behaviour according to sport behaviour



Lamprecht M, Stamm HP. Observatorium Sport und Bewegung Schweiz. Bewegung, Sport und Gesundheit in der Schweiz. Auswertung der Schweizerischen Gesundheitsbefragung 2002. Zürich, L&S Sozialforschung und Beratung AG, 2005.

**Only limited data available
on development of behavioural patterns**

- **Number of sport disciplines and possibilities** ↑↑↑
- **Sports participation** [↑]
- **Activity in everyday life** [↓]

**Possibilities for collaboration between
sports structures and HEPA promotion**

- **Independent development**
- **Partnership Health - Sport**
- **Leading role of sport sector**

Sport, culture and leisure Time Conclusions for HEPA promotion

- **Great potential in the motivational power of culture and sport**
- **Use the cultural background and the voluntary involvement**
- **The challenge remains to reach further population groups**
- **Sports and culture can contribute to the solution, but can never be the solution alone**

Sport, culture and leisure Time Conclusions for HEPA promotion

- **Learn from the diversity of approaches**

HEPA Europe

The screenshot shows a web browser window with the title "WHO/Europe - European network for... - Second annual meeting of HEPA Europe, Tampere, ...". The browser's address bar and menu bar are visible. The page content includes the WHO logo and "World Health Organization Regional Office for Europe" text. A search bar is present. A navigation menu contains links for "Country information", "Health topics", "Media centre", "Data and publications", "About WHO", and "Programmes and projects". The main content area features a breadcrumb trail: "Programmes and project... > European network for the promotion of health-enhancing physical activi... > About HEPA Europ... > Network meeting...". The main heading is "European network for the promotion of health-enhancing physical activity". Below this, the text reads "Second annual meeting of HEPA Europe, Tampere, Finland, 14-16 June 2006". It is organized by the Urho Kekkonen (UKK) Institute for Health Promotion Research, Finland. The topics of the meeting include: review and discussion of recent, relevant international developments as well as national approaches with regard to physical activity (PA) promotion; election of the Steering Committee and acceptance of new members; review of progress on ongoing activities and adoption of the annual work plan; and decision on the next steps. Registration for the meeting will start in March 2006. A link to the "UKK Institute for Health Promotion, Finland" is provided. The footer of the page includes "© 2006 World Health Organization", "Updated 09 January 2006 | Printer-friendly version", and "Privacy statement | Contact us".

WHO/Europe - European network for... - Second annual meeting of HEPA Europe, Tampere, ...

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European network for the promotion of health-enhancing physical activity

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Organized by the Urho Kekkonen (UKK) Institute for Health Promotion Research, Finland

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▶ [UKK Institute for Health Promotion, Finland](#)

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www.euro.who.int/hepa