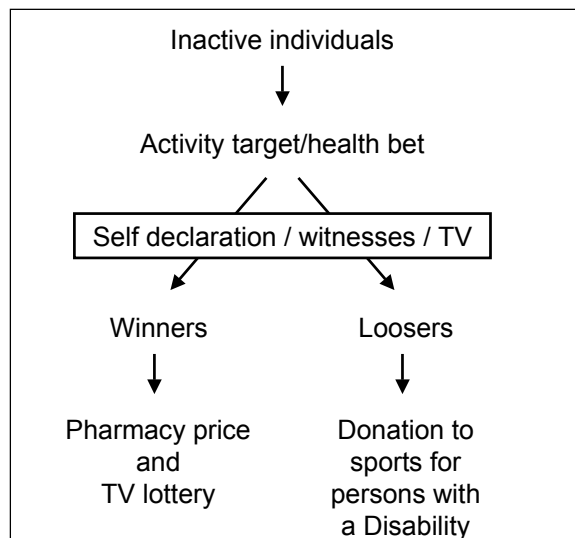


Evidence-based Physical Activity Promotion – from Interventions to the Development and Implementation of Strategies

Brian Martin, MD, MPH
Physical Activity and Health Unit
Swiss Federal Institute of Sports Magglingen
Swiss Federal Office of Sports

General idea <<Health Bet>>



Participation «Health Bet» in September 2003

- **TV health programme «Gesundheit Sprechstunde»
with 300'000-500'000 spectators**
 - **Health magazine «Gesundheit Sprechstunde»
with circulation 80'000**
 - **Article in in pharmacy magazine**
 - **170 (-> 180) participating pharmacies/dispensing chemists**
- 35 bets accepted out of 55 offered**
- 8 winners**

Evaluation results of «Health Bet»

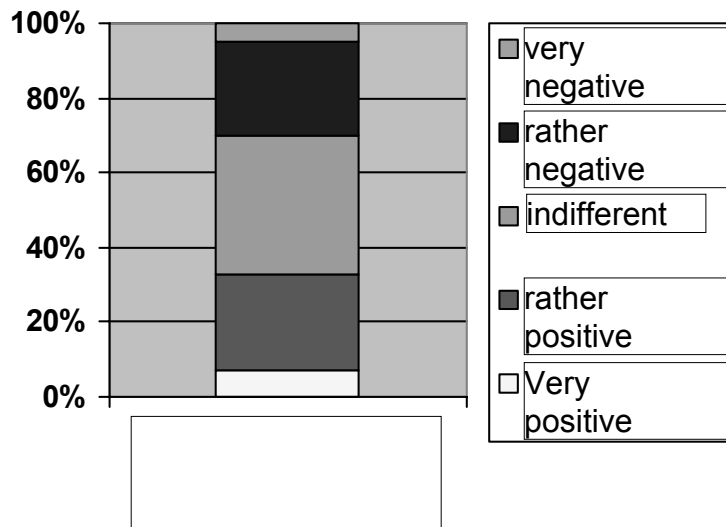
Representative population survey November 2002, n=1501

- **Solicited awareness 39% in Switzerland,
50% in German speaking part**

Results from interviews with TV studio spectators

- **High proportion of physically inactive individuals (58%)**
- **Overall idea well understood**
- **Physically inactive individuals do not see themselves as target population (52% feel not concerned)**
- **Surprising role of different programme elements**

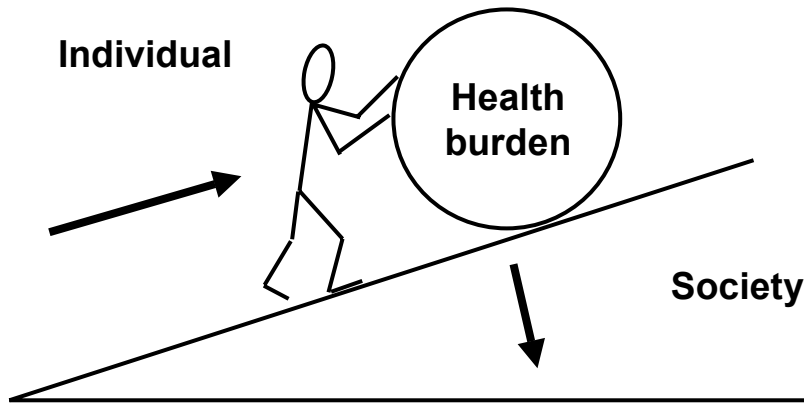
Surprise visits by TV team – motivational effects in spectators' survey



Evaluation of «Health Bet»

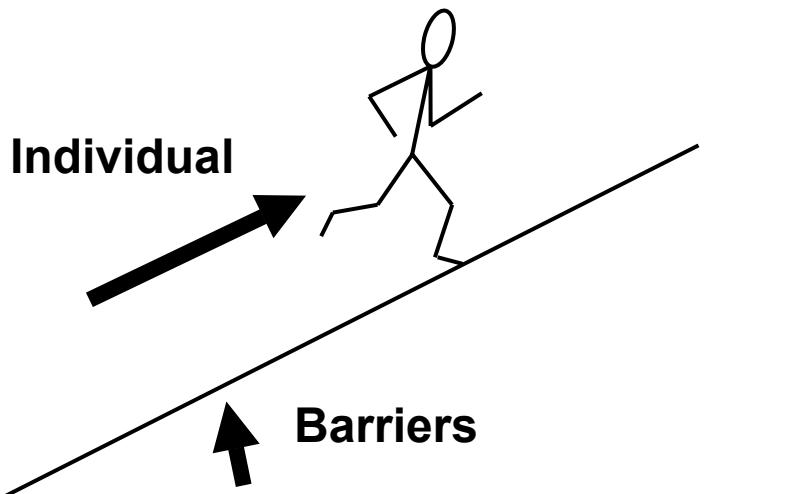
→ It's not simple!

The roles of the individual and society in health behaviour

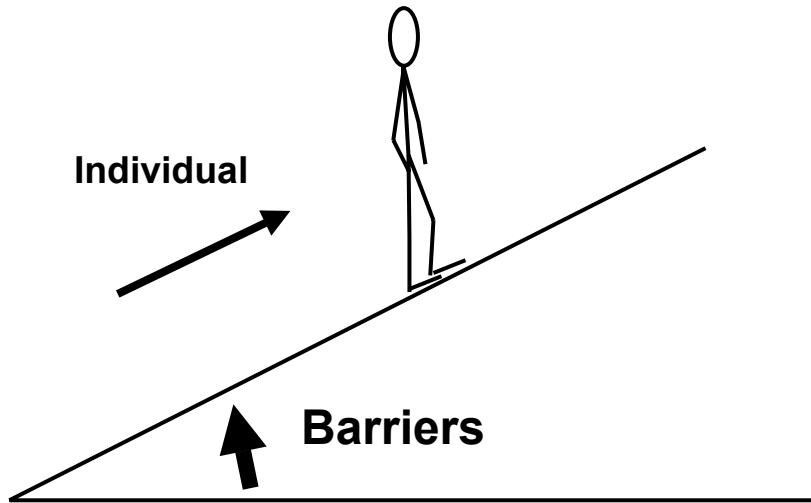


Adapted from Pekka Puska, HEPA Europe Meeting, Tampere 2006

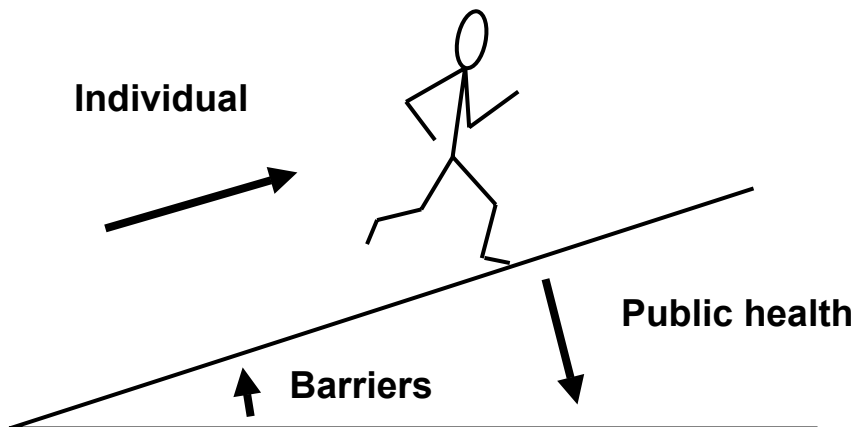
Approaches to physical activity promotion



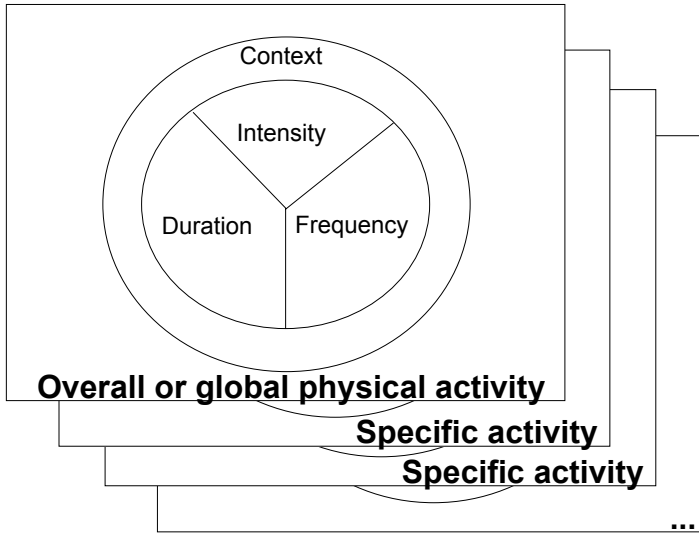
Approaches to physical activity promotion



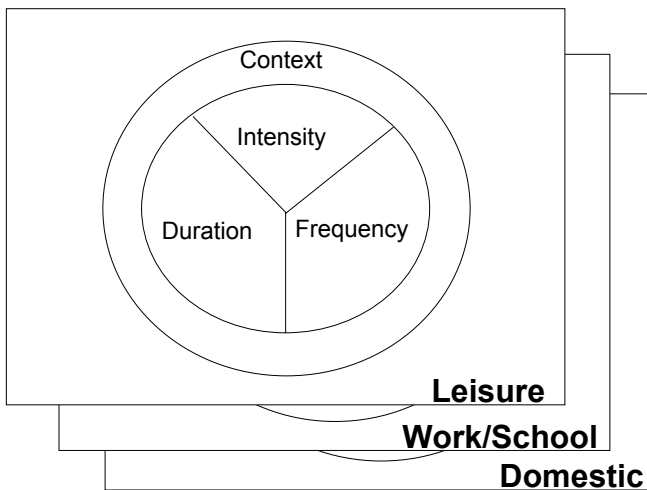
Approaches to physical activity promotion



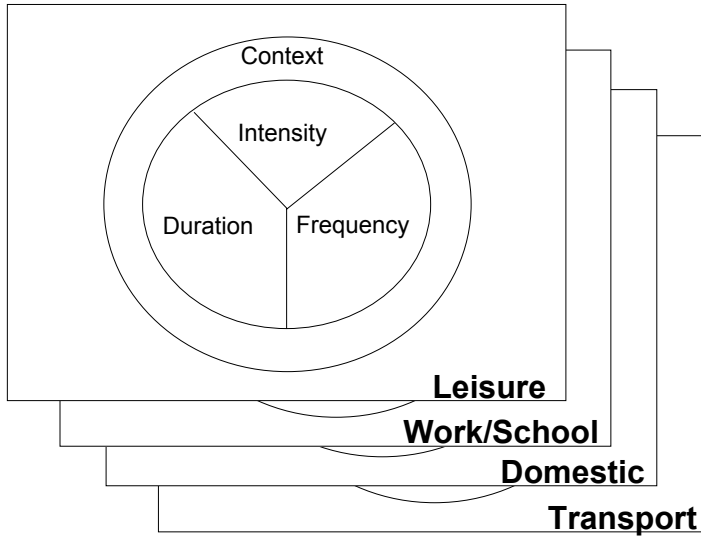
Concepts of Physical Activity



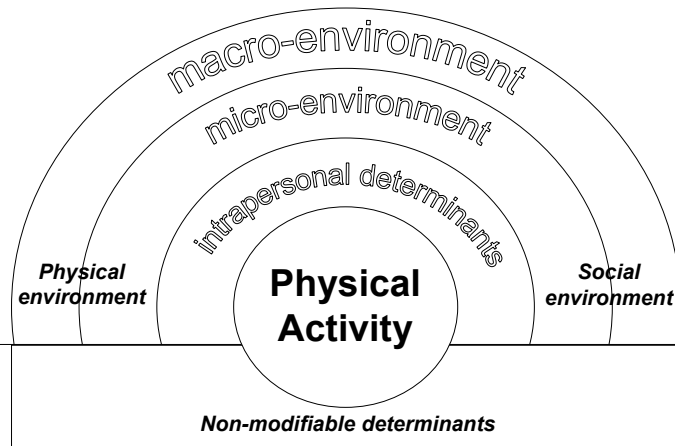
Modes of physical activity in the 20th century



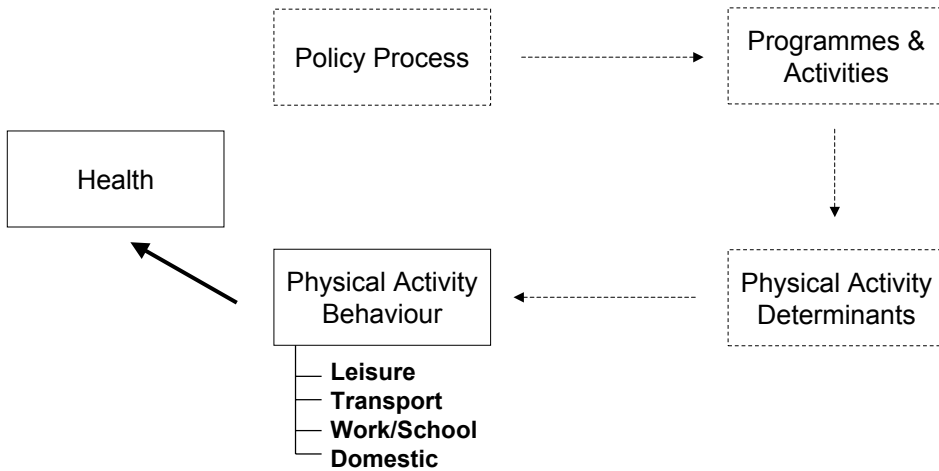
Modes since World Health Report 2002



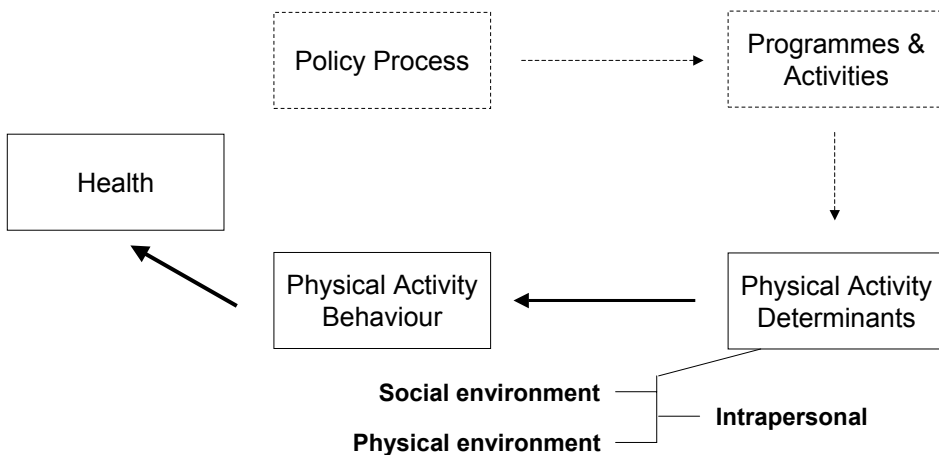
Determinants of Physical Activity



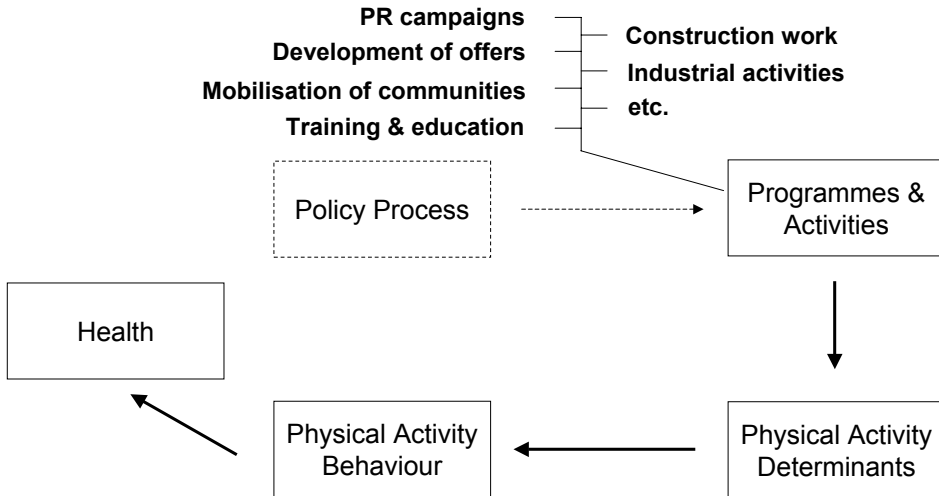
Framework for Physical Activity Promotion HEPA Promotion



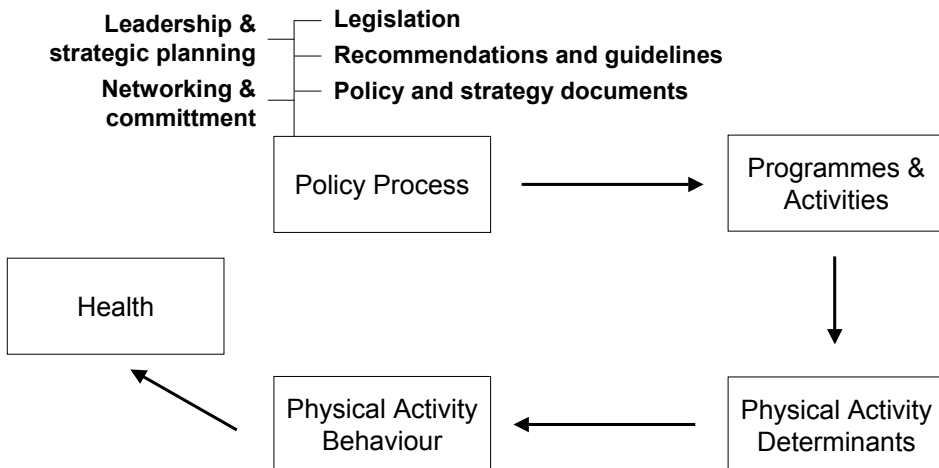
Framework for Physical Activity Promotion HEPA Promotion



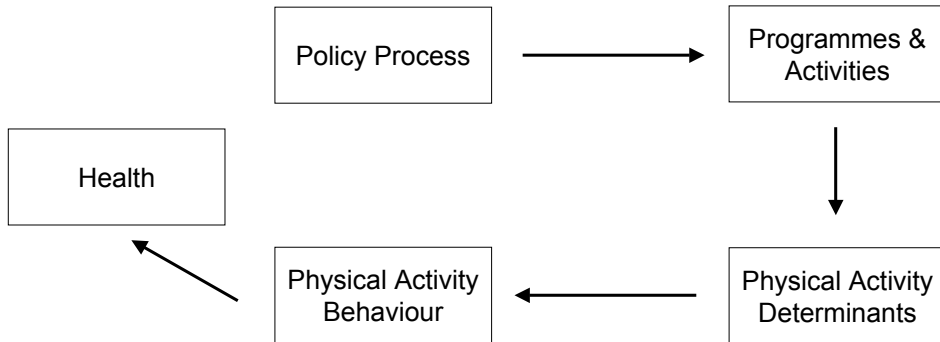
Framework for Physical Activity Promotion



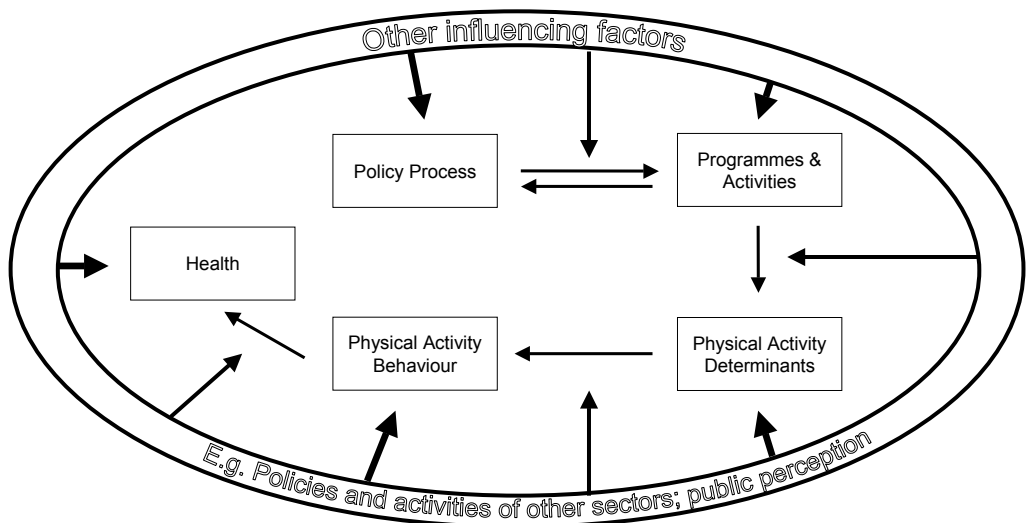
Framework for Physical Activity Promotion



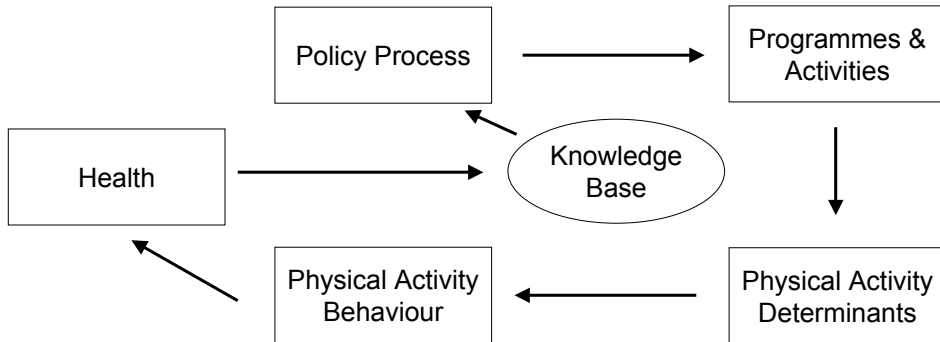
Framework for Physical Activity Promotion HEPA Promotion



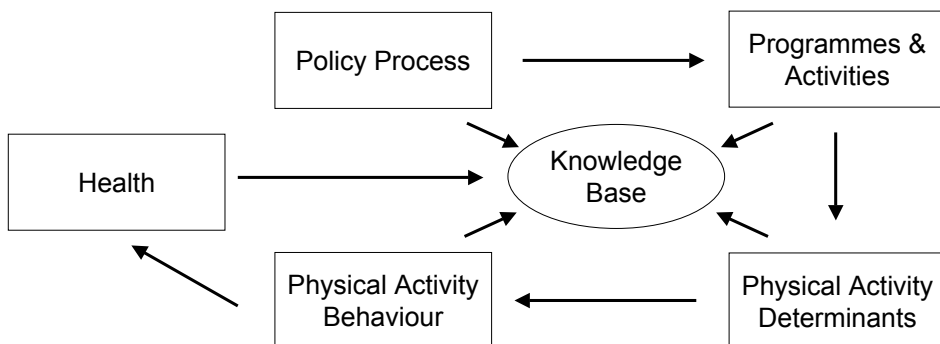
Framework for Physical Activity Promotion Other Influencing Factors



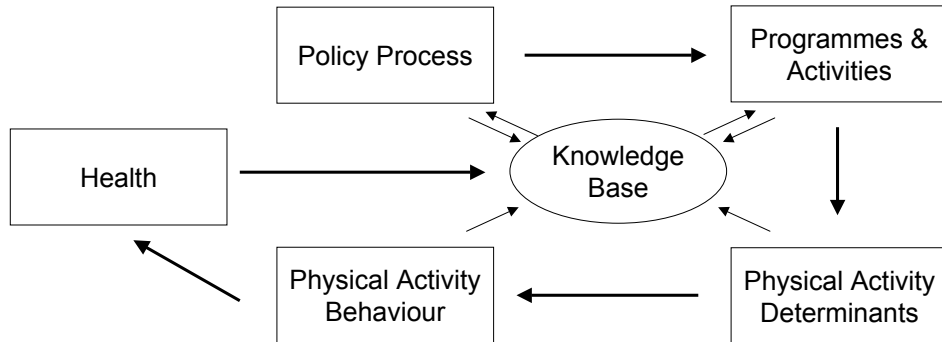
Framework for Physical Activity Promotion



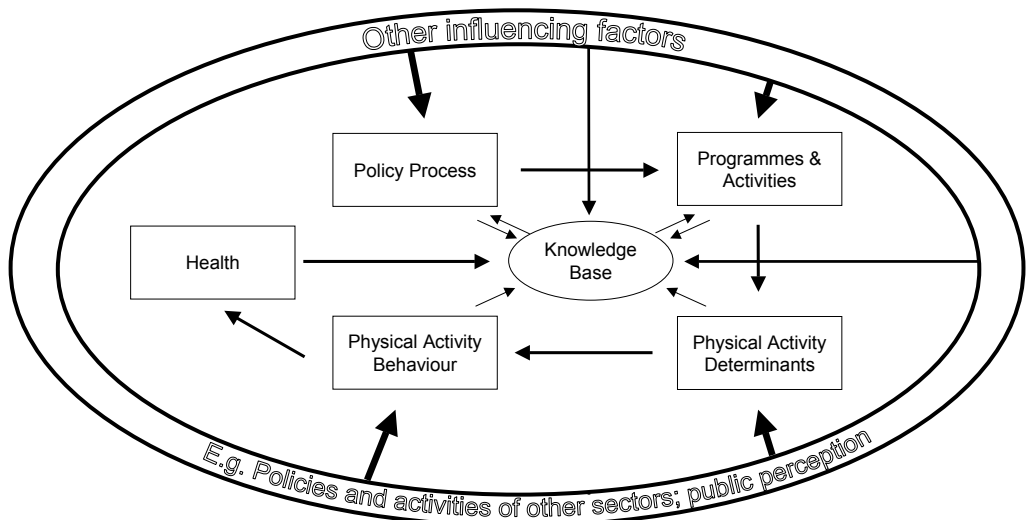
Framework for Physical Activity Promotion Monitoring and Evaluation



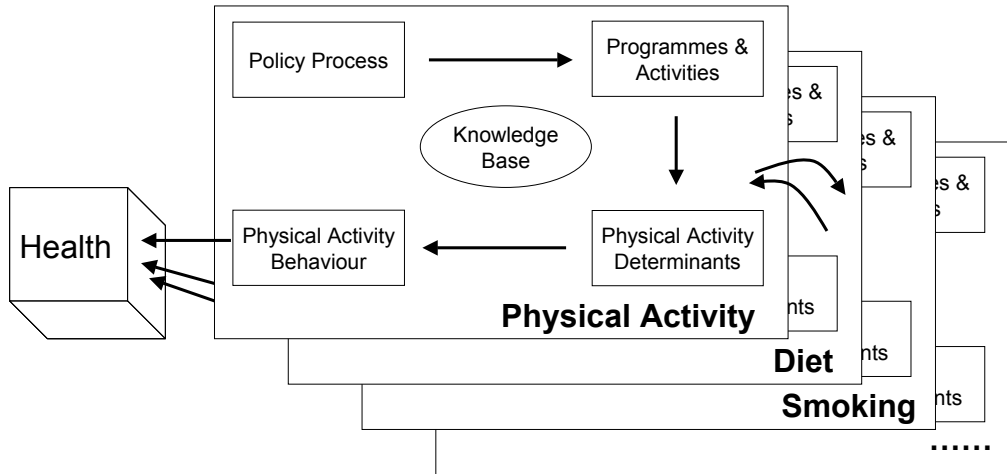
Framework for Physical Activity Promotion Evidence Based HEPA Promotion



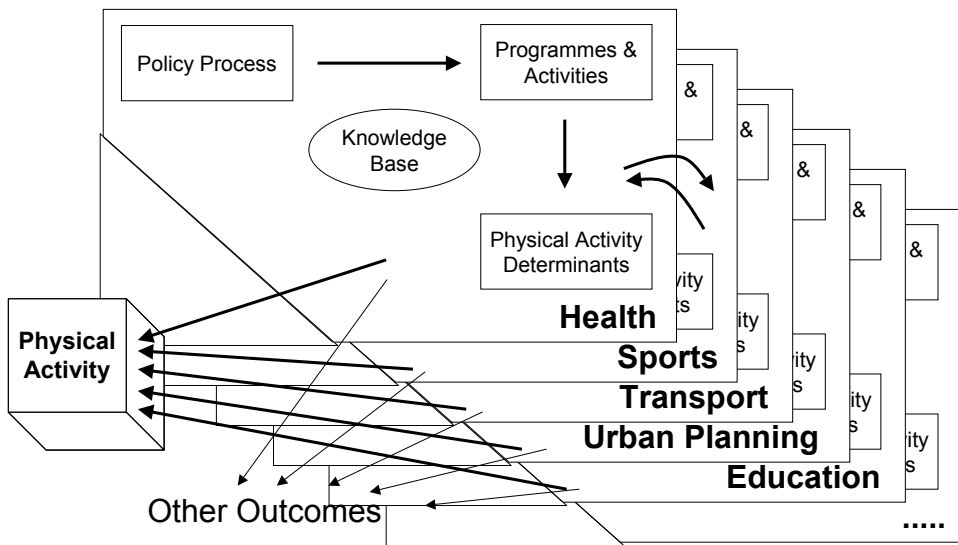
Framework for Physical Activity Promotion Evidence Based HEPA Promotion



Framework for Physical Activity Promotion within a Multi-Dimensional Health Policy



Framework for Physical Activity Promotion Multi-Sectoral Approaches



Types of evidence for Public Health

Type I evidence

Disease ← risk factor (e.g. physical inactivity)

“Why should something be done?”

Type II evidence

Intervention → prevalence of risk factor

“What should be done?”

Cavill et al 2006, adapted from Brownson et al 1999

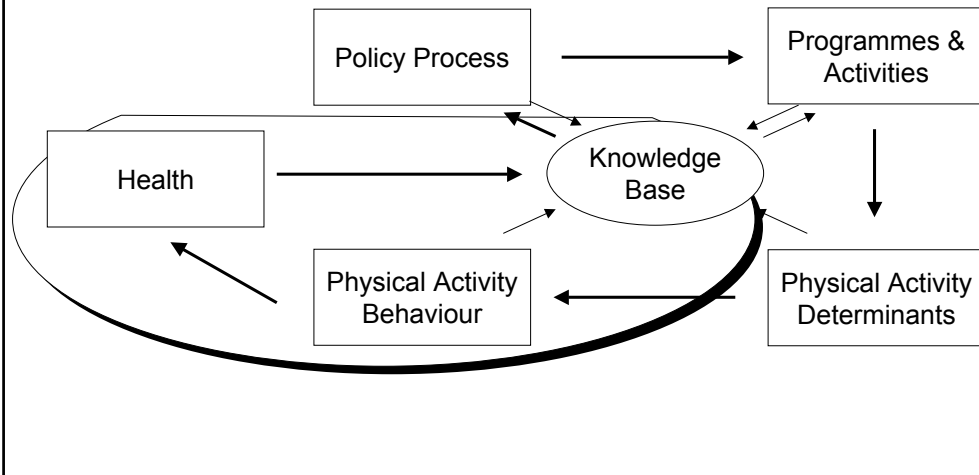
4 ‘Key Tasks’ of a Systematic Evidence-Based Approach to Promoting Physical Activity

- **Using the evidence for the health benefits of physical activity to “make the case”**
“What is the nature of the problem?”
- **Conducting surveillance to collect evidence on the prevalence of physical activity**
“What is the problem’s extent?”
- **Reviewing evidence on ‘what works’ in increasing physical activity**
“What is the most effective way to tackle this problem?”
- **Evaluating practice**
“How can progress be monitored and evaluated?”

Cavill N, Foster C, Martin BW, Oja P. 2006

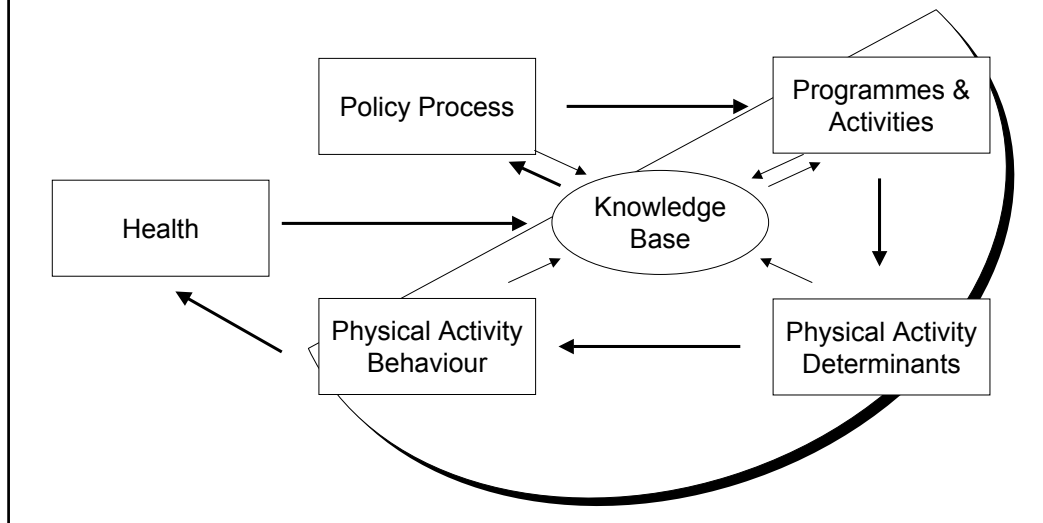
Framework for Physical Activity Promotion Type 1 Evidence

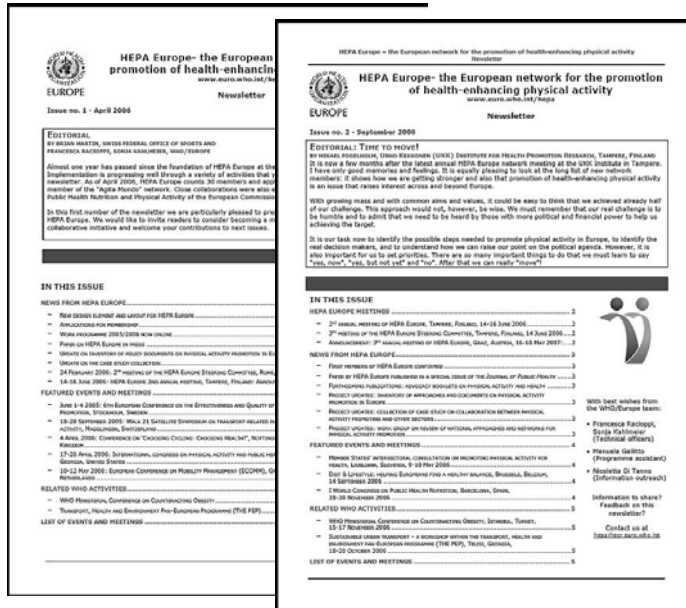
„Why should something be done?“



Framework for Physical Activity Promotion Type 2 Evidence

„What should be done?“





www.euro.who.int/hepa



← International influences

Very important for development of elements of national strategy and for development of national structure through:

- Contacts with individual experts
- Global and regional Networks
 - Facilitation of contacts with experts
 - Supporting documentation

Sustainable Development

Action Plan
Environment and Health

This Action Plan was formulated by

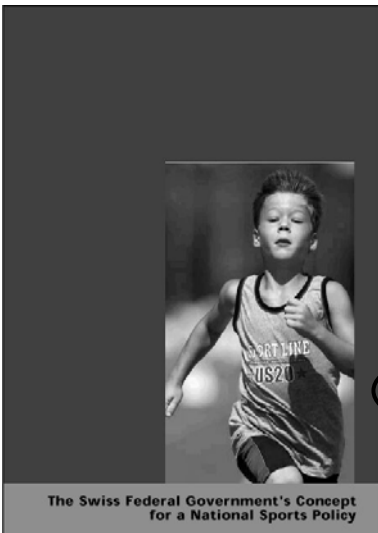


Swiss Agency for the Environment
Forests and Landscape



Directory plan
for
non-motorised
transport

Federal roads
authority



The Swiss Federal Government's Concept
for a National Sports Policy

Main Objectives and Priority Activities

Sport and physical activity should make a contribution to the sustainable development of our society, economy and environment. The first four main objectives regarding the social and economic dimension, the fifth is directed at sustainable development in general and environmental protection.

- **1. Health**
More physically active people.
The proportion of physically active people in the population needs to increase continuously. Priority activities include the following:
 - The number of sports clubs, including existing ones, is to be increased.
 - The "Health-Sports" programme will focus on sustainable, regular sporting activity. Clubs will be created.
 - Structures and programmes intended to offer physical activity and sport for senior citizens will be specifically improved (Senior Citizen Sports Council).
 - Innovative projects to promote sport and physical activity in the everyday context - e.g. at work, on the way to work, at school, in human-powered mobility - will be implemented.

The types of sport and physical activity promoted and the intensity and the level at which they are pursued should be adapted to individual interests, abilities, motives and other personal and environmental factors.

Education
Enabling use of education opportunities.

The opportunities for sports education will be reviewed and used more specifically. Priority activities include the following:

- The quality of sports education in schools, vocational colleges and in the "Health-Sports" programme will be improved by suitable measures.
- Better use will be made of the opportunities offered by sports education and organized sport to strengthen social cohesion.

Topics such as fairness, social integration, preventive action, careful use of natural resources to promote sustainable development, etc. can be pursued to good effect in the context of sports education.

➤ **3. Performance**
Promoting young athletes and competitive sport.

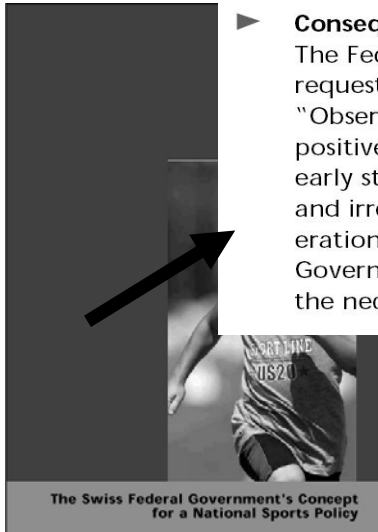
The framework and conditions for promoting young athletes and competitive sport will be improved. Priority activities include the following:

- Specialized sports schools/trainee clubs and suitable vocational training places of appropriate duration (e.g. in public administration) will be created.
- A "vocational training course for professional athletes" will be set up on a pilot basis.
- Prevention of doping and substance abuse will be improved.

1. Health
More physically active people.

The proportion of physically active people in the population needs to increase continuously. Priority activities include the following:

The Observatory Sport and Physical Activity Switzerland



► Consequence 8

The Federal Government will periodically request reports on developments in sport. An "Observatory" will be set up to identify both positive and negative developments at an early stage. Any undesirable developments and irregularities must be eliminated in cooperation with the partners. The Federal Government mandates the DDPS to take the necessary measures.

2000

The Observatory Sport and Physical Activity Switzerland

Home

Welcome to the website of the Swiss Observatory for Sport and Physical Activity

On behalf of the Swiss Federal Office for Sport (FOSPO) the Observatory compiles, analyses and publishes data on the state and development of sport and physical activity in Switzerland.

Funded by the FOSPO and supported by a number of partner organisations the Observatory contributes to the understanding and assessment of Swiss sports and Swiss sports policy.

On the following pages you will find information concerning:

- the organisational structure of the Observatory
- the concept and the working methods of the Observatory
- the indicators and additional research studies compiled by the Observatory.

Additional information is also available in a number of (German language) PDF-files.

Please note: The English language version contains an abridged version of the German main page. For more encompassing information please refer to the German language version of this website.

News

October 2006

Updated indicators:
2.6 Other training programmes in sport (adult and senior citizens' sport)
4.1 Level and development of sport accidents and injuries
5.5 Cost of sport accidents and injuries

September 2006

New and updated indicators (German language version):
1.5 "Youth and Sport" programme (J+S, updated)
2.5 Training programmes for "Youth and Sport" coaches (J+S, new)
5.3 Sports events (new)

August 2006

Over the past few weeks the Observatory has been adapted to the new Swiss Sports Policy Concept 2007-2010. A summary of the current state of the Observatory can be

www.sportobs.ch



HEPA Europe - the European promotion of health-enhancing physical activity

Issue no. 1 - April 2006

Newsletter

EDITORIAL

BY DEBRA HASTON, SWISS FEDERAL OFFICE OF SPORTS AND FRANCISCA RACKOWSKI, SWISS KANADISCHER WIRTSCHAFTS UNIVERSITÄT

Almost one year has passed since the foundation of HEPA Europe at the... In this first number of the newsletter we are particularly pleased to give HEPA Europe... We would like to invite readers to consider becoming a... collaborative initiative and welcome your contributions to next issues.

IN THIS ISSUE

NEWS FROM HEPA EUROPE

- NEW DESIGN ELEMENT AND LAYOUT FOR HEPA EUROPE
 - APPLICATIONS FOR MEMBERSHIP
 - WORK PROGRESSION 2005/2006 NEW ONLINE
 - PAPER ON HEPA EUROPE IN PRESS
 - UPDATE ON INVITATION OF PROJECT SUBMITTERS TO INVITATIONAL ABSTRACT PROMOTION IN EUROPE ON THE CASE STUDY COLLECTION
 - 24 February 2006: 2nd meeting of the HEPA Europe Steering Committee, Zurich
 - 16-18 June 2006: HEPA Europe 2006 annual meeting, Turin, Italy
- FEATURED EVENTS AND MEETINGS**
- June 1-4 2005: 6th European Conference on the Effectiveness and Quality of Promotions, Stockholm, Sweden
 - 19-20 September 2005: Walk 21 Satellite Symposium on Transport Related Inactivity, Nottingham, England
 - April 2006: Conference on "Cycling: Choosing Health", Nottingham, England
 - 17-22 April 2006: International Congress on Physical Activity and Public Health, Quebec, Canada
 - 19-22 May 2005: European Conference on Public Management (ECPM), St. Gallen, Switzerland
- RELATED WHO ACTIVITIES**
- WHO Revision Conference on Counteracting Obesity
 - Transport, Health and Environment For European Policymakers (THE PHE)
- LIST OF EVENTS AND MEETINGS**

HEPA Europe - the European network for the promotion of health-enhancing physical activity



HEPA Europe - the European network for the promotion of health-enhancing physical activity

Issue no. 2 - September 2006

Newsletter

EDITORIAL: TIME TO PROVE IT

BY VIRGINIA PROSSER, UNDO KAKKINEN (UKK) INSTITUTE FOR HEALTH PROMOTION (HEALTH), TAMPERE, FINLAND... I have only good memories and feelings. It is equally pleasing to look at the long list of new network members... it shows how we are getting stronger and also that promotion of health-enhancing physical activity is an issue that raises interest across and beyond Europe.

With growing mass and with common aims and values, it could be easy to think that we achieved steady head of our challenges. This approach would, however, be naive. We must remember that our real challenge is to be funded and to admit that we need to be heard by those with more political and financial power to help us achieving the target.

It is our task now to identify the possible steps needed to promote physical activity in Europe, to identify the next decision makers, and to understand how we can raise our point on the political agenda. However, it is also important for us to not give up. There are so many important things to do that we must learn to say "yes, now", "yes, but not yet" and "no". After that we can really "move".

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- 2 nd ANNUAL MEETING OF THE HEPA EUROPE STEERING COMMITTEE, TAMPERE, FINLAND, 14 JUNE 2006	2
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- PROJECT UPDATE: WORKING GROUP ON REVIEW OF NATIONAL APPROACHES AND NETWORKS FOR PHYSICAL ACTIVITY PROMOTION	3
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- SUSTAINABLE URBAN TRANSPORT - A WORKSHOP WITHIN THE TRANSPORT, HEALTH AND ENVIRONMENT FOR EUROPEAN POLICYMAKERS (THE PHE), TRIESTE, ITALY, 19-20 OCTOBER 2006	5
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www.euro.who.int/hepa

Document de base

Activité physique et santé



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Office fédéral de sport
Office federal de la santé publique CSOP



Gesundheitsförderung Schweiz
Promoteion Santé Suisse
Promozione Salute Svizzera

www.hepa.ch



WORK PROGRAMME 2006 / 2007: SUMMARY

HEPA Europe
European network for the promotion of Health-Enhancing Physical Activity

The European network for the promotion of health-enhancing physical activity (HEPA Europe) was launched in May 2006 as an international, collaborative initiative which closely collaborates with WHO/Europe. "Health-enhancing physical activity" (HEPA) is any form of physical activity that benefits health and functional capacity without undue harm or risk. The overall vision of this initiative is to achieve better health through physical activity among all people in Europe. For more information see www.euro.who.int/hepa.



At the 2nd annual meeting in Tampere, Finland, the following work programme was endorsed for the period July 2006 to June 2007. At the next annual meeting in May 2007, progress on ongoing activities will be reviewed and the next annual work programme will be defined.

1. Core activities of the network

Title and aim of the activity
Maintenance and regular updating of the HEPA Europe website (www.euro.who.int/hepa)
Holding of the 3 rd annual HEPA Europe network meeting (18-19 May 2007, Graz, Austria)
Development of ideas for and possibly organization of a scientific network conference (possibly in 2008)
Support and contributions to other conferences and events upon request
Cooperation and collaboration with other activities, projects, and networks to join forces with key partners and to benefit from synergies

2. Projects and products

Title and aim of the activity
Finalization of an advocacy booklet on physical activity and health with the key facts and figures for policy makers
Continue collating an inventory of existing approaches, policy documents, and targets related to physical activity promotion in different countries to facilitate information access for Member States and to develop a framework for process evaluation of physical activity promotion at the national level
Review of examples of national approaches and networks for physical activity promotion, including challenges to overcome, inter-ministerial and sectoral approaches, and the exploration of the need and possibility to create a "network of national networks".
Finalization of the collection of case studies of collaboration between the physical activity promotion and the transport or other sectors to develop an overview of European experiences
Development of a general framework for physical activity promotion policy
Development of a discussion paper on currently used recommendations for health-enhancing physical activity to serve as a basis to assess the scope and desirability to propose common European recommendations

©

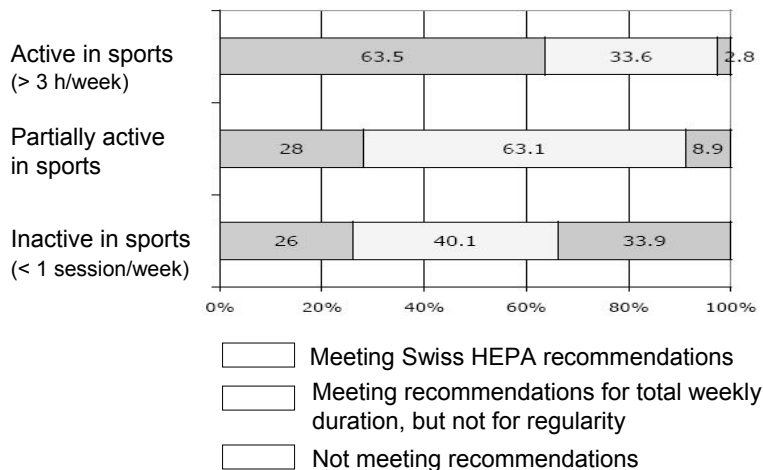
Cultural differences in definition of "sport"

- 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
- ...

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



**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**