



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

Development of networks – The history of HEPA Europe as a developed countries' physical activity network

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+Observer in the Steering Committee of HEPA Europe

2nd International Congress on Physical Activity and Public Health, Amsterdam, 15.04.2008



European Situation in 2004

- **Scientific exchange on physical activity and health** ↑ ↑
- **Development of methods (e.g. IPAQ)** ↑ ↑
- **No more regular exchange and development platform for national physical activity promotion strategies**

European Situation in 2004

- **Scientific exchange** ↑ ↑
- **Methods** ↑ ↑
- **No more platform for national strategies**
- **Encouragement from Agita Mundo to get things going...**



Expert Meeting Magglingen June 2004



Expert Meeting Magglingen June 2004



Outcome:

- **Consensus established for further steps towards European Network**
- **Secretariat hosted by WHO Europe in Rome**
- **Funding secured for 2005**



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**Founded
at the first
Network
Meeting
in
Slagelse,
Denmark,
Gerlev
Sports
Academy,
26 and 27
May 2005**

HEPA Europe – Goal

- **Better health through physical activity for all people in the WHO European region by strengthening and supporting efforts to increase participation and improve the conditions for healthy lifestyles**

HEPA Europe – Objectives

- to contribute to the development and implementation of policies and strategies for HEPA in Europe;
- to develop, support, and disseminate effective strategies, programs, approaches, and other examples of good practice to promote HEPA; and
- to support and facilitate the development of multi-sectoral approaches to the promotion of HEPA.



Slagelse, 26./27.05.2005



Tampere, (14.) 15.-16.06.2006




Graz,
(16.)
17.-18.05.
2007



is pleased to announce the



Annual Conference & Meeting of HEPA Europe

Inspired around the possibility of health-enhancing physical activity
GLASGOW, SCOTLAND • 8-10 SEPTEMBER 2008



The 1st annual conference and 4th annual meeting of HEPA Europe will be hosted by SPARcoll (Scottish Physical Activity Research Collaboration) in association with the University of Strathclyde and co-sponsored by WHO Regional Office for Europe and the Scottish Government.

The meeting will have a particular emphasis on walking with the following keynote speakers:

-  **Dr Pekka Oja**,
UKK Institute, Finland & Karolinska Institute, Sweden
-  **Professor Billie Giles-Corti**,
University of Western Australia
-  **Professor Sally Macintyre**,
MRC Social and Public Health Sciences Unit, Scotland
-  **Professor Adrian Bauman**,
University of Sydney, Australia
-  **Professor James Sallis**,
San Diego State University, USA

Abstract and symposium submission will open on 1st April 2008 (deadline 15th May 2008)

For further details please contact:
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www.sparcoll.org.uk
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Annual Conference & Meeting of HEPA Europe Glasgow, 08.-10.09.2008

www.sparcoll.org.uk
www.euro.who.int/hepa

HEPA Europe – Steering Committee

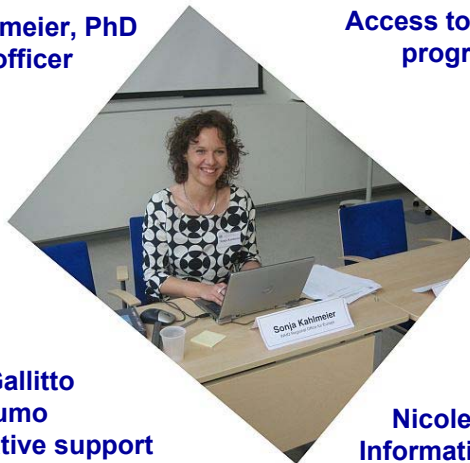
- **Brian Martin**, Federal Office of Sport, Switzerland (Chair)
- **Winfried Banzer**, Olympics Sports Confederation, Germany
- **Finn Berggren**, Gerlev PE and Sports Academy, Denmark
- **Eddy Engelsman**, Ministry of Health, Welfare and Sport, NL
- **Mari Miettinen**, Ministry of Social Affairs and Health, Finland
- **Pekka Oja**, former network HEPA Europe
- **Jean-Michel Oppert**, Paris VI University, Hotel Dieu, France
- **Francesca Racioppi**, WHO Regional Office for Europe
- **Harry Rutter**, South East Public Health Observatory, UK
- **Michael Sjöström**, Karolinska Institute, Sweden
- **Radim Šlachta**, Palacky University, Czech Republic
- **Mireille van Poppel**, Vrije Universiteit Medical Center, NL
- **Jozica Maucec Zakotnik**, CINDI Slovenia
- **Observer: Fiona Bull**, GAPA

HEPA Europe – Secretariat at WHO Europe

Sonja Kahlmeier, PhD
Technical officer
Rome

Access to other WHO
programmes and
activities

**Lideke
Middelbeek**
Technical
officer
Copenhagen



Francesca Racioppi
Acting director
WHO Rome office
Member of HEPA
Europe Steering
Committee

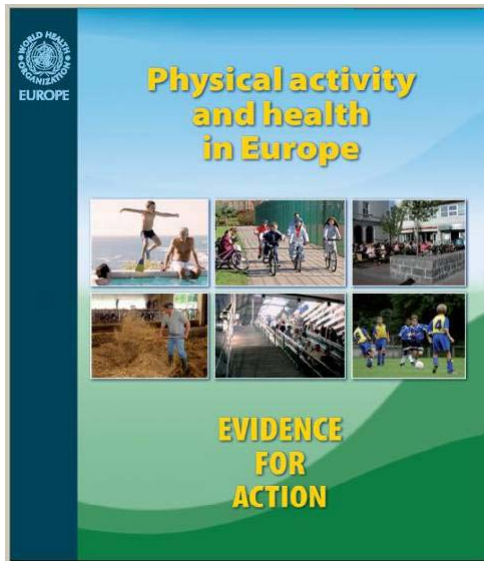
**Manuela Gallitto
Cristina Fumo**
Administrative support

Nicoletta Di Tanno
Information outreach

HEPA Europe – Funding

- In kind contributions of Steering Committee members and Network Members (working time, travel expenses, hosting of meetings and events)
- Voluntary financial contributions from members
- Synergies to be expected from bilateral contracts between European Commission and WHO
- Long term funding remains a challenge...

Overview and highlights of effective approaches



Cavill N, Racioppi F, Kahlmeier S. Physical Activity and Health in Europe. Evidence for Action. Copenhagen: WHO, 2006.

Overview and highlights of effective approaches

Spotlight. A community on the move: the experience of San Mauro Pascoli, Italy (120)

This project targeted sedentary women and elderly people, to provide an opportunity for social organized physical activities. The outdoors during spring and summer, autumn and winter. Neighbourhood, mostly middle-aged women implemented for the long-term continuation of the programme. Teachers, community representatives, social workers, local grass and the private sector.

A key finding was that, while more reported to be well aware of the physical activity, they lacked opportunity to be physically active in their own community, using the local parks. They identified the opportunity for social interaction and motivation as essential to prompt changes in behaviour without being accompanied by interventions that facilitate physical activity.

Spotlight. National sport concept in Switzerland (78)

A new concept for a national sports policy in Switzerland was prepared in 2000. It defines a strategy document for enhancing physical activity of the scientific evidence for health.

When the Federal Government adopted the concept of the national sports policy, it was in line with public health consistently shown that more physically active people know that physical activity is good for health. The concept new partnerships across government, and between grass roots and mass media.

Spotlight. Odense, Denmark's national cycling city (102)

Odense was Denmark's official National Cycle City from 1999 to 2002. The Ministry of Transport and the National Road Directorate invested significant funding to demonstrate how coordinated effort could increase cycling. During the four years of the overall programme, 50 projects were developed and implemented, including physical improvements, campaigns and changes in regulations, with an emphasis on trying out innovative ideas.

By the end of 2002, cycling traffic in the municipality of Odense had increased by 20% and the number of accidents involving cyclists had been reduced by 20%, compared to 1996/1997. The evaluation estimated savings for the health sector, mostly attributed to increased safety and reduced noncommunicable diseases.

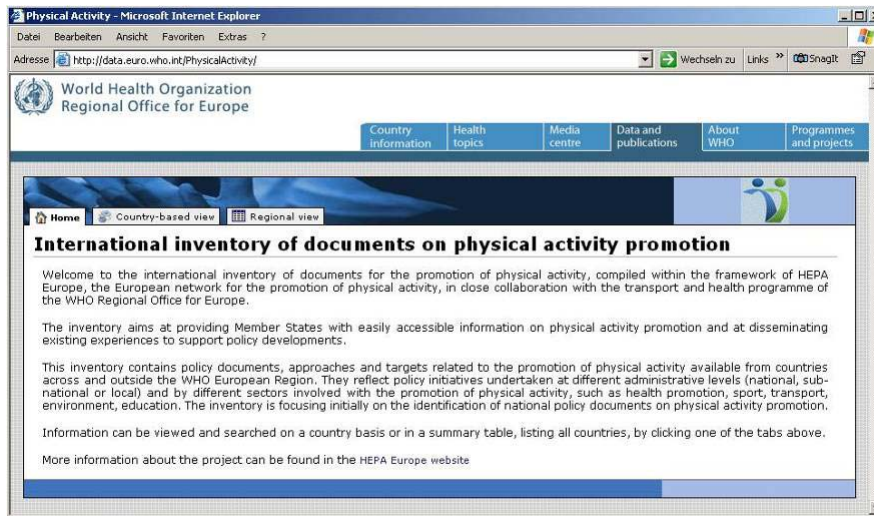
Spotlight. The congestion charge in London, United Kingdom (100,101)

In 2003, London introduced a congestion charging scheme in which cars were charged to enter a zone in the centre of the city. In 2006 the charge is €11.60 per day. The primary objective of the scheme was to reduce traffic congestion in and around the charging zone.

The scheme also affected physical activity: there was a 20% increase in cycle journeys and a 20% reduction in crashes. There may also have been an increase in journeys walked – both as trips and as part of the increased number of journeys. London's example shows how interventions can have positive (and some negative) benefits to public health.

Cavill N, Racioppi F, Kahlmeier S. Physical Activity and Health in Europe. Evidence for Action. Copenhagen: WHO, 2006.

Inventory of approaches in physical activity promotion



www.euro.who.int/hepa

Analyses of selected approaches



www.euro.who.int/hepa

Working groups on specific topics



The image shows a screenshot of a Windows Internet Explorer browser window displaying a webpage from www.physicalactivityandhealth.ch. The page title is "HEPA Europe (details about the working group in activity report and work programme)" and the main heading is "HEPA promotion through primary care practice". A list item is visible: "Promotion of physical activity in the primary care setting: What is the situation in Switzerland? (Translation of Bize R, Surbeck R, Padina O, Peduzzi F, Cornuz J, Martin B. Promotion de l'activite physique au cabinet medical. Ou en sommes-nous en Suisse? Revue medical Suisse 2007; 3: 2731-6.)". The date "14.04.08" is shown at the bottom of the browser window. The background of the slide is a poster for a "1st WORKSHOP FOR THE EXCHANGE OF EXPERIENCES IN PHYSICAL ACTIVITY AND SPORTS PROMOTION IN CHILDREN AND ADOLESCENTS" held in Magglingen, Switzerland, from November 22-23, 2006. The poster features two children jumping rope and logos for the Swiss Confederation and the Swiss Federal Office of Public Health.

www.euro.who.int/hepa



The image shows the cover of a report. At the top right is the WHO logo with the text "WORLD HEALTH ORGANIZATION EUROPE". Below it is the HEPA logo, which consists of two stylized human figures in blue and green. The main text reads: "3rd annual meeting of HEPA Europe European network for the promotion of health-enhancing physical activity". At the bottom, it says: "Report of a WHO meeting 16-18 May 2007 Graz, Austria".



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**Activity reports and
work programmes in
the report of the
annual meeting**
www.euro.who.int/hepa

The situation 2008

- The importance of physical activity and sports for health has been well established
- The challenge now is to achieve and to monitor progress in physical activity promotion
- When all partners join their forces...



... the challenge can be met!

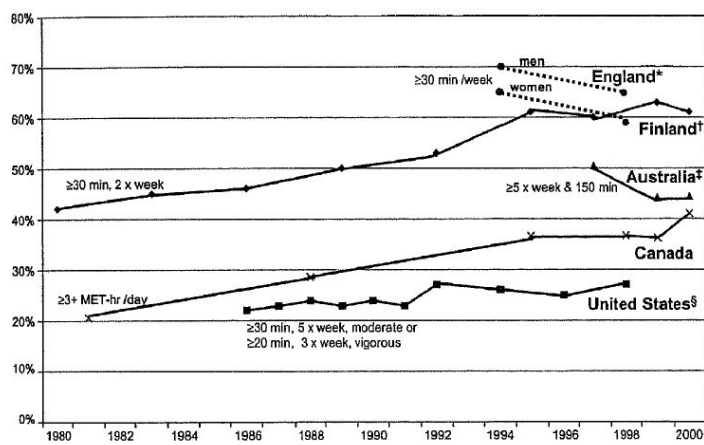


Figure 2. Physical activity trends, 1981-2000

* Source: Ref. 6

† Source: Ref. 3

‡ Source: Ref. 5

§ Source: Ref. 4