



Keys to Developing a National Plan – the European Perspective

Brian Martin, MD MPH

*HEPA Europe, the European Network for the Promotion of Health-Enhancing Physical Activity
Institute of Social and Preventive Medicine,
University of Zurich, Switzerland*

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Inventory of approaches in physical activity promotion



www.euro.who.int/hepa

WORLD HEALTH ORGANIZATION
REGIONAL OFFICE FOR EUROPE
ORGANISATION MONDIALE DE LA SANTÉ
BUREAU RÉGIONAL DE L'EUROPE
WELTGESUNDHEITSORGANISATION
REGIONALBÜRO FÜR EUROPA
BCEMHENAP OPIAHENAIHEE EEPABOONPAHEHEE
EBPOHECKOE PEPIHOHAIHOE EIOPO



Joint WHO/EC Project on
Monitoring progress on improving nutrition and physical activity
and preventing obesity in the European Union, 2008-2010

2nd Meeting of National Information Focal Points
Copenhagen, Denmark, 23 – 24 June 2009

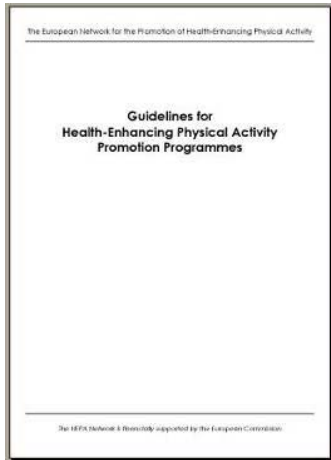
16 June 2009
EU/09 5088228/

- 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

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

- Until April 2007, 27 physical activity policy documents available in English from 14 European countries identified and analysed

Daugbjerg S B, Kahlmeier S, Racioppi F, Martin-Diener E, Martin B, Oja P, Bull F. J Phys Act Health, in press.



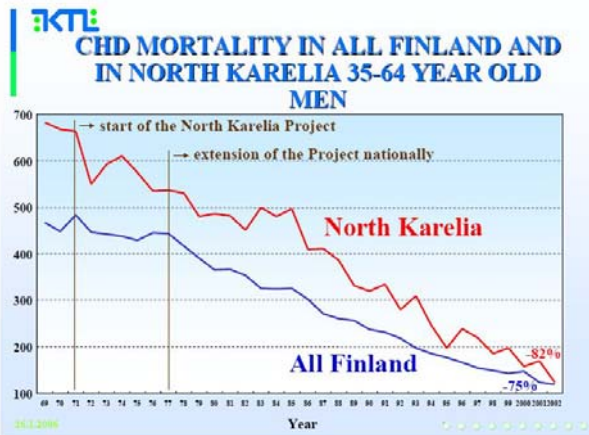
Foster C. Guidelines for health-enhancing physical activity promotion programmes. The European network for the promotion of health-enhancing physical activity. UKK Institute, Tampere 2000.

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
- Allez Hop! - Switzerland
- Fit For Life – Finland
- ACTIVE for LIFE – England

Foster C. Guidelines for health-enhancing physical activity promotion programmes. The European network for the promotion of health-enhancing physical activity. UKK Institute, Tampere 2000.



Puska P. The North Karelia Project – pioneering work to improve national public health. National Public Health Institute – KTL. www.ktl.fi

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
- ...

Puska P. The North Karelia Project – pioneering work to improve national public health. National Public Health Institute – KTL. www.ktl.fi

Vuori I, Lankenau B, Pratt M. Physical Activity Policy and Program Development: The Experience in Finland. Public Health Reports 2004; 119: 331-345



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

Cavill N, Foster C, Oja P, Martin BW. An evidence-based approach to physical activity promotion and policy development in Europe: contrasting case studies. Promotion and Education 2006; 8: 104-111.



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
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- 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
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- 2000 Concept for a national sport policy
 - Strong HEPA component
 - Timely development thanks to international support

Cavill N, Foster C, Oja P, Martin BW. An evidence-based approach to physical activity promotion and policy development in Europe: contrasting case studies. Promotion and Education 2006; 8: 104-111.

2000

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

Starting with the shortcomings

- At least one third of the Swiss population engages in too little physical activity.

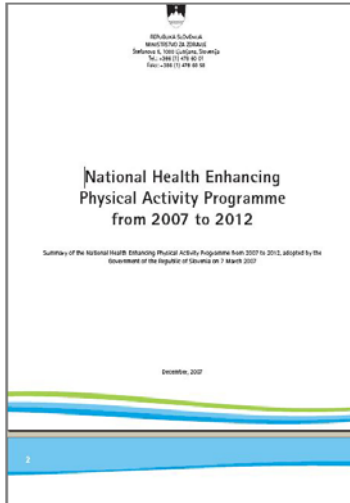
A Concept as a Basis for Action

Starting with the shortcomings

- At least one third of the Swiss population engages in too little physical activity.
- There is a need to improve the situation in the field of physical activity.
- The Swiss population is faced to sport as a factor in attaining personal values.

Starting with the shortcomings

- Regular and continuous participation in healthy leisure, leisure and sport.
- Making leisure time sports, sport and leisure an integral part of the life of the population.
- Building up an open national network, involving organisations, voluntary and non-profit organisations.
- These activities are to be linked to other activities in the field of leisure and sport.



The French “Surgeon General’s Report”



Inserm. Activité physique et santé. Contextes et effets sur la santé. Expertise collective. Paris, Inserm 2008



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



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



	Finland	Switzerland	Czech Republic	France
Public health urgency	X	(X)	(X)	X
National research and pilot projects	X	-	X	(X)
International evidence	-	X	X	X
Political opportunity	?	X	X	X