



Getting It Done: Effective Implementation of a National Plan – the European Perspective

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National Physical Activity Plan Conference, Washington DC, 02.07.2009

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.

Ten years later...

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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.

Ten years later... in the Netherlands

- In international comparison still strong in physical activity promotion
- Responsibility for HEPA promotion moved from National Olympic Committee to new National Institute for Sport and Physical Activity NISB

- The Netherlands on the Move! – The Netherlands †
- Allez Hop! - Switzerland †
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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

HEPA promotion in Finland



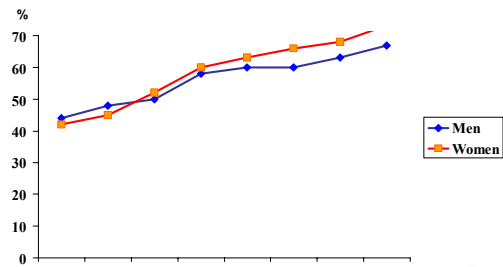
- 1960s Concerns about prevalence of non-communicable disease NCD
- 1970s The North Karelia Project
- 1980s National extension of HEPA promotion
 - + Monitoring and evaluation

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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.

Participation in leisure time physical activity at least twice a week of Finnish adults during past decades (%)

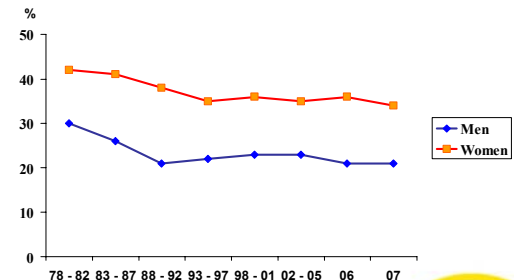


National Public Health Institute 2007

KKI

Komulainen J. Fit for Life Program: Tailored campaigns for promoting physical activity and healthy life-style in adults. World Sport for All Congress, Genting Highlands, Malaysia 2008

Commuting to job by biking or walking at least 15 minutes per day during past decades (%)



National Public Health Institute 2007

KKI

Komulainen J. Fit for Life Program: Tailored campaigns for promoting physical activity and healthy life-style in adults. World Sport for All Congress, Genting Highlands, Malaysia 2008

Evaluation of Finland's HEPA policies and programmes

„The national „Fit for Life“ programme was evaluated at the end of its second 5-year phase by an independent expert group.

(...)

According to the evaluation, the programme has had many strengths as well as weaknesses. The results are being fed systematically into the activities of the programme's third five-year phase in order to improve its performance.”

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.



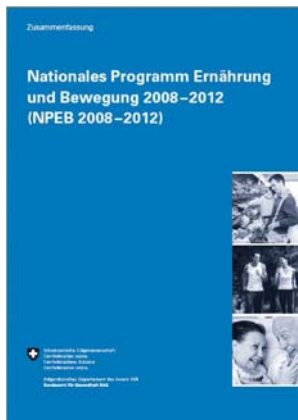
HEPA promotion in Switzerland

- 1995 Magglingen Symposium sports - PA – health
- 1996 Beginning of Allez Hop programme
- 1996 Beginning of health promotion unit Magglingen
- 1999 Network HEPA Switzerland

- 2000 Concept for a national sport policy
National measures since 2002 weak (1 million \$/year)
Federal sport administration ignoring 1st goal

- 2001 Action Plan Environment and Health (♣ 2007)
(Directory plan for non-motorised transport)

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.



Objective 3:

- Promoting Physical Activity and Sport

But

- Currently national funding only for monitoring and coordination, not for implementation...

Swiss National Programme Diet and Physical Activity 2008



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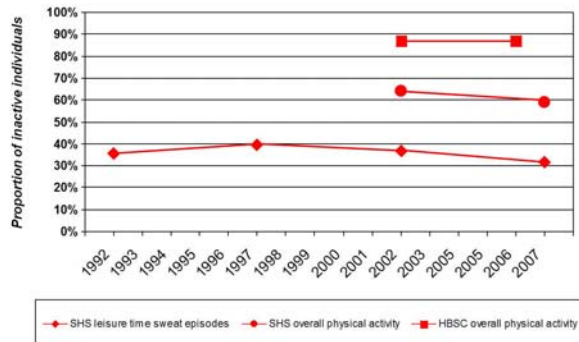
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(currently no funding for implementation)



Physical inactivity levels in Switzerland



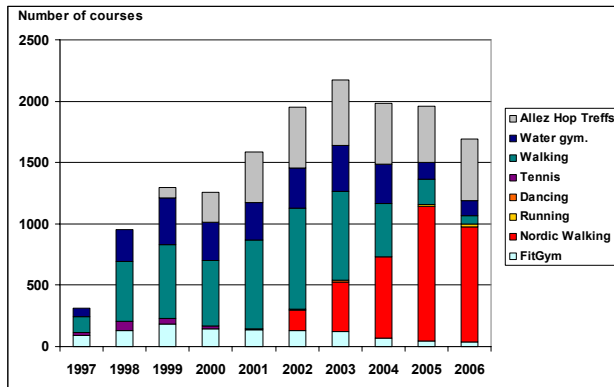
Martin BW, Mäder U, Stamm HP, Braun-Fahrlander C. Physical activity and health - what are the recommendations and where do we find the Swiss population? Schweiz Z Sportmed Sporttraumatol 2009; 57 (2); 37-43..



HEPA promotion in Switzerland

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- 2008 National programme Diet, Physical Activity and Health
(currently no funding for implementation)
- but Successful activities in related projects, by NGOs,
in cantons and communities

Course development



Martin-Diener E, Wanner M et al. Allez Hop: Did Switzerland „get moving“ after a decade of a national physical activity promotion programme? 2nd ICPAH Congress, Amsterdam, 15.04.2008



Most popular sports in Switzerland 2007

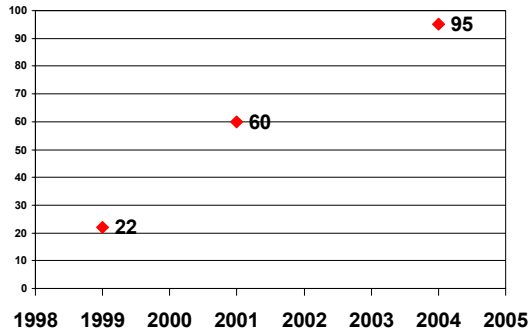
	level 2007	change since 2000
Bicycle, mountainbike	35.0%	+3.2%
Walking/hiking*	33.7%	+11.1%
Swimming	25.4%	-0.9%
Skiing	21.7%	+3.8%
Jogging/running	16.8%	-0.8%
Fitness training	14.0%	+2.5%
Gymnastics	11.7%	-5.3%

*47% nordic walking; 20% walking; 33% brisk walking

Lamprecht M, Fischer A, Stamm HP. Sport Schweiz 2008: Das Sportverhalten der Schweizer Bevölkerung. Magglingen, BASPO 2008



Network HEPA Switzerland Number of member organisations



Édition spéciale en raison de printemps 2004

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Editorial

Je suis dans une situation délicate, com-
plicité et solidarité. Je soutiens ce
de pas de plus, mais ce travail est effec-
tué et des choses. On se situe par là
l'expérience qui est que l'été apporte de
nouveau, mais pour l'automne et le printemps
en même temps.

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Base Document for Switzerland

Health-Enhancing Physical Activity



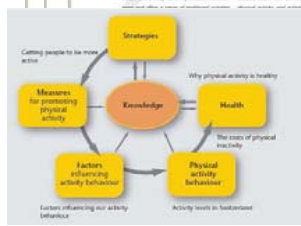
Swiss National Office of Public Health
Swiss Federal Office of Public Health
Swiss National Office of Public Health
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Why physical activity is healthy

Activity levels in Switzerland

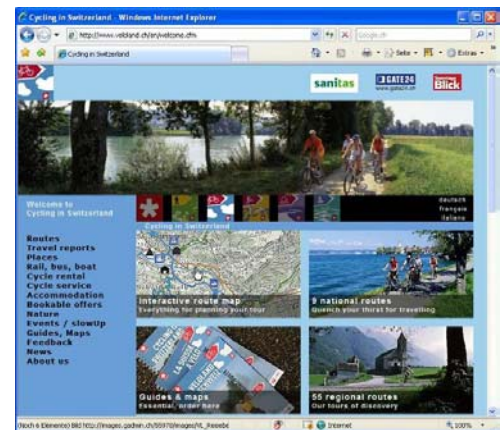
Factors influencing our activity behaviour

Getting people to be more active



www.hepa.ch

Cycling in Switzerland as part of SwitzerlandMobility





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
-
- Very quiet since 2007; currently institutional issues are being solved



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
-
- Decision pending at the ministering level, nothing happened since autumn 2008

Success factors for national physical activity promotion



	Finland	Switzerland	Slovenia	France
Plan with funding	x	-	x	?
Multilevel policies	x	x	?	-
Common framework	x	x	?	x
Dissemination	x	x	?	-
Infrastructure	x	x	?	-
Evaluation	x	(x)	?	-
Population level improvements	x	x	?	?

WORLD HEALTH ORGANIZATION
REGIONAL OFFICE FOR EUROPE
WELTGESUNDHEITSORGANISATION
REGIONALBÜRO FÜR EUROPA



ORGANISATION MONDIALE DE LA SANTÉ
BUREAU RÉGIONAL DE L'EUROPE
ОБЩЕМИРНАЯ ОРГАНИЗАЦИЯ ЗДРАВООХРАЖДЕНИЯ
ЕВРОПЕЙСКОЕ РЕГИОНАЛЬНОЕ БЮРО

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

Work Packages 2008-2010

1. Surveillance of nutritional status, dietary habits and physical activity patterns
2. National policies and actions
3. Good practice in regional and local initiatives
4. Database establishment, and management
5. Support to national surveillance and policy intelligence
6. Coordination, management and reporting
7. Dissemination of results

Conclusions

- The development of national physical activity plans is important and challenging
- Long-term implementation can be even more challenging
- The process of developing a plan has its own effects
- Identify and use windows of opportunity!
- To do so successfully, make use of existing experiences
 - ← databases, reports, and publications
 - ← presentations and conferences
 - ← integrated monitoring systems
 - ← capacity building and teaching courses
 - ← in depth analyses of specific approaches
 - ← personal contacts and specific working groups



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

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

Handout at www.physicalactivityandhealth.ch (-> presentations)