



Physical activity promotion in primary care settings – the situation in Europe

Brian Martin, MD MPH

Physical Activity and Health Work Unit,
Institute for Social and Preventive Medicine, University of Zurich
With contributions from Lideke Middelbeek, Matti Leijon, Minna Aittasalo and Maarten Koornneef

World Congress on Exercise is Medicine/ACSM Annual Meeting,
Symposium „International Exercise is Medicine Experiences:
Past, Present and Future Perspectives“, Baltimore MD, 01.06.2010



PA promotion in primary care

- Since 1990s development of interventions based on international experiences, but adapted to local situation

→ Good acceptance in patients, GPs and other primary care staff



Märki A, Bauer GB, Angst F, Nigg CR, Gillmann G, Gerhing TM. Systematic counselling by general practitioners for promoting physical activity in elderly patients: a feasibility study. *Swiss Med Wkly* 2006; 236: 482-488.

Allenspach EC, Handschin M, Kutlar Joss M, Hauser A, Nüscherler M, Grize L, Braun-Fahrlander C. Patient and physician acceptance of a campaign approach to promoting physical activity: the "Move for Health" project. *Swiss Med Wkly*. 2007 May 19;137(19-20):292-9.

Bize R, Surbeck R, Padlina O, Peduzzi F, Cornuz J, Martin B. Promotion of physical activity in the primary care setting: The situation in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2008; 56 (3): 112-116.

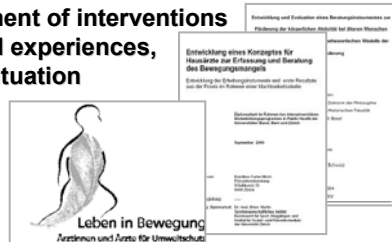


PA promotion in primary care

- Since 1990s development of interventions based on international experiences, but adapted to local situation

→ Good acceptance in patients, GPs and other primary care staff

→ Indications for effectiveness



Jimmy G, Martin BW. Implementation and effectiveness of a primary care based physical activity counselling scheme. *Patient Educ Couns* 2005; 56(3): 323-31

Märki A, Bauer GF, Nigg CR, Conca-Zeller A, Gerhing TM. Transtheoretical model-based exercise counselling for older adults in Switzerland: Quantitative results over a 1-year period. *Soz Präventivmed*. 2006;51(5):273-80.

Sablia Z, Handschin M, Kutlar Joss M, Allenspach EC, Nüscherler M, Grize L, C Braun-Fahrlander C. Evaluation of a physical activity promotion program in primary care. *Family Practice* 2010; 0:1-6. doi:10.1093/fampra/cmq010.



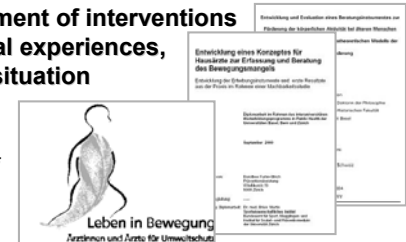
PA promotion in primary care

- Since 1990s development of interventions based on international experiences, but adapted to local situation

→ Good acceptance in patients, GPs and other primary care staff

→ Indications for effectiveness

→ But: difficulty to recruit primary care partners



Bize R, Surbeck R, Padlina O, Peduzzi F, Cornuz J, Martin B. Promotion of physical activity in the primary care setting: The situation in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2008; 56 (3): 112-116.



PA promotion in primary care

- Development of professional communication materials and procedures for large scale implementation
- Based on existing experiences, expert opinion, qualitative and quantitative research

Schmid M, Egli K, Martin BW, Bauer G. Health promotion in primary care: evaluation of a systematic procedure and stage specific information for physical activity counselling. *Swiss Med Wkly* 2009; 139 (45-46): 665-671.

Bize R, Surbeck R, Padlina O, Peduzzi F, Cornuz J, Martin B. Promotion of physical activity in the primary care setting: The situation in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2008; 56 (3), 112-116.

„Barriers to counseling – (...) most important ones: lack of time, competition between the different topics of health promotion and preventive medicine, lack of reimbursement, lack of clear guidelines, lack of knowledge about downstream structures, lack of structural support to facilitate behavioral changes in patients (architectural and in town planning), or physician’s fear to be perceived as a «health moralist» (...)“



Schweizerische Zeitschrift für «Sportmedizin und Sporttraumatologie» 55 (3), 97-100, 2007

Attitudes towards Physical Activity Promotion in Primary Care HEPA survey Switzerland 2004, n=811

„Would you rather welcome or disapprove of your GP addressing your individual physical activity behaviour?“

Desire for advice

| | |
|---------------------|--------|
| Much welcomed | 47.5 % |
| Rather welcomed | 32.0 % |
| Indifferent | 7.1 % |
| Rather disapproved | 5.9 % |
| Clearly disapproved | 7.5 % |

Bize R, Surbeck R, Padlina O, Peduzzi F, Cornuz J, Martin B. Promotion of physical activity in the primary care setting: The situation in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2008; 56 (3), 112-116.

Attitudes towards Physical Activity Promotion in Primary Care HEPA survey Switzerland 2004, n=811

„For you, how relevant is your GP’s advice concerning your individual physical activity behaviour?“

Desire for advice

Importance of advice

| | | | |
|---------------------|--------|--------|---------------------|
| Much welcomed | 47.5 % | 50.5 % | very relevant |
| Rather welcomed | 32.0 % | 30.8 % | rather relevant |
| Indifferent | 7.1 % | 10.5 % | moderately relevant |
| Rather disapproved | 5.9 % | 4.2 % | of little relevance |
| Clearly disapproved | 7.5 % | 4.0 % | not relevant at all |

Bize R, Surbeck R, Padlina O, Peduzzi F, Cornuz J, Martin B. Promotion of physical activity in the primary care setting: The situation in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2008; 56 (3), 112-116.



PA promotion in primary care

- Development of professional communication materials and procedures for large scale implementation
- Based on existing experiences, expert opinion, qualitative and quantitative research
- Joint project with Swiss College of Primary Care Medicine
 - ➔ *College's decision based on evidence based approach and possibility to participate in elaboration of final product*



INSTITUT FÜR ALLGEMEINEMEDIZIN
 COLLEGE DE RECHERCHE DE PRATHEPROCURAT
 COLLEGE OF RESEARCH IN PRIMARY CARE
 COLLEGE OF PRIMARY CARE MEDICINE

Bize R, Surbeck R, Padlina O, Peduzzi F, Cornuz J, Martin B. Promotion of physical activity in the primary care setting: The situation in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2008; 56 (3), 112–116.



PA promotion in primary care

- Development of professional communication materials and procedures for large scale implementation
- Based on existing experiences, expert opinion, qualitative and quantitative research
- Joint project with Swiss College of Primary Care Medicine
- Testing in 19 primary care practices in French speaking and 6 in German speaking Switzerland
- Final adaptations in procedures and material

Bize R, Surbeck R, Padlina O, Peduzzi F, Cornuz J, Martin B. Promotion of physical activity in the primary care setting: The situation in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2008; 56 (3), 112–116.



www.panh.ch/hepa.ch/gf/khm



www.paprica.ch



PA promotion in primary care

- Currently implementation in canton of Vaud within context of the canton's programme on diet, physical activity and health (French version)
- Exploration for implementation in other cantons (French and German version)
- Swiss College of Primary Care Medicine is developing an integrated approach for prevention in primary care, PAPRICA will become the PA component
- Growing interest from Swiss Society for Sports Medicine
- Cooperation with Italy on Italian version under preparation



PA promotion in primary care

| | |
|--|---|
| Data on prevalence of PA in primary care | x |
| Data on appreciation of PA in primary care | x |



PA promotion in primary care

| | |
|--|-----|
| National PA policy | x |
| Funded PA policy | (x) |
| PA in primary care part of national policy | - |
| PA in primary care funded part of policy | - |



PA promotion in primary care

| | |
|---|-----|
| National policy for PA in primary care | - |
| Systematic implementation of PA in primary care | - |
| Funding mechanisms for PA in primary care | - |
| Cooperation with other countries | (x) |

27 - 29 NOVEMBER 1998

announcement

First European Conference on the Promotion of Health-Enhancing Physical Activity (HEPA)

First European Conference on the Promotion of Health-Enhancing Physical Activity (HEPA)

27 - 29 NOVEMBER 1998



NATIONAL SPORTS CENTRE 'PAPENDAL' ARNHEM, THE NETHERLANDS

Organisers

The UKK Institute
Promotion Research
Netherlands Olympic Committee
NOC*NSF
Finnish Rheumatism Association

Organisers

The UKK Institute for Health Promotion Research
Netherlands Olympic Committee* Netherlands Sports Confederation (NOC*NSF)
Finnish Rheumatism Association

Mission

Research-based knowledge on the health benefits of physical activity has advanced significantly in the last decades. It is a common belief that a regular level of physical activity is an important new health and a prerequisite of these developments. The main aim of this conference is to present the most up-to-date research on the health benefits of physical activity for the UKK Institute for Health Promotion Research, the Netherlands Olympic Committee, the Finnish Rheumatism Association, and the Finnish Rheumatism Association.

Objectives

To provide an international event to present experiences and ideas in the promotion of HEPA. To review the current knowledge base for the facilitation of HEPA promotion for public health. To review the current need and practice of HEPA in the European countries and to assess the potential need for increased physical activity. To examine effective ways to promote HEPA in different settings. To present and evaluate working tools necessary for effective HEPA promotion. To identify the challenges facing HEPA promotion in the 21st century.

Special Programme

Special guests will participate in the afternoon on the 27th of November, which include an opening ceremony and a keynote address by the Dutch Prime Minister. The conference will be held in the beautiful city of Arnhem, The Netherlands. The conference will be held in the beautiful city of Arnhem, The Netherlands. The conference will be held in the beautiful city of Arnhem, The Netherlands.

- HEPA promotion for youth
 - 12.00 - 13.00 Lunch
 - 13.00 - 15.00 Thematic sessions 3 and 4
 - HEPA Promotion in primary health care
 - HEPA Promotion in voluntary organisations
 - 15.00 - 16.30 Break
 - 16.30 - 17.30 Thematic sessions 5 and 6
 - Community development for HEPA promotion
 - HEPA for various population groups
 - 18.00 - 19.30 UKK Walk Test for the participants
- Sunday morning, 29 November**
- 8.00 - 10.00 Workshop
 - 10.00 - 10.30 Breakfast
 - 10.30 - 12.30 Plenary session 2: Future perspectives
 - Effective marketing of healthy lifestyles*
 - Review of the development of and future challenges for HEPA promotion
 - Real Life: Health Education Authority, England
 - National and development needs for HEPA promotion
 - Steve Blair: The Cooper Institute for Aerobics Research, USA
 - Concluding remarks
 - Mike Young: The UKK Institute for Health Promotion Research, Finland
 - 12.30 - 13.30 Closing lunch
 - * to be confirmed

27 - 29 NOVEMBER 1998

150 participants

First European Conference on the Promotion of Health-Enhancing Physical Activity (HEPA)



The programme spanned three days. On Friday 27 November the participants were introduced into the world of HEPA. After welcoming words from chairman Mr Ilkka Vuori (HEPA programme) Mr Maarten Koonneef (Netherlands Ministry of Health, Welfare and Sport) and Mr Cees Goos (WHO/Euro), Dr Steven Blair (Cooper Institute for Aerobics Research, USA) provided an update of the evidence concerning of effects.



Prof. Ilkka Vuori meets Nockie, the Dutch sports mascot

On 27 November 1998, the second national conference of *The Netherlands on the Move! The conference, View to More Exercise*, presented the following exercise advice.

Programme Committee

- Prof. Ilkka Vuori, Chair
- Mr. Nick Cavill
- Mr. Bart Coumans
- Dr. Willem van Mechelen
- Prof. Dr. Heinz Mechling
- Dr. Pekka Oja
- Prof. Dr. Emmanuel van Praagh

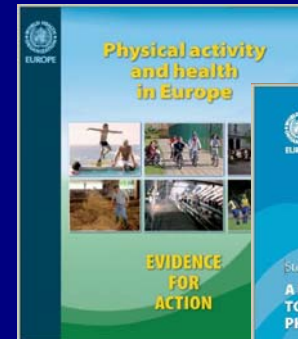
27 - 29 NOVEMBER 1998

First European Conference on the Promotion of Health-Enhancing Physical Activity (HEPA)

Contents of the workshops

1. Cycling promotion
2. How to develop effective network services - linking the need and supply
3. Assessment of physical activity - recent developments
4. Assessment of health-related fitness
5. A French speaking workshop

- 10.00 - 12.00 Thematic sessions 1 and 2
- Walking
- HEPA promotion for youth
- 12.00 - 13.00 Lunch
- 13.00 - 15.00 Thematic sessions 3 and 4
- HEPA Promotion in primary health care
- HEPA Promotion in voluntary organisations
- 15.00 - 15.30 Break
- 15.30 - 17.30 Thematic sessions 5 and 6
- Community development for HEPA promotion
- HEPA for various populations groups
- 18.00 - 19.30 UKK Walk Test for the participants.



Physical activity and health in Europe

EU Physical Activity Guidelines
Recommended Policy Actions in Support of Health-Enhancing Physical Activity

„Primary care physicians can give assistance to older patients to realise the benefits by encouraging them to increase their physical activity levels, by prescribing appropriate exercise regimes and by referring them to physical activity and exercise specialists.“

EU Physical activity guidelines, 2008

WORLD HEALTH ORGANIZATION REGIONAL OFFICE FOR EUROPE
WELTGESUNDHEITSORGANISATION REGIONALBÜRO FÜR EUROPA

ORGANISATION MONDIALE DE LA SANTÉ BUREAU RÉGIONAL DE L'EUROPE
ВСЕМИРНАЯ ОРГАНИЗАЦИЯ ЗДРАВООХРАНЕНИЯ 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

Preliminary data from European region (53 countries, not yet verified)

| | National action on PA counselling in primary care | PA in curr. of health professionals |
|------------------------------------|---|-------------------------------------|
| Not existing | 0 | 0 |
| Clearly stated, partly implemented | 21 (81%) | 9 (39%) |
| Clearly stated fully implemented | 5 (19%) | 14 (61%) |
| Total | 26 (100%) | 23 (100%) |



Annual Conference & Meeting of HEPA Europe Palacky University Olomouc Czech Republic 24.-26.11.10



www.euro.who.int/hepa

HEPA Europe Steering Committee since Nov 2009

- **Willem van Mechelen**, VU Medical School, Amsterdam, NL (Chair)
- **Andrea Backović Juričan**, CINDI Slovenia
- **Winfried Banzer**, Olympics Sports Confederation, Germany
- **Finn Berggren**, Gerlev PE and Sports Academy, Denmark
- **Charlie Foster**, BHF Health Promotion Research Group, Oxford, UK
- **Maarten Koornneef**, Ministry of Health, Welfare and Sport, NL
- **Brian Martin**, University of Zurich, Switzerland
- **Jean-Michel Oppert**, Paris VI University, Hotel Dieu, France
- **Francesca Racioppi**, WHO Regional Office for Europe
- **Harry Rutter**, National Obesity Observatory England, UK
- **Michael Sjöström**, Karolinska Institute, Sweden
- **Radim Šlachta**, Palacky University, Czech Republic
- **Mireille van Poppel**, VU Medical School, Amsterdam, NL
- **Tommi Vasankari**, UKK Institute, Tampere, Finland
- *Observer: Fiona Bull, GAPA*
- *Observer: Eddy Engelsman, WHO Headquarters*
- *Technical support: Sonja Kahlmeier, University of Zurich, Switzerland*

Meetings and working groups on specific topics



www.euro.who.int/hepa

Meetings and working groups on specific topics



www.euro.who.int/hepa

Working group PA promotion in primary care settings



4TH ANNUAL MEETING OF HEPA EUROPE
GLASGOW, UNITED KINGDOM, 10 SEPTEMBER 2008

HEPA promotion through primary care The situation in Switzerland and possible steps for the European working group

Raphaël Bize
Department of Ambulatory Care
and Community Medicine
Lausanne University, Switzerland



www.euro.who.int/hepa

Working group PA promotion in primary care settings

HEPA Europe Questionnaire on Country Situation in Physical Activity Promotion through Primary Care

Country Name: _____

The questionnaire is part of a project to create a European Working Group on HEPA promotion through primary care (HEPA) for WHO. The aim is to describe the situation in countries that have no HEPA working group.

The questionnaire contains the following questions:

1. Has a national policy on physical activity promotion been developed?
2. Has a national policy on physical activity promotion been developed in primary care?
3. Has a national policy on physical activity promotion been developed in other settings (e.g. schools, workplaces, etc.)?
4. Has a national policy on physical activity promotion been developed in other settings (e.g. schools, workplaces, etc.)?
5. Has a national policy on physical activity promotion been developed in other settings (e.g. schools, workplaces, etc.)?

Response options: Yes, No, Not applicable

Country Name: _____

HEPA EUROPE

Background and objectives: The purpose of this questionnaire is to provide information on the current situation in countries that have no HEPA working group.

1. Has a national policy on physical activity promotion been developed?

Yes No Not applicable

2. Has a national policy on physical activity promotion been developed in primary care?

Yes No Not applicable

3. Has a national policy on physical activity promotion been developed in other settings (e.g. schools, workplaces, etc.)?

Yes No Not applicable

4. Has a national policy on physical activity promotion been developed in other settings (e.g. schools, workplaces, etc.)?

Yes No Not applicable

5. Has a national policy on physical activity promotion been developed in other settings (e.g. schools, workplaces, etc.)?

Yes No Not applicable

HEPA Europe Questionnaire on Country Situation in Physical Activity Promotion through Primary Care



PA promotion in primary care



Data on prevalence
of PA in primary care

x x x

Data on appreciation
of PA in primary care

- x x



PA promotion in primary care



National PA policy

x x x

Funded PA policy

x (x) (x)

PA in primary care
part of national policy

x x -

PA in primary care
funded part of policy

x - -



PA promotion in primary care



| | | | |
|---|-----|-----|-----|
| National policy for PA in primary care | x | x | - |
| Systematic implementation of PA in primary care | x | (x) | - |
| Funding mechanisms for PA in primary care | (x) | - | - |
| Cooperation with other countries | (x) | (x) | (x) |



Where do we go from here?

- Finalise questionnaire in order to better capture national particularities, carry out survey in more countries
- Identify examples of good practice and possibilities for collaboration, e.g. with respect to migrant population groups
- Explore strategic alliances, e.g. with Healthy Hospital Networks
- Follow the international development and learn from it