



## Critical health policy and systems issues for physical activity

Brian Martin, MD MPH

Physical Activity and Health Work Unit,  
Institute for Social and Preventive Medicine, University of Zurich

World Congress on Exercise is Medicine/ACSM Annual Meeting,  
Exercise is Medicine Global Roundtable, Baltimore MD, 03.06.2010



## Critical health policy and systems issues for physical activity **promotion** through **“exercise is medicine”** at the global level

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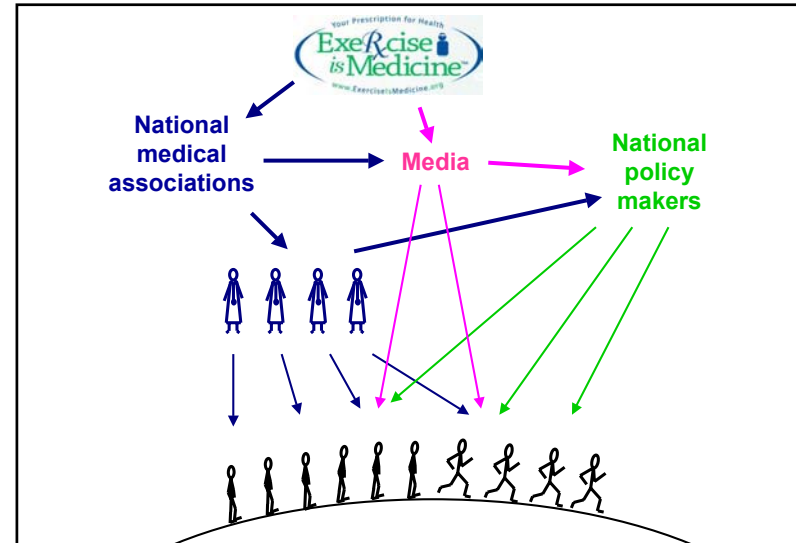
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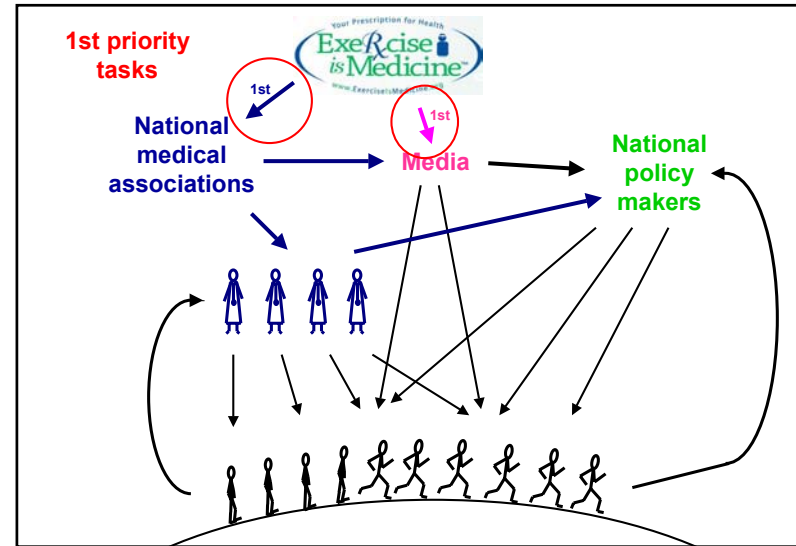
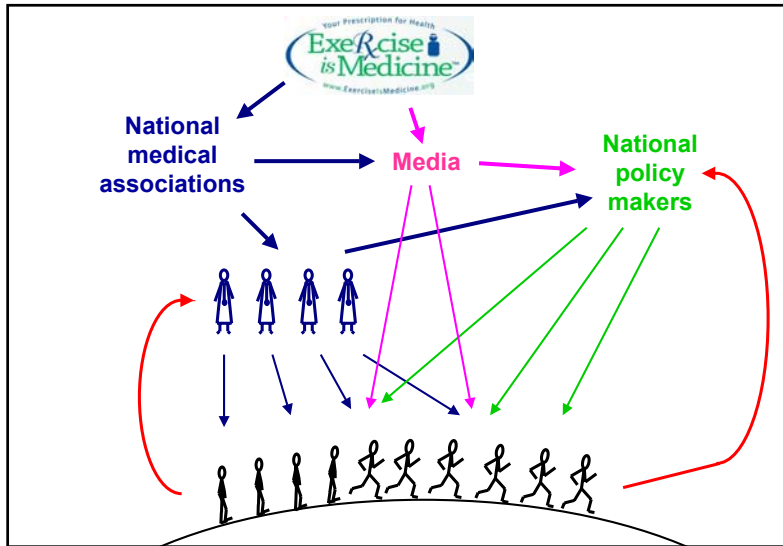
World Congress on Exercise is Medicine/ACSM Annual Meeting,  
Exercise is Medicine Global Roundtable, Baltimore MD, 03.06.2010



*"Calling on physicians to assess and review every patient's physical activity program at every visit"*

**ACSM'S 57TH ANNUAL MEETING AND  
WORLD CONGRESS ON EXERCISE IS MEDICINE™  
JUNE 1-5, 2010 • BALTIMORE, MARYLAND**



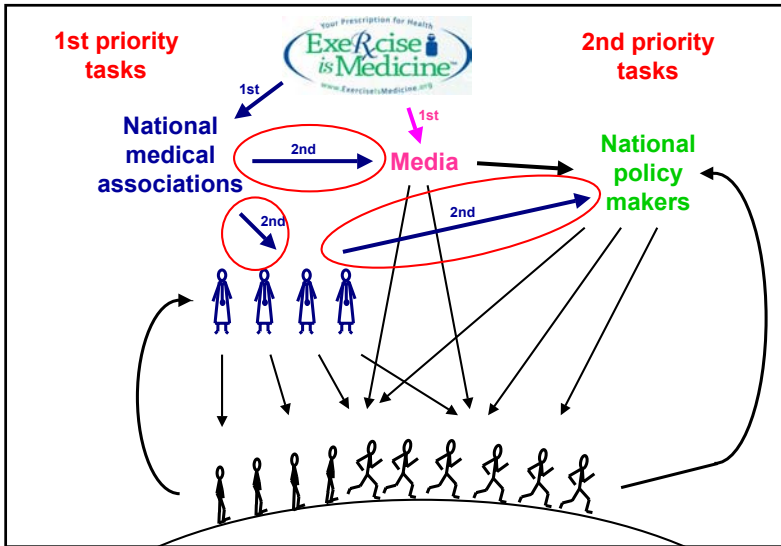


### Communication with national medical associations

- Institutional credibility
- Evidence presented according to standards of peer group
- Emphasizing relevance for the medical profession
- Provide opportunity for national key persons to get involved

### Communication with media

- Institutional credibility
- Evidence presented with adequate degree of complexity
- Emphasizing relevance for population and economy
- Provide opportunity to contact international and national experts
- Provide surprise factor (support of PA promotion through sports medicine might be perceived as trivial)



- ### Support national medical associations in establishing “exercise is medicine”
- Provide rationale and examples of communication strategies with physicians and health professionals (publications, position statements, events)
  - Address key issues of physical activity promotion in primary care and provide examples for solutions
  - Provide contacts with groups and associations working in the field from different cultural backgrounds
  - Give room for adaptations, show flexibility in branding issues

- ### Key issues of PA promotion in primary care
- Role of primary care and other actors in physical activity promotion
  - Possibilities for referral to other structures
  - Physical activity in medical training
  - Clear concepts and guidelines
  - Health risks of physical activity promotion
  - Reimbursement
  - Evaluation and quality assurance  
-> certification

## Physical activity in the prevention and treatment of diseases

FYSS 2008

**IN ENGLISH!**

**Swedish FYSS** – the book about Physical Activity in the prevention and treatment of disease summarizes the up-to-date scientific knowledge on how to prevent and treat various diseases and conditions using physical activity. The book covers most areas of diseases and conditions where physical activity has a documented effect.

Written by six experts, FYSS is produced by the Swedish Society of Sports Medicine and it is published in cooperation with Swedish National Institute of Public Health.

FYSS is a source of information that summarizes to which extent physical activity can be used to prevent and treat various diseases. It also gives advice on exercise recommendations and includes risks with physical activities for various conditions. FYSS is a tool for licensed health-care staff in prescribing physical activities. The book is also useful for activities organizers within the communities who work with physical activity as prescription (F&B) and for educational institutions such as colleges and universities that focus on health sciences and public health.

The Swedish Society of Sports Medicine together with Swedish National Institute of Public Health initiated a translation of FYSS from Swedish to English. This work is to be completed in autumn winter of 2009.

The Swedish National Institute of Public Health is a state agency under the Ministry of Health and Social Affairs. The Institute works to promote health and prevent ill health and injury, especially for population groups most vulnerable to health risks.

The three main tasks of the Institute are:

- To monitor and coordinate the implementation of the national public health policy.
- To be a national centre of knowledge for the development and dissemination of methods and strategies in the field of public health, based on scientific evidence.
- To exercise supervision in the areas of alcohol, tobacco and illicit drugs.

The Institute lends support, exerts influence and supervises in the areas of health promotion and disease prevention.

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Swedish National Institute of Public Health

mise au point

## Promotion de l'activité physique au cabinet médical: où en sommes-nous en Suisse ?

Si les effets néfastes de la sédentarité sur la santé sont de mieux en mieux connus, il n'en va pas de même concernant les moyens efficaces pour promouvoir une activité physique régulière auprès de la population. Parmi les nombreuses pistes explorées, le dépistage de la sédentarité et la promotion de l'activité physique au cabinet médical constituent une voie prometteuse.

Cet article résume de manière chronologique les démarches entreprises en Suisse dans le but de promouvoir le conseil en activité physique au cabinet médical. Il décrit comment l'implication précoce des médecins de premier recours a influencé de manière concrète le développement d'un projet dédié à cette tâche.

**INTRODUCTION**

Deux tiers de la population suisse rapportent une pratique en activité physique inférieure aux recommandations minimales pour la santé (tableau 1).<sup>1,2</sup>

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Rev Med Suisse 2007;13:2713-4  
 R. Bize  
 R. Surbeck  
 O. Padlina  
 F. Peduzzi  
 J. Cornuz  
 B. Martin

Jeudi de la Vaudoise du 23 février 2006: « Sport sur Ordonnance »



## Promotion de l'activité physique


### Quel rôle pour le praticien?









Dr. méd. Raphaël Bize<sup>1,2</sup>  
 Dr. méd. Brian Martin, MPH<sup>1</sup>  
 Rebekka Surbeck<sup>1</sup>  
 Gerda Jimmy, MPH<sup>1</sup>  
 Dr. Oliver Padlina, MPH<sup>1</sup>

<sup>1</sup> Haute école de sport Macolin, Office fédéral du sport  
<sup>2</sup> Institut Universitaire de Médecine Sociale et Préventive de Lausanne






## Physical activity and health in Europe

EVIDENCE FOR ACTION

1. Why is physical activity important for health?
2. What is known about current levels of physical activity and inactivity?
3. What factors and conditions influence physical activity?
4. What can the health sector and others do to increase physical activity?



**Strategies**  
 Develop national policies, strategies based on a number of key principles, adapted from Cundick plan:


1. Setting a positive health approach
2. Setting a shared definition of physical activity
3. Engaging multiple sectors
4. Strengthening the environment for physical activity
5. Making it easy to be active
6. Making programmes in the short term of the pay-off
7. Implementing and
8. Using financial incentives.

**Setting a positive health approach**  
 Physical activity promotion should focus on the health needs of the population as a whole, rather than particular target groups. Creating new opportunities to bring the message and improve the environment to support it and build a social climate where people should feel that physical activity is a normal part of their lives. Consider how to do this in a way that is not seen as a health promotion activity, but as a normal part of life.

**Setting a shared definition of physical activity**  
 Using a broad definition of physical activity helps to build a social climate, for example, promoting the message of 'active' rather than 'sport'. Physical activity includes:

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

PYRAMIDE DES RECOMMANDATIONS EN MATIÈRE D'ACTIVITÉ PHYSIQUE (ADAPTÉ DE HASKELL 2007)



Progresser à une intensité adéquate si vous désirez intensifier vos efforts et varier vos activités

Pour rester dynamique et mobile: entraîner la musculature et la mobilité articulaire 2 fois par semaine  
 Si vous êtes motivés et en bonne santé: transpirer 3 fois par semaine durant 20 minutes (jogging, vélo, natation, randonnée, etc.)

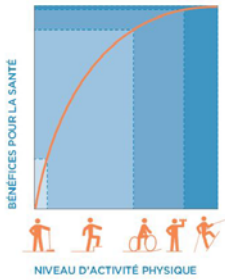
Être légèrement essoufflé 30 minutes par jour pendant au moins 10 minutes consécutives par activité: marcher d'un bon pas pendant 15 minutes matin et soir, ou faire 10000 pas sur l'ensemble de la journée, balades à vélo, danse, etc.

Toute occasion de bouger est bonne à saisir

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RELATION ENTRE NIVEAU D'ACTIVITÉ PHYSIQUE ET BÉNÉFICES POUR LA SANTÉ

effet dose-réponse

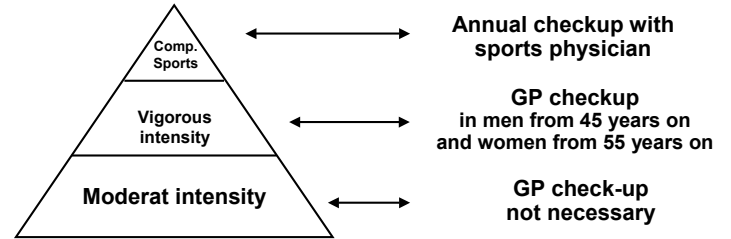


Légende

- Activités légères de la vie quotidienne
- 30 minutes 5 fois par semaine en étant légèrement essouffé
- Endurance 3 fois par semaine durant 20 minutes
- Force et mobilité articulaire au moins 2 fois par semaine
- Activités sportives facultatives

www.paprica.ch

Checkup recommendations for Physical Activity in individuals without symptoms or risk factors



SGSM (Marti B et al). Plötzlicher Herztod beim Sport: sinnvolle Vorsorgeuntersuchungen und Präventionsmassnahmen. Schweiz Z Sportmed Sporttraumatol 1998; 46 (2): 83-85.

Checkup recommendations before starting or intensifying physical activity programme

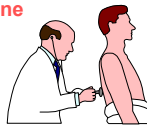
Physical Activity Readiness Questionnaire PAR-Q

No „Yes“ answers

One or ore „Yes“ answers

According to "Checkup recommendations for Physical Activity in individuals without symptoms or risk factors"

Guidelines by Sports Medicine Association



General PA recommendations

Individually adjusted PA recommendations

SGSM (Marti B et al). Plötzlicher Herztod beim Sport: sinnvolle Vorsorgeuntersuchungen und Präventionsmassnahmen. Schweiz Z Sportmed Sporttraumatol 1998; 46 (2): 83-85.



Exercise Referral Systems: A National Quality Assurance Framework

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UK, 2002

Matti Leijon, MPH, PhD  
AKC\*-coordinator/ Lifestyle  
Lund University/ Region Skåne  
Center for Primary Health Care Research  
SE-205 02 Malmö, Sweden

\*AKC - in Swedish "Allmänmedicinskt kunskapscentrum" is a local Primary Healthcare Science Center. Each AKC has a clinically active coordinator. AKC-coordinators located at CPF support these centers in more specific issues like methods to promote healthy lifestyles (i.e. physical activity, tobacco, alcohol and diet).

## BMC Health Services Research



Research article

Open Access

### Physical activity referrals in Swedish primary health care – prescriber and patient characteristics, reasons for prescriptions, and prescribed activities

ME Leijon\*<sup>1,2</sup>, P Bendtsen<sup>1</sup>, P Nilsen<sup>1</sup>, K Ekberg<sup>3</sup> and A Ståhle<sup>4,5</sup>

Address: <sup>1</sup>Department of Medical and Health Sciences, Social Medicine and Public Health Science, Linköping Universitet, S-581 83 Linköping, Sweden, <sup>2</sup>Centre for Public Health Sciences, County Council of Östergötland, Linköping, Sweden, <sup>3</sup>Department of Medical and Health Sciences, National Centre for Work and Rehabilitation, Linköping Universitet S-581 83 Linköping, Sweden, <sup>4</sup>Department of Neurobiology, Health Care Sciences and Society, Division of Physiotherapy, Karolinska Institutet, Stockholm, Sweden and <sup>5</sup>Department of Medicine, Division of Cardiology, Karolinska Institutet, and Department of Physiotherapy, Karolinska Hospital, Stockholm, Sweden

Email: ME Leijon\* - matti.leijon@liu.se; P Bendtsen - preben.bendtsen@liu.se; P Nilsen - per.nilsen@liu.se; K Ekberg - kerstin.ekberg@liu.se; A Ståhle - agneta.stahle@ki.se

\* Corresponding author

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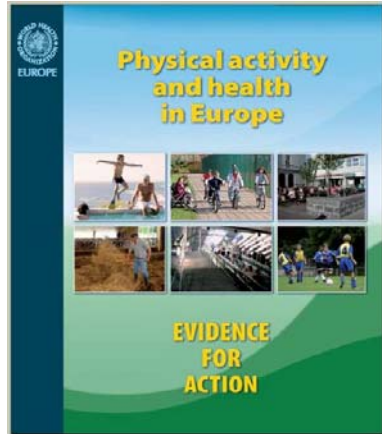
### From innovation to practice: initiation, implementation and evaluation of a physician-based physical activity promotion programme in Finland

MINNA AITTASALO<sup>1</sup>, SEPPO MIILUNPALO<sup>2,3</sup>, TIMO STÄHL<sup>4</sup> and KATRIINA KUKKONEN-HARJULA<sup>1</sup>

<sup>1</sup>The UKK Institute for Health Promotion Research, Tampere, Finland, <sup>2</sup>Kiipula Rehabilitation Centre, Turenki, Finland, <sup>3</sup>Tampere School of Public Health, University of Tampere, Tampere, Finland and <sup>4</sup>National Research and Development Centre for Welfare and Health (STAKES), Helsinki, Finland

### Support national medical associations in communication with media and policy makers

- Provide examples of national adaptations of “exercise is medicine” information material
- Provide examples for illustrating relevance for local population and economy
- Provide examples for linking up with other ongoing activities in physical activity promotion
- Provide examples for policy related practical solutions (e.g. reimbursement)
- Create opportunities for sharing experiences in communication with media and policy makers



Currently available in more than 6 languages

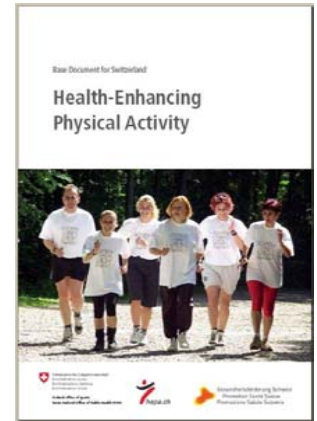
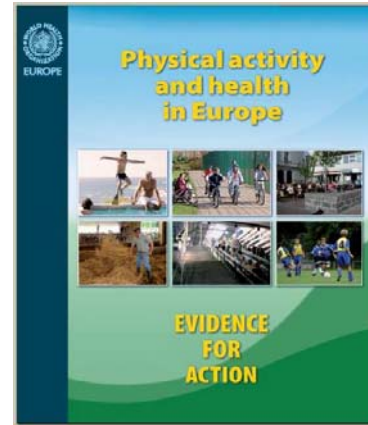


Russian Danish Italian  
Portuguese Slovenian

Production in progress:  
French, Japanese, Spanish, Turkish  
Translation planned: Swedish

Cavill N, Racioppi F, Kahlmeier S. Physical Activity and Health in Europe. Evidence for Action. Copenhagen: WHO, 2006. [www.euro.who.int/hepa](http://www.euro.who.int/hepa)

## Possibilities for national adaptations



[www.euro.who.int/hepa](http://www.euro.who.int/hepa)

[www.physicalactivityandhealth.ch/documents](http://www.physicalactivityandhealth.ch/documents)

1. Why is physical activity important for health?

2. What is known about current levels of physical activity and inactivity?

3. What factors and conditions influence physical activity?

4. What can the health sector and others do to increase physical activity?

Why physical activity is healthy

Activity levels in Switzerland

The costs of physical inactivity

Factors influencing our activity behaviour

Getting people to be more active

[www.euro.who.int/hepa](http://www.euro.who.int/hepa)

[www.physicalactivityandhealth.ch/documents](http://www.physicalactivityandhealth.ch/documents)

## The Toronto Charter for Physical Activity: A Global Call for Action

Physical activity promotes wellbeing, physical and mental health, prevents disease, improves social connectivity and quality of life, provides economic benefits and contributes to environmental sustainability. Communities that support health enhancing physical activity, in a variety of accessible and affordable ways, across different settings and throughout life, can achieve many of these benefits. The Toronto Charter for Physical Activity outlines four action areas based upon new guiding principles and is used for all countries, regions and communities to strive for greater political and social commitment to support health enhancing physical activity for all.

### Why a Charter on physical activity?

The Toronto Charter for Physical Activity is a call for action and an advocacy tool to create sustainable opportunities for physical activity for all. Organizations and individuals interested in promoting physical activity can use this Charter to influence and guide decision makers, at national, regional and local levels, to achieve a shared goal. These organizations include health, transport, governmental, sport and recreation, education, urban design and planning as well as governmental, civil society and the private sector.

### Physical activity – a powerful investment in people, health, the economy and sustainability

Throughout the world, technology, urbanization, increasing sedentary work environments and automobile focused community designs have engaged many physical activity out of daily life. Busy lifestyles, competing priorities, changing family structures and lack of social connections may also be contributing to inactivity. Opportunities for physical activity continue to decline while the prevalence of sedentary lifestyles is increasing in most countries, resulting in major negative health, social and economic consequences.

For health, physical inactivity is the fourth leading cause of chronic disease mortality such as heart disease, stroke, diabetes, cancer, contributing to over three million preventable deaths annually worldwide. Physical inactivity also contributes to the increasing level of childhood and adult obesity. Physical activity can benefit people of all ages. It leads to healthy growth and social development in children and reduces risk of chronic disease and improved mental health in adults. It is never too late to start physical activity. For older adults the benefits include functional independence, less risk of falls and fractures and protection from age related diseases.

[www.globalpa.org.uk](http://www.globalpa.org.uk)