



University of  
Zurich<sup>TM</sup>

Institute of Social and Preventive Medicine

## Experiences with the Use of IT for Physical Activity Promotion in Switzerland

Brian Martin, MD MPH  
Physical Activity and Health Unit

University of South Carolina, The Department of Exercise Sciences  
Seminar Series, 28 January 2011

24 November 2010

Page 1



## The 34th Magglingen Symposium 1995 Sports - Physical Activity - Health

- Organised by Bernard Marti
  - Physical activity and health - recent findings (Steven Blair, US)
  - Physical activity in Switzerland – first estimates
  - National examples for HEPA promotion: Finland (Ilkka Vuori), the Netherlands (Bart Coumans)
  - ➔ Consensus: need for a Swiss national programme
- 
- No additional resources available
  - ➔ Creation of Health Promotion Unit in Magglingen (1)

announcement

Europe on the Move!

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

27 - 29 NOVEMBER 1998

NATIONAL SPORTS CENTRE  
"PAPELDALE"  
ARNHEM, THE NETHERLANDS

**Organisers**

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

**Mission**

Research-based knowledge on the health potential of  
physical activity has advanced significantly during the  
past few decades. As a consequence, the promotion  
of health-enhancing physical activity (HEPA) is  
emerging as an important new health policy priority.  
In recognition of these developments, the European  
Forum launched three years ago a special project:  
Development of Policy, Network and Working  
Programme aimed at the UK Institute for Health  
Promotion Research (Finland), Netherlands  
Sports Confederation/Netherlands Olympic  
Committee, and the Finnish Rheumatism  
Association.

The conference provides the first open European  
forum for those involved in research, policy-making,  
priority planning, and promotion of HEPA to  
explore possibilities to advance physical activity for  
health and well-being.

**Objectives**

To provide an European-wide event to share  
experience and ideas in the promotion of HEPA.  
To review the current knowledge base for the  
justification of HEPA promotion for public health.  
To review the current level and patterns 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 models necessary  
for effective HEPA promotion.  
To identify the challenges facing HEPA promotion  
in the 21st century.

**Local Programme**

Agreement will be made on the basis of the facilities to use the  
venue, which is set on Friday, 27 November, and  
will include a series of meetings (including pre-conference  
work) and a session by the Dutch Ministry of Health  
and Sports, and the National Institute for Public Health  
and the Environment (RIVM).

**Local Book**

A book, between the conference and the evening  
symposium will be an area of opportunity to take  
part in the conference. The conference programme  
will be available in the form of a book. The book will  
be available to all participants and will be available  
to all participants with access to the recordings of  
the event.

**Programme**

**Friday afternoon, 27 November**

12.00-14.00 Registration  
14.00-17.00: Plenary session 1: Opening

- Message from the Netherlands as host country
- Statement of NOC\*NSF
- European Union as HEPA promoter
- Mr. R. Blair, The Cooper Institute for American  
Research, USA
- HEPA promotion in Europe: "Europe on the  
Move" - invited
- Ilkka Vuori, The UK Institute for Health  
Promotion Research, Finland

17.00 Activity break

18.30-23.30 Evening Programme

**Saturday, 28 November**

10.00-12.00 Plenary session 2 and 3

- Opening
- HEPA promotion for youth
- 12.00-13.00 Lunch
- 13.00-15.00 Plenary session 4 and 5
- HEPA Promotion in primary health care
- HEPA Promotion in voluntary organisations
- 15.00-16.30 Break
- 16.30-17.30 Plenary session 6 and 7
- Community development for HEPA promotion
- HEPA for various population groups
- 18.00-19.30 Local Book Fair for the participants

**Sunday morning, 29 November**

8.30-10.00 Breakfast

10.00-12.00 Plenary session 8

12.00-13.00 Plenary session 9: Future  
perspectives

- Effective marketing of healthy lifestyles\*
- Review of the development of and future  
challenges for HEPA promotion
- Nick Cavill, Health Education Authority, England
- Research and development needs for HEPA  
promotion
- Steven Blair, The Cooper Institute for American  
Research, USA
- Concluding remarks
- Ilkka Vuori, The UK 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 Koornneef (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 the effectiveness of physical  
activity.

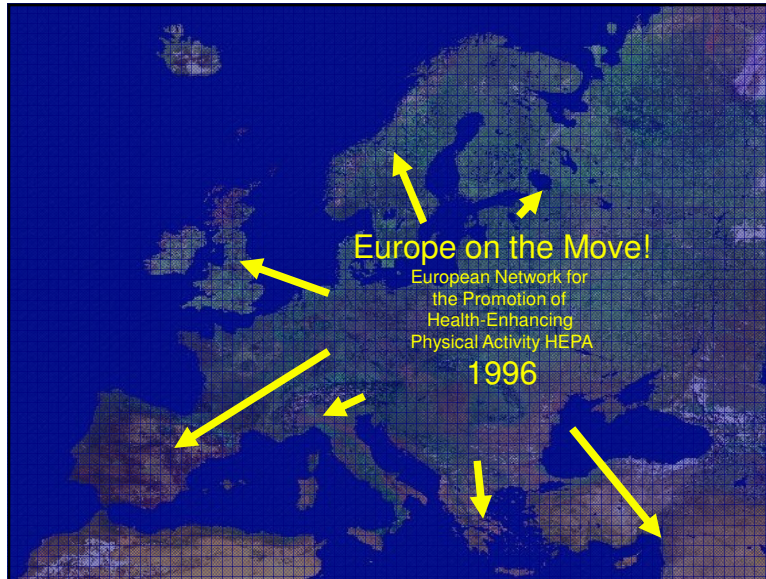
**Programme Committee**

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

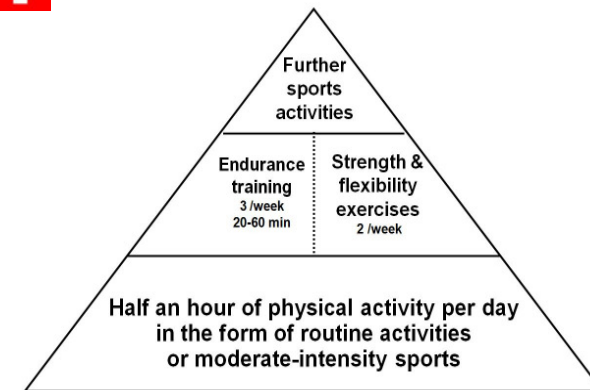
On 27 November 1998, the  
second national conference  
of The Netherlands on the  
Move! The conference, View  
to More Exercise, presented  
the following exercise advice.

Prof. Ilkka Vuori meets Nockie,  
the Dutch sports mascot





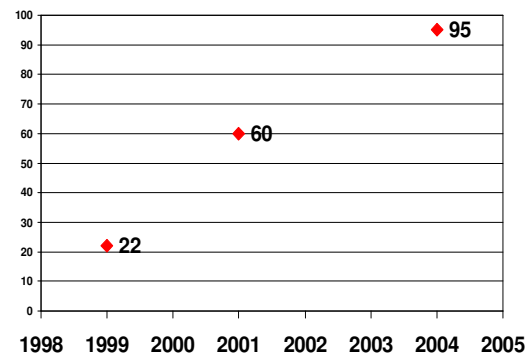
## National HEPA recommendations 1999



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..



## Network HEPA Switzerland Number of member organisations



2000

## Main Objectives and Priority Activities

- 1. Health**  
More physically active people.  
The proportion of physically active people in the population needs to increase continuously. Priority activities include the following:
- 2. Education**  
Making use of education opportunities:  
The opportunities for sports education will be increased and used more specifically. Priority activities include the following:  
• The quality of sports education in schools, universities and in the youth sports programmes will be improved by suitable measures.
- 3. Performance**  
Promoting young athletes and competitive sport:  
The framework and conditions for promoting young athletes and competitive sport will be improved. Priority activities include the following:  
• National talent search programmes for elite athletes will be continued.  
• A "national training centre for professional athletes" will be set up on a pilot basis.  
• Measures of doping and substance abuse will be improved.

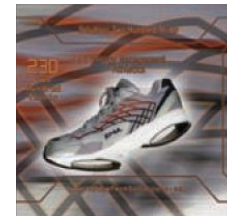


## Overview presentation

- Physical Activity Promotion in Switzerland
- Use of IT for Physical Activity Promotion
- Experiences with IT for physical activity promotion in Switzerland
- Other approaches to physical activity promotion in Switzerland
- Physical activity promotion at the international level

## Established use of IT in physical activity and sport

- development of sport equipment
- technical training
- membership management for clubs
- promoting events
- providing access to results



## The potential of IT in promoting physical activity

- (Conventional) video games for behavioural change
- The potential of exercise-generating video games
- Support for sport and physical activity providers and professionals
- Facilitating access to offers and facilities
- Motivation and support for becoming and remaining physically active





## The potential of exercise-generating video games

- The technology exists – the economic interest also
- Physiological issues
- Potential for specific applications – therapy and rehabilitation
- The social question
- Challenge exercise adherence

## Exercise-generating video games - Physiological issues

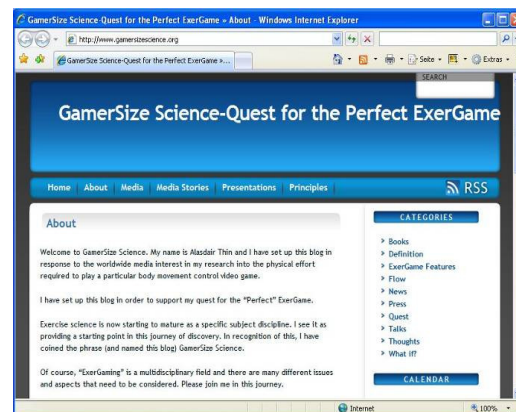
### BMJ Comparison of energy expenditure in adolescents when playing new generation and sedentary computer games: cross sectional study

Lee Graves, Gareth Stratton, N D Ridgers and N T Cable

BMJ 2007;335:1282-1284  
doi:10.1136/bmj.39415.632951.80

*„Conclusions: Playing new generation active computer games uses significantly more energy than playing sedentary computer games but not as much energy as playing the sport itself.“*

## Exercise-generating video games - Physiological issues



Alisdair Thin: [www.gamersizescience.org](http://www.gamersizescience.org)

## Exercise-generating video games - Physiological issues

- Energy expenditure in conventional e-games:  
1 to 2 METS (1 MET or metabolic equivalent = resting)
- Energy expenditure in "Exergames" up to 6 MET ("Cascade"), 7 MET ("Box the Robot", Dance Games) or over 10 MET ("Dodge...")
- Energy expenditure sufficient for health recommendations
- Very high intensities (10 MET) might raise health screening issues...

Alisdair Thin: [www.gamersizescience.org](http://www.gamersizescience.org)





## THE IMPACT OF A SCHOOL-BASED ACTIVE VIDEO GAME PLAY INTERVENTION ON CHILDREN'S PHYSICAL ACTIVITY DURING RECESS

DOI: 10.2478/v10038-009-0023-1

Michael J. Duncan<sup>1\*</sup>, Victoria Staples<sup>2</sup>

<sup>1</sup> Department of Biomolecular and Sports Science, Coventry University, Coventry, United Kingdom

<sup>2</sup> Department of Psychology, University of Derby, Derby, United Kingdom

### ABSTRACT

**Purpose.** To assess physical activity levels during active video game play over time and compare this to 'free play' associated with recess activity in a sample of British primary school children over a 6-week period. **Basic procedures.** Thirty children (ages 10–11, 12 boys, 18 girls) from central England were randomly selected to participate in a 6 week, recess based, active video gaming intervention ( $n = 15$ ) or act as controls ( $n = 15$ ). Repeated measures analysis of covariance (controlling for body fatness) was used to examine any differences in physical activity, determined by pedometry and heart rate monitoring over time and between intervention and control groups. **Main Findings.** Children in the intervention accumulated significantly greater steps/day than the control group during the first week of the intervention. This pattern was reversed at the mid and end points of the intervention ( $p = .03$ ). Irrespective of time point, children engaging in active video game play spent a lesser percentage of time engaged in MVPA than the controls undertaking 'traditional' recess activity ( $p = .0001$ ). **Conclusions.** Active video game play does not appear to be a sustainable means to enhance children's physical activity. Although physical activity (steps/min) was greater on initial presentation of active video games compared to 'traditional' recess activity, this appears to be an acute effect.



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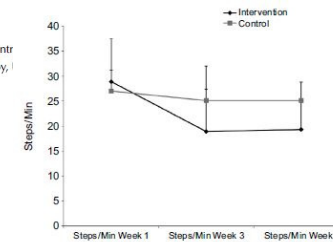


Figure 1. Mean (SD) of steps/min between intervention and control group during the first, third and final week of the intervention period



## THE IMPACT OF A SCHOOL-BASED ACTIVE VIDEO GAME PLAY INTERVENTION ON CHILDREN'S PHYSICAL ACTIVITY DURING RECESS

Table 1. Mean (SD) of children's anthropometric characteristics

|                           | Age (years) | Body Mass (kg) | Stature (m) | Body Fatness (%) |
|---------------------------|-------------|----------------|-------------|------------------|
| Group ( $n = 30$ )        | 10.4 (.50)  | 38.6 (8.2)     | 1.44 (.06)  | 20.1 (4.3)       |
| Intervention ( $n = 15$ ) | 10.4 (.50)  | 38.7 (7.8)     | 1.44 (.07)  | 20.2 (4.6)       |
| Control ( $n = 15$ )      | 10.4 (.51)  | 38.5 (8.9)     | 1.43 (.06)  | 19.9 (4.2)       |

Table 2. Mean (SD) of steps/min and percentage of recess time spent in MVPA across the monitoring period

|                           | Steps/Min Week 1 | Steps/Min Week 3 | Steps/Min Week 6 | MVPA Week 1 (% recess time) | MVPA Week 6 (% recess time) |
|---------------------------|------------------|------------------|------------------|-----------------------------|-----------------------------|
| Intervention ( $n = 15$ ) | 28.9 (8.6)       | 18.9 (8.5)       | 19.3 (5.6)       | 15.9 (8.3)                  | 12.1 (6.0)                  |
| Control ( $n = 15$ )      | 27.0 (4.2)       | 25.1 (6.9)       | 25.1 (3.7)       | 23.1 (8.9)                  | 25.2 (11.2)                 |

## Support for providers and professionals

- Support for sport instructors
- Support and teaching for physical activity counsellors
- Exchange platforms for promotion professionals



## Support for sport instructors



## Original articles

65

Oliver Padlina<sup>a,b</sup>, Gerda Jimmy<sup>a,b</sup>, Brian W. Martin<sup>a,b</sup>

<sup>a</sup> Swiss Federal Institute of Sport, Magglingen, Switzerland

<sup>b</sup> Institute of Social and Preventive Medicine, University of Zurich, Switzerland

## Acceptance of an Internet-based programme to train physical activity counsellors during the development phase and in regular use

Schweizerische Zeitschrift für «Sportmedizin und Sporttraumatologie» 57 (2), 65–68, 2009

## Reviews

Dössegger A. et al.

Alain Dössegger<sup>a</sup>, Oliver Studer<sup>a,b</sup>, Ursula Maeder<sup>a,b</sup>, Gerda Jimmy<sup>a</sup>, Martin Rumo<sup>a</sup>, Urs Mäder<sup>a</sup>, Brian W. Martin<sup>a,c</sup>

<sup>a</sup> Swiss Federal Institute of Sport, Magglingen, Switzerland

<sup>b</sup> Network HEPA Switzerland, Magglingen, Switzerland

<sup>c</sup> Institute of Social and Preventive Medicine, University of Zurich, Switzerland

## From hepa.ch to COMPI – Internet-based exchange platforms for physical activity promotion professionals in Switzerland

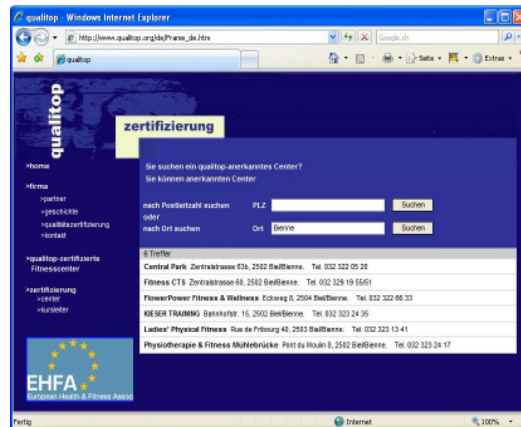
Schweizerische Zeitschrift für «Sportmedizin und Sporttraumatologie» 57 (2), 48–50, 2009

## Facilitating access to offers and facilities

- Electronic databases for training and exercise offers
- Integrated information systems



## Electronic databases for training and exercise offers

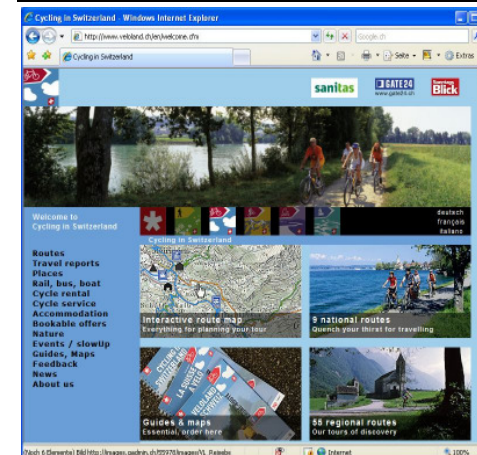


**Qualitop**  
**Certified**  
**commercial**  
**fitness centres**  
**in Switzerland**

**The real**  
**challenge is**  
**not in the**  
**information**  
**technology,**  
**but in keeping**  
**the database**  
**up to date**

[www.qualitop.org](http://www.qualitop.org)

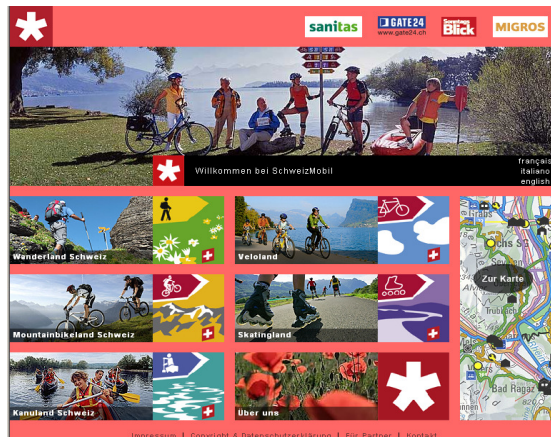
## Integrated information systems



**Cycling in**  
**Switzerland**

[www.veloland.ch](http://www.veloland.ch)

## SwitzerlandMobility



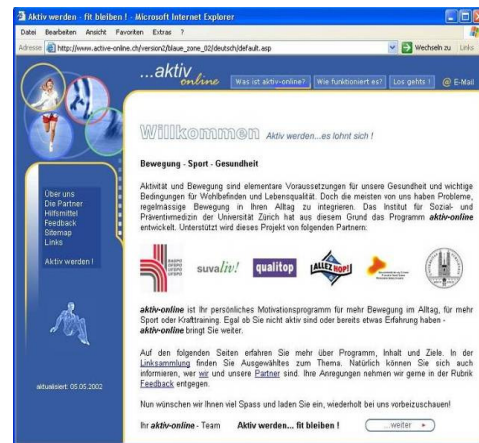
[www.switzerlandmobility.ch](http://www.switzerlandmobility.ch)

## Motivation and support for physical activity

- Automated counselling systems
- Potential of feedback providing systems
- Training diaries and personal coaching
- Integrated systems linking to real life offers



## Automated counselling systems



www.active-online.ch

## Development of Active-Online

HEALTH EDUCATION RESEARCH  
Theory & Practice

Vol.19 no.4 2004  
Pages 406-417

### The Stages of Change in three stage concepts and two modes of physical activity: a comparison of stage distributions and practical implications

Eva Martin-Diener<sup>1,2,3</sup>, Nicole Thüring<sup>1,2</sup>, Thomas Melges<sup>1</sup>  
and Brian W. Martin<sup>2</sup>

## The Individualistic Behavioural Change Approach

JOURNAL OF MEDICAL INTERNET RESEARCH

Wanner et al

Original Paper

### Effectiveness of Active-Online, an Individually Tailored Physical Activity Intervention, in a Real-Life Setting: Randomized Controlled Trial

Miriam Wanner<sup>1,2</sup>, MSc; Eva Martin-Diener<sup>1</sup>, MPH; Charlotte Braun-Fahrlander<sup>2</sup>, MD; Georg Bauer<sup>3,4</sup>, MD, DrPH; Brian W Martin<sup>1,3</sup>, MD, MPH

<sup>1</sup>Swiss Federal Institute of Sport Magglingen, Magglingen, Switzerland

<sup>2</sup>Institute of Social and Preventive Medicine, University of Basel, Basel, Switzerland

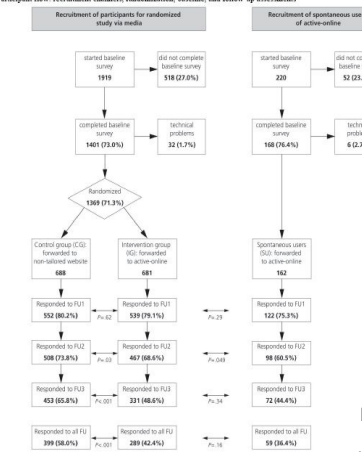
<sup>3</sup>Institute of Social and Preventive Medicine, University of Zurich, Zurich, Switzerland

<sup>4</sup>Center for Occupational and Organizational Sciences ETH Zurich, Zurich, Switzerland

(J Med Internet Res 2009;11(3):e23) doi:10.2196/jmir.1179

## Effectiveness of Active-Online, an Individually Tailored Physical Activity Intervention, in a Real-Life Setting

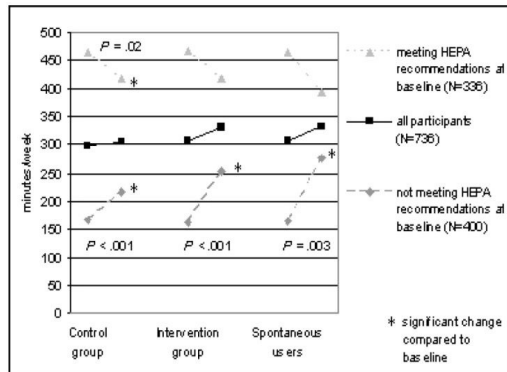
Figure 4. Participant flow: recruitment channels, randomization, baseline, and follow-up assessments



Wanner M, Martin-Diener E,  
Braun-Fahrlander C, Bauer G,  
Martin BW.  
J Med Internet Res 2009; 11(3):



## Effectiveness of Active-Online, an Individually Tailored Physical Activity Intervention, in a Real-Life Setting



Wanner M, Martin-Diener E, Braun-Fahrländer C, Bauer G, Martin BW.  
J Med Internet Res 2009; 11(3): e23

## Effectiveness of Active-Online, an Individually Tailored Physical Activity Intervention, in a Real-Life Setting

„In a real-life setting, Active-online was not more effective than a nontailored website in increasing physical activity levels in volunteers from the general population. Further research may investigate ways of integrating Web-based physical activity interventions in a wider context, for example, primary care or workplace health promotion.“

Wanner M, Martin-Diener E, Braun-Fahrländer C, Bauer G, Martin BW.  
J Med Internet Res 2009; 11(3): e23

## User Behaviour in Active-Online

JOURNAL OF MEDICAL INTERNET RESEARCH

Wanner et al

Original Paper

Comparison of Trial Participants and Open Access Users of a Web-Based Physical Activity Intervention Regarding Adherence, Attrition, and Repeated Participation

Miriam Wanner<sup>1,2</sup>, PhD; Eva Martin-Diener<sup>1</sup>, MPH; Georg Bauer<sup>3,4</sup>, MD, DrPH; Charlotte Braun-Fahrländer<sup>2</sup>, MD; Brian W Martin<sup>1</sup>, MD, MPH

<sup>1</sup>Swiss Federal Institute of Sport Magglingen, Magglingen, Switzerland

<sup>2</sup>Swiss Tropical and Public Health Institute, University of Basel, Basel, Switzerland

<sup>3</sup>Institute of Social and Preventive Medicine, University of Zurich, Zurich, Switzerland

<sup>4</sup>Division of Public and Organizational Health, University and ETH Zurich, Zurich, Switzerland

J Med Internet Res 2010 | vol. 12 | iss. 1 | e3 |

## Potential of feedback providing systems

HEALTH EDUCATION RESEARCH

Vol.22 no.3 2007

Pages 406-413

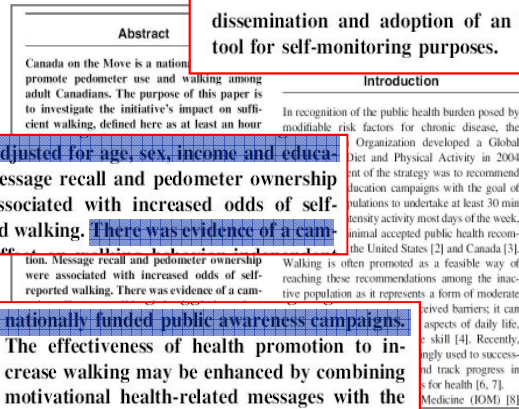
Advance Access publication 13 September 2006

Twelve-month effects of Canada on the Move:  
a population-wide campaign to promote  
pedometer use and walking

C. L. Craig<sup>1,2\*</sup>, C. Tudor-Locke<sup>1,3</sup> and A. Bauman<sup>4</sup>

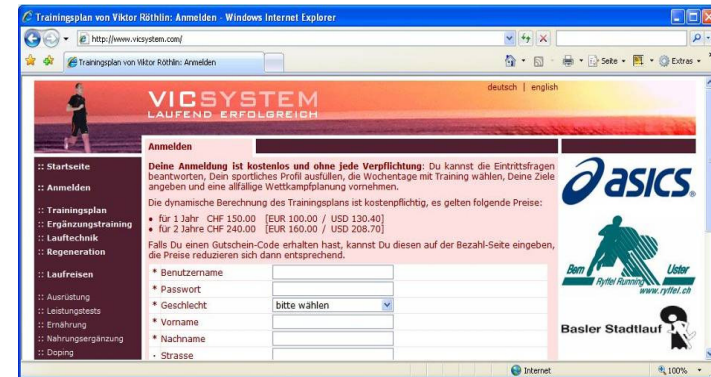


## Potential of feedback providing systems



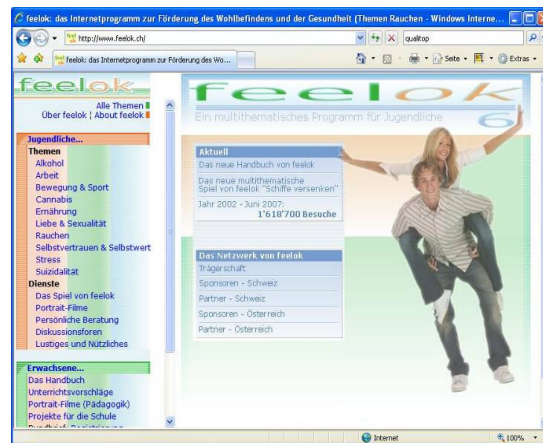
dissemination and adoption of an easy-to-use tool for self-monitoring purposes.

## Training diaries and personal coaching



www.vicsystem.ch

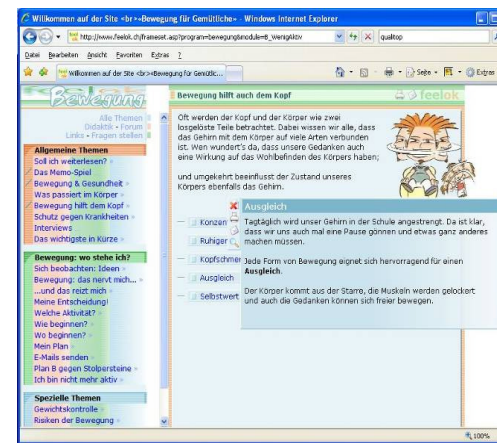
## Integrated systems linking to real life offers



**Feelok**  
Youth prevention programme including physical activity and sport

www.feelok.ch

## Integrated systems linking to real life offers

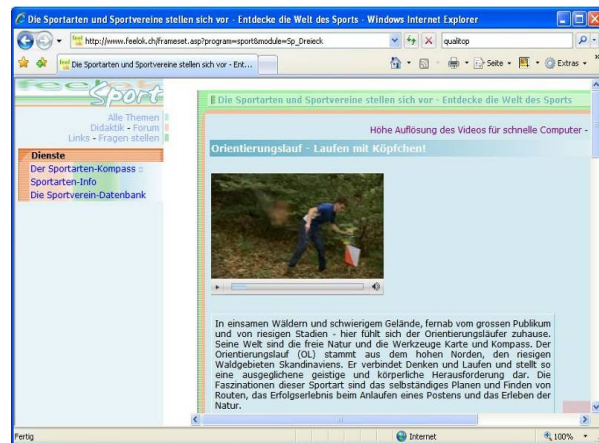


**Feelok**  
Physical activity module

www.feelok.ch



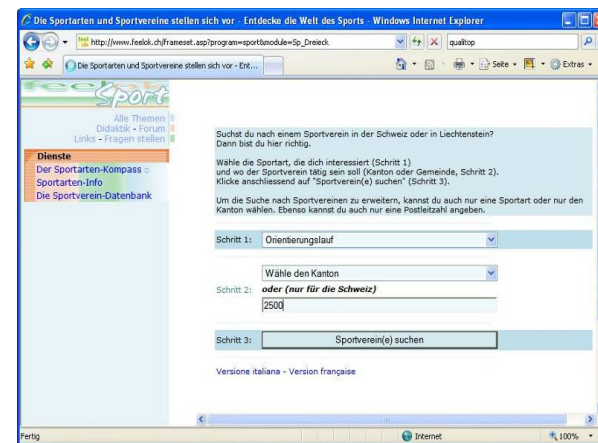
## Integrated systems linking to real life offers



Feelok  
Sport  
presentation  
module

feelok.ch

## Integrated systems linking to real life offers



Feelok  
Sport  
club  
search  
engine

feelok.ch

### Short reports

Padlina O. et al.

Oliver Padlina<sup>a,b</sup>, Alain Dössegger<sup>a</sup>, Gerda Jimmy<sup>a</sup>, Martin Jeker<sup>a</sup>, Stephan Toggweiler<sup>a</sup>, Jürg Schmid<sup>a,c</sup>, David Egli<sup>a</sup>, Matthias Zurbriggen<sup>a</sup>, Daniel Käsermann<sup>a</sup>, René Hagi<sup>a</sup>, Tina Hofmann<sup>b</sup>, Georg Bauer<sup>b</sup>, Brian W. Martin<sup>a,b</sup>

<sup>a</sup> Swiss Federal Institute of Sport, Magglingen, Switzerland

<sup>b</sup> Institute of Social and Preventive Medicine, University of Zurich, Switzerland

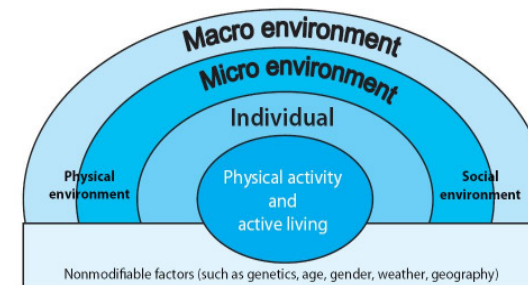
<sup>c</sup> Institute of Sport Science, University of Berne, Switzerland

## Promotion of physical activity and sport in adolescents – first experiences of the Internet programme [www.feelok.ch](http://www.feelok.ch)

Schweizerische Zeitschrift für «Sportmedizin und Sporttraumatologie» 57 (2), 90–92, 2009

## Approaches to Physical Activity Promotion

- There is no single magic bullet

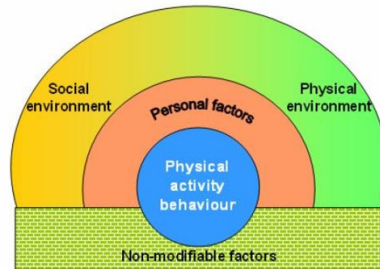


Source: adapted from Dahlgren (61).

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

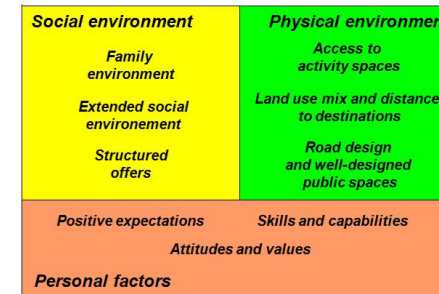


### Determinants of physical activity behaviour



Physically active at every age. General principles and suggestions for the promotion of sport and physical activity. Manuscript February 2008.

### Modifiable determinants of PA behaviour



Physically active at every age. General principles and suggestions for the promotion of sport and physical activity. Manuscript February 2008.

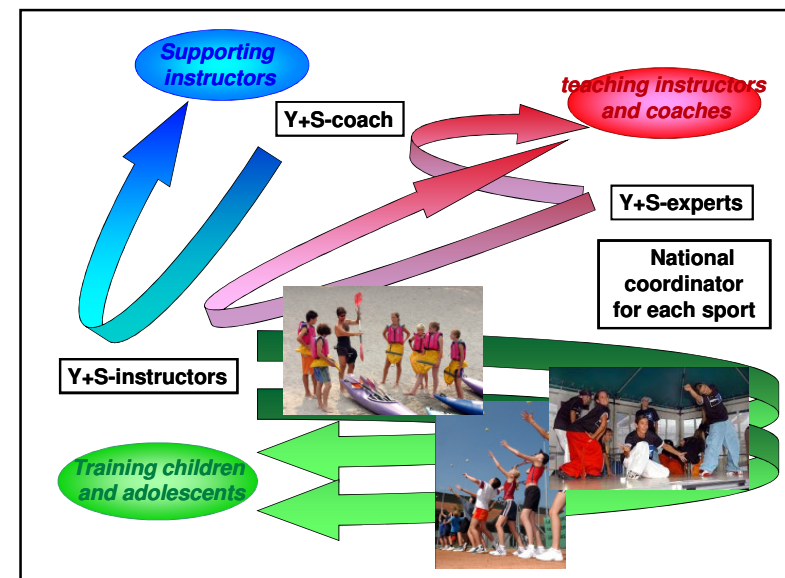


**Youth+Sports**

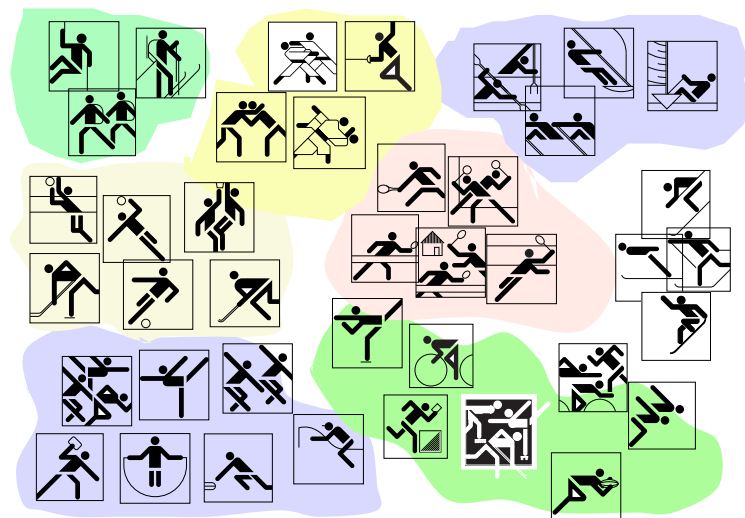
Established by federal law in 1972  
(constitutional vote in 1970)

"The aim of the institution youth+sports is to develop young people of 14 (*since 1994 10*) to 20 years of age in sports and to guide them to a healthy lifestyle"

Emphasis on sports for all







## The roles of partners

### Teaching material

Prepared for each specific sports discipline by the confederation in collaboration with the sports associations

### Instructors' training

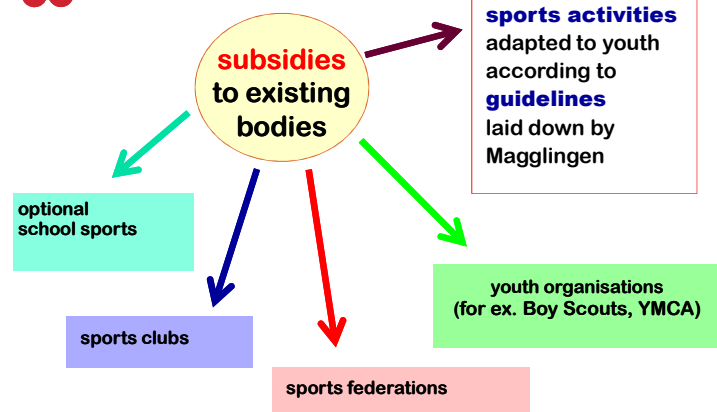
By the Confederation, the cantons and the sports associations

### Implementation of courses for children

By clubs, sports associations and youth organisations

### Support by political entities

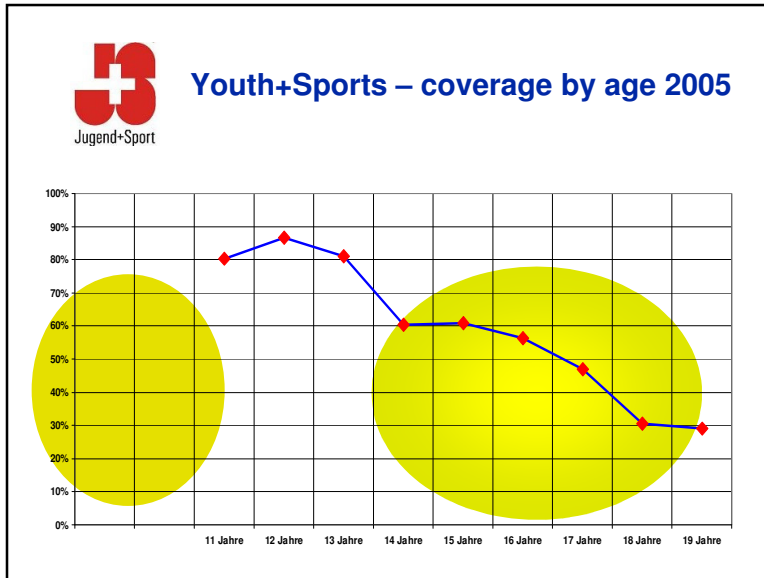
Infrastructure by municipalities, with financial contributions from municipalities, cantons and the Confederation



## Youth+Sports – key figures

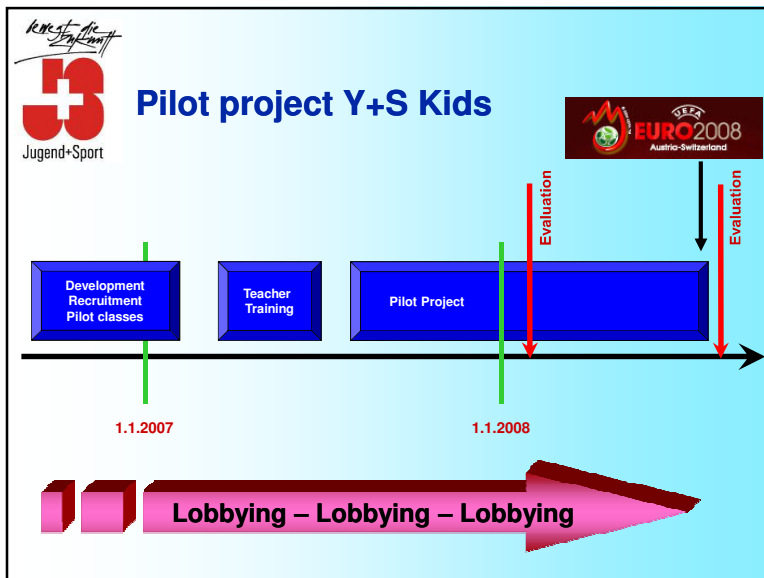
|                                       | 2005            |
|---------------------------------------|-----------------|
| Children/Adolecents (10–20)           | 550'000         |
| Active Instructors                    | 53'200          |
| Courses / Camps                       | 48'000          |
| Federal subsidies to organizers       | 35 million Euro |
| Total public money invested           | 70 million Euro |
| Certified instructors                 | 107'784         |
| Certified coaches                     | 15'269          |
| Certified experts                     | 5'358           |
| People in Training (instr. / coaches) | 47'000          |
| Training Courses                      | 2'516           |





**Y+S Kids:  
Pilot project for 5 to 10 year old**

- One additional hour of „multisport“ activities per week during one year offered by primary teachers, additional to regular PE
- Focus on children not reached through existing offers
- Pilot project until 2007-2008 in 247 classes (out of 17'000 in this age group)
- Detailed evaluation in 15 intervention and 15 control classes



**Y+S Kids:  
Political development**

Lobbying by cantons and project leader

Broad consensus among politicians: „something has to be done for children“

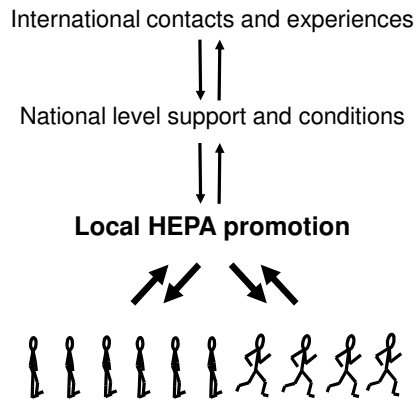
Annual budget of 20 mio Swiss Francs (14 mio Euro) adopted by federal parliament

-> national level implementation since 2009

„sports law“ currently under revision >> inclusion of 5-10 year olds?



### The local, national and international level in HEPA promotion



24.11.2010

University of Zurich, HEPA promotion in 2010, Brian Martin

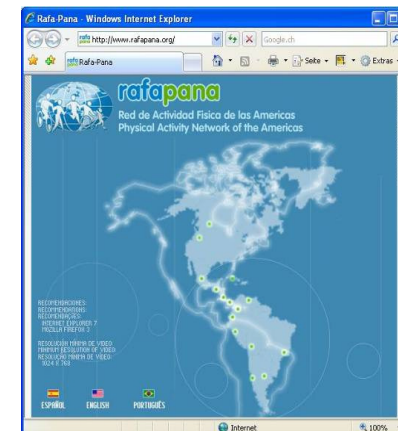
Page 57

### European Network for the Promotion of Health-Enhancing Physical Activity HEPA 1996-2001 (★)

### European Situation in 2004

- Scientific exchange on physical activity and health ↑ ↑
  - Development of methods ↑ ↑
  - WHO Global Strategy on Diet, Physical Activity and Health
  - Global networks like Agita Mundo and GAPA
  - No more regular exchange and development platform for national physical activity promotion strategies at the European level
- ➔ Decision to re-launch HEPA Europe

### Regional Networks for Physical Activity and Health



Red de Actividad  
Física de las  
Americas

Physical Activity  
Network of the  
Americas

RAFA-PANA

[www.rafapana.org](http://www.rafapana.org)



## Regional Networks for Physical Activity and Health



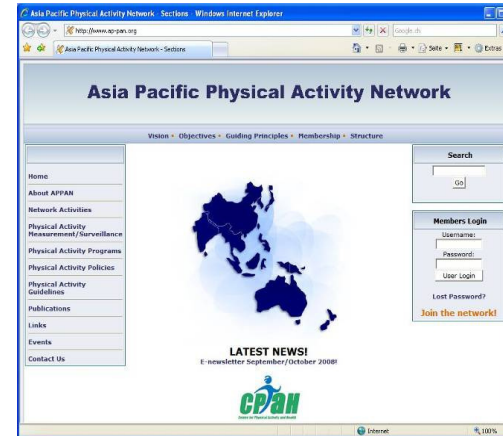
HEPA Europe



European Network  
for the promotion  
of  
health-enhancing physical  
activity

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

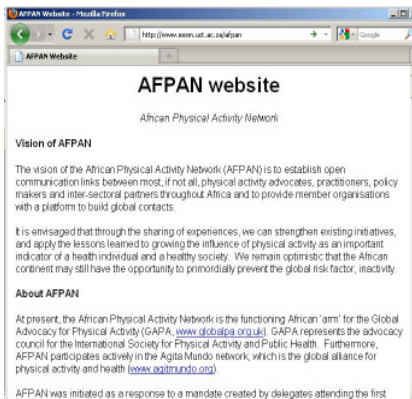
## Regional Networks for Physical Activity and Health



Asia Pacific  
Physical  
Activity  
Network

[www.ap-pan.org](http://www.ap-pan.org)

## Regional Networks for Physical Activity and Health



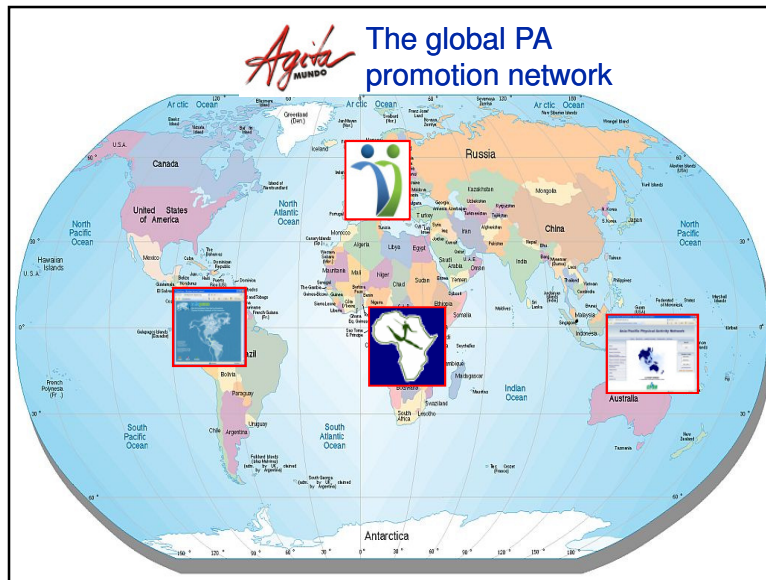
African  
Physical  
Activity  
Network

[www.essm.uct.ac.za/afpan](http://www.essm.uct.ac.za/afpan)

## Specificity of actors in physical activity and health







## Executive Board

**Brian Martin** HEPA Europe; University of Zurich, Switzerland  
(Chairman)

Dubai Sports Council, United Arab Emirates

**Adrian Bauman** APPAN; University of Sydney, Australia

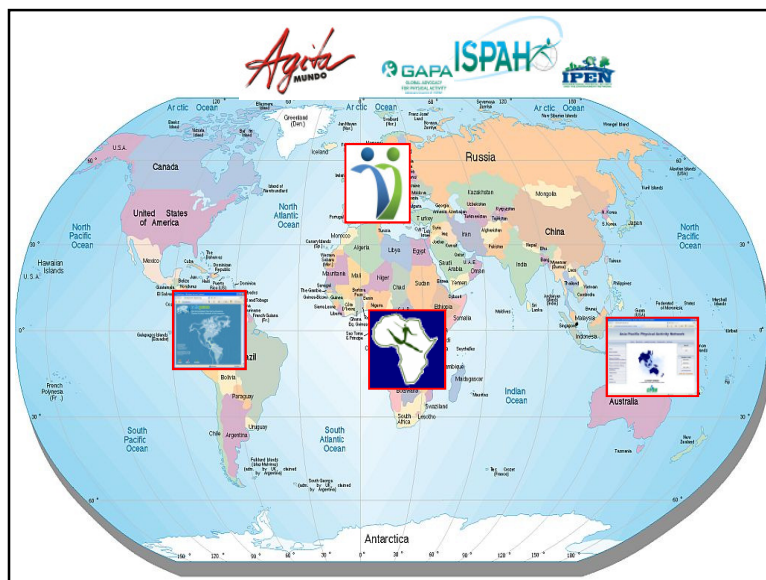
Tokyo Medical University, Japan

**Vicki Lambert** AFPAN; University of Cape Town, South Africa

RAFA-PANA; CELAFISCS, Brazil  
(Past Chairman)

**Mike Pratt** RAFA-PANA; CDC, USA

American College of Sports Medicine ACSM

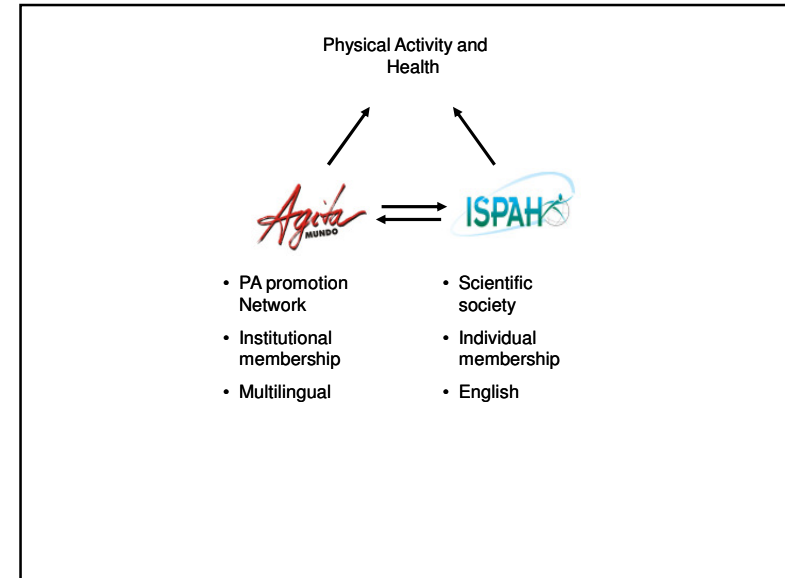
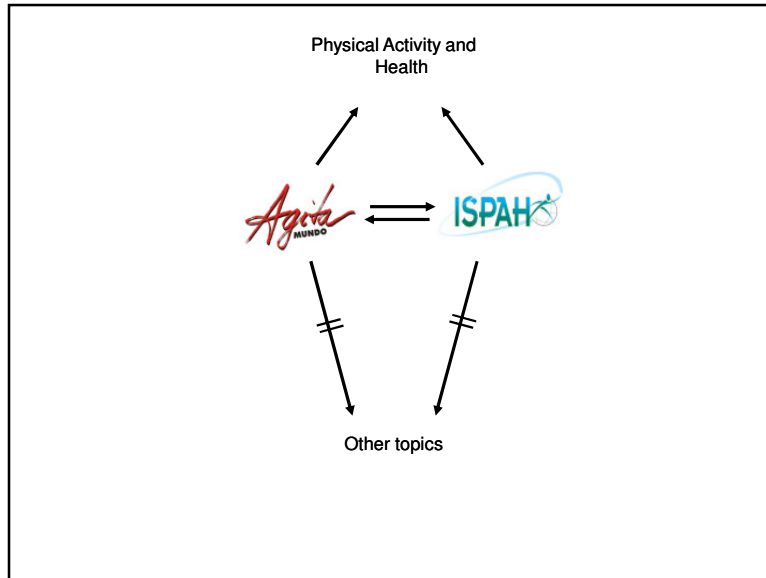



## Scientific Society on Physical Activity and Health

Other Councils

[www.ispah.org](http://www.ispah.org)





 **Work Programme 2010/2011**

| Main activities   |
|---|
| Preparation and organisation of Agita Mundo meeting                         |
| Preparation and organisation of World Day for Physical Activity             |
| Communication and cooperation   |
| Maintaining and expanding multilingual communication platform               |
| Cooperation and support to regional networks                                |
| Defining and improving cooperation with other important global institutions |