



University of ZurichTM

Institute of Social and Preventive Medicine

HEPA Europe and Physical Activity Promotion in Switzerland

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*PROMOCIJA TELESNE DEJAVNOSTI V ZDRAVSTVENIH OKOLJIH-
HEPA posvet za slovensko strokovno javnost, 10 March 2011, Ljubljana*

10 March 2011



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

- 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
European Network for the Promotion of Health-Enhancing Physical Activity

EUROPE ON THE MOVE!

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

27 - 29 NOVEMBER 1999

NATIONAL SPORTS CENTRE 'PAPENDAL' ARNHEM, THE NETHERLANDS

Organisers
The UKK Institute for Health Promotion Research
Netherlands Olympic Committee/Netherlands Sports Confederation (NOOC/NSF)
Finnish Recreation Association

Mission
Research-based knowledge on the health potential of leisure 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 measure. Integration of these developments, the European Physical Activity Centre (EPAC) project, and the promotion of Public, Research and Training Programme jointly run by the UKK Institute for Health Promotion Research (Finland), Netherlands Olympic Committee/Netherlands Sports Confederation, and the Finnish Recreation Association.

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

Objectives
To provide an European-wide event to share experiences and ideas in the promotion of HEPA. To review the current knowledge base for the justification of HEPA promotion for public health, 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 discuss the challenges facing HEPA promotion in the 21st century.

Work Programme
Together with the participants of the Amsterdam on the HEPA promotion, which is well known internationally as a leading priority topic in the field of European physical activity research, the main objectives of the conference are to discuss issues on HEPA promotion, to present and evaluate working models necessary for effective HEPA promotion, to discuss the challenges facing HEPA promotion in the 21st century.

Workshop
Participants are invited to participate in the workshop on the HEPA promotion, which is well known internationally as a leading priority topic in the field of European physical activity research, the main objectives of the conference are to discuss issues on HEPA promotion, to present and evaluate working models necessary for effective HEPA promotion, to discuss the challenges facing HEPA promotion in the 21st century.

Programme
Friday afternoon, 27 November
12.00-14.00 Registration
14.00-17.00 Plenary session 1: Opening
• Message from the Netherlands in host country
• Statement of NOOC/NSF
• European Union as HEPA promoter
• Merit Riddle, the European Commission, DGJ
• Physical activity in the research of world-wide health promotion. Current justification of HEPA promotion.
• WHO recommendations*
15.00-16.50 Dinner
• Evidence for effective HEPA promotion: an update
Steven Blair, The Cooper Institute for Aerobics Research, USA
• HEPA promotion in Europe: "Europe on the Move" invited
Blain Scott, The UKK Institute for Health Promotion Research, Finland
17.00-18.30 Dinner
18.30-22.00 Evening Programme
Saturday, 28 November
10.00-12.00 Thematic sessions 1 and 2
• Working
• 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 service-providing groups
18.00-19.30 UKK Break: Tea for the participants
Sunday morning, 29 November
8.30-10.00 Workshops
10.00-10.30 Meet
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
Nick Card, Health Education Authority, England
• Research and development needs for HEPA promotion
Steven Blair, The Cooper Institute for Aerobics Research, USA
• Concluding remarks
Blain Scott, The UKK Institute for Health Promotion Research, Finland
12.30-13.00 Closing event
*to be confirmed.



HEPA promotion in Switzerland

- 1995 Magglingen Symposium sports - PA – health
- 1996 Beginning of private Allez Hop programme
- 1996 Beginning of small Federal research Unit

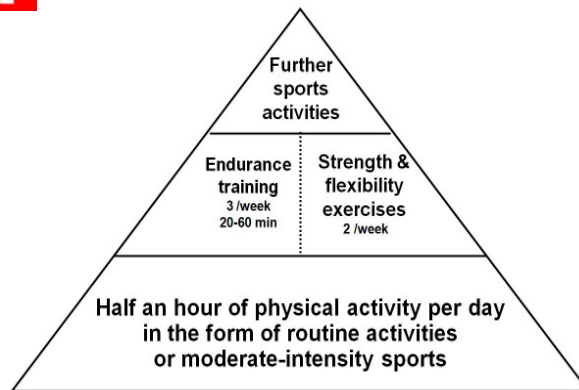
1999 National HEPA recommendations

1999 Network HEPA Switzerland

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.



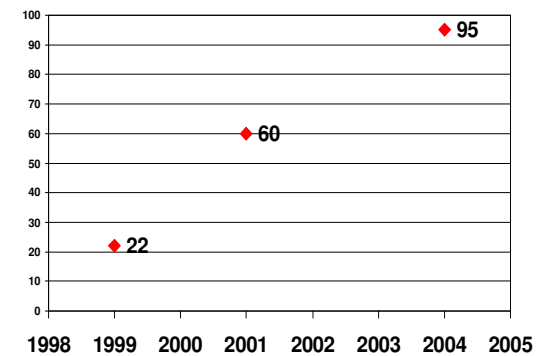
National HEPA recommendations 1999



Martin BW, Mäder U, Stamm HP, Braun-Fahländer 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



Gesundheits-wirksame Bewegung

Ein Grundstdokument von Bundesamt für Sport BASPO, Bundesamt für Gesundheit BfG, Gesundheitsförderung Schweiz und dem "Netzwerk Gesundheit und Bewegung Schweiz"

Activité physique et santé

Document de base publié conjointement par l'Office fédéral du sport OFSP, l'Office fédéral de la santé publique OFSP, Promotion Santé Suisse et le Réseau suisse et activités physiques Suisse.

Movimento efficace per la salute

Un documento programmatico dell'Ufficio federale dello sport UFSPO, dell'Ufficio federale della sanità pubblica UFSM di Promozione Salute Svizzera e della -rete svizzera Salute e Movimento-

Base Document for Switzerland

Health-Enhancing Physical Activity

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun Svizra
Swiss Confederation

Published after agreement by the Federal Office of Public Health HEPA

 Gesundheitsförderung Schweiz
 Promozione Salute Svizzera

Why physical activity is healthy

Activity levels in Switzerland

Factors influencing our activity behaviour

Getting people to be more active

www.hepa.ch

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 National HEPA recommendations
- 1999 Network HEPA Switzerland
- 2000 Concept for a national sport policy

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

2000

Main Objectives and Priority Activities

Sport and physical activity should make a contribution to the sustainable development of Switzerland. The first main objective is to ensure that the population has the opportunity to engage in regular physical activity. The second main objective is to ensure that the population has the opportunity to engage in regular physical activity. The third main objective is to ensure that the population has the opportunity to engage in regular physical activity.

1. Health
More physically active people.
The proportion of physically active people in the population needs to increase continuously. Priority activities include the following:
 - The proportion of physically active people in the population needs to increase continuously.
 - The proportion of physically active people in the population needs to increase continuously.
 - The proportion of physically active people in the population needs to increase continuously.
2. Performance
Promoting young athletes and competitive sport.
3. Participation
The framework and conditions for promoting young athletes and competitive sport will be improved. Priority activities include the following:
 - The framework and conditions for promoting young athletes and competitive sport will be improved.
 - The framework and conditions for promoting young athletes and competitive sport will be improved.
4. Prevention
The framework and conditions for promoting young athletes and competitive sport will be improved. Priority activities include the following:
 - The framework and conditions for promoting young athletes and competitive sport will be improved.
 - The framework and conditions for promoting young athletes and competitive sport will be improved.

**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



HEPA Europe Steering Committee since Nov 2010

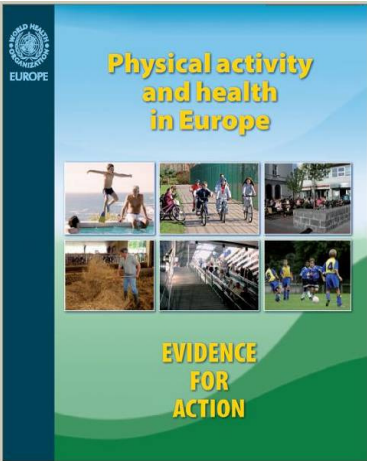
- **Willem van Mechelen**, VU Medical School, Amsterdam, NL (Chair)
 - **Sonja Kahlmeier**, University of Zurich, Switzerland (Executive Member)
 - **Andrea Backović Juričan**, CINDI Slovenia
 - **Winfried Banzer**, Olympics Sports Confederation, Germany
 - **Finn Berggren**, Gerlev PE and Sports Academy, Denmark
 - **Charlie Foster**, BHF Health Promotion Research Group, Oxford, UK
 - **Maarten Koornneef**, Ministry of Health, Welfare and Sport, NL
 - **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
 - **Tommi Vasankari**, UKK Institute, Tampere, Finland
- *Observer: Fiona Bull, GAPA*
- *Observer: Eddy Engelsman, WHO Headquarters*



HEPA Europe work programme 2010 / 2011

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Physical activity and health in Europe

EVIDENCE FOR ACTION

Information dissemination

Russian Danish Italian Portuguese Slovenian

More language versions available or in preparation

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

Working groups on specific topics




1st MEETING OF THE WORKING GROUP FOR HEPA PROMOTION IN HEALTH CARE SETTINGS
LJUBLJANA, SLOVENIA 10-11 MARCH 2011



1st WORKSHOP FOR THE EXCHANGE OF EXPERIENCES IN PHYSICAL ACTIVITY AND SPORTS PROMOTION IN CHILDREN AND ADOLESCENTS

www.euro.who.int/hepa




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

5th annual meeting of HEPA Europe
European network for the promotion of health-enhancing physical activity

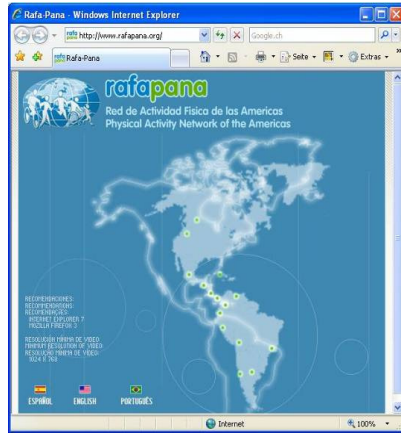
Report of a WHO meeting
11-12 November 2009
Bologna, Italy

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

 **HEPA promotion in Switzerland**

- 2000 Concept for a national sport policy
Strong HEPA component
Measures in 2002 weak (0.6 Mio Euro/year)
Content widely taken up
- 2008 National programme Diet, Physical Activity & Health
Conceptionally strong HEPA component
Measures weak
- but Successful activities in related projects, by NGOs, in cantons and communities
- and First indications for improvements in PA

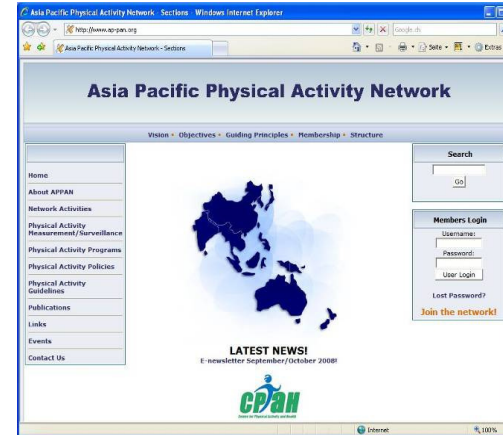
Regional Networks for Physical Activity and Health



Red de Actividad Física de las Americas
Physical Activity Network of the Americas
RAFA-PANA

www.rafapana.org

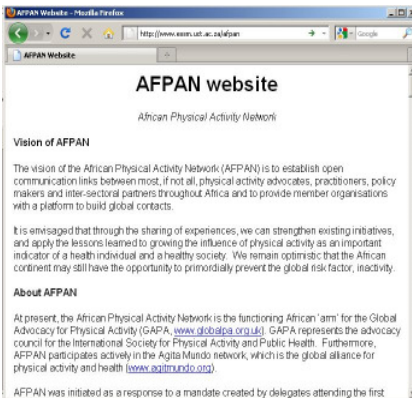
Regional Networks for Physical Activity and Health



Asia Pacific Physical Activity Network

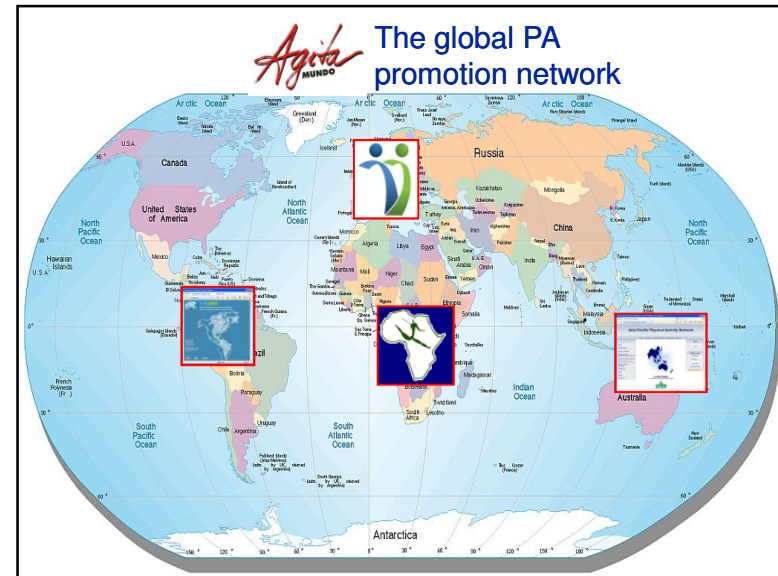
www.ap-pan.org

Regional Networks for Physical Activity and Health





African Physical Activity Network


www.essm.uct.ac.za/afpan





Agenda MUNDO 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

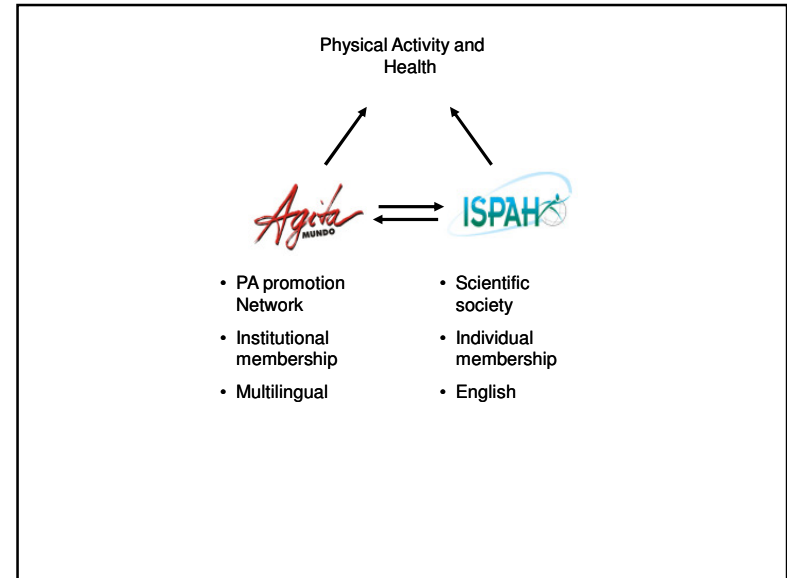

Mike Pratt RAFA-PANA; CDC, USA
 American College of Sports Medicine ACSM


Nasser Al Ramah



Shigeru Inoue



Victor Matsudo
 (Past Chairman)


Jim Whitehead





Scientific Society on Physical Activity and Health


 GLOBAL ADVOCACY FOR PHYSICAL ACTIVITY
 Advisory Council of ISPAH


 INTERNATIONAL PHYSICAL ACTIVITY AND THE ENVIRONMENT NETWORK

Other Councils




www.ispah.org


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

Annual Conference & Meeting of HEPA Europe National Institute for Sport and Physical Activity NISB

Amsterdam, the Netherlands

11.-13.10.11

Co-sponsored



REGIONAL OFFICE FOR Europe



Held jointly with

 Network Meeting

www.euro.who.int/hepa