



University of Zurich

Institute of Social and Preventive Medicine

Physical Activity Promotion in a Multicultural Society

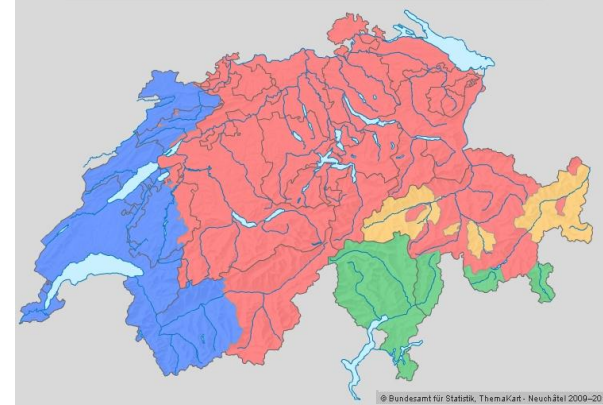
Brian Martin, MD MPH
Head Physical Activity and Health Unit, Institute of Social and Preventive Medicine

Exercise is Medicine Europe · 2nd Congress, Frankfurt am Main, 06.09.13



Language Distribution in Switzerland (8 Mio inhabitants)

64% German 20% French 6% Italian 1% Rumansh 9% others



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Local seed money projects Switzerland

- Community level physical activity promotion projects, financially supported by funds from the national level
- Successful in national physical activity programmes in Finland and England (~ 300-800 Euro/project)
- Opportunity for Swiss physical activity campaign planned for 2000

Local seed money projects Switzerland

- No PA campaign in 2000, but general health promotion campaign
- Seed money project carried out independently
 - 55'000 Swiss Francs (40'000 Euro) to be distributed over ½ year, 1000 Francs (700 Euro) per project
 - Project guide developed in German, French and Italian
 - Minimal evaluation requirements; 500 Francs available after application, 500 Francs after final questionnaire

Martin B. Lokale Projektunterstützung Bewegung 2000 bis 2002. Bericht zum Projekt von Gesundheitsförderung Schweiz und des Bundesamts für Sport Magglingen. 2003

Local seed money projects Switzerland



Local seed money projects Switzerland

- Duration changed from ½ year to 2 years
- Still original objectives were not met, only 19'500 Swiss Francs out of 55'000 distributed
- Financial support appreciated, all other support hardly used
- The need for evaluation was not understood

Martin B. Lokale Projektunterstützung Bewegung 2000 bis 2002. Bericht zum Projekt von Gesundheitsförderung Schweiz und des Bundesamts für Sport Magglingen. 2003

Local seed money projects Switzerland

- Possible reasons for failure
 - National physical activity campaign cancelled
 - Financial incentives irrelevant in view of limited capacities for application writing and of project costs
 - Limited understanding for benefits of evaluation

Cultural particularities of Switzerland in 2002?

Martin B. Lokale Projektunterstützung Bewegung 2000 bis 2002. Bericht zum Projekt von Gesundheitsförderung Schweiz und des Bundesamts für Sport Magglingen. 2003

What physical activity surveillance needs: validity of a single-item questionnaire

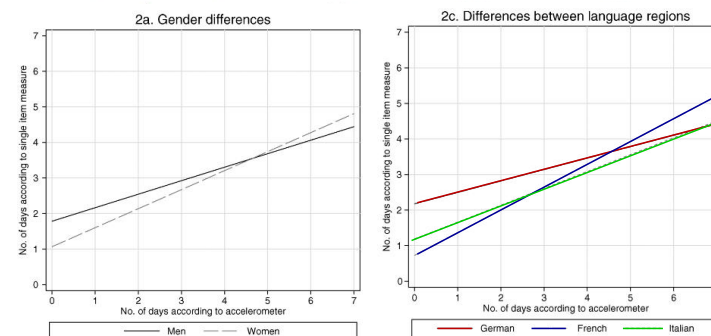
Miriam Wanner,¹ Nicole Probst-Hensch,^{2,3} Susi Kriemler,^{1,2,3} Flurina Meier,^{2,3} Adrian Bauman,⁴ Brian W Martin¹

“A validation study was carried out within the second follow-up of a large Swiss cohort study (... , n=208) and included an additional convenient sample (n=110).

(...) Correlation coefficients for the number of days with at least 30 min of moderate-to-vigorous physical activity according to the single item and different accelerometer activity outcomes ranged from 0.40 to 0.54.“

Wanner M, et al. *Br J Sports Med* 2013;0:1–7. doi:10.1136/bjsports-2012-092122

What physical activity surveillance needs: validity of a single-item questionnaire



Wanner M, et al. *Br J Sports Med* 2013;0:1–7. doi:10.1136/bjsports-2012-092122



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, Comuz 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.

PROMOTION DE L'ACTIVITÉ PHYSIQUE AU CABINET MÉDICAL

Manuel à l'intention des médecins de premier recours

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Die Bewegungspyramide

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



PA promotion in primary care

- Development of professional communication materials and procedures for large scale implementation
- Joint project with Swiss College of Primary Care Medicine



- Testing in 19 primary care practices in French speaking and 6 in German speaking Switzerland
- Adaptation and development of final materials and procedures

Bize R, Surbeck R, Padlina O, Peduzzi F, Comuz 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.

PAPRICA
PHYSICAL ACTIVITY PROMOTION IN PRIMARY CARE

PROMOTION DE L'ACTIVITÉ PHYSIQUE AU CABINET MÉDICAL
DOCUMENT DE RÉFÉRENCE À L'INTENTION DES MÉDECINS

BOUGER
LE VIEUX N'EST PAS UN HÉRÉDITÉMENT À SE DÉFIER (L'AGE N'EST PAS UN HÉRÉDITÉMENT À SE DÉFIER)

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- ½ day continuing education format developed by Policlinique Médicale Universitaire de Lausanne
- Until 2012 more than 200 physicians trained in French-speaking part of Switzerland, evaluation carried out
- Adaptation of material and test training session for German speaking part of Switzerland in early 2012
- Overall material and format kept, adaptations in details:
 - Order of sessions in training course
 - Use of tools and materials
 - Additional tools for counselling

French-speaking

- Theory
- Motivational interviewing
- Physical activity for GPs

German-speaking

- Motivational Interviewing
- Procedures and material
- Physical activity for GPs

Kanton St.Gallen Gesundheitsdepartement

Program und weitere Angaben zur Fortbildung PAPRICA
 22. November 2012, 13.30 bis 17.30 Uhr
 Athletikzentrum St.Gallen, Parkstrasse 2, 9000 St.Gallen

13.30 - 13.45 Uhr	Begrüssung PD Dr. med. Brian Martin, ISPM Zürich
13.45 - 15.00 Uhr	Gesprächsführung in der Bewegungsberatung Béatrice Jungo, Institut für Sozial- und Präventivmedizin Zürich
15.00 - 15.45 Uhr	Abläufe und Materialien PAPRICA, Beantwortung von Hintergrundfragen Brian Martin
15.45 - 16.00 Uhr	Pause
16.00 - 17.00 Uhr	Selbsterfahrung im praktischen Training Sandro Galli, Uniklinik Balgrist Zürich, move>med
17.00 - 17.15 Uhr	Duschen, Umziehen
17.15 - 17.30 Uhr	Evaluation und Abschluss Brian Martin

Short reports

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Jenny Pieth^a, Matthias Grabherr^a, Katja Navarra^b, Osman Besic^b, Brigit Zuppinger^c, Anton Lehmann^a, Brian W. Martin^{a,d}

^a Swiss Federal Institute of Sport Magglingen, Switzerland

^b Swiss Red Cross, Bern, Switzerland

^c Federal Office of Public Health, Bern, Switzerland


^d Institute of Social and Preventive Medicine, University of Zurich, Switzerland

Information material for migrant populations in Switzerland: the example of physical activity promotion


Schweizerische Zeitschrift für «Sportmedizin und Sporttraumatologie» 57 (2), 87–89, 2009

The screenshot shows the website interface with a search bar containing 'Língua', 'Tema', and 'Palavra-chave'. The search results display a page for 'Movimento é Vida' with a description in Portuguese, author information (Jenny Pieth, Katja Navarra, Matthias Grabherr), and publication details (BASPO, Eidg. Hochschule für Sport Magglingen, Schweiz, 2008).



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Age	0	albanian	(PDF)	free, from 11 brochures extra P&P
Diseases & Prevention	0	english	(PDF)	free, from 11 brochures extra P&P
Relationships & Sexuality	0	Portuguese	(PDF)	free, from 11 brochures extra P&P
Mental Health & Crisis	0	Portuguese	(PDF)	free, from 11 brochures extra P&P
Sans Papiers	0	croatian/serbian/bosnian	(PDF)	free, from 11 brochures extra P&P
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Kreuz, BAÖ



- Why should we bother? ✓
- Verification of cultural particularities ✓
- Development and adaptation of approaches ✓
- Learning from population groups ✓
- Exchange of experiences

