



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

HEPA Europe – das europäische Netzwerk für gesundheitswirksame Bewegung

Dr. med. Brian Martin, MPH

Arbeitsbereich Bewegung und Gesundheit

Institut für Sozial- und Präventivmedizin der Universität Zürich

12. Österreichische Präventionstagung. Leben in Bewegung. Bewegungsspezifische Strategien der Gesundheitsförderung. 23.04.2010, Wien



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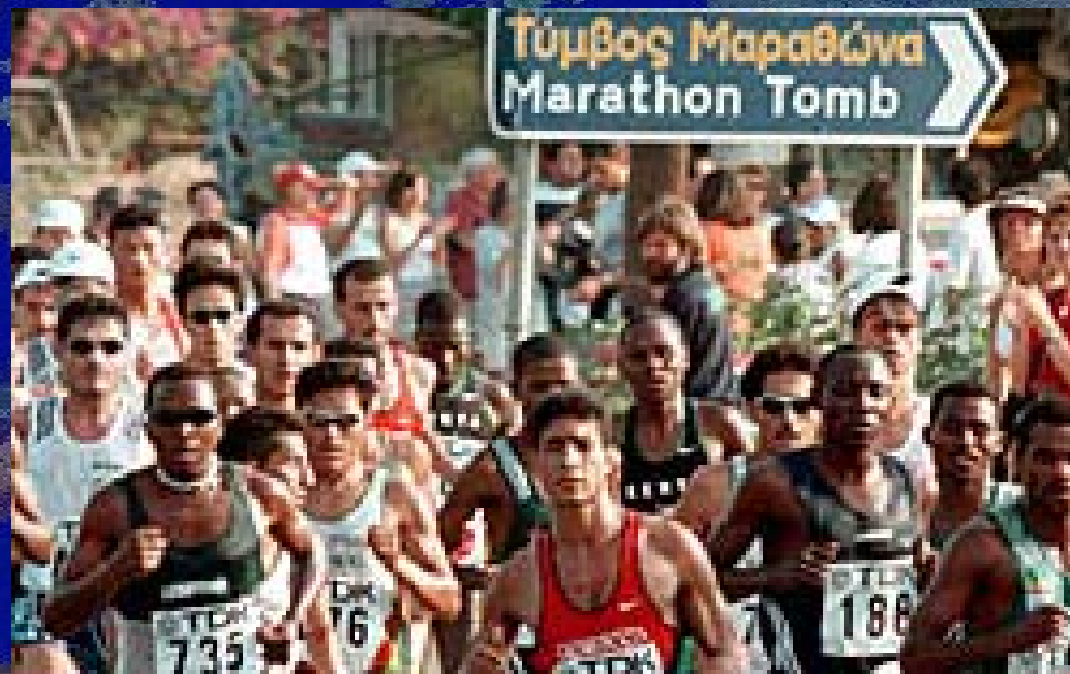
Institut für Sozial- und Präventivmedizin der Universität Zürich

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Handout unter www.panh.ch oder www.physicalactivityandhealth.ch



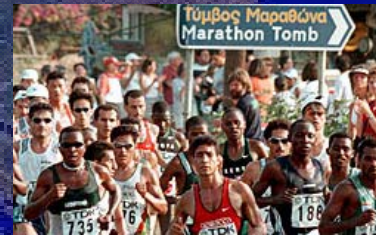
490 vor Christus Schlacht von Marathon





11. Jahrhundert Tossing the caber



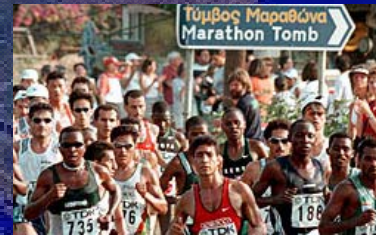


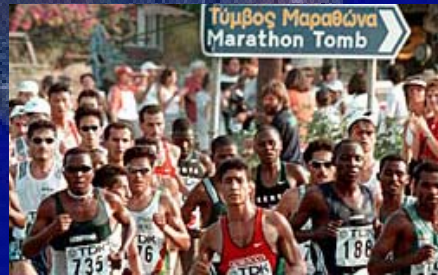
19. Jahrhundert Turnerbewegung





Οι πρώτοι αθλητές να ξεκινούν έναν μαραθώνιο στο 1896.
Οι αθλητές των Ηνωμένων Πολιτειών.





A satellite-style map of Europe, showing the continent's geographical features and colors. The map is overlaid with a dark blue, semi-transparent layer. In the center of the map, the text "und dennoch..." is written in a bright yellow, bold, sans-serif font. The text is positioned over the central part of Europe, roughly covering Germany, Poland, and the Czech Republic. The overall image has a dark, moody aesthetic with a high contrast between the blue overlay and the yellow text.

und dennoch...



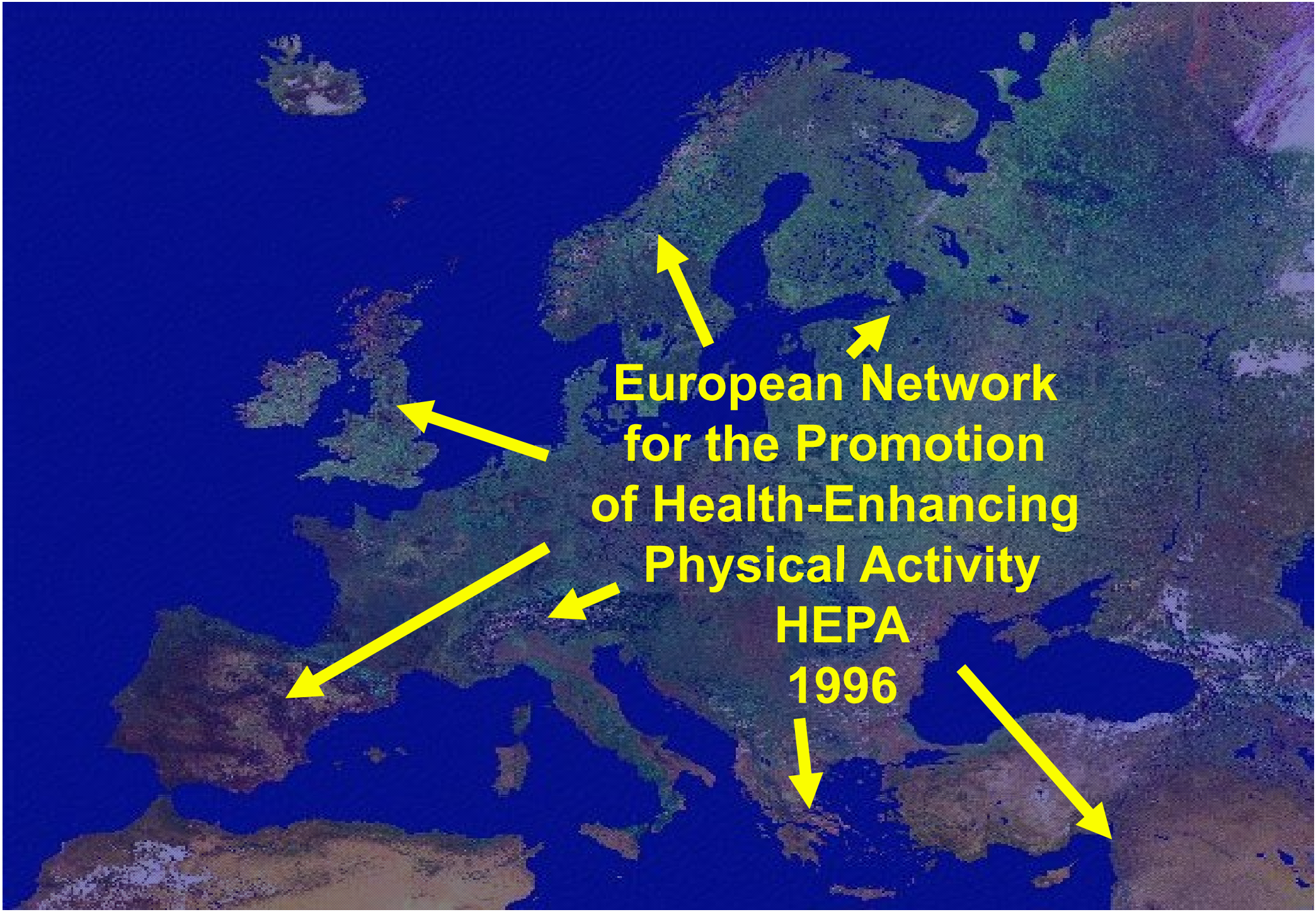
Europa seit dem 20. Jahrhundert







**European Network
for the Promotion
of Health-Enhancing
Physical Activity
HEPA
1996**



**European Network
for the Promotion
of Health-Enhancing
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HEPA
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newsletter

European Network for the Promotion of Health-Enhancing Physical Activity

Volume 3, Number 3
December, 1998

EDITORIAL

Another year of *Europe on the Move!* has gone by very fast. Among other things, the network has embraced new organisations and new countries. The newsletter is now being sent to over 600 organisations interested in Health-Enhancing Physical Activity. 1998 was also the year of the First European Conference on the Promotion of Health-Enhancing Physical Activity. Read more about it later on. You can read more about that in this newsletter.

This newsletter also gives you further information on: walking in Israel, the WHO initiative on the International Day of Older Persons, the new healthy exercise advice for the Netherlands, and on the pan-European survey on consumer attitudes towards physical activity, body weight and health.

In 1999 Mariken Leurs will be your network contact with Marion Hekkink leaving and Bart Coumans taking up other tasks at NOC*NSF. We hope to be able to continue promoting HEPA in Europe through a joint effort. If you have questions, if you want to contribute to our database or network, don't hesitate to contact us. Good luck with your efforts to get people moving in 1999!

Bart Coumans, Marion Hekkink and Mariken Leurs
Co-ordinators *Europe on the Move!* Network

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One step ahead!
International Day of Older
Persons
Dutch healthy exercise advice
Pan European Survey

Europe
on the Move!

HEPA on the Move!

The First European Conference on the Promotion of Health-Enhancing Physical Activity (HEPA among the friends), co-funded by the European Commission under the Health Promotion Programme, was held on 27-29 November 1998 in excellent conditions in the National Sports Centre "Papendal", Arnhem, The Netherlands.

The 150 participants from 20 countries (e.g. all EU member states, Canada, Japan and the USA) represented researchers, practitioners, administrators and organisations (e.g. ACSM, ECSS, ICSSPE, WHO) deeply interested and involved in promoting HEPA in Europe and worldwide.

The common commitment together with the perfect arrangements and great hospitality provided by the local Dutch hosts created a relaxed and fruitful family atmosphere for exchanging ideas and experiences, making contacts and friendships and acquiring new knowledge and skills. We were in "serious business, but not in a serious mood" in attempting to find ways and means to get HEPA higher on the political and sports agenda and to implement it effectively through appropriate policies and strategies at the local level.

The nearly 30 invited presentations by the well-known experts as well as the short presentations covered the key issues and new developments of the field and were enthusiastically received by the audience. It became evident that there is great interest and a lot of progress in HEPA and its promotion. You can work for this by discussing the matter with the responsible person in your Ministry of Health.

Our skills and energy have an important use, continuously as well as just during these times when the new health promotion programme of the European Commission is under preparation. HEPA deserves a prominent status in this programme and among its seven health promotion networks. HEPA should also gain increasing visibility and appreciation in other arenas, notably in



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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 1998



NATIONAL SPORTS CENTRE
'PAPENDAL'
ARNHEM, THE NETHERLANDS



This programme has received financial support from the European Commission

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 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 measure. In recognition of these developments the European Union launched three years ago a special project Promotion of Health-Enhancing Physical Activity: Development of Policy, Network and Walking Programmes' jointly run by the UKK Institute for Health Promotion Research (Finland), Netherlands Olympic Committee * Netherlands Sports Confederation, and the Finnish Rheumatism Association.

This conference provides the first open European forum for those involved in research, policy-making, community 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 experiences 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 eventual 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.

Social Programme

Together with the participants of the *Netherlands on the Move!* conference, which is held on Friday, participants can join in a festive evening programme including an European buffet and a concert by the Dutch Philharmonic Orchestra. After that, you can move on music yourself. We are looking forward to it, you too?

Activity Break

On Friday, between the conference and the evening programme you will have ample of opportunity to take part in a sportive intermezzo. The swimming-pool and the portshale are open (free for conference participants). If you like, you can also walk around the surroundings of Papendal.

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**
Boardmember of NOC * NSF*
- **European Union as HEPA promoter**
Matti Rajala, the European Commission, DGV*
- **Physical activity in the framework of world-wide health promotion.** Current justification of HEPA promotion
WHO representative*

15.00-15.30 *Break*

- **Evidence for effective HEPA promotion: an update**
Steven Blair, The Cooper Institute for Aerobics Research, USA
- **HEPA promotion in Europe: "Europe on the Move!" analysed**
Ilkka Vuori, The UKK Institute for Health Promotion Research, Finland

17.00 *Activity break*
19.30-23.30 *Evening Programme*

Saturday, 28 November

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.*

Sunday morning, 29 November

8.30 - 10.00 *Workshops*

10.00 - 10.30 *Break*

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 Cavill, Health Education Authority, England
- **Research and development needs for HEPA promotion**
Steven Blair, The Cooper Institute for Aerobics Research, USA
- **Concluding remarks**
Ilkka Vuori, The UKK Institute for Health Promotion Research, Finland

12.30 - 13.30 *Closing lunch*

* to be confirmed

27 - 29 NOVEMBER 1998

announcement

European Network for the Promotion of Health-Enhancing Physical Activity

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

NATIONAL SPORTS CENTRE
'PAPENDAL'
ARNHEM, THE NETHERLANDS

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UKK INSTITUTE



UKK INSTITUTE

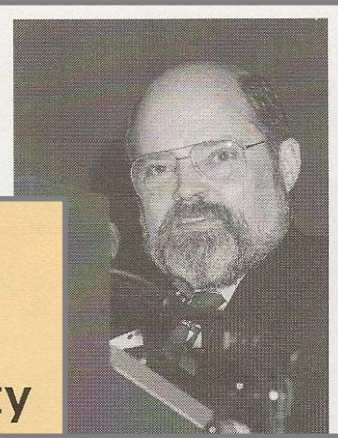


THE FINNISH RHEUMATISM ASSOCIATION

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 of effective



Prof. Ilkka Vuori meets Nockie,
the Dutch sports mascotte

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

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*

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Europe on the Move!

European Network for the Promotion of Health-Enhancing Physical Activity

DATABASE REPORT '97-'98



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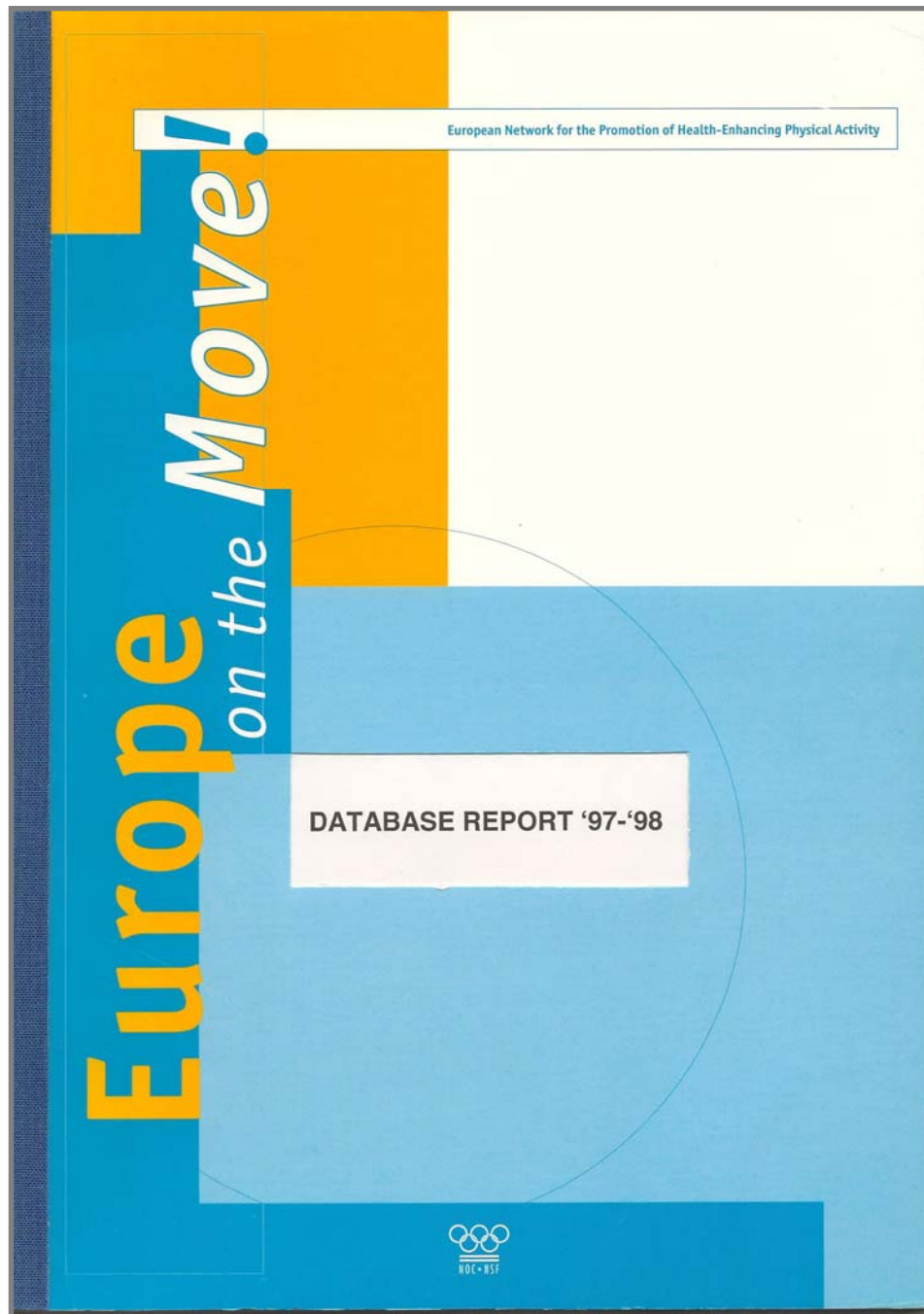


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NETHERLANDS

NATIONAL IMPLEMENTATION OF HEALTH-ENHANCING PHYSICAL ACTIVITY

There is no official governmental health-enhancing physical activity policy in the Netherlands. However, the importance of stimulating (public) health by a physically active lifestyle is recognised by the Dutch government by mentioning the importance in several governmental policy documents. There is a nationwide eight year programme (1995-2003) for the promotion of health-enhancing physical activity: *The Netherlands on the Move!* initiated and co-ordinated by the Netherlands Olympic Committee * Netherlands Sports Confederation (NOC*NSF). This programme aims at enhancing the levels of physical activity in the Dutch population and focuses on special target groups, such as the elderly, the youth, the adult working population and people with chronic diseases and/or disabilities. The key message of *the Netherlands on the Move!* to the Dutch public is identical to the CDC/ACSM recommendation and it is advised that every Dutch adult should accumulate 30 minutes or more of at least moderate intensity physical activity on most, preferable all, days of the week. On a national level NOC*NSF has a partnership in *the Netherlands on the Move!* with the Dutch Heart Foundation and the Dutch Cancer Foundation. Furthermore, there is a co-operation with the 'Youth on the Move' task force and the National Organisation of Sport and Exercise.

National contact person: dr. Willem van Mechelen, Free University Amsterdam, Amsterdam.

DATABASE ENTRIES

Name of organisation	Dutch Association of Sports Medicine
Postal address	P.O. Box 5148
City and Postal code	3501 JC UTRECHT
Country	THE NETHERLANDS
Visiting Address	Lomanlaan 85, 3526 XC UTRECHT
Telephone	+31 30 2886763
Fax	+31 30 2892556
E-mail	bsn@xs4.all.nls
Contact name	Ms. A. Bruinsma
Function	Director
Working field	National, international
Working area	Education
Type of organisation	Non governmental
Tasks of organisation	Prevention/information/education
Programme	No
Topics in which interested	Education
Collaboration with others	NOC*NSF
Service offered to others	Providing materials or publications (free/paid), provision of facilities for exchange of persons and exercise

Name of organisation	Dutch Cancer Society
Department	Nederlandse Kankerbestrijding, Koningin Wilhelmina Fonds Information and Public Relations
Postal address	Sophialaan 8
City and Postal code	1075 BR AMSTERDAM
Country	THE NETHERLANDS
Telephone	+31 20 5700557
Fax	+31 20 6750302
Contact name	Mr. C.F.C.J. van Koppen
Function	Head department Information and Public Relations

14 Seiten

Finnland
auch
14 Seiten

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E-mail bsn@xs4.all.nls
Contact name Ms. A. Bruinsma
Function Director
Working field National, international
Working area Education
Type of organisation Non governmental
Tasks of organisation Prevention/information/education
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Collaboration with others NOC*NSF
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City and Postal code Sophialaan 8
Country 1075 BR AMSTERDAM
Telephone THE NETHERLANDS
Fax +31 20 5700557
Contact name +31 20 6750302
Function Mr. C.F.C.J. van Koppen
Head department Information and Public Relations

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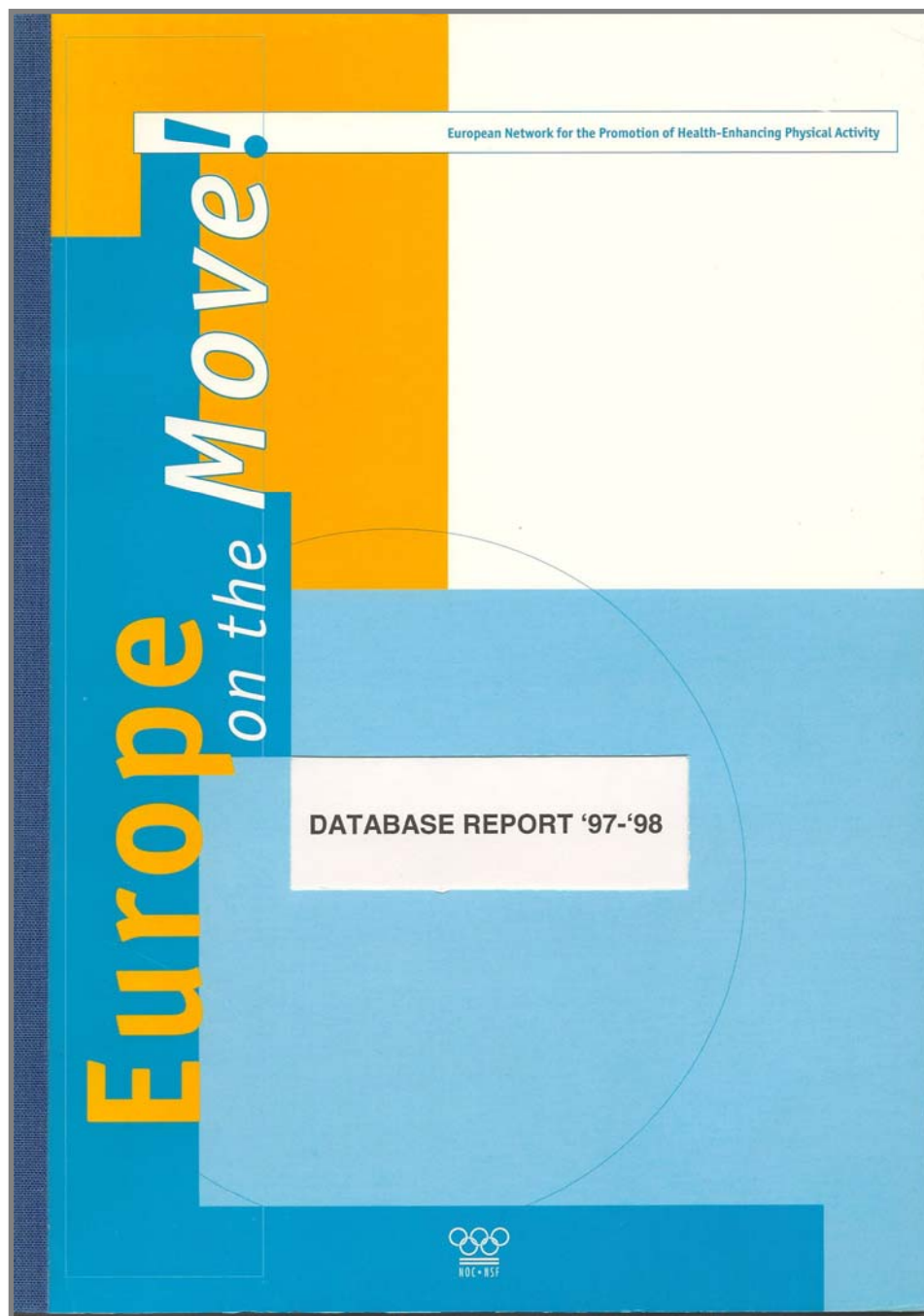
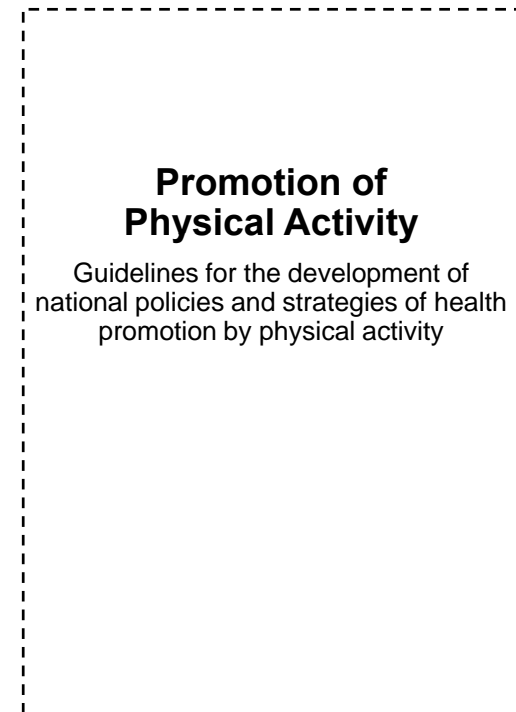
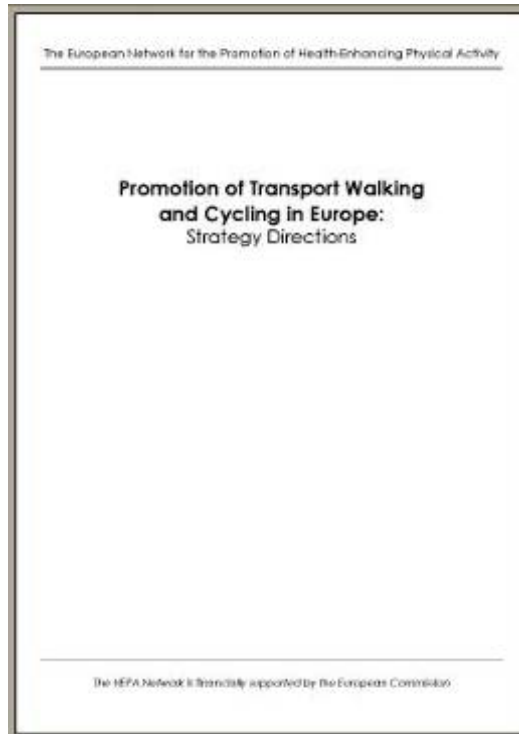
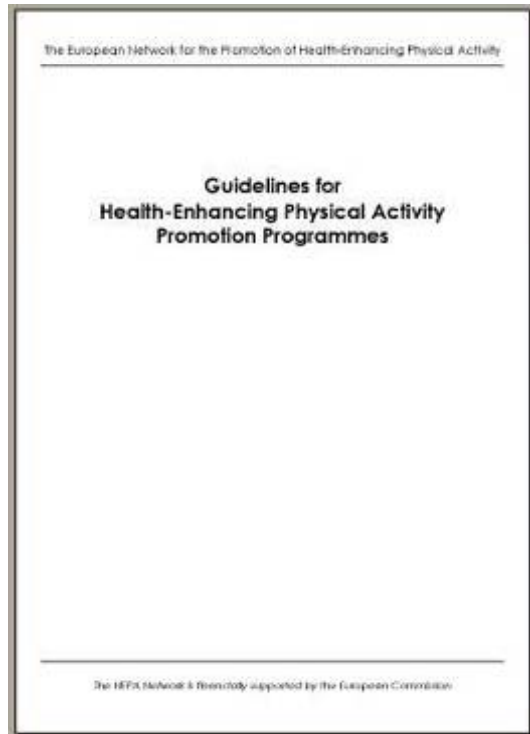


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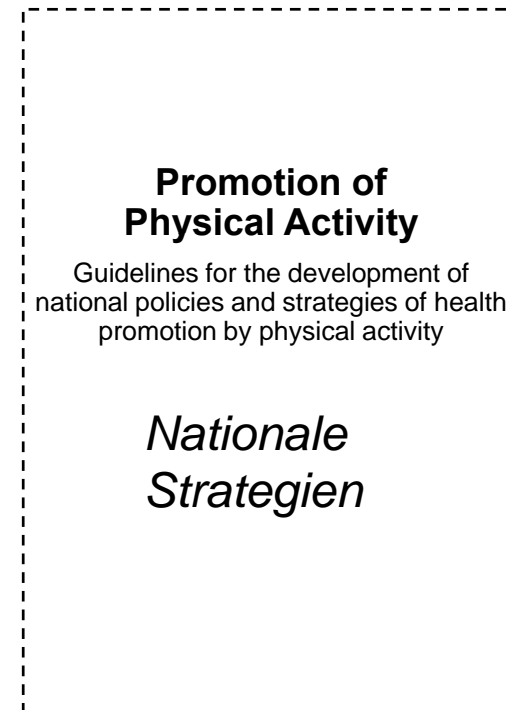
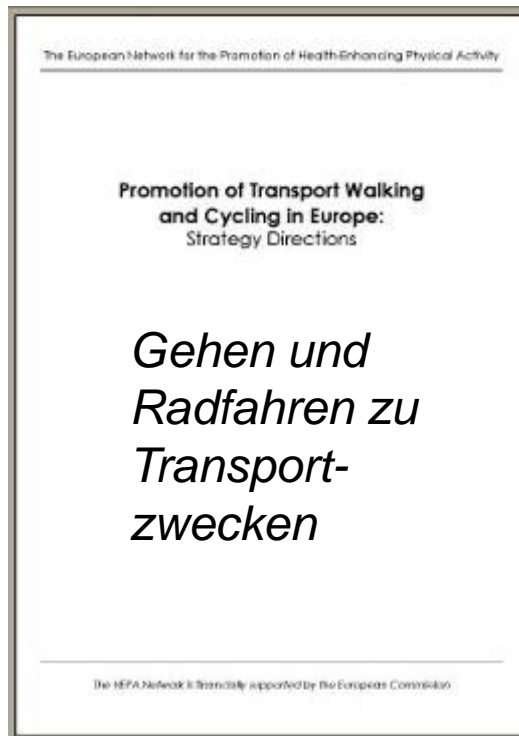
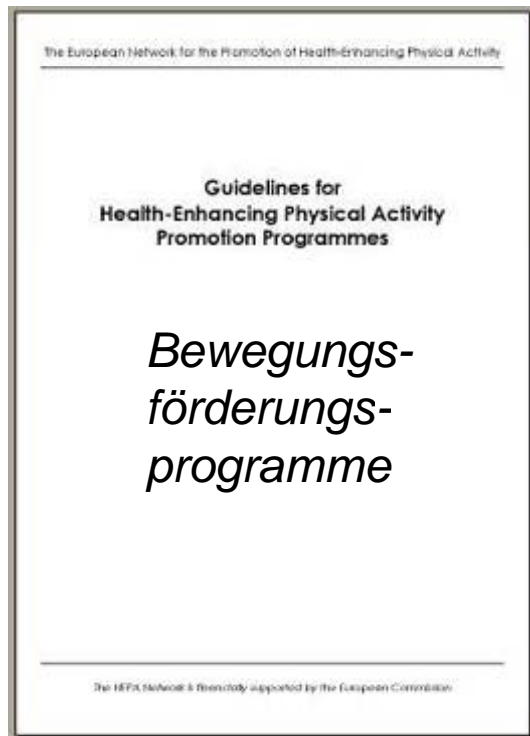
European Network for the Promotion of HEPA I

Wertvolle Kontakte, Veranstaltungen und Berichte



European Network for the Promotion of HEPA I

Wertvolle Kontakte, Veranstaltungen und Berichte



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

**Guidelines for
Health-Enhancing Physical Activity
Promotion Programmes**

The HEPA Network is financially supported by the European Commission

Foster C. Guidelines for health-enhancing physical activity promotion programmes. The European network for the promotion of health-enhancing physical activity. UKK Institute, Tampere 2000.

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

**Guidelines for
Health-Enhancing Physical Activity
Promotion Programmes**

*Bewegungs-
förderungs-
programme*

The HEPA, Network & Research supported by the European Commission

Foster C. Guidelines for health-enhancing physical activity promotion programmes. The European network for the promotion of health-enhancing physical activity. UKK Institute, Tampere 2000.

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



Le 5 avril, Genève bouge!

10h00 GMS (ex Apple 20) accueil du public par l'OMS: exposés, projections, démonstrations
 12h00 GMS (ex Apple 20) coup d'envoi de la marche par Adolf Ogi
 13h00 Rotonde, quai Wilson ravivallonnement et démonstrations
 13h00 quai Wilson - pl. Puzos les YAMAKASI en action le long du parcours
 14h00 promenade de la Treille arrivée de la marche, démonstrations, animations, ateliers, stands



Copyright :
 WHO/Pierre Viot
 2002

Die Situation in Europa 2004

- **Wissenschaftlicher Austausch zu Bewegung und Gesundheit** ↑ ↑
- **Methodenentwicklung (z.B. IPAQ)** ↑ ↑
- **Keine Austauschplattform mehr für die Entwicklung und Umsetzung von nationalen Bewegungsförderungsstrategien**

Die Situation in Europa 2004

- **Wissenschaftlicher Austausch** ↑ ↑
- **Methoden** ↑ ↑
- **Keine Austauschplattform mehr**

- **Ermutigung von Agita Mundo und US CDC...**



Expertentreffen Magglingen Juni 2004



Expertentreffen Magglingen Juni 2004



Expertentreffen Magglingen Juni 2004

→ Entscheidung zur (Re-) Lancierung HEPA Europe



Expertentreffen Magglingen Juni 2004

→ Entscheidung zur (Re-) Lancierung HEPA Europe





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



**Gründung
beim ersten
Netzwerk-
treffen
in Slagelse,
Dänemark,
Gerlev
Sports
Academy,
26./27.05.
2005**



Gerlev, 26./27.05.2005



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

Netzwerktreffen



Gerlev, 26./27.05.2005



Tampere, (14.) 15.-16.06.2006





Slagelse, 26./27.05.2005



Tampere, (14.) 15.-16.06.2006



**Graz,
(16.)
17.-18.05.
2007**



Wissenschaftliche Konferenz & Netzwerktreffen Glasgow, 08.-10.09.2008





Symposium & Netzwerktreffen Bologna, 11.-12.11.2009

HEPA Europe 2009

European Network for the Promotion of
Health-Enhancing Physical Activity

SERVIZIO SANITARIO REGIONALE
EMILIA ROMAGNA


World Health Organization
Regional Office for Europe



5th Annual meeting
and symposium

Bologna
11-12 November 2009





MOVEMENT AND HEALTH 2010

**Health-enhancing physical activity in the 21st century:
Environmental and social influences and approaches**

Faculty of Physical Culture at Palacký University in Olomouc and HEPA Europe – The European Network for the Promotion of Health-Enhancing Physical activity are organizing the 6th International Conference "Movement and Health 2010 and Conference and Annual Meeting of HEPA Europe" co-sponsored by WHO Regional Office for Europe. The general themes of the conference are aimed at the issues of Health-enhancing physical activity in the 21st century: Environmental and social influences and approaches.

DATE OF CONFERENCE
November 24th 2010 – November 25th 2010
November, 26th, 2010 - HEPA annual meeting

CONFERENCE VENUE
Palacký University, Faculty of Physical Culture
tr. Miru 115, 771 11 Olomouc, Czech Republic

TOPICS

- 1. Built environment and physical activity for transport**
- Impact of environmental characteristics on physical activity
- Active transport – walking and cycling
- 2. Physical activity preferences and existing physical activity intervention**
- Physical activity preferences of different population groups and its explanation
- Physical activity interventions – evaluation, examples of good practice
- 3. Strategies, approaches and impacts of physical activity promotion**
- Strategies and approaches on international, national and regional level
- Physical activity and its economic impact on public health
- 4. Technology in physical activity and health**
- News in physical activity assessment tools
- Internet, games and mobile systems in promotion of healthy lifestyle

FORMS OF PRESENTATION
Key-note lecture, oral presentation (2 or 3 presentations selected from the abstracts for each topic) and poster presentation.

IMPORTANT DATES
December, 15th, 2009
- first announcement, webpage and registration open
May, 30th, 2010
- deadline for abstracts
August, 31st, 2010
- acceptance deadline
September, 15th, 2010
- deadline for early registration
November, 24th-25th, 2010
- conference venue
November, 26th, 2010
- HEPA annual meeting

LANGUAGE
English
Book of abstracts will be published as conference supplement of journal Acta Universitatis Palackianae Olomouensis Gymnica.

CONFERENCE FEE

	Before September 30 th 2010	After September 30 th 2010
Participants	300 EUR	350 EUR
HEPA participants	200 EUR	220 EUR
Student participants	120 EUR	140 EUR
Accompanying persons	120 EUR	140 EUR

MORE INFORMATION
Website of MANDH 2010
<http://mandh2010.upol.cz>
Acta Gymnica
<http://www.gymnica.upol.cz>

The conference fee includes:
Participants and student participants: Welcome drink, access to all conference sessions, book of abstracts, coffee breaks, refreshment during the conference sessions, social evening.
Accompanying persons: Welcome drink, access to all conference sessions, (optional) only coffee breaks, refreshment during the conference sessions, social evening.
The scientific committee will enable the authors of the best presentations to publish their topics in the scientific journal Acta Universitatis Palackianae Olomouensis Gymnica.

Wissenschaftliche Konferenz & Netzwerktreffen Palacký Universität Olomouc Tschechische Republik 24.-26.11.10

www.euro.who.int/hepa

HEPA Europe – Mitgliedschaft

- **Die Mitgliedschaft steht Institutionen und Organisationen auf, die auf internationaler, nationaler oder regionaler Ebene tätig sind und die zu den Zielen des Netzwerks beitragen möchte**
- **Dies können Regierungs- und Verwaltungseinheiten sein, wissenschaftliche Institutionen oder NGOs**



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



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

**Berichte der
Jahrestreffen mit
Jahresberichten
und
Jahresprogrammen**
www.euro.who.int/hepa

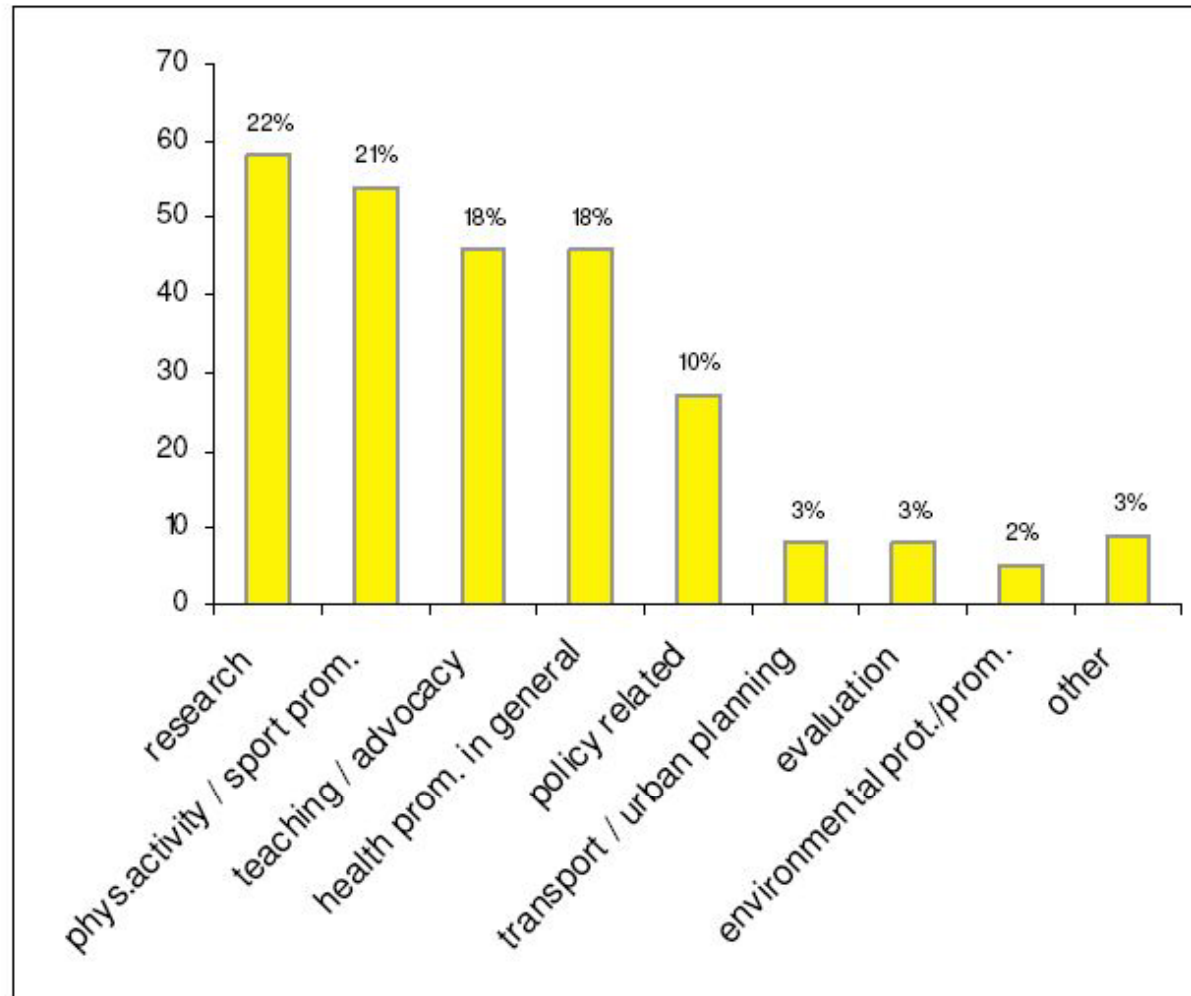
HEPA Europe Mitglieder November 2009

	Country	No.		Country	No.
1	Austria	2	16	Israel*	1
2	Belgium	1	17	Italy	5
3	Bosnia and Herzegovina	1	18	Lithuania	2
4	Bulgaria	1	19	Norway	1
5	Croatia	1	20	Portugal	2
6	Czech Republic	1	21	Russian Federation*	1
7	Denmark	3	22	Slovenia	1
8	Finland	11	23	Spain	6
9	France	3	24	Sweden	3
10	Georgia*	1	25	Switzerland	4
11	Germany	7	26	The former Yugoslav Republic of Macedonia	1
12	Greece*	1	27	The Netherlands	5
13	Hungary	1	28	Turkey	1
14	Iceland	2	29	United Kingdom	24
15	Ireland	3			

newly represented country

Plus observers: 2 from Canada, 1 from Mexico

HEPA Europe – Hauptaktivitäten der Mitglieder




Bis 5 Antworten pro Mitglied, N = 261



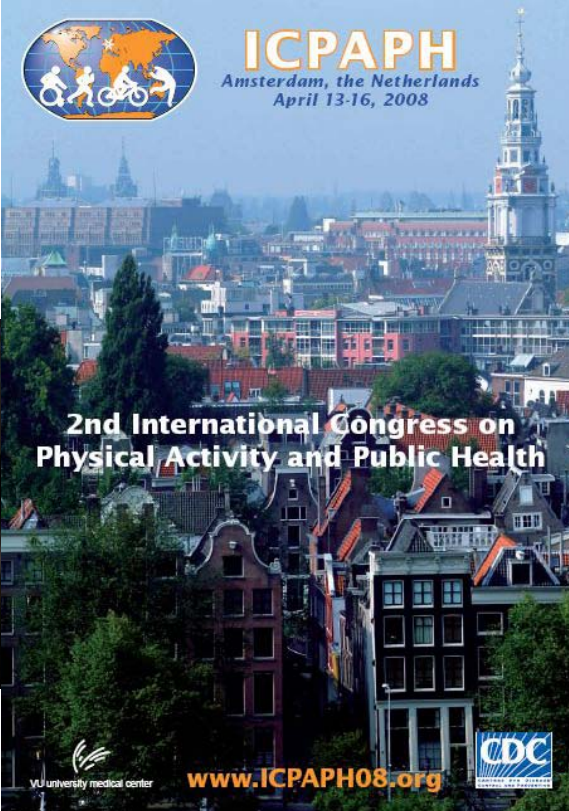
HEPA Europe Steering Committee seit Ende 2009

- **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
- **Marteen 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*

ICPAPH
Amsterdam, the Netherlands
April 13-16, 2008



**2nd International Congress on
Physical Activity and Public Health**

YU university medical center www.ICPAPH08.org 





Harry Rutter



Charlie Foster



Tommi Vasankari



Michael Sjöström



Jean-Michel Oppert



Andrea Backovic



Francesca Racioppi



Mireille van Poppel



Radim Šlachta



Finn Berggren



Brian Martin



Winfried Banzer



Maarten Koornneef

HEPA Europe – Geschäftsstelle bei der WHO

Sonja Kahlmeier, PhD
Technical officer
Rome

Zugang zu anderen
WHO Programmen
und Aktivitäten



Helena Shkarubo
Cristina Fumo
Manuela Gallitto
Administrative support

Nicoletta Di Tanno
Information outreach

HEPA Europe – Geschäftsstelle bei der WHO

Sonja Kahlmeier, PhD
Technical officer
Rome

Zugang zu anderen
WHO Programmen
und Aktivitäten

Zusammenarbeit mit
Lideke Middelbeek
Technical officer
WHO Copenhagen



Francesca Racioppi
Acting director
WHO Rome office
Mitglied des
HEPA Europe
Steering Committee

Helena Shkarubo
Cristina Fumo
Manuela Gallitto
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HEPA Europe – Geschäftsstelle bei der WHO

Sonja Kahlmeier, PhD
Technical officer
Rome bis 2009

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Nicoletta Di Tanno
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HEPA Europe – Geschäftsstelle bei der WHO

Neu zu besetzen
Technical office
Rome

*Zusammenarbeit mit
Lideke Middelbeek
Technical officer
WHO Copenhagen*



**Seit 2010 technische
Unterstützung durch
ISPM Universität Zürich**

**Helena Shkarubo
Cristina Fumo
Manuela Gallitto
Administrative support**

**Zugang zu anderen
WHO Programmen
und Aktivitäten**

*Francesca Racioppi
Acting director
WHO Rome office
Mitglied des
HEPA Europe
Steering Committee*

**Nicoletta Di Tanno
Information outreach**



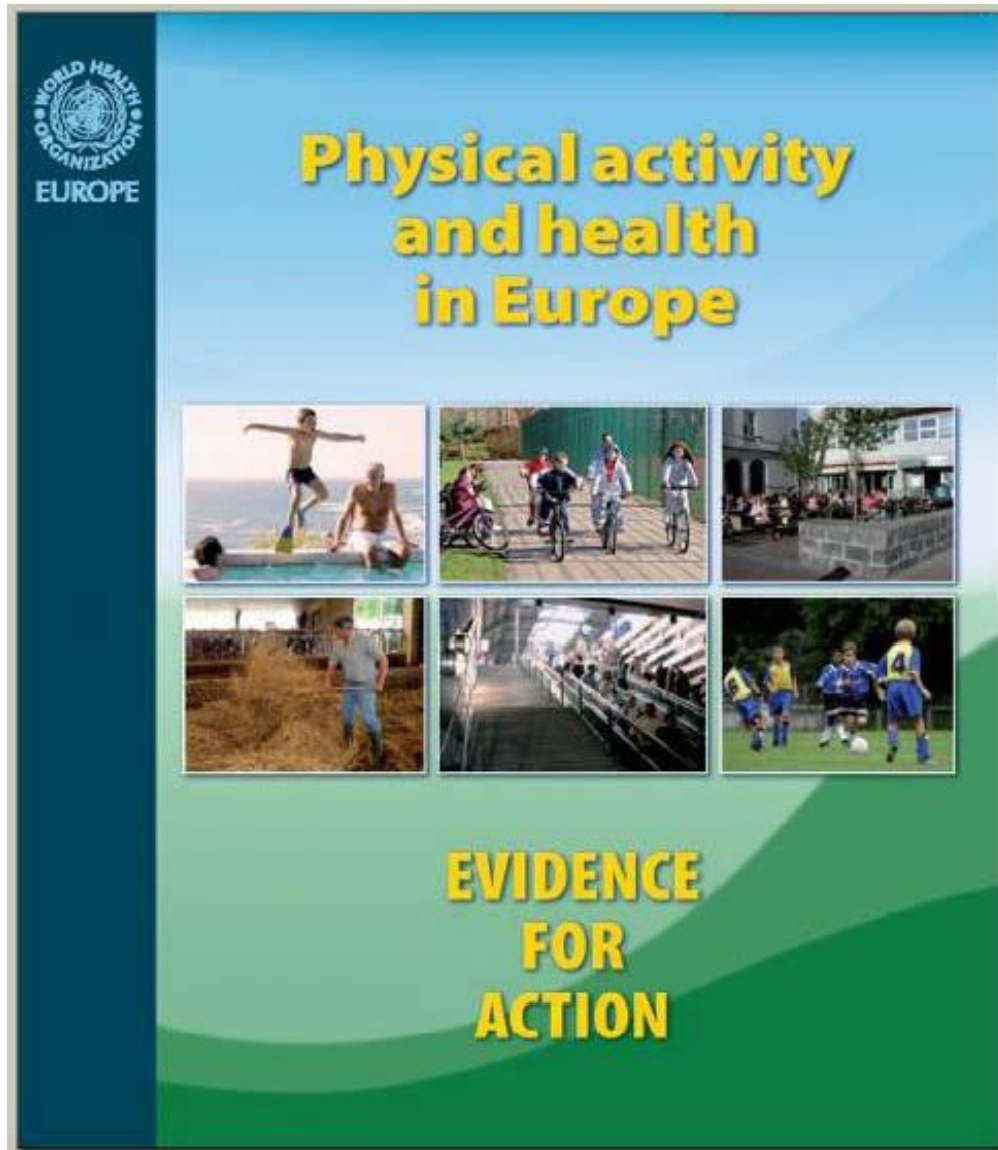
The challenge of obesity in the WHO European Region and the strategies for response



Steps to health

A EUROPEAN FRAMEWORK TO PROMOTE PHYSICAL ACTIVITY FOR HEALTH





Currently available in
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.

Mitarbeit in internationalen Projekten

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

**WHO/EC Project on
Monitoring progress on improving nutrition and physical activity
and preventing obesity in the European Union**

**1st Meeting of National Information Focal Points
Brussels, 23-24 September 2008**

1 September 2008

Mitarbeit in internationalen Projekten

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**

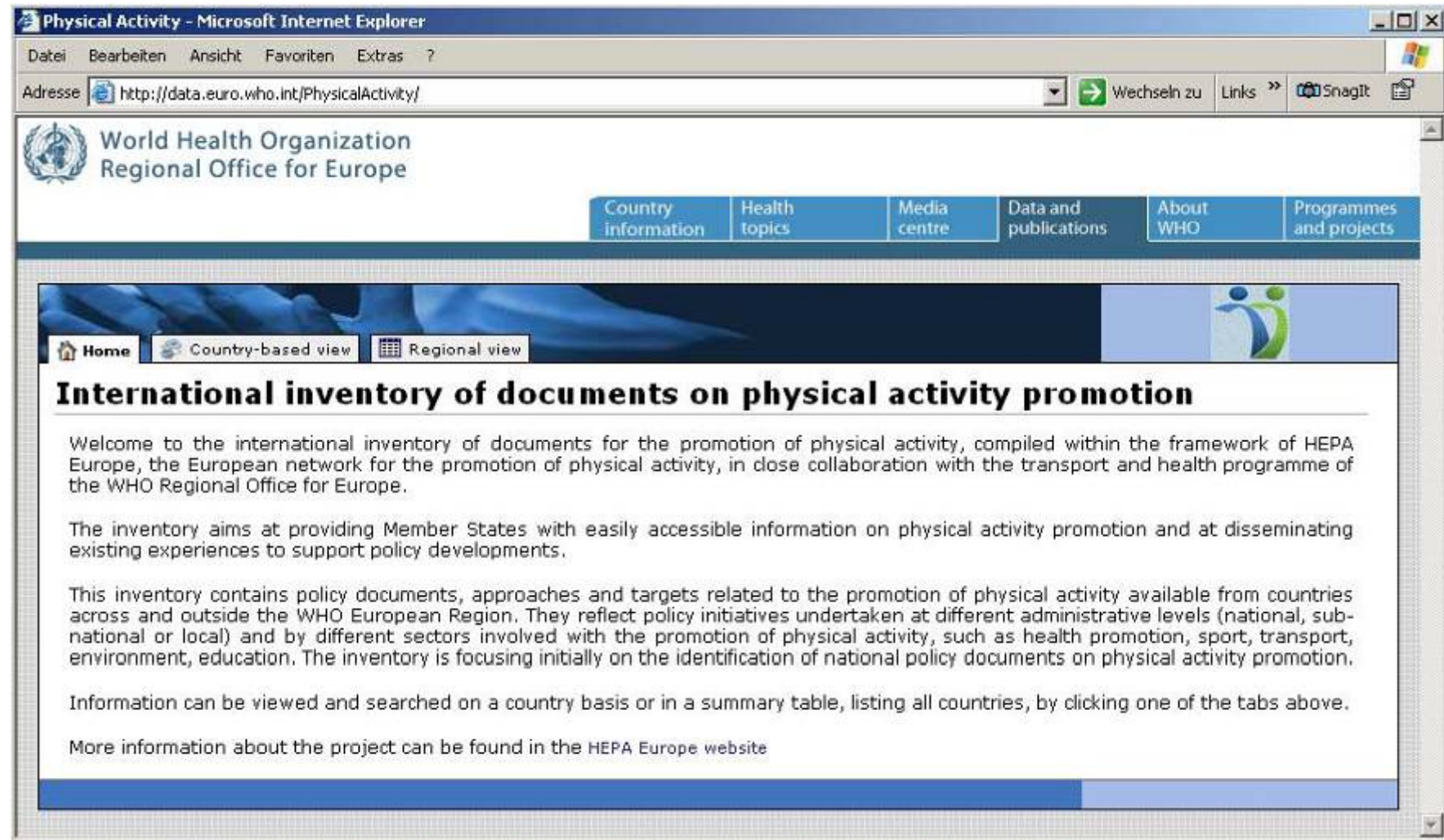
**2nd Meeting of National Information Focal Points
Copenhagen, Denmark, 23 – 24 June 2009**

16 June 2009
EU/09 5088228/

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

Inventorium der Ansätze in der Bewegungsförderung



Physical Activity - Microsoft Internet Explorer

Datei Bearbeiten Ansicht Favoriten Extras ?

Adresse <http://data.euro.who.int/PhysicalActivity/> Wechseln zu Links SnagIt

World Health Organization
Regional Office for Europe

Country information Health topics Media centre Data and publications About WHO Programmes and projects

Home Country-based view Regional view

International inventory of documents on physical activity promotion

Welcome to the international inventory of documents for the promotion of physical activity, compiled within the framework of HEPA Europe, the European network for the promotion of physical activity, in close collaboration with the transport and health programme of the WHO Regional Office for Europe.

The inventory aims at providing Member States with easily accessible information on physical activity promotion and at disseminating existing experiences to support policy developments.

This inventory contains policy documents, approaches and targets related to the promotion of physical activity available from countries across and outside the WHO European Region. They reflect policy initiatives undertaken at different administrative levels (national, sub-national or local) and by different sectors involved with the promotion of physical activity, such as health promotion, sport, transport, environment, education. The inventory is focusing initially on the identification of national policy documents on physical activity promotion.

Information can be viewed and searched on a country basis or in a summary table, listing all countries, by clicking one of the tabs above.

More information about the project can be found in the HEPA Europe website

www.euro.who.int/hepa

Treffen und Arbeitsgruppen zu ausgewählten Themen

BOOK OF ABSTRACTS
Magglingen, Switzerland,
November 22–23, 2006

ABOUT NISB

The Netherlands Institute for Sport and Physical Activity (NISB) was founded in 1999 and is based in Bunnik near Arnhem, the Netherlands. NISB employs 70 people.

Aim

The aim of NISB is to make the best possible use of the positive values of sport and physical activity. NISB works for governments, sports organisations and other organisations that are either directly or indirectly involved in sport and activity. NISB is known as a knowledge and innovation institute that is well informed about important developments and trends. NISB also has the knowledge and skills to help direct innovation, the improvement of expertise and support in the area of sport and physical activity.

Key tasks

NISB performs a number of key tasks in the implementation and assessment of projects, product and market development and in providing support to governments and (sports) organisations. NISB's aim is to encourage:

- more people doing sport and physical activity
- responsible physical activity behaviour
- increased quality of sport and physical activity
- improved co-ordination between national, provincial and local policy on sport and physical activity

Funding

NISB operates with a system of mixed funding, with the Ministry of Health, Welfare and Sport being the principal client. The ministry provides both the Institute's programme funding and specific project grants for innovation, embedment and dissemination. Additional finance is provided by other ministries and funds and via partnerships.

CEO

Cherence Ross has been Chief Executive Officer of NISB since April 2007. From 2003 until April 2007 Cherence Ross was Minister of Sport and Junior Minister of Health and Welfare. At the moment, Cherence Ross is also chairman of the new foundation for Women's Football Premier League and chairman of the foundation 'Ik kies bewust' (for awareness about good, healthy food).

How does NISB do it?

NISB works via programmes, separate centres and a knowledge and information centre. The staff develops new methods, strategies and information products, co-ordination issues and expertise. This results in more training courses, recommendations, congresses, brochures, websites and innovation plans. These products and services are developed in direct interaction with the client (an organisation that either runs or supports sports activities) and the target group (f.i. youngsters, the over 50s, women, immigrants, the chronically ill).

Together with others

NISB emphasises the local, community-oriented approach. In its development of the various approaches, NISB works with professionals and organisations from sectors that are indispensable for the solution of social issues. With its '30minutenbeweeg' campaign (30 minutes of movement every day), NISB also concentrates on different public groups.

New programmes in 2008

The NASB (National Actieplan Sport en Beweging) started in April 2008. It is the National Action Plan on Sports and Physical Activities. Its goal is the dissemination of effective or successful interventions aimed at promoting an active lifestyle within five settings: sports, workplace, care, school and community. The national government invests € 38 million the forthcoming four years. Its hundred local municipalities. The local municipalities match this amount.

The Beweegkruis is a new programme for inactive and semi-active people with (a high risk of) type-2 diabetes, who are keen to start exercising and have not yet reached the Dutch standard (30 minutes 5 times a week). It is a temporary professional and personal guidance within primary care in order to adopt an active lifestyle, described by the general practitioner. The ultimate goal is to have the Beweegkruis included in the basic health insurance package offered by the health insurers. Beweegkruis is an initiative of the Ministry of Health, Welfare and Sport and is being developed in co-ordination with partners.

 **NISB** Nederlands Instituut voor Sport & Beweging

P.O. Box 64, 6720 AB Bunnik, The Netherlands T +31(0)318 49 09 00 F +31(0)318 48 09 95 W www.nisb.nl

This workshop is organised in association with ZonMw, HPA and Wageningen University



International Workshop
on National Physical Activity
Promotion Strategies in Europe



| 13 - 14 NOVEMBER 2008 | WAGENINGEN, THE NETHERLANDS |

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



 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Federal Office of Sports FOSPO
Swiss Federal Office of Public Health FOPH



www.euro.who.int/hepa

Treffen und Arbeitsgruppen zu ausgewählten Themen



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

HEPA promotion through primary care

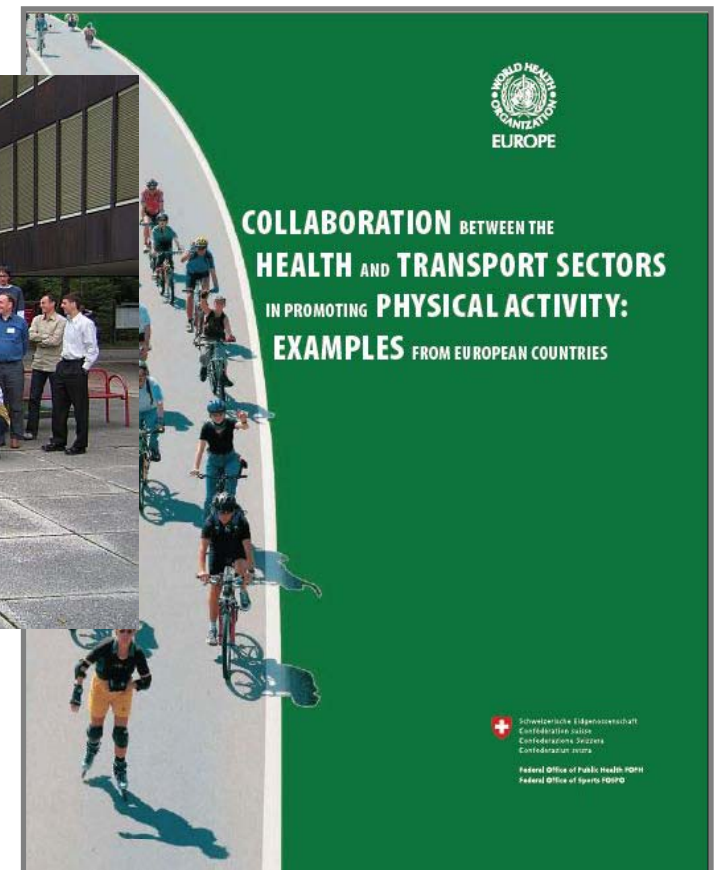
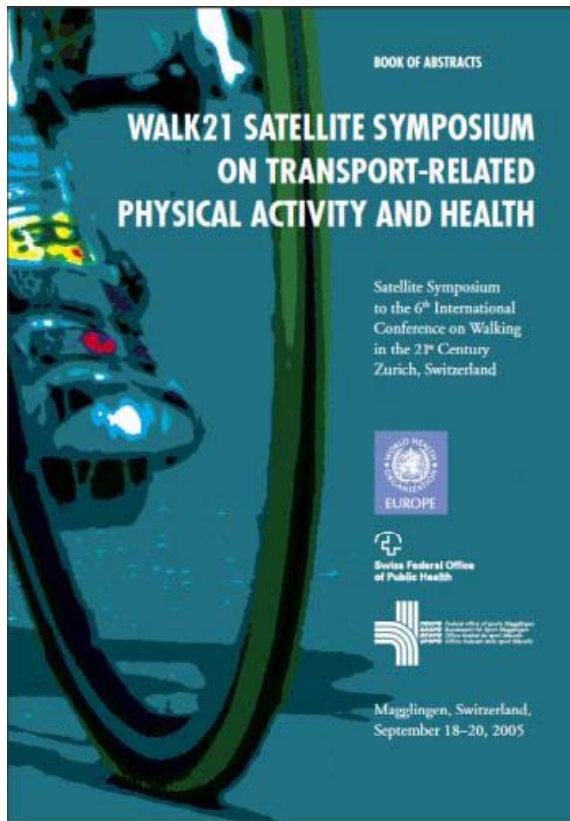
The situation in Switzerland and possible
steps for the European working group

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



www.euro.who.int/hepa

Treffen und Arbeitsgruppen zu ausgewählten Themen



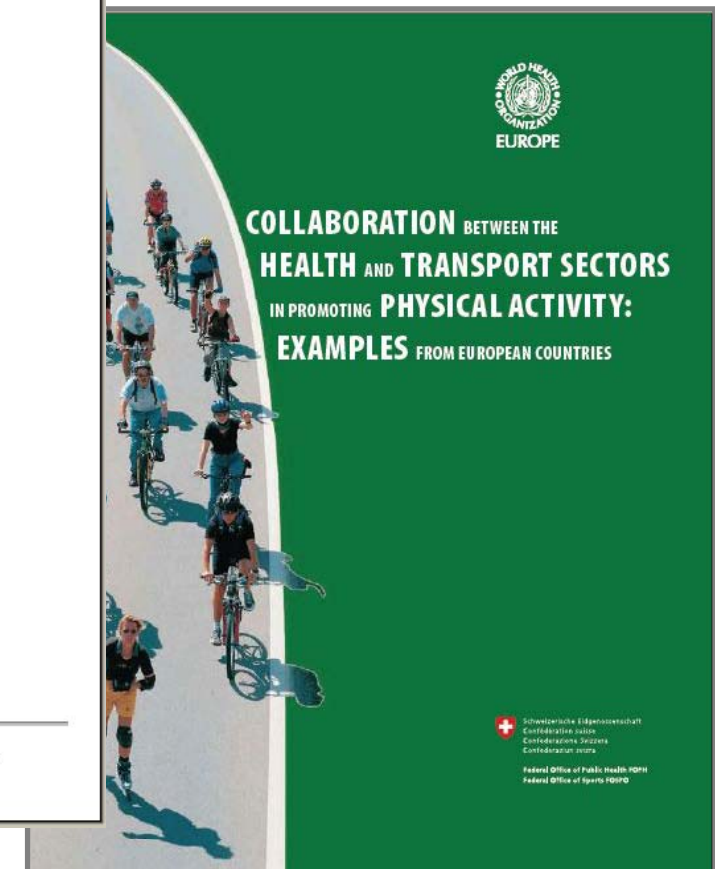
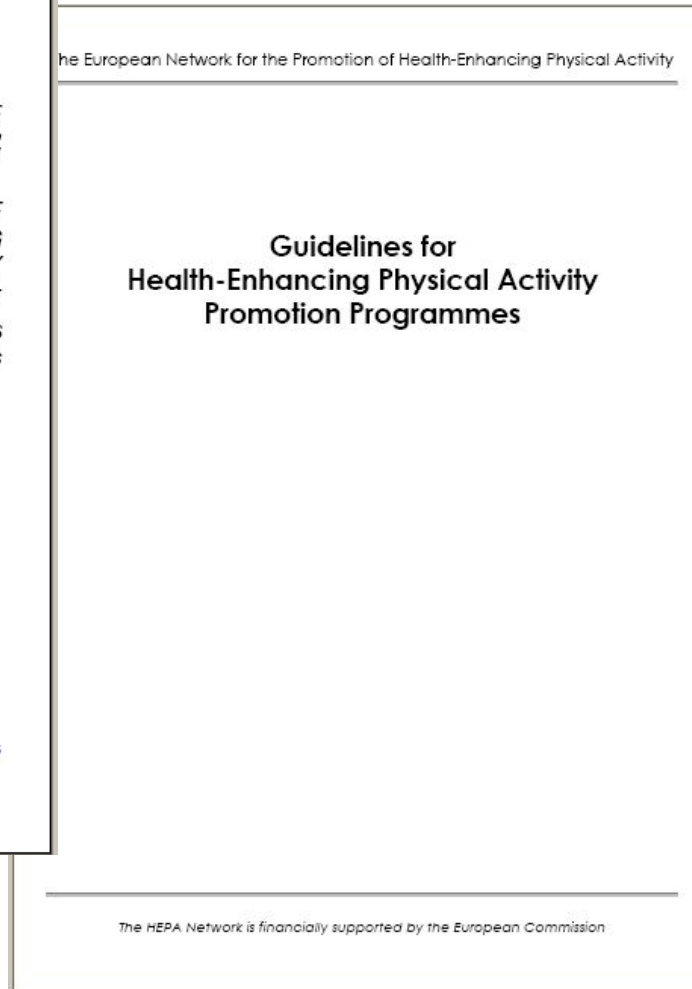
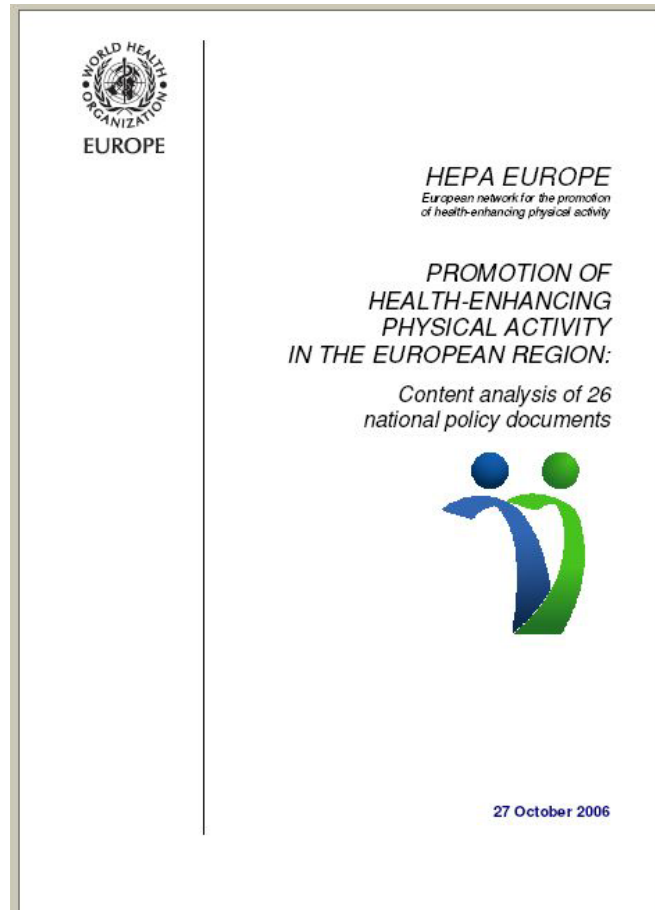
www.euro.who.int/hepa

Treffen und Arbeitsgruppen zu ausgewählten Themen



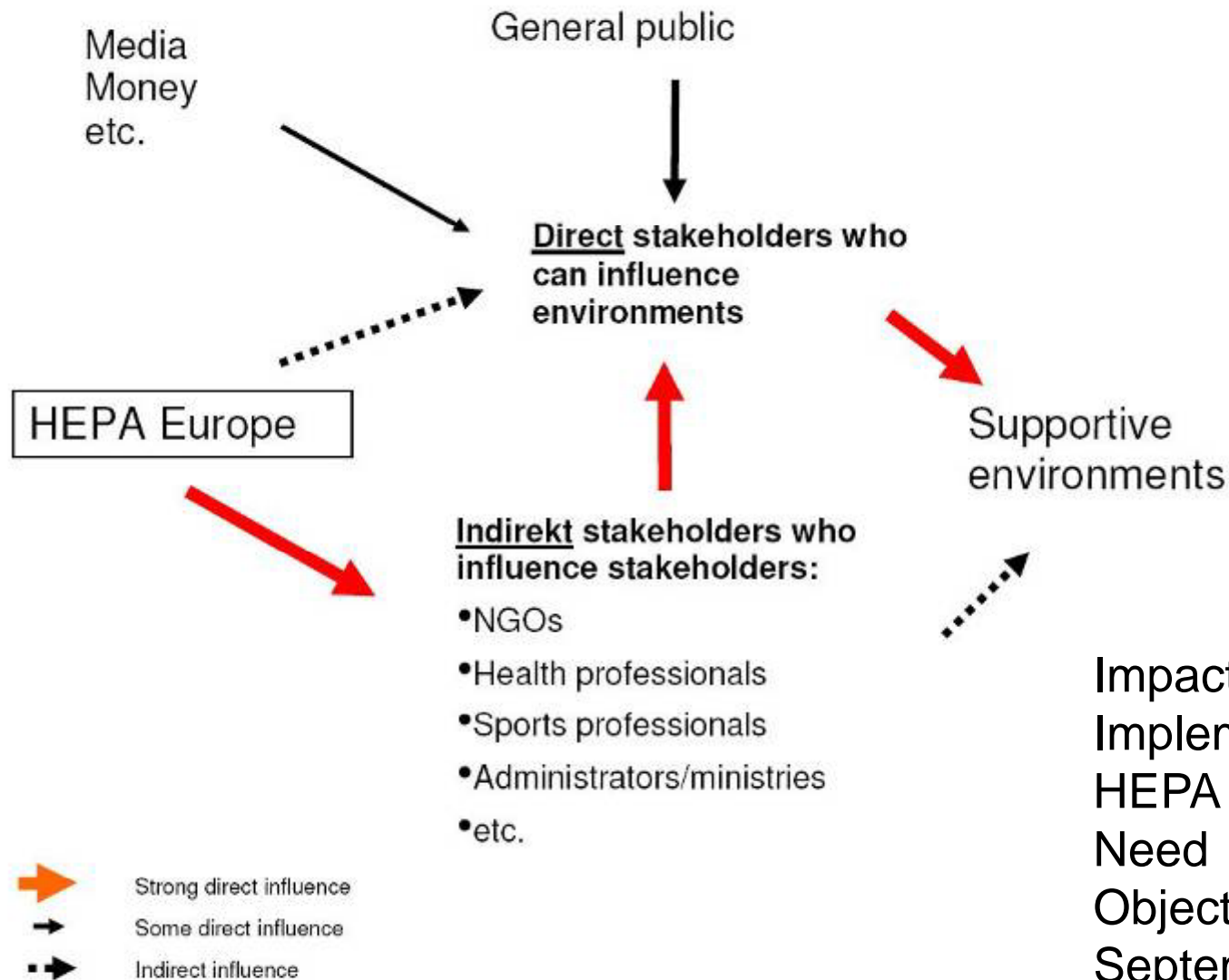
www.euro.who.int/hepa

Analysen von ausgewählten Themen



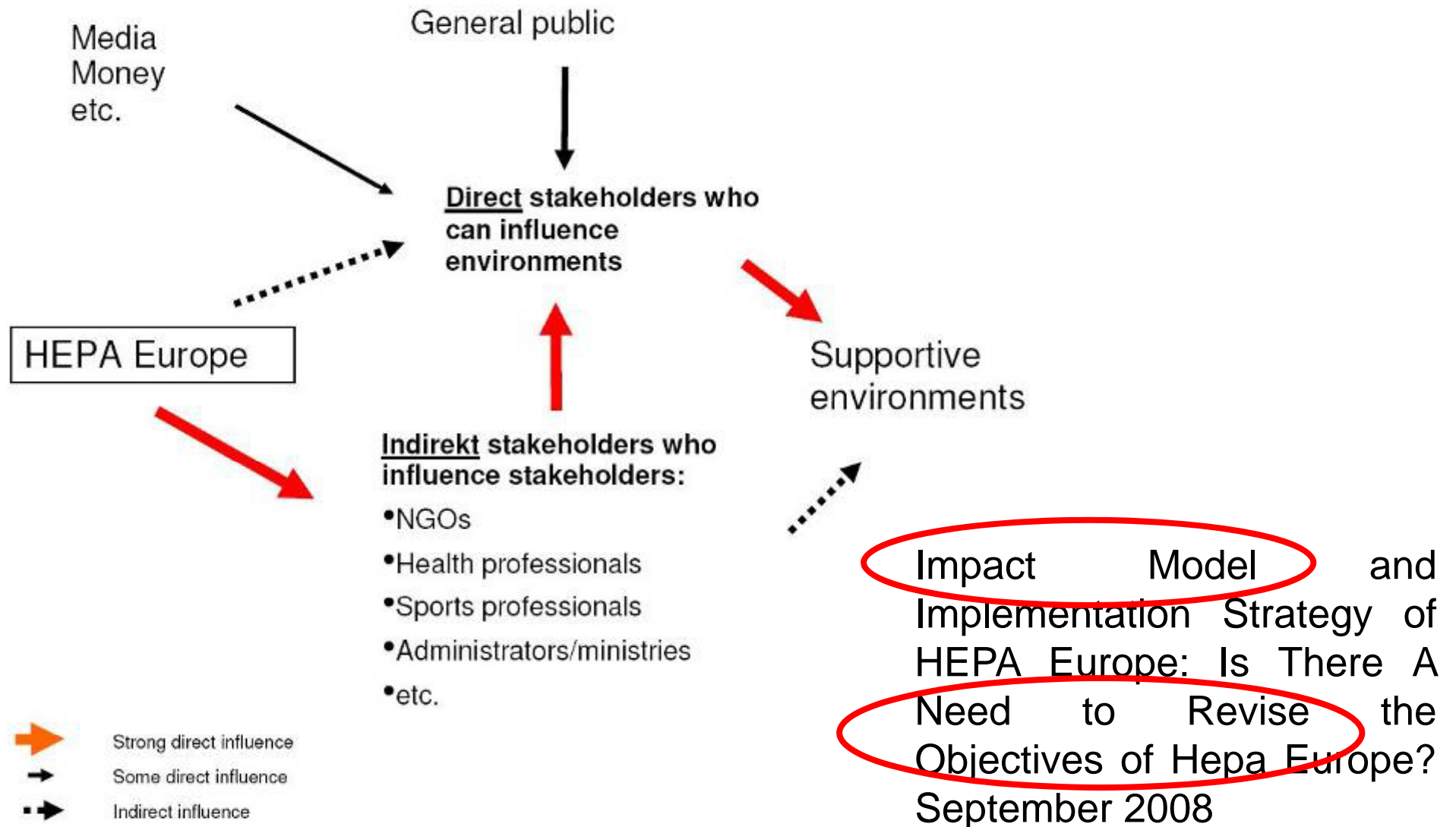
www.euro.who.int/hepa

Vereinfachtes Modell zur Wirkungsweise von HEPA Europe



Impact Model and Implementation Strategy of HEPA Europe: Is There A Need to Revise the Objectives of Hepa Europe? September 2008

Vereinfachtes Modell zur Wirkungsweise von HEPA Europe



HEPA Europe – Objectives (1 of 2)

- **to promote a better understanding of health-enhancing physical activity and to give a stronger voice to physical activity promotion in health policy and in other relevant sectors in Europe, including support for workforce development**
- **to develop, support, and disseminate effective strategies and multi-sectoral approaches in the promotion of health-enhancing physical activity**

HEPA Europe – Ziele (1 von 2)

- **Förderung des Verständnisses für gesundheitswirksame Bewegung, Verstärkung der Argumentation für die Bewegungsförderung in der Gesundheitspolitik sowie in anderen relevanten Sektoren in Europa, einschliesslich der Ausbildung entsprechender Fachleute**
- **Entwicklung, Unterstützung und Verbreitung wirksamer Strategien und multi-sektoraler Ansätze in der Förderung von gesundheitswirksamer Bewegung**

HEPA Europe – Ziele (1 von 2)

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HEPA Europe – Ziele (1 von 2)

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- **Entwicklung, Unterstützung und Verbreitung wirksamer Strategien und multi-sektoraler Ansätze in der Förderung von gesundheitswirksamer Bewegung**

HEPA Europe – Objectives (2 of 2)

- **to foster the preservation and creation of social and physical environments as well as values and lifestyles supportive of health-enhancing physical activity**
- **together with other relevant institutions and organizations, to improve coordination in physical activity promotion across sectors and administrative structures**

HEPA Europe – Ziele (2 von 2)

- **Unterstützung der Erhaltung und Schaffung von sozialen und physischen Verhältnissen sowie Werthaltungen und Lebensstilen, die gesundheitswirksame Bewegung begünstigen**
- **Gemeinsam mit anderen relevanten Institutionen und Organisationen - Verbesserung der Koordination in der Bewegungsförderung über Sektoren und administrative Strukturen hinweg**

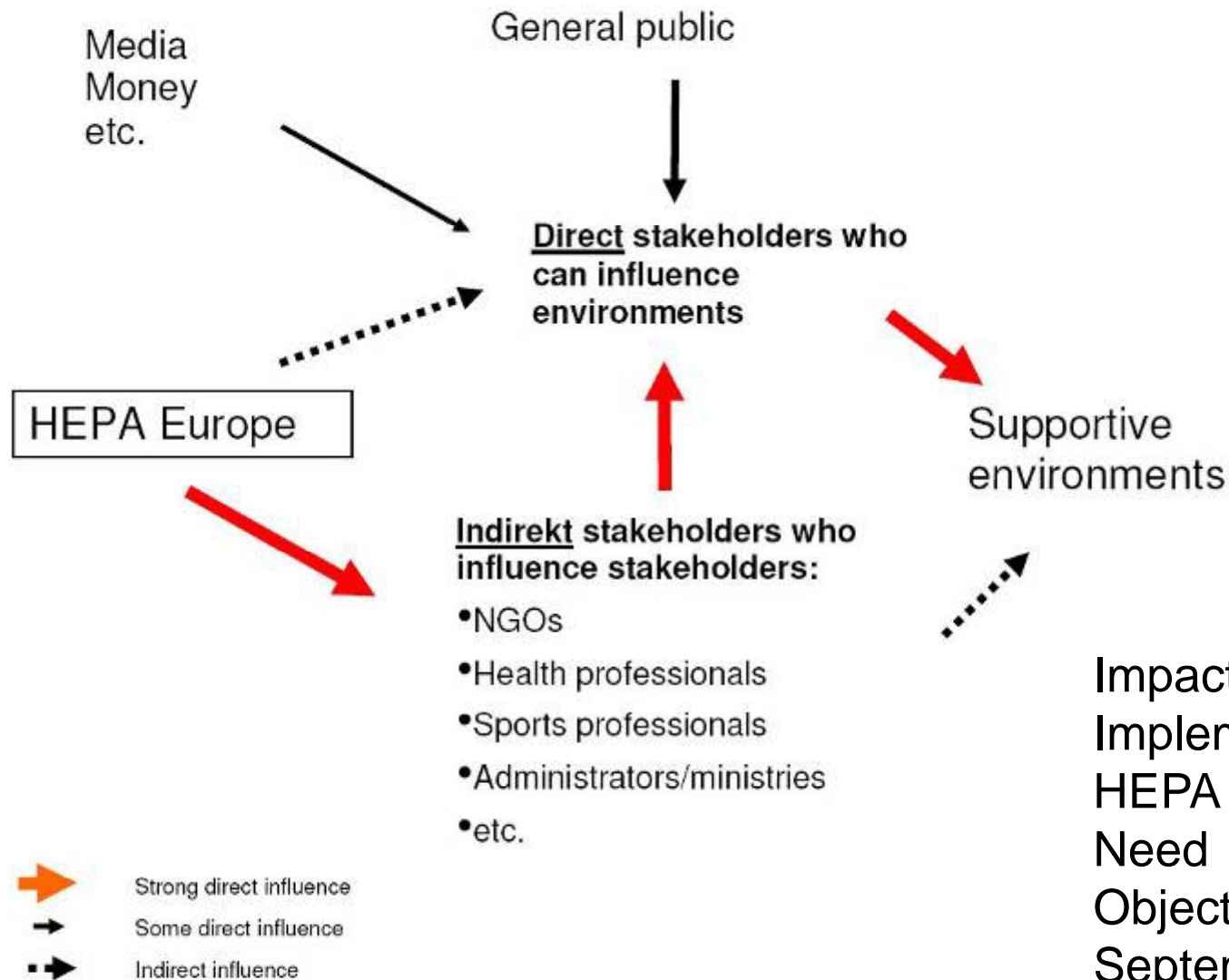
HEPA Europe – Ziele (2 von 2)

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HEPA Europe – Ziele (2 von 2)

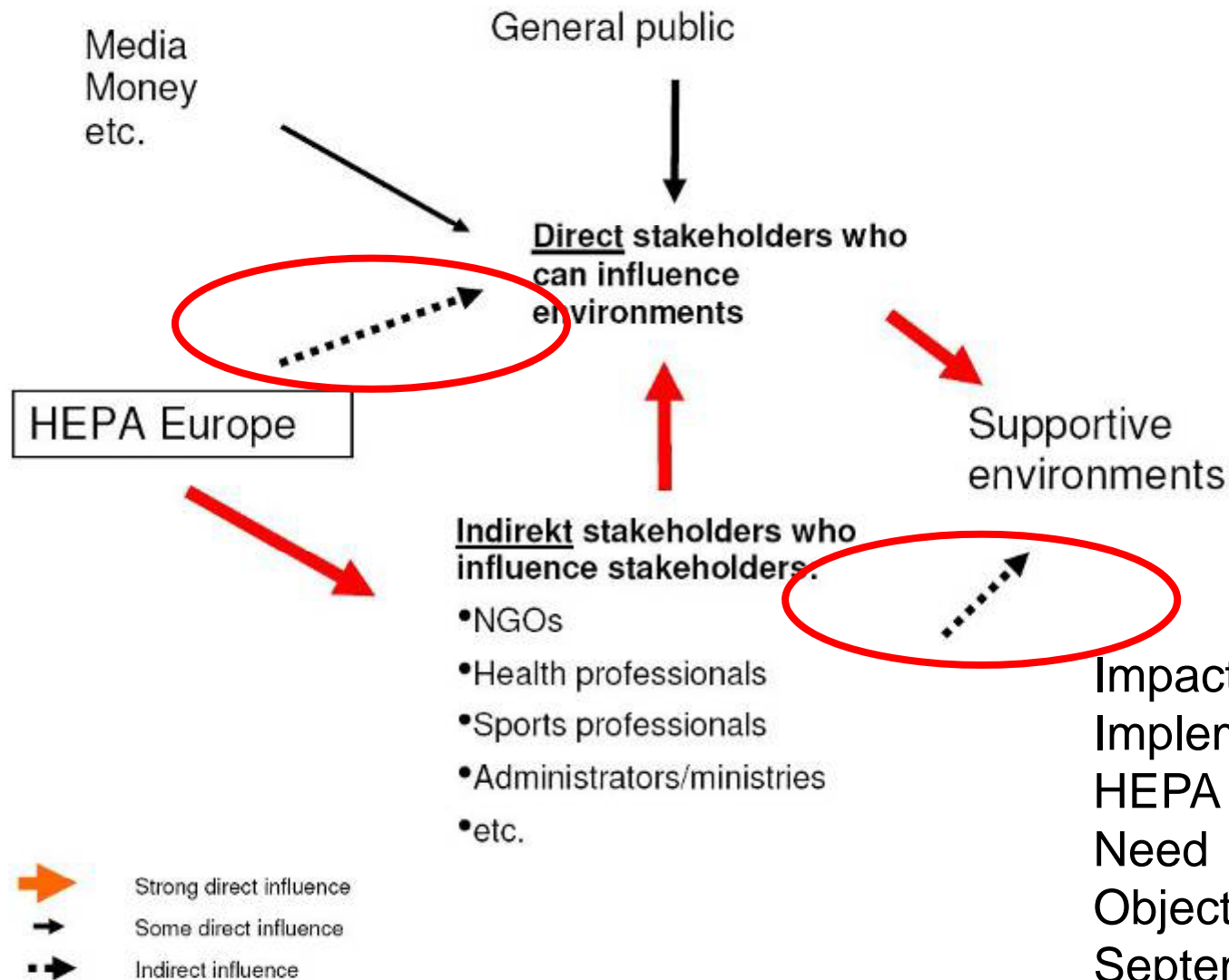
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Vereinfachtes Modell zur Wirkungsweise von HEPA Europe



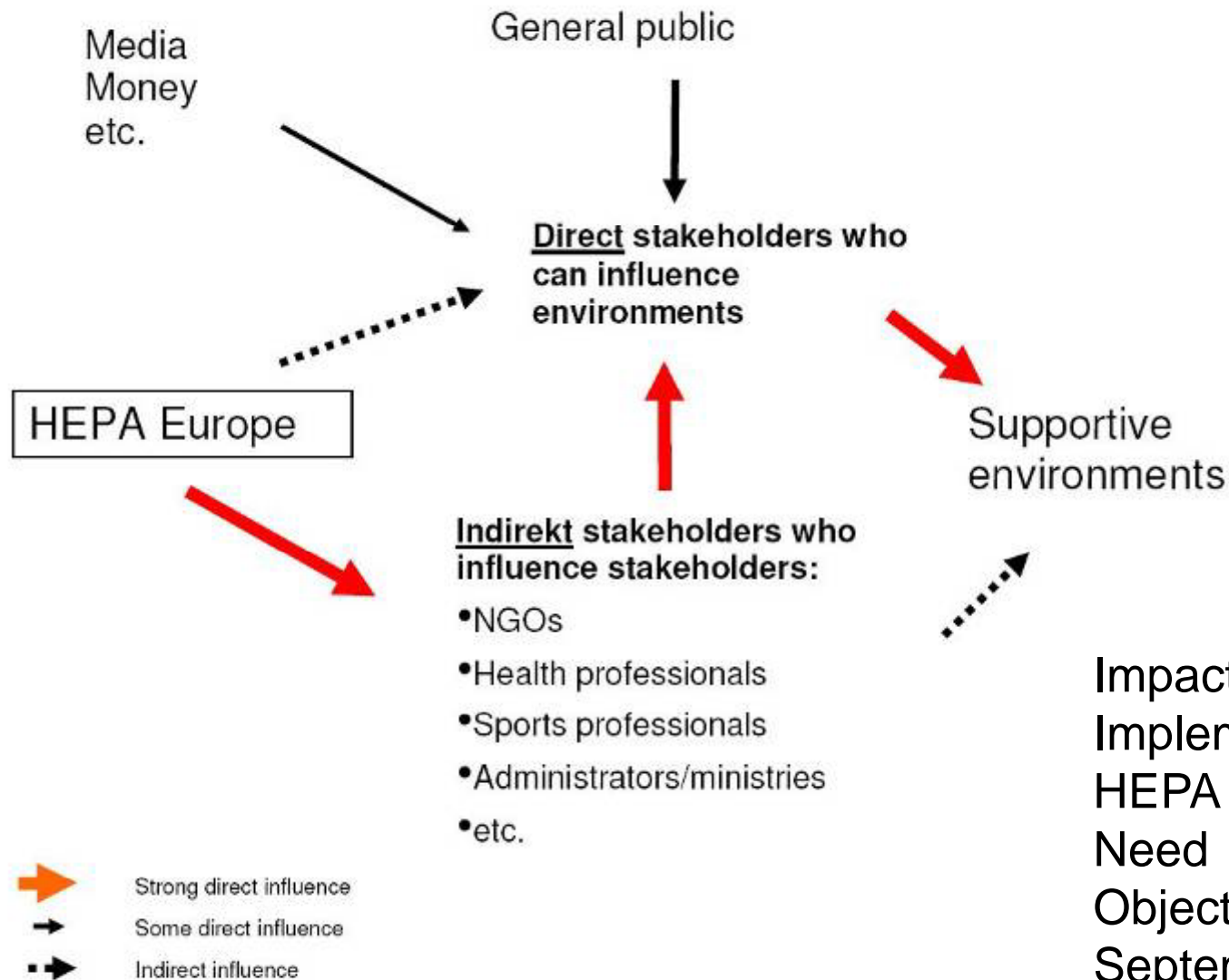
Impact Model and Implementation Strategy of HEPA Europe: Is There A Need to Revise the Objectives of Hepa Europe? September 2008

Vereinfachtes Modell zur Wirkungsweise von HEPA Europe



Impact Model and Implementation Strategy of HEPA Europe: Is There A Need to Revise the Objectives of Hepa Europe? September 2008

Vereinfachtes Modell zur Wirkungsweise von HEPA Europe



Impact Model and Implementation Strategy of HEPA Europe: Is There A Need to Revise the Objectives of Hepa Europe? September 2008



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



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

**Berichte der
Jahrestreffen mit
Jahresberichten
und
Jahresprogrammen**
www.euro.who.int/hepa



HEPA Europe Jahresprogramm 2009/2010 (1 von 3)

Networking and cooperation

Title and aim of the activity
Coordination and cooperation with other activities, projects, and networks to join forces with key partners and to benefit from synergies
Support and contributions to other conferences and events upon request

Information dissemination

Title and aim of the activity
Maintenance, regular updating and further development of the HEPA Europe website (www.euro.who.int/hepa)
Holding of the 6 th annual meeting HEPA Europe (26 November 2009), back-to-back with the 2 nd HEPA Europe conference (24-25 November 2010) (Olomouc, Czech Republic)
Dissemination of products and publications of HEPA Europe, including realizing translations
Continue updating and expanding an inventory of existing approaches, policy documents and targets related to physical activity promotion in different countries to facilitate information access for Member States, and contribute to its integration into a new WHO database on nutrition, obesity and physical activity (NOPA)



HEPA Europe Jahresprogramm 2009/2010 (2 von 3)

Projects, reports and products

Title and aim of the activity
Collection and analysis of examples and development of case studies of national approaches to physical activity promotion, including challenges to overcome and lessons learned with a focus on inter-ministerial and inter-sectoral approaches
Continue dissemination of guidance on economic valuation of health benefits from cycling and walking and Health Economic Assessment Tool (HEAT) for cycling; development of HEAT for walking
Continue the exchange of experiences in physical activity and sports promotion in children and adolescents, based on in-depth analysis of selected national approaches
Promote information sharing and the coordination on the promotion of HEPA in primary care settings
Finalize framework on and implement the Sport Clubs for Health Programme



HEPA Europe Jahresprogramm 2009/2010 (3 von 3)

- | |
|--|
| Launch working group on HEPA promotion in socially disadvantaged groups |
| Launch working group on occupational HEPA promotion |
| Launch working group on monitoring and surveillance of physical activity |
| Finalization and publication of a general framework for physical activity promotion policy |

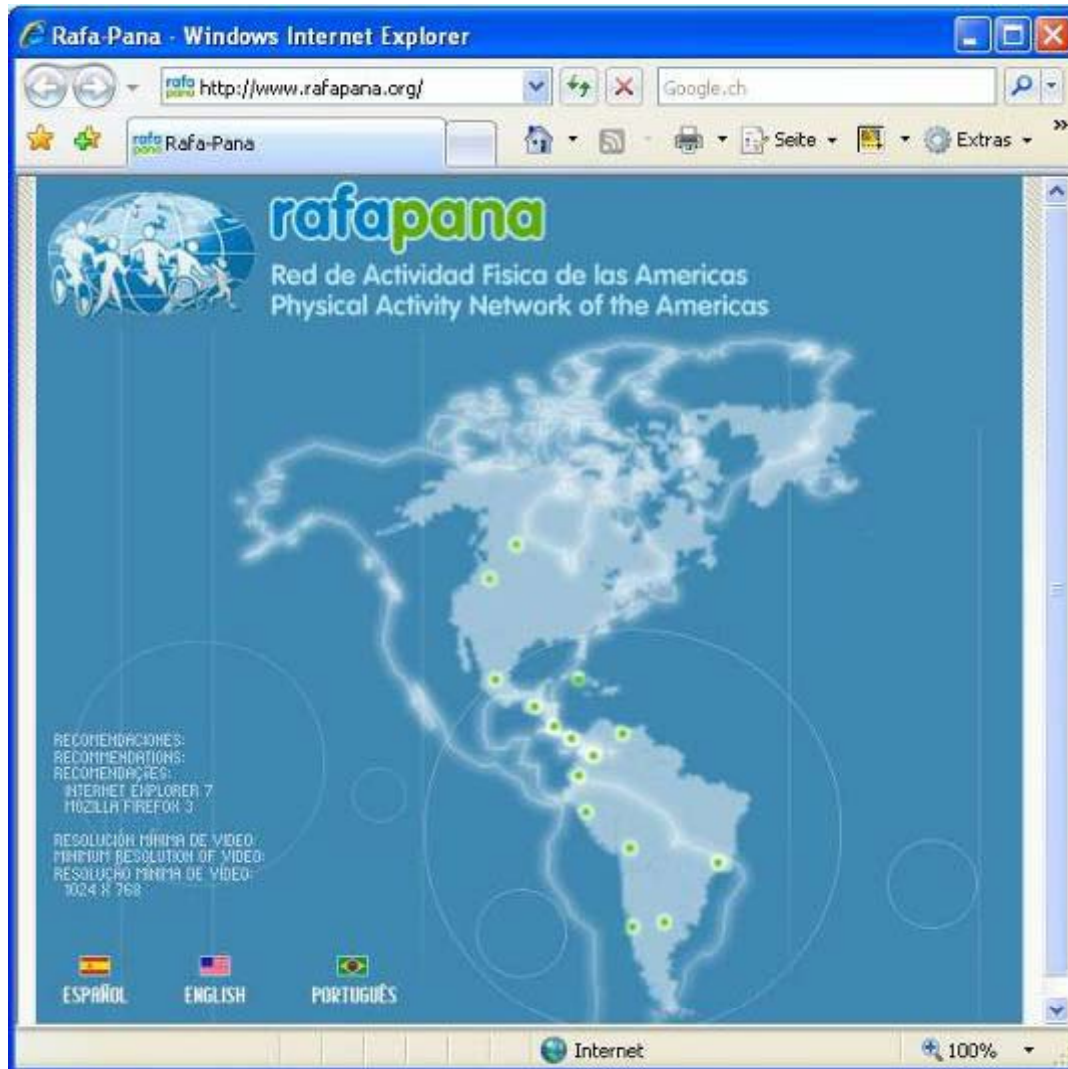
Teaching and education

- | |
|---|
| Title and aim of the activity |
| Development of a summer school/teaching course on physical activity and public health |

Activities to optimize the Network

- | |
|--|
| Title and aim of the activity |
| Implement partner management strategy and finalize member management strategy including a member survey, and develop communication concept |

Exchange platforms for PA promotion professionals



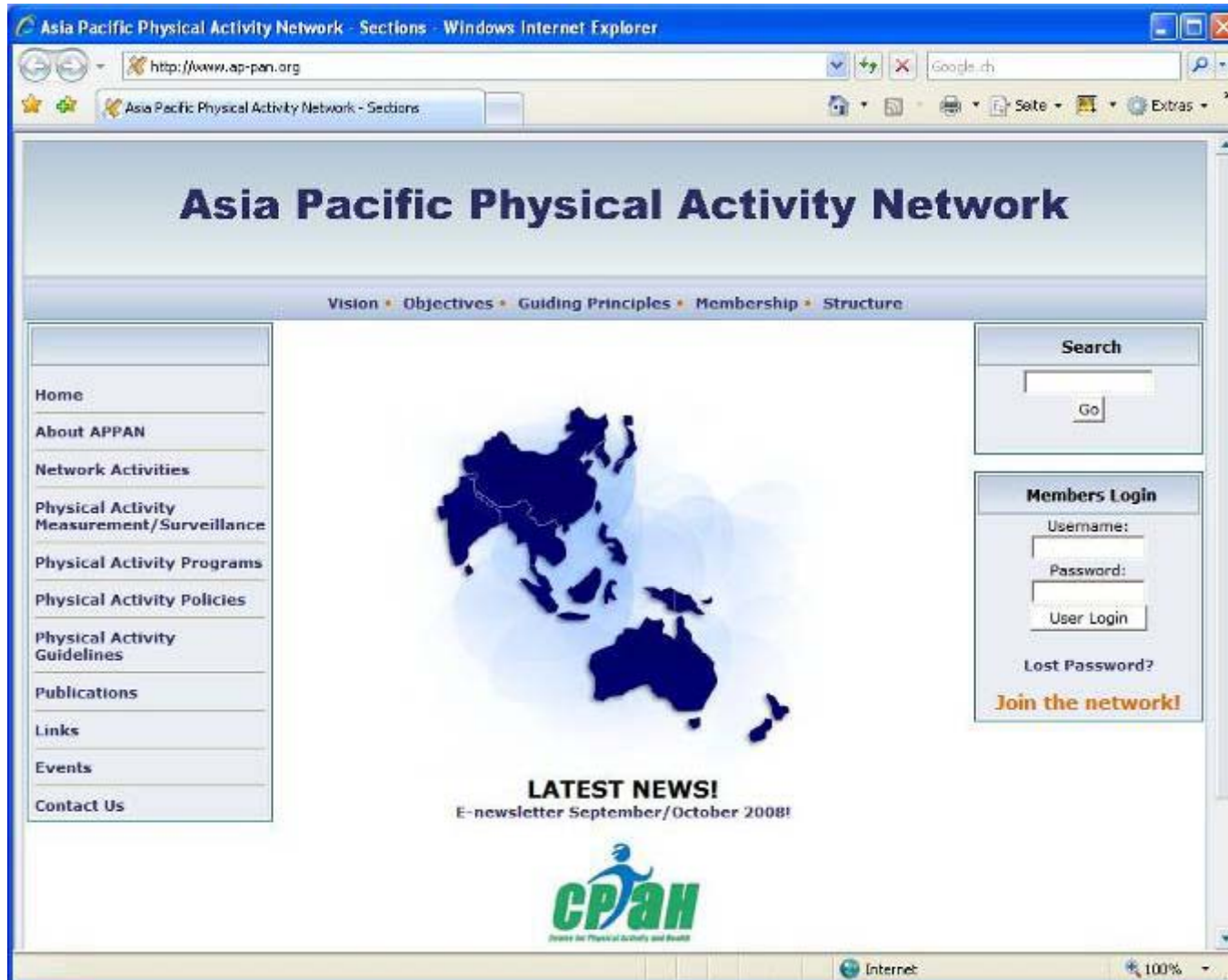
**Red de Actividad
Fisica de las
Americas**

**Physical Activity
Network of the
Americas**

RAFA-PANA

www.rafapana.org

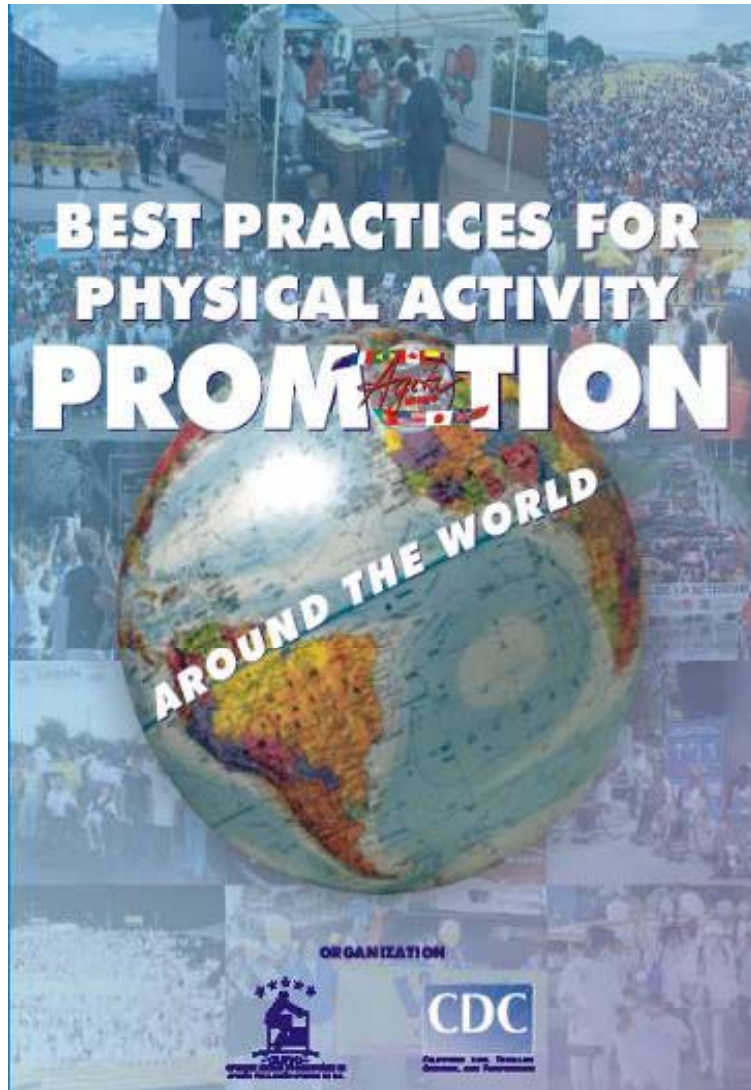
Exchange platforms for PA promotion professionals



Asia Pacific Physical Activity Network

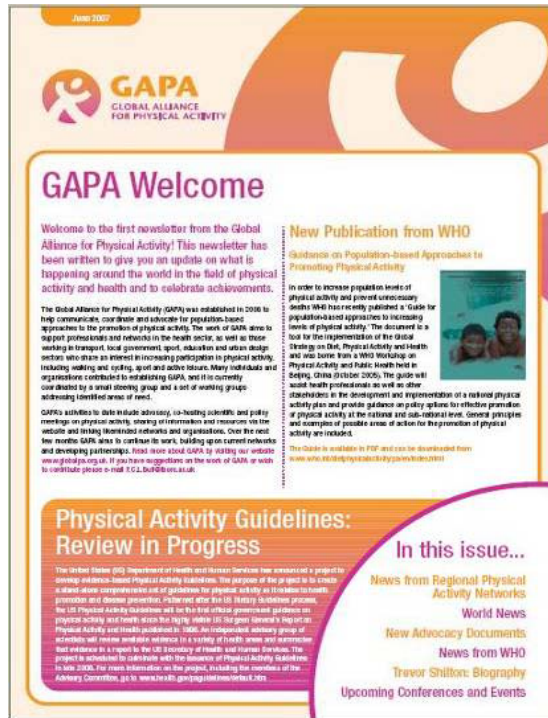
www.ap-pan.org

Global Physical Activity Promotion Network



www.agitamundo.org

Exchange and guidance on physical activity and health



GAPA
GLOBAL ALLIANCE
FOR PHYSICAL ACTIVITY

GAPA Welcome

Welcome to the first newsletter from the Global Alliance for Physical Activity! This newsletter has been written to give you an update on what is happening around the world in the field of physical activity and health and to celebrate achievements.

The Global Alliance for Physical Activity (GAPA) was established in 2006 to help communicators, coordinators and advocates for population-based approaches to the promotion of physical activity. The work of GAPA aims to support professionals and networks in the health sector, as well as those working in transport, local government, sport, education and urban design sectors who share an interest in increasing participation in physical activity, including walking and cycling, sport and active leisure. Many individuals and organisations contribute to maintaining GAPA, and it is currently coordinated by a small steering group and a set of working groups addressing identified areas of need.

GAPA's activities include public advocacy, in-school activities and policy meetings on physical activity, advisory interventions and resources via the website and linking individuals, networks and organisations. Over the next few months GAPA aims to continue its work, building upon current networks and developing partnerships. More have joined GAPA by visiting our website www.globalpa.org.uk. If you have suggestions on the work of GAPA or wish to contribute please e-mail GAPA@globalpa.org.uk.

New Publication from WHO

Guidance on Population-based Approaches to Promoting Physical Activity

In order to increase population levels of physical activity and prevent unnecessary deaths WHO has recently published a 'Guide for population-based approaches to increasing levels of physical activity'. The document is a tool for the implementation of the Global Strategy on Diet, Physical Activity and Health and was based on a WHO Working on Physical Activity and Public Health held in Beijing, China (October 2006). The guide will assist health professionals as well as other stakeholders in the development and implementation of a national physical activity plan and provide guidance on policy options to effectively promote physical activity at the national and sub-national level. General principles and examples of possible areas of action for the promotion of physical activity are included.

The Guide is available in PDF and can be downloaded from www.who.int/dietphysicalactivity/pamphlets/en/

Physical Activity Guidelines: Review in Progress

The United States (US) Department of Health and Human Services has announced a project to develop evidence-based physical activity guidelines. The purpose of the project is to create evidence-based recommendations and guidelines for physical activity as it relates to health promotion and disease prevention, informed after the US Dietary Guidelines process, the US Physical Activity Guidelines and the first national physical activity guidelines on physical activity and health across the highly diverse US. The project is led by the US Department of Health and Human Services. The project is supported by a steering committee of experts in physical activity and health promotion. A multi-disciplinary advisory group of scientists will provide scientific evidence to a variety of health issues and contribute to a report to the US Secretary of Health and Human Services. The project is scheduled to conclude with the release of physical activity guidelines in late 2008. For more information on the project, including the members of the Advisory Committee, go to www.hhs.gov/guidelines/track1.htm

In this issue...

- News from Regional Physical Activity Networks
- World News
- New Advocacy Documents
- News from WHO
- Trevor Shilton: Biography
- Upcoming Conferences and Events



www.globalpa.org.uk



ISPAH - Windows Internet Explorer

<http://hk.ispah.org/ispahome>

ISPAH

International Society for Physical Activity and Health

Sign In | Not a member? Join ISPAH. Search GO

About ISPAH | Membership | Educational Resource Center | Conference & Events | Publications | Councils

Do we need another professional society?

As the field of physical activity and health has begun to develop from areas such as exercise psychology, behavioral science, and public health, no existing professional society can meet the growing demands of the entire field. Our vision is to bring together professionals from each of these disciplines into one community interested in physical activity and health.

ISPAH will be the first professional organization to provide Focus, an International Voice, Promotion and Practice, and Leadership to the entire field of physical activity and health.

The adverse health consequences of physical inactivity and the worldwide prevalence of the problem create a global urgency that demands innovation and bold steps. Please join us in advancing the field of physical activity and health with the International Society for Physical Activity and Health.

[Click here to read more](#) about the need for ISPAH from ISPAH president, Dr. Harold W. (Bill) Kohl III. [\(en Español\)](#)

www.ispah.org

Die Rolle von Bewegungsförderungsnetzwerken

Das Internet kann Austausch erleichtern...



The screenshot shows a Microsoft Internet Explorer browser window. The address bar contains the URL <http://data.euro.who.int/PhysicalActivity/>. The page title is 'Physical Activity - Microsoft Internet Explorer'. The main content area displays the WHO logo and the text 'World Health Organization Regional Office for Europe'. Below this is a navigation menu with links for 'Country information', 'Health topics', 'Media centre', 'Data and publications', 'About WHO', and 'Programmes and projects'. The main heading is 'International inventory of documents on physical activity promotion'. The text below the heading reads: 'Welcome to the international inventory of documents for the promotion of physical activity, compiled within the framework of HEPA Europe, the European network for the promotion of physical activity, in close collaboration with the transport and health programme of the WHO Regional Office for Europe. The inventory aims at providing Member States with easily accessible information on physical activity promotion and at disseminating existing experiences to support policy developments. This inventory contains policy documents, approaches and targets related to the promotion of physical activity available from countries across and outside the WHO European Region. They reflect policy initiatives undertaken at different administrative levels (national, sub-national or local) and by different sectors involved with the promotion of physical activity, such as health promotion, sport, transport, environment, education. The inventory is focusing initially on the identification of national policy documents on physical activity promotion. Information can be viewed and searched on a country basis or in a summary table, listing all countries, by clicking one of the tabs above. More information about the project can be found in the HEPA Europe website'. On the right side of the browser window, there is a sidebar with a logo and text: 'At the best wishes from the WHO/Europe team: Francesca Racioppi, Sonya Kahlmeier (Technical officers), Manuela Galimbi (Programme assistant), Nicoletta Di Tanno (Information outreach). Information to share? Feedback on this newsletter? Contact us at: hepa@euro.who.int'.

www.euro.who.int/hepa

Die Rolle von Bewegungsförderungsnetzwerken

... aber es kann Treffen und persönliche Diskussionen nicht ersetzen



Die Rolle von Bewegungsförderungsnetzwerken

... aber es kann Treffen und persönliche Diskussionen nicht ersetzen

...zudem können Treffen Kristallisationspunkte und Schrittmacher für Projekte und Arbeitsgruppen sein



Die Situation 2010

- **Die Bedeutung der Bewegung für die Gesundheit ist breit anerkannt**
- **Die Herausforderung ist nun, Fortschritte in der Bewegungsförderung zu machen und dies auch zu dokumentieren**



Die Situation 2010

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- **Die Herausforderung ist nun, Fortschritte in der Bewegungsförderung zu machen und dies auch zu dokumentieren**
- **Wenn alle Partner zusammen arbeiten...**



... ist dies machbar!

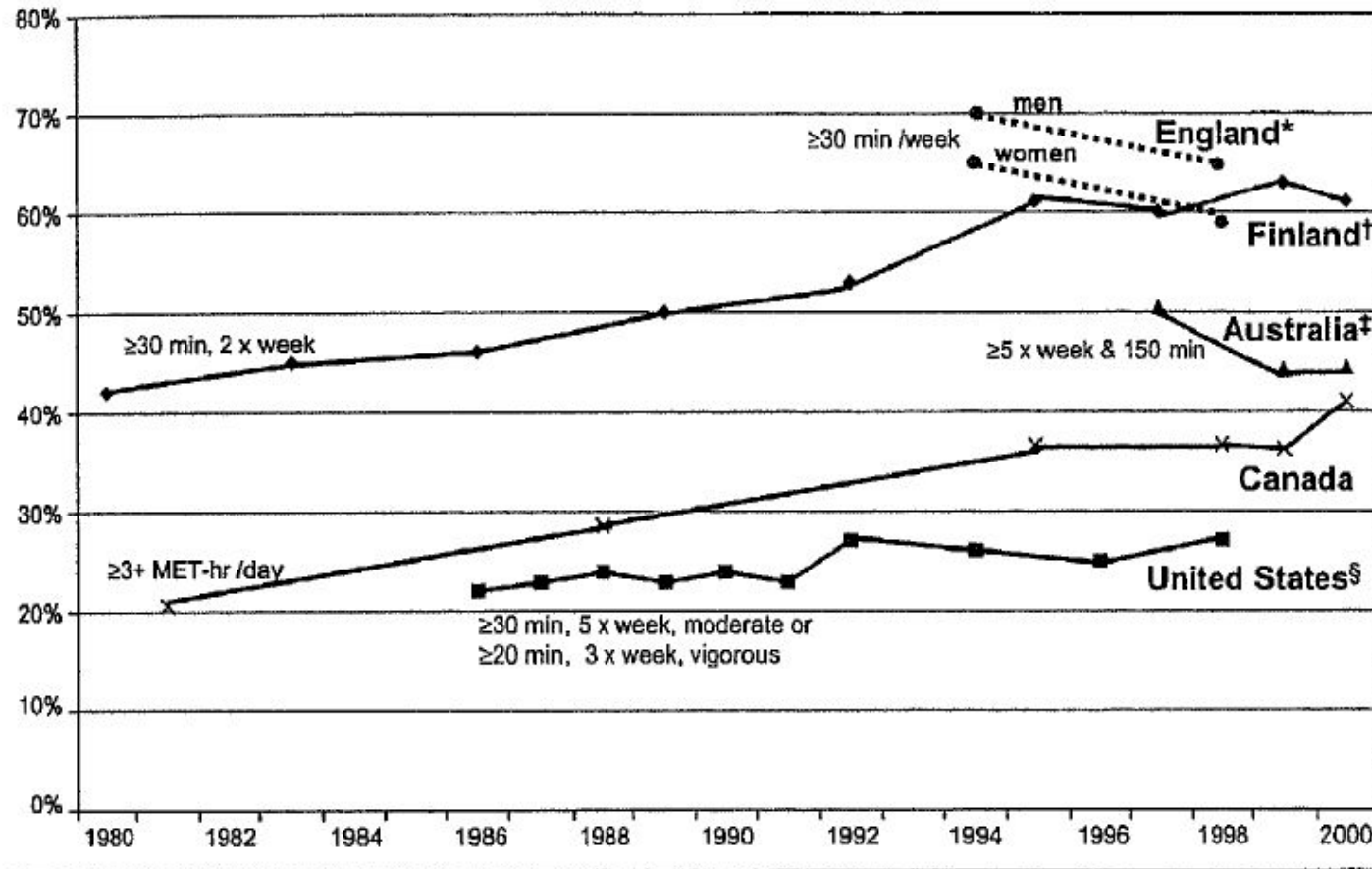


Figure 2. Physical activity trends, 1981-2000

* Source: Ref. 6

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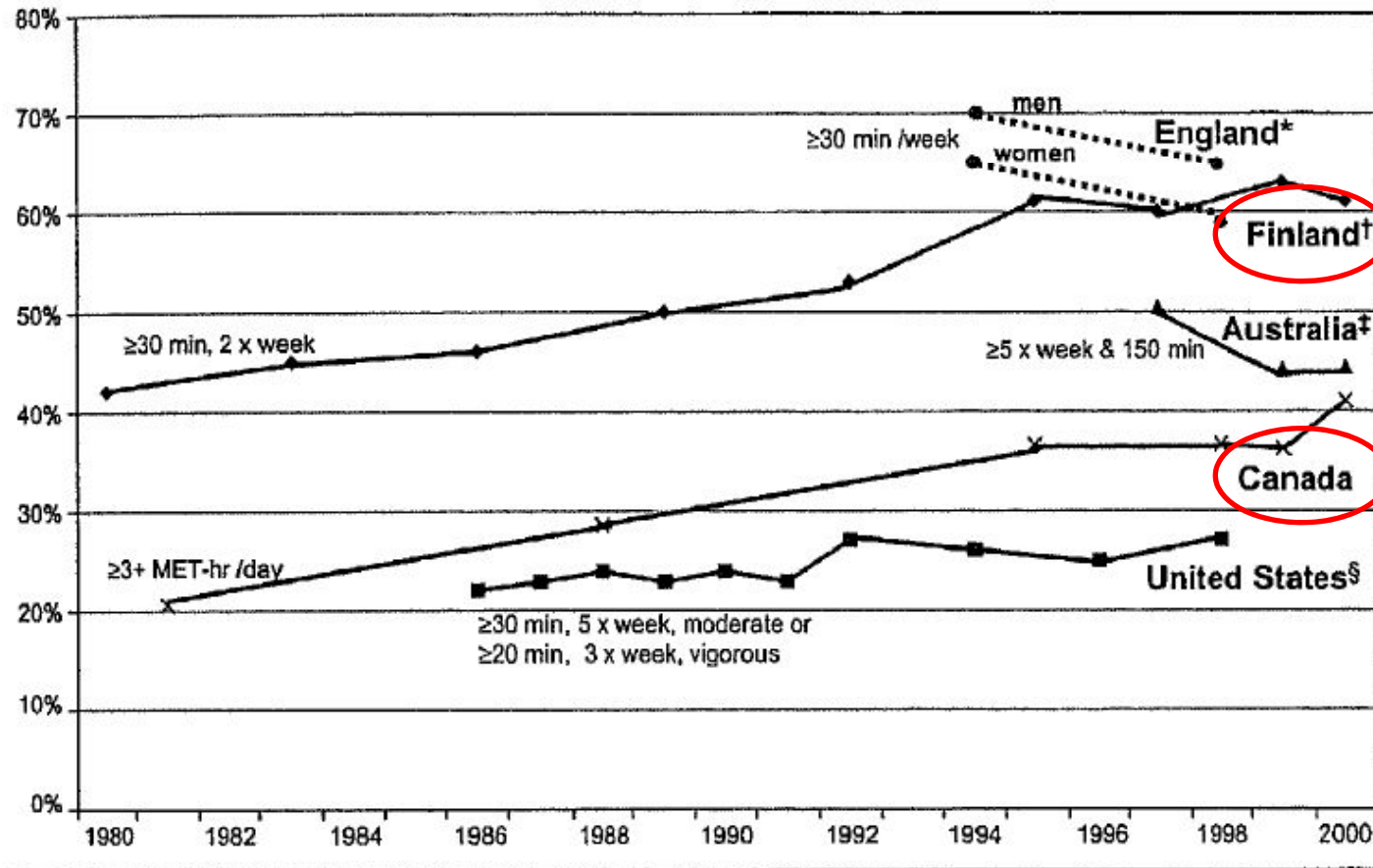


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HEPA Europe
European network for the promotion
of health-enhancing physical activity

www.euro.who.int/hepa



Vielen Dank für Ihre Aufmerksamkeit

Handout unter www.panh.ch oder www.physicalactivityandhealth.ch

Meetings and working groups on specific topics

ABOUT NISB

The Netherlands Institute for Sport and Physical Activity (NISB) was founded in 1999 and is based in Bennekom near Arnhem, the Netherlands. NISB employs 70 people.

Aim
The aim of NISB is to make the best possible use of the positive social values of sport and physical activity. NISB works for governments, sports organisations and other organisations that are either directly or indirectly involved in sport and activity.

NISB is known as a knowledge and innovation institute that is well informed about important developments and trends. NISB also has the knowledge and skills to help direct innovation, the improvement of expertise and support in the area of sport and physical activity.

Key tasks
NISB performs a number of key tasks in the implementation and assessment of projects, product and market development and in providing support to governments and (sports) organisations. NISB's aim is to encourage:

- more people doing sport and physical activity
- responsible physical activity behaviour
- increased quality of sport and physical activity
- improved co-ordination between national, provincial and local policy on sport and physical activity

Funding
NISB operates with a system of mixed funding, with the Ministry of Health, Welfare and Sport being the principal client. The ministry provides both the Institute's programme funding and specific project grants for innovation, embedment and dissemination. Additional finance is provided by other ministries and funds and via partnerships.

CEO
Clarence Ross has been Chief Executive Officer to NISB since April 2007. From 2003 until April 2007 Clarence Ross was Minister of Sport and Junior Minister of Health and Welfare. At the moment, Clarence Ross is also chairman of the new foundation for Women's Football Premier League and chairman of the foundation 'Ik kies bewust' (for awareness about good, healthy food).


How does NISB do it?
NISB works via programmes, expertise centres and a knowledge and information centre. The staff develops new methods, strategies and information products, co-ordination issues and expertise. This results in more training courses, recommendations, congresses, brochures, websites and innovation plans. These products and services are developed in direct interaction with the client (an organisation that either runs or supports sports activities) and the target group (i.e. youngsters, the over 50s, women, immigrants, the chronically ill).

Together with others
NISB emphasises the local, community-oriented approach. In its development of the various approaches, NISB works with professionals and organisations from sectors that are indispensable for the solution of social issues. With its '30minutenBewegen' campaign (30 minutes of movement every day), NISB also concentrates on different public groups.


New programmes in 2008

The NIASB (Nationaal Actieplan Sport en Beweging) started in April 2008: it is the National Action Plan on Sports and Physical Activities. Its goal is the dissemination of effective or successful interventions aimed at promoting an active lifestyle within five settings: sports, workplace, care, school and community. The national government invests € 38 million the forthcoming four years in hundred local municipalities. The local municipalities match this amount.

The **BeweegKuur** is a new programme for inactive and semi active people with (a high risk of) type-2 diabetes, who are keen to start exercising and have not yet reached the Dutch standard (30 minutes 5 times a week). It is a temporary professional and personal guidance within primary care in order to adopt an active lifestyle, described by the general practitioner. The ultimate goal is to have the BeweegKuur included in the basic health insurance package offered by the health insurers. BeweegKuur is an initiative of the Ministry of Health, Welfare and Sport and is being developed in co-ordination with partners.



International Workshop
on National Physical Activity
Promotion Strategies in Europe






www.30minutenbewegen.nl

| 13 - 14 NOVEMBER 2008 | WAGENINGEN, THE NETHERLANDS |

NISB Nederlands Instituut voor Sport & Beweging

P.O. Box 64, 6720 AB Bennekom, The Netherlands T +31(0)318 49 09 00 F +31(0)318 48 09 15 W www.nisb.nl

This workshop is organised in association with ZonMw, NDA and Wageningen University.

www.euro.who.int/hepa





124 physical activity policy documents
from 27 EU countries

WORLD HEALTH ORGANIZATION
REGIONAL OFFICE FOR EUROPE

WELTGESUNDHEITSORGANISATION
REGIONALBÜRO FÜR EUROPA



ORGANISATION MONDIALE DE LA SANTÉ
BUREAU RÉGIONAL DE L'EUROPE

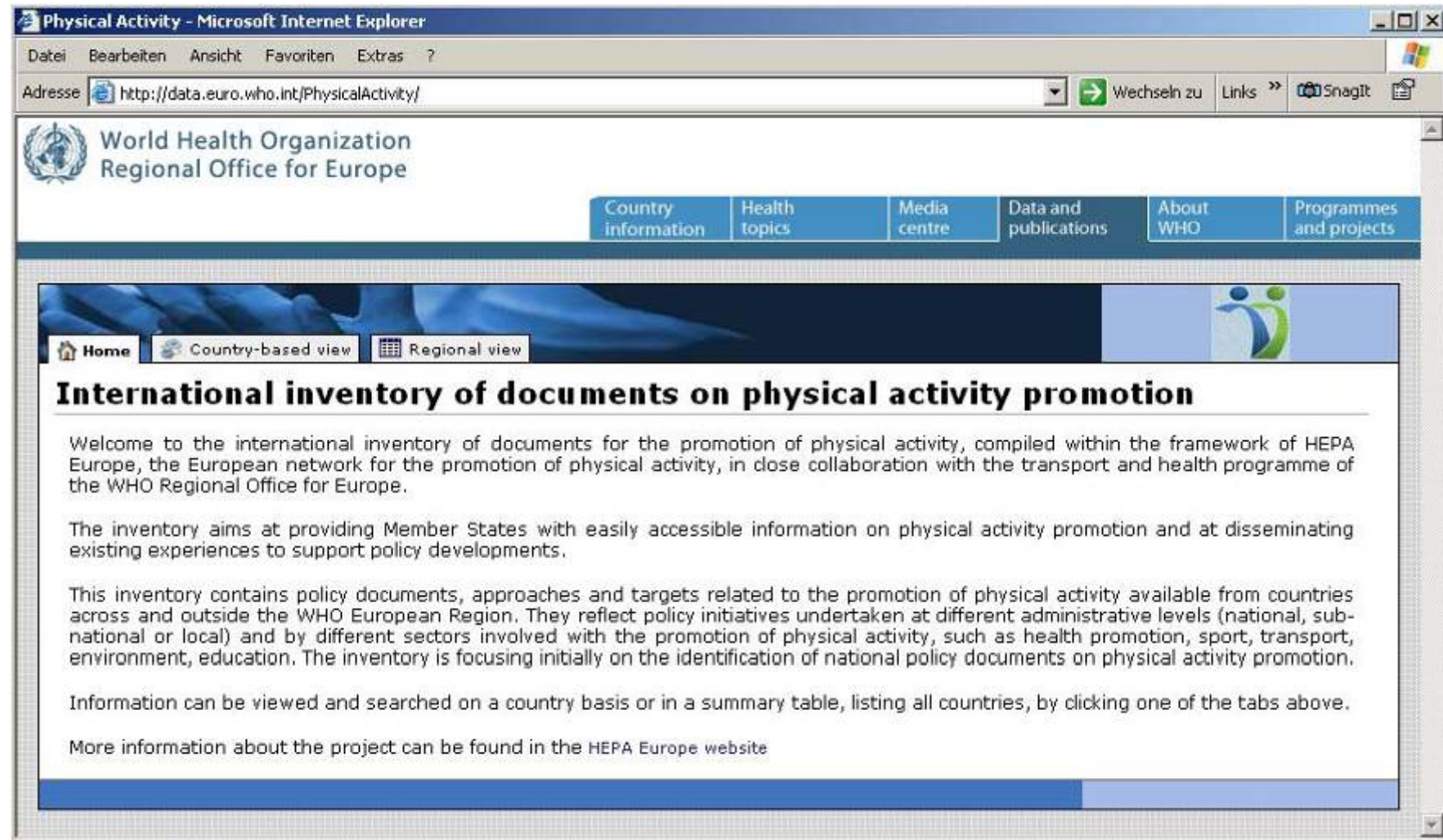
ВСЕМИРНАЯ ОРГАНИЗАЦИЯ ЗДРАВООХРАНЕНИЯ
ЕВРОПЕЙСКОЕ РЕГИОНАЛЬНОЕ БЮРО

Joint WHO/EC Project on
Monitoring progress on improving nutrition and physical activity
and preventing obesity in the European Union, 2008-2010

2nd Meeting of National Information Focal Points
Copenhagen, Denmark, 23 – 24 June 2009

16 June 2009
EU/09 5088228/

Inventory of approaches in physical activity promotion



Physical Activity - Microsoft Internet Explorer

Datei Bearbeiten Ansicht Favoriten Extras ?

Adresse <http://data.euro.who.int/PhysicalActivity/> Wechseln zu Links SnagIt

World Health Organization
Regional Office for Europe

Country information Health topics Media centre Data and publications About WHO Programmes and projects

Home Country-based view Regional view

International inventory of documents on physical activity promotion

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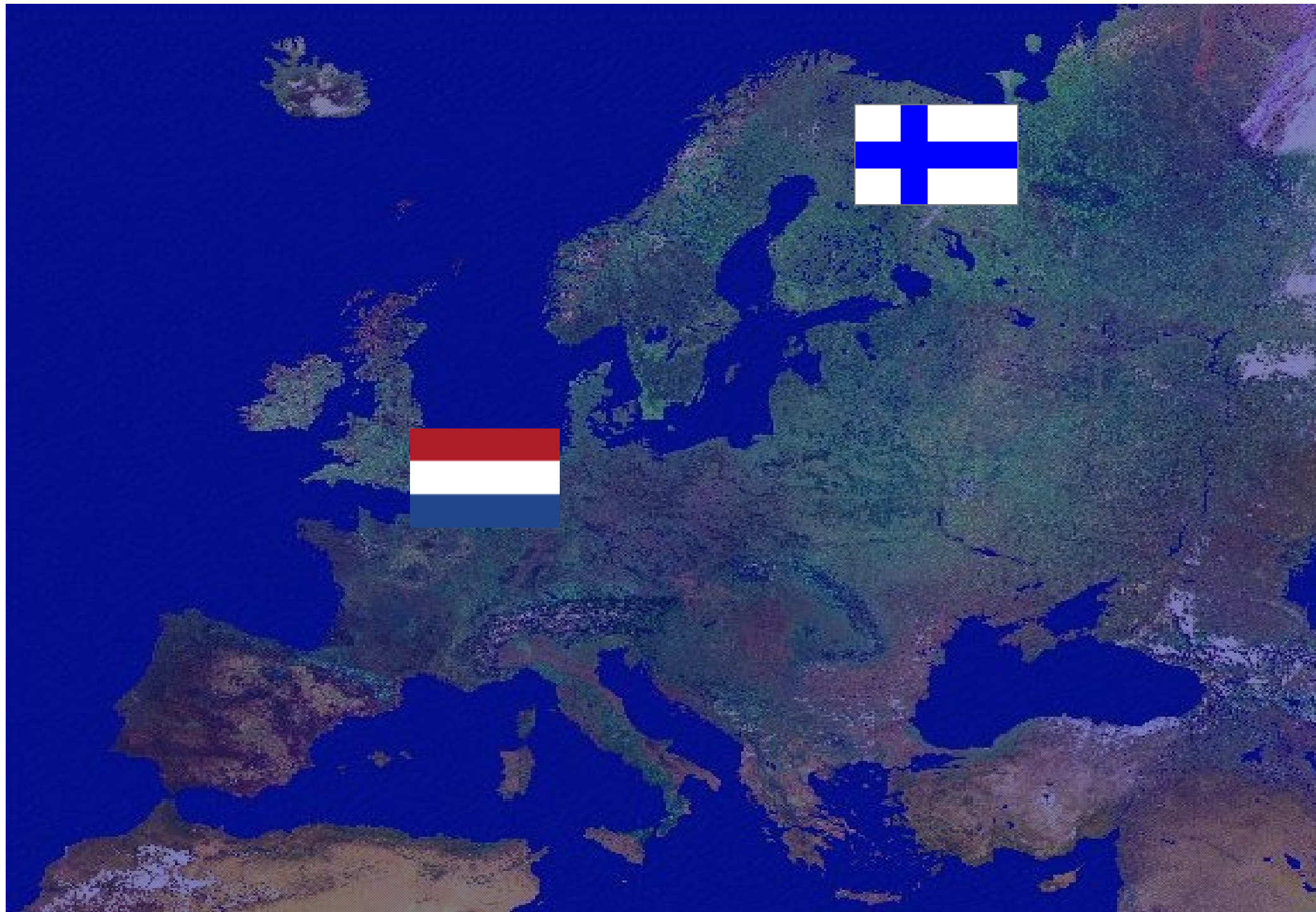
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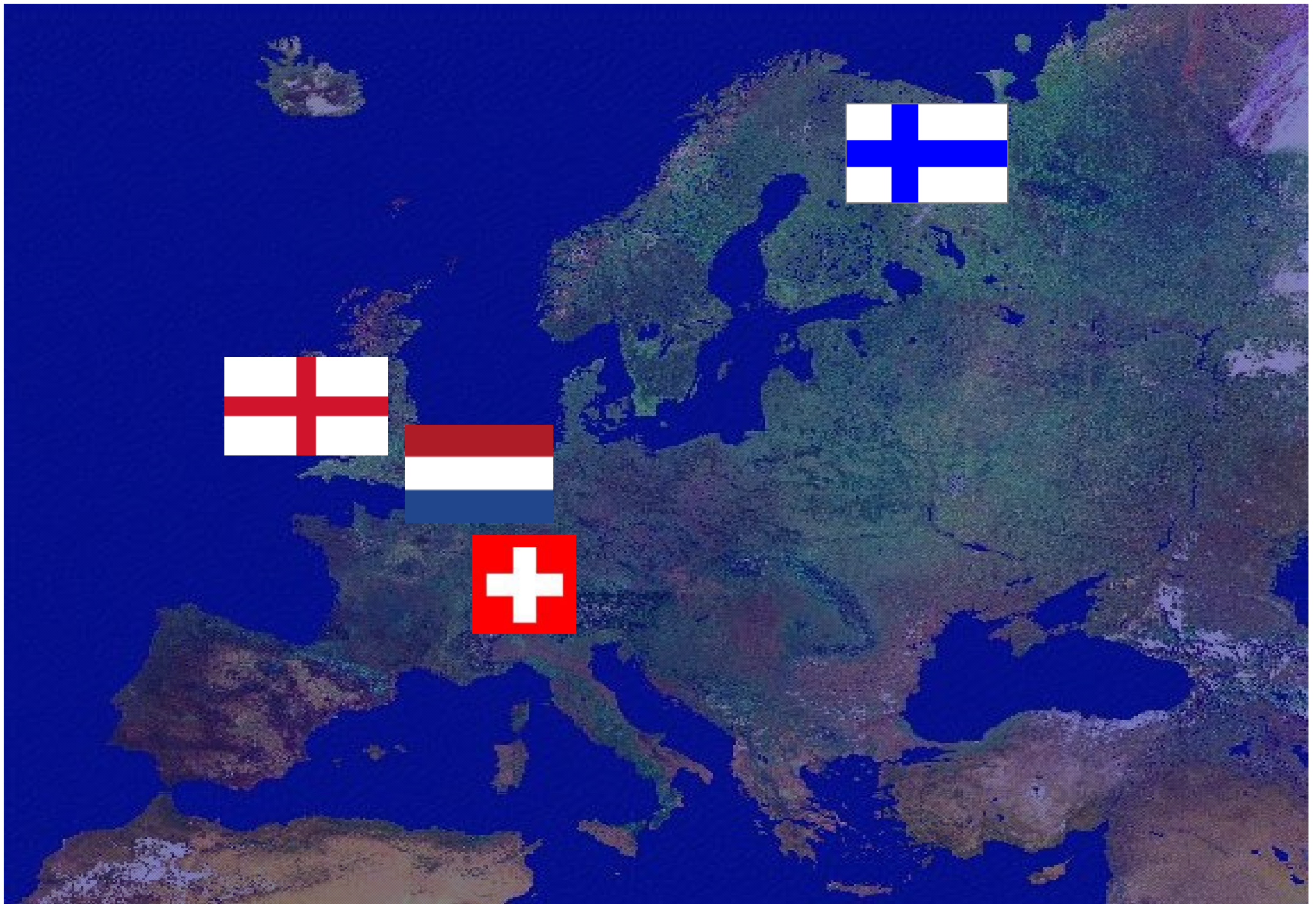
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The European Network for the Promotion of Health-Enhancing Physical Activity

**Guidelines for
Health-Enhancing Physical Activity
Promotion Programmes**

The HEPA Network is financially supported by the European Commission

Foster C. Guidelines for health-enhancing physical activity promotion programmes. The European network for the promotion of health-enhancing physical activity. UKK Institute, Tampere 2000.

How have these guidelines been developed?

The guidelines are part of developmental work of the HEPA Network. They are based on the results of research, initiated and supervised by the UKK Institute and conducted as a commissioned task by the British Heart Foundation Health Promotion Research Group, from the University of Oxford. The contributors to the guidelines have been national HEPA programmes: staff and representatives of the following:

- The Netherlands on the Move! – The Netherlands
- Allez Hop! - Switzerland
- Fit For Life – Finland
- ACTIVE for LIFE – England

Foster C. Guidelines for health-enhancing physical activity promotion programmes. The European network for the promotion of health-enhancing physical activity. UKK Institute, Tampere 2000.

How have these guidelines been developed?

- The Netherlands on the Move!
- Allez Hop!
- Fit For Life
- ACTIVE for LIFE

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How have these guidelines been developed?



The Netherlands on the Move!



Allez Hop!



Fit For Life



ACTIVE for LIFE

Foster C. Guidelines for health-enhancing physical activity promotion programmes. The European network for the promotion of health-enhancing physical activity. UKK Institute, Tampere 2000.

Institutional lead in national projects in 1990ies



The Netherlands on the Move!

SPORT



Allez Hop!

SPORT



Fit For Life

HEALTH



ACTIVE for LIFE

HEALTH

Foster C. Guidelines for health-enhancing physical activity promotion programmes. The European network for the promotion of health-enhancing physical activity. UKK Institute, Tampere 2000.

Ten years later...



The Netherlands on the Move!



Allez Hop!



Fit For Life



ACTIVE for LIFE

SPORT

SPORT

HEALTH

HEALTH

Ten years later...



~~The Netherlands on the Move!~~



~~Allez Hop!~~



Fit For Life



~~ACTIVE for LIFE~~



Ten years later...



HEPA Promotion



HEPA Promotion



HEPA Promotion



HEPA Promotion



Institutional lead ten years later...



HEPA Promotion



HEPA Promotion



HEPA Promotion



HEPA Promotion

HEALTH

HEALTH

HEALTH

HEALTH

Institutional lead ten years later...



HEPA Promotion



HEPA Promotion



HEPA Promotion



HEPA Promotion

HEALTH

HEALTH

HEALTH

HEALTH

And what is the institutional role of **SPORT ?**

Promotion of physical activity in the European region: Content analysis of 27 national policy documents

- Until April 2007, 27 physical activity policy documents available in English from 14 European countries identified and analysed

Daugbjerg S B, Kahlmeier S, Racioppi F, Martin-Diener E, Martin B, Oja P, Bull F. J Phys Act Health, 2010.



Daugbjerg S B, Kahlmeier S, Racioppi F, Martin-Diener E, Martin B, Oja P, Bull F. J Phys Act Health, 2010.

8 Jan 2010



WORLD HEALTH ORGANIZATION
Regional Office for Europe
Noncommunicable Diseases and Environment
Unit



HEPA Europe project:
A collection of national physical activity policy examples from Europe

Case study template
Switzerland
25.03.10

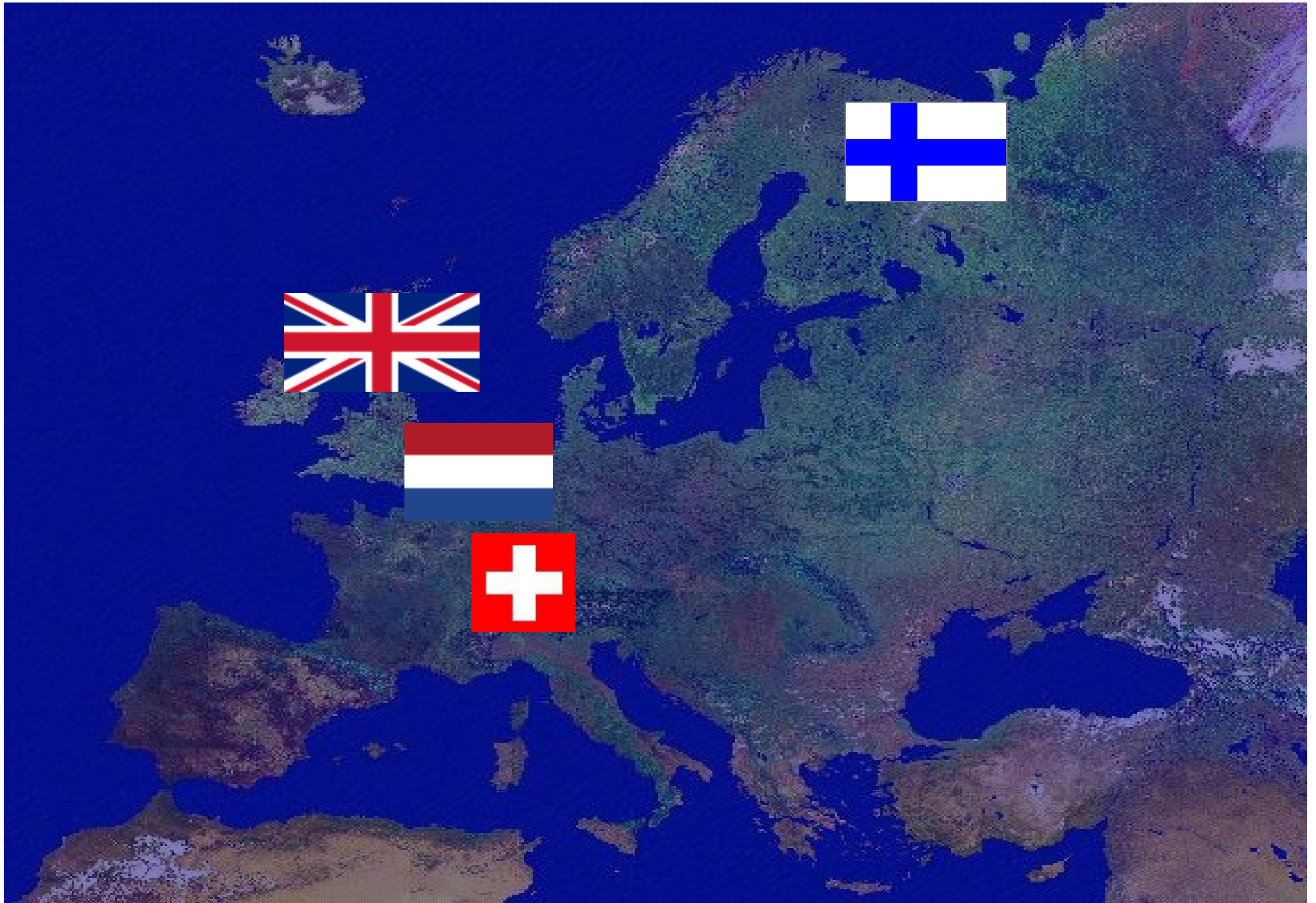
Please send the filled template and the accompanying or
any other relevant electronic documents to:
K.Milton@boro.ac.uk

Printed materials should be sent to:
Karen Milton
OC1.20 James France Building
Loughborough University
Leicestershire
LE11 3TU
United Kingdom

Technical queries can be addressed to:
K.Milton@boro.ac.uk

Developed by
Karen Milton, Fiona Bull, British Heart Foundation National Centre for Physical Activity and Health,
Loughborough University, United Kingdom
Senta Kahlmeier/WHO Regional Office for Europe

16 page document



The situation 2008

- **The importance of physical activity and sports for health has been well established**
- **The challenge now is to achieve and to monitor progress in physical activity promotion**



The situation 2008

- **The importance of physical activity and sports for health has been well established**
- **The challenge now is to achieve and to monitor progress in physical activity promotion**
- **When all partners join their forces...**



... the challenge can be met!

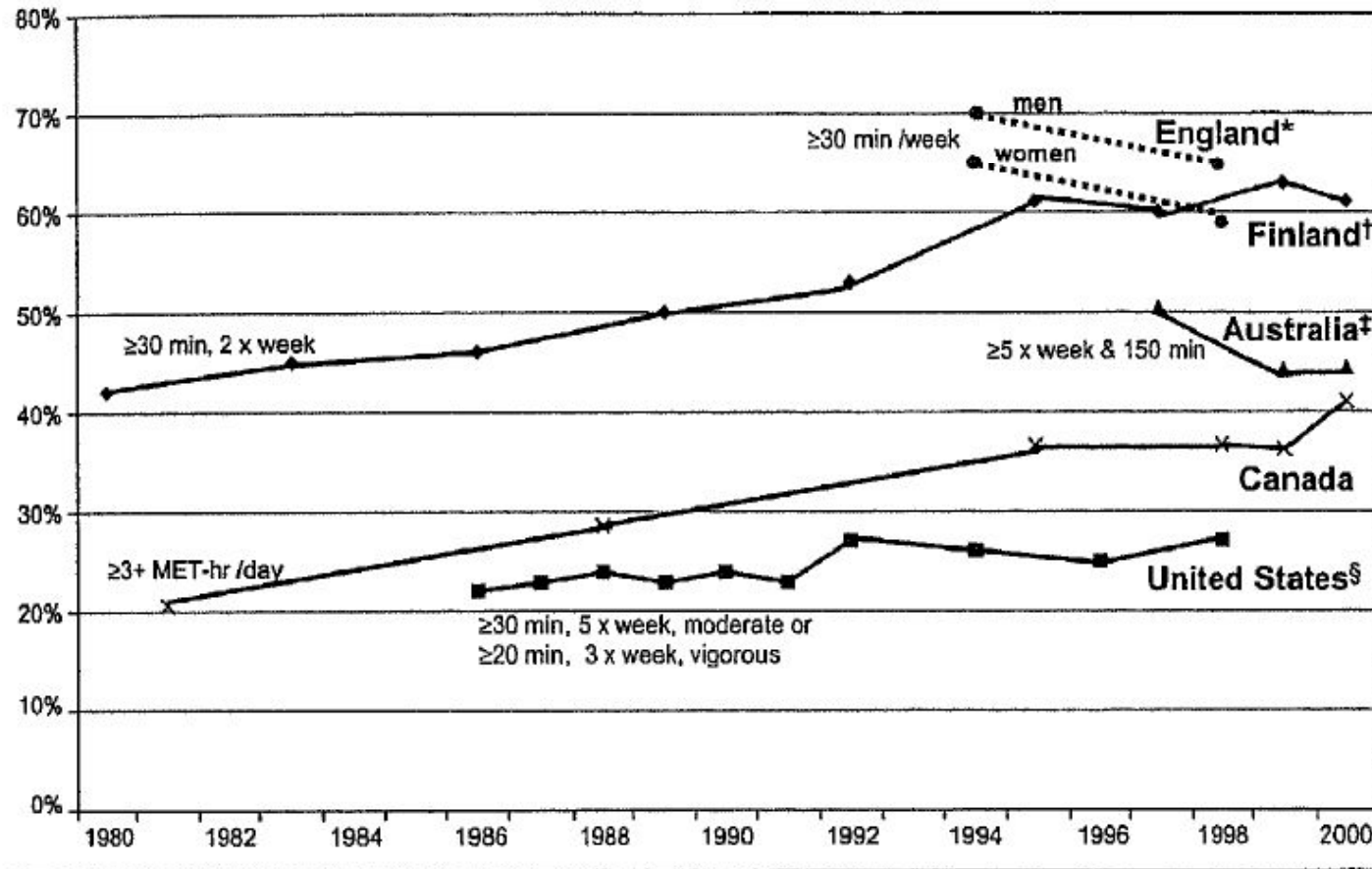


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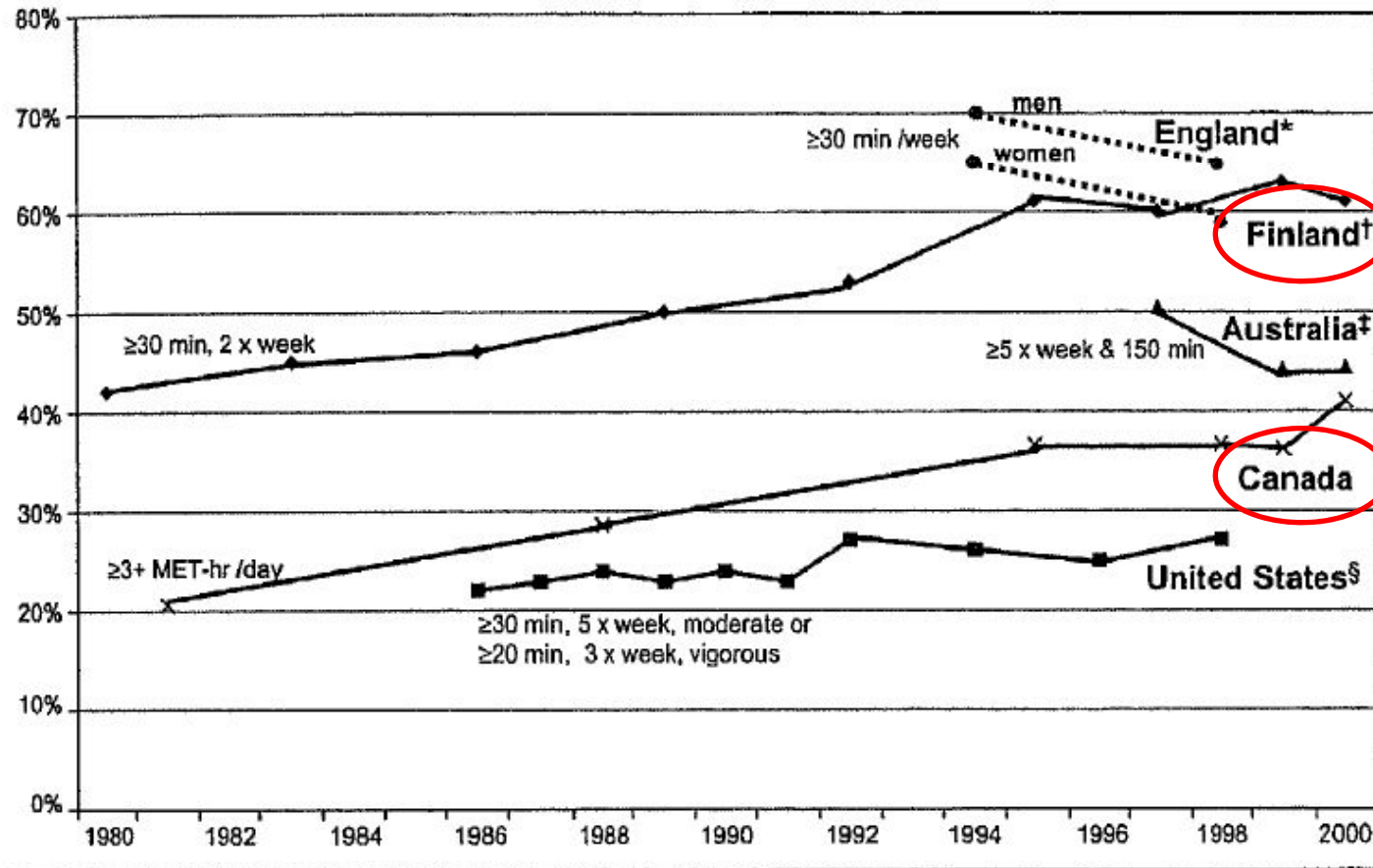


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Thank you for your attention!

Handout at www.physicalactivityandhealth.ch (-> presentations)