

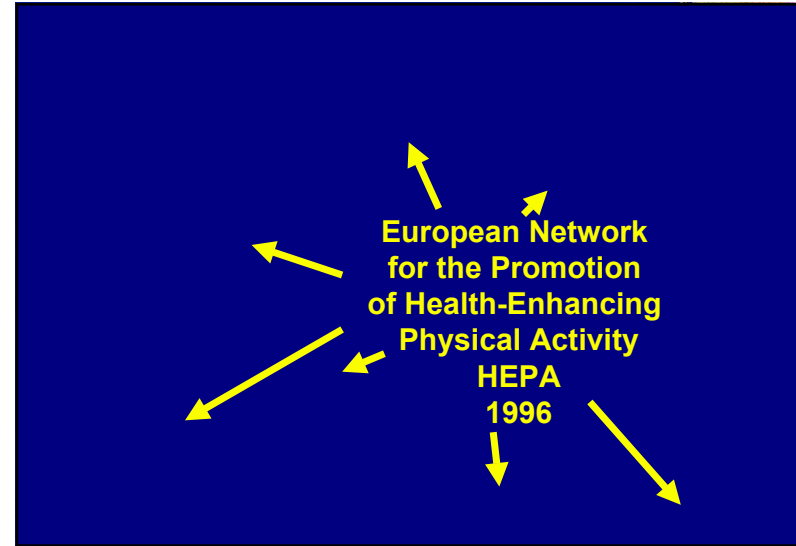


HEPA Europe
European network for the promotion
of health-enhancing physical activity

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. Bewegungs-
spezifische Strategien der Gesundheitsförderung. 23.04.2010, Wien



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



27 - 29 NOVEMBER 1998
announcement

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

Organisers:
The UKK Institute for Health Promotion Research
Netherlands Olympic Committee*
IOC + NSF
Finnish Rheumatism Association

The conference provides the first opportunity for those involved in research, policy, primary planning, and promotion of health enhancing physical activity to meet and work together.

27 - 29 NOVEMBER 1998

NATIONAL SPORTS CENTRE 'PAPENDAL' ARNHEM, THE NETHERLANDS

Organisers:
The UKK Institute for Health Promotion Research
Netherlands Olympic Committee*
IOC + NSF
Finnish Rheumatism Association

• HEPA promotion for youth
12.00 - 12.00 Lunch
12.00 - 12.00 Thematic session 2 and 4
• HEPA Promotion in primary health care
12.00 - 12.30 Thematic session 3 and 4
• HEPA promotion in the workplace
12.30 - 12.30 Thematic session 5 and 6
• Community development for HEPA promotion
• HEPA for various populations groups
14.00 - 14.30 UKK Walk Tour for the participants.

Sunday morning, 29 November
8.00 - 10.00 Workshop
10.00 - 10.30 Breakfast
10.30 - 12.30 Plenary session 2: Future perspectives
• Effective marketing of health 'theatres'
• Practice of the development of and testing
Mark Curran, Health Education Authority, England
• Marketing for HEPA promotion
• Community development for HEPA promotion
Sharon Blair, The Cooper Institute for Aerobic Research, USA
• Challenging research
Sally Thorn, The UKK Institute for Health Promotion Research, Finland
12.30 - 12.30 Closing Speech
• 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 of effects!



Prof. Ilkka Vuori meets Nockie, the Dutch sports mascot

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)

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*

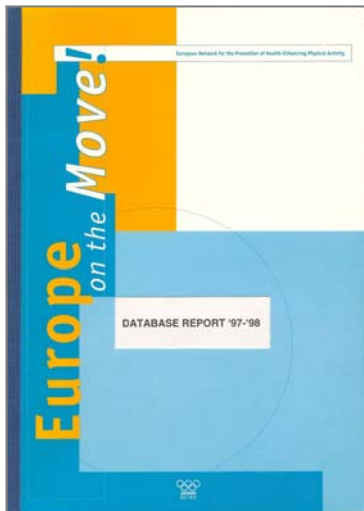
15.30 - 17.30 *Thematic sessions 5 and 6*

- Community development for HEPA promotion
- HEPA for various populations groups

18.00 - 19.30 *UKK Walk Test for the participants.*

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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European Network for the Promotion of HEPA I

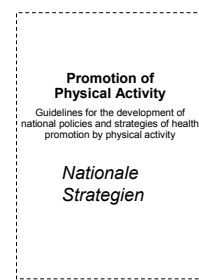
Wertvolle Kontakte, Veranstaltungen und Berichte



Bewegungs-förderungs-programme



Gehen und Radfahren zu Transport-zwecken



Nationale Strategien

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

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**

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**



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




www.euro.who.int/hepa


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

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




WORLD HEALTH ORGANIZATION
EUROPE



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

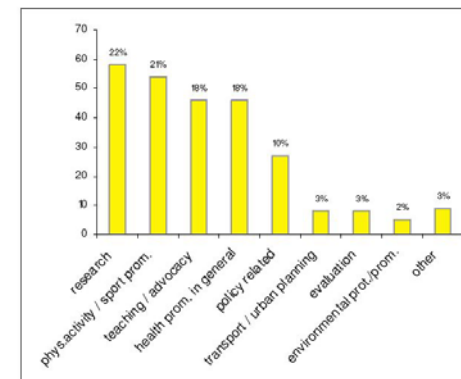
**Berichte der
Jahrestreffen mit
Jahresberichten
und
Jahresprogrammen**
www.euro.who.int/hepa

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*

HEPA Europe – Geschäftsstelle bei der WHO

Sonja Kahlmeier, PhD
Technical officer
Rome bis 2009

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
Administrative support

Nicoletta Di Tanno
Information outreach



HEPA Europe – Geschäftsstelle bei der WHO

Neu zu besetzen
Technical office
Rome

Zugang zu anderen
WHO Programmen
und Aktivitäten

Zusammenarbeit mit
Lideke Middelbeek
Technical officer
WHO Copenhagen

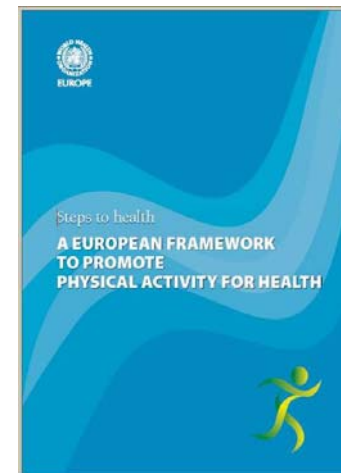


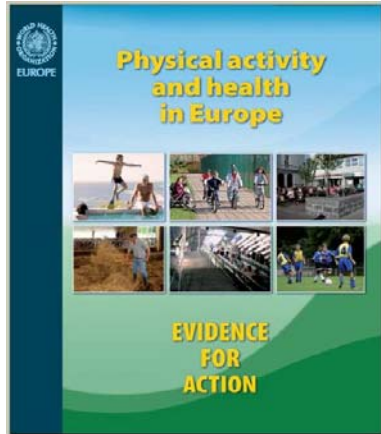
Francesca Racioppi
Acting director
WHO Rome office
Mitglied des
HEPA Europe
Steering Committee

Seit 2010 technische
Unterstützung durch
ISPM Universität Zürich

Helena Shkarubo
Cristina Fumo
Manuela Gallitto
Administrative support

Nicoletta Di Tanno
Information outreach





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
BESZÉKÉLTÁSOK ÁRSZÁZADI SZÁNDOKPÁRÁBESZÉK
EUPÓRELIKÉK PÉTHOHA-TÁRSÁG EROPA

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

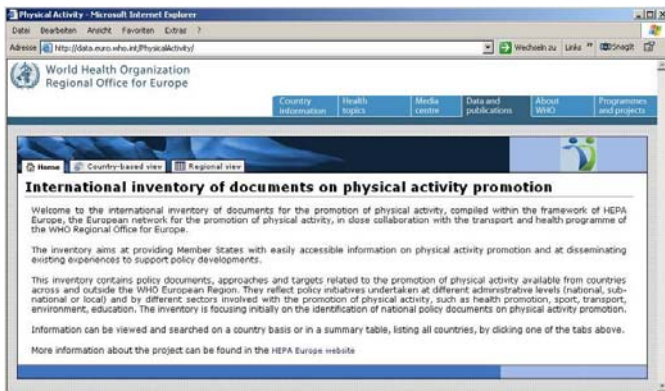
2nd Meeting of National Information Focal Points
Copenhagen, Denmark, 23 – 24 June 2009

16 June 2009
EU/09/506822B

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



www.euro.who.int/hepa

Treffen und Arbeitsgruppen zu ausgewählten Themen

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

International Workshop on National Physical Activity Promotion Strategies in Europe

13 - 14 NOVEMBER 2008 | NAIENINGEN, THE NETHERLANDS

NISB National Institute for Sport, Physical Education and Leisure

www.euro.who.int/hepa

Treffen und Arbeitsgruppen zu ausgewählten Themen



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

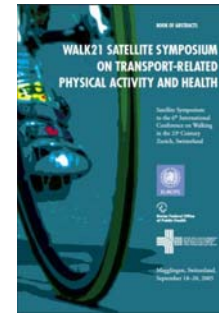
HEPA promotion through primary care
The situation in Switzerland and possible steps for the European working group

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



www.euro.who.int/hepa

Treffen und Arbeitsgruppen zu ausgewählten Themen



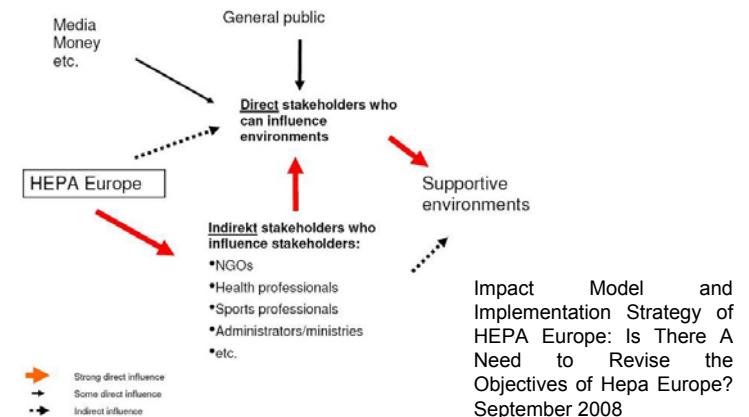
www.euro.who.int/hepa

Analysen von ausgewählten Themen



www.euro.who.int/hepa

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 – 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 (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 (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 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 6th annual meeting HEPA Europe (26 November 2009), back-to-back with the 2nd 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

Meetings and working groups on specific topics

ABOUT NISB

The Netherlands Institute for Sport and Physical Activity (NISB) is a public law organization established in 2005. Its mission is to promote and support the development of sport and physical activity in the Netherlands.

Key facts:

- NISB is a public law organization established in 2005.
- NISB is a public law organization established in 2005.
- NISB is a public law organization established in 2005.

Workshop on 13-14 November 2008

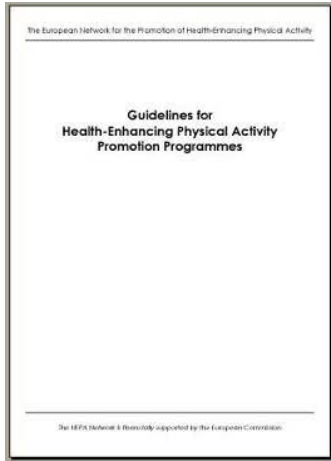
The workshop is a public law organization established in 2005. Its mission is to promote and support the development of sport and physical activity in the Netherlands.

International Workshop on National Physical Activity Promotion Strategies in Europe

13 - 14 NOVEMBER 2008 | WAGENINGEN, THE NETHERLANDS

NISB Netherlands Institute for Sport & Physical Activity

www.euro.who.int/hepa



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.

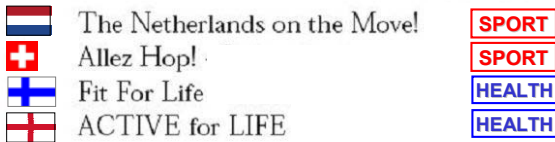
How have these guidelines been developed?

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

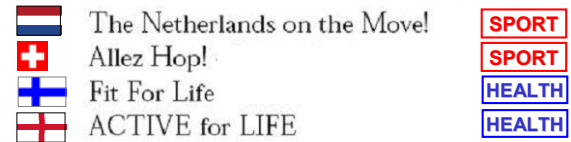
Foster C. Guidelines for health-enhancing physical activity promotion programmes. The European network for the promotion of health-enhancing physical activity. UKK Institute, Tampere 2000.

Institutional lead in national projects in 1990ies

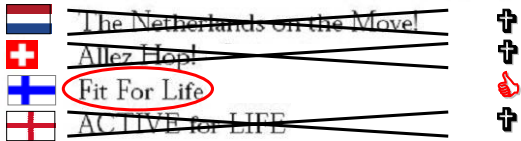


Foster C. Guidelines for health-enhancing physical activity promotion programmes. The European network for the promotion of health-enhancing physical activity. UKK Institute, Tampere 2000.

Ten years later...



Ten years later...



Ten years later...



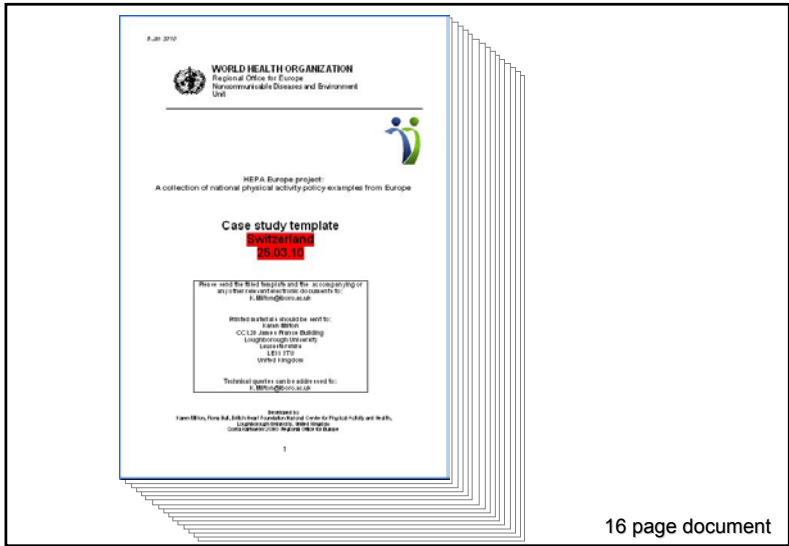
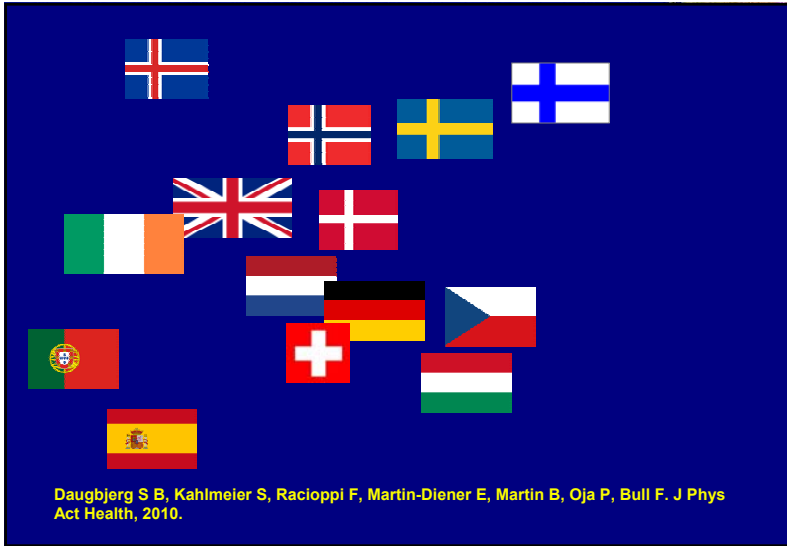
Institutional lead ten years later...



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



Exchange platforms for PA promotion professionals

Red de Actividad Física 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

Home
About AP-PAN
Network Activities
Physical Activity Measurement/Performance
Physical Activity Programs
Physical Activity Policies
Physical Activity Guidelines
Publications
Links
Events
Contact Us

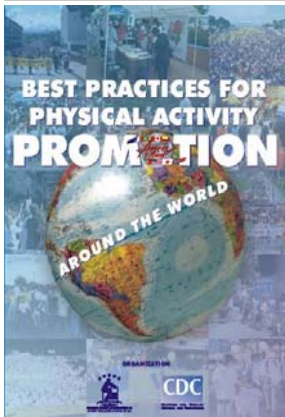
Search

Members Login
Username:
Password:
User Login
Lost Password?
Join the network

LATEST NEWS!
E-newsletter September/October 2008

www.ap-pan.org

Global Physical Activity Promotion Network



www.agitamundo.org

Exchange and guidance on physical activity and health



www.globalpa.org.uk



www.ispah.org

Die Rolle von Bewegungsförderungnetzwerken

Das Internet kann Austausch erleichtern...



www.euro.who.int/hepa

Die Rolle von Bewegungsförderungnetzwerken

... 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
- Wenn alle Partner zusammen arbeiten...



... ist dies machbar!

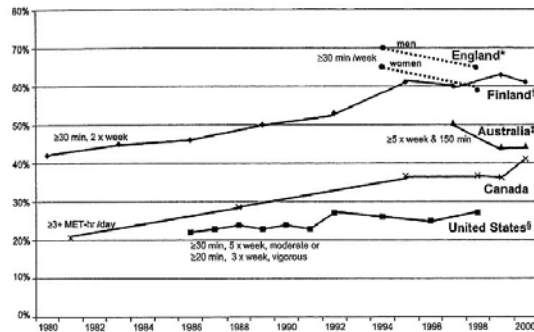


Figure 2. Physical activity trends, 1981-2000

* Source: Ref. 6
 † Source: Ref. 3
 ‡ Source: Ref. 5
 § Source: Ref. 4

Craig CL, Russel SJ, Cameron C, Bauman A. Twenty-year trends in physical activity among Canadian adults. *Canadian Journal of Public Health* 2004; 95: 59-63



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