

Physical activity for health in Finland: from evidence to program and policy action

Pekka Oja

Wien

22-23 April 2010

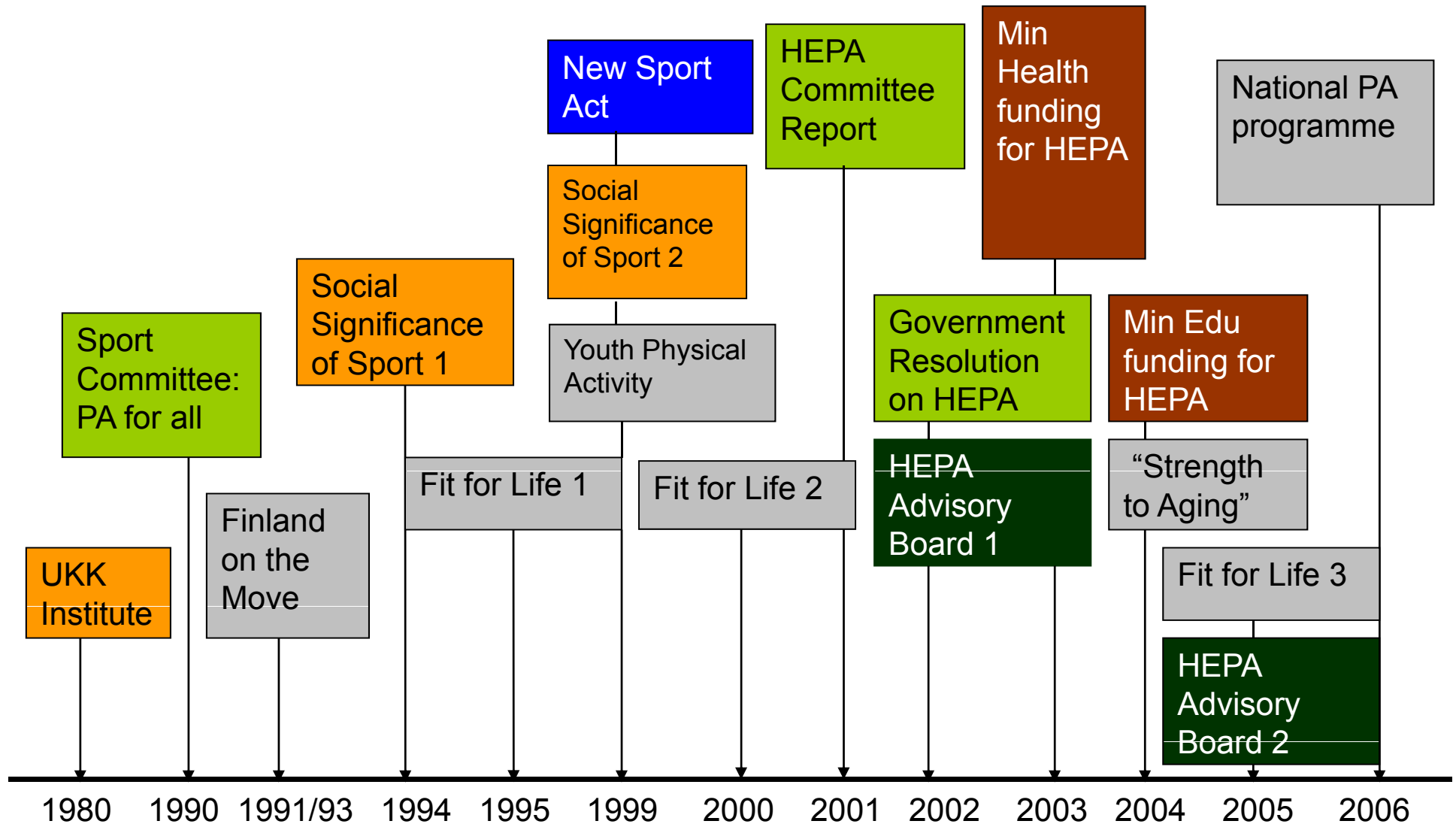
Outline

- Policy and program actions to promote HEPA in Finland 1980-2010
- How successful has it been?
 - Population physical activity
 - Health-related fitness
- Lessons learned and future directions

Actions to advance HEPA in Finland

- **Evidence**
- **Programmes**
- **Recommendations**
- **Policies**
- **Organisation**
- **Funding**

HEPA development in Finland



Evidence base

- UKK Institute for Health Promotion Research
 - specialised HEPA research institute
- LIKES – Foundation for Sport and Health Sciences
 - in affiliation with University of Jyväskylä
- HEPA research
- publications
- advocacy
- training
- program support
- services

National HEPA programmes

- "Fit for Life"
 - founded in 1995
 - 4th 5-year phase
 - based on local projects (>700)
 - focus on inactive middle-aged people
 - provides
 - seed money
 - training
 - information
 - consultation
- "Strength in Old Age"
 - 2005-2010
 - includes 35 local projects
 - targets on 75+ people
 - provides supervised muscle strengthening and balance exercises

Physical activity recommendations

- Quality Recommendations of Guided Health-Enhancing Physical Activities for the Elderly (2004)
- Physical Activity in Early Childhood Education (2005)
- Physical Activity of School Aged Children (2008)
- Physical Activity Pie (2009)

UKK Institute's pa PIE

Weekly **PHYSICAL ACTIVITY** PIE

Improve **aerobic fitness** by being active several days a week, for total of at least 2 h 30 min of moderate activity **or** 1 h 15 min of vigorous activity.
In addition increase **muscular strength** and improve **balance** at least 2 times a week.



Recommendation for health-enhancing physical activity for adults aged 18-64

Policy guidelines

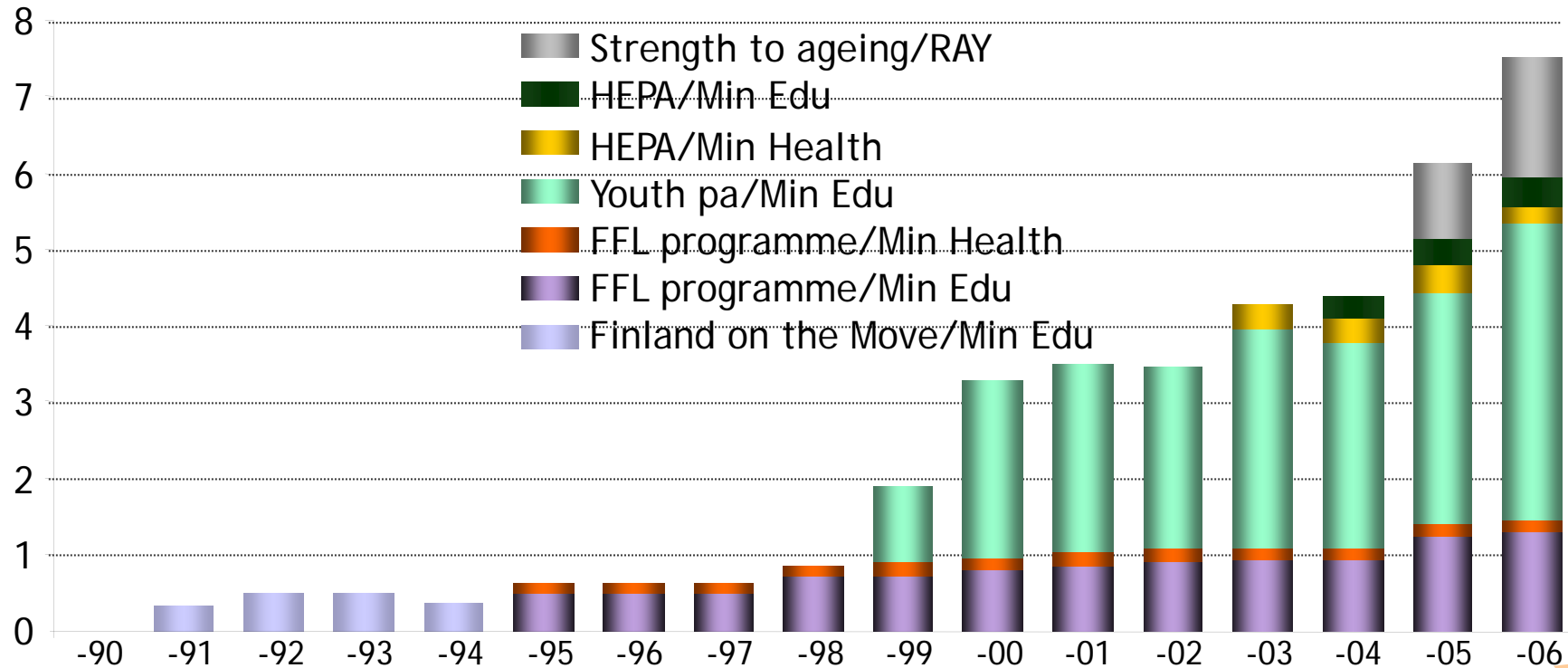
- "Government resolutions"
 - high profile policy guidelines issued by acting government
 - targets and directions for different governmental sectors
- Guidelines for the Development of Health-Enhancing Physical Activity
 - Ministry of Social Affairs and Health (2002)
- Development Guidelines for Health-Enhancing Physical Activity and Nutrition
 - Ministry of Social Affairs and Health (2008)
- Policies promoting Sport and Physical Activity
 - Ministry of Education (2009)

State HEPA organisation

- **Ministry of Education**
 - Department of Cultural, Youth and Sport Policy
 - Sport Division
- **Ministry of Social Affairs and Health**
 - Department for Promotion of Welfare and Health
 - Health Promotion Group
 - HEPA Advisory Board

State funding and major actions for HEPA promotion: 1990 - 2006

milj. EUR



1990 Liikuntakomitea: Hyvinvoivia liikunta - liikuntaa kaikille
 1991 Liikunta-Suomi -projekti

1994 LYP

1995 KKI

1999 Liikuntalain uudistus
 Lipposen II hallitus-ohjelma
 OPM:n lasten ja nuorten liikunta-ohjelma
 LYP II

2000 TELI paikalliset suositukset
 Liikunta-paikkarak. tukea lähiliikunta paikkoihin
 KKI II

2001 Terveys 2015
 TELI komitea mietintö
 JALOIN -ohjelma

2002 VN:n periaate-päätös
 TELI neuv. -kunta

2003 Vanhasen hallitus-ohjelma
 STM:n TELI-raha

2004 OPM:n TELI-raha
 Voimaa vanh. -ohjelma

2005 KKI III
 RAY:n tuki Voimaa vanh. -ohjelmalle
 TELI neuv. kunnan II kausi

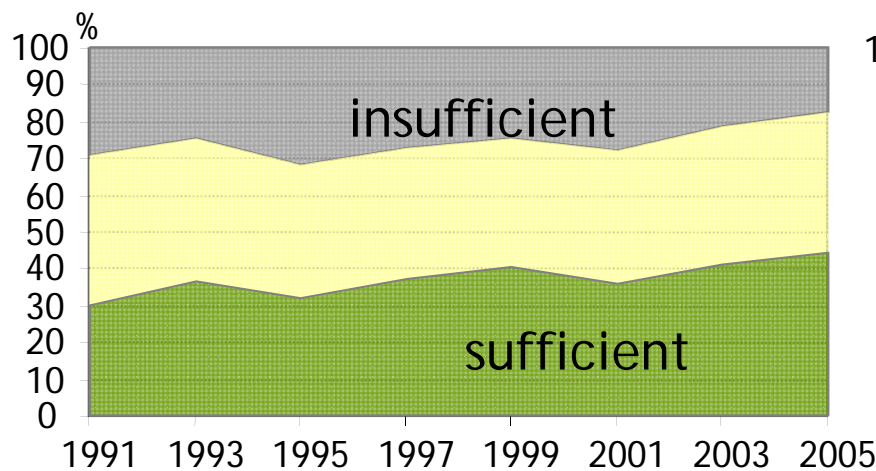
2006 Kansall. liikunta-ohjelma alkaa

OPM:n ja STM:n tilastot

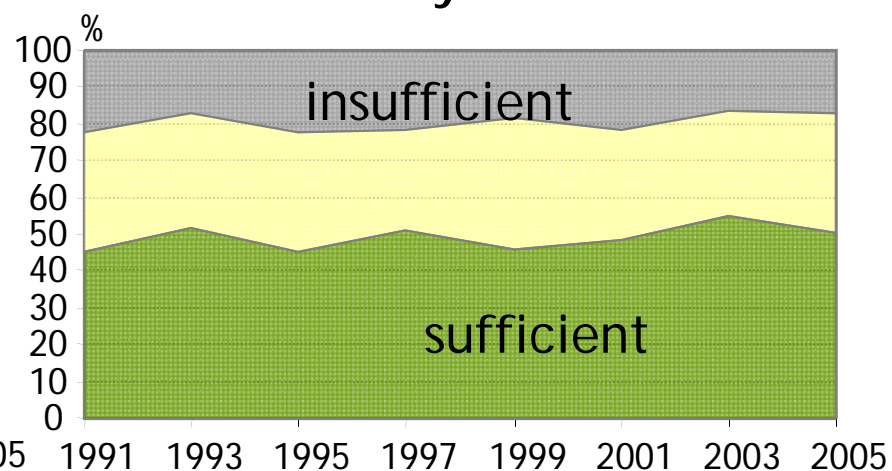
Sufficiency of LTPA among youth: 1991 - 2005

12-y

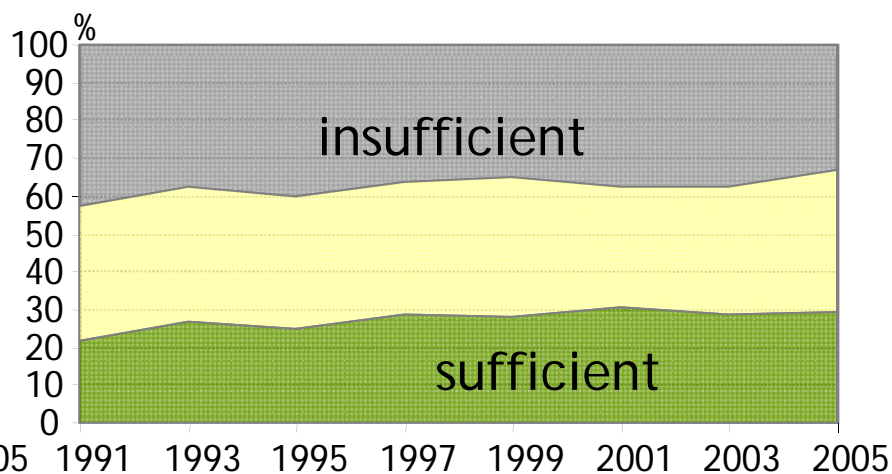
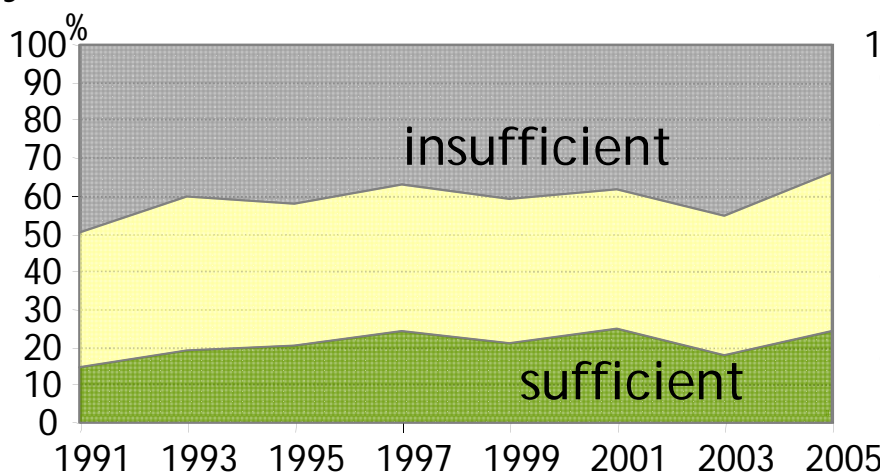
Girls



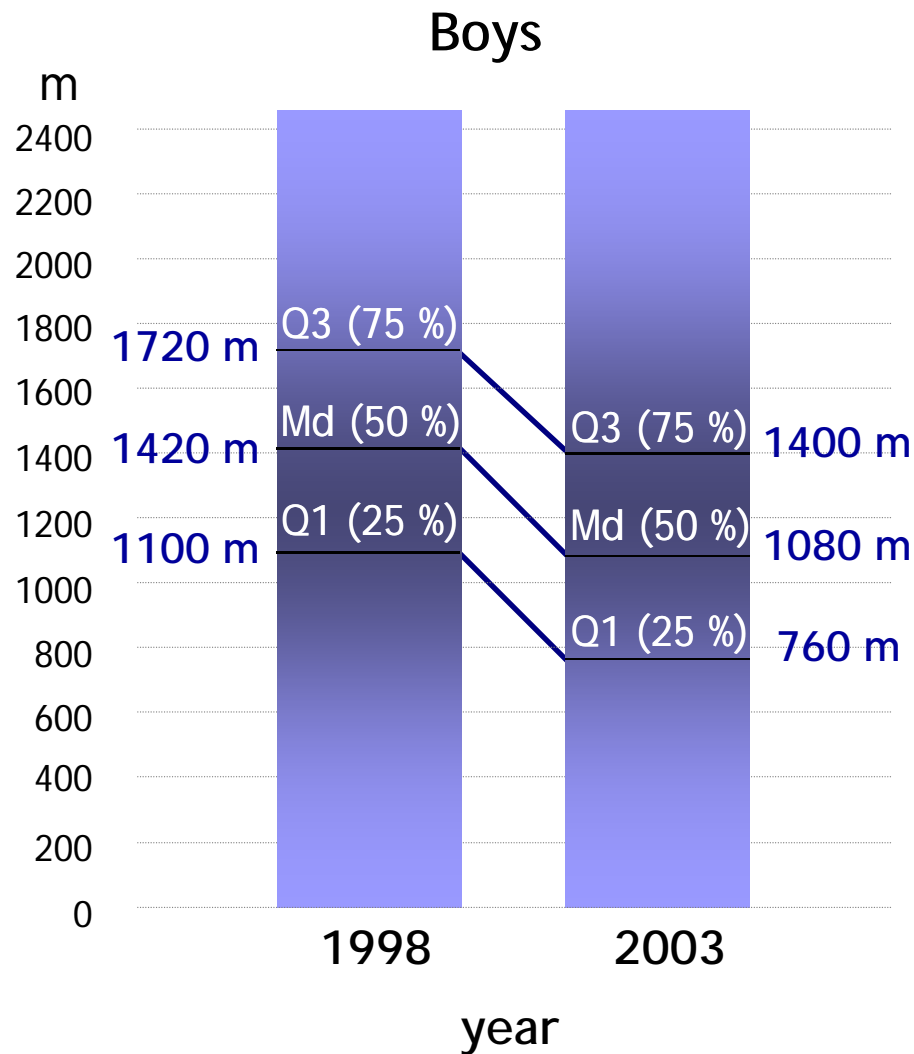
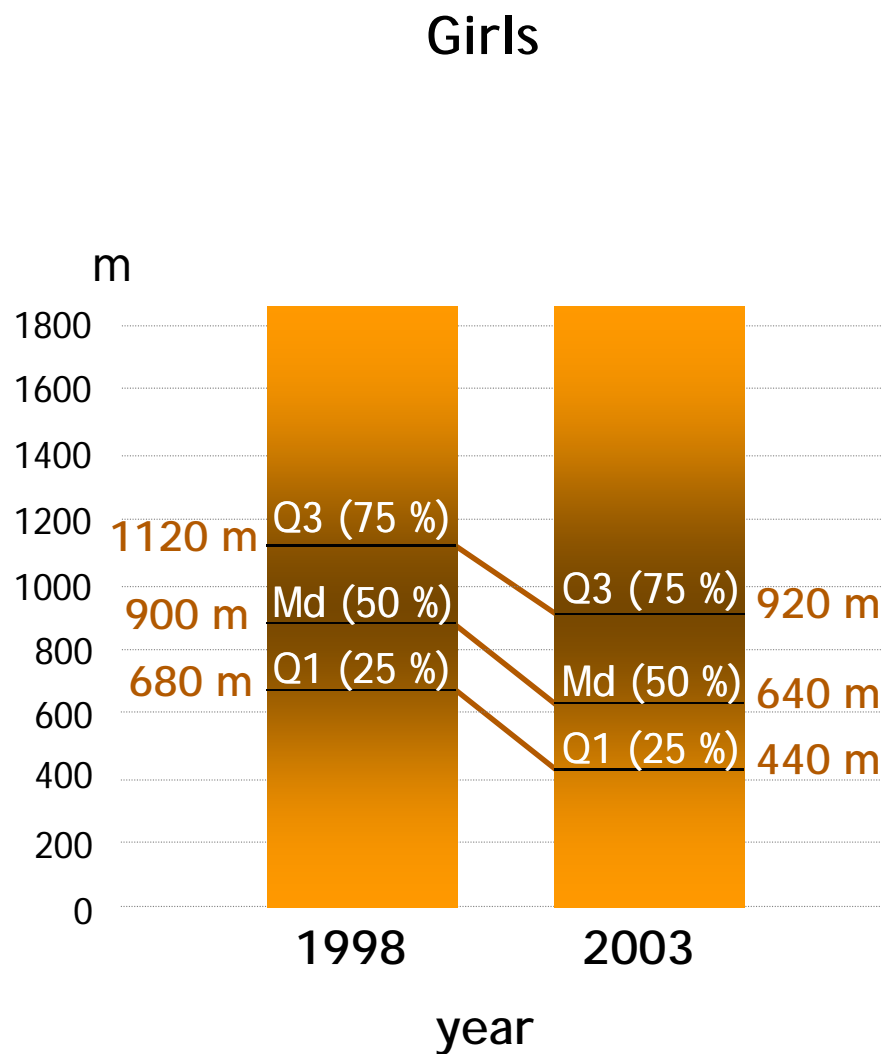
Boys



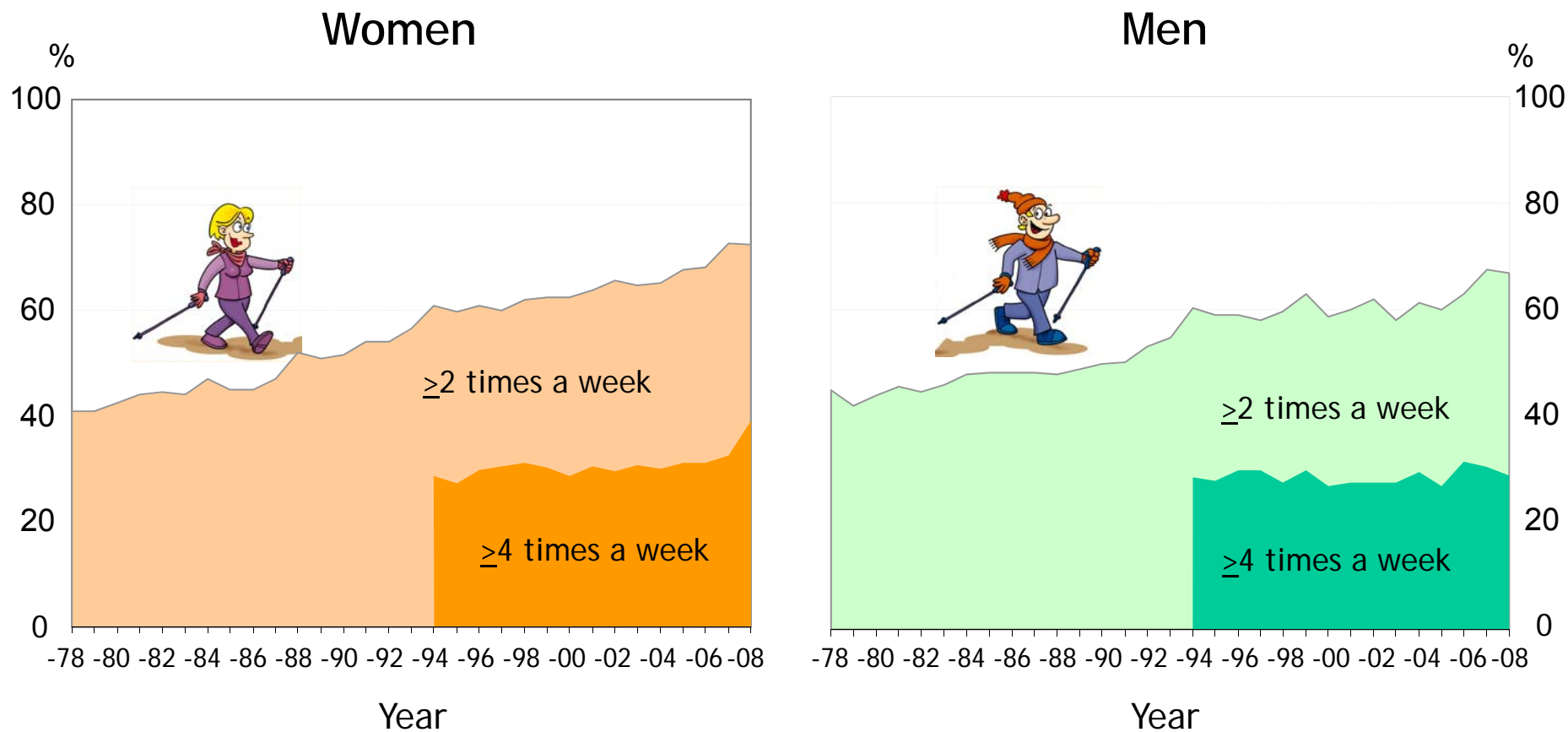
18-y



Endurance shuttle-run in 9-grade boys and girls, medians 75 % and 25 %: 1998 and 2003

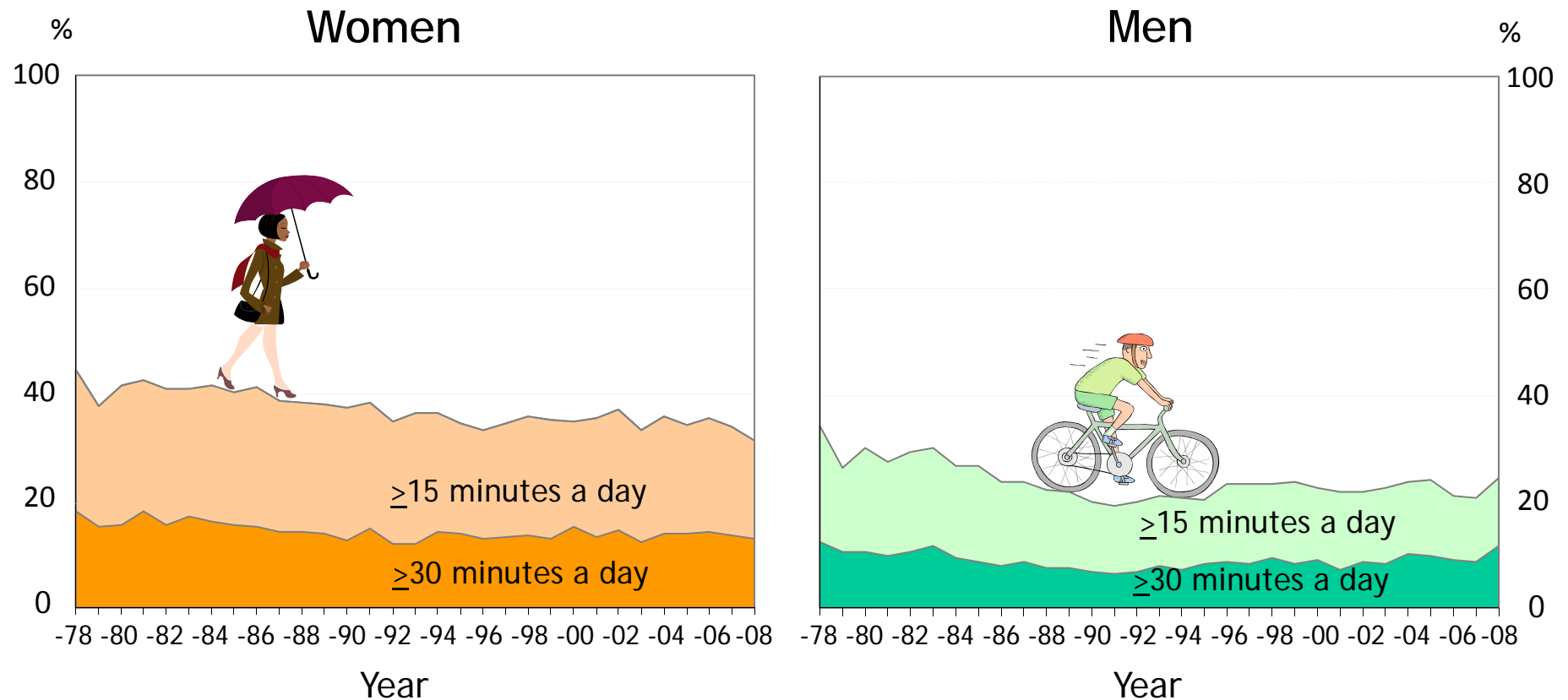


Proportion of those among 15-64-year-olds who pursue leisure time physical activities for least 30 min at least 2 and at least 4 times a week in 1978 - 2008



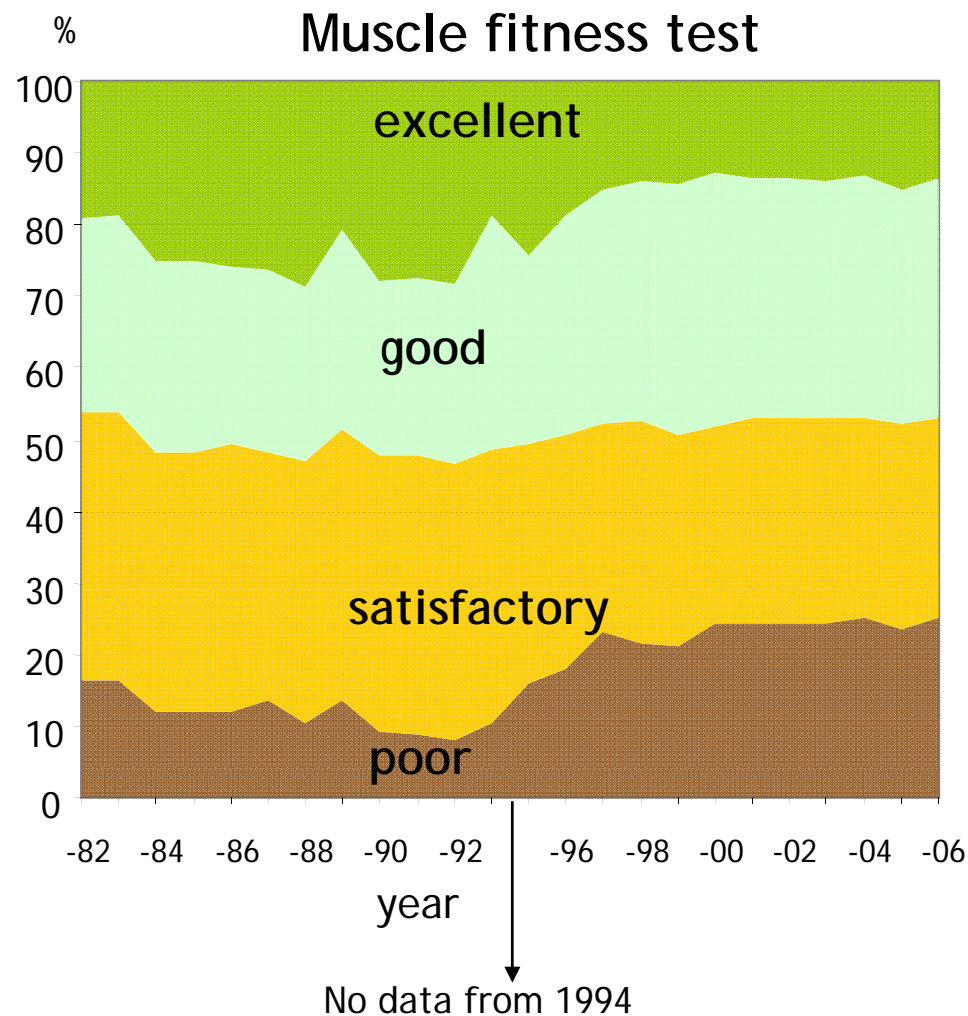
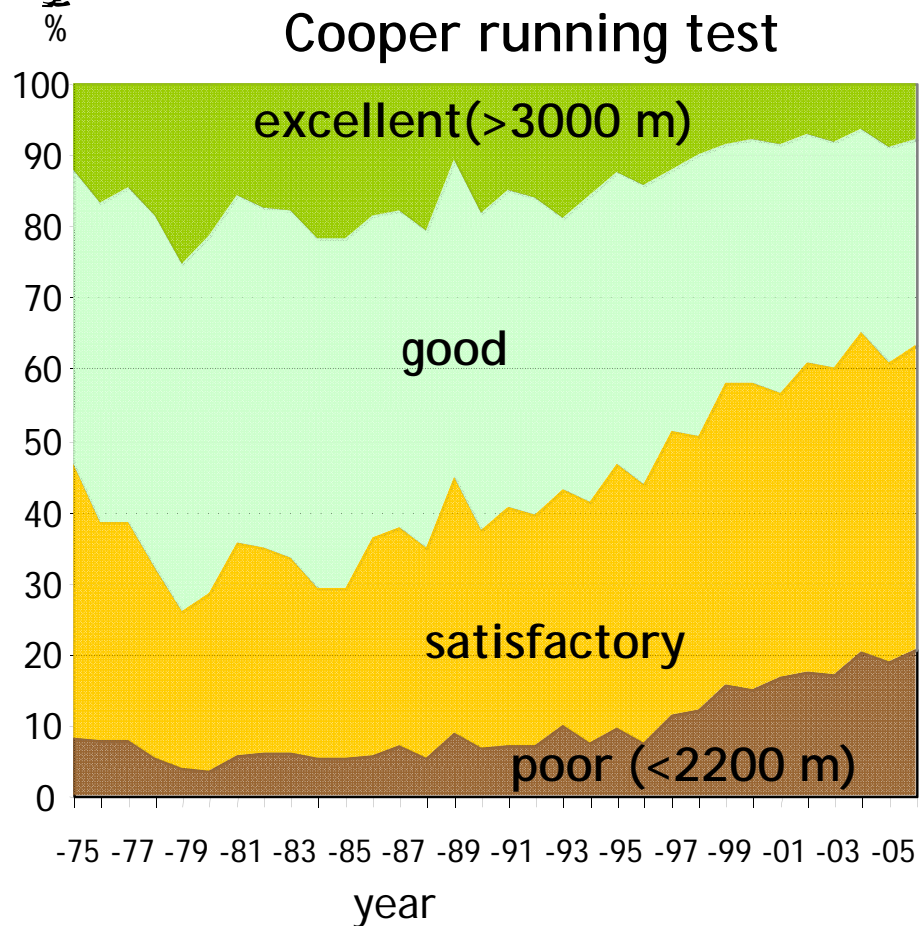
Source: Health Behaviour and Health among Finnish Adult Population 1978 - 2008 (National Institute for Health and Welfare)

Proportion of those among 15-64-year-olds who spend at least 15 minutes and at least 30 minutes a day walking or cycling to and from work in 1978 - 2008

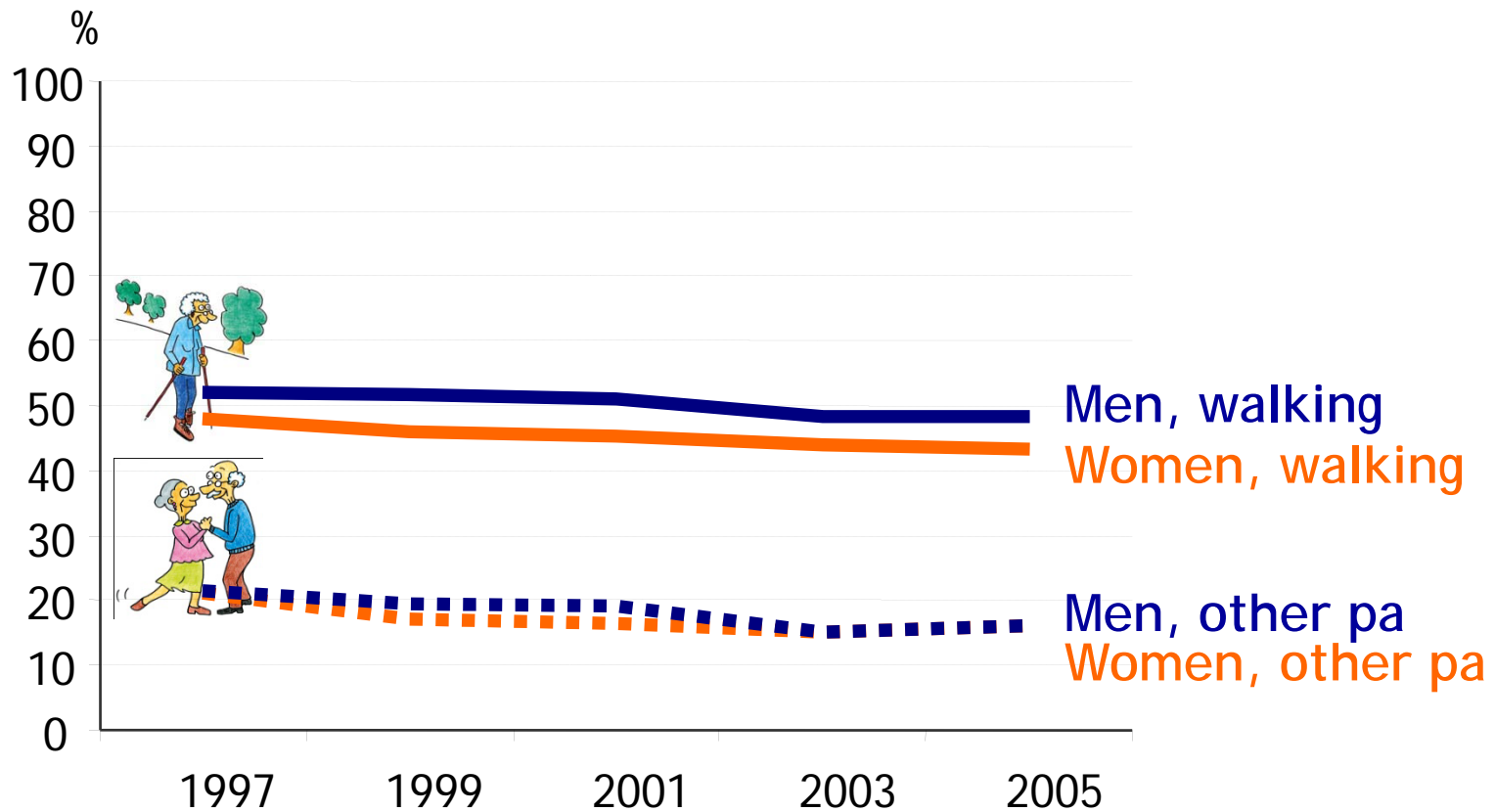


Source: Health Behaviour and Health among Finnish Adult Population 1978 - 2008 (National Institute for Health and Welfare)

Results (%) of Cooper-test and muscle fitness test among Finnish conscripts: 1982 - 2006



Daily pa among 65-84 y old: 1997-2005



Eurobarometer on Sport and Physical Activity (2010)

- Exercise and sport: \geq once a week
 - Finland 72 %
 - Sweden 72 %
 - Denmark 64 %
 - Austria 38 %
- Other physical activity: \geq 5 times a week
 - Latvia 44 %
 - Denmark 43 %
 - Netherlands 43 %
 - Finland 29 %
 - Austria 15 %

Lessons learned and future directions (1)

- government level commitment to hepa promotion crucial →
- hepa promotion evidence-based but funding for research insufficient →
- promotional approaches too general to meet needs of different audiences →
- cross-sectorial collaboration working well
- issue updated Government Resolutions for hepa promotion
- increase funding for relevant hepa research and development
- seek new models to target day care centres, schools, workplaces, primary health care, homes for the elderly

Lessons learned and future directions (2)

- pa not systematically included in urban planning and land use →
- pa messages to public still confusing →
- data on population pa behaviour and its determinants unsystematic →
- create pa-friendly local environments through guidance to municipalities
- issue evidence-based pa recommendations for different target groups
- establish national monitoring system for population hepa and health-related fitness

Summary

- Systematic HEPA promotion in Finland since 1980
- National measures: evidence-base, legislation, policy guidelines, programmes, pa recommendations, organisation, funding
- Population physical activity up, fitness down
- Need targeted promotional models, pa-friendly environments, up-to-date pa recommendations, national monitoring, more money