

## **Promotion of Health Enhancing Physical Activity - the evidence-based approach of the HEPA Europe Framework**

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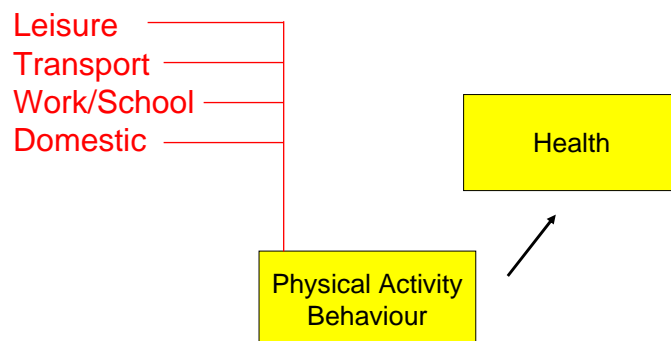
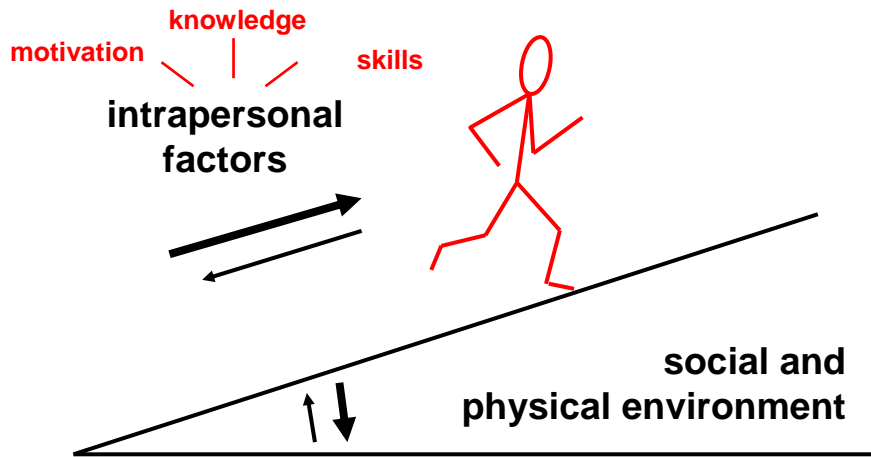
*<sup>2</sup>WHO, European Centre for Environment and Health, Rome Office, Italy*

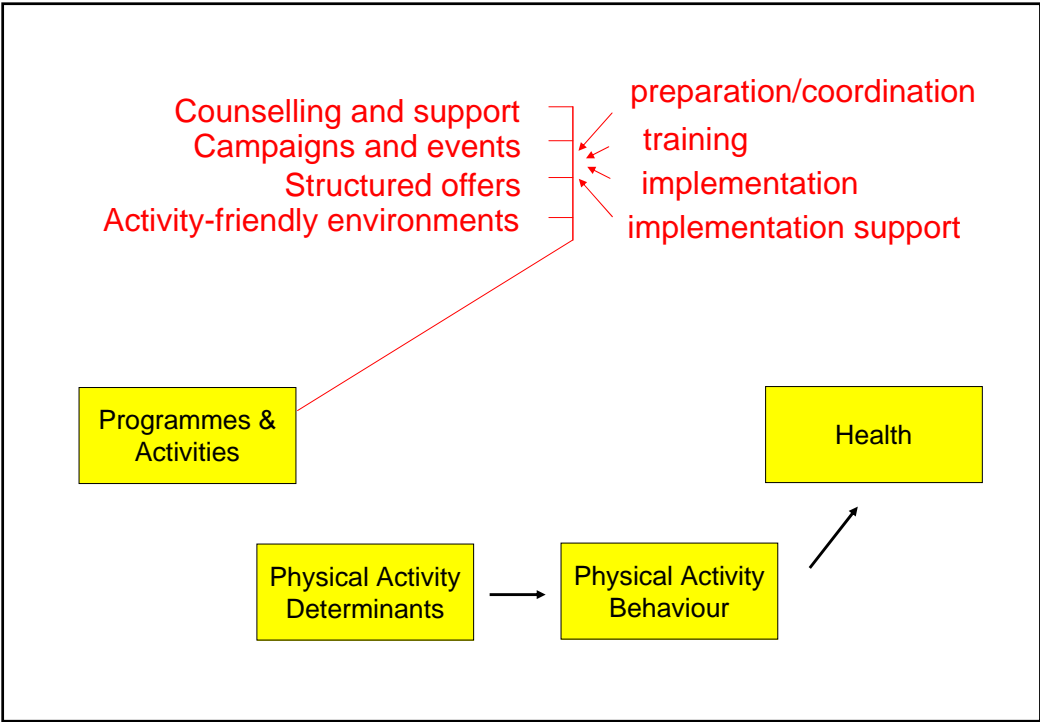
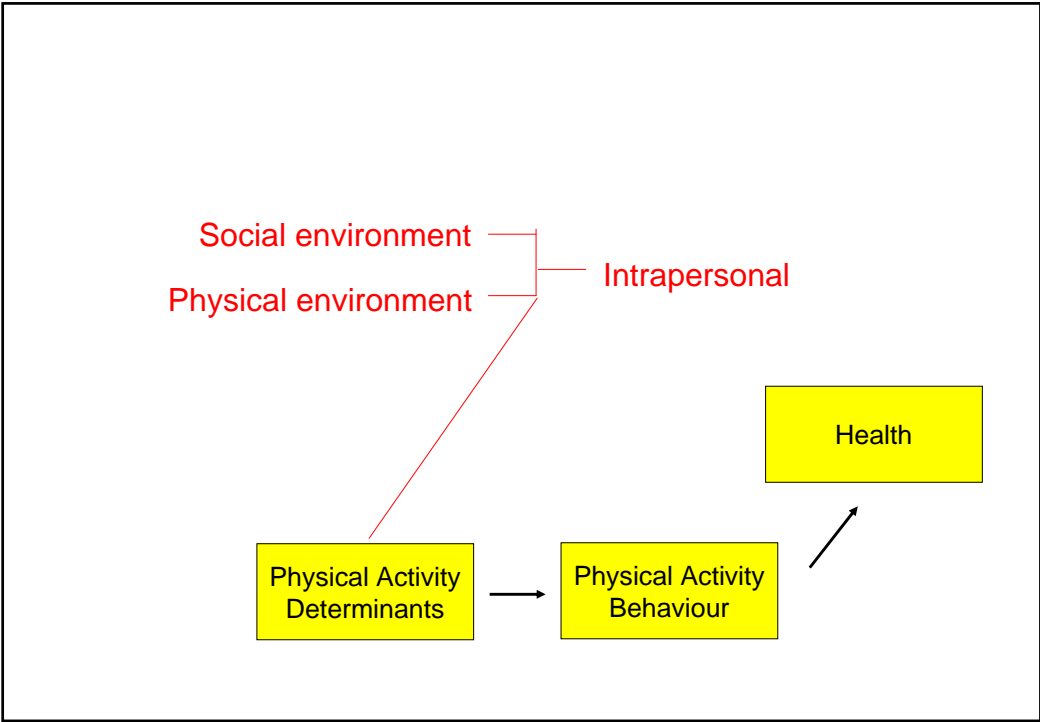
*\*Winfried Banzer, Finn Berggren, Eddy Engelsman, Mari Miettinen, Pekka Oja, Jean-Michel Oppert, Francesca Racioppi, Harry Rutter, Radim Slachta, Michael Sjöström, Mireille van Poppel, Jozica Maucec Zakotnik*

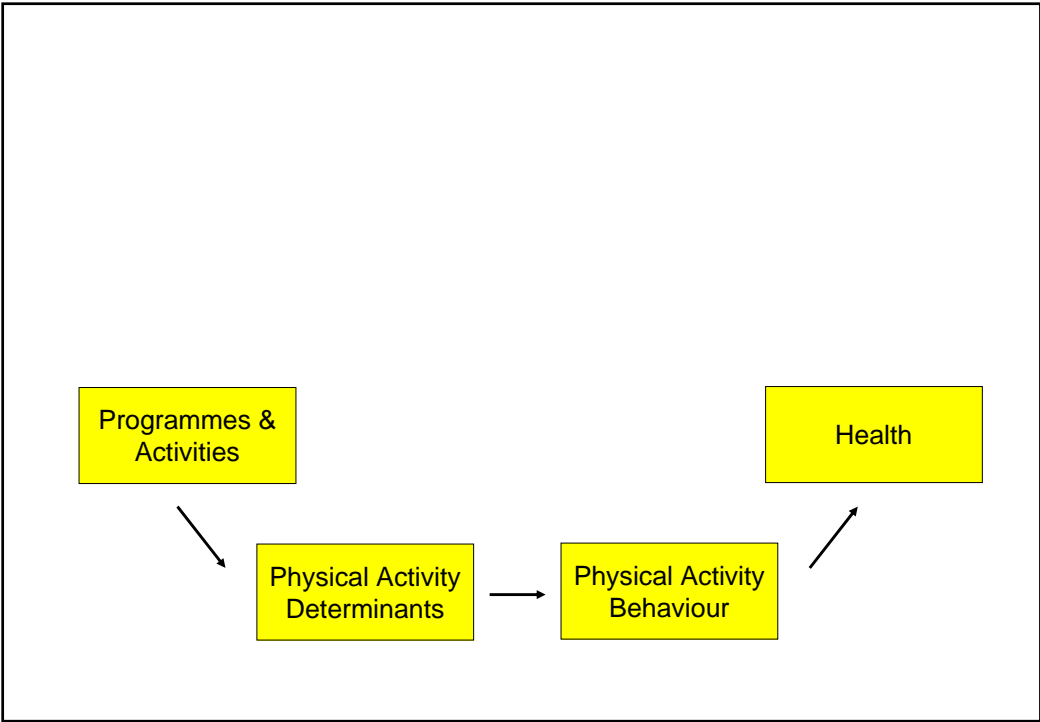
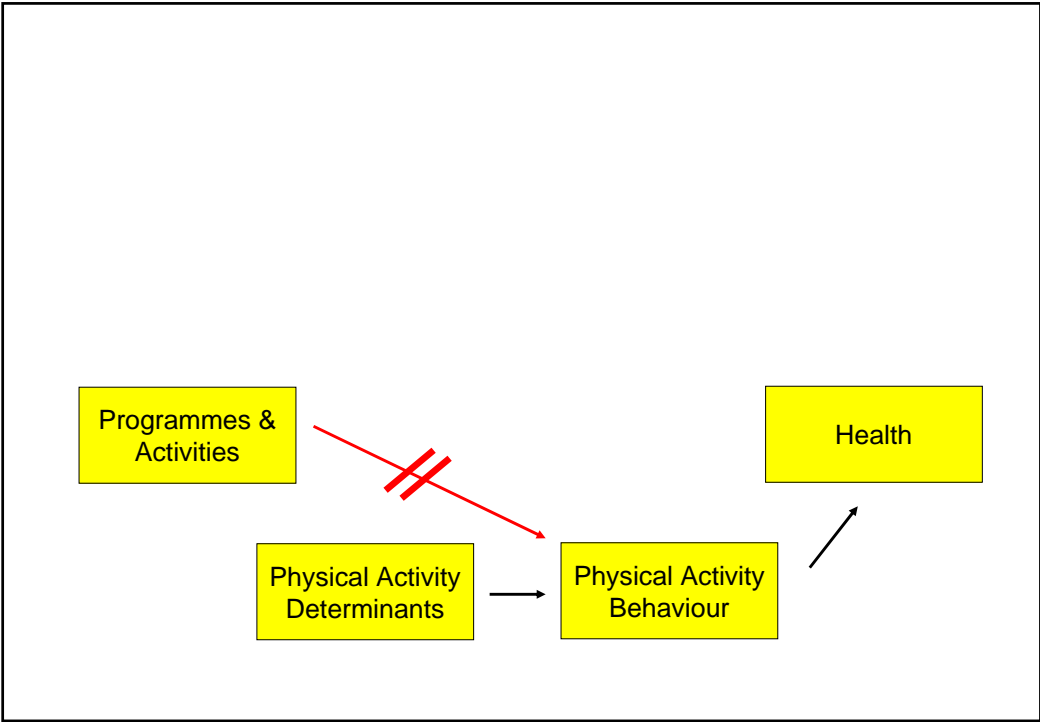
*International Conference Movement and Health, Olomouc, 15.11.2007*

**Why another  
framework or  
another model  
?**

## Determinants of (physical activity) behaviour

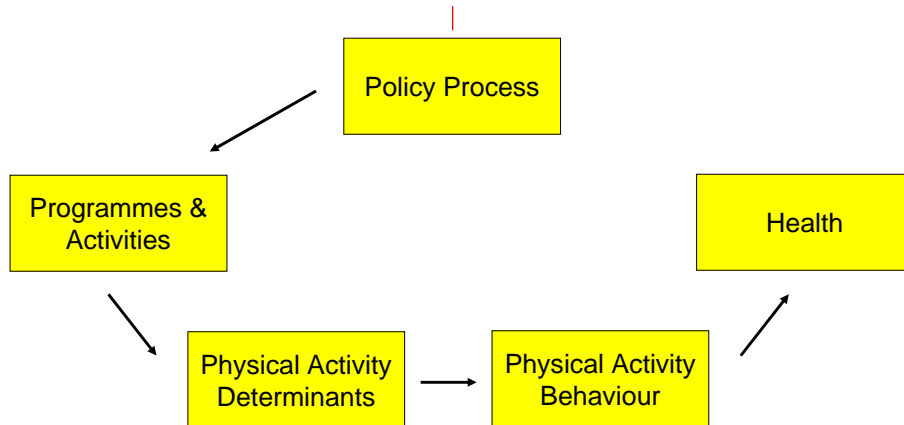




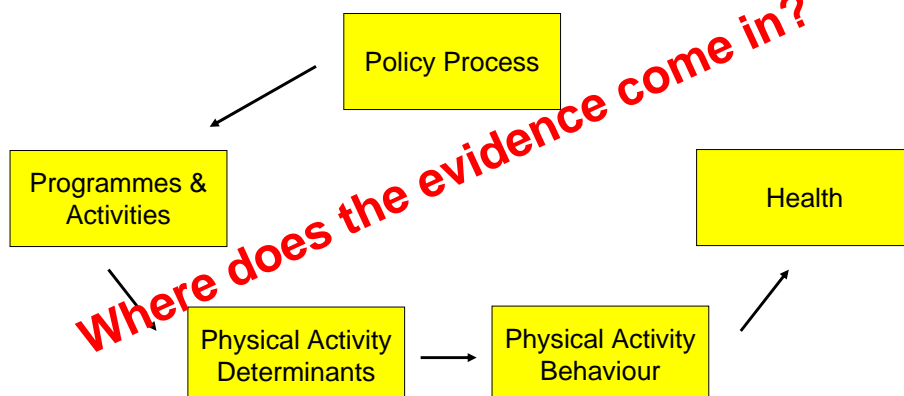


“Policy outcomes are formal written codes, regulations or decisions bearing legal authority, written standards that guide choices; guidelines or unwritten social norms”

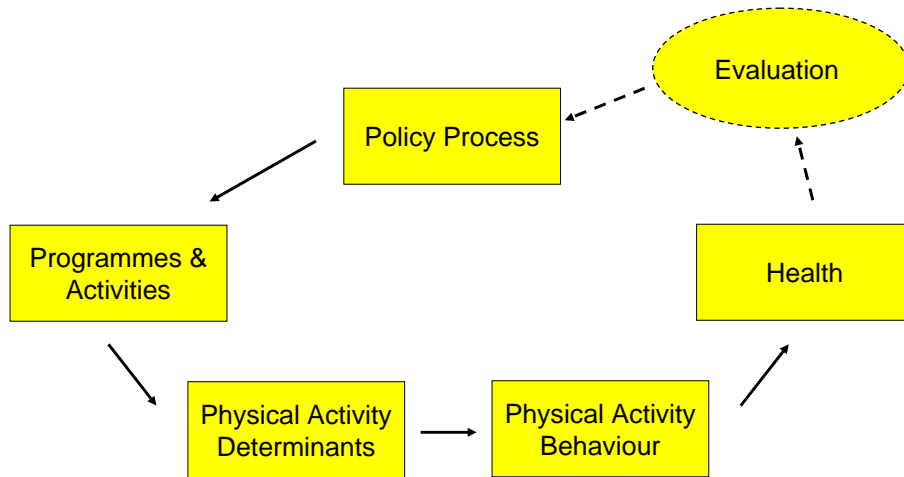
Schmid TL, Pratt M, Witmer L. J Phys Act Health, 2006, 3, S20-S29



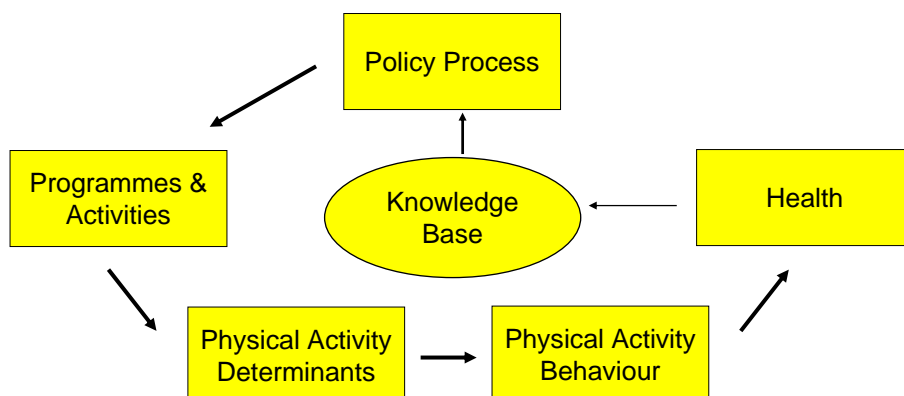
## Framework for HEPA Promotion



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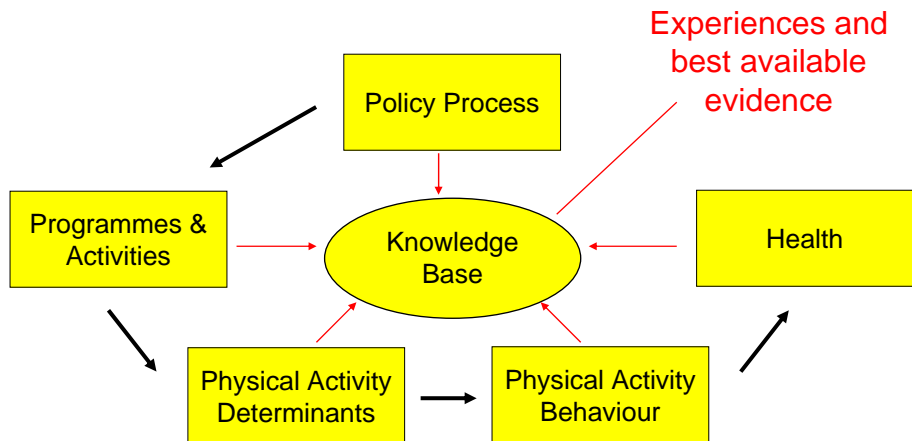


## Framework for evidence-based HEPA Promotion



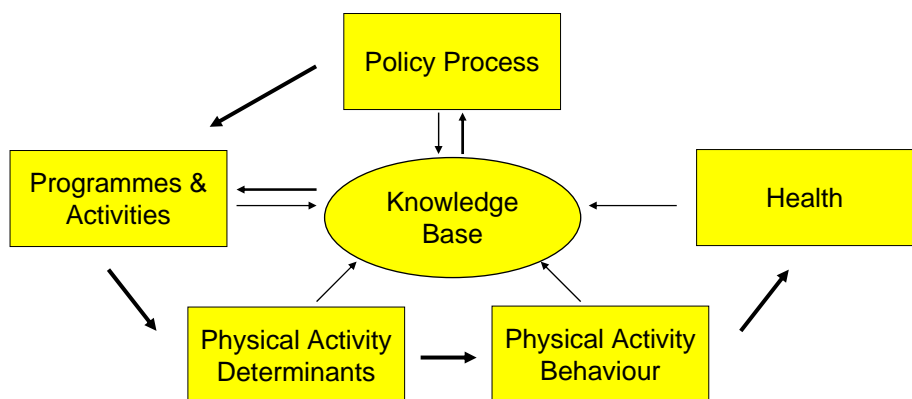
## Framework for evidence-based HEPA Promotion

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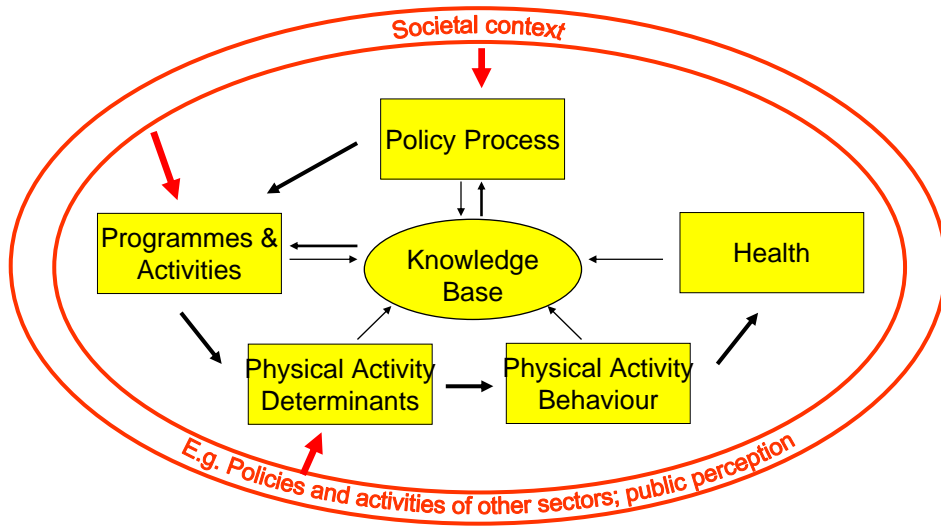


## Framework for evidence-based HEPA Promotion

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# The HEPA Europe Framework





	Main causes	Solutions	
<p><b>1. Which are the main causes that prevent better health through physical activity among all people in Europe?</b></p> <p><b>2. How can these causes be addressed/solved?</b></p>	Non-supportive environments	Involve all stakeholders	
	Lifestyle / values	Align with other priorities	
	Perceptions motivation	Work across sectors, allies, win-win	
	Poor understanding PA	WHO mandate	
	Lack of evidence	PH agenda	
	recognition of benefits	Innovative strategies	
	staff	Financial approaches	
	role in health policy	Educate and advocate	
	coordination	Strengthen evidence base	
	Activities/ stronger voice	"Good practice" champions	
		HEPA Europe	



Base Document for Switzerland


## Health-Enhancing Physical Activity






Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Federal Office of sports  
Swiss Federal Office of Public Health 2016



hepa.ch



Gesundheitsförderung Schweiz  
Promozione Salute Svizzera  
Promozione Salute Svizzera

7

Why physical activity is healthy


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Activity levels in Switzerland

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Factors influencing our activity behaviour

Getting people to be more active



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## Conclusions

- HEPA Europe Framework developed for communication to decision makers and wider audience on principles and mechanisms of promotion of health-enhancing physical activity
- Applied in the development of an impact model for HEPA Europe
- Applied in HEPA communication material and in development of National Programme on Diet, Physical Activity and Health in Switzerland
- Generally welcomed by physical activity promotion experts, stakeholders on different professional levels, experts from general health promotion and sports