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

Prospects for promoting physical activity among children – Perspektiven der Bewegungs-förderung von Kindern

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

Conference "Active Cities – Active Children", Stuttgart, 01.10.2010

Prospects for PA promotion among children

- **The public health rationale for PA promotion**
- **Recommendations and guidelines**
- **The role of settings and target groups**
- **The role of communities and local approaches**
- **Outlook – PA promotion and the economical crisis**

CDC. Physical activity and health: a report of the Surgeon General. Atlanta (GA), US Department of Health and Human Services, Centers for Disease Control and Prevention, 1996.

www.cdc.gov/nccdphp/sgr/sgr.htm

First studies mentioned in Surgeon General's Report

Physical activity and cardiovascular disease

Morris JN, Heady JA, Raffle PAB, Roberts CG, Parks JW. Coronary heart disease and physical activity of work. Lancet 1953;2:1111–1120.

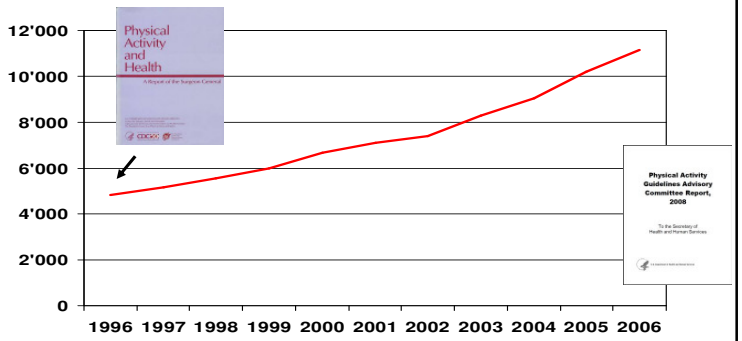
Physical activity and cancer

Polednak AP. College athletes, body size, and cancer mortality. Cancer 1976;38:382–387.

CDC. Physical activity and health: a report of the Surgeon General. Atlanta (GA), US Department of Health and Human Services, Centers for Disease Control and Prevention, 1996.

Physical activity related publications in the Pubmed database

MeSH terms „physical activity“ OR „exercise“ OR „sport“ OR „sports“



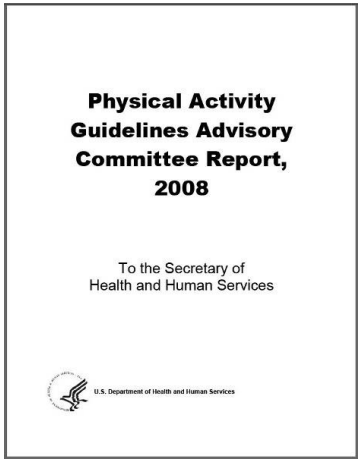
www.pubmed.org, 22.08.2007

Basis for 2008 US and 2010 WHO recommendations

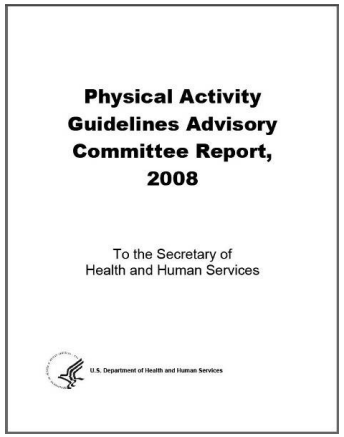
683 pages

Physical Activity Guidelines Advisory Committee. Physical Activity Guidelines Advisory Committee Report, 2008. Washington, DC: U.S. Department of Health and Human Services, 2008.

www.health.gov/paguidelines



Overall Benefits of Physical Activity on Health



„Very strong scientific evidence based on a wide range of well-conducted studies shows that physically active people have higher levels of health-related fitness, a lower risk profile for developing a number of disabling medical conditions, and lower rates of various chronic diseases than do people who are inactive.“

Health benefits of physical activity in adults

↑ Life expectancy	↓ Coronary heart disease
↑ Cardiorespiratory fitness	↓ High blood pressure
↑ Muscular fitness	↓ Stroke
↑ Healthy body mass	↓ Diabetes type II
↑ Healthy body composition	↓ Metabolic syndrome
↑ Bone health	↓ Colon cancer
⇧ Sleep quality	↓ Breast cancer
⇧ Health-related quality of life	↓ Depression

Additionally in older adults:

↑ Functional health	↓ Risk of falling
↑ Cognitive function	

↑ *strong evidence*
⇧ *modest evidence*

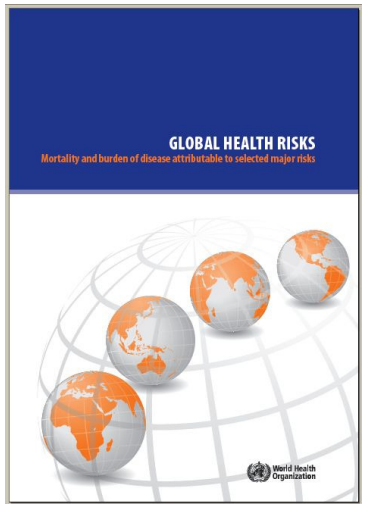
Physical Activity Guidelines Advisory Committee. Physical Activity Guidelines Advisory Committee Report, 2008. Washington, DC: U.S. Department of Health and Human Services, 2008.

Health benefits of physical activity in children

- ↑ Physical fitness
  - ↑ Cardiorespiratory endurance
  - ↑ Muscular strength
- ↑ Health status
  - ↑ Favourable cardio-vascular risk profile
  - ↑ Favourable metabolic disease risk profile
  - ↑ Bone health
- ↓ Body fatness
- ↓ Anxiety symptoms
- ↓ Depression symptoms

↑ *strong evidence*
⇧ *modest evidence*

Physical Activity Guidelines Advisory Committee. Physical Activity Guidelines Advisory Committee Report, 2008. Washington, DC: U.S. Department of Health and Human Services, 2008.



2009

Figure 1: The causal chain. Major causes of ischaemic heart disease are shown. Arrows indicate some (but not all) of the pathways by which these causes interact.

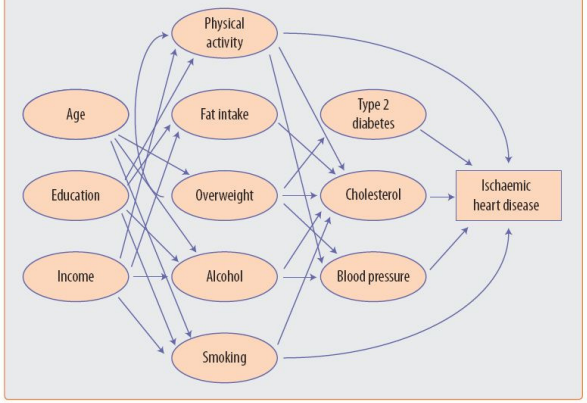
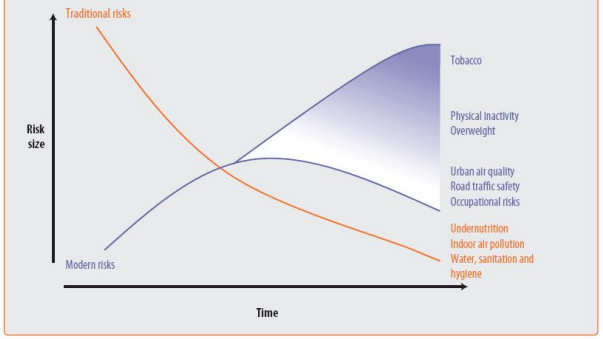
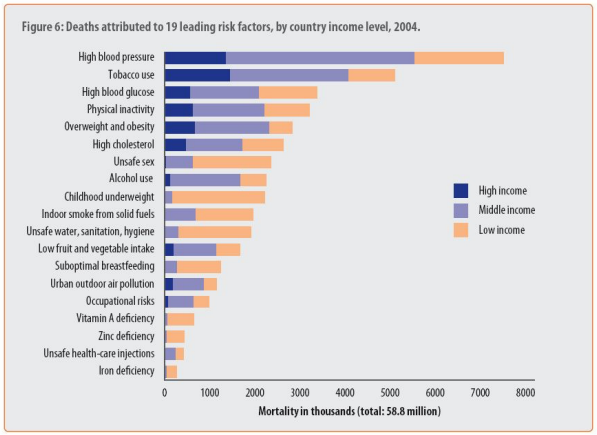


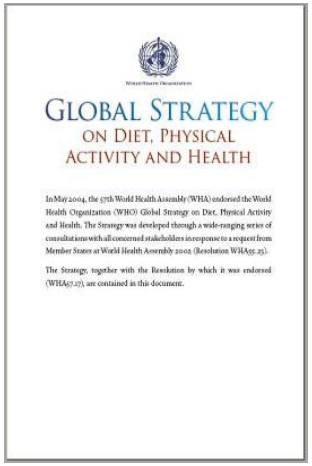
Figure 2: The risk transition. Over time, major risks to health shift from traditional risks (e.g. inadequate nutrition or unsafe water and sanitation) to modern risks (e.g. overweight and obesity). Modern risks may take different trajectories in different countries, depending on the risk and the context.



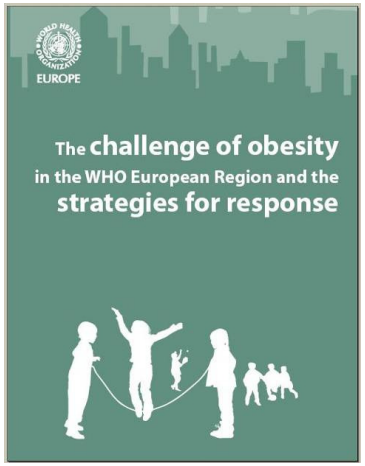


Prospects for PA promotion among children

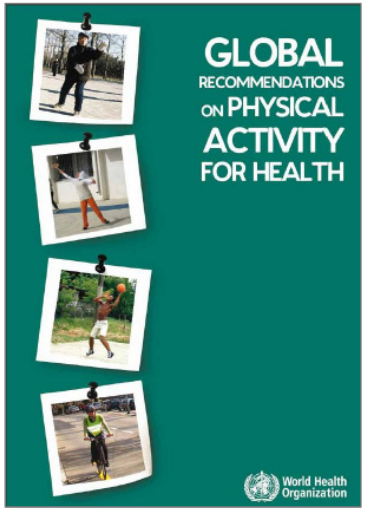
- The public health rationale for PA promotion
  - Good evidence from public health, more to come
  - Need for stronger evidence from other fields
  - Political rationale is not individual motivation!
- Recommendations and guidelines
- The role of settings and target groups
- The role of communities and local approaches
- Outlook – PA promotion and the economical crisis



2004

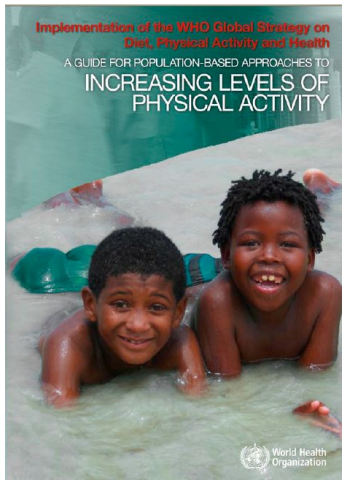


Ministerial conference 2006



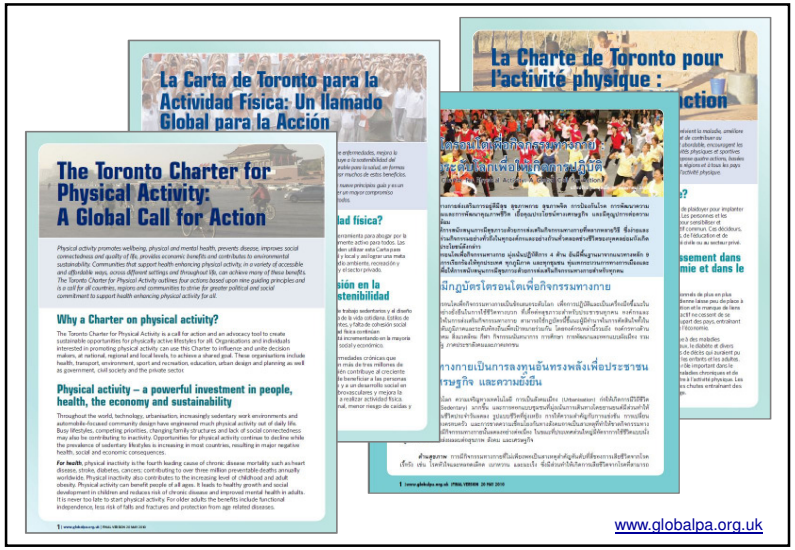
2010

www.who.int/dietphysicalactivity

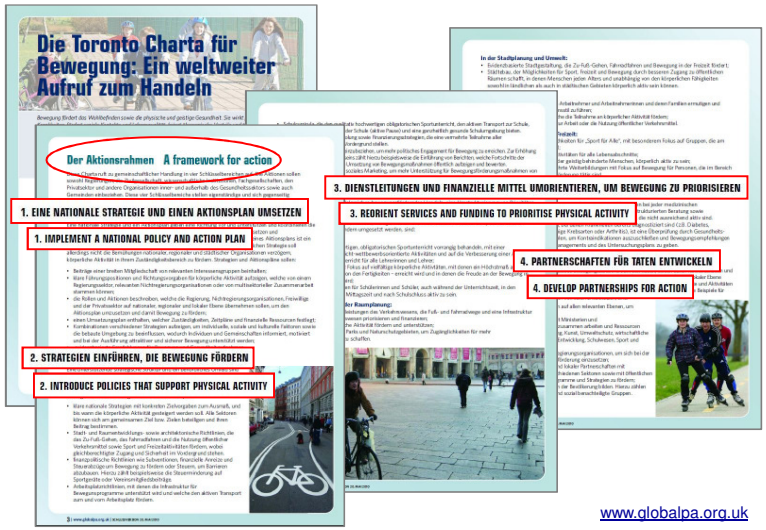


2007

2008



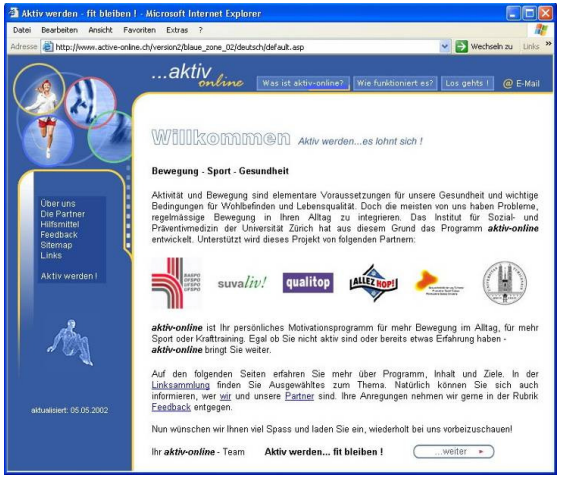
www.globalpa.org.uk



www.globalpa.org.uk

Prospects for PA promotion among children

- The public health rationale for PA promotion
- Recommendations and guidelines
  - Recommendations and policy documents exist
  - Need for practice oriented and specific guidance
- The role of settings and target groups
- The role of communities and local approaches
- Outlook – PA promotion and the economical crisis



www.active-online.ch

JOURNAL OF MEDICAL INTERNET RESEARCH Wanner et al

Original Paper

Effectiveness of Active-Online, an Individually Tailored Physical Activity Intervention, in a Real-Life Setting: Randomized Controlled Trial

Miriam Wanner[1,2], MSc; Eva Martin-Diener[1], MPH; Charlotte Braun-Fahrländer[2], MD; Georg Bauer[3,4], MD, DrPH; Brian W Martin[1,3], MD, MPH

[1]Swiss Federal Institute of Sport Magglingen, Magglingen, Switzerland
[2]Institute of Social and Preventive Medicine, University of Basel, Basel, Switzerland
[3]Institute of Social and Preventive Medicine, University of Zurich, Zurich, Switzerland
[4]Center for Occupational and Organizational Sciences ETH Zurich, Zurich, Switzerland

(J Med Internet Res 2009;11(3):e23) doi:10.2196/jmir.1179

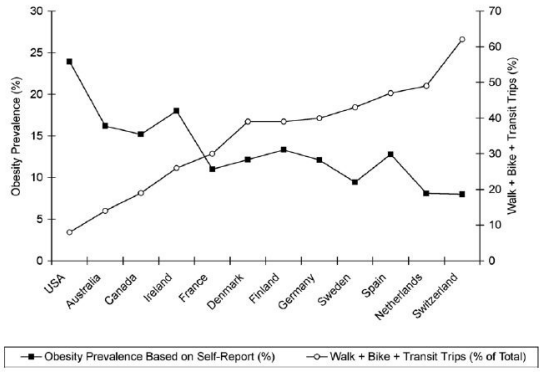
ACSM Annual Meeting
Baltimore, Maryland USA

World Congress on Exercise is Medicine
Baltimore, Maryland USA

"Calling on physicians to assess and review every patient's physical activity program at every visit"

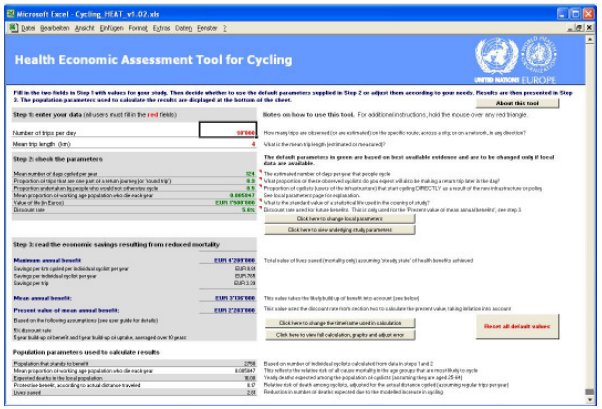
ACSM'S 57TH ANNUAL MEETING AND WORLD CONGRESS ON EXERCISE IS MEDICINE™ JUNE 1-5, 2010 • BALTIMORE, MARYLAND

Walking, Cycling, and Obesity Rates in Europe, North America, and Australia



Bassett DR, Pucher J, Buehler R, Thompson DL, Crouter SE. J Phy Act Health 2008, 5: 795-814.

The Health Economic Assessment Tool HEAT for Cycling



www.euro.who.int/hepa

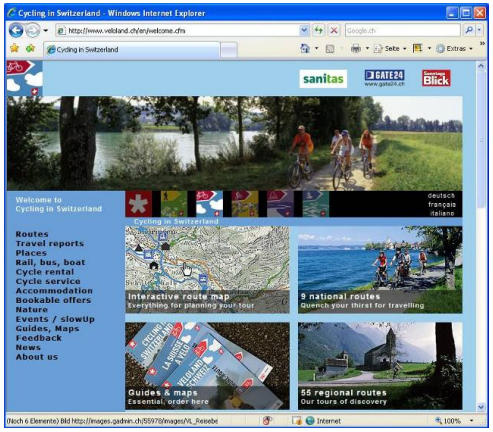
The Health Economic Assessment Tool HEAT for Cycling

Step 1: enter your data (all users must fill in the red fields)	
Number of trips per day	10'000
Mean trip length (km)	4

Step 2: check the parameters	
Mean number of days cycled per year	124
Proportion of trips that are one part of a return journey (or 'round trip')	0.9
Proportion undertaken by people who would not otherwise cycle	0.5
Mean proportion of working age population who die each year	0.005847
Value of life (in Euros)	EUR 1'500'000
Discount rate	5.0%

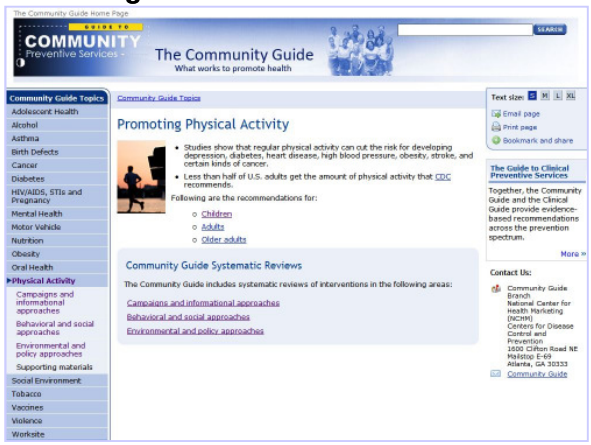
Population parameters used to calculate results	
Population that stands to benefit	2750
Mean proportion of working age population who die each year	0.005847
Expected deaths in the local population	16.08
Protective benefit, according to actual distance traveled	0.17
Lives saved	2.81

Cycling in Switzerland as part of SwitzerlandMobility



www.euro.who.int

PA promotion guidance based on international evidence



www.thecommunityguide.org/pa

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- **Recommendations and guidelines**
- **The role of settings and target groups**
  - **Settings are where PA promotion takes place**
  - **The community is an absolutely essential setting**
  - **Approaches can span several settings**
- **The role of communities and local approaches**
- **Outlook – PA promotion and the economical crisis**

Annual Conference & Meeting of HEPA Europe
Palacky University
Olomouc
Czech Republic
24.-26.11.10

www.euro.who.int/hepa

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- **Finn Berggren**, Gerlev PE and Sports Academy, Denmark
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- **Maarten 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
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- **Tommi Vasankari**, UKK Institute, Tampere, Finland
- *Observer: Fiona Bull, GAPA*
- *Observer: Eddy Engelsman, WHO Headquarters*
- *Technical support: Sonja Kahlmeier, University of Zurich, Switzerland*

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To be recruited
Technical officer
Rome

Cooperation with
Lideke Middelbeek
Technical officer
WHO Copenhagen

Access to other WHO programmes and activities

Francesca Racioppi
Acting director
WHO Rome office
Member of HEPA Europe Steering Committee

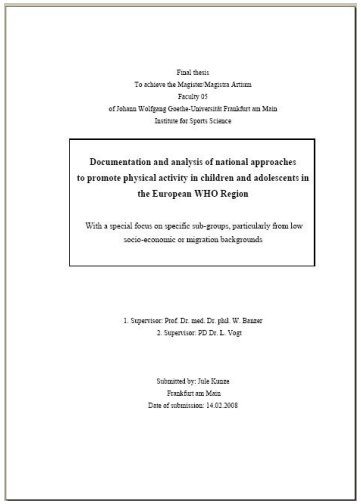
Technical and secretarial support from University of Zurich

Helena Shkarubo
Cristina Fumo
Manuela Gallitto
Adminstrative support

Nicoletta Di Tanno
Information outreach

Working group on physical activity and sport promotion in children

www.euro.who.int/hepa



Final thesis
To achieve the Magister/Magistra Artium
Faculty 05
of Johann Wolfgang Goethe-Universität Frankfurt am Main
Institute for Sports Science

Documentation and analysis of national approaches to promote physical activity in children and adolescents in the European WHO Region

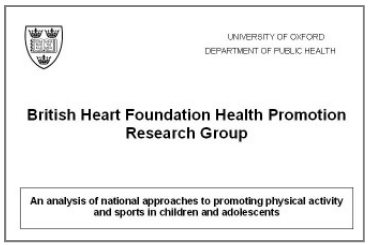
With a special focus on specific sub-groups, particularly from low socio-economic or migration backgrounds

1. Supervisor: Prof. Dr. med. Dr. phil. W. Banzer
2. Supervisor: PD Dr. L. Vogt

Submitted by: Julie Kunze
Frankfurt am Main
Date of submission: 14.02.2008

- **Multi-stage search identified initial list of 135 programmes**
- **32 approaches from European countries identified with information in English or German**
- **Complete information (43 items) on 21 approaches from 12 countries**

Kunze J. Documentation and analysis of national approaches to promote physical activity in children and adolescents in the European WHO Region. Master Thesis. Frankfurt am Main, Johann Wolfgang Goethe-Universität: 2008.



UNIVERSITY OF OXFORD
DEPARTMENT OF PUBLIC HEALTH

British Heart Foundation Health Promotion Research Group

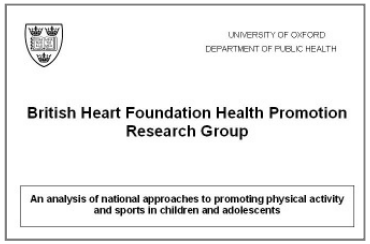
An analysis of national approaches to promoting physical activity and sports in children and adolescents

Charlie Foster	Senior Researcher
Nick Cavill	Research Associate
Paul Kelly	Researcher

www.euro.who.int/hepa

Research questions

- Main strengths and weaknesses?
- Success in reaching population sub-groups?
- Structural integration, potential for sustainable impact?
- Ability to contribute to physical activity promotion?
- Lessons learned?
- How do lessons apply to future and existing programmes?



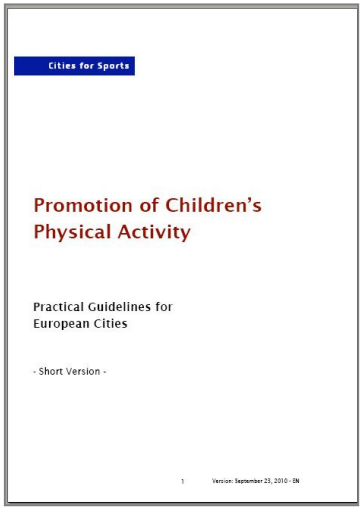
Programmes analysed

- Beweegkriebels
  The Netherlands
- Handshake with Sport
  Sweden
- Kampagne Kinderturnen - Kinderturn-Test
  Germany
- Move with Us
  Spain
- Sports Adventure around the Globe
  Finland
- Youth and Sports
  Switzerland

www.euro.who.int/hepa

Prospects for PA promotion among children

- **The public health rationale for PA promotion**
- **Recommendations and guidelines**
- **The role of settings and target groups**
  - **Settings are where PA promotion takes place**
  - **The community is an absolutely essential setting**
  - **Approaches can span several settings**
  - **Children are a very important target group**
  - **Guidance and exchange of experiences is needed**
- **The role of communities and local approaches**
- **Outlook – PA promotion and the economical crisis**



Local seed money projects Switzerland

Local seed money projects

- Community level physical activity promotion projects, financially supported by funds from the national level
- Successful in national physical activity programmes in Finland and England (~ 500-1000 US$/project)
- Opportunity for Swiss physical activity campaign planned for 2000

Local seed money projects Switzerland

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

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

Local seed money projects Switzerland 2000-2002

- Original objectives were not met, duration changed from ½ year to 2 years
- Still only 19'500 Swiss Francs out of 55'000 distributed
- Financial support appreciated, all other support hardly used
- The need for evaluation was not understood
  - Many projects did not collect second 500 Francs because they did not send in the final questionnaire
  - Only minority of projects took part in further quality control and only in most rudimentary way

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

Prospects for PA promotion among children

- **The public health rationale for PA promotion**
- **Recommendations and guidelines**
- **The role of settings and target groups**
- **The role of communities and local approaches**
  - **International and national level can provide policy and strategic support and additional funding**
  - **PA promotion takes place at the local level, local experiences are what counts**
  - **For local experiences to be used widely, structures for exchange of experiences are needed**
- **Outlook – PA promotion and the economical crisis**

Outlook

- **Quantification of health effects of physical activity and the extent of physical inactivity has only begun**
- **Stronger evidence for physical activity promotion will emerge from other fields**
- **Demographic change and technological developments will further increase the importance of PA promotion**
- **Further alliances are possible for PA promotion**
- **The political process is usually not a continuous and only seldom a smooth one**

→ **have your evidence and your tools ready when a window of opportunity opens up**