



University of Zurich

Institute of Social and Preventive Medicine

# PAPRICA – Physical Activity Promotion in Primary Care – The Approach of Switzerland

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Physical Activity and Health Unit

*Cvahtetovi Dnevi Javnega Zdravja in Kongres Sportne Rekreacije  
Ljubljana, 05.10.12*

## THE LANCET

**BBC NEWS**

TOP STORIES

**Inactivity 'as deadly as smoking'**

18. Juli 2012 10:14



By Nick Triggle  
Health correspondent, BBC News

A lack of exercise is now causing as many deaths as smoking across the world, a study suggests.

The report, published in the Lancet to coincide with the build-up to the Olympics, estimates that about a



**Blick**

Genesheit

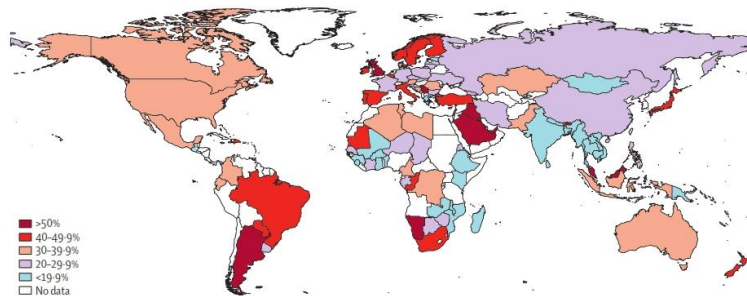
**Körperliche Inaktivität tötet jährlich fünf Millionen Menschen**

London - Ein Drittel der erwachsenen Weltbevölkerung ist körperlich inaktiv. Dieser «Cause-Parole» Lebensstil...

Wie viele am Mittwoch von der britischen Fachzeitschrift «The Lancet» veröffentlichte Studie berichtet, sind etwa zehn Prozent der Todesfälle weltweit auf mangelnde körperliche Betätigung zurückzuführen. Dies entspricht den Furchen um 1,66 Millionen Menschen über 15 Jahren hinweg sich nicht bewegen, bis dem 15. bis 19. Jährigen wenn es sogar vier vorlauf.

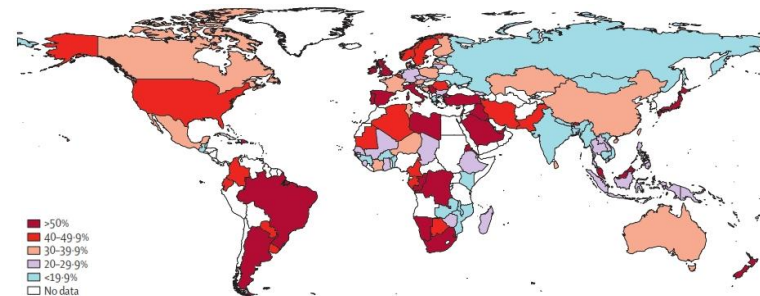
[www.thelancet.com/series/physical-activity](http://www.thelancet.com/series/physical-activity)

## Physical inactivity in men 15+ years



Hallal PC, Andersen LB, Bull FC, Guthold R, Haskell W, Ekelund U, for the Lancet Physical Activity Series Working Group. Physical Activity 1 - Global physical activity levels: surveillance progress, pitfalls, and prospects. Lancet. 2012 Jul 21;380(9838):247-57.

## Physical inactivity in women 15+ years



Hallal PC, Andersen LB, Bull FC, Guthold R, Haskell W, Ekelund U, for the Lancet Physical Activity Series Working Group. Physical Activity 1 - Global physical activity levels: surveillance progress, pitfalls, and prospects. Lancet. 2012 Jul 21;380(9838):247-57.

**4. Primary health care systems**

**5. Public education**

**6. Integrated community-wide programmes**

**7. „Sport for all“ systems and programmes**

**3. Urban design regulations and infrastructure**

**2. Transport policies and systems**

**1. „Whole-of-school“ programmes**

Whole-of-community approaches where people live, work and recreate have the opportunity to mobilize large numbers of people.

GAPA, a council of the International Society for Physical Activity and Health ISPAH  
[www.globalpa.org.uk](http://www.globalpa.org.uk)

## + PA promotion in primary care

- Since 1990s development of interventions based on international experiences, but adapted to local situation
  - ➔ Good acceptance in patients, GPs and other primary care staff

Leben in Bewegung  
Ärztinnen und Ärzte für Umweltschutz

Märki A, Bauer GB, Angst F, Nigg CR, Gillmann G, Gerhing TM. Systematic counselling by general practitioners for promoting physical activity in elderly patients: a feasibility study. *Swiss Med Wkly* 2006; 236: 482-488.

Allenspach EC, Handschin M, Kutlar Joss M, Hauser A, Nüscherer M, Grize L, Braun-Fahrlander C. Patient and physician acceptance of a campaign approach to promoting physical activity: the "Move for Health" project. *Swiss Med Wkly*. 2007 May 19;137(19-20):292-9.

Bize R, Surbeck R, Padlina O, Peduzzi F, Cornuz J, Martin B. Promotion of physical activity in the primary care setting: The situation in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2008; 56 (3): 112-116.

## + PA promotion in primary care

- Since 1990s development of interventions based on international experiences, but adapted to local situation
  - ➔ Good acceptance in patients, GPs and other primary care staff
  - ➔ Indications for effectiveness

Leben in Bewegung  
Ärztinnen und Ärzte für Umweltschutz

Jimmy G, Martin BW. Implementation and effectiveness of a primary care based physical activity counselling scheme. *Patient Educ Couns* 2005; 56(3): 323-31

Märki A, Bauer GF, Nigg CR, Conca-Zeller A, Gehring TM. Transtheoretical model-based exercise counselling for older adults in Switzerland: Quantitative results over a 1-year period. *Soz Präventivmed*. 2006;51(5):273-80.

Sabtia Z, Handschin M, Kutlar Joss M, Allenspach EC, Nüscherer M, Grize L, C Braun-Fahrlander C. Evaluation of a physical activity promotion program in primary care. *Family Practice* 2010; 0:1-6.

## + PA promotion in primary care

- Since 1990s development of interventions based on international experiences, but adapted to local situation
  - ➔ Good acceptance in patients, GPs and other primary care staff
  - ➔ Indications for effectiveness
  - ➔ But: difficulty to recruit primary care partners

Leben in Bewegung  
Ärztinnen und Ärzte für Umweltschutz

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## PA promotion in primary care

- **Development of professional communication materials and procedures for large scale implementation**
- **Based on existing experiences, expert opinion, qualitative and quantitative research**

Schmid M, Egli K, Martin BW, Bauer G. Health promotion in primary care: evaluation of a systematic procedure and stage specific information for physical activity counselling. *Swiss Med Wkly* 2009; 139 (45-46): 665-671.

Bize R, Surbeck R, Padlina O, Peduzzi F, Cornuz J, Martin B. Promotion of physical activity in the primary care setting: The situation in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2008; 56 (3), 112-116.

Originalartikel

97

Raphaël Bize<sup>a,b</sup>, Jacques Cornuz<sup>b</sup>, Brian Martin<sup>a</sup>

<sup>a</sup> Swiss Federal Office of Sport, Magglingen, Switzerland

<sup>b</sup> Department of Ambulatory Care and Community Medicine, University of Lausanne, Switzerland

### Opinions and Attitudes of a Sample of Swiss Physicians about Physical Activity Promotion in a Primary Care Setting

*Schweizerische Zeitschrift für «Sportmedizin und Sporttraumatologie»* 55 (3), 97-100, 2007

„Barriers to counseling – (...) most important ones: lack of time, competition between the different topics of health promotion and preventive medicine, lack of reimbursement, lack of clear guidelines, lack of knowledge about downstream structures, lack of structural support to facilitate behavioral changes in patients (architectural and in town planning), or physician’s fear to be perceived as a «health moralist» (...)“

Originalartikel

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<sup>a</sup> Swiss Federal Office of Sport, Magglingen, Switzerland

<sup>b</sup> Department of Ambulatory Care and Community Medicine, University of Lausanne, Switzerland

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### Attitudes towards Physical Activity Promotion in Primary Care HEPA survey Switzerland 2004, n=811

„For you, how relevant is your GP’s advice concerning your individual physical activity behaviour?“

	<i>Desire for advice</i>	<i>Importance of advice</i>	
<b>Much welcomed</b>	<b>47.5 %</b>	<b>50.5 %</b>	<b>very relevant</b>
<b>Rather welcomed</b>	<b>32.0 %</b>	<b>30.8 %</b>	<b>rather relevant</b>
<b>Indifferent</b>	<b>7.1 %</b>	<b>10.5 %</b>	<b>moderately relevant</b>
<b>Rather disapproved</b>	<b>5.9 %</b>	<b>4.2 %</b>	<b>of little relevance</b>
<b>Clearly disapproved</b>	<b>7.5 %</b>	<b>4.0 %</b>	<b>not relevant at all</b>

Bize R, Surbeck R, Padlina O, Peduzzi F, Cornuz J, Martin B. Promotion of physical activity in the primary care setting: The situation in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2008; 56 (3), 112-116.



## PA promotion in primary care

- Development of professional communication materials and procedures for large scale implementation
- Based on existing experiences, expert opinion, qualitative and quantitative research
- Joint project with Swiss College of Primary Care Medicine
  - ➔ *College's decision based on evidence based approach and possibility to participate in elaboration of final product*



KOLLEGIUM FUER HAUSARZTWEISZ  
COLLEGE DE MEDECINE DE PREMIER RECOURS  
COLLEGIO DI MEDICINA DI BASE  
COLLEGE OF PRIMARY CARE MEDICINE

Bize R, Surbeck R, Padlina O, Peduzzi F, Cornuz J, Martin B. Promotion of physical activity in the primary care setting: The situation in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2008; 56 (3), 112–116.

[www.panh.ch/hepa.ch/qf/khm](http://www.panh.ch/hepa.ch/qf/khm)

Jeudi de la Vaudoise du 23 février 2006: « Sport sur Ordonnance »



## Activité physique et santé

Un état des lieux



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Dr. méd. Raphaël Bize<sup>1,2</sup>  
Rebekka Surbeck<sup>1</sup>  
Gerda Jimmy, MPH<sup>1</sup>  
Dr. Oliver Padlina, MPH<sup>1</sup>

<sup>1</sup> Haute école de sport Macolin, Office fédéral du sport

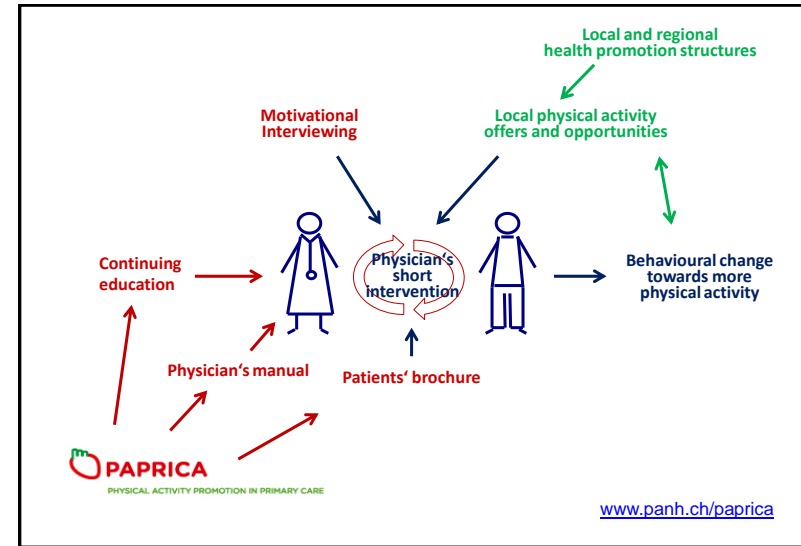
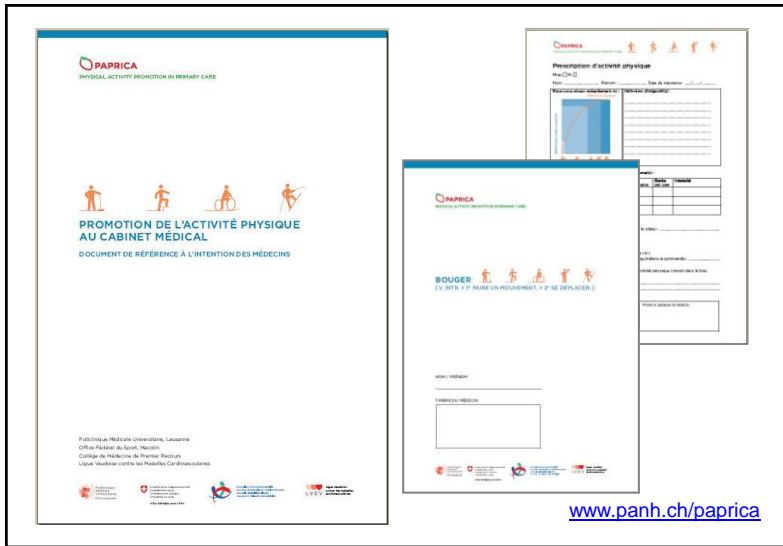
<sup>2</sup> Institut Universitaire de Médecine Sociale et Préventive de Lausanne



## PA promotion in primary care

- Development of professional communication materials and procedures for large scale implementation
- Based on existing experiences, expert opinion, qualitative and quantitative research
- Joint project with Swiss College of Primary Care Medicine
- Testing in 19 primary care practices in French speaking and 6 in German speaking Switzerland
- Adaptation and development of final materials and procedures

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**2012**

- More than 200 physicians trained in French-speaking part of Switzerland, evaluation carried out
- Physicians' training begun in German-speaking cantons, adapted with support from University of Ljubljana
- Launch at the national level by Swiss Society for Sports Medicine and Swiss College of Primary Care Medicine October 2012, Interlaken

The poster for the 'SportMedizin und Reha Schweiz Kongress 2012' (Sports Medicine and Rehabilitation Congress 2012) features a scenic view of a Swiss mountain valley. The text on the poster includes 'Congress Suisse et Suisse Interne' and '16-17. Oktober 2012'.

**Outlook**

- Partnerships for implementation over the following years
- Quantification of effects
- Collaboration with other health professionals
- International exchange and collaboration