



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
- 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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#### NETHERLANDS

##### NATIONAL IMPLEMENTATION OF HEALTH-ENHANCING PHYSICAL ACTIVITY

There is no official governmental health-enhancing physical activity policy in the Netherlands. However, the importance of stimulating (public) health by a physically active lifestyle is recognised by the Dutch government by mentioning the importance in several governmental policy documents. There is a nationwide eight year programme (1995-2003) for the promotion of health-enhancing physical activity: *The Netherlands on the Move!* initiated and co-ordinated by the Netherlands Olympic Committee \* Netherlands Sports Confederation (NOC\*NSF). This programme aims at

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 City and Province: **1017 CA Amsterdam**  
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 E-mail: **info@nog.nl**  
 Internet: **http://www.nog.nl**

Database report '97/ '98

14 pages

NETHERLANDS

- Dutch Association of Sports Medicine
- Dutch Cancer Society
- Dutch Centre Workplace Health Promotion
- Dutch Diabetes Association
- Dutch Federation for Adapted Sports
- Dutch Association for the Mentally Handicapped
- Fitvak
- Foundation „Heart on the Move“
- Foundation Senior Sporting Rotterdam
- Free University of Amsterdam,
- EMGO Institute
- Fysio Educatif
- Healthy Cities Project
- Maastricht University, Human Biology
- Maastricht University, Movement Sciences
- National Commission of the Chronically Ill
- National Foundation more Exercise for Seniors
- National Institute of Public Health and the Environment RIVM
- NOC\*NSF
- NVFS Netherlands Association for Sports Physiotherapy
- TNO Prevention and Health, Public Health and Prevention
- United Patients Organisations of the Chronically Ill WOCZ
- University of Groningen, Human Movement Sciences

23 institutions

Database report '97/ '98



### The 34th Magglingen Symposium 1995 Sports - Physical Activity - Health

- Physical activity and health - recent findings
  - Physical activity in Switzerland – first estimates
  - National examples for HEPA promotion: Finland and the Netherlands (Bart Coumans)
  - ➔ Consensus: need for a Swiss national programme
- 
- No additional resources available
  - ➔ Establishment of a national network following the Dutch example



### Network HEPA Switzerland Annual Reunion 1999



#### Gesundheits- wirksame Bewegung

Ein Gesundheitsdokument  
vom Bundesamt für Sport BASSO,  
Bundesamt für Gesundheit BAG,  
Gesundheitsförderung Schweiz  
und dem "Network Gesundheit  
und Bewegung Schweiz".



#### Activité physique et santé

Document de base publié  
coopérativement par l'Office fédéral de  
sport (OFSPO), l'Office fédéral de la  
santé publique (OFSP), Promotion  
Santé Suisse et le Réseau suisse et  
autonome physique Suisse.



#### Movimento efficace per la salute

Un documento programmatico  
dell'Ufficio federale dello sport (USPO),  
dell'Ufficio federale della sanità  
pubblica USFSP, di Promozione Salute  
Svizzera e della «rete svizzera Salute  
& Movimento».



Base Document for Switzerland

# Health-Enhancing Physical Activity



Why physical activity is healthy 7


Activity levels in Switzerland 17

Factors influencing our activity behaviour 19

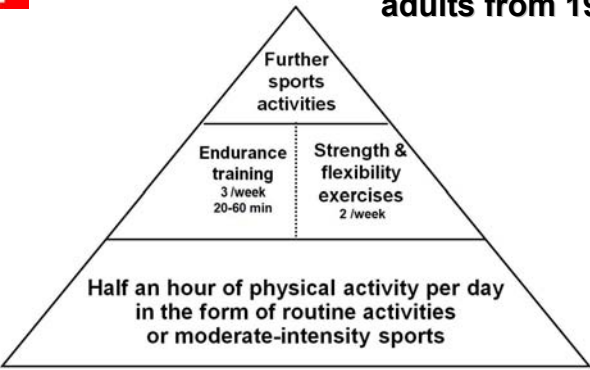
Getting people to be more active 19




[www.hepa.ch](http://www.hepa.ch)



## The Swiss HEPA recommendations for adults from 1999

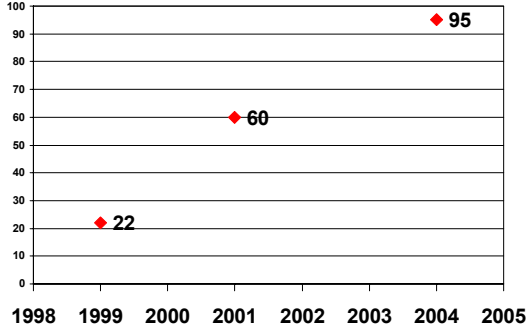


Martin BW, Mäder U, Stamm HP, Braun-Fahrlander C. Physical activity and health - what are the recommendations and where do we find the Swiss population? Schweiz Z Sportmed Sporttraumatol 2009; 57 (2); 37-43..



## Network HEPA Switzerland

### Number of member organisations



Year	Number of member organisations
1999	22
2001	60
2004	95

## European Network for the Promotion of Health-Enhancing Physical Activity

### HEPA

#### 1996-2001 (★)

## European Situation in 2004

- Scientific exchange on physical activity and health ↑ ↑
- Development of methods ↑ ↑
- WHO Global Strategy on Diet, Physical Activity and Health
- Global networks like Agita Mundo and GAPA
- No more regular exchange and development platform for national physical activity promotion strategies at the European level

## Expert Meeting Magglingen June 2004

→ Decision to re-launch HEPA Europe



Slagelse, 26./27.05.2005



Tampere, (14.) 15.-16.06.2006



  
Graz,  
(16.)  
17.-18.05.  
2007



Annual Conference &  
Meeting of HEPA Europe  
Glasgow, 08.-10.09.2008



## HEPA Europe – Steering Committee since September 2008

- **Brian Martin**, Federal Office of Sport, Switzerland (Chair)
- **Winfried Banzer**, Olympics Sports Confederation, Germany
- **Finn Berggren**, Gerlev PE and Sports Academy, Denmark
- **Eddy Engelsman**, Ministry of Health, Welfare and Sport, NL
- **Jean-Michel Oppert**, Paris VI University, Hotel Dieu, France
- **Francesca Racioppi**, WHO Regional Office for Europe
- **Harry Rutter**, South East Public Health Observatory, UK
- **Michael Sjöström**, Karolinska Institute, Sweden
- **Radim Šlachta**, Palacky University, Czech Republic
- **Mireille van Poppel**, Vrije Universiteit Medical Center, NL
- **Tommi Vasankari**, UKK Institute, Tampere, Finland
- **Jozica Maucec Zakotnik**, CINDI Slovenia
- *Observer: Fiona Bull, GAPA*



Harry Rutter



Finn Berggren



Eddy Engelsman



Michael Sjöström



Jean-Michel Oppert



Francesca Racioppi



Mireille van Poppel



Radim Šlachta



Jozica Zakotnik



Tommi Vasankari



Winfried Banzer



Fiona Bull

## HEPA Europe 2009

European Network for the Promotion of  
Health-Enhancing Physical Activity



5<sup>th</sup> Annual meeting  
and symposium

Bologna  
11-12 November 2009



[www.euro.who.int/hepa](http://www.euro.who.int/hepa)

## Analyses of selected approaches



[www.euro.who.int/hepa](http://www.euro.who.int/hepa)

## Meetings and working groups on specific topics

**ABOUT NISB**

The Netherlands Institute for Sport and Physical Activity (NISB) has been asked by WHO to host the 13th and 14th European Physical Activity Days, 13-14 November 2008, Wageningen, The Netherlands. NISB employs 10 people.

**Workshop**

The aim of NISB is to share and promote the use of the best available evidence of health and physical activity promotion strategies and to support the development of national physical activity promotion strategies in Europe. The workshop will provide a platform for the exchange of experiences and knowledge between national physical activity promotion strategies in Europe. The workshop will be held in Wageningen, The Netherlands, 13-14 November 2008.

**Key topics**

- National physical activity promotion strategies
- National physical activity promotion strategies
- National physical activity promotion strategies
- National physical activity promotion strategies

**Speakers**

The workshop will feature a number of speakers, including: Dr. Ingeborg Andersen, National Physical Activity Promotion Strategy, Denmark; Dr. Ingeborg Andersen, National Physical Activity Promotion Strategy, Denmark; Dr. Ingeborg Andersen, National Physical Activity Promotion Strategy, Denmark; Dr. Ingeborg Andersen, National Physical Activity Promotion Strategy, Denmark.

**Workshop programme for 2008**

The workshop programme for 2008 will include: 13-14 November 2008, Wageningen, The Netherlands. The workshop will be held in Wageningen, The Netherlands, 13-14 November 2008.

**International Workshop on National Physical Activity Promotion Strategies in Europe**

13 - 14 NOVEMBER 2008 | WAGENINGEN, THE NETHERLANDS |

NISB Netherlands Institute for Sport & Movement

[www.euro.who.int/hepa](http://www.euro.who.int/hepa)

## Meetings and working groups on specific topics

**WORK OF ABSTRACTS**

Wageningen, The Netherlands, November 11-13, 2008.

**1<sup>st</sup> WORKSHOP FOR THE EXCHANGE OF EXPERIENCES IN PHYSICAL ACTIVITY AND SPORTS PROMOTION IN CHILDREN AND ADOLESCENTS**

11-13 NOVEMBER 2008 | WAGENINGEN, THE NETHERLANDS |

NISB Netherlands Institute for Sport & Movement

[www.euro.who.int/hepa](http://www.euro.who.int/hepa)

**HEPA EUROPE**

4th annual meeting of HEPA Europe  
European network for the promotion of health-enhancing physical activity

Report of a WHD meeting  
10 September 2008  
Glasgow, United Kingdom



**Activity reports and work programmes in the reports of the annual meetings**  
[www.euro.who.int/hepa](http://www.euro.who.int/hepa)



## Challenges for HEPA Promotion

- Few countries with long-term policy, implementation and evaluation
- Difficulties in cooperation with different levels and sectors
- No or little attention to underserved populations
- In several countries increases in leisure-time PA, but still declines in transport-related PA
- The role of the sport sector

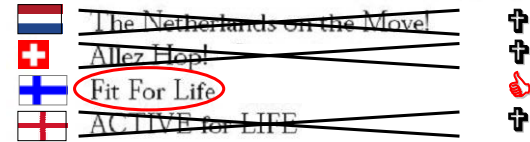
## How have these guidelines been developed?

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.

## Ten years later...



## Ten years later...



## Institutional lead in 1990ies and ten years later



## The effects of Major Sporting Events on PA

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- During planning and budgeting great expectations and promises about population level effects
- Few evaluations have been carried out
- Some evidence for increases in sport club membership
- No evidence for changes in physical activity levels
- Often synchronous re-orientation of sport promotion away from sports for all and PA towards elite sports

Bellew B, Schöeppe S, Bull FC, Bauman A. The rise and fall of Australian physical activity policy 1996-2006: a national review framed in an international context. *Australia and New Zealand Health Policy* 2008; 5: 18.

Murphy NM, Bauman A. Mass sporting and physical activity events – are they „bread and circuses“ or public health interventions to increase population levels of physical activity? *Journal of Physical Activity and Health* 2007; 4: 193-202.



## The European Football Cup 2008

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- During planning and budgeting great expectations and promises about population level effects
- No evaluation has been carried out
- Great increase in boys wanting to join football clubs, increasingly difficult to be accepted
- No evidence for changes in physical activity levels
- Synchronous re-orientation of sport promotion away from sports for all and PA towards elite sports
- But:  
Pilot project Youth+Sport Kids (launched as part of the pre-Cup activities) now funded as federal programme for 5 to 10 year olds (-> 13 Mio Euro/year) against ministerial and administrative resistance

## The effects of Major Sporting Events on PA

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“The public health potential of mass participation events for PA promotion remains to be realized. If we are to move beyond “bread and circuses”, future mass events should include integrated and multi-sectoral PA and sport-related planning, and commit to investment in research that provides a clearer evidence base.”

Murphy NM, Bauman A. Mass sporting and physical activity events – are they „bread and circuses“ or public health interventions to increase population levels of physical activity? *Journal of Physical Activity and Health* 2007; 4: 193-202.

## The role of NL in past, present and future

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- Strong tradition of public health and physical activity research
- Vast experience in health and physical activity promotion
- Pragmatic solutions to structural problems
- Creation of NISB important step for focussing efforts
- Important and ongoing contributions at the international level
- Current challenges can be addressed: long-term implementation and evaluation; cooperation across levels and sectors; reaching underserved populations; increases not only in leisure-time PA
- The role of the sport sector and the utilisation of major sporting events for PA promotion remain a challenge