



EU Work Plan
for Sport

2014-
2017

Expert Group on Health-enhancing physical activity

*Coordination of the implementation of the
Council Recommendation on HEPA*

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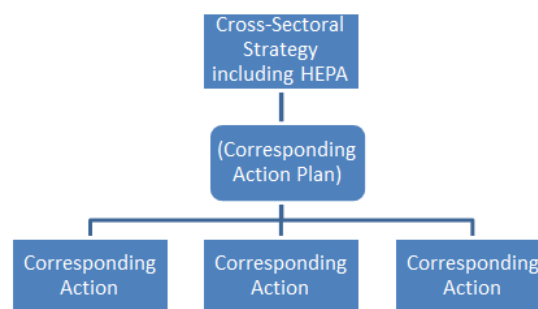
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1. Introduction

2. Implementation of the Council Recommendation on HEPA

The Expert Group on HEPA was mandated to coordinate the implementation of the Recommendation from the Council of the European Union on promoting health-enhancing physical activity across sectors¹. The coordination role of the Expert Group entailed providing political steering and sharing national good practices and lessons learned. Policy change takes time and requires sound evidence. The exchange of good practices is very useful. Good practices serve as examples which can be used when developing national cross-sector HEPA policies, implementation plans and actions. The good practices will be presented along three levels, in line with the Council Recommendation (calls on Member States):



There are specific criteria which make a cross-sectoral strategy and action plan good policy documents. Based on the EU Physical Activity Guidelines these success factors are the following:

- Developing and communicating concrete goals, objectives and target groups; identifying timeframe
- Planning concrete steps, timeframes and milestones for implementation
- Defining clear responsibilities for implementation
- Allocating sufficient financial and human resources at all relevant levels
- Creating a policy environment with support from key actors across all relevant sectors and at all levels
- Increasing support and interest of the population or specific target groups through effective communication campaigns
- Monitoring and evaluating the implementation and outcomes of the policy in a robust and systematic way.

¹ <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32013H1204%2801%29&qid=1420448061233&from=EN>

2.1. Creation of cross-sectoral HEPA strategies

The Council Recommendation recommended Member States to *work towards the progressive development and implementation of national strategies and cross-sectoral policies aimed at HEPA promotion in line with national legislation and practice.*

A cross-sectoral national strategy, which includes HEPA, can be described as a policy document developed by at least two relevant sectors, which defines a vision for the future and strategic goals for governmental institutions at national level in the field of HEPA promotion.

In other words, a strategy sets long term goals and does not necessarily identify the tools to be used to reach them. The development of such a strategy may differ from one Member State to another. Cross-sectoral HEPA strategies usually involve sport and health sectors and often other sectors with responsibility for HEPA promotion, as those listed in the EU Physical Activity Guidelines (education; transport, environment, urban planning, public safety; working environment; services for senior citizens). There might be strategies focusing on cooperation between two specific sectors (e.g. sport and education in Hungary and in Cyprus).

The European Physical Activity Strategy 2016-2025, developed by the World Health Organization for the European Region and adopted by European ministers of health on 16 September 2015 in Vilnius, provides guidance to develop such cross-sectoral HEPA strategies.

2.2. Creation of corresponding action plans

The Council Recommendation recommends Member States to work towards the identification of concrete actions for the delivery of those strategies or policies, in an action plan, where considered appropriate.

An action plan is a document which contains a sequence of steps that must be taken or activities that are considered essential for a strategy to succeed. An action plan ideally consists of three major elements:

- Specific tasks: what will be done and by whom.
- Time horizon: when will it be done.
- Resource allocation: what are the specific funds available for specific activities.

An action plan can group actions according to sectors and responsible stakeholders; in other cases resource allocation and other elements are not part of the plan.

In some Member States, cross-sectoral HEPA strategies and action plans might be incorporated in one policy document. In other Member States cases existing actions are formalised in an action plan.

2.3. Concrete actions

Actions are elements of an action plan, contributing to achieving the objectives of a cross-sectoral strategy. An action is specified in terms of scope, duration/timeline and resources (e.g. budget, human resources).

Actions might be national or regional projects or activities, possibly connected to national cross-sectoral HEPA action plans. Actions that follow the priorities of single sectors might also have cross-sectoral HEPA promotional effects (e.g. development of bike tracks indirectly impact on the health of citizens).

Projects managed by European or international organisations can also be the source of good practice and have been considered for this document.

3. Overview at EU level

This section summarises briefly the state of play of the implementation of the Council Recommendation on HEPA across the EU Member States. Data collection on the implementation took place in 2015 and was based on a questionnaire in line with the 23 indicators from the Annex of the Recommendation, grouped into several thematic areas: international physical activity recommendations and guidelines, cross-sectoral approach, sport, health, education, environment (including urban planning and safety), working environment, senior citizens, evaluation of indicators, and public awareness. The whole set of data collected can be found in the Nutrition, Obesity, and Physical Activity database² of the World Health Organization, and is summarised in Country Factsheets on Physical Activity that have been released in September 2015³.

The data collected showed that the 27 respondents (all EU MS except Greece) have HEPA related national policies or action plans in one or more sectors, and targeting particular groups of the population:

HEPA sector	Number of countries that have one or more policy implemented by HEPA sector	Number of countries specifically addressing particular target group in the policy, by HEPA sector				
		<i>Low socio-economic status groups</i>	<i>Low levels physical activity</i>	<i>Senior citizens</i>	<i>Ethnic minorities</i>	<i>Women before and during pregnancy</i>
Sport for All	22	21	17	16	14	8
Health	22	17	15	16	11	13
Environment, urban planning and public safety (incl. transport)	19	5	3	4	5	1
Education	19	8	7	3	6	2
Senior citizens	11	4	6	11	3	n/a

² <http://data.euro.who.int/nopa/>

³ <http://www.euro.who.int/en/health-topics/disease-prevention/physical-activity/country-work>

Most of the reported strategies and action plans are in line with existing EU and international documents, such as the EU Physical Activity Guidelines.

Notably, after the adoption of the Council Recommendation in November 2013 (i.e. in 2014 and 2015) new policies were adopted in the Member States, in the sport sector (13 Member States), in the health sector (10 Member States), in the education sector (8 Member States), in the environment, urban planning, public safety (including transport) sector (3 Member States) and in the senior citizens sector (3 Member States). However many of the on-going policies had been already started before the adoption of the Council Recommendation. Among 27 EU countries that have responded to the survey, 23 countries have implemented actions on 10 or more indicators, 5 countries have implemented 20 or more indicators and one country fully addressed and implemented all of the 23 indicators of the monitoring framework.

More concretely the data collection revealed that:

- National recommendations on physical activity are established in 19 EU Member States.
- Although surveillance monitoring systems were reported to be in place in 17 countries, there was a great diversity of instruments used to measure physical activity prevalence across the EU Member States.
- 22 countries had HEPA policies focusing exclusively on Sport for all, i.e. accessible to everybody.
- In 22 countries HEPA policies were implemented in the health and environment (including urban planning and safety) sectors, and in 19 countries HEPA policies were in place in the education sector.
- HEPA policies specifically addressing senior citizens were implemented in 11 countries.
- Active-travels-to-work schemes were developed in 14 countries, and in 12 countries physical activity programmes were implemented at the work place.
- HEPA education for health professionals was part of the curriculum in 17 countries, while 12 countries supported teaching modules for physical education teachers.
- 18 countries reported to have national awareness campaigns addressing topics such as behaviour change, motivation or cultural acceptability of being physically active.

4. Collection of good practices

The Council Recommendation on HEPA recommended Member States to *cooperate closely among themselves and with the Commission by engaging in a process of regular exchange of information and best practices on HEPA promotion in the relevant Union level structures for sport and for health as a basis for strengthened policy coordination*. Taking into account this invitation, presentations of national good practices were systematically included in the meetings of the Expert Group on HEPA. Several Member States (AT, BE-fr, EE, ES, FI, FR, HU, HR, IE, LU, NL, PL, SI) informed about relevant initiatives at national level. A summary can be found in the meeting reports. A few relevant initiatives from observer organisations were also presented to the group (European Cyclists' Federation, EuropActive - project Active Learning for Children in School (ALCIS), FIFA - FIFA 11 for Health programme).

On top of these presentations, a catalogue of good practices has been compiled and included in the present document. It includes one good practice per Member State and a selection of relevant good practices from participating observer organisations, in particular at grassroots level.

Cross-sectoral HEPA strategies and action plans are presented along the lines of success factors identified in the EU Physical Activity Guidelines, taking into account only the relevant factors:

- (1) Developing and communicating concrete goals
- (2) Planning concrete steps of the implementation process
- (3) Defining clear responsibilities and obligations for implementation
- (4) Allocating appropriate resources
- (5) Creating a supportive policy environment
- (6) Increasing public support
- (7) Monitoring and evaluating the implementation process and its outcomes

The sectors involved in the development of strategies and action plans and leading organisations are also reflected in the country practices. Where appropriate the alignment with existing EU and international documents is also presented. The good practices highlight to the best extent possible strengths, weaknesses and lessons learned.

ANNEX I – COLLECTION OF GOOD PRACTICES

NATIONAL CROSS-SECTORAL HEPA STRATEGIES, ACTION PLANS, SPECIFIC ACTIONS

AUSTRIA – Action	Kinder gesund bewegen” (Move Children Healthy)
<p>“Kinder gesund bewegen” (Move Children Healthy) is Austria’s largest sport- and school sector cooperation programme. The initiative aims to build cooperation between sports clubs and kindergartens/primary schools and to promote an active lifestyle by offering physical activity with a joyful and fun approach for 2-10 year old children. The physical activity interventions are implemented by the three umbrella organisations of sport and their local sports clubs. By the end of 2014, more than 120,000 interventions have been provided to almost 7,000 kindergartens and primary schools since 2009.</p> <p>In the last years up to 2 million Euro per year were invested. From 2015 up to 7 million Euro are provided. The programme employs four full-time coordinators at national level and builds on the existing network of 27 full-time coordinators for health oriented physical activity at regional level. This does not include the coaches in the groups/classes.</p> <p>The success factors of the action include having the opportunity to build on the network of sport clubs with a history of health oriented physical activity approaches, that are not only focused on elite sport development. It’s free to kindergartens and schools. It follows a participative approach that allows reacting to the needs of the kindergartens/schools in the club offers.</p> <p>The strengths of the action are: using the capacities of the local sports clubs and their coaches with a “Quality badge” for health oriented physical activity. The participation of teachers and educators is ensured. Every intervention by a qualified coach is simultaneously a model lesson for the teacher.</p> <p>The weakness of the action is: to use the capacities of the local sports clubs and to provide – at that stage – more than 1.200 qualified coaches is a challenge and needs a strong network. It’s a communication challenge!</p> <p>Moreover the national partners of this initiative, Fit Sport Austria and the umbrella organisations want to improve their know-how in the field of HEPA. Therefore they developed the ‘Activity Square Europe’ Project together with their quality management partner SPIN Sport Innovation. This project is co-funded by the Erasmus+ Programme of the European Union. It seeks to motivate and empower sport organizations at different levels to become active partner for schools and kindergartens, in order to positively impact the levels of health-enhancing physical activity of school aged children in Europe. The project partnership involves 13 organisations from nine different countries and lasts for 2 ½ years (01/2016 till 06/2018).</p>	
Sectors involved	Sport, Education
Organisation or ministry leading the initiative	The Federal Ministry of Defence and Sports and the Austrian Sports Fund are financing the initiative. FIT SPORT AUSTRIA, a co-operation between the three umbrella organisations of sport (ASKÖ, ASVÖ and SPORTUNION) is coordinating the initiative.
Link	www.kindergesundbewegen.at

BELGIUM FLEMISH-SPEAKING COMMUNITY – Action Plan	The Flemish Action Plan on Diet and Physical Activity (2009—2015)
<p>The Action Plan which was created by the Flemish Ministry for Welfare, Public Health and Family in 2008, focuses on healthy nutrition and physical activity. Activities focus on 6 priority areas for implementation: in the local community, in the environment of infants and young children, at school, in the workplace, incorporating a range of support for health care providers, and through information and communication.</p> <p>For healthy nutrition, physical activity, sedentary behaviour, weight and breastfeeding goals have been formulated using the SMART method.</p> <p>A Flemish Working Party on Diet and Physical Activity was established to give advice on the implementation of the Flemish Action Plan on Diet and Physical Activity and this on a yearly basis. The Working Party watches over the realisation of the health goals. In this Working Party are representatives of target groups (the elderly) and settings (work, education, local authorities) and policy fields (sport, education).</p> <p>Different relevant sectors such as education, agriculture, sport are involved through a cross-sectoral policy.</p> <p>The responsibilities for implementation are defined by the Prevention Act. Partner organizations are responsible for developing methodologies, organizations for local health consultation disseminate and field organizations support the implementation.</p> <p>The Flemish Ministry for Welfare, Public Health and Family is the leading and supporting authority. Other policy fields have an advisory function and guard the cooperation and coordination.</p> <p>The Action Plan is supported by a media campaign “Goed in je vel, dat voet beter” (To feel good about yourself, feels better).</p> <p>The Action Plan has an annual budget for implementation.</p> <p>In preparation of a health conference the outcomes of the Action Plan are being monitored and evaluated by an independent body. The health conference will be the kick off for a new Action Plan.</p>	
Sectors involved	Sport, Health, Education, Working Environment, Services for senior citizens
Organisation or ministry leading the initiative	Flemish Agency of Care and Health
Alignment with existing EU and international documents	The WHO recommendations were used as a reference
Link	http://www.zorg-en-gezondheid.be/Beleid/Gezondheidsdoelstellingen/Vlaams-actieplan-voeding-en-beweging-2009-2015/

BELGIUM FRENCH-SPEAKING COMMUNITY – Action	Points Verts - Marches Adeps (“Green spots – Adeps walk”)
<p>French-speaking community of Belgium: The action “POINTS VERTS - MARCHES ADEPS” is aimed at every one and enables people from various backgrounds and social categories to get together on Sunday’s in order to practice walking at their own place, alone or with a group. Participants can walk a distance of 5, 10, 15 or 20 kilometres. Participants have the choice between dozens of departure points every weekend.</p> <p>The project “POINTS VERTS - MARCHES ADEPS” was born in 1972 and is managed by the department “Sport for all” of ADEPS (Ministry of Sport – French speaking community of Belgium). It was inspired by the construction of the “European Sport for All Charter” signed in 1975 by the Ministers responsible for Sport within the Council of Europe.</p> <p>It is a cross-sectoral action because managed by the Ministry of Sport, organized by local private organisations and supported by local public authorities (cities and municipalities). Adeps offers logistic, training, promotional, material and financial (50 EUR per walk) support to local not-for-profit associations (sport clubs, visitor centres, parent boards, school boards, carnival and festivities committees, etc.).</p> <p>Each year around 500,000 participants are recorded.</p> <p>Participation per age categories</p> <ul style="list-style-type: none"> - Under 16: 16% - 16-29: 8% - 30-39: 10% - 40-49: 17% - 50-59: 23% - 60-69: 19% - More than 70: 6% - Unknown: 1% <p>Participation per gender:</p> <ul style="list-style-type: none"> - Female: 54% - Male: 46% <p>And the project continues to grow with new organizing committees born each year. In 2015, 938 “POINTS VERTS - MARCHES ADEPS” have been scheduled throughout Wallonia and Brussels, which means almost 20 departure points every Sunday!</p> <p>An additional strength of the action is that it promotes sustainable development and biodiversity by giving clear written guidelines and advices on those issues.</p> <p><u>Weaknesses (or threats):</u> As the action is organized by volunteer local associations, it is not easy to control the respect of all advices and guidelines. In addition, there is no satisfaction survey until now.</p> <p><u>The funding of the action:</u> In 2014, the action has been managed with 80,000 EUR of public funding from the Ministry of Sport.</p> <p><u>Human Resources aspect:</u> Ministry of Sport: one full-time agent and a total of 28 delegates acting as volunteers. The local associations are working with a minimum of 5 volunteers per walk.</p>	
Sectors involved	Sport, Environment, urban planning, public safety, Local authorities
Organisation or ministry leading the initiative	Ministry of Sport (French-speaking community of Belgium)
Link	http://www.adeps.be/index.php?id=5899

BELGIUM GERMAN-SPEAKING COMMUNITY – Strategy	Priorities of the Health Council for the years 2016-2020 in the German-Speaking Community – a cross-sectorial approach
<p>Goals and priorities of the Strategy:</p> <ul style="list-style-type: none"> - Priority to the prevention on the field of over-weight and adipositas - Focus on 3 main levels and items : nutrition, moving and mental health - Implementation of a yearly survey concerning Adipositas at the age of 18 years - Till 2020: maintaining the percentage of overweight and obese people and from 2021: reduction of overweight and obesity by 1% per year <p>The strategy includes concrete steps (action points) for conceptual implementation to reduce the percentage of overweight and obese people:</p> <p>Action point schools:</p> <ul style="list-style-type: none"> - Implementation of enhanced sport promotion and offer more sport activities and physical activity possibilities before, during and after school lessons (concept of “Fitte Schule”) - Improve education and information for pupils, teachers and parents about healthy eating and a better quality of food options during school breaks and meals in school canteens. (no more Coca-Cola, more water, fruit, healthy snacks that are rich in fiber,...) - Emotional balance – introduction of body awareness training sessions in schools <p>Action point working place:</p> <ul style="list-style-type: none"> - 150 minutes of physical activity for each adult a week - Implementation of new “moving projects” in cooperation with the employer - Better and healthy food in canteens of companies and institutions. <p>Action point citizens:</p> <ul style="list-style-type: none"> - Regular information campaigns concerning overweight and obesity together with all actors of the health sector - Funding of projects for the target groups children, adolescent and disadvantaged citizens - More and improved facilities on a local level for young people to promote physical activity <p>The Strategy defines clear responsibilities for implementers involving the coordinating ministry and municipalities at local level.</p> <p>The strategy allocates sufficient financial resources. For the year 2017 a budget is foreseen in the field of sport to implement different actions/interventions in schools.</p> <p>The government of the German-speaking community, the ministry, the actors of health, the sport sector and the school authorities are informed and involved, thus the supportive political environment is ensured.</p> <p>Regular information campaigns are planned to be organized mainly in school environment.</p> <p>A regular (every two years) and systematic control system will be implemented to receive information about the overweight and obesity development</p>	
Sectors involved	Ministry of health, sports and education, all actors of the health sector, the schools and the local municipalities
Organisation or ministry leading the initiative	Ministry of Health
Alignment with existing EU and international documents	The challenge of obesity in the WHO European Region and the strategies for response, Summary - WHO 2007 ; Council Recommendation of 26 November 2013 on promoting health-enhancing physical activity across sectors (2013/C 354/01)
Link	http://www.plan.be/websites/tfdd_88/fr/r5fr_fichessite723.html ; http://www.health.belgium.be/eportal/Myhealth/Food/FoodandHealthPlan2/19081628_FR?backNode=9735#.VioEaiu2rzw

CROATIA - Action Plan	Health Promotion and NCD Prevention Action Plan 2015-2020
	<p>The Health Promotion and NCD Prevention Action Plan 2015-2020 has been officially approved by the Croatian government. It has the aim of ensuring that the Croatian population has universal opportunity to participate in sport and physical activity and thereby helping to reduce the level of physical inactivity and obesity, in addition to promoting active and healthy lifestyles. This document involves all stakeholders in the area of HEPA promotion. It contains recommendations on physical activity and aims to enhance healthy life years and reduce years of life with disability through coordinated action in health services and beyond to promote health and prevent disease.</p> <p>The recommendations are in line with the WHO recommendations, and address the specific needs of children, adolescents, adults and older adults. The scope of the recommendations covers physical activity, sedentary behaviour and screen time.</p> <p>The Health Promotion and NCD Prevention Action Plan 2015-2020 includes actions (National program Living Healthy) to strengthen the focus on public health in health-care settings, to encourage collaboration across health care services, to promote community participation, health promotion in schools and workplaces, and to reduce inequalities. Priority interventions include targeted information, active counselling, screening and prevention.</p> <p>As part of the Health Promotion and NCD Prevention Action Plan, the following good practices were proven to be highly successful:</p> <ul style="list-style-type: none"> • 10' Exercise — developing preparatory exercises for everyday classroom use for a total duration of 10 minutes to promote daily physical activity. It is designed for primary school children from the 1st to the 4th grades (6—10 years old) • POLYGON (Specialized equipment for physical activity in schools) — This comprises multifunctional kinesiology equipment for use in various schools that do not have sports equipment or a gym. • Walking towards health — This initiative involves the organization and implementation of physical activity — specifically, walking (along a specified route) — for the entire population.
Sectors involved	Sport, Health, Education, Transport, Environment, urban planning, Public safety, Working environment, Services for senior citizens
Organisation or ministry leading the initiative	Croatian Institute of Public Health Ministry of Health
Alignment with existing EU and international documents	Global recommendations on physical activity for health. (WHO 2010) Global action plan for the prevention and control of NCDs 2013-2020 EU Action Plan on Childhood Obesity 2014-2020
Link	www.hzjz.hr/

CYPRUS Action Plan	National Physical Education and Sports For All Action Plan
	<p>The reform of the compulsory education curriculum in Cyprus started in 2013. The reform includes Physical Education in elementary and secondary education and is based on the main government principles of the national educational strategy with a focus on the recent EU and International physical education guidelines and recommendations.</p> <p>The Physical Education curriculum aims to promote and encourage lifetime participation in sport and to promote health-enhancing physical activity.</p> <p>Some of the Action Plan’s objectives are: The development of motor skills through physical and sporting activities, to obtain positive experience with physical activity and to develop the child’s understanding and recognition of physical activity value, the overall development of the personality of an individual that includes physical, mental, social, emotional and moral aspects, to understand physical education and activity and its benefits as a component of the education system, to promote and understand diversity, respect and inclusion though and in sport and physical activity and to promote collaboration, to encourage responsible sporting and social behavior as a result of participation in physical activity</p> <p>There is a continuous monitoring of the implementation of the action plan by the Physical Education Inspectors of the Ministry of Education and Culture. Physical Education team in Pedagogical Institution collects feedback, analyses it and reports on the results of the implementation.</p> <p>Main Actions:</p> <ul style="list-style-type: none"> - Extra-curricular sports activities (“Afternoon School Sport Activities”) - National school sport games (approx.: 2000 games annually). - Student’s Forums aiming to promote physical activity. - National school competitions (art, photos, poster, musical, etc.) to promote sports principals <p><i>Action Plan’s Strength:</i> The extra-curricular school sport activities are regulated by law. In each school unit after school time, PE teachers are offering PE activities for students aiming to increase the number of students involved.</p> <p><i>Action Plan’s Weakness:</i> There is a need of more cooperation with the local authorities.</p> <p>The program is funded by the Cyprus Government.</p>
Sectors involved	Education, School Committees, Health, Sport, Sports Federations, Municipalities, National Olympic Committee,
Organisation or ministry leading the initiative	Ministry of Education and Culture - Physical Education Department
Alignment with existing EU and international documents	White Paper on Sport; EU Physical Activity Guidelines; Council Conclusions on promoting on promoting health-enhancing physical activity; Council Recommendation on promoting HEPA across sectors; EU Work Plan for Sport 2011 – 2014; EU Work Plan for Sport 2014 – 2017; Council Conclusions on maximising the role of grassroots sport in developing transversal skills, especially among young people; Physical activity as an essential element of quality education at all levels – cooperation models with the sport sector (Policy Debate Paper)
Link	http://www.moec.gov.cy/analytika_programmata/analytika_programmata/fysiki_agogi.pdf

CZECH REPUBLIC – Strategy	HEALTH 2020 "National Strategy on health promotion and disease prevention in Czech republic"
	<p>"National Strategy for health promotion and disease prevention", was launched and published in the year 2015. It influenced the formation of the "Strategic objectives" and "Priorities" in the relevant "Action plans" which have the links to HEPA and to the recommendations of the EU Council.</p> <p>The national strategy (NS) is the first conceptual national strategic document of the Czech Republic, aiming at increasing the levels of physical activity and reducing the sedentariness of Czech population. It contains eight strategic areas that are focused on different periods and target groups of human life, in which the promotion of physical activity is much needed. Those eight areas include explanatory statements as specific goals and 54 partial measures as well.</p> <ol style="list-style-type: none"> 1. Promoting physical activity in education 2. Active mobility 3. Promoting physical activity in health care and social services 4. Promoting physical activity among employers 5. Physical activity, environment and infrastructure 6. Improve spatial conditions for the entry-level organized sport - a sport for all 7. Promoting physical activity in the media 8. Research and evaluation support of the physical activity <p>Three specific aims among the eight areas have a direct link to HEPA. These concern the improvement of all conditions, (material, organizational, social etc.) which can help to increase participation in PA, especially for youth. The horizon of the corresponding action plan (AP) is 2016 - 2020. The AP in HEPA may enhance physical activity across the different sectors, inter-sectoral communication and their mutual comparisons.</p> <p>APs include both the vertical and horizontal themes, such as youth health, healthy aging, and mental health improvement, reducing the incidence of non-communicable diseases, healthy lifestyles, healthy local living conditions, research and knowledge of health. Promotion of the lifelong physical activity, reducing inequalities in access to physical and sport activities, applying evidence-based approach, health and physical literacy, financial feasibility and effectiveness are also part of the objectives.</p> <p>The Health 2020 Strategy and its strategic objectives are in line with the action plan, aligned with the "long-term program of improving the health status of the population in the Czech Republic".</p>
Sectors involved:	Education, Health, Sport, Transport, Public safety, Urban planning, Environment,
Organisation or ministry leading the initiative	Ministries: Education, Youth and Sport; Health; Transport; Environment; Human resources; Inter, Defence. Participating stakeholders: Czech Sport Union; Czech Olympic Committee.
Alignment with existing EU and international documents	Health 2020; Health for All in the 21st Century; EU - Physical activity guidance; EC Recommendation in promoting health-enhancing physical activity HEPA across the sectors; Council conclusions on the role of education and training in the implementation of the 'Europe 2020' strategy; Support of Health-Enhancing Physical Activity
Link	http://www.medvik.cz/bmc/view.do?gid=1049274&language=en

ESTONIA- Action	Estonia is Moving programme
	<p>The <u>Estonia is Moving programme</u> is a nationwide campaign which aims to achieve three specific goals. The first of these is to increase the number of Estonians who are physically active. The second is to inform the population of the options open to them in terms of participating in sport and physical activity. The third is to raise awareness within the population about the benefits of a physically active lifestyle.</p> <p>The programme operates in a huge number of varied initiatives in pursuit of these goals. This includes the staging of mass participation events, the activation of sporting programmes within schools and the organisation of seminars and lectures on health-related topics amongst many, many others. This is all achieved through coordination with a range of diverse partners from across Estonian society.</p> <p>Estonia is Moving spreads the message that becoming physically active is easy and fun. It ensures that the Estonian population has the ability to participate in physical movement anywhere in the country at any time they like.</p> <p>Goal/Vision: To make regular physical activity an inseparable part of the Estonian everyday life for every member of the population.</p> <p>Place: All over Estonia</p> <p>Annual budget: 80,000 EUR per year</p> <p>Start – End Date: 2007 – ongoing</p> <p>Target age group: Mainly those between the ages of 20 – 50</p> <p>Reach: The campaign has achieved an awareness of 70% across the entire population of Estonia (over 700 000 people). Currently, approximately 250,000 Estonians take part in mass participation sport events every year.</p> <p>Partners: Estonian Ministry of Culture, Olympic Solidarity, commercial sponsors, event organisers, local media and local health and cultural institutions.</p> <p>Key facts: Since the beginning of the programme, the number of people who are regularly physically active has increased by 7%. This has been supported by the hosting of approximately 1,700 mass participation sport events every year.</p> <p>There has been huge media impact with television exposure reaching 100,000 viewers and online and print media have reached to over 1,000,000 readers. The Facebook page of the campaign has attracted 11,800 followers and related posts were viewed by up to 125,000 people.</p>
Sectors involved	Sport, Education, Environment, urban planning, public safety, Services for senior citizens
Organisation or ministry leading the initiative	Estonian Olympic Committee and Estonian Sport for All Association
Link	www.liigume.ee

FINLAND - Strategy	On the Move – National strategy for Physical Activity promoting health and wellbeing 2020.
	<p>Together, the Ministry of Social Affairs and Health and the Ministry of Education and Culture have adopted a national strategy entitled "On the Move", to promote physical activity for health and well-being (projected up to the year 2020). The strategy aims to address physical activity measures throughout the life-course, and it particularly targets sedentary activities, aiming to reform inactive lifestyles.</p> <p>The vision of the strategy up to the year 2020 is that Finns will pursue more physical activity and sit less during the course of their lives.</p> <p>Guideline 1. Reducing sitting in daily life in the course of life.</p> <p>Guideline 2. Increasing physical activity in the course of life.</p> <p>Guideline 3. Highlighting physical activity as a vital element in enhancing health and wellbeing, prevention and treatment of diseases and in rehabilitation. Guideline 4. Strengthening the status of physical activity in Finnish society. Crucially, the strategy seeks multisectoral cooperation to achieve its aims. The strategy has an action plan.</p> <p>There is a national multisectoral HEPA steering group, which consists of representatives from different ministries (also the Ministry of Defense, the Ministry of Finance and the Prime Minister's Office), municipalities, third sector organisations (central organization from both health and sport sector) and research institutions.</p> <p>There is no separate funding for the coordination mechanism. Every ministry finances the actions of its own. However, some actions are joint financed. Partnership funding is particularly important in the implementation of extensive national measures. Successful examples of national physical activity programmes that have received partnership funding are the programmes Fit for Life and Strength in Old Age. In both, the Ministry of Education and Culture and the Ministry of Social Affairs and Health there is one full-time worker for the HEPA issues.</p> <p>There is a system for monitoring the HEPA strategy; it has two parts: 1) core follow-up, or a limited number of indicators that provide an overall picture of the strategy, and 2) an extensive follow-up, or assessing the impacts of the central government measures in the area of PA by the National Sports Council as laid down in Sports Act.</p> <p>New internet-pages were launched 2015 to promote HEPA in Finland. The purpose of these pages is to collect and disseminate information and best practices, and connect people and organisations at different levels.</p>
Sectors involved	Sport, Health, Education, Transport, Environment, Urban planning, Agriculture and Forestry, Working environment.
Organisation or ministry leading the initiative	The Ministry of Education and Culture, the Ministry of Social Affairs and Health.
Alignment with existing EU and international documents	The strategy is in line with all recent EU, EC and WHO documents in the area, e.g. the EU White Paper on Sport, EU PA Guidelines, EU PA recommendations and EU Strategy for Equality between Women and Men.
Link	<p>On the move. National strategy for physical activity promoting health and wellbeing 2020. http://urn.fi/URN:ISBN:978-952-00-3417-7</p> <p>On the Move –internet-pages. http://www.muutostaliikkeella.fi/</p>

FRANCE - Strategy	National Strategy on HEPA - Sport & Health Plans
	<p>A national strategy (Plan National de prévention par l'Activité Physique ou Sportive, PNAPS) was set up in 2008 by the health and sport ministry with renewed support every four years. It was delineated in national, regional and local actions. In 2012, a national action plan (Sport, Santé, Bien-Être) was structured with dual sponsorship of health and sport ministries. The recent (2016) public health law included a chapter emphasizing the necessity to increase daily physical activity and allowed physicians to prescribe sport or physical activities for patients suffering from non communicable diseases (Amendement dit "Fourneyron").</p> <p>The strategy highlighted the opportunities to increase PA in schools, at university and at work ; among ageing people or those suffering from rare and chronic diseases or fixed handicaps ; in rural as well as in urban environment. It emphasized</p> <ul style="list-style-type: none"> - the opportunities to increase the share of active transports (through transport plans specific to each municipality). This was included into the "national plan on transport & environment" and in the third "health & environment plan" (PNSE); - to facilitate the development of proximal structures, clubs or associations dedicated to health and sport. This was created by most sport leagues and federations, Olympic or not; - to publish good practice guides to prescribe sport and PA adapted to the different publics. Such a guide was written by the medical commission of the olympic committee and published in 2015 ; http://franceolympique.com/files/File/actions/sante/outils/MEDICOSPORT-SANTE.pdf - to develop research protocols & institute to test the consistency of sport or mobility criteria on health states and quality of life (http://www.insep.fr/fr/notre-organisation/irmes) ; - to create a national observatory of PA and mobility (http://www.onaps.fr/l-onaps/). The "plan national nutrition and health" (PNNS) also enlarged its objectives to include such targets.
Sectors involved	Health, Sport, Ecology and Sustainable Development, Sports Federations, Municipalities, National Olympic Committee
Organisation or ministry leading the initiative	Ministry of Sport in cooperation with Ministry of Health & Ministry of Ecology
Alignment with existing EU and international documents	- Council Recommendation of 26 November 2013 on promoting health-enhancing physical activity across sectors (2013/C 354/01)
Links	<ul style="list-style-type: none"> - www.ladocumentationfrancaise.fr/rapports-publics/084000769/index.shtml - http://www.assemblee-nationale.fr/14/amendements/2673/AN/917.asp - http://www.sports.gouv.fr/pratiques-sportives/sante-bien-etre/Plan-national-sport-sante-et-bien-etre/article/Plan-national-sport-sante-et-bien-etre - http://www.mangerbouger.fr/PNNS/Le-PNNS - http://www.onaps.fr/l-onaps/ - http://franceolympique.com/files/File/actions/sante/outils/MEDICOSPORT-SANTE.pdf

GERMANY - Combined Strategy and Action Plan	IN FORM – Germany’s national initiative to promote healthy diets and physical activity 2008-2020
<p>Although the initiative is called Action Plan it is more like a strategy.</p> <p><u>Different tasks and goals:</u></p> <p>IN FORM will sustainably improve dietary habits and patterns of physical activity in Germany:</p> <ol style="list-style-type: none"> 1. Healthier lifestyle through health promotion and prevention 2. Reduction on diseases which are related with insufficient exercise and unhealthy eating <p><u>Main actions:</u></p> <ul style="list-style-type: none"> - Connect and integrate initiatives from the federal level, the laender (German States), municipalities and civil society - Establish 16 centres for promotion of exercise - Funded 11 “Action alliances healthy lifestyles and living environments“ - Funded pilot projects on how to encourage more exercise - Establish 16 focal points for healthier school catering - Improve the quality of programs, measures, projects and activities in the field <p><u>Target groups:</u> national population (children, adolescents, adults, elderly)</p> <p><u>Financial and human resources:</u> More than 160 projects (2008-2014) funded with total amount of 66 Mio. €. Additional funds made available by other federal ministries, the Laender, civil society and industry.</p> <p><u>Support from key actors ensured by</u> existing work structures covering various policy areas, e.g. interministerial working group of the Federal Government and joint working group of the Federal Government, Laender and communes accompany process. Also intersectoral working groups like “AG Sport und Gesundheit” and other working groups in the Laender.</p> <p><u>National steering group:</u> Consists of representatives of the lead ministries, the Laender and communes and stakeholders from civil society. Responsible for proposing contents, networking and expert advice.</p> <p><u>Theme-based working groups:</u> Experts from politics, associations, science, business community and civil society involved in three working groups: “quality assurance”, “communication” and “physical education promotion”. Elaborate proposals on content, develop concrete measures and implement corresponding results. E.g. the working group on physical health promotion is developing national recommendations for physical activity and physical activity promotion.</p> <p><u>Communication:</u> IN FORM campaign launched on approval of the National Action Plan aims to provide orientation and convey the positive messages. The website is the central communication platform for networking and providing information on the Internet.</p> <p><u>Monitoring and evaluation:</u> Scientifically validated quality assurance and evaluation of individual projects and measures is made (e.g. concerning success, sustainability, cost effectiveness). Four key indicators (BMI, physical activity, food habits and sensation of health) are responsible for monitoring physical activity and nutrition behaviour of the population. Implementation status and progress are regularly communicated.</p>	
Sectors involved	Health, Food and Agriculture
Organisation or ministry leading the initiative	Two leading ministries, the Federal Ministry of Health and the Federal Ministry of Food and Agriculture
Alignment with existing EU and international documents	<ul style="list-style-type: none"> - Council Recommendation of 26 November 2013 on promoting health-enhancing physical activity across sectors (2013/C 354/01) - several further EU and international documents in the area of sport, physical activity, HEPA, nutrition, overweight were taking into account
Link	www.in-form.de

HUNGARY - Combined Strategy and Action Plan	Physical Education Strategy
<p>The development of the T.E.S.I. 2020 Strategy in Hungary started in 2013 with the ultimate goal to establish and successfully implement the Hungarian Framework of Quality Physical Education, which aims at the development of young adults with the (future) competence of health-conscious future-oriented life management. The Strategy covers the interval 2014-2020, and it includes four major goals on four major areas of interventions. Since the main goal of the Strategy is mostly related to the educational sector, the cross-sectoral connections are integrated into the actions and interventions of the major goal areas:</p> <ol style="list-style-type: none"> 1. Establishing the pedagogical principals and developmental areas of Quality Physical Education (QPE) and developing and supporting the implementation of QPE in Hungary and in the EU 2. Framing the elements of QPE within the structure of national public education 3. Framing the elements of QPE within the structure of teacher’s in-service trainings, suppliers. 4. Framing the elements of QPE within the structure of teacher training programmes on national level. <p>The four major goals include 16 interventions and more than 60 actions within. The analysis of the Strategy has been done by the affected ministries and expert groups of decision makers, so that they could identify their role in the process. In addition to that the negotiation of the financial background on fairly concrete level, at each action could start.</p> <p>The Strategy was substantiated by multiple researches. Among them was the analysis of the current regulation and recommendation documents in Hungary, in Europe and also worldwide in the field of P.E. and HEPA. Researches were conducted on national level within the School units Headmasters (57% of them was involved), P.E. teachers and general teachers (almost 8000 teachers), and of course students (pupils). The results not just helped to determine the factual actions and their hierarchy but they served as a guideline to the methodological development through the last couple of years, which meant 8 different ready-to-use books and 6 DVD’s and the free 30 hour in-service trainings for almost 8000 P.E teacher about implementing QPE.</p>	
Sectors involved	Sport, Health, Education, Transport, Environment, urban planning, public safety
Organisation or ministry leading the initiative	The Ministry of Human Capacities in cooperation with the Hungarian School Sport Federation (HSSF)
Alignment with existing EU and international documents	<p>The T.E.S.I. 2020 has an underlying document called Green Book, which contains most of the references which was used during the development, among them was:</p> <ul style="list-style-type: none"> - Council Recommendation of 26 November 2013 on promoting health-enhancing physical activity across sectors (2013/C 354/01) - Council conclusions on the role of education and training in the implementation of the ‘Europe 2020’ strategy (2011/C 70/01) - Special Eurobarometer 412 [2014] Sport and physical activity, Report. - EU Physical Activity Guidelines Recommended Policy Actions in Support of Health-Enhancing Physical Activity
Link	http://www.mdsz.hu/wp-content/uploads/2014/09/Zold_konyv_A_TESI_2020_helyzetelemzo_tanulmany.pdf

IRELAND – <i>Combined Strategy and Action Plan</i>	National Physical Activity Plan
	<p>The National Physical Activity Plan of Ireland (NPAP) was published on 14th January 2016. It is the first cross-sectoral evidence-based plan to increase physical activity levels across the Irish population. While there is a wide range of measures already in place to encourage participation in physical activity, the NPAP recognises that no single government department or agency working on its own can increase the country’s physical activity levels. Many interlinking policies and programmes across domains such as health, education, sports, recreational physical activity, transport and the environment all have important roles to play.</p> <p>The NPAP focuses on different types of actions, some immediate and some more long-term and sustainable solutions, which recognise that behaviour change is complex and challenging and that it takes time. The plan seeks to ensure that no group is disadvantaged and recognises that targeted interventions are required to address and overcome the barriers to participation experienced by some people. The plan includes time bound actions across a number of sectors including children, education, health, transport, sport and communications.</p> <p>The overarching target of the NPAP is to increase the proportion of the population, across each life stage, undertaking regular physical activity by 1% per annum in the period up to 2020. Targets have been set for the population groups of children, adults and older people. Additional funding has been allocated in 2016 to support the implementation of the NPAP.</p> <p>A cross-sectoral oversight and implementation group will be established shortly, jointly led by the Department of Transport, Tourism and Sport and the Department of Health, to take a leadership and stewardship role in implementation of the NPAP. This will include the development of a comprehensive research, monitoring and evaluation strand.</p>
Sectors involved	Sport, Health, Education, Transport, Environment, urban planning, public safety, Working environment, Children and young people
Organisation or ministry leading the initiative	Jointly led by the Department of Transport, Tourism and Sport and the Department of Health.
Alignment with existing EU and international documents	The development of the NPAP took account of existing EU and international documents including the EU Physical Activity Guidelines and the WHO Global Recommendations on Physical Activity for Health (2010).
Link	www.dttas.ie/press-releases/2016/ireland%E2%80%99s-first-ever-national-physical-activity-plan-launched-govt

ITALY – <i>Combined Strategy and Action Plan</i>	National Physical Activity Plan
<p>The implementation of National Physical Activity program in Italy started after the Italian European Presidency at the end of 2014. It is the first time in that Italy when a cross-sectoral plan to increase physical activity and Sport in the School and in the society has been created. There are an important number of national actions for encourage and promote participation in physical activity in the different areas. The collaboration with the Presidency of the Council of Ministers, CONI National Olympic Committee, Minister of Culture, Social and Education was a great action to make a strong network in Italy for HEPA. After the 1st WHO EU meeting of HEPA Focal Points in Rome, Italy has promoted PA in different ways with a strong action plan. The activities were linked to different sectors, such as health, education, sports, recreational physical activity, transport and environment.</p> <p>Due to the cooperation of the abovementioned actors, the following projects have been realized: “Sport di Classe”, “Piano Sport e Periferie”, “Piedibus” and a special project with Region Emilia Romagna and different cities of the areas, named as “Wellness Valley”.</p> <p>“Sport di Classe” is a special program aiming the implementation of the total hours of PA in schools in Italy (first grade); “Piano Sport e Periferie” wishes to implement sport and PA in difficult areas with economic problems and high level risk of criminality such as in the “peripheries”; “Piedibus” project promotes active transportation to motivate young children and students to arrive at school without use of any kind of transportation, to walk and improve body physical condition; “Wellness Valley” is a special project with Region Emilia Romagna with different cities of the areas and with Technogym company (world leader in fitness equipment), it aims to make the local population active in all ages and informs/educates citizens how to be active in good health.</p> <p>A cross-sectoral oversight and implementation group will continue its work in the next years, with possibility to be linked also with the project of candidature of Roma Olympics 2024 (CONI) and will include the development of a comprehensive research, monitoring and evaluation.</p>	
Sectors involved	Sport, Health, Education, Transport, Environment, Disabled People, Children and young people
Organisation or ministry leading the initiative	Presidency of the Council of Ministers, Minister Education MIUR , CONI National Olympic Committee
Alignment with existing EU and international documents	EU Physical Activity Guidelines WHO Global Recommendations on Physical Activity for Health
Link	www.coni.it ; www.istruzione.it ; www.governo.it www.sportgoverno.it

LATVIA – Action	Exercise Prescription for General Practitioners
	<p>Exercise Prescription for General Practitioners is a scheme started by the National Sports Medicine Centre in 2014, which aims to emphasize the role of physical activity as part of a healthy lifestyle, along with its importance for disease prevention. This involves counseling patients on the physical activity recommendations. Counseling and advice are also provided for specialist patient groups, such as those suffering from cardiovascular diseases, diabetes, overweight, cancer, pulmonary diseases, osteoarthritis, osteoporosis and sarcopenia, as well as certain population groups, such as elderly people, pregnant women and children. This service is carried out by general practitioners and nurses who undergo voluntary training in order to be able to provide such counseling. Types of participating stakeholders: Ministry of Health, Latvian sports medicine association, Latvian Rural family doctors association, Latvian family doctors association.</p> <p>One of the targets of the Public Health Strategy 2014—2020 is to reduce noncommunicable diseases (NCDs) and one of the planned activities to achieve this is physical activity promotion. The implementation plan involves each municipality promoting a healthy and active lifestyle, including providing guidance on physical activity for older adults.</p> <p>In 2014, the Latvian Centre for Disease Prevention and Control facilitated training for local municipalities and leaders of physical activity groups in local communities, in order to provide them with information on how to promote physical activity and active lifestyles, along with the best ways to organize accessible sports activities. This project was carried out in collaboration with the National Healthy Municipalities Network.</p> <p>Another target of the Public Health Strategy 2014—2020 is to reduce NCDs and one approach to achieving this is through the promotion of physical activity at the workplace. For this, the implementation plan involves each municipality promoting a healthy and active lifestyle, focusing specifically in physical activity in the workplace. Total funding depends on each municipality.</p>
Sectors involved	Sport, Health, Education, Environment, urban planning, public safety, Working environment, Services for senior citizens
Organisation or ministry leading the initiative	The Ministry of Health, the Centre for Disease Control and Prevention, the Sports Medicine State Agency Ministry of Education and Science and NGOs
Link	http://www.vsmc.gov.lv/wp-content/uploads/2015/03/Portaliem2015VSMC.pdf http://www.spkc.gov.lv/nacionalais-veseligo-pasvaldibu-tikls-latvija http://www.vm.gov.lv/images/userfiles/phoebe/ministrija_sabiedribas_lidzdaliba_ab75e1a6c38b637dc22573d800293aaa/health_promotion_guidelines_for_local_governments.pdf

LITHUANIA – Action Plan	Inter-institutional action plan for the implementation of the 2011-2020 national sport development strategy
	<p>Following the 2011-2020 national sport development strategy, the Government of the Republic of Lithuania adopted in 2011 an Inter-institutional action plan for the implementation of that strategy (<i>hereafter referred to as the Sport Action Plan</i>). Each year this action plan is being reviewed, updated and approved by the Government.</p> <p>The aims, the objectives, the measures and deliverables as well as the budget for each institution which is involved in implementing these measures and promoting sport and physical activity for the next 2 years are listed in the Sport Action Plan.</p> <p>The 3 main aims of the Sport Action Plan:</p> <ol style="list-style-type: none"> 1. To increase the number of physical exercise and physical activity time of population of the Republic of Lithuania. 2. To create the right and proper conditions for citizens to engage in sport and exercise. 3. To prepare talented athletes so that they would be able to properly represent Lithuania in international sports events <p>The purpose of the first two aims is to promote physical activity in Lithuania, while the third aim is mainly focused on the professional sport.</p> <p>The following sectors contribute to the implementation of the Sport Action Plan (1st and 2nd aims only) in the field of promoting physical activity:</p> <ul style="list-style-type: none"> • Sport sector – 9 098 087 EUR. Implemented by the Department of Physical Education and Sports under the Government of the Republic of Lithuania. • Health sector – 60 821 EUR. Implemented by Ministry of Health the Republic of Lithuania) • Education sector – 1 477 062 EUR. Implemented by the Ministry of Education and Science of the Republic of Lithuania) • Environment urban planning, public safety sectors – 1 159 928 EUR. Implemented by the Ministry of Transport and Communications of the Republic of Lithuania. <p>Institutions involved in the implementation of the Sport Action Plan:</p> <ol style="list-style-type: none"> 1. Department of Physical Education and sports under the Government of the Republic of Lithuania (coordination of the implementation of the Sport Action Plan) 2. Ministry of Health of the Republic of Lithuania 3. Ministry of Education and Science of the Republic of Lithuania 4. Ministry of Culture of the Republic of Lithuania 5. Ministry of Social Security and Labour of the Republic of Lithuania 6. Ministry of Environment of the Republic of Lithuania 7. Ministry of Transport and Communications of the Republic of Lithuania 8. Lithuanian National Radio and Television <p>Examples of good practises carried out under the Sport Action Plan: “Lithuanian Physical Education Badge Programme” for school children; “Programme for teaching children to swim”.</p>
Sectors involved	Sport, Health, Education, Transport, Environment, Urban planning, Public safety
Organisation or ministry leading the initiative	Department of Physical Education and Sport under the Government of the Republic of Lithuania
Alignment with existing EU and international documents	Sport Action Plan is being implemented with regards to the Council Recommendation on HEPA (Nov 2013).
Link	http://www3.lrs.lt/pls/inter3/dokpaieska.showdoc_!p_id=1007361

LUXEMBOURG - Action Plan	« Eat healthily, move more » « Gesond iessen – méi bewegen »(GIMB)
	<p>In 2006 4 Ministries (health, education, family affairs, sports) launched the national action plan « Gesond iessen – méi bewegen »(GIMB) (eat healthily, move more). A political statement was given, underlining the necessity of reaction against physical inactivity and obesity. A cross-ministerial board was created under the lead of the health ministry. The first strategy was to give general objectives for both diet and physical activity to be tackled by each of the 4 ministries. It searched for partnerships for local actions by allocating the GIMB-label to valuable initiatives.</p> <p>In 2011 an update for physical activity was launched within the framework of the global GIMB strategy: this new step has to be considered as the real and concrete action plan for physical activity and can be called the Luxembourg HEPA action plan, which was endorsed by the Government. The Ministry for Sport was mandated to implement the measures within a timeline and in cooperation with partners (other ministries, local communities or any other organization.</p> <p>The action plan (HE)PA has 144 measures in 6 sectors/target groups. To proceed step by step with a rather small manpower capacity it was decided to stretch the implementation timeline beginning by measures that might have an important impact and might be immediately feasible.</p> <p>Financial resources for implementation are about 100.000€ per year (Ministry for Sport) which allows the implementation process for 3 measures per year. One specific person in the Ministry for Sport is in working on the chosen issues, sustained, when necessary, by other persons of the Ministry. Except ministry for Sport, other ministries have no specific manpower that only works on GIMB / (HE)PA.</p> <p>Support and interest of the population is increasing, especially in schools and daycare settings. Initiatives and projects with the GIMB issue are regularly conducted. Some of them are recurrent. The projects can obtain a GIMB label, mostly their theme is about diet and PA, sometimes about one of them only. The communication runs on 2 websites (Health ministry, sports ministry) and uses one of the implemented measures: the “Lëtzt move Campaign” which brings the idea and the Logo of GIMB to single persons.</p> <p>At this moment, there is no evaluation of the implementation process and the outcomes of the policy.</p> <p>As milestones we can mention:</p> <ul style="list-style-type: none"> - 5 community based pilot projects which are under an evaluation process - Promotion of motor skills and PA in early childhood as a priority of the Luxembourg Presidency of the Council of the EU by <ul style="list-style-type: none"> o Organizing a high level conference o Putting the issue on the agenda of the Meeting of the EU sport directors o Preparing conclusions on PA in school including the issue of motor skills in early childhood adopted at the formal meeting of Sports ministers (Nov 2015) o Organizing a national day for exchange of good practice, information and discussion on how to promote PA in early childhood o Editing a handbook for teachers and educators on PA for children
Sectors involved	Sport, Health, Education, Services for senior citizens
Organisation or ministry leading the initiative	The PA-related part of the action plan GIMB is led by the ministry for Sport
Link	http://www.sport.public.lu/fr/sport-loisir/pan-extension/index.html

THE NETHERLANDS-Action	Sports and physical activity close to home
<p>Sports and physical activity close to home (<i>Sport en Bewegen in de Buurt...also 'SBB'</i>) is a policy program initiated and supported by the Ministry of Health, Welfare and Sports, working together with the Ministry of Education, Culture and Science, the Ministry of Social Affairs and Employment and local government and nongovernmental actors (municipalities, sports clubs). The aim of the program is to ensure that opportunities exist and to secure facilities for sports and physical activity in the close vicinity of people's homes. The program recognizes that deployment of government resources will be necessary to make the transition to a sporting society in which everyone can choose an active and healthy lifestyle. The national government depends on local commitment from parties from different sectors, next to sport, because sports and physical activity are a local responsibility. The program has two main pillars: (1) providing in demand-driven opportunities for sports and physical activity and, (2) stimulating/encouraging local initiatives.</p> <p>This is achieved, firstly, by the deployment of community sports coaches in local communities with financial support from the national government, local communities and partners. These individuals are employed in both the sports (or physical activity) sector and at least one other sector. They are given the specific task of organizing opportunities for sports and physical activity, by increasing the connection between sectors. To support the municipalities in the task of creating and maintaining adequate sports and physical activity opportunities for residents of all ages, the Ministry of Health, Welfare and Sports is investing in the expansion and wider use of the role of community sports coaches.</p> <p>Secondly, by government funding of projects from local sport organizations working together with organizations from different sectors. Cross-sectoral cooperation with local neighborhood partners, such as schools, care institutions, child-care centers and the business community is a requirement for receiving funds. The projects must be aimed at 1 of 3 target groups: sedentary people, overweight children or youth in low-income neighborhoods. The use of accredited interventions (https://www.loketgezondleven.nl) is required.</p> <p>This policy program is evaluated in terms of process (e.g. the number of community sports coaches employed, the number of grants), but not specifically in terms of outcome measures (level of physical activity). In 2016 and 2017 the implementation and results of the deployment of community sport coaches will be evaluated extensively in 32 selected local communities. The Sportimpuls is being evaluated by making use of progress information given by projectleaders. There is also a monitoring system in place at the national level that provides the level of physical activity.</p>	
Sectors involved	Sport, Health, Education, Social affairs, Services for senior citizens
Organisation or ministry leading the initiative	The Ministry of Health, Welfare and Sport together with the Ministry of Education, Culture and Science and the Ministry of Social Affairs and Employment
Link	https://www.government.nl/topics/sports/contents/sport-and-physical-activity-close-to-home https://www.sportindebuurt.nl/ https://www.rijksoverheid.nl/documenten/beleidsnotas/2011/11/30/publieksversie-programma-sport-en-bewegen-in-de-buurt

POLAND – Strategy	Sport Development Program
	<p>The Sport Development Program of Poland is a policy document creating conditions for sport development and promoting HEPA. One of 4 specific goals is strictly related to HEPA: creating conditions and offer for common participation in physical activity at all stages of life. The horizon of the program is set to 2020. The Program was adopted by the Government on 31 August 2015.</p> <p>There are many specific target groups recognized on the basis of low level of physical activity.</p> <p>The leading sector responsible for developing the strategy is sport, but assumptions and tasks of the Program involve all other areas (education, health, transport, spatial planning, labour market, social policy). However, cooperation in drafting its design was very general. The ministries responsible for other areas cooperated in a modest way.</p> <p>The Strategy is led by the Ministry of Sport and Tourism, which is ensuring the financial background for the implementation of the Program. However, there is no financing dedicated to the implementation of the Programme.</p> <p>The strengths of the strategy are: The horizontal nature of the document; assumptions are associated with the EU recommendations and guidelines for HEPA; diagnosis based on objective data.</p> <p>The weakness of the strategy is that there are no specific regulations for involving other ministries in cooperation neither on substantive nor on financial levels.</p>
Sectors involved	Sport, Health, Education, Transport, Environment, urban planning, Public safety, Working environment, Services for senior citizens
Organisation or ministry leading the initiative	Ministry of Sport and Tourism
Alignment with existing EU and international documents	The Program is in line with the EU Physical Activity Guidelines, WHO recommendations, White Paper on Sport, EU Physical Activity Guidelines, WHO European Physical Activity Strategy 2016-2025 (project), all recent EC conclusions and recommendations.
Link	http://monitorpolski.gov.pl/mp/2015/989/M2015000098901.pdf

PORTUGAL – Action	Programa Nacional de Marcha e Corrida (Walk & Run National Program)
<p>The aim of the Walk and Run National Program is to promote and increase physical activity and sport participation among the Portuguese population through regular walking and running training activities performed during the week. These activities are framed and structured by certified technicians (certified coaches by athletics federation or physical education teachers) all over the country and are developed in safe practice settings, mainly outdoor. The main specific objectives are: contribute to promote and generalise physical activity and sport (walking and running) participation in all population groups; develop local integrated technical and social networks capable of supporting these activities; provide safe and technical practice environments; enhance quality of life, wellbeing and health through physical activity and sport participation; reduce sedentary behaviours among Portuguese citizens.</p> <p>Partners: Portuguese Institute of Sport and Youth (government coordination and funding) Portuguese Athletics Federation (PAF - technical counselling, administrative and operational coordination), Portuguese Municipalities (administrative and logistic support; technical human resources support; infra-structure management).</p> <p>Target Group: All population groups (all ages and social sectors; lifelong approach - from childhood to seniors).</p> <p>Duration: The program is developed during the year (all weeks) and it is running since 2010.</p> <p>Implementation: This national program was created by the Portuguese Institute of Sport and Youth in collaboration with the Portuguese Athletics Federation involving the municipalities to create local networks capable of organize and technically coordinate the operational activity developed by walk and run groups. These groups are framed by sport technicians, certified by Portuguese Athletics Federation, conducting, at least 3 times a week, regular walking and running training programs adjusted to all age groups and fitness levels. This program follows a specific methodology: validation of national walk and run centres at municipality level; development of activities with technical, administrative and logistical support; development of public national, regional and local awareness campaigns with former Olympic athletes, athletic coaches and PAF technical staff; promotion of sport values; communication (website) of specific technical information and regular events; development of local and regional flagship events. The program is being regularly developed at 100 municipalities (all country regions).</p> <p>Funding: Portuguese Institute of Sport and Youth support annually this program with 100.000,00 Euros. Municipalities are responsible to ensure technician´s payment – about 100 technicians are involved (total amount -three hundred thousand Euros).</p>	
Sectors involved	Sport Local Municipalities – local transport services, public safety, environment, urban planning, and infra-structure management
Organisation or ministry leading the initiative	Portuguese Institute of Sport and Youth – Depends directly from Education Ministry.
Link	http://pnmc.ipdj.pt/

ROMANIA- Strategy	Sports Strategy Plan 2014-2028
	<p>Starting with 2001 Romanian Government was actively engaged in sport promoting health activities, at all the levels and for all age categories through a national Sports for All policy named Sports for All / 3rd Millennium Romania(1). This policy aimed at a few clear directions of action, among which:</p> <ul style="list-style-type: none"> - to guarantee everyone’s right to free access to sports and recreational activities; - to create a positive approach in order to keep population active; - to create the right structural environment for physical activity; <p>In 2012 a Protocol of collaboration between Ministry of National Education and Scientific Research, Ministry of Youth and Sport and Romanian Olympic Committee was signed with the goal of creating a cooperation framework for continuous improvement and efficient functioning of the national system of physical education and sport. The first objective of this protocol was targeting better education, social and health status of young people (children, students) by practicing physical education and sports.</p> <p>In 2014, the Ministry of Health established a cross-sector Working Group for Physical Activity Promotion, involving multi-stakeholders collaboration across a range of sectors, including health, education, sports, transport and environmental sectors (according to HEPA recommendations from 2013).</p> <p>Moreover, there is a National Sports Strategy Plan 2014-2028 (2), based on which the Romanian Government through Ministry of Youth and Sport is assuming the mission to support and develop sports, by increasing the active participation of people of all ages in sports permanently, in the interest of raising and maintaining the level of individual health, improve the degree of cohesion, integration and social trust.</p> <p>Recently (2016), Ministers of Youth and Sports and National Education and Scientific Research, have set up the base for the first BIOMOTRIC platform in Romania, as a tool for probing real-time somatic and functional health of Romanian students.</p> <p>This tool will provide information needed to evaluate sports and health policies regarding students and to make the right adjustments on policies related to National System of Physical Education and Sports (3).</p>
Sectors involved	Sport, Health, Education, environmental sectors, transport
Organisation or ministry leading the initiative	The Ministry of Youth and Sports
Alignment with existing EU and international documents	WHO, Global Strategy on Diet, Physical Activity and Health, 2004 European Commission, EU Physical Activity Guidelines – Recommended Policy Actions in Support of Health-Enhancing Physical Activity, 2008 Council of the European Union, The Health-Enhancing Physical Activity, 2013 European Commission, Eurobarometer – Sport and Physical Activity, March 2014
Link	1. http://sportulpentrutoti.ro/informatii-generale/ 2. http://mts.ro/wp-content/uploads/2016/02/Strategia-nationala-pentru-SPORT-_1_.pdf 3. http://mts.ro/noutati/ministrii-sportului-si-educatiei-nationale-pun-bazele-primeii-platforme-biomotrice-din-romania/

SLOVAK REPUBLIC- Strategy	National Strategy of Development of Cycling Transport and Cycle Touring
	<p>The Government of the Slovak Republic approved in May 2013 the suggestion of the National Strategy of Development of Cycling Transport and Cycle Touring in the Slovak Republic.</p> <p>The basic vision of the cycling strategy is recognition of cycling transport as equivalent transport mode and its integration with other transport modes, and improvement of perception of cyclists as full-fledged road users.</p> <p>The vision includes a significant strengthening of cycle touring as an important segment of tourism with large potential, particularly for rural areas, their development and the increase of employment and competitiveness, i.e. their sustainable development.</p> <p>It is also necessary to improve the general awareness of population of advantages of the cycling transport and cycle touring as a form of transport to school, work and for recreation, which is more beneficial to the environment, economy and human health.</p> <p>In line with the basic vision of the Cycling Strategy and in the effort to move closer to the neighbouring European countries we must do whatever is needed to achieve a 10% share of cycling transport on the total division of transport labour by 2020.</p>
Sectors involved	Sport, Health, Education, Transport, Environment, urban planning, Public safety, Working environment, Finance, Agriculture, Investment, Interior, Culture, Defence, Justice, Economy, Labour, social affairs and family, Foreign affairs and European matters
Organisation or ministry leading the initiative	Ministry of Transport, Construction and Regional Development of the Slovak Republic
Alignment with existing EU and international documents	Several documents adopted by the European Commission, e.g. the White Paper – Roadmap to a Single European Transport Area, the Green Paper – Towards a new culture for urban mobility and its Action plan of urban mobility and other documents plead in favour of the development of cycling transport. These documents set many ambitious aims – such as the phase-out of conventionally fuelled cars in cities by 2050 – which will require a much more extensive use of bicycles, walking and public passenger transport.
Link	http://www.telecom.gov.sk/index/index.php?ids=140565

SLOVENIA – Action	Counselling for physical and motor development
<p>To reduce the risk of chronic diseases in the population, it is equally important as dietary treatment, to implement properly a variety of regular, high-quality structured, professionally managed and appropriately intense physical exercises for individuals. Physical activity contributes, in particular, to maintaining health, well-being and vitality, to developing socialising skills and creative expression and to facilitate social inclusion of individuals. Slovenia’s “good practice case” shows how this should be done in sequence with the initial diagnostic screening with a consecutive steering to appropriate training within the health care centers and wider (sports clubs, schools, kindergartens, home environment, private individuals and businesses etc.) with a key role and participation of both, medicine doctor and kinesiology expert. Different areas of experts from the Primary’s Health Care Center Vrhnika, which is responsible for implementation of preventive health activities within their own local community, prepared the ground for an innovative approach to integrate kinesiologists on the combined area of health and physical activity for all age groups of the local population. The main point focuses on the cooperation of the medicine doctor and the expert with adequate training-sports knowledge of kinesiology. Beside them other medical staff within the health center introduce and maintain physical exercise with a high positive health effects for individuals, to whom exercising was prescribed by a doctor.</p>	
<p>Such innovative approach is implemented by advising service on health promotion, called “counselling for physical and motor development” which is led by selected physicians and strongly supported by kinesiologist as somehow new expert partner in health care expert team in Slovenia, beside medicine doctor, physiotherapist, dietologist and nurse... This service is aimed at patients and individuals with overweight, irregular eating habits, those on increased risk for cardiovascular diseases, on increased risk or already suffering from one or more non-communicable chronic diseases, as a result of unhealthy life style.</p>	
<p>The tasks of such advisory bureaus are:</p> <ul style="list-style-type: none"> - In-depth treatment of the patient in the field of lifestyle changes and additional diagnostics on physical fitness - Relieve physicians of their in-depth treatment of patients in the field of lifestyle changes - Diagnostics and monitoring of performance indicators of intervention programs - Report and recommendations aimed at the patient and the practitioner cooperation and integration in the local community - Provide technical assistance in designing and implementing programs to promote a healthy lifestyle. 	
Sectors involved	Sport, Health, Education, Working environment, Services for senior citizens; Business, Social sector
Organisation or ministry leading the initiative	Municipal Primary Health Care Center Vrhnika
Link	http://www.zd-vrhnika.si/dejavnost-svetovalnica-za-telesni-gibalni-razvoj.html

SPAIN – Combined Strategy and Action Plan	Plan Integral para la actividad física y el deporte - A+D plan (National plan for the promotion of Physical Activity and Sport)
<p>The A+D plan is a tool developed by the High Council for Sport aimed to guarantee the global access of the Spanish population to physical exercise and sport in order to promote its health benefits and to fight the high levels of sedentary lifestyle and obesity. Designed as a ten year plan, it started its implementation in 2010 joining both the WHO recommendations and the EU Physical Activity Guidelines.</p> <p>The main objectives of the A+D program are: to notably increase the levels of physical activity in Spain, to generalize sport and physical activity in school age children, to strengthen the concept of sport as a social inclusion tool and to move forward in the effective promotion of gender equality in and through sport. The High Council for Sport acts as a leader that develops the main working frame that is transmitted to the regional and local authorities (responsible of the final implementation and finally of allocating the financial resources due to the Spanish organizational scheme) and to the other national stakeholders involved (The Ministry of Education, Culture and Sports and The Ministry of Health, Social Services and Equality)</p> <p>The A+D plan includes 15 specific programs with 100 actions to be taken. Communication has been included as a specific program (# 10) and includes several initiatives regarding this issue that are and will be supported by the High Council for Sport through its webpage and communication channels and the A+D own webpage. Campaigns related to Sports for school aged kids or benefits for private companies promoting health through physical activity are to be developed by the national government.</p> <p>Several specific targets have been positioned for the ten year plan. These targets are defined on a numerical basis (like for instance, achieving a general sport practice for 50% of the population starting from the 2008 39,9% level) These are to be evaluated trough the National Statistical Institute and its periodical health survey that includes a specific chapter about physical activity.</p>	
Sectors involved	Sport, Health, Education
Organisation or ministry leading the initiative	High Council for Sport (Ministry of Education, Culture and Sports)
Alignment with existing EU and international documents	The A+D plan is clearly defined and built on the idea of developing the European Union Physical Activity Guidelines and the WHO recommendations. The plan explores and translates both the EU Guidelines and the WHO recommendations through the 15 above cited programs into practical steps and measures that can be directly undertaken by the regional and local authorities with the advice (if needed) of the High Council for Sport.
Link	http://www.planamasd.es/ http://www.csd.gob.es/csd/estaticos/plan-integral/LIBRO-PLAN-AD.pdf

UNITED KINGDOM – Strategy	Moving More, Living More - the Physical Activity Olympic and Paralympic Legacy for the Nation
<p>“Moving More, Living More - the Physical Activity Olympic and Paralympic Legacy for the Nation”, issued in 2014 by the UK Government, aims to contribute to meeting Government’s ambition to have a year on year increase in the proportion of adults meeting physical activity recommendations.</p> <p>One key action in this strategy is having strong leadership at the national, local and community level; giving people the motivation and enthusiasm to make changes.</p> <p>Since the introduction of Moving More Living More, progress has been made in active travel. In England, the Infrastructure Act 2015 requires the Government to invest in walking and cycling. This investment plan will allow local authorities to target specific groups, such as – children walking to school, and double the rate of cycling.</p> <p>In England, Public Health England is funded to deliver the Government’s physical activity programme and their action plan has the following key workstreams:</p> <ul style="list-style-type: none"> • Active society - creating a social movement; • Moving professionals - activating networks of expertise to promote physical activity; • Active environments - creating the right spaces; and • Moving at scale – interventions that makes us active <p>In Scotland, the Scottish Government published the Active Scotland Outcomes Framework in December 2014, which sets out its ambitions for a more active Scotland, underpinned by a commitment to equality. The outcomes will be delivered through the national physical activity implementation plan (A More Active Scotland) which adapts the key elements of the Toronto Charter to the Scottish setting and links it directly to the Scottish Government’s active legacy ambitions for the 2014 Commonwealth Games.</p> <p>All actions are monitored through national level surveys.</p>	
Sectors involved	Sport, Health, Education, Transport, Environment, urban planning, public safety
Organisation or ministry leading the initiative	Department of Health
Alignment with existing EU and international documents	UK national physical activity guidelines align with the EU Physical Activity Guidelines and WHO recommendations. Our national ambition is to achieve a year on year increase in adults doing 150 minutes of exercise per week and a year on year decrease in those who are inactive (defined as doing less than 30 minutes of exercise per week).
Link	Moving More Living More: https://www.gov.uk/government/publications/moving-more-living-more-olympic-and-paralympic-games-legacy Public Health England implementation plan: https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life Scotland’s Active Scotland Outcomes Framework: http://www.gov.scot/Topics/ArtsCultureSport/Sport/Outcomes-Framework A More Active Scotland (Scottish Government’s national physical activity implementation plan): http://www.gov.scot/Resource/0044/00444577.pdf

SPECIFIC ACTIONS managed by the observers of the XG HEPA:

EUROPEACTIVE	Physical Activity and Health in Ageing (PAHA)
	<p>The “Physical Activity and Health in Ageing (PAHA) project is funded with the support of the Erasmus+ Sport Programme of the European Union. <u>EuropeActive</u> is the leader partner and cooperates with other 9 not-for-profit associations across Europe in order to develop, implement and ensure the success of the project. These are: University of Coventry (United Kingdom), Johann Wolfgang Goethe-Universität (Germany), SkillsActive (United Kingdom), Portuguese Health and Fitness Association (Portugal), the Hungarian Health and Fitness Association (Hungary), IrelandActive (Ireland), Finnish Health and Fitness Center’s Association (Finland), Attic Union of Gym Owners (Greece), Fit & Sund (Denmark). These actors are responsible for the local implementation of the project together with dissemination and promotional activities.</p> <p>The project is a tailored intervention for older adults with different functional capacities. Through a supervised and structured exercise programme for senior citizens (55-65 years old), PAHA intends to convert currently inactive people into regular exercisers at a level that is beneficial to their health, supporting the EU Guidelines on Physical Activity and the European Week of Sport.</p> <p>In each one of the 8 project partner countries 3 fitness centres run 3 trial sessions of supervised exercise of 6 weeks duration, for 15 participants at each session. For that purpose, the fitness coaches, instructors and other community workers involved in the project receive specific training on both motivational skills and in active ageing promotion. The participation in the trial periods is free and the older adults who take part in the project are offered preferential arrangements for them to continue exercising for a minimum of a further 6 months period as well as some non-monetary incentives. Moreover, through a comprehensive evaluation system, the PAHA project develops transversal standards that are made available for education structures of sports organisations across Europe. IPAQ (International Physical Activity Questionnaire) will be used for gathering the evidence of the continuing level of activity of the people who have been through the 6 week trial interventions.</p> <p>The project is expected to reach more than a thousand participants across Europe (700 participants have been already involved and more are expected until September 2016) and develop a methodology that can easily be adapted and replicated in different settings. In other word, a methodology that will make health-enhancing physical activity more accessible and more attractive, allowing more senior citizens to enjoy regular exercise. This is intended to tackle the serious demographic challenge Europe is facing and allow older people to stay active and remain autonomous and independent.</p> <p>In the framework of PAHA, a good practice for a HEPA action is definitely the inclusion of the ‘MyWellness Key’, a device produced by the Italian company TechnoGym which measures and records all the physical activity a user completes during the day and motivates the user to reach his or her daily goals. The strength of this action is that it is user’s tailored-made, which is particularly important for older people. The weakness is, once again, related to the long-term impact of the action: how to make sure that older people stay active and keep using the device once the project is finished?</p> <p>Communication-wise, journal article, presentations at conferences and regular website updates are the main means of dissemination which has proven to engage key stakeholders interested in the project.</p>
Sectors involved	Sport, Health, Education, Fitness
Leading Organisation	EuropeActive
Link	http://www.europeactive.eu/eu/projects;

FESI	House of Sports
	<p>The House of Sport (HoS) is a joint initiative established in September 2015 by several leading organisations in the sport and active leisure sector. The main objective of this initiative is to benefit from working together in an organised cross-sectorial approach and raise awareness on the benefits of sport and physical activity. Furthermore, the partners aim at joining forces in order to share and coordinate strategic goals for the overall development of the sport sector. In doing so they aim to support charity organisations. The House of Sport and more precisely the organisations under its umbrella, aims to be ready to join forces under a common goal – Enhance the relevance of sport and physical activity in all dimensions of our society such as economic, educational, cultural and social ones.</p> <p>The Structure is divided into: Economic and innovation dimension, Health and prevention dimension, Education, cultural and social dimension, Sport integrity and governance dimension.</p> <p>Partners of the HoS: Aces Europe, EPSI, EFCS, FESI, EuropeActive, ICSS, Sport and Citizenship, EHLA, Sporsora, FEDAS, FIM, ENAS, EMCA, EC-OE, JJIF.</p> <p>Mission and Vision: The Vision of the House of Sport is to reduce inactive population in the EU while promoting Sport and Physical Activity on a European level and to create a one-stop shop gathering relevant organizations aimed at promoting physical activity at EU level through an agenda shared among the different partners.</p> <p>Legal status: The House of Sport is intended to be a de facto Association, without legal personality, whereas all the partner organizations will remain strictly independent.</p> <p>Partnership: Physical partners will be actually occupying the offices and the premises of the House of Sports, which will become the legal address of the organizations. Non-physical partners will not be occupying the offices and will benefit from the services that the House of Sport can provide and have their European legal address within the premises of the House of Sport.</p> <p>The Dimensions: Every partner will be part of one or more dimensions, depending on its goals and mission. While partners will not change their own structure, the dimensions will help coordinate the work for common project.</p>
Sectors involved	Sport, Health, Education, Economy, Fitness, Safety, Industry, Innovation
Leading Organisation	FESi in partnership with all other HoS partners
Link	http://www.fesi-sport.org/content/house-sport

FIFA	FIFA 11 for Health
	<p>Denmark will be the first European country to run a pilot project of FIFA’s global health initiative “FIFA 11 for Health”. The programme combines the direct health benefits of the game with its unique educational power to teach children aged 11-12 years how to live a healthy life and avoid major diseases. Launched as part of FIFA’s medical legacy to Africa on the occasion of the 2010 FIFA World Cup™, “FIFA 11 for Health” will now be adapted to European conditions and tested for the first time in collaboration with the University of Copenhagen.</p> <p>“FIFA 11 for Health’ is based on a very simple yet powerful idea: when football talks everybody listens. Therefore, it is the ideal platform to promote key health messages among young people, regardless of gender, ethnicity or social conditions. The programme was launched in Africa and we are now bringing it to Europe. The health messages will change but the language remains the same, it is the universal language of football,” said FIFA’s Chief Medical Officer Prof. Jiri Dvorak.</p> <p>To make it more engaging for the younger generations, each health message of “FIFA 11 for Health” is promoted by a prominent football player such as Messi, Cristiano Ronaldo, Drogba, Neymar, Falcao and Marta. Five years after its launch in South Africa, more than 200,000 children in 20 countries have benefited from the programme. Studies published in well-respected scientific journals have proven that the programme has achieved a significant increase in children’s health awareness.</p> <p>The pilot project in Denmark is supported by the Danish Football Association (DBU) and the Danish Ministry of Health. A total of 40 school classes (1,000 children) from 11 schools have been selected to take part in the pilot phase, which will run from August 2015 to April 2016. The 11 key health messages, which were originally designed for African countries, have been adapted to respond to the health situation and address the major health threats in European countries. Based on the results of this pilot study, a decision will be taken on the continuation and expansion of the project at national level.</p> <p>“Over the last ten years we have carried out a number of research studies demonstrating the direct health benefits of playing football for people of many different age groups and with various conditions. Now, with the introduction of ‘FIFA 11 for Health’, the objective is to combine the health benefits of regular training and increase health knowledge among our young people,” said Professor Peter Krstrup from the Department of Nutrition, Exercise and Sports of the University of Copenhagen.</p> <p>The pilot project in Denmark was launched at the eighth World Congress on Science & Football in Copenhagen, which brought together 500 scientists from around the world for three days of exchanging knowledge and discussing the latest research in the field.</p>
Sectors involved	Sport, Health, Education
Leading Organisation	Danish Ministry for Health and the University of Copenhagen
Link	http://www.fifa.com/development/news/y=2015/m=5/news=fifa-brings-its-global-health-initiative-to-europe-2606979.html

ISCA	NowWeMOVE campaign
	<p>The NowWeMOVE (NWM) campaign of the International Sport and Culture Association (ISCA) is Europe’s biggest campaign promoting sport and physical activity. Its vision is to get “100 million more Europeans active in sport and physical activity by 2020”. Since 2012 it succeeded to move 2.6 million people, through 12 300 events, in 1700 cities, from 38 countries, with the support of +3000 local partners.</p> <p>Through the campaign's communications more than +20 000 000 Europeans were reached. 42 partners - National Coordinators and 2800 move agents (event coordinators) – are involved in the implementation of the campaign at national levels.</p> <p>Initial situation: Due to the threat of the physical inactivity "pandemic" and related serious health issues, physical activity has climbed international and national political agendas. However, there is still a gap between political agendas and action.</p> <p>Strategy: The focus has been put on building the capacities of partners at national level. Thus the campaign is communicated through various channels and messages, and is targeted towards one or more of the NWM target groups (segments of inactive European citizens).</p> <p>Targets: The goal is to make people more physically active. This can only be reached through innovative and practical solutions, which are being implemented at European level through the NWM campaign.</p> <p>Implementation</p> <ol style="list-style-type: none"> 1. Implementing large-scale pan-European events: MOVE Week, No Elevators Day, European School Sport Day, NowWeBike (cross-border biking tour), and FlashMOVE flash mob/dance, though a strong network of nationally based partners; 2. Capacity building of national partners: 42 National Coordinators 3. Creating event and campaign libraries: PR toolkits, social media toolkits, off-line campaign materials, company activation pack, guerilla marketing toolkit. 4. Offering 24/7 organisation, technical, graphical and PR support <p>Result:</p> <ul style="list-style-type: none"> • Participants in NWM events: 1,800,000 (2015 estimated) • Events: 7279 +(2015 estimated) • MOVE Agents: 2 894 (2015 estimated) • Cities: 1812 in 38 countries • Media coverage through more than 1700 news pieces dedicated to the campaign and it’s elements in various media channels • Google AdWords (2015) targeted at all participating countries: 823 677 440 • Aggregated Ads impressions: 58 834 102* People Reached (add frequency=14) • 1,000,000+:Twitter impressions • Aggregated Facebook Reach (2014) = 26,148,032 people reached • NowWeMove.com visits : 1 138 470 • MoveWeek.eu visits: 595 872
Sectors involved	Sport, Health, Education, Transport, Working environment, Services for senior citizens
Leading Organisation	International Sports and Culture Association – ISCA
Link	www.nowwemove.com ; http://inactivity-time-bomb.nowwemove.com/ ; http://nowwebike.nowwemove.com/ ; http://no-elevators-day.nowwemove.com/ ; http://movement-pills.nowwemove.com/ ; www.moveweek.eu