



Education and Culture DG



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EU Action to Promote Health-Enhancing Physical Activity

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Objective of my presentation

- ***To provide an overview of what the European Commission does to promote Health-Enhancing Physical Activity***
- ***To do so from two different angles:***
 - ***Perspective of public health (DG SANCO)***
 - ***Perspective of sport/physical activity (DG EAC)***

What can the EU do to promote HEPA?

- Concept of HEPA goes back to a DG EMPL project, coordinated by UKK Institute (FIN) in 1995-1996
- The EU Institutions can only take action when the Treaties give us a specific role. Sport is not – yet – mentioned in the Treaties. Sport-related activities are based on e.g. Internal Market, health, education etc.

Public Health and Consumer Protection

- Article 152, on Public Health, foresees Community actions complementing national policies.
 - Basis for Public Health Programme (e.g. PATHE)
 - White Paper on Obesity
 - EU Platform on Diet, Physical Activity and Health
- Article 153, on Consumer Protection, goes further because it also includes the possibility to adopt measures *"in the context of the completion of the Internal Market"* (harmonisation).



Education and Culture / Sport Unit

We can act via:

- Political cooperation with Member States (Ministries responsible for sport). Regular meetings of Sport Directors and Sport Ministers.
- Structured dialogue with sport organisations and our dialogue with actors of civil society (*such as ISCA!*)
- Policy mainstreaming within the Commission – spreading the word about sport and HEPA related topics.

New focus for next 3-4 years thanks to the White Paper on Sport.



The White Paper on Sport (2007)

Section on “Enhancing public health through physical activity” includes **3 actions**:

1. *“The Commission proposes to develop new physical activity guidelines with the Member States before the end of 2008.”*
2. *“The Commission will support an EU Health-Enhancing Physical Activity (HEPA) network and, if appropriate, smaller and more focused networks dealing with specific aspects of the topic.”*
3. Mobilisation of existing EU programmes, including
 - “The 7th Framework Programme for Research and Technological Development (for lifestyle aspects of health)
 - The Public Health Programme 2007-2013,
 - The Youth and Citizenship programmes (cooperation between sport organisations, schools, civil society, parents and other partners at local level)
 - The Lifelong Learning Programme (teacher training and cooperation between schools)



EU Physical Activity Guidelines - Background

- Invitation from Member State Sport Ministers meeting under the Finnish Presidency in November 2006
- Basic idea: define policy changes in different sectors which would make it easier for Europeans to move more
- Prepared by 22 leading experts: Independent Expert Group nominated and guided by the EU Working Group on Sport & Health





EU Physical Activity Guidelines – Rationale and Structure

- Guidelines will be addressed primarily to policy-makers in the Member States, to aid the formulation and adoption of national policies in various relevant sectors.
- **Based on a cross-sectoral approach.**
- Promote policies which translate into increased physical activity in everyday life, in areas such as education, transport, leisure, etc.
- Guidelines grouped by policy sectors or fields, and by actors.





EU Physical Activity Guidelines – Sectors Likely to be Covered

- The sport sector
- The health sector
- The education sector
- The transport sector, the environment, urban planning and public safety services
- The working environment
- Services for senior citizens



EU Physical Activity Guidelines – Implications for ISCA

1. Sport Ministers are likely to pass the Guidelines on. Sooner or later they should thus become relevant to ISCA's member organisations.
2. The Guidelines should serve as a source of inspiration for organisations such as ISCA.
3. Work more closely with the HEPA Europe Network and with the planned EU HEPA Network.



PA Guidelines – Next Steps

- 25 September: Guidelines finalised and endorsed by the Working Group "Sport and Health" in Brussels
- 30-31 October: meeting of Member State Sport Directors in Versailles
- 27-28 November: informal meeting of Member State Sport Ministers in Biarritz
- Council of Ministers, e.g. Health Council in 2009 (?)



**Thank you for your
attention !**

