

Nutrition and Physical activity in the city of Rotterdam

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Gemeente Rotterdam
Sport en Recreatie

What

- **Confront**
 - overweight and
 - lack of physical activity
- **Promote**
 - healthy nutrition and
 - physical activity
- **For children**
- **Integral approach**
 - Physical activity AND healthy nutrition
 - Cooperation



Statistics

- **Overweight**
 - 1 out of 7 in The Netherlands
 - 1 out of 4 in Rotterdam
- **Physical activity**
 - City children are inactive
 - Ethnic groups even less so
- **Situation**
 - Old city districts
 - Social economic position



Rotterdam confronts: Lekker Fit!

■ Cooperation

- Departments of Health, Sports and Education
- Schoolboards
- Local business
- Professional and recreational sports
- City council



Target group: Lekker Fit!

- **Children**
- **Old city districts**
- **Primary schools**
- **Multifaceted**



Multifaceted: Lekker Fit!

- **Physical exercise**
 - **Beter AND more**
 - **Professional teacher**



Multifaceted: Lekker Fit!

- **Physical exercise**
 - **Beter AND more**
 - **Professional teacher**
- **Hardware**
 - **Playgrounds**
 - **Sports halls**



Multifaceted: Lekker Fit!

- **Education**
 - **Nutrition**
 - **Parent conferences**



Multifaceted: Lekker Fit!

- **Education**
 - **Nutrition**
 - **Parent conferences**
- **Hardware**
 - **Schoolgardening**



Multifaceted: Lekker Fit!

■ Monitoring

- Individual feedback on physical health
- Programm effectiveness
- Factsheets on Rotterdam



Multifaceted: Lekker Fit!

Abdellaoui, Oumaima

Al Ghazali
Groep 4A 2007-2008 (2007 / 2008)

Scorekaart Bewegingsonderwijs



Birginia, Suwengelo

De Boog
Groep 3B Sch (2007 / 2008)

Scorekaart Bewegingsonderwijs



Monitoring

Individual feedback on physical health

Programm effectiveness

Factsheets on Rotterdam

Fysieke componenten	25 september 2007					18 februari 2008					Lefjens					Tweede test																								
	0	1	2	3	4	0	1	2	3	4	0	1	2	3	4	0	1	2	3	4																				
Coördinatie Snelikken met één hand																																								
Lenigheid Zittend reiken																																								
Kracht Explosiekracht Verspringen uit stand																																								
Kracht Handkrijpkracht																																								
Kracht Sit-ups																																								
Kracht Hangen met gebogen armen																																								
Snelheid 10 x 5 meter sprinttest																																								
Uithoudingsvermogen 20 meter shuttle-run test																																								
Verhouding lichaamsgewicht en lichaamslengte BMI score																																								



Success: Lekker Fit!

- **Proven effective**
 - **Stamina and waist circumference**
 - **Incline decreased**
 - **Parents indicate children are more active**
- **In 70 schools, 90 in 2009**



Program Nutrition and Health

- **Software**
 - Educational programs
 - Sports in the community
 - Local partner program

- **Hardware**
 - Indoor and outdoor facilities
 - Norm for outdoor play areas



Lessons learned

- **Integral solutions**
- **Broad acceptance**
- **Partnerships**
- **Indoor facilities**
- **Parent involvement**
- **Kindergarden**



Results in Rotterdam

- **Lekker Fit! in 70 primary schools AND proven effective**
- **Super Fit in 15 secondary schools**
- **Over 40 playgrounds**
- **40 sports halls improved**
- **Partnerships with local organizations**

