

## **INTERVIEW with PATHE leader from Collaborating Partner**



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Country: FRANCE

**1. Within your specific national project and geographic location (country), what are the most important issues for the PATHE - Physical Activity Towards a Healthier Europe to address in order to better the health status, health promotion and sport/health activities?**

We will focus our priorities starting campaigns and communicate with our products for all ages in order to increase the level of physical activity.

**2. What partnerships/activities do you feel are necessary within your national project/country that would help further the efforts of ISCA and your Association with PATHE in providing increased and more comprehensive services for national organizations in the Health/health promotion activities?**

Referring to the European Community`s White Paper "Strategy for Europe on Nutrition, Overweight and Obesity related health issues", PATHE could gather all national "health promotion through sport" campaigns in a seminar, or for the next ISCA general assembly to all members. Presentations, discussions and good practices from all Pathe experiences could be an interesting opportunity. Having a common document with all national initiatives.

**3. What are the adaptations/innovations/changes in your association via PATHE that you have either implemented or developed that has helped provide a more effective or efficient health/health promotion/physical activities?**

During the PATHE collaboration, we have appreciated the marketing tools for the Italian kid program, »Let's give us a Move«. The mascot and draws, seemed to be very efficient and adapted to the target. We have started such a reflexion in our Federation to promote and enhance physical activity for the kid through this new approach. A work on the material with Professional graphics: elaboration of the logo and the graphic of each material.