



BULGARIAN YOUNG PEOPLE FOUNDATION

Citizens panel Zagreb

01-03.10.2010



Operational program

“Human Resources Development ”

Priority

Social inclusion and promotion of social economy

Domain of intervention

Employability through better health



Name of the scheme:

National Informational and promotional campaign for encouraging the health way of life through physical activity

In the frames of operation we predict:

- purposeful measures for raising public awareness about the importance of physical activity for health and quality of life
- informational campaign will aim to increase the motivation of people from target groups for active healthy behavior through increasing their physical activities

Arguments for realization

World Health Organization (WHO) defines health as a state of completely physical, mental and social well being and not only as a lack of disease and disabilities. Approaches to improving the nation's health include both active health preventive measures and creating suitable conditions for engaging each citizen with responsibility of his own health. The tendencies which are observed in the recent years are that European population decrease its physical activities and the same is the situation in Bulgaria. NSI research shows that the part of people with high and average physical activity decrease from 64.4% in 1996 to 59.9 % in 2001 year. Sociological survey from SIDNI programmed in the recent years show that 45-60 % of men and 60-75% of women in various areas of the program are with low physical activity at work and 40-45 % of men and 48-70% of women have the same physical activity through their spare time. Over two thirds of people in active age are with low or average physical activity in their everyday life.

Target groups (beneficiaries)

- People in active age
- Employees with specific risk of health and with reduced physical activity –people with high obesity, increased body mass index, hypertonic, and those with severely decreased physical activity in the workplace



Main activities in the scheme

- Making a national research for the degree of awareness of population about the consequences for health from the lack of physical activities and the degree of readiness to change our attitude for increasing our physical activities as a way to improve our quality of life- at the start of implementation of the activities and at the end of the campaign



Main activities in the scheme

- Making a national representative survey of physical capacity and analysis of the results with main aim to identify population groups with the highest risk of health because of the restrain:**
- Conducting thematic informational activities focused on the most vulnerable risk groups identified by the result of the analysis and testing of physical abilities ;**



Main activities in the scheme

-Conducting national informational campaign including the use of flexible and communicational methods for achieving wider awareness and commitment of people through their own health by increasing their physical activity, sport and tourism.

-Development and dissemination of informational materials for promoting the opportunities of the sport, in order to reduce the harmful effects which are consequences from the low physical activity of the people in a working age

Main activities in the scheme

- Conducting activities aimed to promote grassroots sport and amateur sport and to encourage the participation of representatives of the target groups**



INDICATORS

For realization:

**number of realized national informational and promotional campaigns-
at least 2 campaigns a year**

For result:

**population covered by national informational and promotional
campaigns – at least 2 million per year.**

Budget – 3 500 000 lv.(1 763 000 EU)

Basic documents through which we can regulate the sport and healthy lifestyle and which are prerequisite for realization of the scheme in Bulgaria are: White Paper on Sport, White Paper on the Strategy of Europe on Nutrition, Overweight and health problems, the Green Paper “Promoting healthy diets and physical activity associated with the obesity and the European Sport Charter.



Thank you for your attention!

