

Promoting physical activity in socially disadvantaged groups- outcomes from the WHO PHAN project

Co-funded by the European Union

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<http://www.euro.who.int/en/health-topics/environment-and-health/Transport-and-health/publications/2013/physical-activity-promotion-in-socially-disadvantaged-groups-principles-for-action.-policy-summary>



**World Health Organization**
REGIONAL OFFICE FOR Europe

PHYSICAL ACTIVITY PROMOTION IN SOCIALLY DISADVANTAGED GROUPS: PRINCIPLES FOR ACTION

Policy summary



**World Health Organization**
REGIONAL OFFICE FOR Europe

Physical activity promotion in socially disadvantaged groups: principles for action

PHAN Work Package 4
Final Report



Co-funded by the Health Programme of
the European Union

The PHAN project: Guidance on physical activity promotion in socially disadvantaged groups, with a focus on healthy environments

(Feb 2010-October 2012)

- Overview and key findings from the WHO PHAN project
- Key learnings, insights, discussion points
- 3 recommendations (policy/practice/promotion)



- Review of **evidence**
- Review of **practice**
- Review of **policy**



Physical activity promotion in socially disadvantaged groups

- A summary of European case studies -



Working paper 1

Physical Activity Promotion in Socially Disadvantaged Groups
– Evidence and Actions, 11–12 April 2011, Bonn, Germany



Impact of social disadvantage on physical activity levels in Europe

- A review of the evidence and recommendations for action -



Working paper 2

Physical Activity Promotion in Socially Disadvantaged Groups
– Evidence and Actions, 11–12 April 2011, Bonn, Germany



A content analysis of physical activity policies in the 27 EU member states with a focus on socially disadvantaged groups



Working paper 1

Physical activity promotion in socially disadvantaged groups –
policy actions. 19-20 March 2012, Bonn, Germany

- NOT FOR PUBLIC USE / DISSEMINATION -

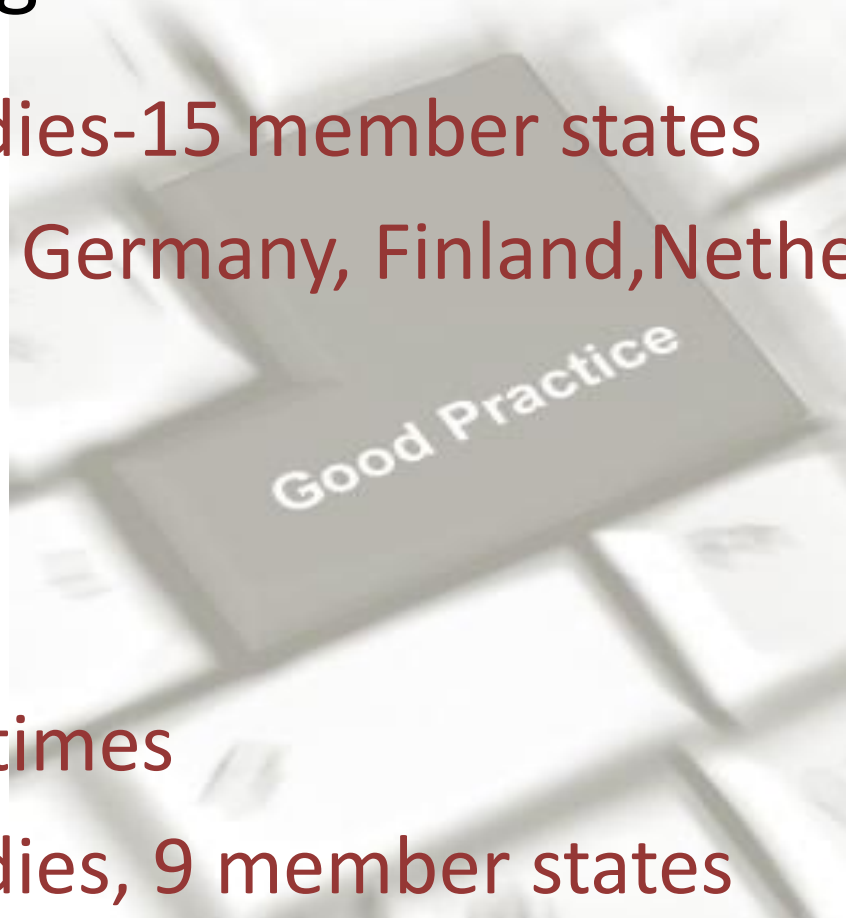
Review of practice-physical activity had to
be a targeted outcome in case studies

95 case studies-15 member states

70 from UK, Germany, Finland, Netherlands

Assessed 4 times

29 case studies, 9 member states



Practice....

- A significant level of activity across the EU-good news!!
- -A variable amount of engagement with target groups beforehand, and little engagement in programme planning
- -Multi-agency partnerships were evident.
- -Use of peers and local people as delivery agents was good.
- -Duration and funding of projects varied, and some had become mainstreamed (up to 10 years duration)
- -Need for improved outcomes-based planning and evaluation.

- HOW individuals are targeted and engaged, and how programmes are implemented is of the essence.
- More intensive support may be needed at all stages, which will be reflected by, for example, project time duration, funding and capacity-building needs.
- Both **whole population** and **targeted approaches** are advised.

GAPA

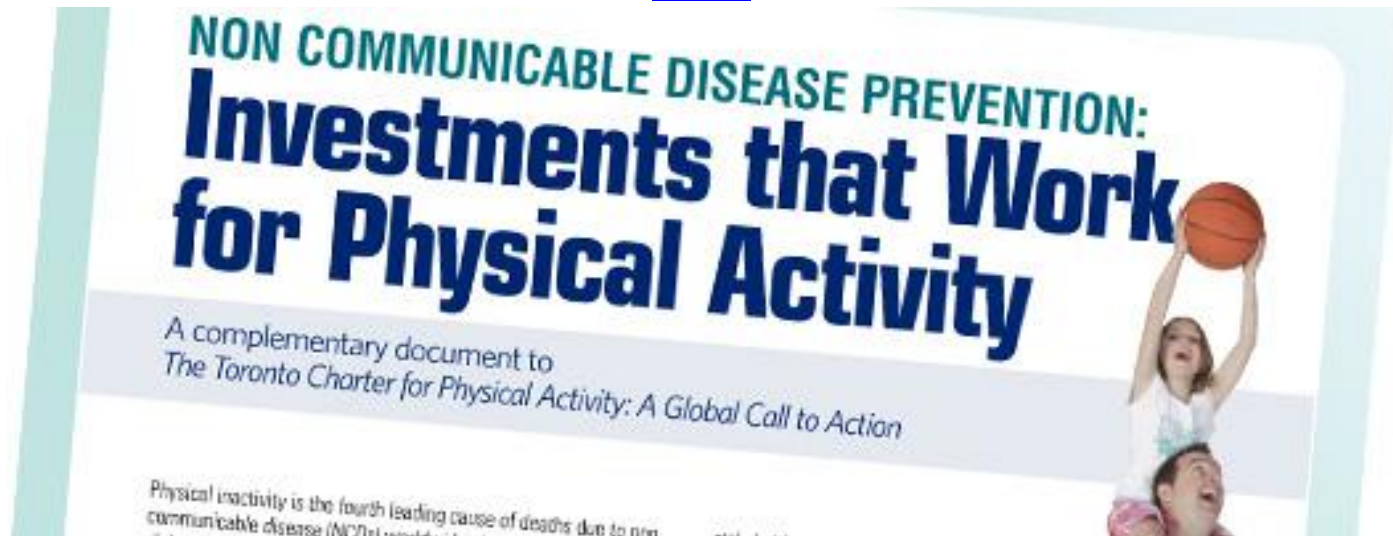
[French](#)

[Italian](#)

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[Russian](#)



**The Toronto
Charter for
Physical Activity:
A Global Call for
Action
AVAILABLE IN 22
LANGUAGES!!!**



Review of policy

- 127 documents in WHO European database on nutrition, obesity and physical activity (NOPA) relating to physical activity in the 27 EU Member States (MS) reviewed-31 selected for further analysis, from 23 member states
- 18 countries responded to a questionnaire

Amongst the 31 policy documents analysed...

- Most (95%) had national policies promoting physical activity
- Half targeted socially disadvantaged groups ("low SES", 52% of documents; "ethnic minorities", 45% of documents; geographically disadvantaged, 55%)
- Social disadvantage is described in a wide variety of ways and is seldom well-defined in policies
- 44% of the 18 countries responding to the questionnaire had national policies or regulations that “specifically addressed the promotion of physical activity in SDG”.

Overview...

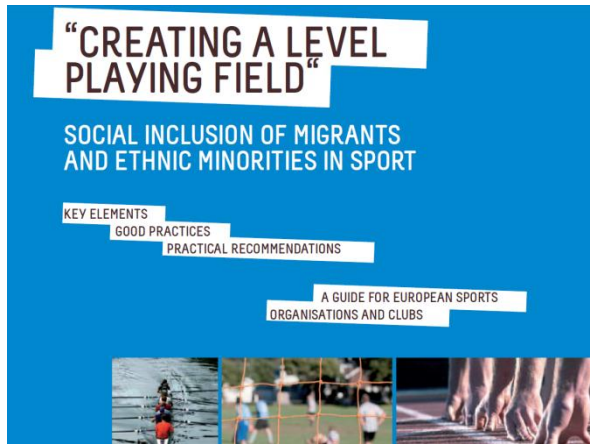
- **Case studies** reported on a range of physical activity related outcomes (e.g. general well-being, employability, social integration).
- Socially disadvantaged groups not a priority target in half of policy documents, indicating that **awareness** of the issue, and **integration into mainstream policies**, is low.
- **Sports activities** were most often cited as a way of promoting physical activity, with **other sectors** (e.g. transport, environment) much less frequently considered
- Challenges...
- EVALUATION
- SUSTAINABILITY



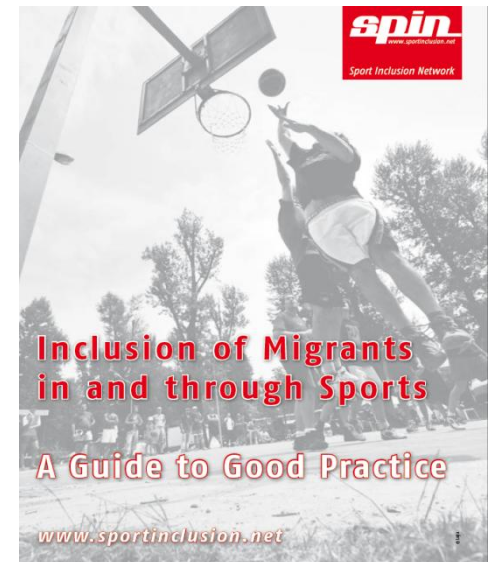
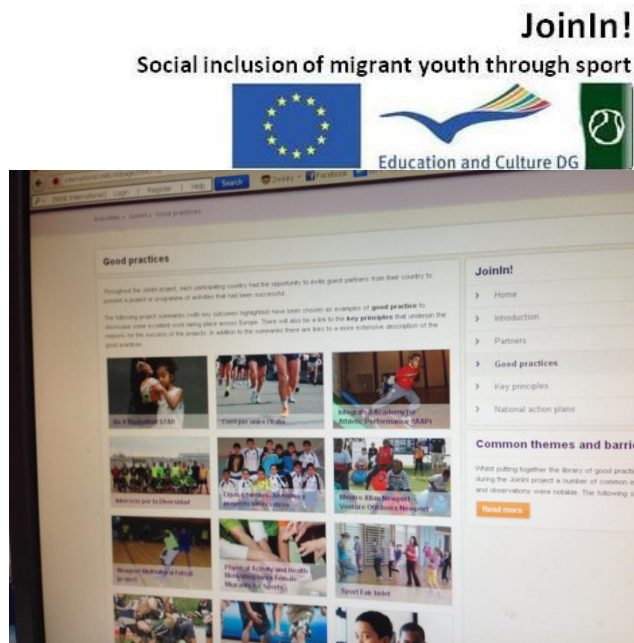
My 3 recommendations (for policy/practice/promotion



1. Share more (and improve web access to outcomes of projects)

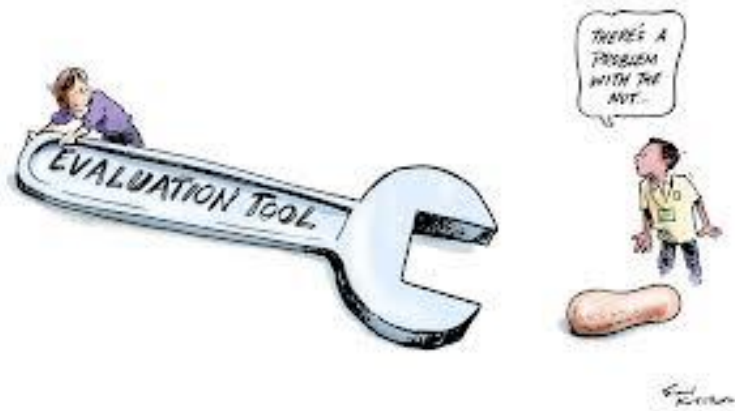


Changes. Opportunities. Innovations.
Cambios. Oportunidades. Innovaciones.
Canvis. Oportunitat. Innovació



2. Evaluation

- All of the EU projects mention that it's a difficult task, but we need to try and make it possible
- Help practitioners and policy makers to select tools to measure relevant outcomes in an appropriate and sustainable manner



3. Policy

- Show that physical activity can be used for other gains (social inclusion etc) and embed physical activity promotion within other policies outside the sports sector.
- Good example from Germany (ENTER project- Nordic walking an integrated part of education for migrants and ethnic minorities)


ENTER dc / en

[info](#) [modules](#) [downloads](#) [photos](#) [partners](#) [contact](#)

Personal Development and Communication

One of the goals of this module was to reduce the communication barriers between institutions governed by the majority and the Roma. Increasing self-confidence and communication skills is crucial for the members of disadvantaged communities. The training was performed in the form of a club at which all participants could informally learn something new, discuss their everyday problems and get to know better the people who surround them within the community. The teachers offered their experience and skills, as well as space for suggestions and feedback to be given by the group.

Piloting:
A group of 8 -12 Roma participated in the programme. The real and current issues of communication with the municipality were analysed and used as model situations for training at the club sessions, which gave high motivation to the target group and eased the learning process. The club setting facilitated the process of communication and negotiation with the city officials. After the meetings some time was reserved for personal consultancy, which in some cases resulted in a real socio-psychological session and sometimes in short personal contact, both addressing the issues dealt with at the club in more detail.

[view pictures...](#)


Nordic Walking

Nordic Walking is an innovative form of work-out and fitness training. It can be performed by all ages and all fitness levels. In addition for basic exercises no expensive equipment is needed.

IEIE Stuttgart developed and piloted special Nordic Walking exercises for women of Turkish migrants' background living in traditional family environments. Often these women face health problems such as overweight, low circulation and high bloodpressure. Many sports are not suitable for them because of their religious and cultural traditions. Nordic Walking offers an easy-to-use access to gymnastic exercises.

Piloting:
In Stuttgart a group of 8 Turkish women piloted the Nordic Walking module. A qualified Nordic Walking instructor from German National Health services and a peer person from IEIE, the German promoter, helped the Turkish women to feel at home in the course.

For the Turkish women it was important to have a course without male participants in order not to violate any religious laws.

[view pictures...](#)

- The need to reduce replication, increase cooperation and improve networking.
- MOVE Barcelona; HEPA Europe...but also OUTSIDE sport and physical activity sectors

