



Policy- and environment-oriented physical activity promotion

Quality demands in international perspective

Prof. Dr. Alfred Rütten

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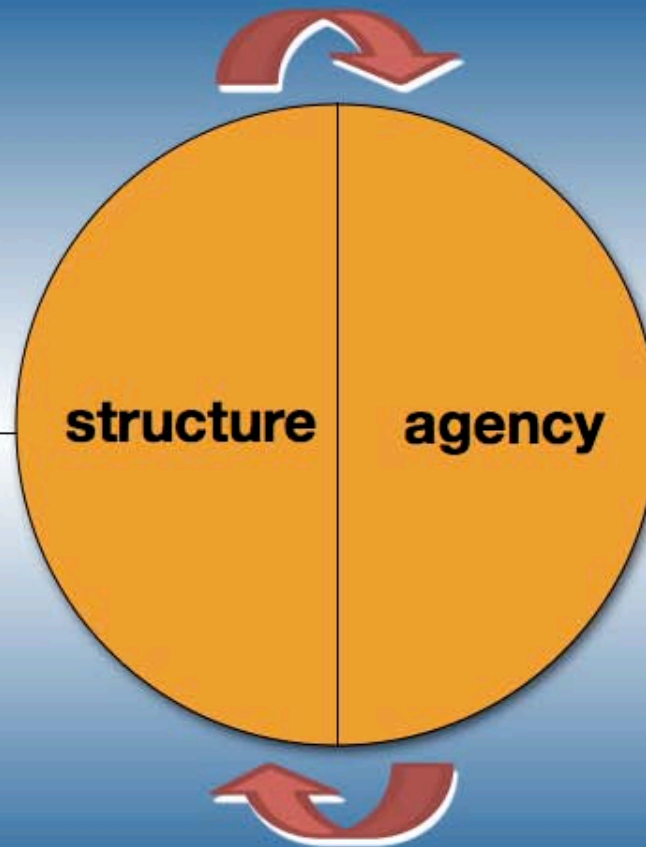
Interplay between structure and agency



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Rütten et al. (submitted)
based on Giddens, 1984/Sewell, 1991

Quality demands?

Definition of health promotion:

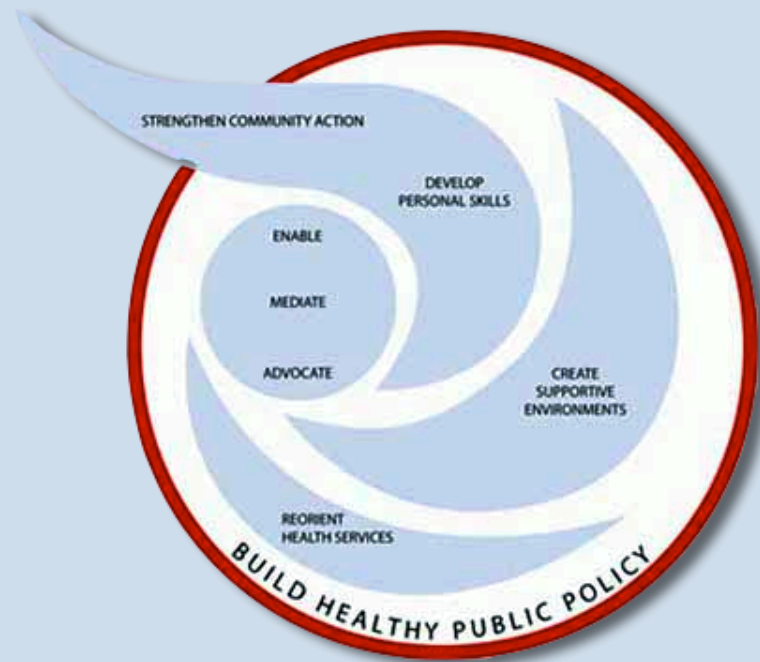
Health promotion is the process of enabling people to increase control over the determinants of health and thereby improve their health.

WHO Ottawa Charter, 1986

Nutbeam, 1998

Action Areas:

- Build healthy public policies
- Create supportive environments
- Strengthen community action
- Develop personal skills
- Re-orient health services



Quality demands!

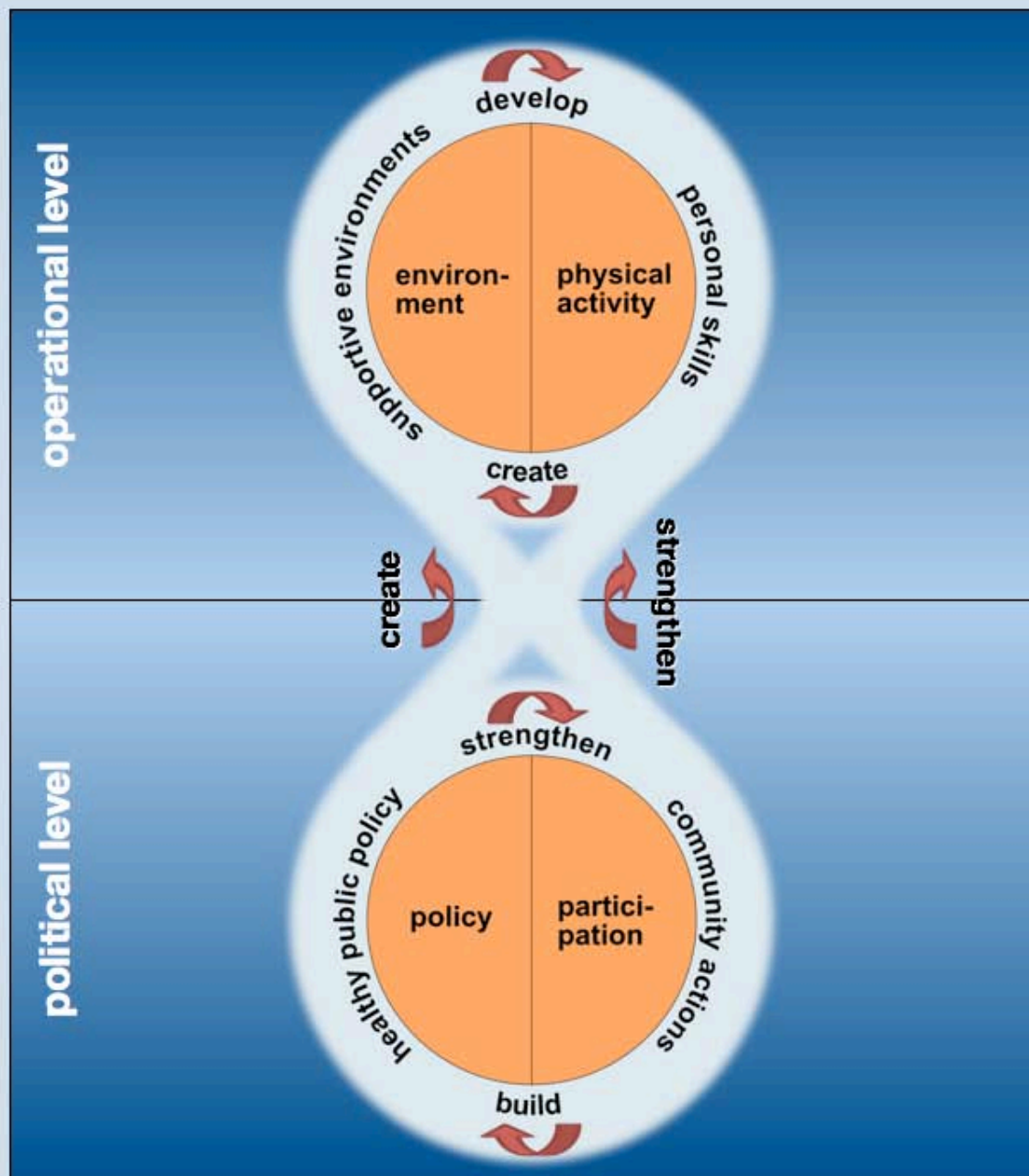
Definition of physical activity promotion:

Quality demands in policy- and environmental-oriented approaches for physical activity promotion call for

- **healthy public policies**
- **supportive environments**

that enable people to increase control over the determinants of health and thereby improve their health.

Interplay between structure and agency



Review of Reviews

Baumann and Bull (2007): 13 available quantitative reviews (published between 2002 and 2007)

Summary of Correlates	Correlated with Physical Activity	Correlated with Walking
Proximity to recreation facilities, convenience, walkable distance	++	+
Destination factors, micro-scale design, footpaths, trails	++	+
Route related factors: hilliness, traffic	+/0	+/0
Mixed land use, shops and services nearby	++	+
Perceived safety	+/0	0
Lighting, streetlights	0	0
Area based: coastal residence	+	+
Aesthetics [perceived]	++	+
Population density/sprawl	++	+
Connectivity	+	+

NICE: Interventions that use the environment to encourage physical activity (2006)

Results:

(a) Interventions that made physical and policy changes to the environment (6 studies):

➔ *"Despite the appeal of changing the environment or providing new opportunities for PA, the evidence base for these approaches in terms of promoting PA is small."*

(b) Interventionen that used signs urging people to be more active (19 studies)

➔ *"There is an evidence-base for these approaches and the majority of studies demonstrate short-term positive effects."*

WHO: Interventions on diet and physical activity: what works (2009)

Results:

Rated as effective:

- Environmental interventions, policies that reduce barriers to PA, transport policies, increasing space for recreational activity (based on 7 studies reviewed)
- Points of decision prompts to encourage using stairs (based on 5 studies reviewed)

Rated as moderately effective:

- Multi-targeted approaches to encourage walking, cycling and leisure activities (based on 7 studies reviewed)

Conclusions

- Most reviews indicate evidence-base for environmental and policy interventions
 - Greater evidence-base for approaches that have a higher 'evaluability' (e.g. signs at stairs) or were conducted in institutionalized settings (e.g. worksite)
 - Often, rather short than long-term effects are documented
- ➔ *Policy and environmental approaches for the promotion of physical activity look promising, but obtaining an evidence-base using conventional methods (→RCTs) is difficult*

Recommendations for political strategies

European Union: Physical Activity Guidelines (2008)

- Member states should create appropriate infrastructures to allow citizens to walk and cycle
- Member states should integrate the need for a safe environment for PA in urban planning
- Public authorities should pursue not only the protection of the national environment, but also its potential to provide attractive outdoor spaces for physical activity
- Public authorities should seek to ensure that children's play needs are not marginalized in community planning and design

→ Suggested strategies:

- Local governments are encouraged to exchange best practice throughout the EU
- Community involvement should be achieved
- National action plans with intersectoral cooperation and coordinated responsibilities

Recommendations for political strategies

WHO: A guide for population-based approaches to increasing levels of physical activity (2007)

Recommendations:

- Implement strategies to change social norms and improve community understanding of the need to undertake PA in everyday life
- Encourage environments that promote and facilitate PA

→ Guiding principles:

- National policies and plans on physical activity should be socially inclusive and participatory
- A national plan on physical activity requires leadership and multisectoral coordination

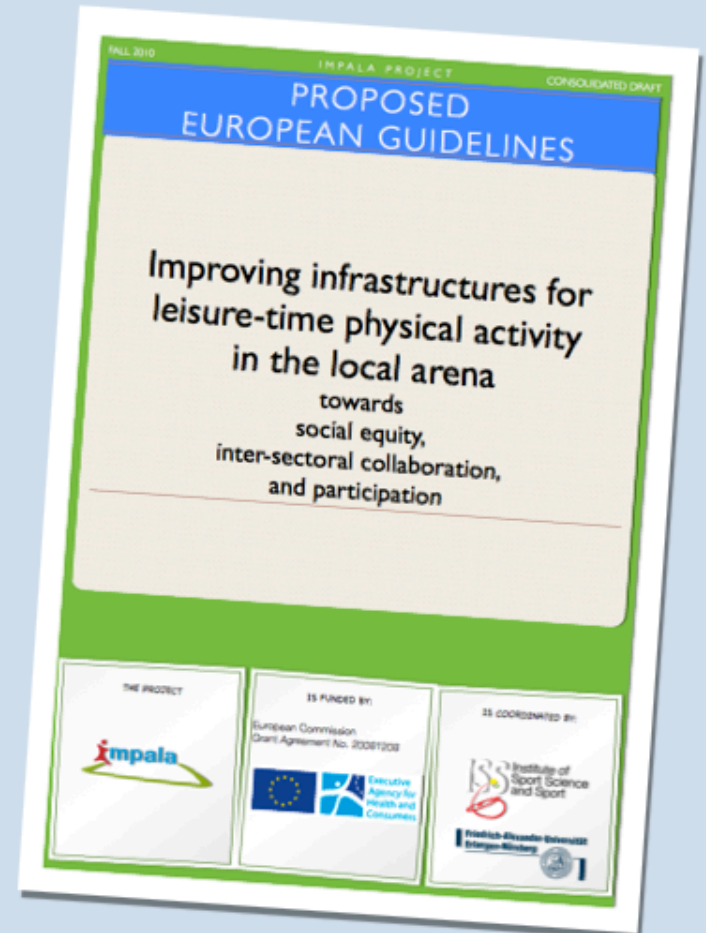
Recommendations for political strategies

Conclusions

- Priority for the development of walking and cycling friendly communities
 - Priority for the development of mixed-used zones within communities
 - Priority for outdoor spaces for physical activity
- ➔ *Despite a potentially modest evidence-base, policy guidelines recommend environmental approaches for the promotion of physical activity.*
- Participation of all stakeholders
 - Community involvement
 - Multi-sector approaches
- ➔ *Multi-sector approaches that involve all stakeholders, and predominately operate on the community level are the favored strategy*

Proposed EU guidelines:

Improve infrastructures for
leisure-time physical activity in
the local arena
towards
social equity,
inter-sectoral collaboration
participation



Overview: The IMPALA project

IMPALA:

"Improving Infrastructures for Leisure-Time Physical Activity in the Local Arena"



Goals:

- Identify, implement, and disseminate good practice
- Development of guidelines of good practice criteria for improved LTPA infrastructures

Funding Agency:

- DG SANCO
- Executive Agency for Health and Consumers (EAHC)



Overview: The IMPALA project

Country	Associated Partner	Collaborating Partner at national or regional level
Austria	University of Vienna	Austrian Institute for Schools and Sports Facilities
Czech Republic	Palacky University, Olomuc	City of Olomouc
Denmark	University of Southern Denmark	Odense City, Traffic Department
Finland	University of Jyväskylä	Association of Finnish Local and Regional Authorities
France	University of Nancy	National Ministry of Health and Sports
Germany	University of Erlangen-Nürnberg	German Olympic Sports Confederation
Italy	University of Rome Foro Italico	Censis Servizi s.p.a. Acciari Consulting
Lithuania	Lithuanian Academy of Physical Education, Kaunas	Kaunas Municipality
Netherlands	TNO	VU University Medical Center, Netherlands Institute for Sport and Physical Activity
Norway	Oslo University College	Directorate of Health
Portugal	University of Porto	Portuguese Institute of Sport
Spain	University of Extremadura	Regional Government of Extremadura

WHO European Centre for Environment and Health

Partners from 12 EU member states



Step 1:

Assessment of existing policies in 12 European countries

Step 2:

Assessment of mechanisms in use in 12 European countries

Step 3:

First discussion on set of quality criteria out of the assessment in December 2009 at a meeting with all partners

Step 4:

Review of international guidelines in use

Step 5:

Feedback by all IMPALA partners in May 2010 to a preliminary draft

Step 6:

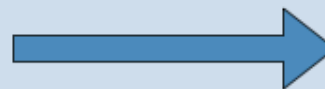
Workshops with national experts in IMPALA countries and feedback reports on a reviewed draft

Step 7:

Presentation of the draft guidelines at POIN2010 Conference, Nov 8-9, Frankfurt/Germany
Discussion with and review by international experts

Step 8:

Presentation of the guidelines to DG SANCO, early in 2011



Structure of the proposed EU guidelines

1. Checklists for assessment and improvement of policies and procedures in

- planning
- building
- financing
- management

2. Good practice examples from the IMPALA partner countries

Figure 1: Overview of the dimensions of LTPA development, steps, their purpose and the main tasks included to meet good practice

Dimension	Step	Purpose	
Policymaking	Assessment	Determine whether policymaking on the issue already exists and whether it fosters good practice	• S • C
	Improvement		• Ta • Fir • Se • Fol
Planning	Assessment	Critically assess current planning sources and procedures	• Id • As
	Improvement		• Co • Pla • Ma • Ev • Est
Building	Assessment	Check the current status of construction and orientation of infrastructures usable for LTPA	• Ide • Ass • Ide
	Improvement		• Mal • Re • (Re • Pro • Pro • stru
Financing	Assessment	Analyse current procedures and instruments used in funding of LTPA infrastructures	• Ide • Ass • Ide
	Improvement		• Set if part
Managing	Assessment	Critically assess current management models	• Ide • Ass
	Improvement		• Fost • Acc • Enal

Focus of the proposed EU guidelines

- 1) Social Equity
- 2) Inter-sectoral Collaboration
- 3) Participation

Several policy documents provide guidance for improving infrastructures for leisure-time physical activity in the local arena:

- 2005 EU Green Paper *Promoting healthy diets and physical activity: a European dimension for the prevention of overweight, obesity and chronic diseases*,
- 2007 EU White Paper on Sport
- 2008 EU Physical Activity Guidelines that recommend policy actions in support of health-enhancing physical activity
- 2006 WHO Europe *Promoting Physical Activity and active living in urban environments. The role of local governments*
- 2004 WHO Global Strategy on Diet, Physical Activity and Health

Contents of the proposed EU guidelines

Participatory and intersectoral planning procedures



Example

Good practice

planning

b) Plan concrete action

Planning concrete action is not per se included in inventories, per-capita-approaches, or objective needs assessment. Planning in practice is often conducted by local planning authorities, discussed in expert boards, and resulting in „golden plans“ or recommendations for implementation. Good practice in planning sets a focus on the development of action oriented linked to objective planning requisites towards implementation in building, financing, and management.

1. Decide about a systematic procedure

A systematic procedure based on participation and intersectoral collaboration is essential for such complex planning. Participation and intersectoral collaboration feeds diverse information and expert knowledge into the process. This provides a perspective for innovative and future-oriented problem solving as well as negotiation of diverging priorities.

STEP 2: IMPROVEMENT

- development of visions and overall concepts for sport development
- definition and specification of goals
- decision on priority areas
- goal-oriented development of measures to be implemented

Records should be kept on what decisions were made concerning identified objectives, priorities, areas of actions, assigned responsibilities for the next steps, timeframes, resources, and indicators of success; why they were made and the methods and tools used to reach them. Such records also assist in ensuring the transparency and accountability of the planning process and in making decisions to a later period of time.

4. Agree upon the catalogue of action

Contents of the proposed EU guidelines

Operationalisation, e.g. in building

- comprehensive definition of infrastructures
- ▶ PA mainly outside of sport facilities
- ▶ urban and natural space with low entry barriers

Example





Thank you for your attention!

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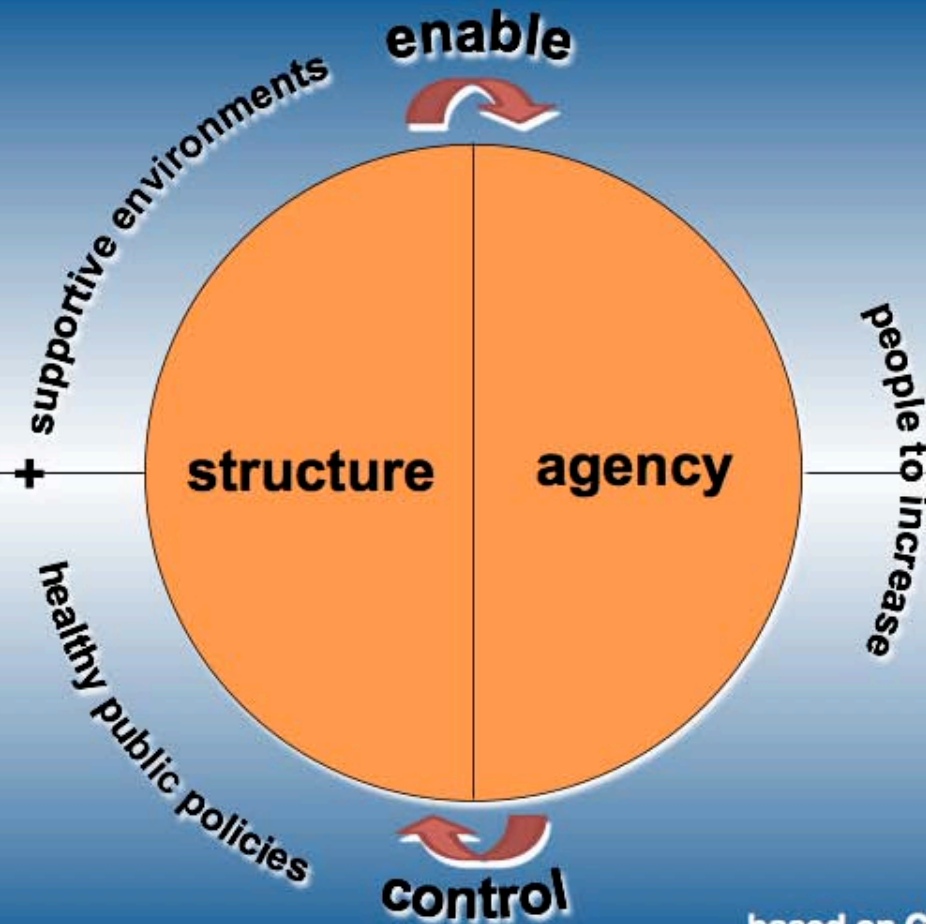
Institute of Sport Science
and Sport

Register for the
POIN-Conference
8.-9. November 2010
Frankfurt/Main!

More Informationen:
<http://www.impala-eu.org/poin2010>

www.impala-eu.org/poin2010

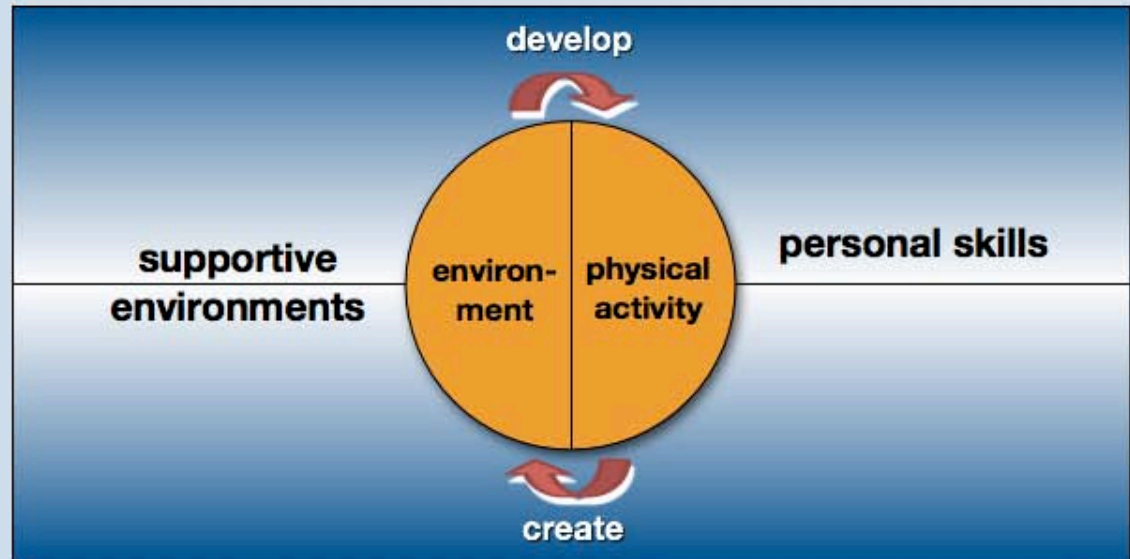
Interdependences between structure and agency



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Interdependences

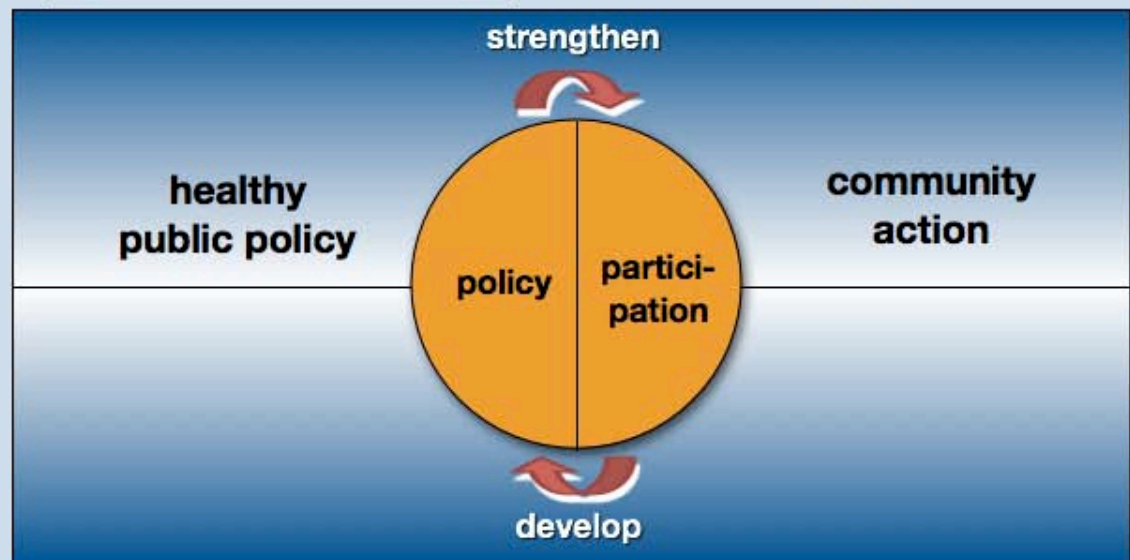
operational level



create

strengthen

political level



Interdependences between structure and agency

