





How to move the Dutch?

Netherlands Institute for Sport and Physical Activity (NISB)

Juul van Rijn

October 21st 2010 | Move 2010 Frankfurt am Main



The focus today

- Introduction NISB
- Physical activity: Dutch situation
- NISB campaign strategy
- Examples, photo's, films
- Across the borders



Juul van Rijn

senior communications advisor

-working on campaigns since 2004-



What is NISB?

Knowledge- and innovation
institute which motivates people
to exercise and play sports

To enhance:

- *Participation in society*
- *Quality of life*
- *Health*





Target groups NISB



children

employees



elderly



Chronically ill

youth



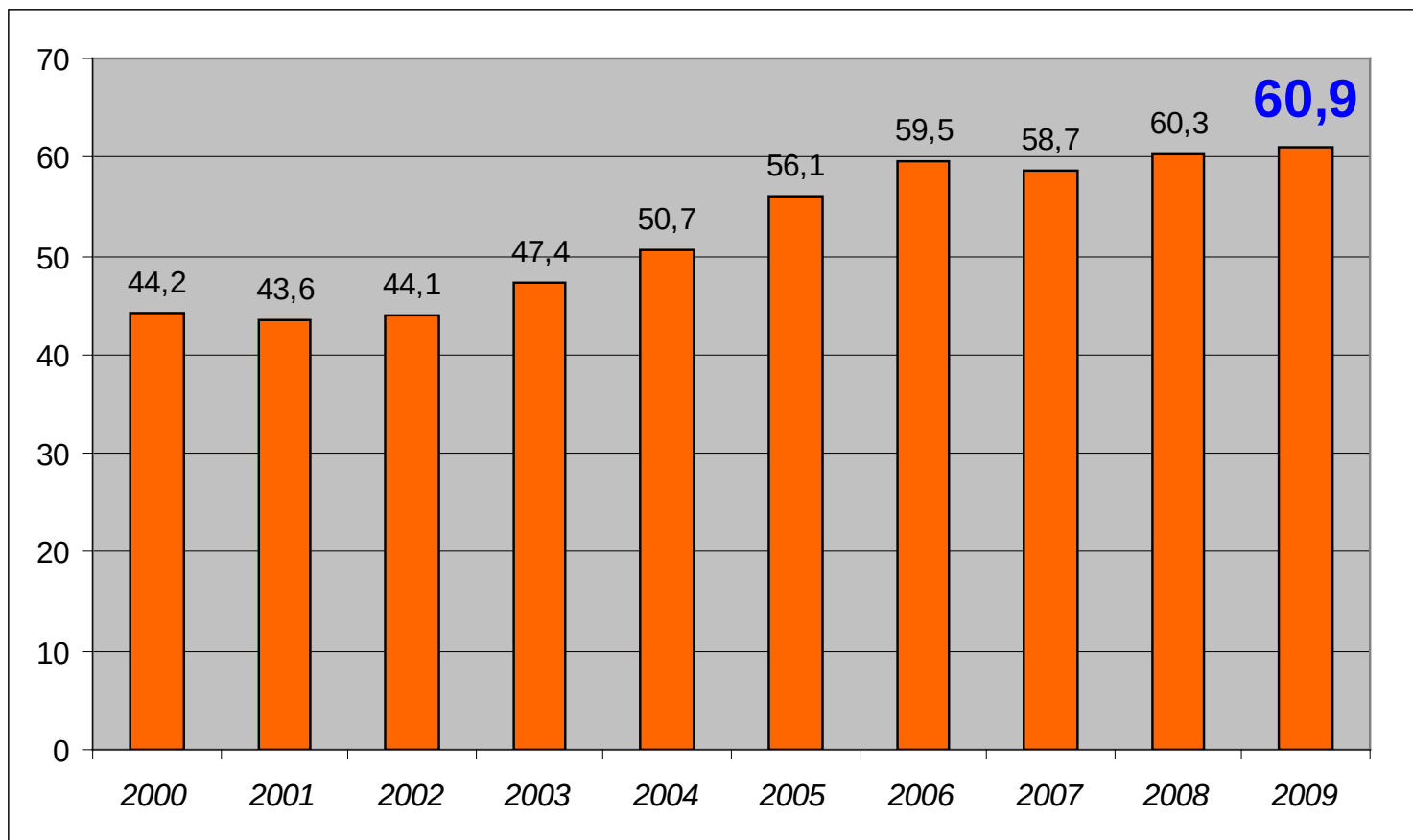


Our current situation.....

135 swimming pools with fat
in the Netherlands



% People Dutch standard





What's the problem?

- 39% (adults) does not reach the international 30 minutes standard
- Only 22% youth (0-18) reaches the 60 minutes standard
- Massive and growing overweight (40% overweight, 10% obese). 14% of Youth

NISB calls for a broad social front to get grip on all aspects of food, sports, daily exercise and exemplary behavior

In line with Michelle Obama's Let's Move: overweight to be approached on the highest level



Daily exercise ...



Daily physical exercise is very important





Targets Netherlands

Outcome 2012

- 70% adults standard active
- 50% youth standard active
- Inactivity max. 5%

Output 2010

- 50% knows about the 30-standard
- 50% knows about the campaign
- Smart goals per target group



Health behavior

How to change (habitual) behavior?

How to help people to make the right choices?

Behavioral determinants affect final behavior

How to change behavior?

- knowledge (93% knows about 30-standard)
- intention
- attitude (reflection and appreciation)
- self-efficacy
- physical environment
- family and friends (social environment)

Behavior change: **unaware / aware**



Health behavior

NISB works on this behavioral changes,
with projects, advice, lobby to decision makers, coaching
experts,
gathers knowledge and distributes this

commissioned by the

- ministry of health, welfare and sports,
- ministry of transport, public works and water management,
- ministry of agriculture, nature and food quality,
- other organizations - non profit as well as profit organizations.

And ... with campaigns!



What's the answer?

Multi layer approach

The values of campaigning for NISB

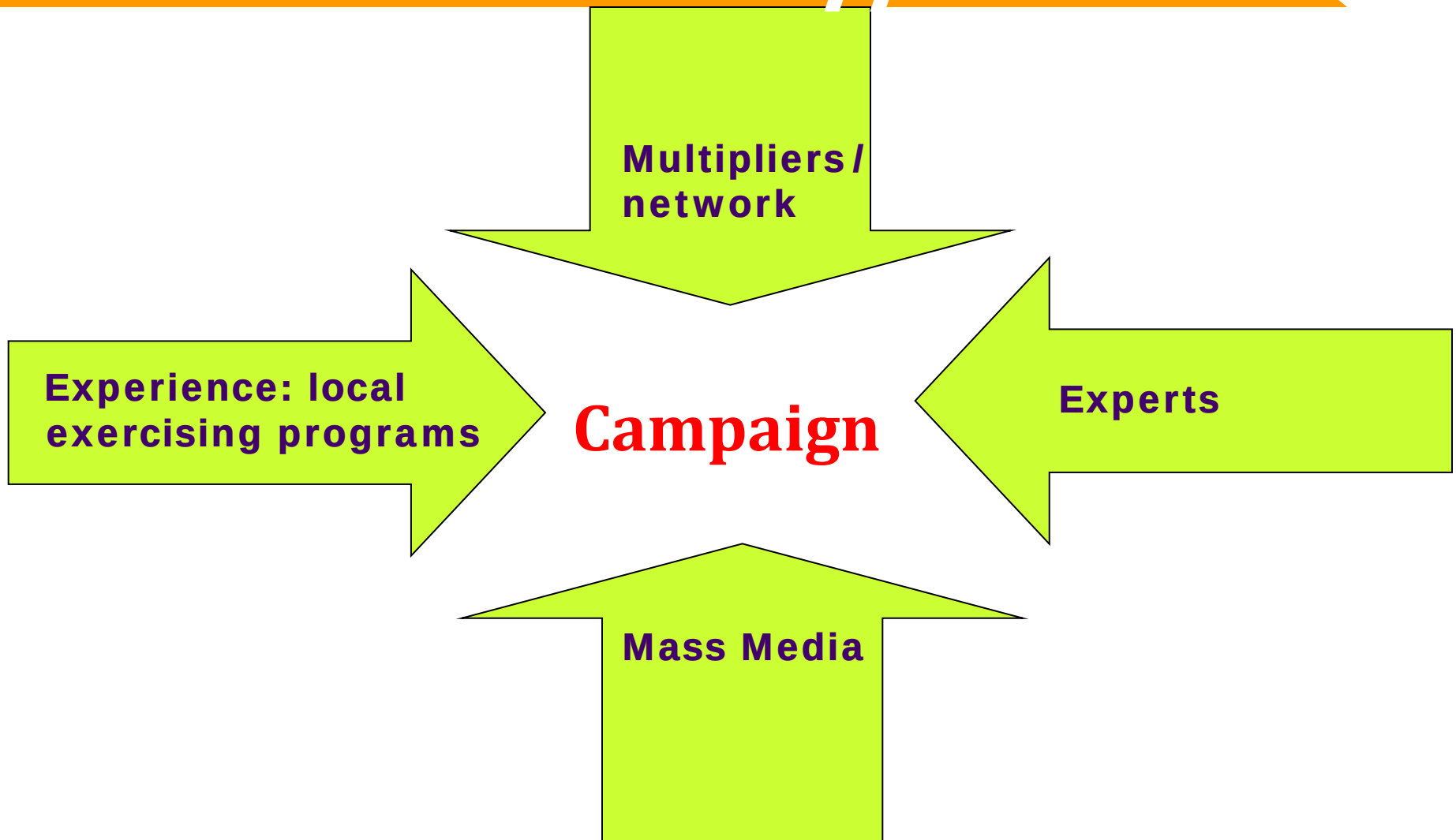
National Action plan Sport and Physical Activity for structural and effective projects on a local level

Campaigning for:

- Raising of awareness
- Seducing for behavior-change
- Agenda setting
- Influencing physical and social environment



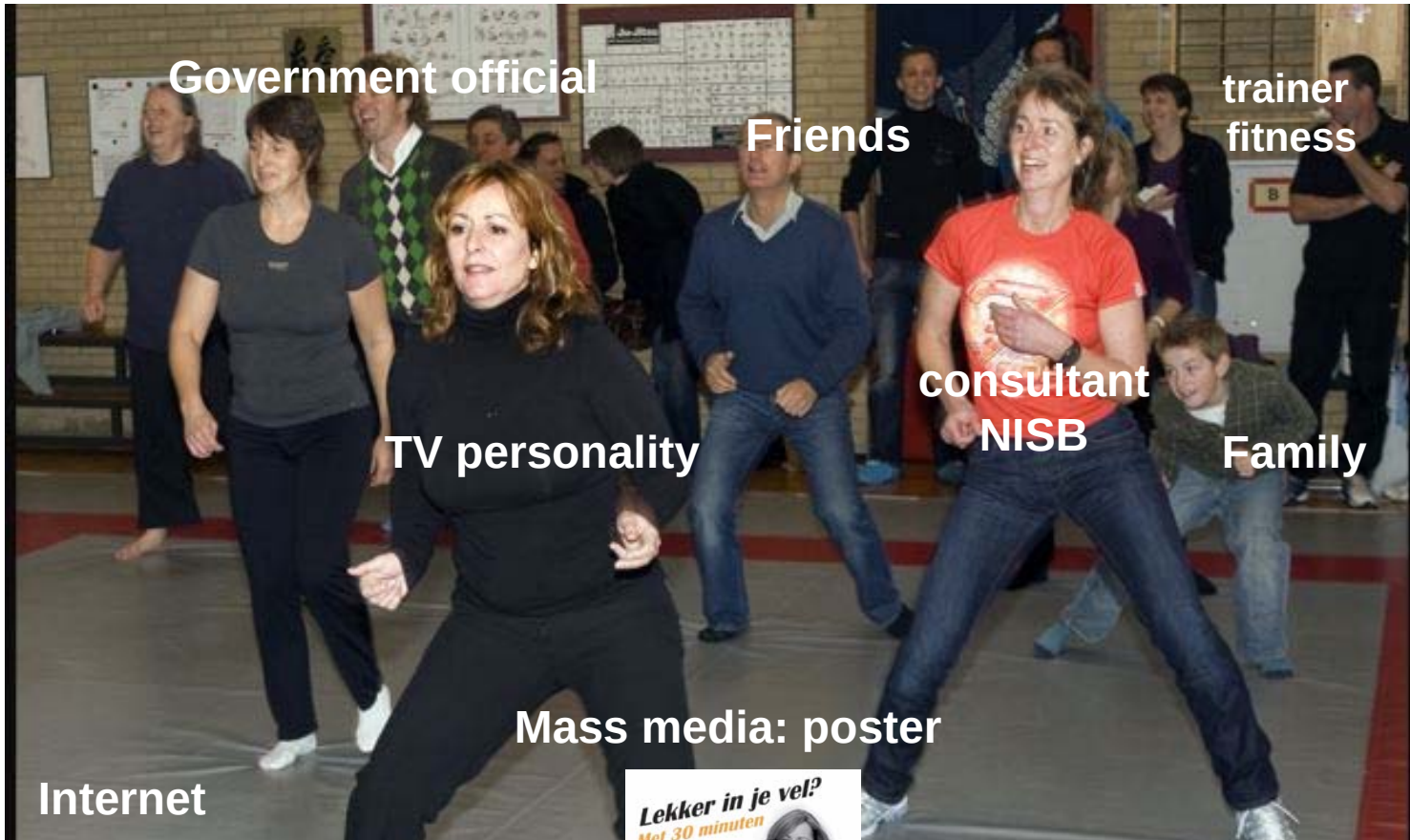
Succes of multi layer approach



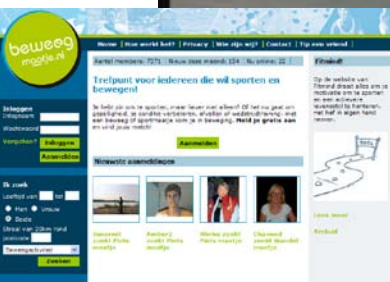


Campaign EVENT

Short course in neighborhood



Internet



Community sign



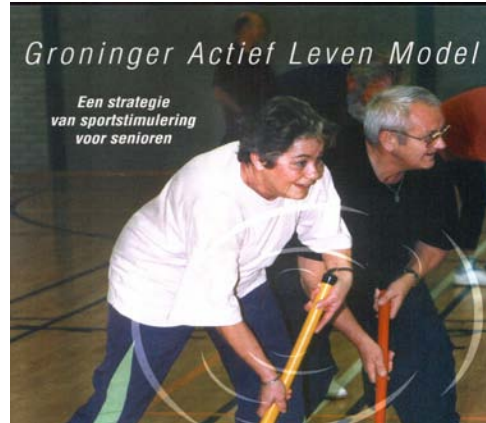


The power of the network





Connect national with local





Social network 2.0

community

- News
- Blogs
- Articles - documents
- Project teams
- Forum
- Agenda
- Your dashboard

Netwerk voor sport & bewegen *sandbox*

De Community

Campagnes & Programma's

Profielen

Wergroepen

Zoeken

Social Network for Professionals

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Sign up!

Nieuws uit het veld

30-08-2010 Robben toch langer uit de running

Bayern fans toch nog even geduld

-Meer

25-08-2010 Holland Ladies Tour Diepenheim

Het vrouwen wielerveden doet op vrijdag 3 september 2010 het Twentse Diepenheim aan. Dan start en

-Meer

24-08-2010 Hunteelaar spreekt transfergeruchten tegen

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-Meer

Maandkalender

Vandaag is het 16 september 2010 tijd 10:01

september 2010

M D W D V 7 7

Meest recente reactie in het forum

Algemeen | Tester van dit Platform

Reactie geplaatst door Siebe van Schalkwijk

Wordt aan gewerkt in de komende release

-Meer

Wergroep uitgelicht!

Actief sinds: 25 augustus 2010

Wergroep werkgebieden en Specialismen SNFP

Aantal leden: 1

Tester van dit Platform

Actief sinds: 27 augustus 2010

Evaluatie van dit platform

Aantal leden: 3

Marco van de Kuilen

Campagnes & Programma's uitgelicht!

Inloggen

Registreren

Gebruikersnaam:

Wachtwoord:

Inloggen

Nieuws

Activiteitenoverzicht

Artikelen

Forum

Blogs

Deelnemers

Wergroepen overzicht

Laatst aangemelde professionals

Jacqueline Kronenburg

Functie: Onbekend

Specialisme: Onbekend

Audrey Friedel

Functie: Communicatieadviseur

Specialisme: Algemeen

Chienette Bolt

Functie: Medewerker communicatie

Specialisme: Onbekend

NISB Netherlands Institute for Sport & Physical Activity



The logo = the Message

Daily exercise for energy balance
is a daily choice





Campaign 30minutenbewegen

100% of communities knows campaign

81% of experts knows website





Olga en Duco

27,3% adults knows what the standard stands for





Campaign Heel Nederland Fietst



Nov '09: kick off prince Pieter-Christiaan
31-3- 2010: world record attempt





New campaigns, NISB...

- & Consument & Veiligheid: fall prevention
- & Diabetesfederatie: Diabetes
- & Voedingscentrum: Parents with kids 0-4 to give a good example food and sports





NISB in Corpus Experience

Since October 13th 2010





Wateetenbeweegik-Bus

235.000 visitors on 43 locations in 2009





Box primary school

Campina Dairy Food loyalty program





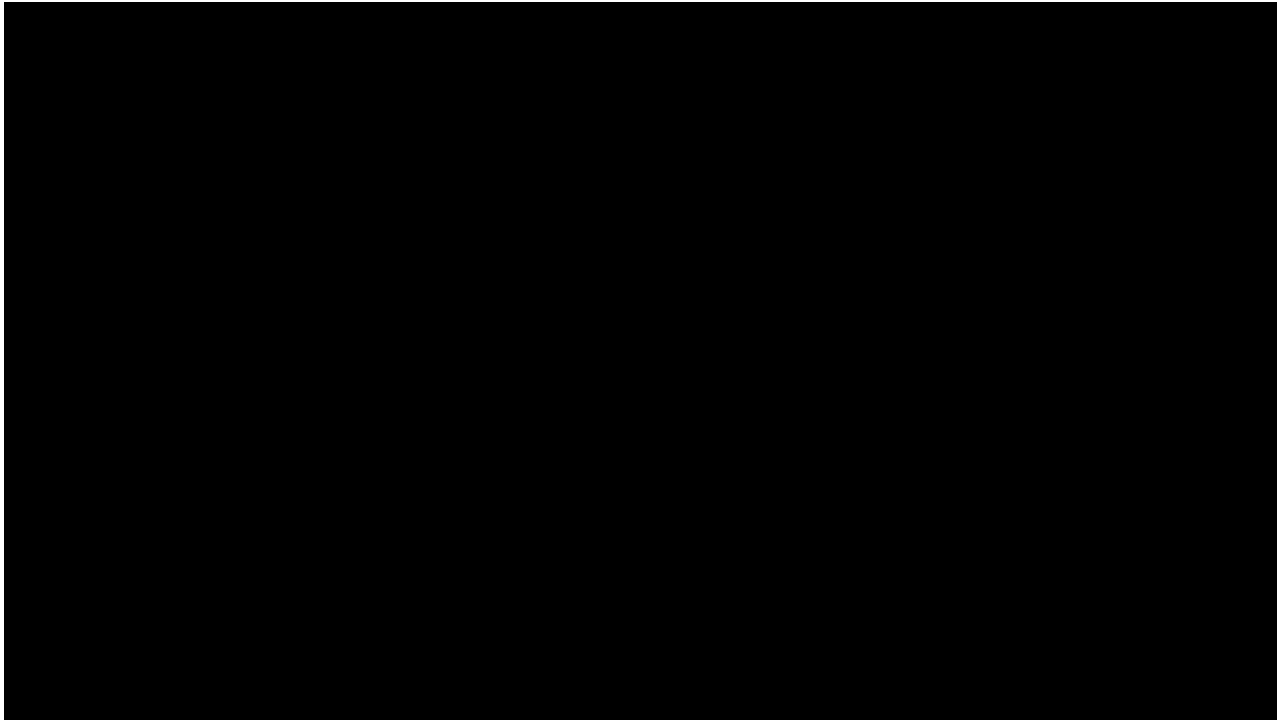
Dubbel30 Energy Tour

Celebrity Ali B on secondary schools





Film



Portrait: Patrick Nieveelstein



Results

Outcome in 9 years :
3,7% less inactive, 17% more standard-active

Output:
65% knows campaign “30minutenbewegen”
27% knowledge of 30-standard

Media-value:
1:7 (investment versus return on investment,
due to free publicity)

(measured by official surveys on public and professionals)

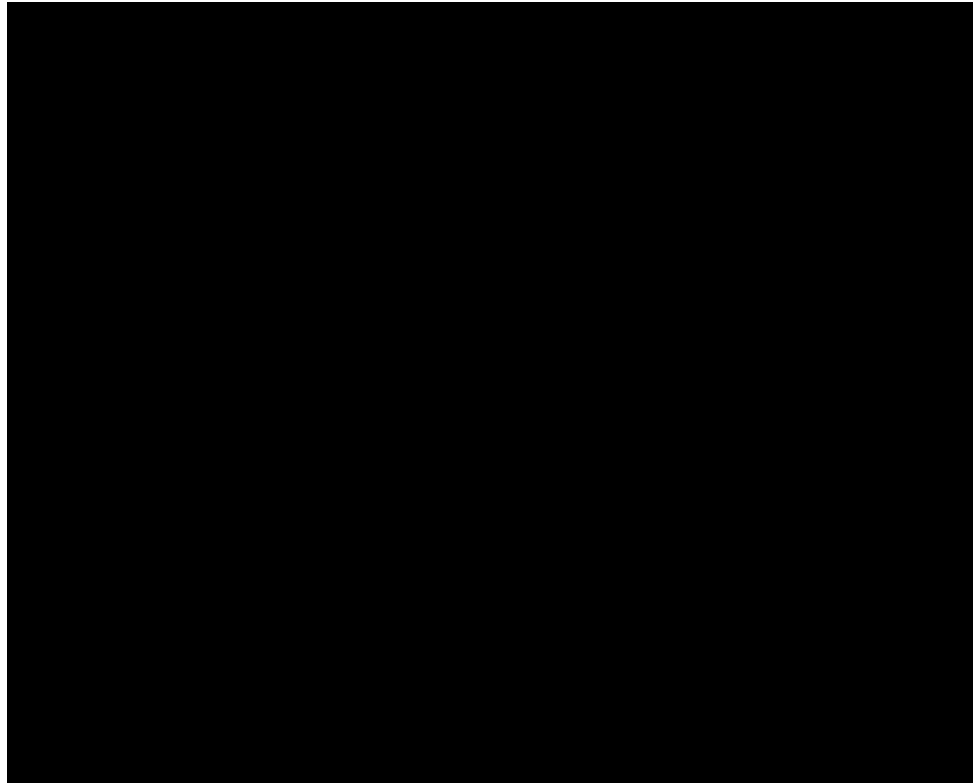




Commercial 30minutenbewegen - 2000



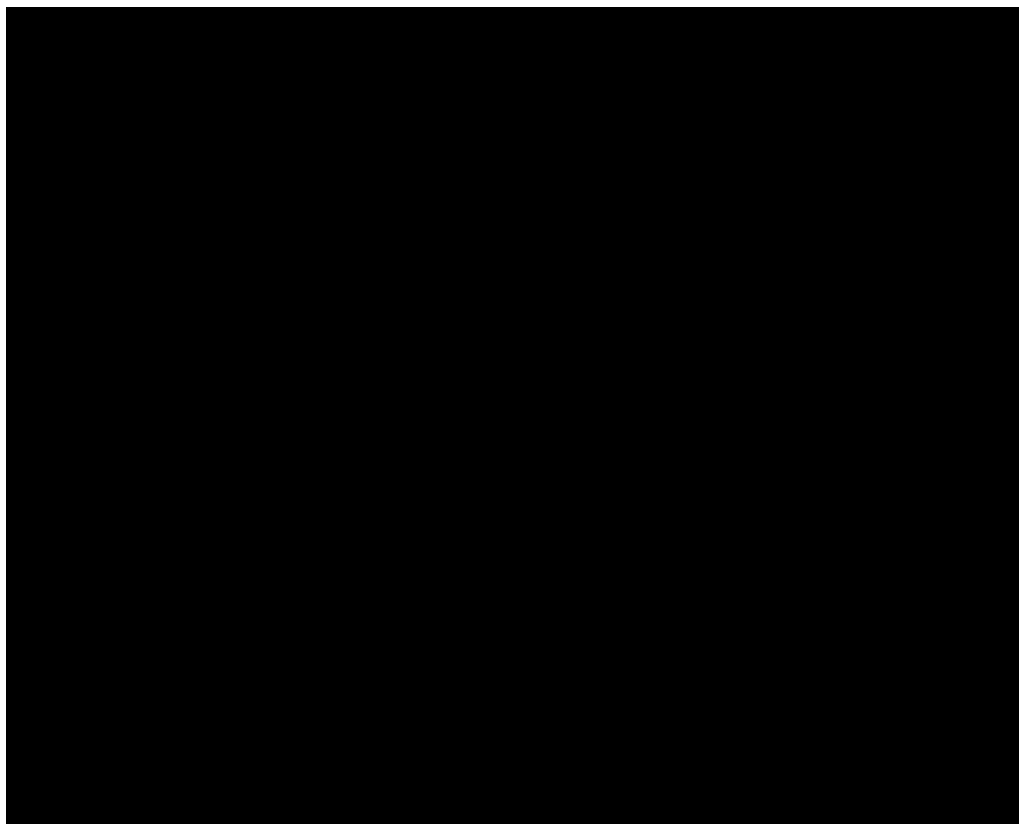
Film



Portrait: Jan Kennis



Film



Portrait: Mieke Goedmakers



What's next?

Across borders
for an international campaign
to promote physical activity and sports?



Thank you

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