

Using cross-sector partnerships to build policy capacities for physical activity promotion among sedentary older people

The Experience of the PASEO Project



Prof. Dr. Alfred Rütten
University of Erlangen-Nürnberg



Hot Topics

*Physical Activity
for Older People*

*Knowledge
Translation*

*Intersectoral
Cooperation*

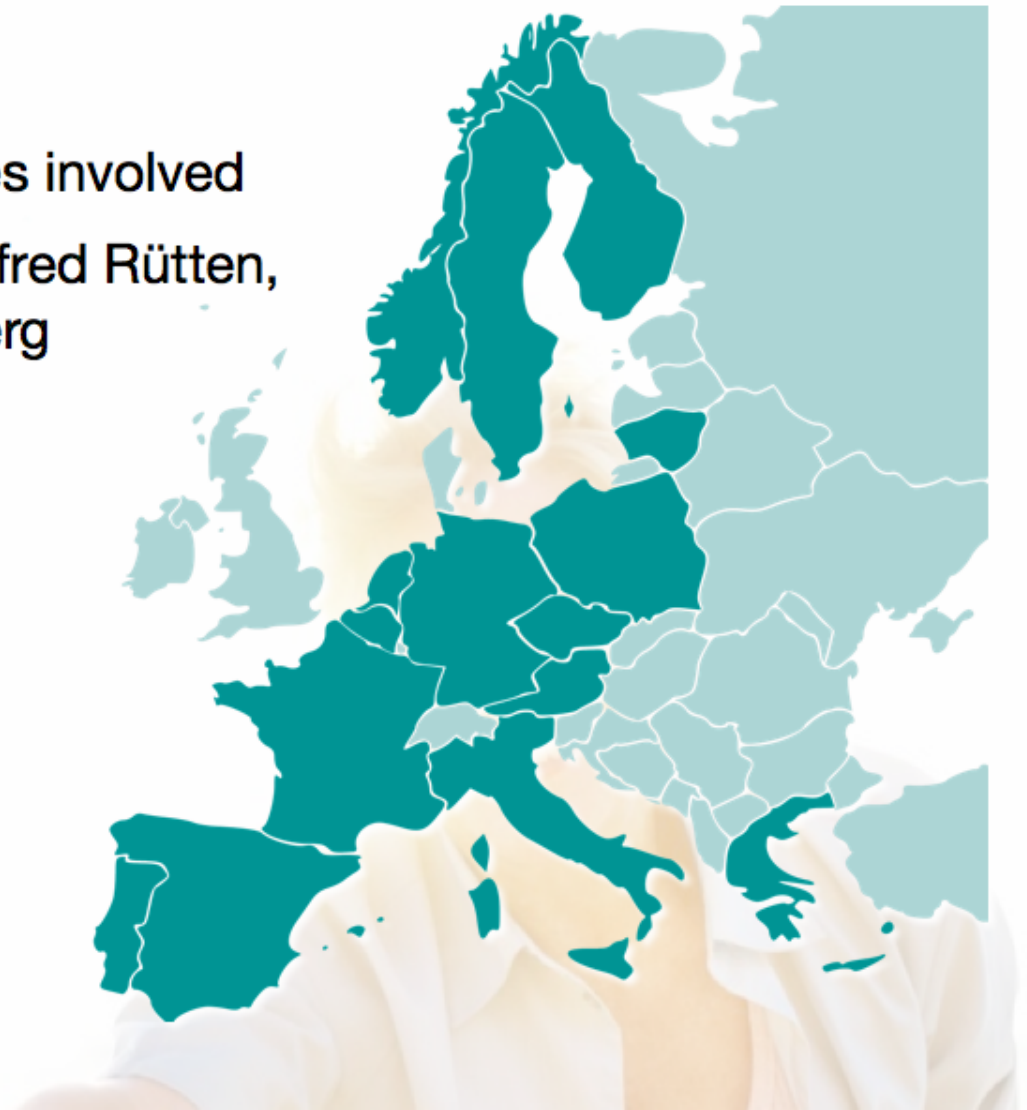
*Capacity
Building*



**"Building Policy Capacities for Physical Activity Promotion
among Sedentary Older People"**

The PASEO Project

- **Partners:** 15 European countries involved
- **Project Coordination:** Prof. Dr. Alfred Rütten, University of Erlangen-Nürnberg
- **Duration:** Jan 2009–Jun 2011
- **Co-Funding:** DG SANCO/EAHC
- **EU Contribution:** 800.000 €



What are policy capacities?

Intra-Organizational Capacities

e.g. personnel, resources,
co-operations within organizations

Intersectoral Capacities

linking organizations across
multiple policy sectors,
e.g. health, social care, sport

(based on the ADEPT model, Rütten et al. 2010)

How to Build Capacities

Approach of PASEO:

Building policy capacities through knowledge exchange between researchers and policy-makers

➔ **"Academia-Driven Policy Development"**

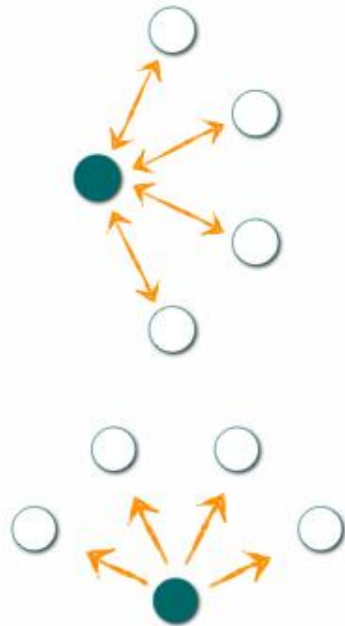


How to Build Capacities

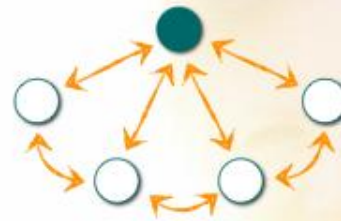
Phase 1: Team Building



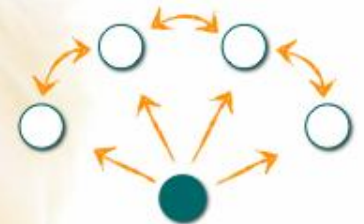
Phase 2: Alliance Building



Phase 3: Co-Operative Planning



Phase 4: Implementation



(based on Rütten/Gelius, forthcoming)

Phase 1:
Team
Building

Phase 2:
Alliance
Building

Phase 3:
Co-Operative
Planning

Phase 4:
Implementation



In every country,
the scientific PASEO partner
teams up with a strong "political" partner



Phase 1:
Team
Building

Phase 2:
Alliance
Building

Phase 3:
Co-Operative
Planning

Phase 4:
Implementation



Knowledge
Exchange

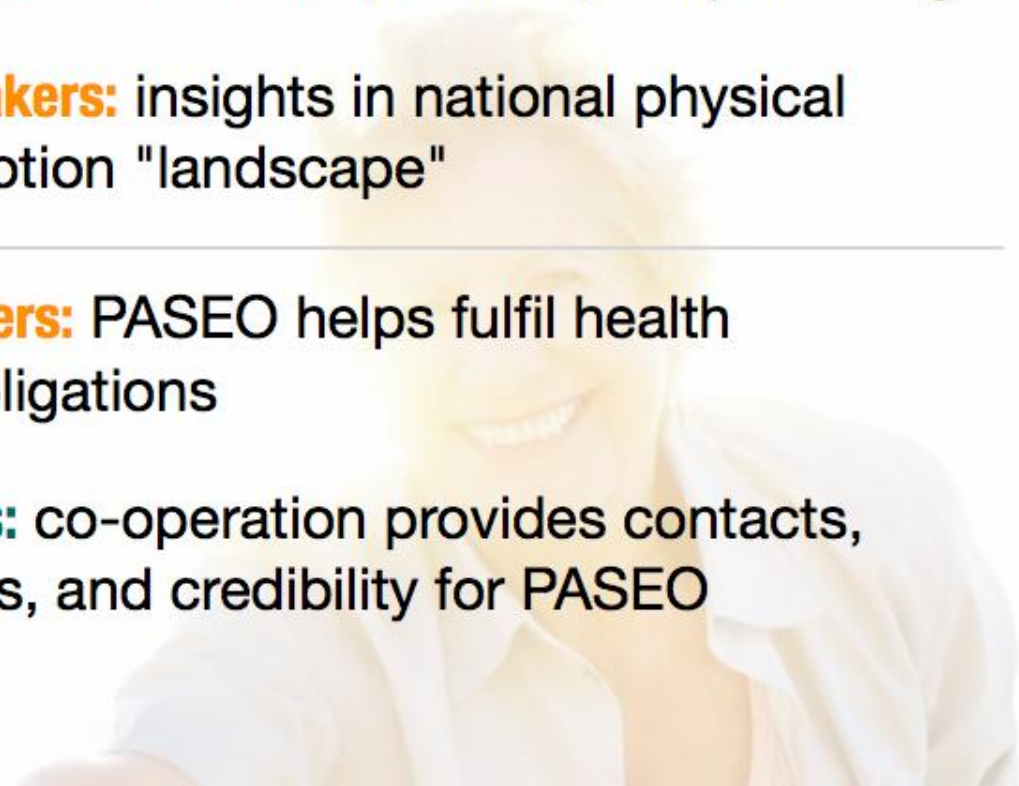
from researchers: new concept for capacity building

from policy-makers: insights in national physical activity promotion "landscape"

Capacity
Building

for policy-makers: PASEO helps fulfil health promotion obligations

for researchers: co-operation provides contacts, infrastructures, and credibility for PASEO

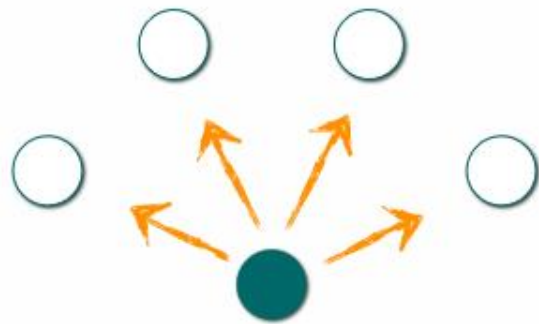


Phase 1:
Team
Building

Phase 2:
Alliance
Building

Phase 3:
Co-Operative
Planning

Phase 4:
Implementation



PASEO partners engage relevant organizations to build up national alliances



Scientific partners conduct 10-15 qualitative interviews with organizations and a focus group with older people

Phase 1:
Team
Building

Phase 2:
Alliance
Building

Phase 3:
Co-Operative
Planning

Phase 4:
Implementation

Matrix used to engage different sectors

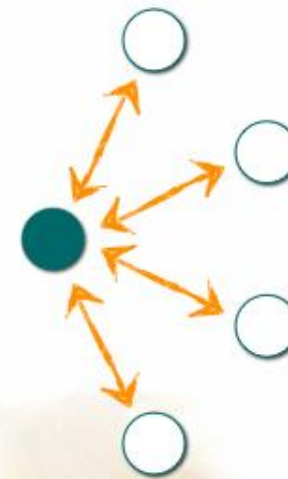
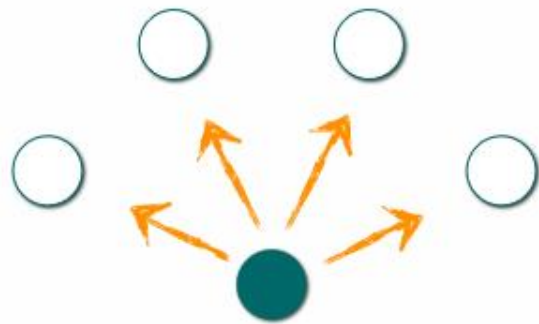
Sport Sector		Health Care Sector		Social Care Sector		Other Sectors
Government/Parties	NGOs	Government/Parties	NGOs	Government/Parties	NGOs	
Ministry of sport	National sports association	Ministry of health	National network for prevention	Ministry of social affairs/senior citizens	National social association	Media (magazines, television, websites)
National sports institute	Sports association for older people	National institute of public health	Association of medical doctors	Advisory board on social affairs	Social care organization	Urban planning sector
Advisory board on sport		Advisory board on health	Association of physiotherapists	Party expert on social affairs	Senior citizens' association	Tourism sector
Party expert on sport		Party expert on health	Organization/ Company for health insurance	Seniors' organization of a political party	Churches or religious groups	Transport sector
				Party representing older people		Environment sector
						Educational sector
						Organizations in the field of inequality/diversity

Phase 1:
Team
Building

Phase 2:
Alliance
Building

Phase 3:
Co-Operative
Planning

Phase 4:
Implementation



**Knowledge
Exchange**

from policy-makers: information on policy capacities of their organizations

**Capacity
Building**

for policy-makers: new contacts with researchers, PASEO helps fulfil health promotion obligations

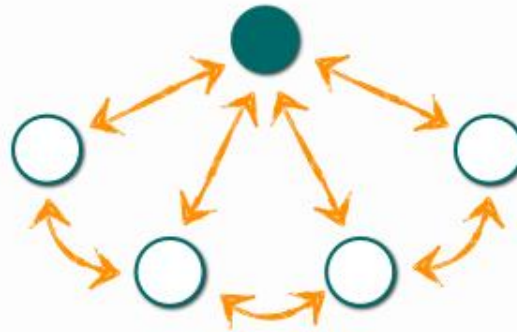
for researchers: increased knowledge on capacities; new contacts with policy-makers

Phase 1:
Team
Building

Phase 2:
Alliance
Building

**Phase 3:
Co-Operative
Planning**

Phase 4:
Implementation



National Alliances conduct
co-operative planning process

Result:

Catalogue of Actions with
specific measures to build
capacities

Session 1: Brainstorming



Session 2: Setting Priorities



Sessions 3-5: Developing Measures



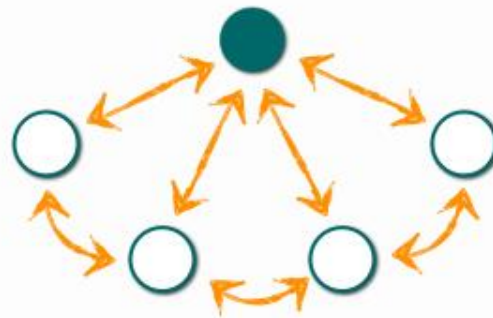
Session 6: Finalizing Catalogue of Actions

Phase 1:
Team
Building

Phase 2:
Alliance
Building

**Phase 3:
Co-Operative
Planning**

Phase 4:
Implementation



Knowledge Exchange

from researchers: moderation of the planning process;
expertise on physical activity

from policy-makers: information on relationship between
organizations, policy development, etc.

Capacity Building

for policy-makers: increased co-operation, improvement
of goal definitions, resource allocation, development of
specific measures to further improve capacities

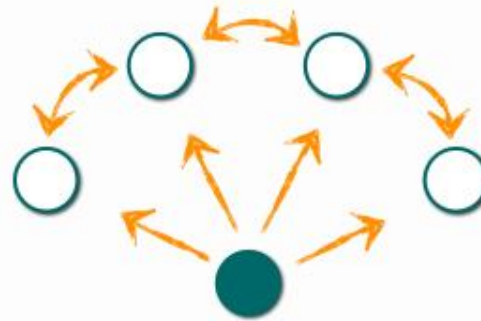
for researchers: increased knowledge on policy
development, capacity building, etc.

Phase 1:
Team
Building

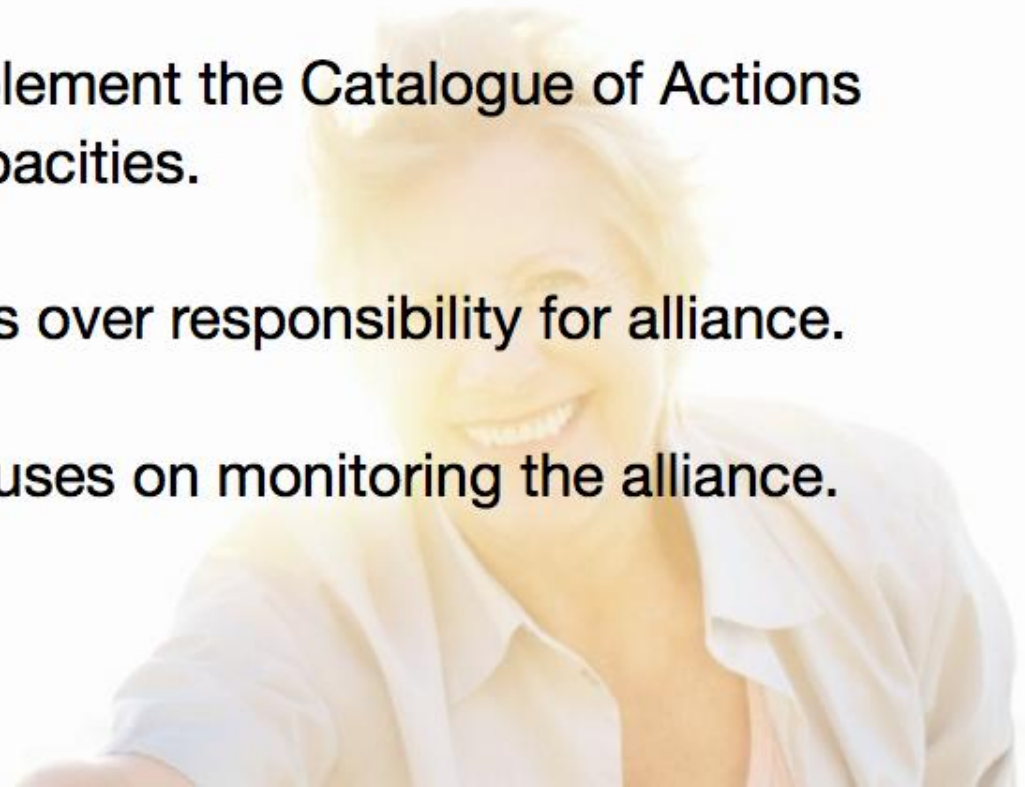
Phase 2:
Alliance
Building

Phase 3:
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Phase 4:
Implementation



- The alliance partners implement the Catalogue of Actions to build further policy capacities.
- The political partner takes over responsibility for alliance.
- The scientific partner focuses on monitoring the alliance.

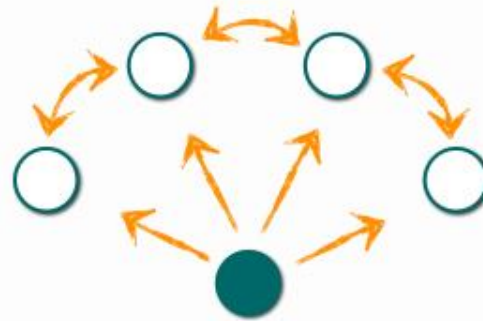


Phase 1:
Team
Building

Phase 2:
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Building

Phase 3:
Co-Operative
Planning

Phase 4:
Implementation



Knowledge Exchange

from researchers: monitoring of alliance work and success of measures

from policy-makers: information on implementation process and sustainability of alliance

Capacity Building

for policy-makers: further buildup of policy capacities through specific measures (e.g. staff training), but also through cooperation in implementation process

Preliminary Project Results

- **Alliances forged** in all 15 countries
 - More than **130 organizations** from sport, health, social care and other **sectors** involved
 - Various **Ministries** involved (e.g. France, Finland, Flanders, Bavaria, Vienna, Extremadura)
 - Alliances linked to national **physical activity action plans** in Finland, France, Germany, the Netherlands, Norway
 - **Catalogues of Action** developed in all countries
 - Overall, more than **100 specific measures** and projects
- 

Great Diversity of Alliances

From new to existing alliances

- **e.g. Lithuania:** first HEPA alliance in the country
- **e.g. Netherlands:** Alliance is part of "Fit for Life the Netherlands"

From regional to national alliances

- **e.g. Austria, Belgium, Germany, Spain :** regional alliances
- **e.g. France, Norway, Sweden:** national alliances

From general to specific alliances

- **e.g. Lithuania:** alliance deals with HEPA for all age groups
- **e.g. Portugal:** alliance has special focus to promote walking among older people

Some success stories

Lithuania:

Alliance to play major role in upcoming national policy development



Individual Countries

Finland:

Comprehensive Action Plan
to be published jointly by
sport and social care sector
(Ministry of Health, Ministry of
Social Affairs)



Some success stories

Belgium:

Alliance used to coordinate activities of sport and healthcare sector (Flemish Ministry of Sport and Flemish Ministry of Health and Welfare)



More Information: www.paseonet.org



Czech Republic

Alliance Vision
To promote health in the Czech Republic

Associated Partner
Palacký University
Faculty of Physical Education and Sport
www.cfr.eu

Collaborating Partner
National Institute of Sport Education
www.szu.cz

Alliance Partners
National Institute of Health
Ministry of Health
Czech Association of Physical Education
Czech Sokol Organization
Czech Touristic Club
Association for the Elderly

Contact Information
Center for Kinesiology
Faculty of Physical Education and Sport
c/o Mgr. Jana Pelcáková
Tel. 115, 771 11 0
CZECH REPUBLIC
jana.pelcakov@upol.cz

- The alliance will be among the first to bridge sectors in the area of health promotion for older people
- The alliance features a pathbreaking cooperation between the National Institute of Public Health, and NGOs across the Czech Republic.
- The alliance is supported by the Ministry of Health in the framework of the National Program for Health Promotion

8 PASEO Project | National Alliances



France

Alliance Vision
To promote and facilitate physical activity among older people

Associated Partner
University of Nancy
Faculty of Medicine, School of Public Health
www.sante-pub.u-nancy.fr/esp

Collaborating Partner
French Ministry of Health and Sport
www.sante-sports.gouv.fr

Alliance Partners (selection)
French Ministry of Employment
French National Olympic and Sports Committee
French National Social Services Department, Ile de France
French Federation of Physical Education
French Sports for All Federation
National Federation of Quality of Life of Older People
National Federation of the French Multiple Sclerosis Association
National Federation for Health Education
National Federation for seniors in the field of physical activity
French Sport and Culture Federation
National Foundation of Gerontology
National Institute for Prevention and Health Promotion
National Institute for Sport, Expertise and Performance
National Union of Doctors
National Union of Retired Older People

Contact Information
Nancy-Université
École de Santé Publique
c/o Prof. Dr. Anne Vuillemin
9 avenue de la Forêt de Haye
BP 184, 54500 Vandœuvre-lès-Nancy
FRANCE
anne.vuillemin@medecine.u-nancy.fr

- The alliance is the first to focus on physical activity in the framework of the National Nutrition and Health Program
- The alliance is connected with two national programs: the National Nutrition and Health Program and the National Program for Health Promotion



The National PASEO Alliances for Physical Activity Promotion among Older People



The PASEO Project
Building Policy Capacities
for Health Promotion
through Physical Activity
among Sedentary Older People

alfred.ruetten@sport.uni-erlangen.de



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UNIVERSITÄT
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Executive
Agency for
Health and
Consumers

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