

# BIG

## Movement as an investment for health

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## What is BIG?

**B**ewegung als **I**nvestition in **G**esundheit  
*Movement as an Investment for Health*

### Goals

Innovative intervention for health promotion  
Integrated evaluation

### Target group

Women in difficult life situations

- Low household income
- Social welfare recipient
- Low educational background
- Difficult immigration background
- Single mother
- Unemployed



### Settings

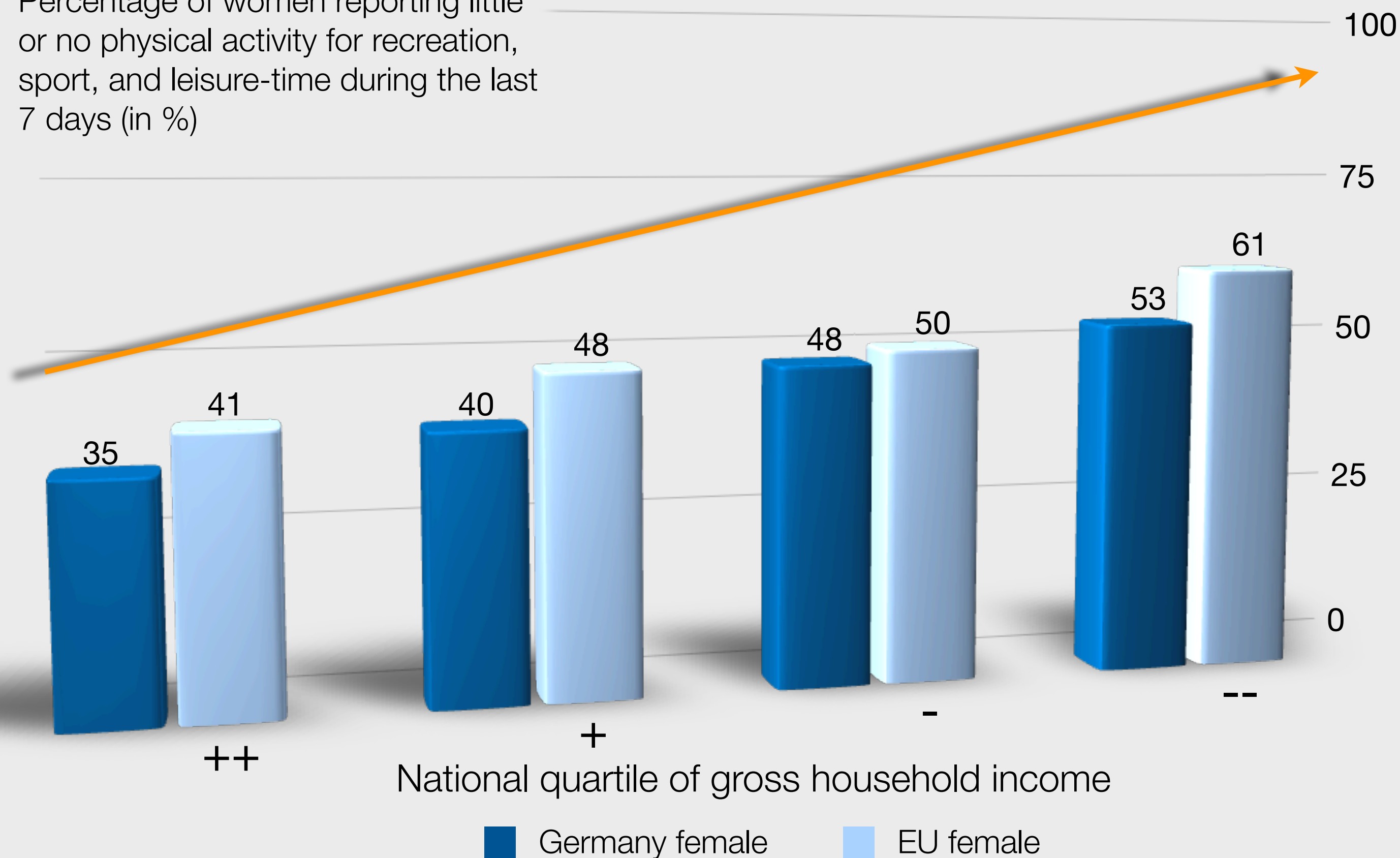
- neighborhood/community-based setting
- work site setting
- sports club setting

### Time Frame

2005–2007, 2008 ►►

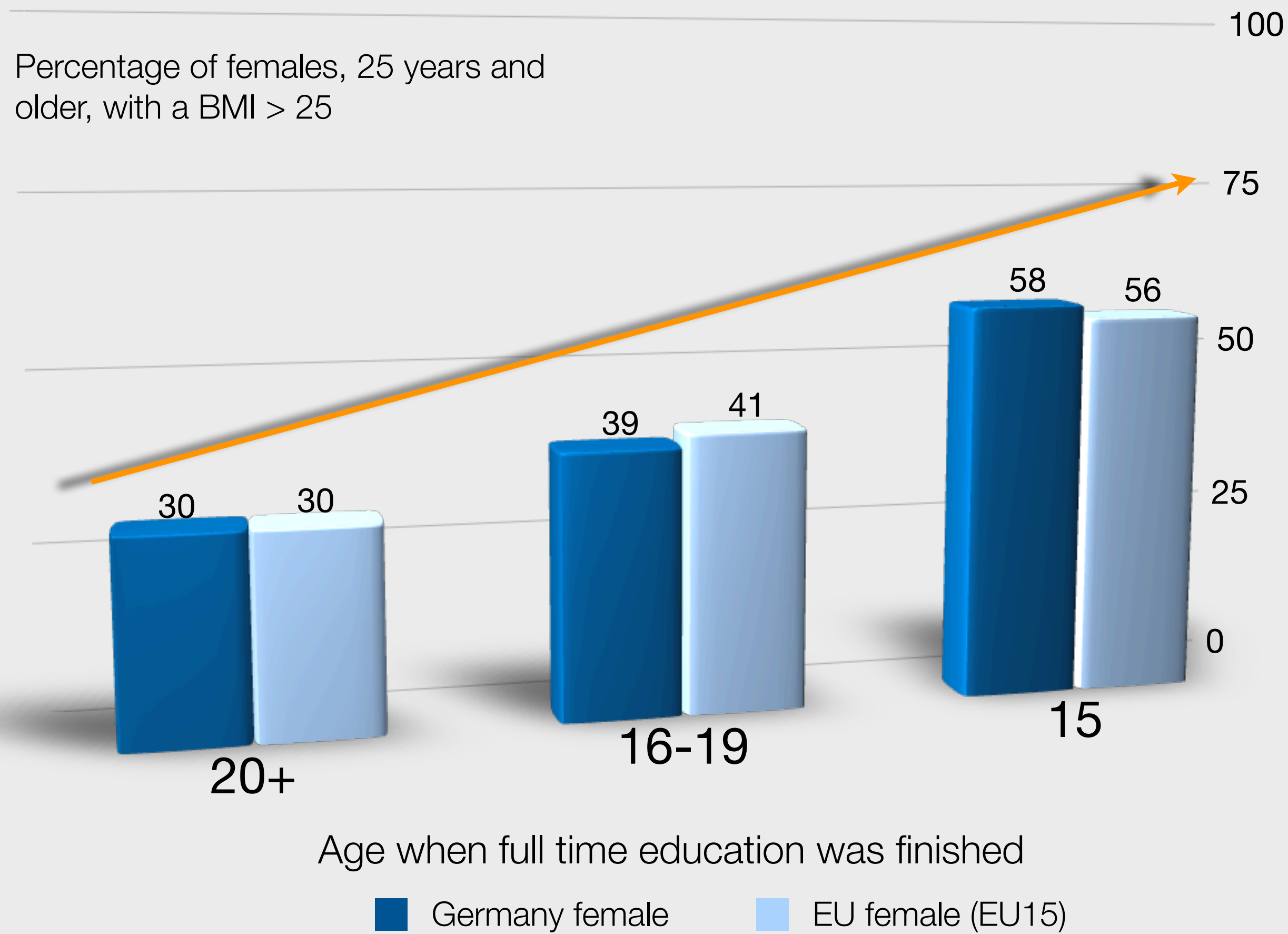
## The Social Gradient of Physical Inactivity

Percentage of women reporting little or no physical activity for recreation, sport, and leisure-time during the last 7 days (in %)



Data of Eurobarometer 58.2, 2002

## The Social Gradient of Obesity

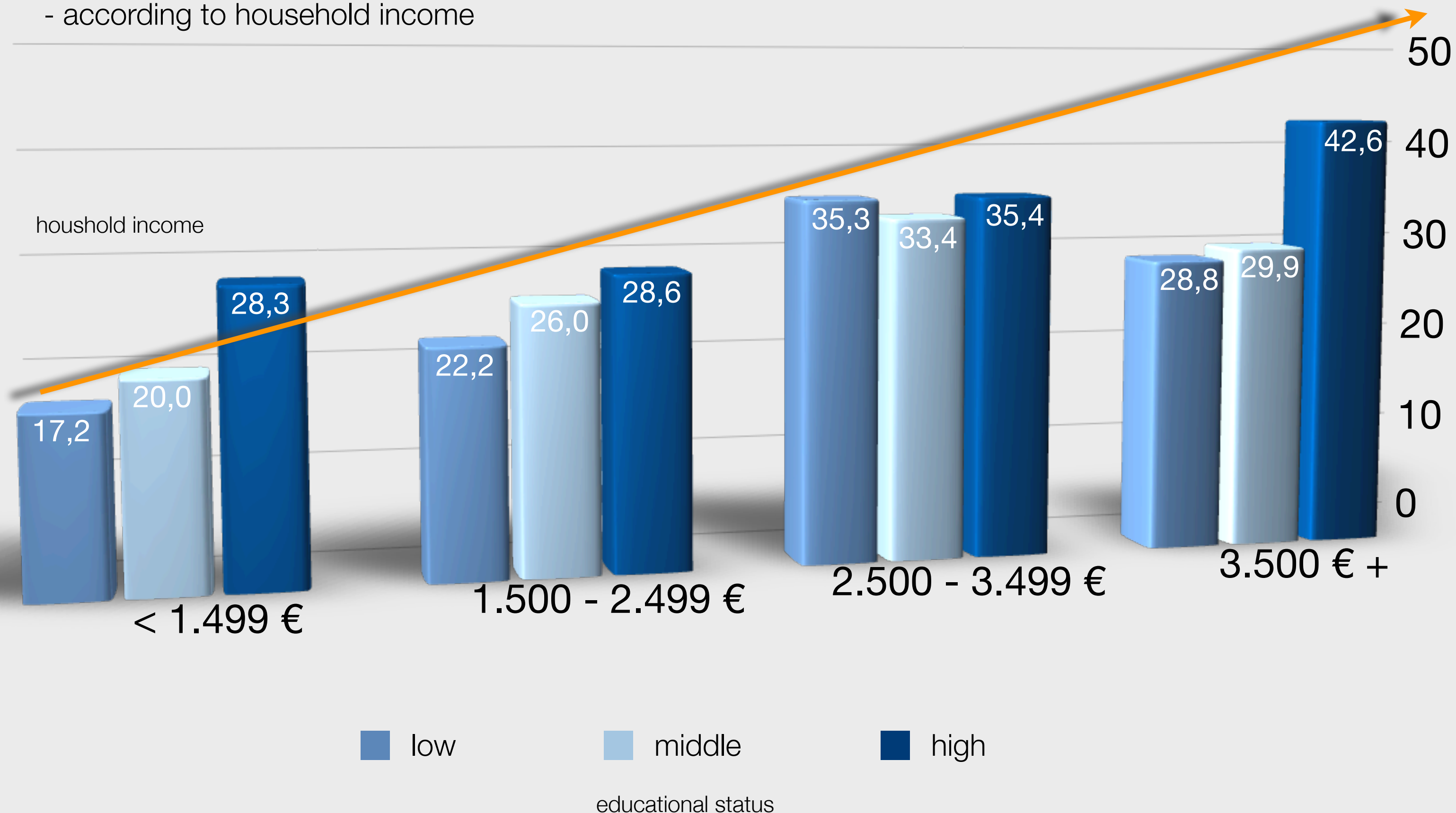


Data of Eurobarometer Health and Food, Special EB 246, 2005



## The Social Gradient of Sports Club Membership

Percentage of females, 30-69 years, who are a member of a sports club  
- according to household income



Nicht-Beweger Studie 2008 (n= 10554)

## Lifestyle

typical pattern: inactivity



*"I think I am active, when I take the stairs or walk to the kindergarten with the kids, but I have not thought that that might be so important."*

Interview 8

*" If there is Formula 1 on Tv, we will watch it - regularly...actually, it is the only kind of sports we are involved with."*

Interview 2



*"(Moving) is a task...to get the children tired...but I do not go for a run to be physically active or to do something for myself. I do not do anything like that. ... I go by bike with the kids to make them go by bike. I could take the car instead... I do not care. I am physically active at work all the time. Thus, it is not about physical activity in the leisure-time for me. "*

Interview 7

Concept

Methods

Results

Discussion



## Barriers to physical activity among single mothers

- child care
  - lack of child care
  - high costs
  - immense organisational efforts necessary
  - inadequate forms
  
- lack of social support and social networks

*" Everything has to fit. I would definitely need child care."*

Interview 7

*" Well, they offer child care...but only in the mornings and I was there during the evening. And then, my daughter was sitting there, alone, in front of a TV, and toys, in the child care room. I had to look after her every 10 minutes. Nobody else cared."*

Interview 4

*" Well, I lost contact with friends. I could not leave the kids alone and somehow „Mit Freunden oder Bekannten hab ich den Anschluss etwas verpasst durch die Kinder. Ich konnte die ja nicht allein lassen und dadurch habe ich den Anschluss verpasst."*

Interview 8

Concept

Methods

Results

## Barriers to physical activity among immigrants

- lack of adequate offers
  - little interest in usual PA classes
  - lack of women-only offers
  - no access to appropriate facilities

*"I do not like PA classes.. I think, swimming would be the right thing for me, I think."*

Interview 5

*"I would like to go swimming. But I do not want men to attend the pool at the same time. Women-only would be ok for me."*

Interview 5

*"The local indoor pool would be fine. You cannot look inside it, that's why."*

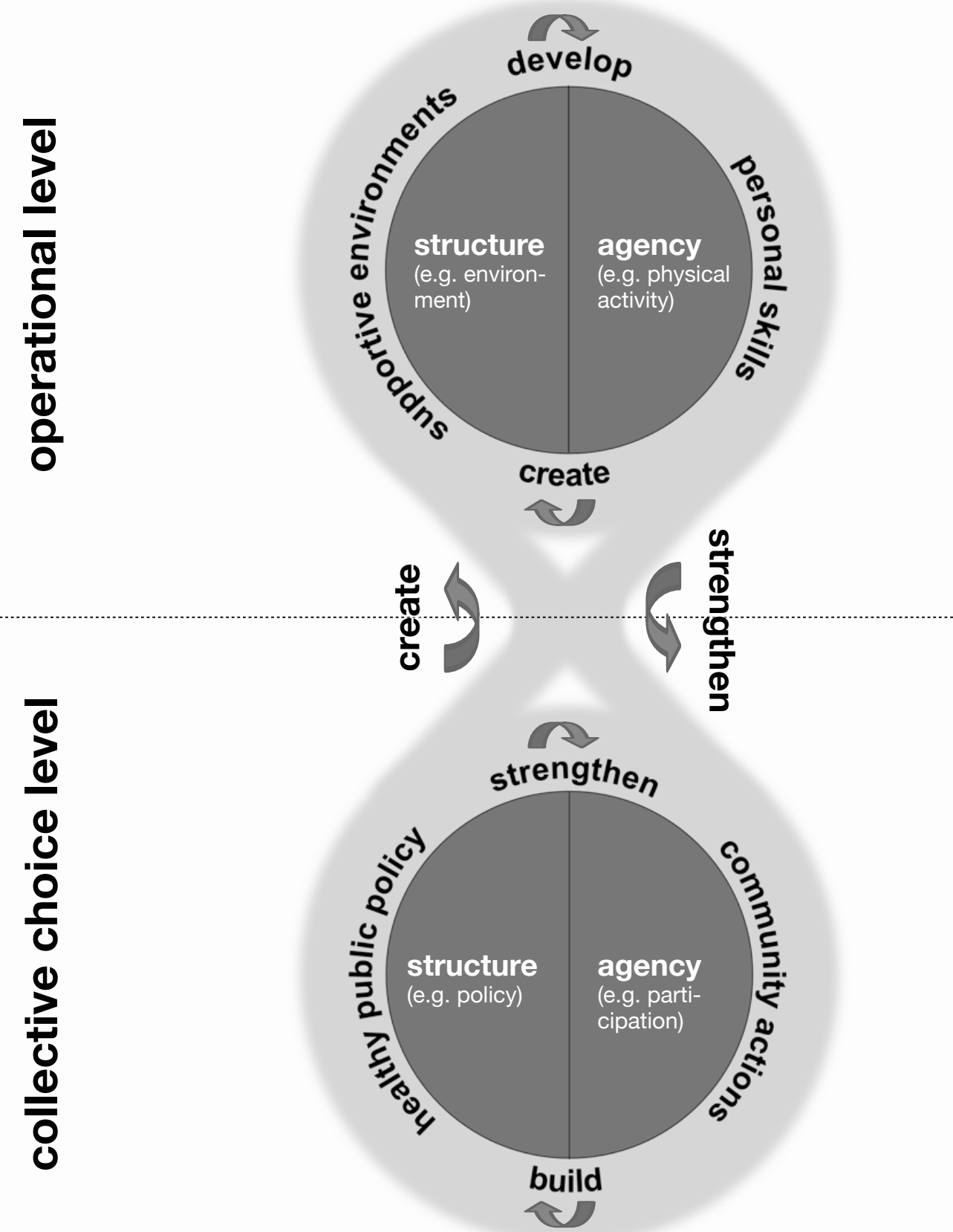
Interview 5

*"No spectators. Nothing short to wear. Maybe a T-Shirt but not outdoor. The gym. No men!"*

Interview 6



**Figure 1:** Multi-level interdependence of structure and agency in health promotion



#### change effected through

- multiplicity of structures
- intersection of structures
- transposability of schemas
- unpredicted resource accumulation
- polysemy of resources

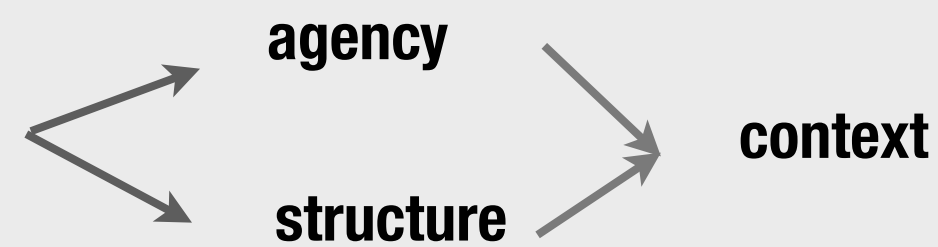
Concept

Methods

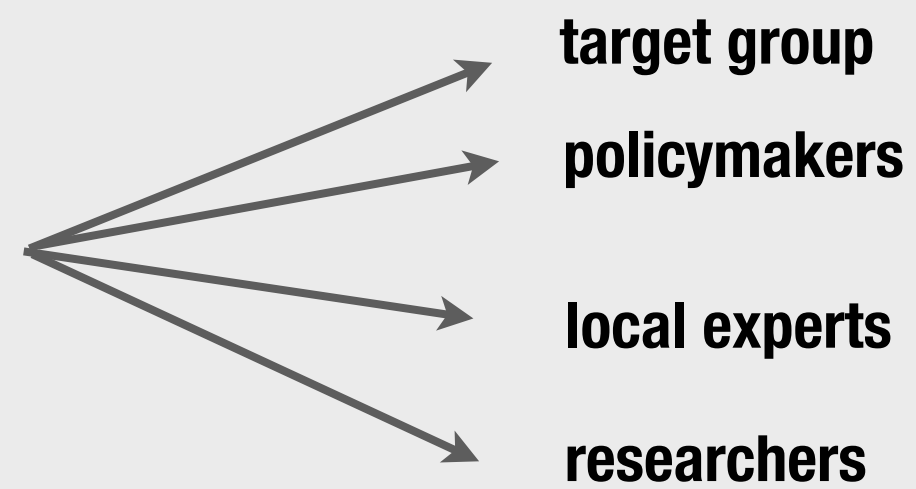
Results

Discussion

## Integrated Approaches



## Participation



## Enabling



BIG?

Why?

Inputs

Processes

Outputs

Outcomes

**Participation**

Intersector Collaboration

Policy Advocacy

Research  
"Object"



Project  
"Subject"

Interviews

Focus groups

Cooperative Planning

Implementation

Evaluation

Interview partners



Co-workers and  
co-deciders



Focus Groups

Co-operative  
Planning

Participatory  
Implementation

Participatory  
Evaluation





## Participation

## Intersectoral Collaboration

## Policy Advocacy



## Women

## Local experts

head of local sport administration  
regional executive of sickness fund



## Policy-makers

mayor  
leader of the opposition

## Facilitator

team of project  
coordinators



## Focus Groups

Co-operative  
PlanningParticipatory  
ImplementationParticipatory  
Evaluation

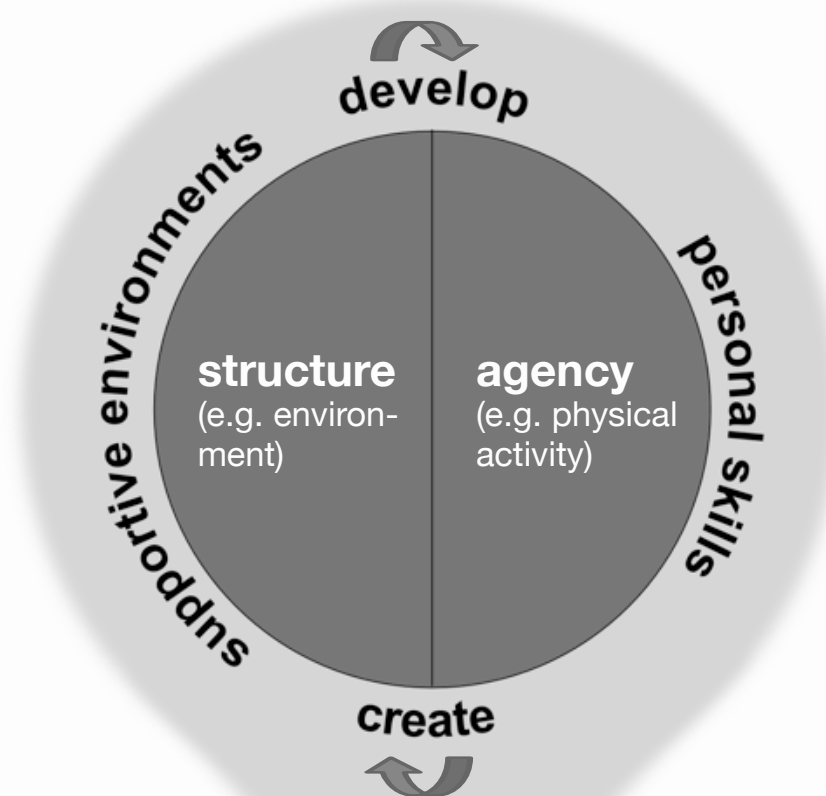
1st meeting:  
Brainstorming

2nd meeting:  
Setting priorities

3rd and 4th  
meeting:  
Planning action

5th meeting:  
Concrete plan of  
activities

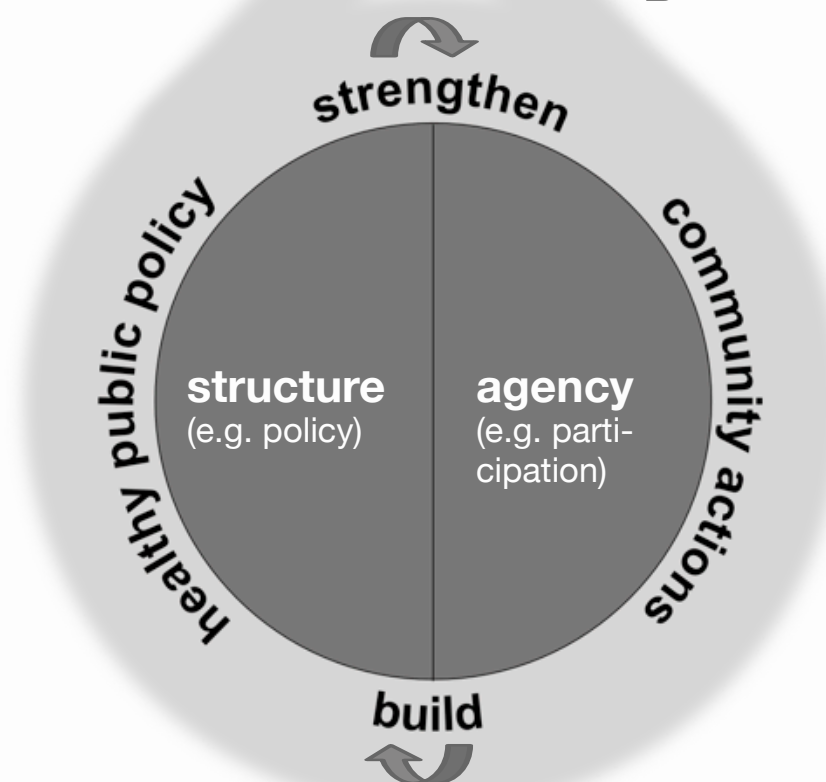
operational level



create

strengthen

collective choice level



	Output
Personal Skills	<b>PA classes</b> <b>education as PA instructor</b>
Supportive Environments	<b>nearby and walkable locations</b> <b>opportunities for PA</b> <b>access to sport facilities</b>
Community Action	<b>Project offices</b> <b>Cooperative steering group</b>
PA-friendly Public Policy	<b>Municipal coordination position</b> <b>Changes in local regulations about access to sport facilities</b>



## Psychological Empowerment

- Self-efficacy

*"Now I can go myself when I have things to take care of at city hall. My husband always used to go. I almost never went myself, but now I do and I'm more often among Germans. I'm not afraid now. In the past, I used to be really afraid, I didn't know what to say, was very skeptical..."*

being able to deal with public authorities



Biomedical  
Testing

Standardized  
Questionnaire

Documentation

Qualitative  
Interviews



BIG?

Why?

Inputs

Processes

Outputs

Outcomes

biomedical

behavioral

psychological

social

political

economical

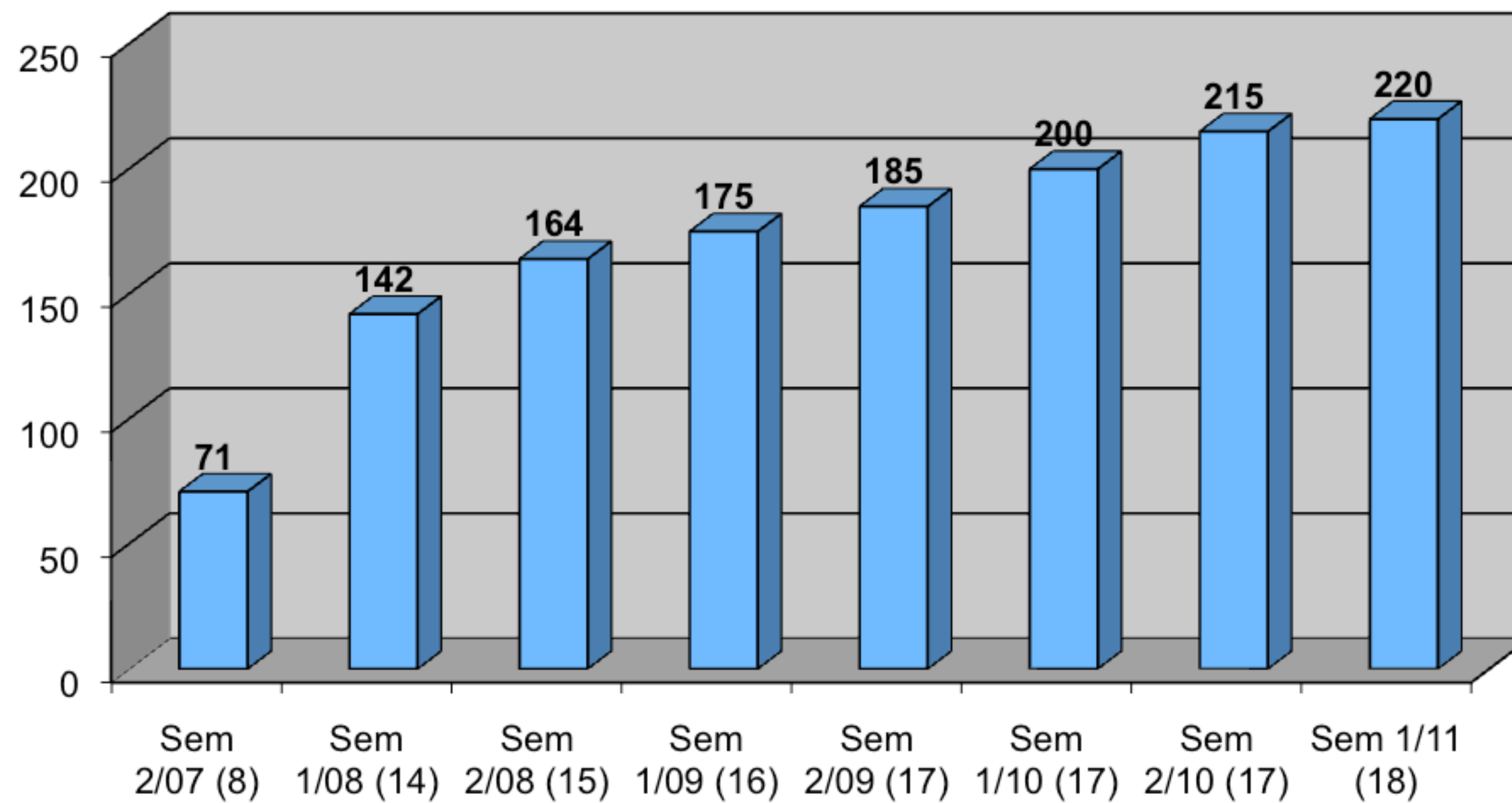
Biomedical  
Testing

Standardized  
Questionnaire

Documentation

Qualitative  
Interviews

Development of participants in PA classes



## Dissemination

### International dissemination

#### BIG as good practice

- SANTE Handbook by ISCA
- WHO Europe: "Assets for Health and Environment"
- WHO Europe: "Interventions to Create Physical Activity Promoting Residential Environments"
- WHO Europe Feature: "Socioeconomic determinants of health: Voices from the frontline"



### National dissemination

- Award winner of 2009 award for health promotion, Health Promotion Association Erlangen
- Award winner of 2008 award for health promotion and prevention, International Lake Constance Conference
- "Regional Node – Health Promotion among socially disadvantaged people" (LZG-Bayern)
- "Good Practice" in health promotion among socially disadvantaged people (BZgA)

## Transfer

### BIGff and BIG.Bayern

#### in Bavaria

funded by the State Ministry of Public Health

- City of Regensburg
  - ➔ Adoption and implementation to neighborhoods with a low SES
- German Olympic Sports Confederation
  - ➔ “Integration through Sports”: Transfer of BIG to Bavarian sports clubs
- Developing a manual and dissemination of the BIG approach via that manual

### BIGGER(T)

#### in Germany

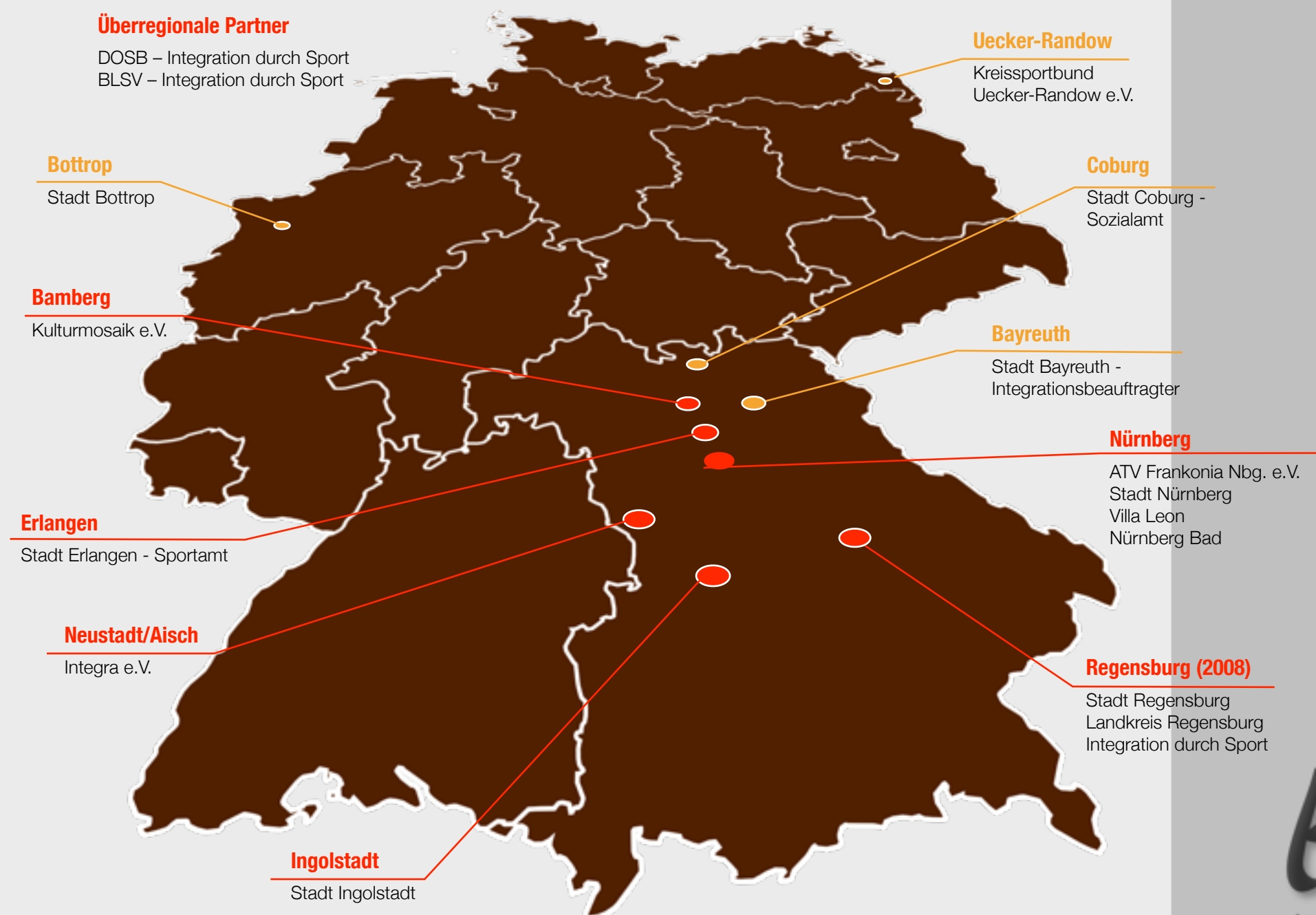
funded by the Federal Ministry of Health

- Transfer and adoption to different regions: urbanized and rural
- Goal: to prepare nationwide transferability
- transfer to other regions in 2010

### BIG - Centre of Competence

funded by a large German sickness fund, BARMER/GEK

- project management
- consultancy and trainings
- applied science and evaluation





Thank you very much for your attention!



[www.big-projekt.de](http://www.big-projekt.de)



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für Bildung  
und Forschung



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