

Participation in physical activity for health The European Union's role



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■ **Facts:** "Active" inactivity of European citizens

- physical activity as a risk factor

■ **EU action on physical activity**



■ **Examples of projects-commitments:**

- PEOPLE
- PRACTICES
- PARTNERS

} three themes of



Physical (in)Activity in the EU

- 34% of respondents say that they **seldom or never do physical exercise**
- 25% of European citizens are almost **completely inactive** physically
- only 3% of citizens in Bulgaria, Greece and Italy say they play sport regularly



(Eurobarometer Survey on Sport and Physical Activity 2009)

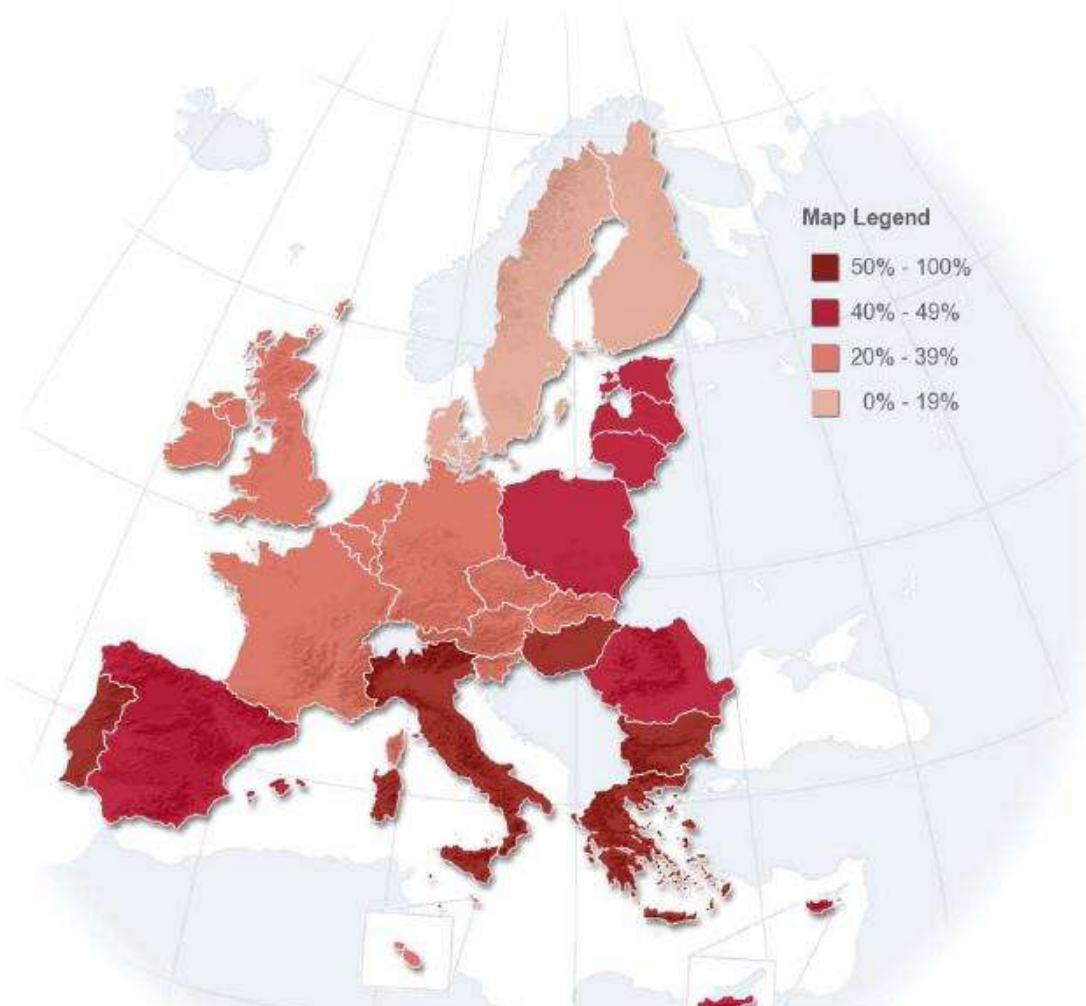
- Only 1 in 5 children between 11 and 15 yrs in EU countries report to undertake moderate-to-vigorous exercise regularly

(Health Behaviour in School-aged children survey -WHO collaborative study 2006)

	EL	67%
	BG	58%
	PT	55%
	IT	55%
	HU	53%
	PL	49%
	RO	49%
	CY	46%
	LV	44%
	LT	44%
	ES	42%
	EE	41%
	EU27	39%
	MT	38%
	CZ	37%
	SK	35%
	FR	34%
	UK	32%
	LU	32%
	DE	31%
	AT	29%
	BE	28%
	NL	28%
	IE	26%
	SI	22%
	DK	18%
	FI	7%
	SE	6%

Question: QF1. How often do you exercise or play sport?

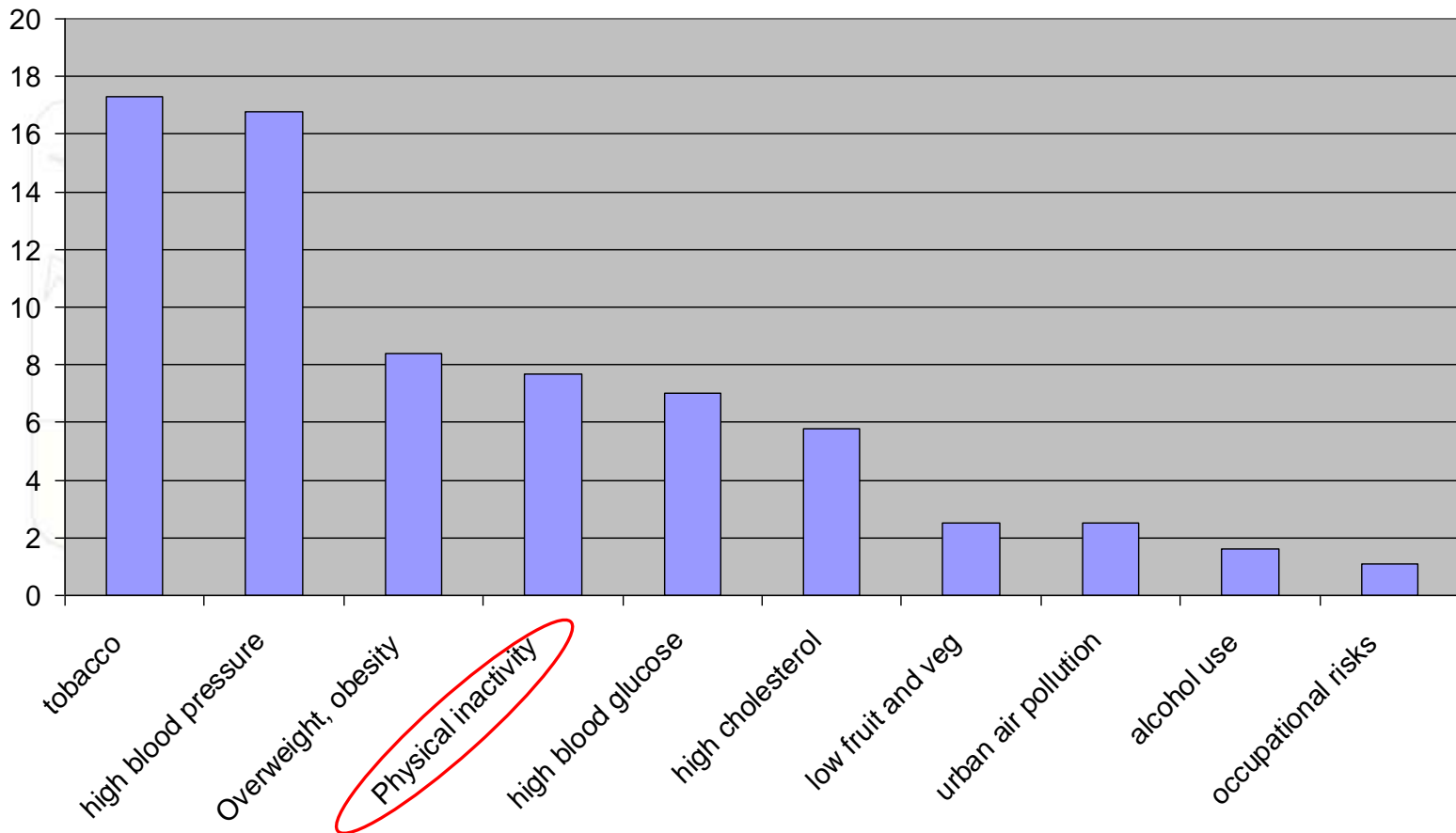
Answers: **Never**



In 15 EU countries, at least 50% of people say that they never play sport or do so less than once a month. Those with the lowest levels of participation by these criteria are Bulgaria (82%), Greece (79%), Hungary (71%), Romania (69%), Italy (67%), Poland (66%) and Latvia (65%).

(Eurobarometer Survey on Sport and Physical Activity 2009)

% of deaths caused by key risk factors



Non-Communicable Diseases

A major concern worldwide

- declaration adopted on 16 September 2011
- it underlines importance of physical activity:
 - “the most prominent non-communicable diseases are linked to common risk factors, namely tobacco use, harmful use of alcohol, an unhealthy diet, and **lack of physical activity**”
 - “obesity, an unhealthy diet and **physical inactivity** have strong linkages with the four main NCDs”
 - [recommendation] UN Member States should advance “policies and actions aimed at promoting healthy diets and **increasing physical activity** in the entire population (...) such as giving priority to regular and intense physical education classes in schools”





The Benefits of Physical Activity

Regular physical activity is one of the most important things you can do for your health
(CDC Atlanta)

- controls your weight
- reduces your risk of cardiovascular disease, type 2 diabetes and metabolic syndrome and some cancers
- strengthens your bones and muscles
- improves your mental health and mood
- improves your ability to do daily activities and prevent falls, if you are an older adult
- increases your chances of living longer

Regular and adequate levels of physical activity in adults
(WHO)

- reduce the risk of hypertension, coronary heart disease, stroke, diabetes, breast and colon cancer, depression and the risk of falls
- improve bone and functional health
- are a key determinant of energy expenditure, and thus fundamental to energy balance and weight control

The EU's answer

- **The Strategy for Europe on Nutrition, Overweight and Obesity-related health issues:**

The Commission believes that the Member States and the EU must take pro-active steps to reverse the decline in physical activity levels in recent decades

The EU's answer

■ The Strategy for Europe on Nutrition, Overweight and Obesity-related health issues with:

⇒ Partnership with all stakeholders

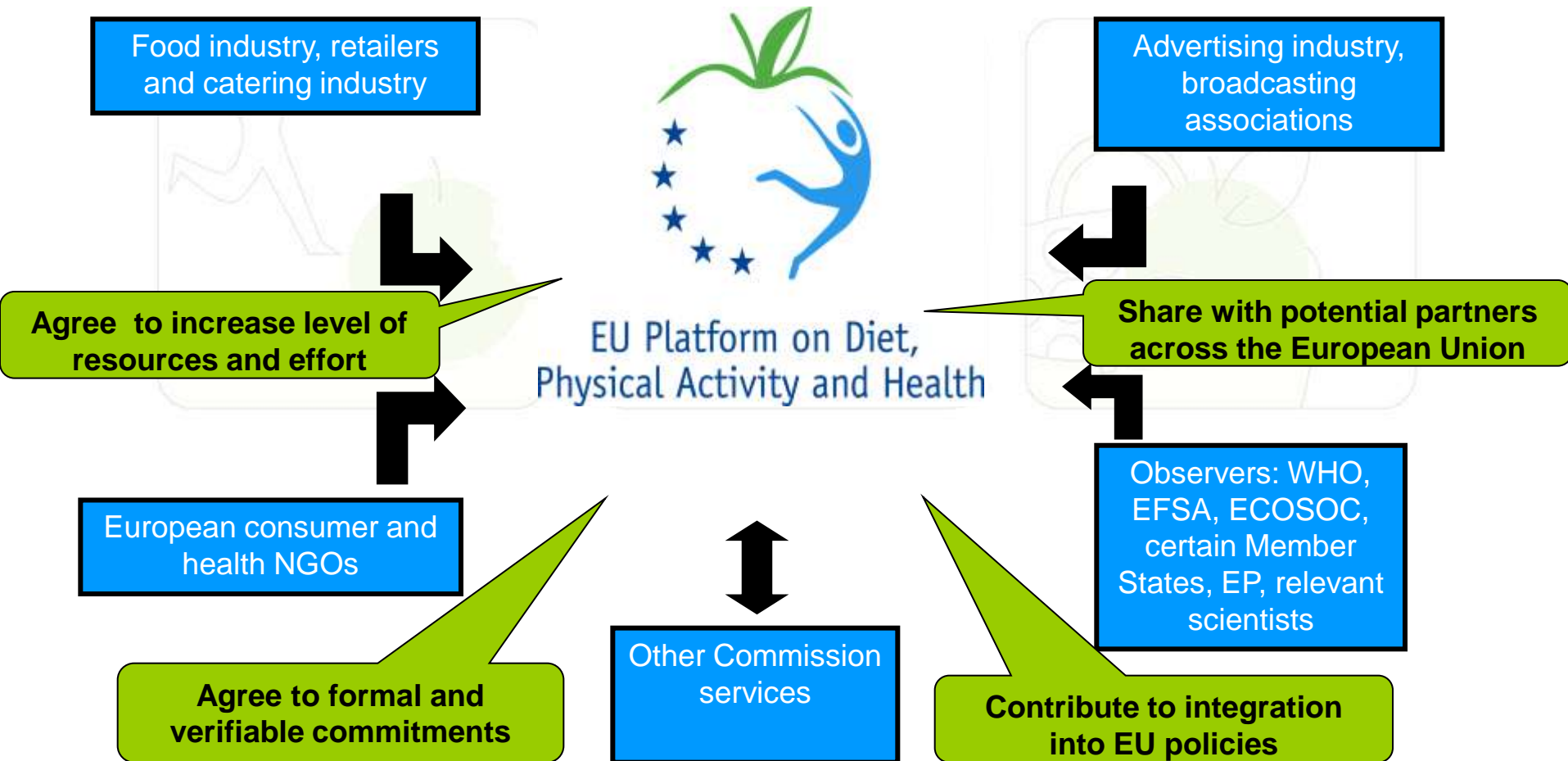
- EU Platform for Action on Diet, Physical Activity and Health
- promotion of physical activity is a priority
- EU umbrella - sport organisations are Platform members

⇒ Partnership with all EU-27 governments

- High-Level Group on Nutrition and Physical Activity
- cooperation with and between EU Member States
 - promotion of the EU guidelines
(Health Enhancing Physical Activities)
 - Public Health programme

EU Platform

33 members / 300 commitments in 6 years / of which 24 in the field of Physical Activity



Examples of EU Platform commitments

CLEVER NASCHEN (HEALTH & NUTRITION)

- **commitment by:** food industry
- **idea:** address Turkish families in Germany (high-risk groups for obesity)
- **implementation:** on the website CN provides parents with information from experts around 3 themes: - Nutrition - Exercise - Health Information
- **results:** 57,019 visited the website; 22 million read an article or saw a TV/radio feature

PEOPLE : immigrants



The screenshot shows the website 'Clever Naschen' with the tagline 'Das Elternportal von MARS'. It features a navigation menu with categories like 'Über Naschen', 'Ausgewogene Ernährung', 'Aktives Leben', 'Experten-Wissen', 'Magazin', and 'Mars und Clever Naschen'. The main content area includes a featured article titled 'Wurfschlacht der Piraten' with a photo of two children, and a section for 'Aktuelle Ernährung' with an article 'optimiX - Was ist das?' featuring a photo of a salad. A weather widget for Berlin is also visible at the bottom right.

TESTING AEROBIC FITNESS

- **commitment by:** Danish Heart Foundation (DHF)
- **idea:** test aerobic fitness in schools in Denmark
- **implementation:** DHF created a programme that teachers can use in physical education classes, including running tests
- **results:** over a **1,000** classes have completed the programme

PEOPLE : youth



www.hjerteforeningen.dk

DANONE NATIONS CUP

- **commitment by:** food industry
- **idea:** football world cup for children
- **implementation:** each year 2,5 million children from 40 states take part in an international tournament recognised by FIFA (second half of the year)
- **results:** 40 national tournaments; 2,5 million players from 35,000 clubs and 20,000 schools

PRACTICES : football



www.coupedanonecup.com

CYCLE TO WORK

- **commitment by:**
European Association of Communications Agencies
- **idea:** promote cycling to work as an activity which positively impacts the performance of companies
- **implementation:** 6 companies in 3 EU Member States in 2011
- **results:** it is a new commitment (2011-12)



LET'S DANCE WITH CHANGE 4 LIFE

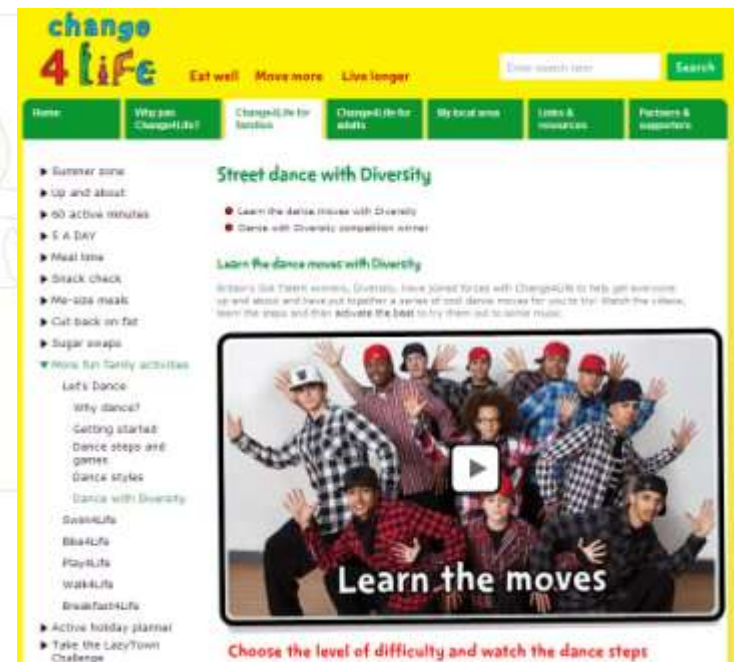
- **commitment by:**
Fitness Industry Association (UK)

- **idea:** free dance sessions. The programme is fronted by one of the most popular dance groups – “Diversity”

- **implementation:** 1,000 sites, each delivering a minimum of 4-hour sessions

- **results:** 595 facilities offered a **1,718 free dance classes;** **40,837 people** booked and **attended** sessions

PRACTICES : dancing



The screenshot shows the Change4Life website interface. At the top, there's a navigation bar with 'Eat well', 'Move more', and 'Live longer' options. Below that, a search bar and a 'Home' button are visible. The main content area features a sidebar with a list of activities including 'Summer zone', '60 active minutes', '5 A Day', 'Meal time', 'Snack check', 'Me-ups meals', 'Cut-back on fat', 'Sugar swaps', and 'More fun family activities'. The main content area is titled 'Street dance with Diversity' and includes a video player with a play button and the text 'Learn the moves'. Below the video player, there's a prompt: 'Choose the level of difficulty and watch the dance steps'.

<http://www.nhs.uk/Change4Life/Pages/dance-with-diversity.aspx>



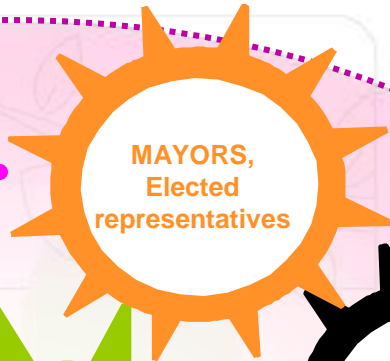
Community based approach

Creation of an environment facilitating the adoption of **healthier lifestyles** by the families

Environment of families



Local stakeholders



France - **EPODE**
 SPAIN - **THAO**
 BELGIUM - **VIASANO**
 GREECE - **PAIDEIATROFI**
 ...in South Australia

...in Mexico

Example of EU Health Programme projects

ACTIVE

- **project by:** Business Solutions Europa Limited, UK
- **partners:** all in all 4, e.g. Museo dei Bambini Explora and Università di Napoli Federico II (both IT)
- **idea:** fresh approach to engaging European children 5-8 years old; fun stories about healthier living focusing on healthy eating and physical activity
- **implementation:** cartoon animation for children, teaching pack for teachers



<http://www.animate-eu.com/active>

PATHE*

- **project by:** International Sport and Culture Association, Denmark
- **partners:** all in all 4, e.g. Union sportive de l'enseignement du premier degre (sport organisation in FR, cooperates with ministries) & Unione Italiana Sport Per Tutti (sport organisation in IT, gathers sport clubs)
- **idea:** build the infrastructure of national associations of physical activity; develop effective national campaigns
- **implementation:** knowledge sharing electronically and via meetings; sensitisation campaigns via partners' tools, local animation



* PATHE = Physical Activity Towards a Healthy Europe



Working Group Sport and Health DG SANCO and DG Education & Culture (EAC)

Explore ways to promote health-enhancing physical activity and participation in grassroots sport

- created in 2005 by EU Sport Ministers (under UK Presidency)
- 10 meetings (2/year), 13 Member States (officials or experts)
- **priority themes:** anti-doping; good governance in sport; education and training in sport; sport, health and participation; sport statistics; sustainable financing of sport

Expert Group “Sport, Health and Participation”
to identify measures by mid-2013

Working Group Sport and Health

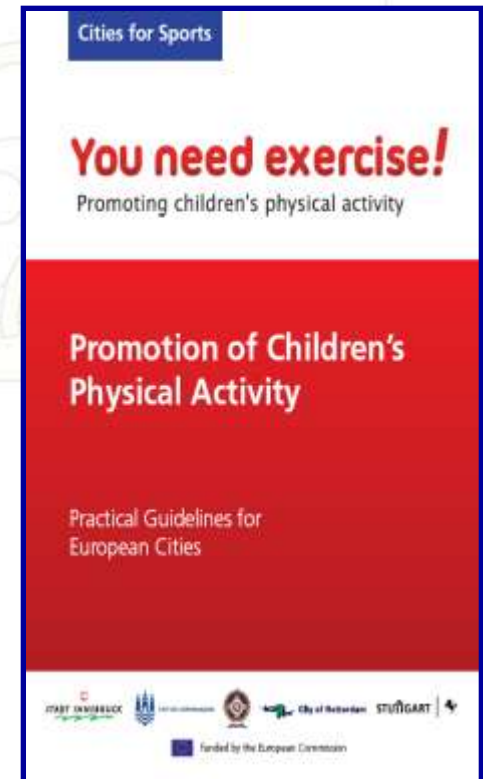
Ongoing activities

- 9 Health Enhancing Physical Activity projects were funded in 2010
- 2 examples:

‘Becoming the Hub’

by European Health & Fitness Association

- project completed in February 2011
- aim: prepare recommendations on how the health and fitness sector can promote Health Enhancing Physical Activity
- method: research and consultation



Working Group Sport and Health

Ongoing activities

Physical Activity also on the Education side with the Member States' school education policies and systems

example:



The screenshot shows a web browser displaying the 'Healthy Young Minds' website. The page has a blue header with the title 'Healthy Young Minds' and a navigation menu. The main content area is white and contains text about the project, its goals, and its structure. The text is as follows:

Healthy Young Minds is a cross-cultural health project, dealing with the determinants of child obesity in the cities of Ballerup (Denmark) and Granollers (Spain).

The project is sponsored by **The Comenius Lifelong Learning partnership programme**.

In each city a triangle collaboration is going to be developed between the municipality, the schools and other institutions.

The background of the project is that 20% of European children are overweight and this trend is increasing. It is well known that traditional weight loss have limited long-term effects. The failure to respond effectively to the obesity epidemic calls for a broader perspective for public health agencies and also for research.

We are going to work with a democratic approach and with student's participation. In our project students are viewed as active agents in their own life and in the community.

The focus will be on food and body movement, and the aim is to address problems related to obesity among young people.

The Website

This website serves two very different, and yet related purposes:

1. It is meant to present the project to the public and
2. It is meant as a collaborative platform for the students and the teaching staff. Hence, some of the menu points are meant for collaborative purposes and will be for the involved parties only.

The idea is that the students are responsible for the external part of the site (under supervision of the staff), and that the "internal" part of the site is going to be used for communicational purposes, making surveys, news feeds and a lot more.

The browser

As the situation is right now, almost any browser can be used for both browsing the web and for working on the pages.

The newsletter

[Click here to read Newsletter #1](#)

Encouraging Physical Activity

■ "health in all policies" approach

- The White Paper on Sport
- EU Physical Activity Guidelines (PAG)
- Commission Communication on Sport
- Health-Enhancing Physical Activity (HEPA)
- Healthy urban environments
(CIVITA initiative, energy-efficient transport programme (STEER))

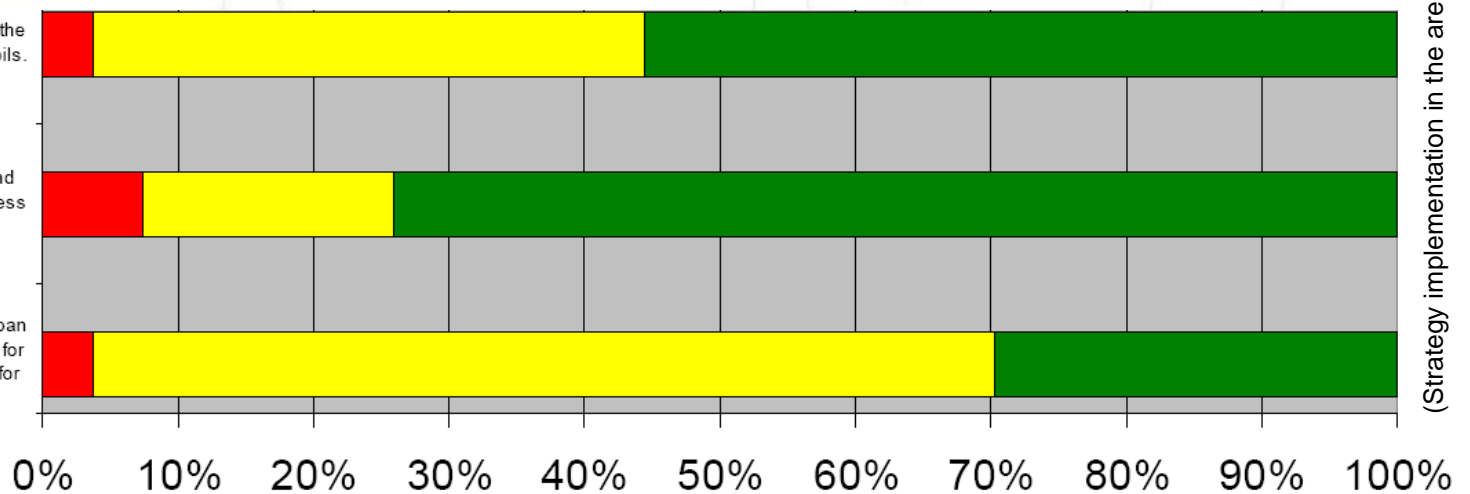
■ Member States



4a - Mandatory inclusion of nutrition education in the curriculum of primary and secondary schools pupils.

3b - Provision of guidelines for physical activity and existence of education campaigns raising awareness among the population.

3a - Existence of initiatives promoting better urban design to provide safe and attractive structures for everyday physical activity, cycling and walking, for example through Healthy Urban Planning.



What is going on in the world

Let's Move campaign in USA

- with Michelle Obama
- launched in February 2010
- aim: end child obesity in USA
- celebrity: Beyonce

Jumping Jacks for the World Record

- took place in October 2011
- aim: have more than 20,000 people from around the world do jumping jacks for one minute
- 400 children took part =>



MORE INFORMATION ON:

http://ec.europa.eu/health/nutrition_physical_activity/events/ev_20111006_en.htm



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