

SUOMIMIES SEIKKAILEE

Finnish middle-aged men on the move: THE ADVENTURES OF JOE FINN

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Paris October 20, 2011



Ministry of
Education
and Culture



MINISTRY OF
SOCIAL AFFAIRS AND HEALTH
Finland



Ministry of Transport
and Communications



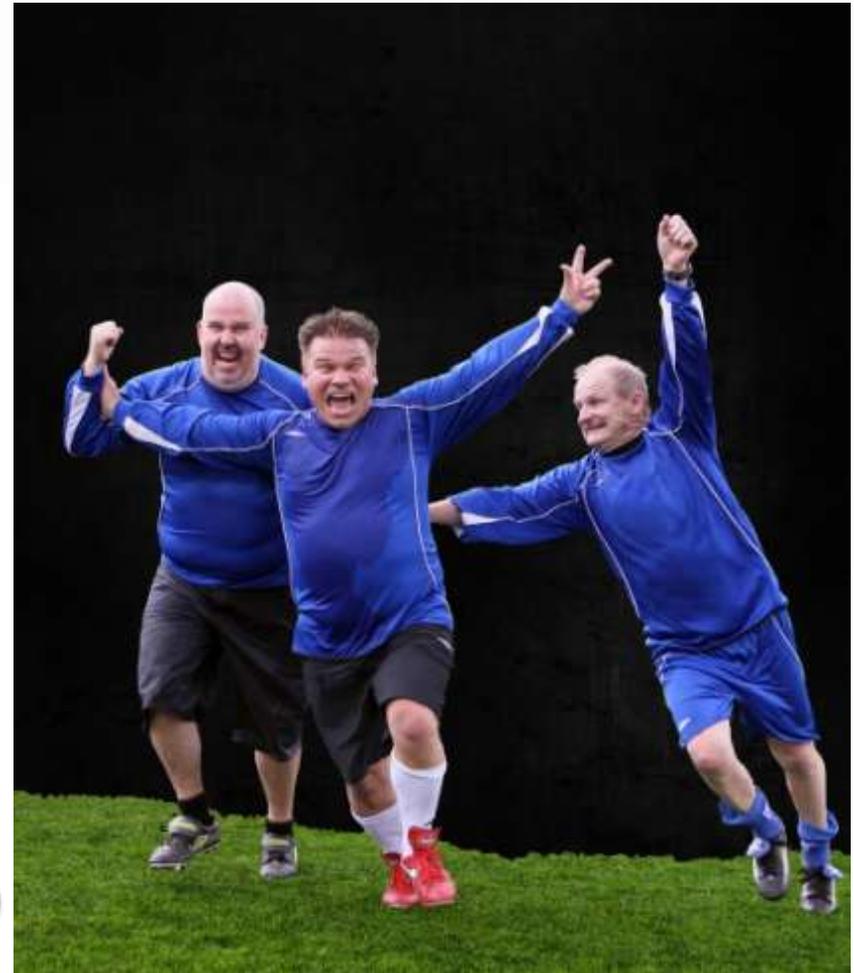
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MINISTRY OF THE ENVIRONMENT



METSÄHALLITUS



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Fit for Live Program Background

- Started in 1995
- Operating in 5-year periods: 1995-1999, 2000-2004, 2005-2009, 2010-2014
- Main funders: **the Ministry of Education and Culture**, and **the Ministry of Social Affairs and Health**
- Government Resolution on development guidelines for health-enhancing physical activity and nutrition (2008)
- Government Resolution on policies promoting sport and physical activity (2009)
- Government policy program for health promotion (2008)



KKI

www.kki.likes.fi

Fit for Live Program Toward goal



Government policies
Themes for KKI

- **sedentary middle-aged men**
- **physical activity and healthy diet**
- **Supportive environment for daily physical activity**



ACTIONS

Create easily accessible exercise services and environment near people



MAIN GOAL

Activate and help adult population to start physically active way of life



Target population of KKI

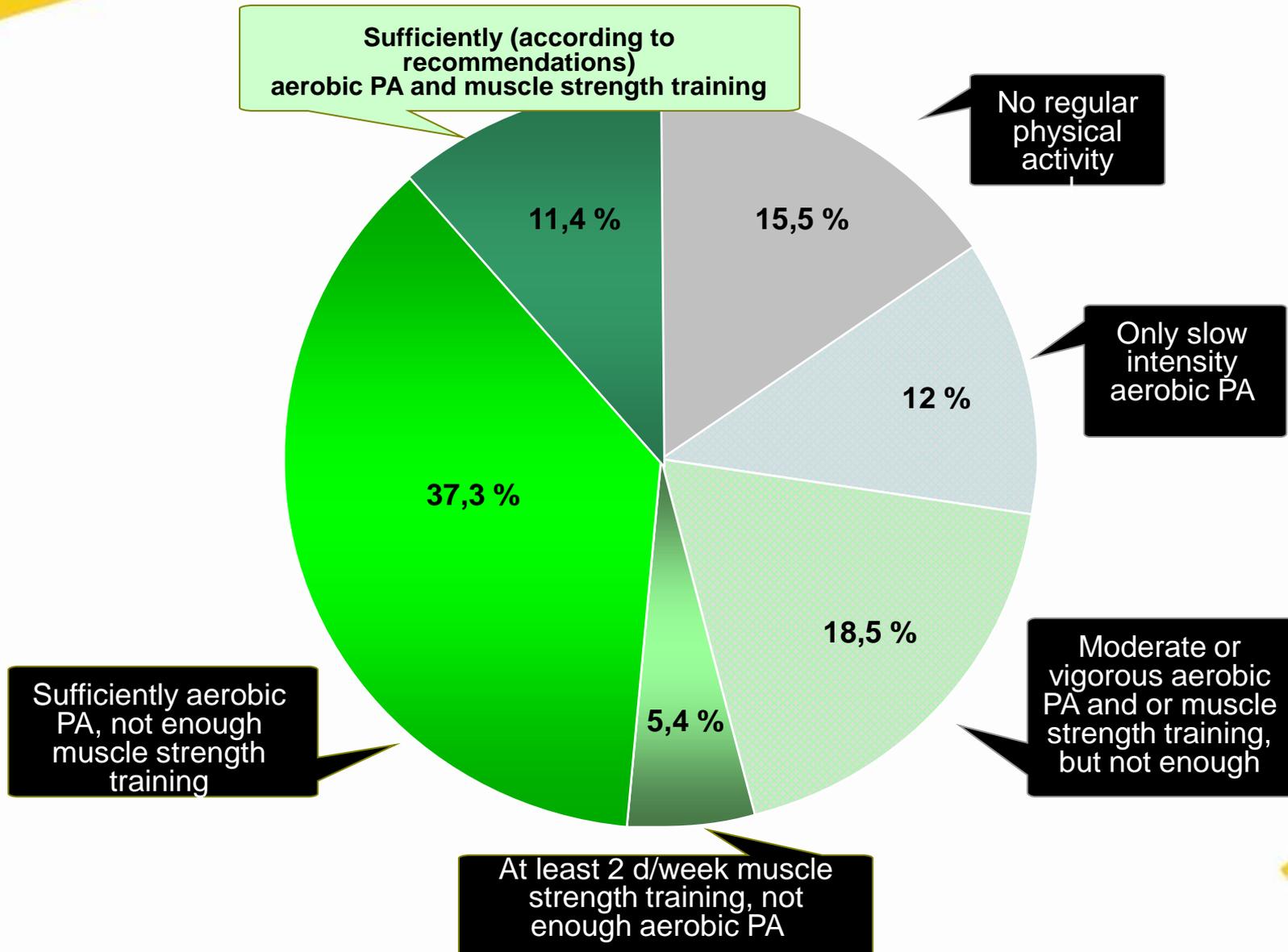


- Sedentary adults 40 - 65 years old
- Adventures of Joe Finn, campaign for men: **30** - 60 -years



Health enhancing physical activity among 15-64-year-old Finns (%)

Tommi Vasankari, UKK-Institute, 2011

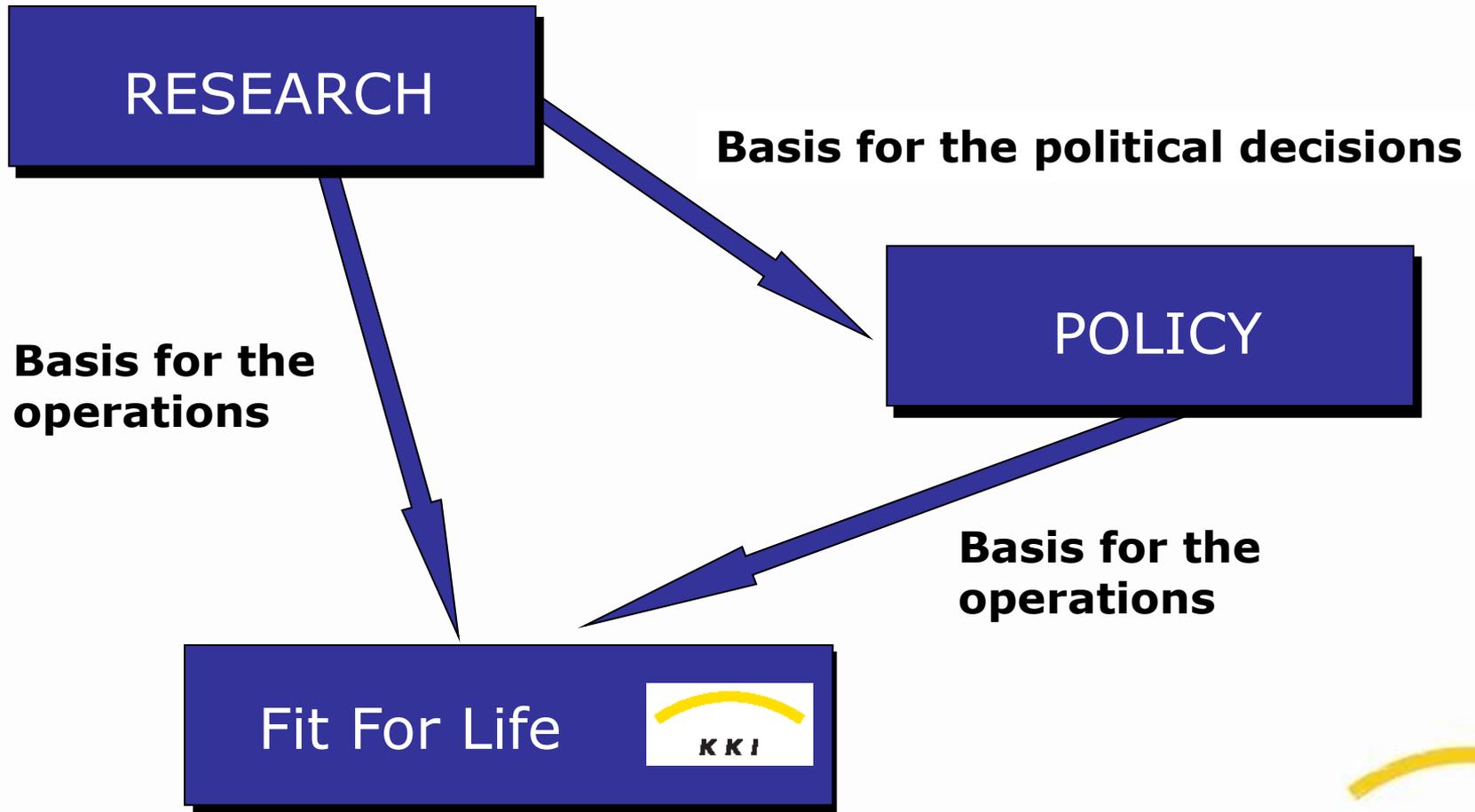


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Framework

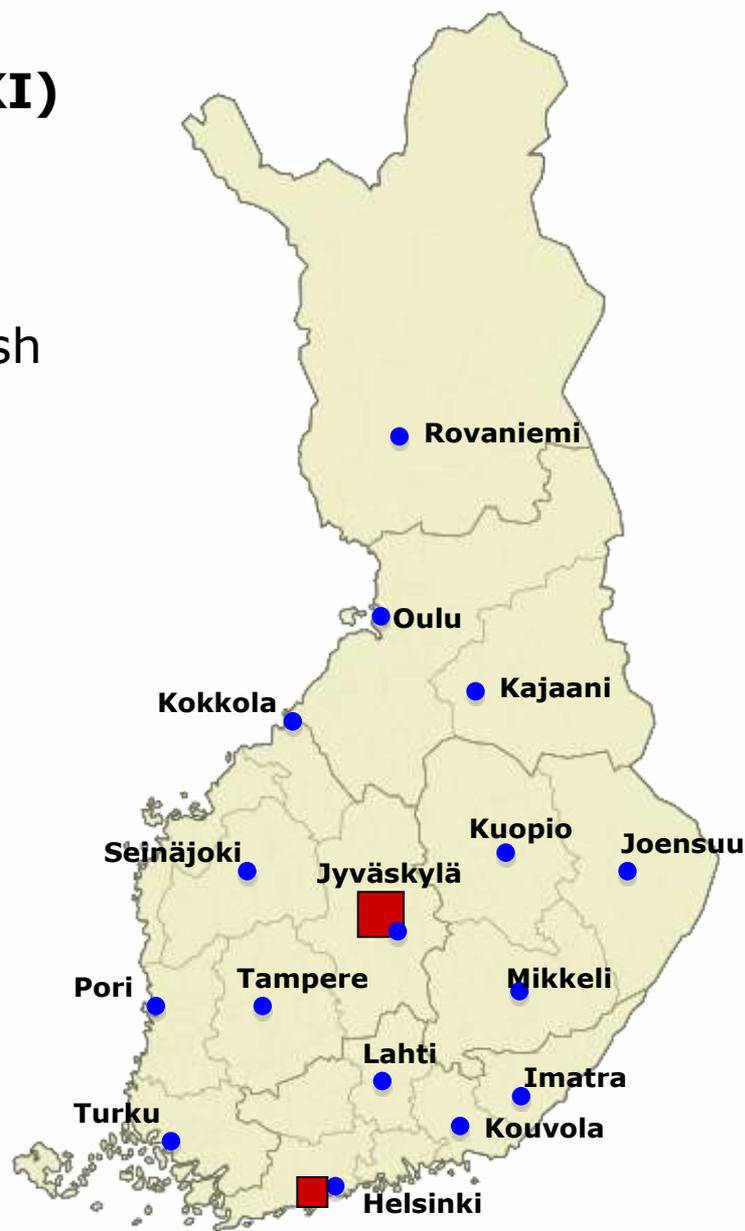


Fit for Life Program (KKI)

- Creates permanent physical activity services which are easily accessible for beginners by **funding local projects**
 - Delivers financial support to local projects twice a year
 - Has started and funded over 800 local projects
 - Guided group exercise, starter courses, fitness guidance etc.
- Creates tailored physical activity **campaigns**
 - Promotes PA and healthy lifestyle in adults in **different needs**
 - Provides support, such as **materials**, TV-programs
- Combines health promotion and creation of supportive **environment**
- Increases, and encourages **local and regional networking**
- **Educational opportunities for professionals:** Regional seminars and symposium days

Fit for Life Program (KKI) KKI network

- KKI office
- Regional office of Finnish Sports Federation



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Networking

- **Ministries**
- **NGOs**
- **Municipal service departments**
- **Basic health care**
- **Occupational health care**
- **Public and private organisations**
- **Sport clubs**
- **Research centers**
- **Educational institutions**
- **Regional offices of Finnish Sports Federation**
- **The Finnish Diabetes Association**
- **Finnish Heart Association**
- **Finnish Rheumatism Association**
- **Finnish Respiratory Association**
- **Finnish Institute of Occupational Health**
- **Etc**



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ADVENTURES OF JOE FINN CAMPAIGN



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FOR MEN

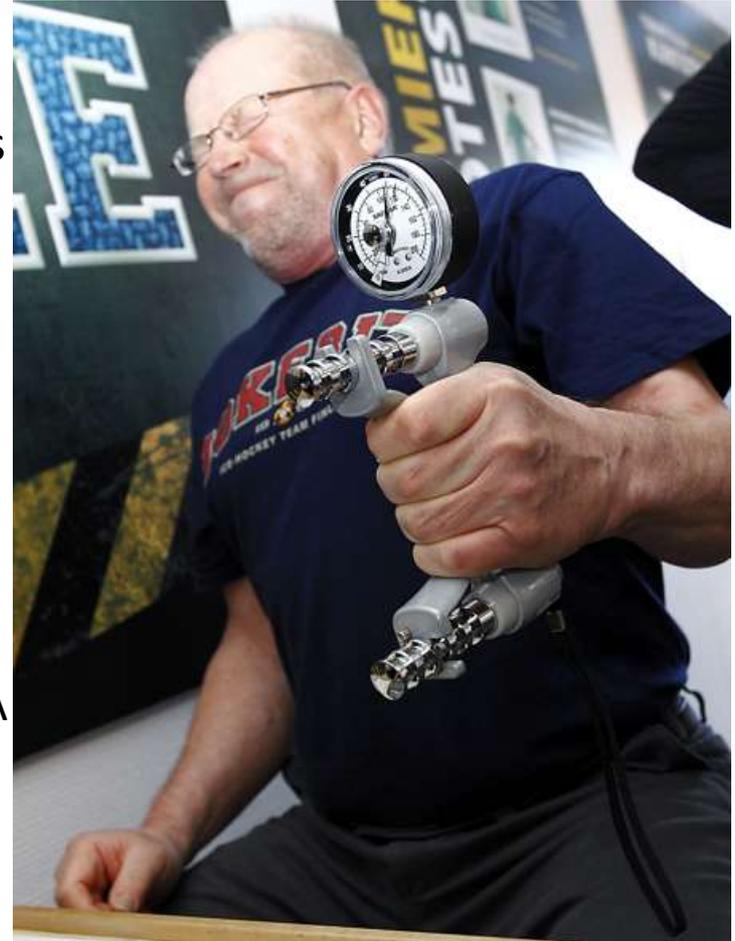
- To activate 30 – 60 years old men towards regular physical activity and towards healthy life-style
- To provide possibilities and solutions for men for their daily living

AT LOCAL LEVEL

- To create and increase cross-sectoral collaboration in municipalities
- To improve physical activity counselling and PA services for men

FOR NATIONAL MEDIA

- To increase publicity



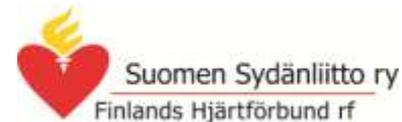
ADVENTURES OF JOE FINN CAMPAIGN'S Style and spirit



- A low threshold to start exercise
- Even minor physical activity is worthwhile
- Solution focused
- Manly fashioned
- The fun and adventure-aspect are emphasized rather than health aspects

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Adventures of Joe Finn - National campaign partners



ADVENTURES OF JOE FINN CAMPAIGN WHY?

- Nearly 650,000 of men should improve their physical activity and/ or eating habits
- Overweight: 58 % of men BMI \geq 25 kg/m²
- Freetime physical activity: 47% of men, less than 3 time per week

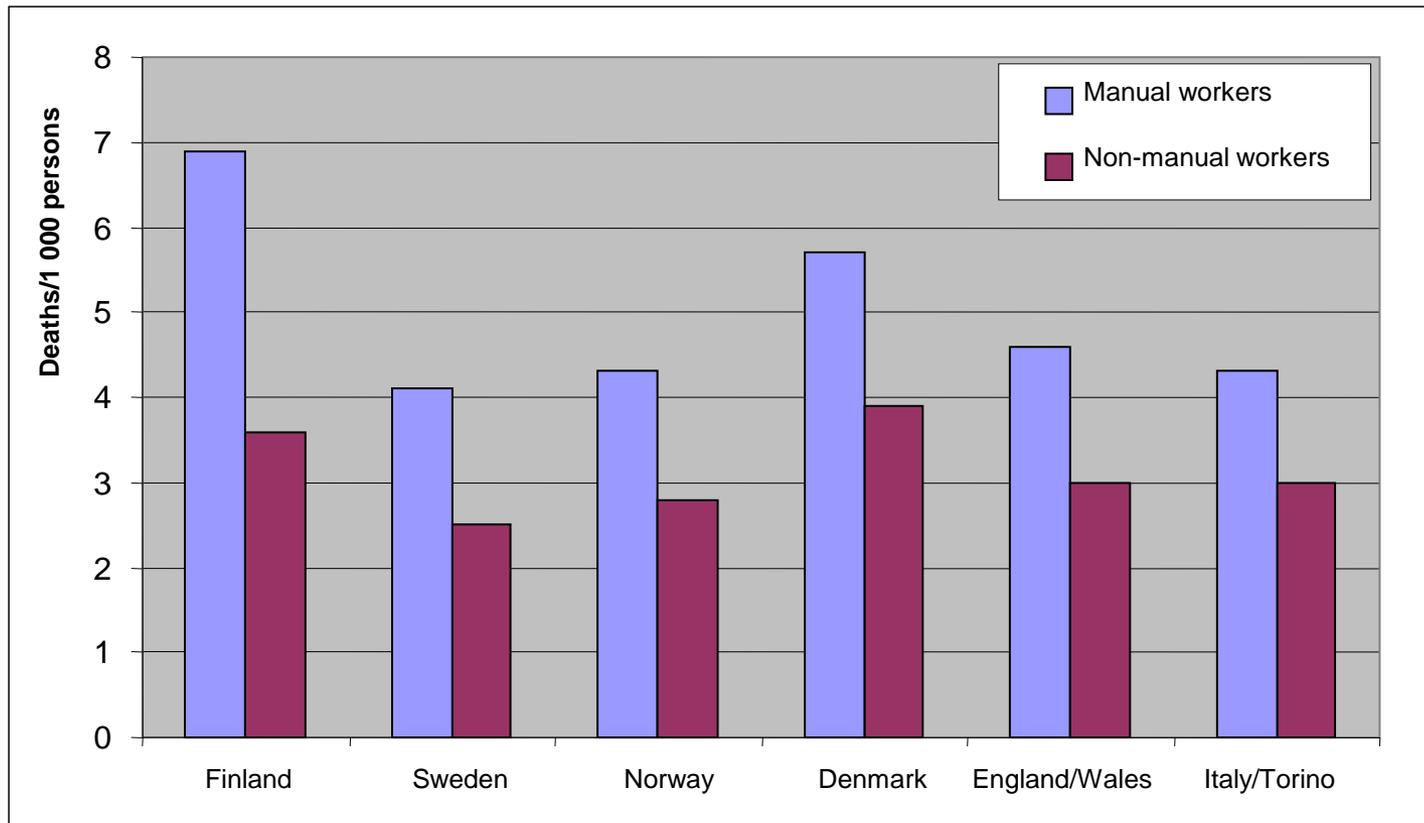
(National Institute for Health and Wellfare, Finland: Health Behaviour and Health among the Finnish Adult Population, Spring 2010)



Mortality and occupational status

The biggest difference in Finland

Men aged 30–59 by socioeconomic group in some European countries 1991–95.





ADVENTURES OF JOE FINN CAMPAIGN 2010-2011

SPORT AND HEALTH SECTOR:

Training seminars 2010

FOR MEN:

Adventures of Joe Finn Lorry Tour 2011

- Building the nationwide campaign
- Cooperation aiming for health promotion for men
 - Adventures of Joe Finn fitness lorry tour 2011
 - Recruitment channels for men
- Endorse regional and local cooperation
 - Economical support for projects
 - Physical activity counselling
- Tools to activate men: www.suomimies.fi, Material i.e. a booklet, Fitness tests for men

- Communication campaign: TV-series, materials, ads, media publicity
- Local actions aimed for men:
 - PA courses, Physical activity counselling
 - KKI projects aimed for men
- Joe Finn fitness tests
- Netpage www.suomimies.fi

Seminar Tour 2010 for sport and health sector

Themes

- Motivation
 - Nutrition
 - Fitness tests for men
 - Physical activity counselling
-
- **19 seminars**
 - **1,405 participants**
 - **41 % social and health sector**
 - **28 % sport sector**



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Adventures of Joe Finn Campaign 2011

LORRY TOUR



ALTOGETHER 30 EVENTS FOR MEN

Mobile fitness test laboratory – Polar fitness test (heart rate and heart rate variability), body composition, hand-grip force, feedback

Actions from partners and local service providers – physical activity demonstrations, information about physical activity services, health fitness tests, information of healthy diet

Joe Finn Fitness tests

- No sweating
- No humiliation
- **EASY**

Lorry tour 2011:
10 100 tested men



Body composition
Inbody 720



Polar fitness test

**Hand-grip
power**



ACTIONS FROM PARTNERS AND LOCAL SERVICE

- physical activity demonstrations
- Information about physical activity services
- health fitness tests
- information of healthy diet



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Joe Finn Events at Gas Stations (11)

Target groups: professional vehicle drivers, men stopping at gas station, local men



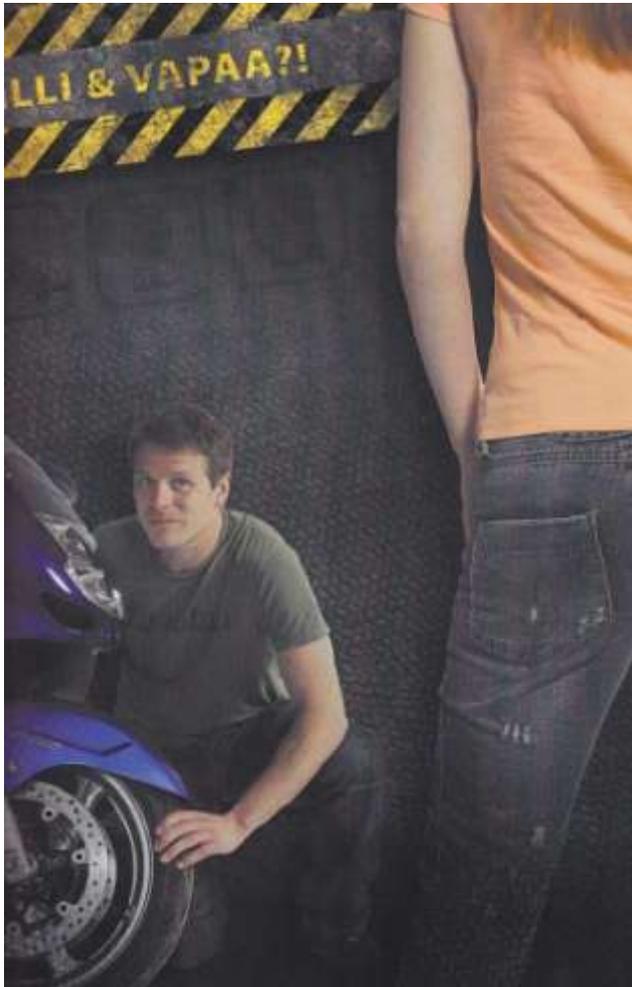
Fitness tests and feedback. In addition, healthy diet guidance by Frisky at vehicle wheel project by Finnish Institute of Occupational Health

RECRUITEMENT CHANNELS

➤ MAIN PARTNER OF KKI FOR THE CAMPAIGN

A mutual employment pension insurance company, Etera:
recruited employees as clients for lorry tour events →
workers participated the event during their working hours





SUPPORTING ELEMENTS

- Website www.suomimies.fi
- TV
- Materials
- Economical support
 - Funding of local projects by KKI
 - Several development projects for Joe Finn

MARKETING AND COMMUNICATION CHANNELS

- www.suomimies.fi, bulletins, brochures, training seminar tour, events, the truck
- Brochures for partners of local events
- Main nation wide tabloid and magazine; Ilta-Sanomat, Veikkaaja
- Local advertising: Digital screens, Ilta-Sanomat website, newspaper advertisements, banderols, posters
- Magazines for farmers
- Media connections of the network
- Social media
- Personal contacts



SuomiMiehen kuntotestit ja palaute | Liikuntaneuvontaa | Raavaan miehen ravinto | Testejä, kokeiluja ja lajiesittelyjä | Liikuntavälineitä ja -teknologiaa

**SUOMIMIES SEIKKAILEE
-REKKAKIERTUE
SUOMALAISILLE MIEHILLE**

**MAANANTAINA 16.5.2011 KLO 9-19.30
KOUVOLA, RAVIRATA**

SAMANA ILTANA JÄRJESTETÄÄN SUOMIMIES-RAVIT ALKAEN KLO 18.30

Tapahtuma ja ravit ovat maksuttomia.

Katso koko kiertueen aikataulu:
WWW.SUOMIMIES.FI

YHTEISTYÖSSÄ:



AWARENESS OF THE CAMPAIGN, TNS Gallup

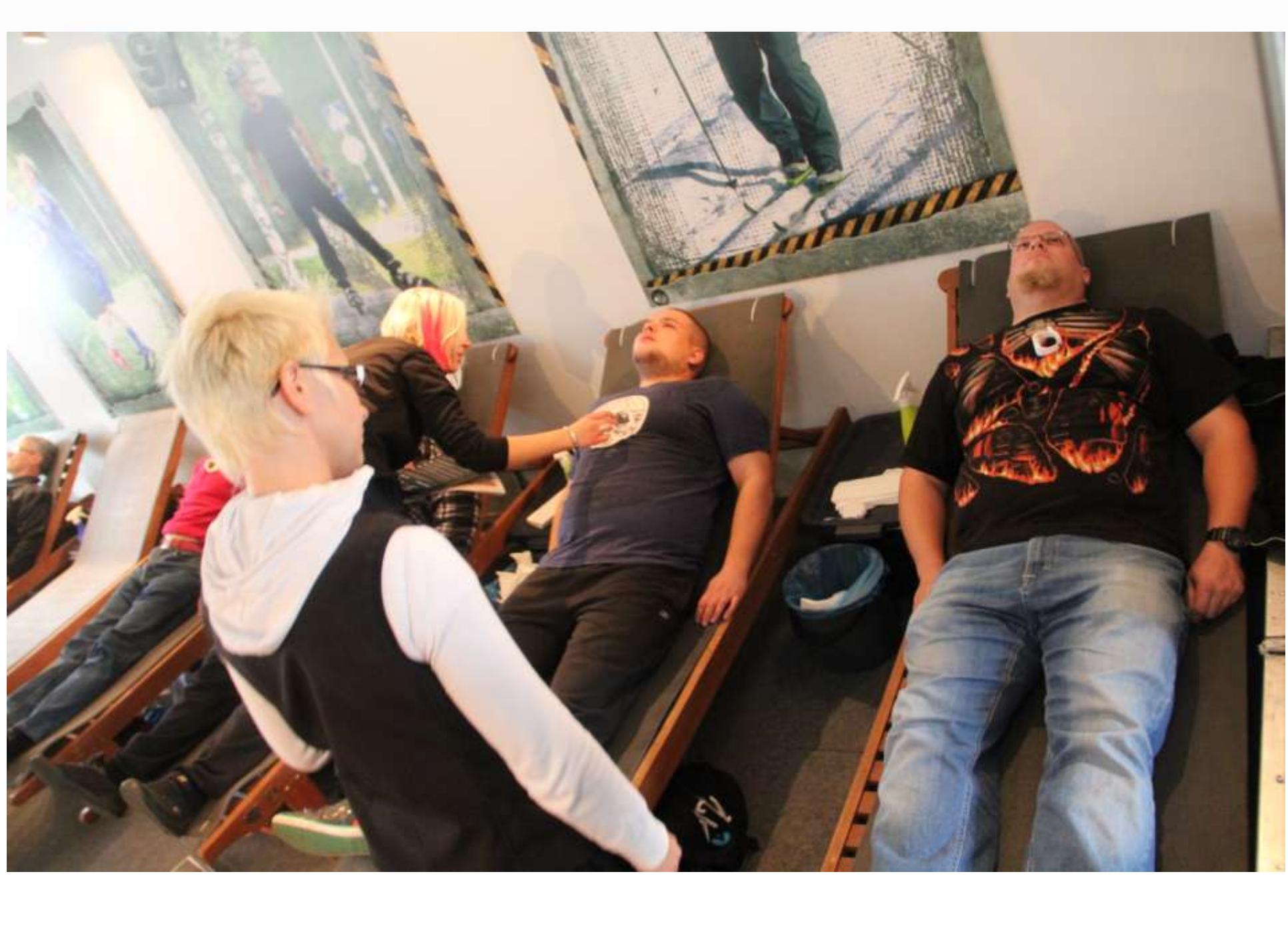
- Phone interviews in nine event towns for 1,400 men (in May 2011)
- 1/3 had noticed/heard either of the campaign or the truck tour
- 9/10 considered the campaign as useful





















JUOTKO VAI SYÖTKÖ?



530 kcal

530 kcal

IMPORTANT MESSAGES

Government support
⇒ **broad acceptance**

Government policies
⇒ **specific themes**

Specified target groups
⇒ **tailoring for target
groups**

Focused financial funding
**Strong networking in all
levels and areas**
⇒ **Cross-sectoral work**



HEALTHY LIFESTYLE CAMPAIGN FOR MIDDLE-AGED MEN - ACTIONS

Riina Vilijanen, Lisamaria Kinnunen, Jyrki Korhonen
Fit for Life Program, LIKES Research Center for Sport and Health Sciences, Finland



Large truck with a mobile and interactive screening equipment for the men.



Small bus in September 2011 where men used QR-code parking for the first at the large. One 600 were water tested during one day.



Introduction

One of the main goals for the Finnish government funded Fit for Life Program (KKI) is to develop activities to improve healthy lifestyle among sedentary middle-aged men. Approximately 60 percent of men should improve their physical activity (PA) or sitting hours in Finland. A successful small local KKI project, *Men of the Year*, was further developed into a nationwide campaign. KKI coordinated a network for designing activities for sedentary men.

Activities undertaken

In 2011, KKI supported Fit for Life activities by regional offices of Finnish Sport Federations (SuLi) areas and Counties and by courses by Finnish Adult Education Centres. KKI established a website *www.suomiemi.fi* and produced a Press package for the target group. Two large buses with 10 screens, providing fitness tests and feedback for men, were organized by KKI with state partners being SuLi, a local employment pension insurance company (TKA) and local health centres.



The men of this campaign were the middle-aged sedentary or the first. First we did online screening including heart, body composition, and/or blood tests were provided together with feedback for the change.



Research results and surveys used for development of actions

Several measurements were done after this campaign. Program had impact and further of stages was left out in the middle-aged sedentary middle-aged men. The main interest of men, based on filling a national KKI guideline, a health screening idea for lifestyle adjustments was produced based on research regarding men's age and life style.

In the second stage selection of media partners was based on survey results. A strong cooperation was built with regional radio stations of TKL. In May 2011, a survey was conducted regarding the awareness of awareness of the fit. Based on phone interviews of 1,000 men in one recent town, the first of our last will be called a part of the campaign in the long run. Research of the men was conducted in the campaign in 2011.

Conclusions

Information about target group has been essential to help in designing an effective campaign. To build a good media organization was essential to use financial funds in delivery of information about the events, as well as message how to improve lifestyle. The aim of the campaign was to create and strengthen professional networking at local level, and create physical activity services for target group. A strong contribution from all partners worked in the campaign was essential. In 2011 and 2012, permission was needed to get men to bring into the large forums. In 2011, men were starting to get into the middle-aged sedentary. In 2011, men 10,000 were screened at the campaign events. The data will be analyzed and used for further development of activities for target group.

For further information: riina.vilijanen@likes.fi



Men of the year, 2011, a national fitness guideline (Suomiemi.fi) and a health screening idea for lifestyle adjustments (Suomiemi.fi) and a health screening idea for lifestyle adjustments (Suomiemi.fi) and a health screening idea for lifestyle adjustments (Suomiemi.fi).

In 2010, in the second stage of the campaign, altogether 30 one-day screens were organized to prepare for health, physical activity, and nutrition screenings for the campaign. A network was established in cooperation with the public service providing company TKL.

In 2011, two large buses were organized including 10 local events including easy fitness tests for men in a mobile test laboratory in addition to events, the mobile test laboratory was open for men at 10 locations. At the beginning of the Fit for Life events several discussions and local information provided information and services, such as measurement, blood sugar measurement, type 2 diabetes risk test, which also healthy eating and lifestyle tips.



There is a great need to increase physical activity counseling among sedentary adults

Riina Vilijanen, Lisamaria Kinnunen, Jyrki Korhonen
Fit for Life Program, LIKES Research Center for Sport and Health Sciences, Finland

KKI

Background

Government funded Fit for Life Program (KKI) promotes innovative practice and services of health enhancing physical activity among sedentary adult population in Finland. Promotional efforts consist of financial support, consultation, training, and communication activities locally, regionally, and nationally.

Lahti on Move! was a top-down development project supported by KKI during 2006 to 2008. The aim of the project was to establish a service chain within civic administration involving both social affairs and health, and physical activity and sport offices, as well as other service providers from both civic and private sectors.

*City of Lahti has a population of 160,000 (having 100 km from Helsinki).

Knowledge base

Annually insufficient physical activity is estimated to cost over 400 million euros in Finland. Interactive civic networking – an promotion of physical activity as part of population's health enhancing activities – is increasing, but yet it is not common in Finland. KKI allocated totally of 60,000 euros for the project during three years. Regional office of Finnish Sports Federation PHLU coordinated the project.

Objectives for the service chain were

- to assess physical activity as a permanent recommendation when preventive health care
- to increase cooperation within civic services and enlarge networking with other service providers
- to establish a functional and permanent health enhancing physical activity service chain for adult population in Lahti region



Context of project

PHLU hired a coordinator for the project. The city of Lahti hired a physical activity counsellor for private counselling and public perspective physical activity guidance to cover suburbs of the town. Other partners of the project established exercise groups for the target population. A private occupational health care hired a physiotherapist for physical activity counselling. An open internet register of approximately 700 physical activity groups and sport locations in Lahti region was collected by PHLU.

Methods

Personal physical activity counselling

Customers with MHO syndrome, diabetes, arterial hypertension, and coronary disease were able to receive a prescription for personal physical activity counselling. A shared digital prescription for physical activity counselling was created in cooperation with the civic sport and the civic social and health services by the use of doctors, public health nurses, and dietitians at all health centres and occupation of health care units. The prescription was established at a Pegasus patient data system used at the health care in Lahti.

Prescription for personal physical activity counselling (PPAC) at public health centres in Lahti, Finland



Lahti City Services of Public Health and Sport 2011 and 2012. Vilijanen and Korhonen.

Open, public physical activity guidance

Free of charge, public physical activity guidance was organized mainly in a city library, swimming hall, and permanently at a local shopping centre. Services offered at the public physical activity guidance were:

- information about exercise groups, service providers, and sport locations,
- information about physical activity and health,
- instructions for exercising at home,
- fitness events, such as measurements of blood sugar, body composition, and even introduction of equipment for shoes to be used at slippery winter conditions.

Results and Conclusions

In 2007 study of 150, and in 2008 study of 170 clients received prescription for personal physical activity counselling. In 2007 study of 990, and in 2008 study of 650 clients participated in open public physical activity guidance.

Personal physical activity counselling has been implemented as a permanent function at civic services. The physical activity counsellor works under the civic physical activity and sport office, and does counselling among other tasks. There is approximately a 2-month waiting list for the personal physical activity counselling. There is a pressure to increase physical activity counselling at the civic services to promote physical activity and healthy lifestyle for sedentary adults.

References
Majala, Hanna-Mari. 2008. Liikunnan palveluketju. Lahti liikunta- ja terveyskeskus. Liikunnan ja kansanterveyden julkaisuja 226.

Contact: riina.vilijanen@likes.fi



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Joe Finn Campaign



Thank you!

Campaign: Carpe diem / Take the chance

- Nationwide **promotion** including **physical activity and dietary habits** since 2005
- Guide booklet: **Take the chance** about physical activity and dietary habits
 - Delivery 400,000

Local activities

- **public and private establishment in communities**



**The WHO Counteracting
Obesity Award 2006**



K K I

Take the chance campaign 2009

- **Promote**
 - **Regional tours**
 - **Material for sport and health sector**
- **Increase cooperation**
 - **Permanent local activities within different sectors**
- **Increase awareness and knowledge**
- **Inspire professionals**



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