
The HSE Community Games – A case study

Dr. Nazih Eldin
Head of Health Promotion, DNE, HSE
National Lead on Obesity

MOVE 2011 Congress
21st October 2011



Feidhmeannas Seirbhíse Sláinte
Health Service Executive

This is Ireland



What is the HSE?



Feidhmeannas Seirbhíse Sláinte
Health Service Executive

Nationally, responsibility for the provision of health and personal social services lies with:

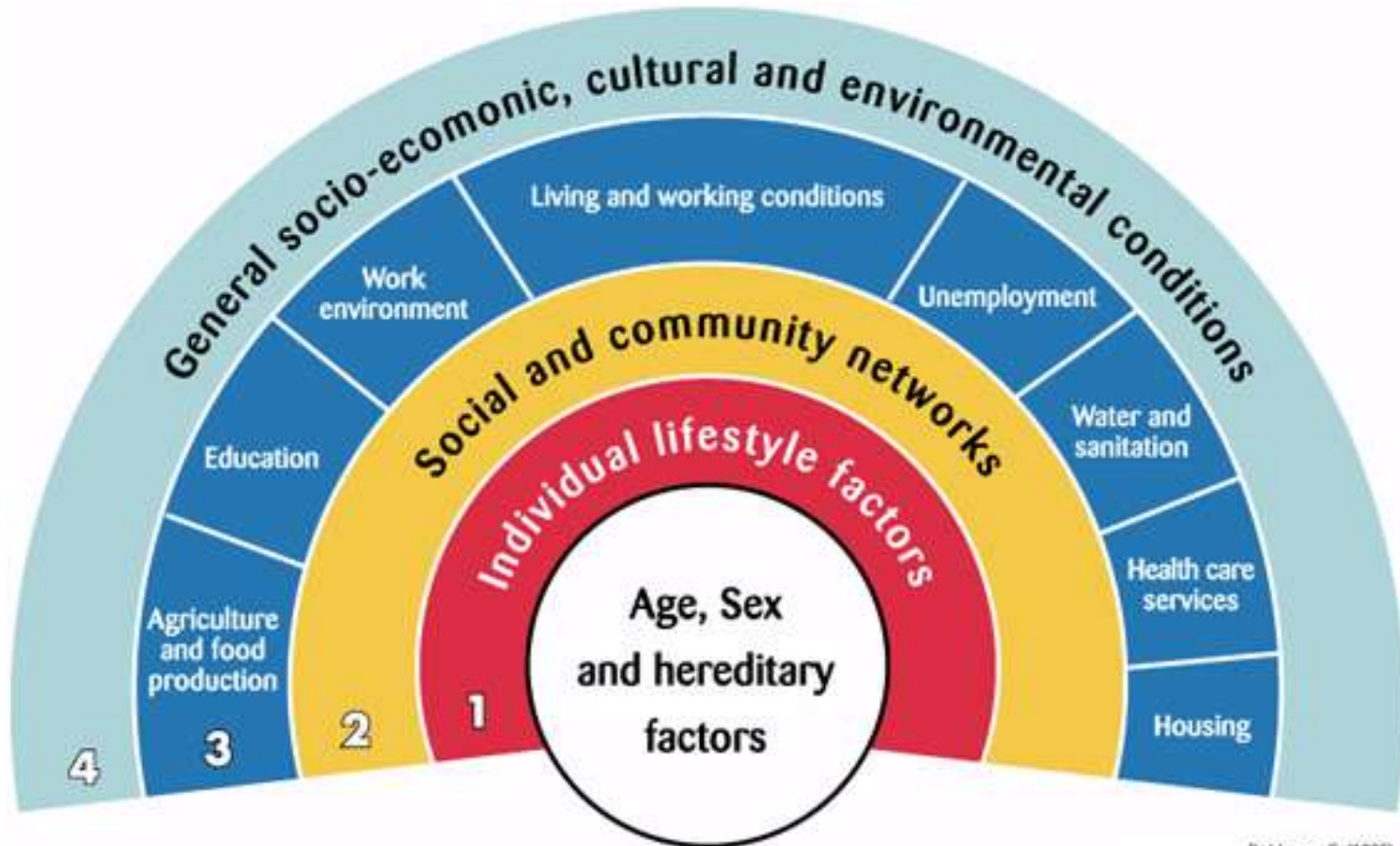
- ❑ National Hospital Office
 - ❑ Primary, Community and Continuing Care
 - ❑ Population Health
-
- All of the services provided by these offices are delivered through four HSE Administrative regions



Determinants of Health



Feidhmeannas Seirbhíse Sláinte
Health Service Executive



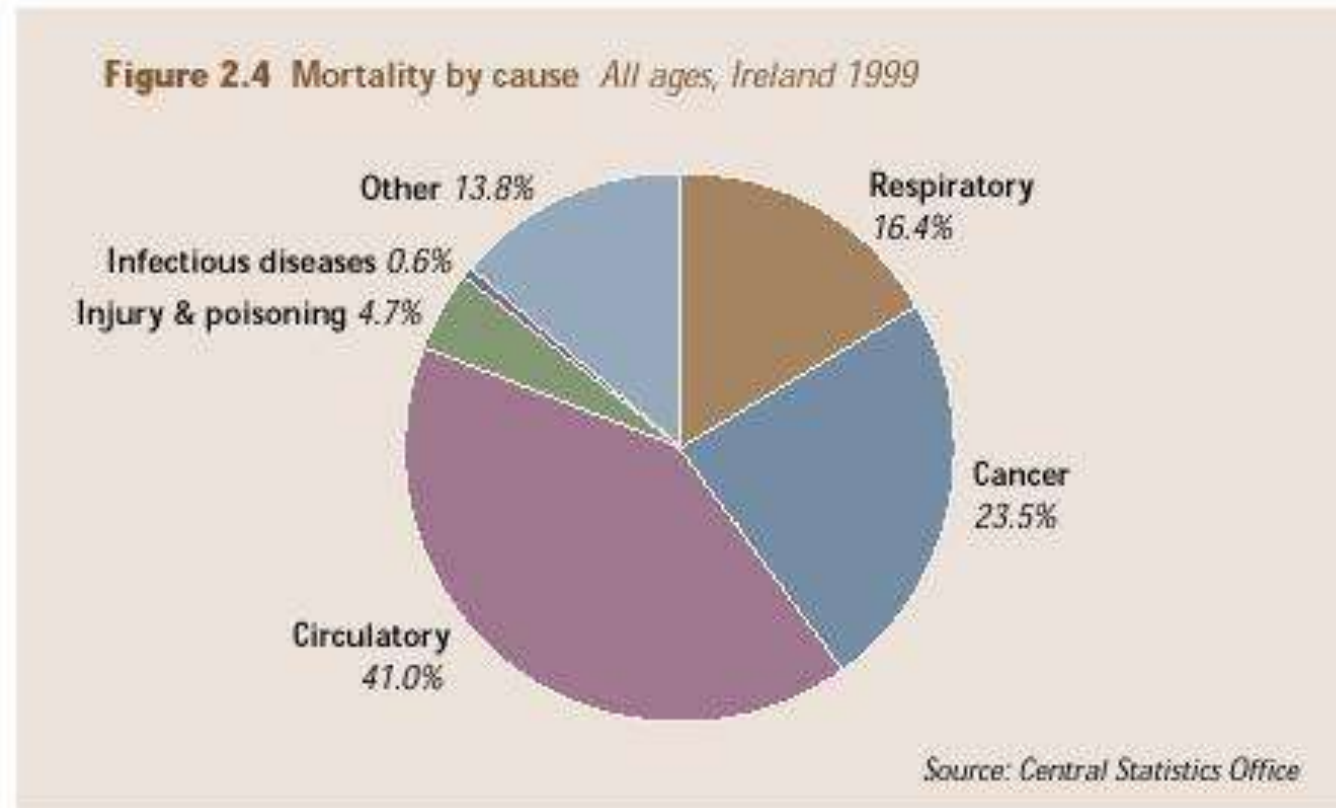
Dahlgren, G. (1995)
European Health Policy Conference:
Opportunities for the Future. Vol 11 - Intersectoral Action for Health,
Copenhagen; WHO Regional Office for Europe

Health issues in Ireland



Feidhmeannas Seirbhíse Sláinte
Health Service Executive

Circulatory disease and cancer account for nearly 65% of deaths every year in Ireland

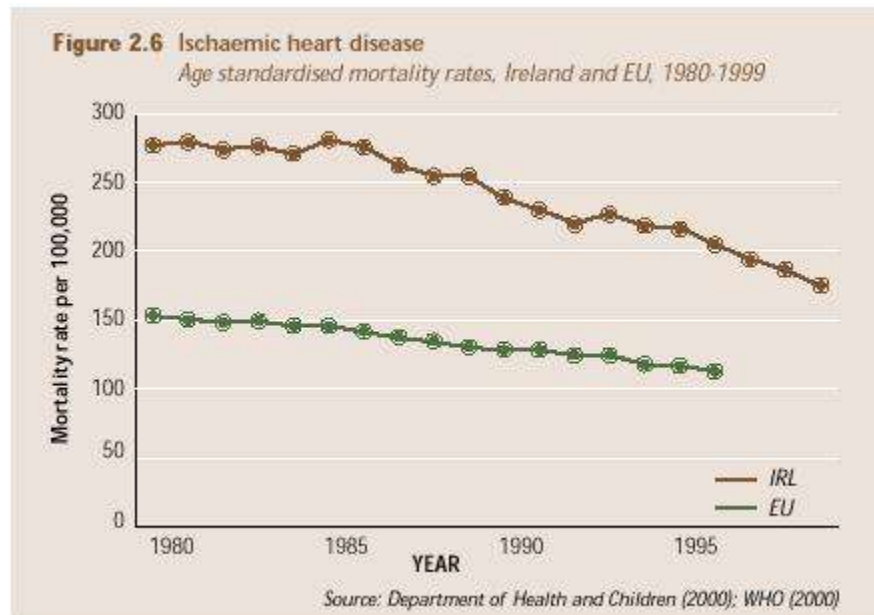


Health Issues in Ireland



Feidhmeannas Seirbhíse Sláinte
Health Service Executive

- Cardiovascular disease, which includes coronary heart disease, stroke and disorders of blood vessels, is the single most important cause of mortality in Ireland
- Rates are much higher than the rest of the EU



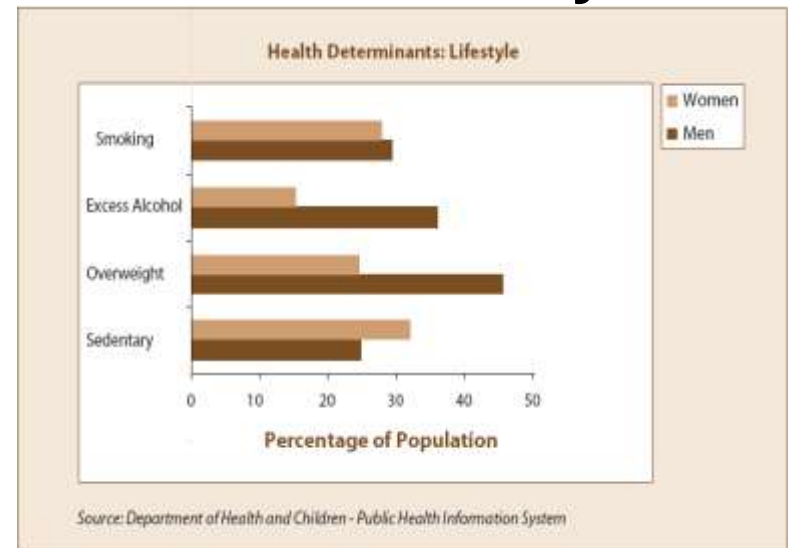
Health issues in Ireland



Feidhmeannas Seirbhíse Sláinte
Health Service Executive

- Many of these illnesses and diseases are preventable through modification of lifestyle factors:

- Smoking cessation
- Moderate alcohol intake
- Healthy eating
- **Physical activity**

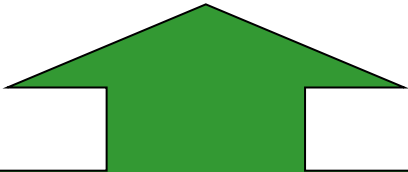


Current situation

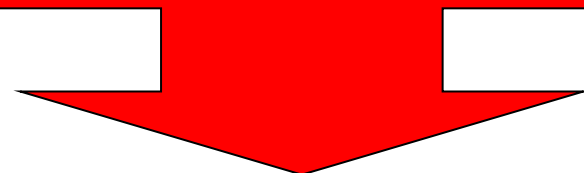


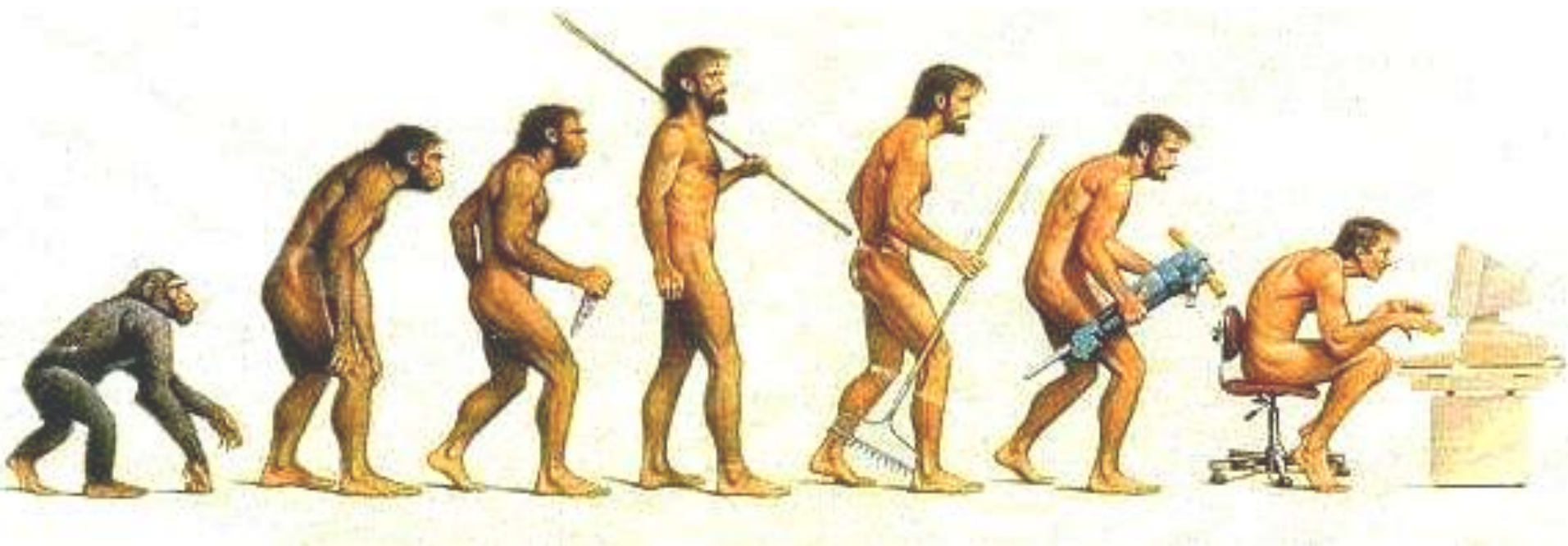
Feidhmeannas Seirbhíse Sláinte
Health Service Executive

Active



Inactive





24
HOUR

FITNESS

POINT LO
HANDICA
TO UPPE
LOCATE
24 HOUR

HSE Response



Feidhmeannas Seirbhíse Sláinte
Health Service Executive

- Health Promotion Strategic Framework 2010
- Healthy Eating Guidelines
- Food Pyramid
- Framework for Action on Obesity 2008-2012
- Physical Activity Guidelines 2009
- www.getirelandactive.ie website
- Physical Activity Plan



www.getirelandactive.ie

But we can't do it on our own!



Feidhmeannas Seirbhíse Sláinte
Health Service Executive

- We need to work in partnership to reach our goals



Adapted Physical Activity Centre
An Irish Sports Council / IT Token Initiative

Importance of CG Partnership

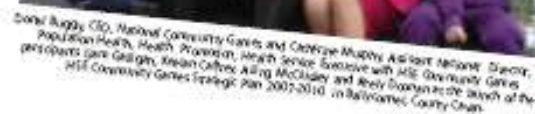
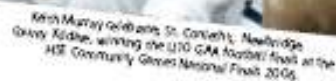
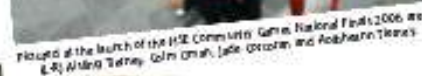
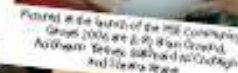


Feidhmeannas Seirbhíse Sláinte
Health Service Executive

- Part of the vision of the CG is “Becoming a valued partner to Government, *Health Services*, Educators and NGB’s in the *development of the health and well being of young people* in local communities.”
- This links very well with the aims of the HSE
- Established the partnership in 2006 and together we can:
 - Support each others vision and get...
‘more people, more active, more often’
 - Develop health promoting CG policies
 - Combine resources to achieve more
 - Create supportive environments within the sports arena



Pictures Page



Importance of CG Partnership



Feidhmeannas Seirbhíse Sláinte
Health Service Executive

- Community Games offer:
 - ❑ Well established organisation (30+ Years)
 - ❑ Tradition embedded in many communities (over 800 areas)
 - ❑ Reaches a large audience – over 200,000 children participate and 10,000 volunteers
 - ❑ Covers all of Ireland
 - ❑ Positive publicity
 - both internally and externally



**Community
Games**

Photos from National CG Finals



Feidhmeannas Seirbhíse Sláinte
Health Service Executive



More photos...



Feidhmeannas Seirbhíse Sláinte
Health Service Executive



Importance of CG Partnership



Feidhmeannas Seirbhíse Sláinte
Health Service Executive

- HSE offers:
 - Money!
 - Health promotion expertise
 - Input to health promotion policy development
 - Provide health promotion training for CG staff
 - Health promotion information stands at national finals





Community Games
Final

Ireland
Active

Promoting Physical Activity in Ireland

Check out

www.getirelandactive.ie

The one stop shop for events, advice,
information and motivation to help you
get more physically active.

at least 60 minutes of moderate
every day of the week

at least 30 minutes of moderate
activity 5 days a week

Evaluation of the partnership



Feidhmeannas Seirbhíse Sláinte
Health Service Executive

“As an investment, the partnership is showing a positive return as indicated by increased exposure to health messages, increased health benefits and the development of policies and practices to promote health within the Community Games.

For the HSE to achieve the positive impact on the attitudes and behaviour of children, young people and their parents would have been an enormously costly exercise without the voluntary infrastructure provided by the Community Games.”

Goals for the future

- Further develop policies
- Design and deliver Health Promotion Train the Trainer sessions for CG staff
- Make stronger links with:
 - other agencies such as Irish Sports Council
 - existing programmes such as Be Active ASAP



HSE COMMUNITY GAMES

A celebration of 40 years of the Community Games and a new partnership with the Health Service Executive



Feidhmeannas Seirbhíse Sláinte
Health Service Executive



Feidhmeannas na Seirbhíse Sláinte
Health Service Executive



Community
Games
2007

Challenges for the future



Feidhmeannas Seirbhíse Sláinte
Health Service Executive

- Budgets are being reduced throughout HSE
- Need visible outcomes - VFM
- Reaching an increasingly diverse population
- Keeping the focus on participation rather than competition
- Developing the partnership further





“I’m confident that with the right mix of role-playing exercises and prescription medication we’ll make a cohesive team!”

Questions?



Feidhmeannas Seirbhíse Sláinte
Health Service Executive



Thank You!

Go Raibh Míle Maith Agat!