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# What is „Česko se hýbe“?

- A new independent initiative motivating the Czech people to regular exercise and towards healthier alimentation.
- The more exercise will people be doing, the less they will suffer from diseases and the better will be their physical shape and mental condition leading to longevity.
- It is a project of an independent group of fans with direct patronage of the Czech Federation of Aerobic, Fitness and Dance FISAF.cz.
- It focuses on all Czech population – from children to seniors.
- It reassumes to the European and international efforts to promote regular exercise as prevention of civilization maladies.



# Objectives of the initiative

- To establish fundamentals for the recovery of the Czech population, reduce obesity, enhance exercise activities and precautionary measures.
- To provoke as many fellow citizens as possible to regular exercise.
- To create a base of supporters of „healthy lifestyle and neglected exercise“.
- To get into the awareness of both the public and private sectors (health service, schools, ministries, fitness centers etc.).
- To enhance the kinetic literacy of an ordinary Czech.

# Longterm objectives of the project

- To encourage regular exercise in all age categories.
- To address important public and private subjects to a complex support of exercise and sports in the Czech Republic.




- Regular physical activity on prescription.



- Improvement of physical shape and mental condition of the entire population and significant savings in both the public and private resources of the health sector.

# Plan for 2011

1. To introduce the initiative „Česko se hýbe“ not only to the general public.
2. To affiliate the professional medical sector to the project.
3. To acquire connection to the academic sector (Palacký University in Olomouc, Charles University in Prague).
4. To involve national institutions – cooperate with the Ministry of Health; Ministry of Education, Youth and Sports; Ministry of Finance; and the health insurance companies.
5. To invite the widest range of subjects from both the profit-making and not-for-profit fitness sector to mutual cooperation.

Česko se hýbe 

MARCH 2011

# Activities in 2011

- Day Full of Exercise free for all – Kladno - June
- Day of Open Door within the network of sport partners - September
- Public campaign to promote regular exercise without any cost and only with minimum time demand for every Czech citizen (posters in medical surgeries, sport's clubs).
- Compilation and initiation of systematic media support of regular exercise.
- Professional conference „The Importance and Promotion of Regular Exercise as Prevention of Civilization Maladies“ – September 2011.

# Main campaign slogans

- **Walk!** (the most natural and elementary motion of a human being)
- **Upstairs on foot, downstairs by lift!** (walk upstairs, feel free to take a lift downstairs)
- **Be aware of your breathing!** (10 deep breaths in and deep breaths out will make your worries smaller)
- **Stretch yourself!** (you can do so even in your office)
- **Get outdoors!** (green vegetation and sunshine are remedies that cure all)
- **Get down to it with your friends!** (you are better off in two or more)

# Club „Česko se hýbe“

1. **Main partnership** (logo on posters, structured events for target groups of partner costumers etc.)
2. **Partnership** (promotion related to the Day Full of Exercise and Professional conference in September 2011)
3. **Sport partnership** (involvement of sport federations, clubs and fitness centers with a view of active promotion of the project in their premises and during their events)
4. **Media partnership** (media support pursuant to the media plan)
5. **Individual club member** (I support the project „Česko se hýbe“) – sticker to be placed on a car, key pendant and club member card with a relationship to the partners – discounts to buy merchandise and services not only in the fitness sector of the Czech Republic





# Benefits for sport partners

## Each sport partner

1. Will receive free stickers „We support the project Česko se hýbe“
2. Will receive free posters to be placed in the sport area
3. Will be named in the network of sport partners on the project's website with a link to his own web pages
4. Can create the profile of his won Federation/Center/Club on the official project's website
5. Will be informed directly about all news in the project including new activities for particular target groups of clients of the Federation/Center/Club
6. Registration of sport partners into the project is free in from March to May 2011

# Performance of obligations of the sports partners

1. Place the sticker „We support the project Česko se hýbe“ on the main entrance door of its club/center
2. Place the posters promoting the project in the main circulation area of the club/center
3. Join actively in the Day of Open Door in September 2011 – open its own club for free to all people interested in active exercise
4. Post on its website the link to the project’s web pages

# Our partners prior official launch of the campaign on March 17, 2011

- Czech association Sport for All
- Network of the World Class fitness centers
- Energy Studio Václav Krejčík



# Czech Association of Aerobic, Fitness and Dance FISAF.cz



- Civic association established in 1992
- Organizer of competitions in sport aerobic, fitness and hip hop in all age and performance categories
- Member country of FISAF International
- Member of European Health and Fitness Association (EHFA)
- Training center with eight accreditations of the Ministry of Education, Youth and Sports

# Health of the Czech population

- The number of people suffering from obesity, diabetes, higher cholesterol level etc. has in the last 10 years in the Czech Republic increased.
- Why? Because Czechs dramatically reduced **even ordinary exercise!**
- For the first time ever the Czech population is taking a lead in the number of obese people, both in adults and children.
  - ! 21 % men and 31 % women are obese; overweight + obesity = 68 % women and 72 % men
  - ! Child population: 6 - 12 years: 10 % overweight and 10 % obesity = every 5th child is obese!
    - ! 13 - 17 years: 6 % overweight and 5 % obesity
  - ! Diabetes: 8,1 % diabetics in the Czech population (the number is increasing every year)
  - ! Osteoporosis: in 1999 in 2,4 % of the Czech population
    - ! in 2010 this number increased to 4,2 %
  - ! Cholesterol: increased levels in 29 % of the Czech population

Source: ČLK 2009 - 2010



# What affects our health?

- Health care, the environment and life style.
- Negative impact of smoking, excessive alcohol consumption, inadequate and inappropriately structured diet, drug addiction, high level of stress, lack of exercise.
- Researches imply that people pursuing exercise activities are more active at work as well in their social life, and cope well with stress.
- The cult of perfect body, feeling of doing something good for nicely shaped figure and one's health also play their role.
- Regular exercise is the only working remedy for longevity.

# Regular exercise

- Depends on age, individual health condition and degree of obesity.
- **Walk is the elementary life motion!**
- **A 30 minute walk a day represents by 750 kJ higher energetic expenditure and hence better health.**
- Or 45-60 minute exercise in the intensity equalling 60 % of maximum aerobic capacity 3 - 4x a week
- General recommendation of WHO = 30 minute exercise 5x a week

# „Česko se hýbe“ – contacts

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