

RUNWITHDGI

SANTE Final Conference
"Looking Into the Future"
March 18-20, 2011
Prague, Czech Republic

LØB MED DGI
SUNDHED • UDFORDRING • FÆLLESSKAB



LØB MED DGI STØTTET AF

NORDEA
FONDEN

Jonathan Sydenham

- **Primary interest:**
getting people to enjoy exercise outdoors
- *DGI National Committee for Exercise and Outdoor Leisure Pursuits, ordinary elected member*
- *DGI National Activity Group for Running, chair*
- *DGI Copenhagen and DGI North Sjælland regions, Regional committees for Exercise and Outdoor Leisure Pursuits, chair*
- *DGI Copenhagen, Regional Committee, member*
- *Run With DGI founding project group, Project Owners Representative*
- *Partners outside DGI: Danish Cancer Society, parkrun, Department of Sports Science and Department of Public Health, Copenhagen University, Copenhagen District Health and Prevention Centres, Local running clubs*

RUNWITHDGI

WHERE ARE WE NOW?

Mission:

to give as many people as possible a chance to run

October 2010:

more than 5000 participants, of whom over 3000 still running with DGI via more than 50 towns to date

March 2011:

50 new towns want to or are scheduled to start in 2011

Many towns want a second round



ISSUE: HOW TO DEVELOP TARGETED AND INTEGRATED CAMPAIGNS & POLICIES?

- Community driven
- Support local authority and running club
- Towns "own" their Run with DGI
- Look after the helpers/volunteers
- Consult them
- Learn and adapt



HOW TO DEVELOP STRATEGIES TO PROMOTE »RUN« FROM A LOCAL POINT OF FEW?

- Moderation in intensity
- Continuous contact with running groups via helpers
- Create a supportive social and physical environment



HOW DID YOU DEVELOP THE NETWORKING AMONG CITIZENS?

- Citizen's network starts at Information Meeting addressed by regional head coach
- Helper network starts a month before with helper education
- The helpers are the key – ordinary citizens
- Town coordinators form regional network
- Strong support from DGI regions



WHAT KIND OF PRACTICAL SOLUTIONS DO YOU USE TO PROMOTE PHYSICAL ACTIVITY?

- A range of levels
- Realistic goals for each level
- Training programmes available to all
- Limit the time invested by volunteer helpers
- But programme long enough to facilitate life-style adaptations
- DGI provides logistical support for each town project
- Use of local media



LONG-TERM MAINTENANCE:

30 week programme

Week 0: extrinsic motivation: weight loss etc

Week 30: intrinsic motivation: pleasure, knowledge
evidence of improvement in performance

Attrition: on average 50% per town (*but towns vary*)

Why? 30% due to **job-related** causes, major **life events** (moving away from area), taking up **other exercise** opportunities; **family** demands, 10% report injuries, 10% unknown

Adherence: a case of **1 + 1 = 3+**

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Identify: 3 key conditions, 1 major obstacle, one overall cost benefit (before/after scenario)

- **Obligations in HEPA promotion:**
- financial support
- professional and voluntary staff
- education
- long term approach



Identify: 3 key conditions, 1 major obstacle, one overall cost benefit (before/after scenario)

- **Opportunities in HEPA promotion:**
- human resources
- members
- local community
- knowledge
- new markets
- long-term results



Identify: 3 key conditions, 1 major obstacle, one overall cost benefit (before/after scenario)

- **Settings for HEPA promotion:**
- local club
- society
- active city
- cities network
- schools
- health sector

