



# SANTE FINAL CONFERENCE

**"Looking into the Future"**

18<sup>th</sup> to 20<sup>th</sup> of MARCH 2011  
PRAGUE, CZECH REPUBLIC

## The aim of SANTE Final Conference

The Conference will give time and space for further discussion between SANTE Partners and other relevant institutions and organizations to improve coordination in physical activity promotion across sectors. We will summarise and review project results and define strategies for future collaboration. **What trends do we see? Which partnerships will be needed in the future?**

The Conference will also be an opportunity to discuss recent strategic challenges in health-enhancing physical activity and to discuss recommendations for the European Commission and other relevant policy makers in light of project experiences.

The Conference will be held in Prague in Complex of the **Tyrš House**, the seat of Czech Sokol Organization. It is a wonderful location where you will be able to appreciate all the different historical architectonic styles of Prague, the Mother of cities.



SANTE project welcomes you to join the SANTE Final Conference "Looking into the future", the platform for the future perspectives and cooperation. SANTE Final Conference will be held in Prague in Czech Republic from 18th to 20th of March, organized by two of SANTE Partners, Czech SOKOL and Czech Sport for all Association (CASPV).

## SUPPORTERS:



The SANTE is receiving support from the European Commission, Education and Culture DG, under the "2009 Preparatory Action in the Field of Sport" (Project number EAC/21/2009/102).



For more information about the hosting partners please follow those links:

<http://www.sokol-cos.cz/>

<http://www.caspv.cz/>

## WHO SHOULD ATTEND

The conference is expected to attract project managers and political leaders from SANTE Project Partners Associations as well as organisations and individuals with interest and experience in health-enhancing physical activity, health professionals who deal with sport as a means to strengthen and maintain health, decision makers and policy designers in sport and health policy, sport scientists and sport managers.



## BY PARTICIPATING IN THE CONFERENCE PARTICIPANTS WILL GET:

- the chance to be inspired and learn from contemporary practical and theoretical perspectives on health-enhancing physical activity (HEPA) in an European frame.
- knowledge of interesting practices from the daily work of HEPA leaders, spanning from presentations to debates and introduction to the publication SANTE Good Practice Handbook.
- excellent networking opportunities and a programme with structured and engaging bi- and trilateral in depth discussions.
- opportunity to discuss ways towards a healthier Europe with other stakeholders in the sector and relevant policy makers.



Prague is the capital city and largest city of the Czech Republic. The city proper is home to about 1.3 million people, while its metropolitan area is estimated to have a population of over 2.3 million. Prague has been a political, cultural and economic center of Europe and particularly central Europe for the over 1,100 years of its existence. For centuries, during the Gothic and Renaissance eras, Prague was the permanent seat of two Holy Roman Emperors and thus was also the capital of the Holy Roman Empire. The city played roles in the Protestant Reformation, the Thirty Years' War, and in 20th-century history, both during the two World Wars and during the post-war Communist era.

Prague is home to a number of famous cultural attractions, many of which survived the violence and destruction of twentieth century Europe. Since 1992, the extensive historic center of Prague has been included in the UNESCO list of World Heritage Sites, making the city one of the most popular tourist destinations in Europe.

## CONTACT DETAILS

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VISIT:  
[WWW.MYSANTE-INFO](http://WWW.MYSANTE-INFO)



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## SANTE FINAL CONFERENCE PROGRAM

### LOOKING INTO THE FUTURE

FRIDAY 18<sup>th</sup> OF MARCH 2011

Over the day arrivals to the Airport in Prague

17.00 – 19.00 Welcome speeches & Conference Opening Session

The Opening Session will be focused on the three overall topics, which have been highlighted through the SANTE project.

#### HEPA & Active ageing

A knowledge how to encourage and support senior population to take responsibility for their own health is high on the agenda for many Sport for All Associations and high on the agenda in all European countries. SANTE Conference will follow-up on the learning generated by the Seminar "Active Seniors" in Scotland and seek to prepare participants for the 2012 European Year for Active Ageing. The Conference will bring common understanding of the current situation on seniors in Europe, including statistics, barriers and opportunities for improving their physical activity level.

#### HEPA & Education

SANTE partners have chosen the education, development and recognition of Human Resources in HEPA as one of the most important topic for further development. SANTE Conference will give place and time to discuss future perspectives and expected trends in formal and non-formal education, and how to get political support for an educational / national strategy on health enhancing physical activity in Europe and to involve actors from the governmental (incl. Ministry of Health), intergovernmental (incl. WHO), private, and sport sector in the process.

#### HEPA & Campaigns

SANTE project shows the value of cooperation between Sport for All Associations, of cross border exchange and inspiration in order to increase capacity to develop health promotion and prevention activities as well as goal-oriented HEPA campaigns. SANTE Conference constitutes an important component of the SANTE project and serves the overall aim of debating health challenges through the national campaigns and good examples.

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20.00 Welcome Reception and dinner & Prague by night



SATURDAY 19<sup>th</sup> OF MARCH 2011

## Workshop day - SANTE Final Conference

7.30 – 8.00 Good Morning Physical Activity with CASPV

9.00 – 10.30 Workshop 1: HEPA & Active Aging

»NOBODY CAN GO BACK AND START A NEW BEGINNING, BUT ANYONE CAN START TODAY AND MAKE A NEW ACTIVE ENDING.«

The SANTE Seminar in Scotland (August 30 – September 1, 2010) on Active Seniors showcased a variety of interesting projects looking to improve the health condition among senior citizens through physical activity. This session will follow-up on the learning generated by the Seminar and seek to prepare participants for the 2012 European Year for Active Aging.

What can we take with us from the SANTE projects?

Which other contemporary projects can we learn from?

What messages would we like to take into the 2012 European Year for Active Aging?

What role would you like ISCA to play when it comes to Active Aging?

10.30 – 11.00 Coffee break

11.00 – 12.30 Workshop 2: HEPA & Education

»WE NEED TO SPEAK COMMON LANGUAGE: LANGUAGE OF NON-FORMAL AND FORMAL EDUCATION.«

The vocational education and training (VET) strategies are implemented in the HEPA sector both at national and European level as ground for the development of specific Life Long Learning strategies and shared occupational standards.

12.30 – 14.00 Lunch

14.00 – 15.30 Workshop 3: HEPA & Campaigns

»THE SUCCESS OF ANY CAMPAIGN RELIES ON SEVERAL ELEMENTS WORKING IN SYNERGY. IN PARTICULAR, SPORT FOR ALL CAMPAIGNS AND, SEPARATELY, HEALTH CAMPAIGNS REQUIRE AN ELEMENT THAT CAN CHANGE THE WAY PEOPLE VIEW THEIR CURRENT BEHAVIOUR.«

The purpose of contemporary health campaigns and programs is not just of preventive nature but also seeks to educate and encourage the active awareness of permanent and individual health abilities within the physical, psychic and social sources of health.

How can we be better at creating sustaining campaigning results?

And more precisely:

a) Attract people through campaigns?

b) Make sure they are effective?

c) What are good examples in this field?

d) Implement campaign matching activities?

The Conference in Prague will turn its attention to successful recruitment models, where interesting examples will be presented. There will furthermore be time to develop own campaign designs under supervision by a facilitator and with sparring from other participants.

17.00 – 19.00 Sightseeing in Prague

19.30 Dinner in the city





## SUNDAY 20<sup>th</sup> OF MARCH 2011

07.30 – 8.00 Good Morning Physical Activity with CASPV

09.00 - 11.00 **LOOKING INTO THE FUTURE**

### SANTE Handbook

Within the general framework of the SANTE project, an Advisory Group (AG) has been established. It is composed by top level researchers and it aims to qualify, evaluate and study the project progress and specific themes and interventions involved in it. In particular, the Advisory Group is required to define and prepare a scientific framework through which defining, identifying and selecting good practises.

The SANTE AG has prepared a Handbook based on contributions by SANTE and non-SANTE partners.

The Handbook will be presented and debated during the conference in Prague. The debate will focus on learning for the future and address how we can follow-up on the Handbook's conclusions.

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11.00 – 12.00 Evaluation of SANTE

12.30 – 14.00 Lunch

In the afternoon departure from the Airport in Prague



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