

Physical activity promotion in children and adolescents in Europe – what do we know about what is going on?

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4 'Key Tasks' of a Systematic Evidence-Based Approach to Promoting Physical Activity

- **Using the evidence for the health benefits of physical activity to “make the case”**
“What is the nature of the problem?”
- **Conducting surveillance to collect evidence on the prevalence of physical activity**
“What is the problem’s extent?”
- **Reviewing evidence on ‘what works’ in increasing physical activity**
“What is the most effective way to tackle this problem?”
- **Evaluating practice**
“How can progress be monitored and evaluated?”

Cavill et al. Promotion and Education 2006

Why evaluating practice?

- **Learning from the wealth of experiences**
- **Guaranteeing optimal use of public resources**
- **Providing guidance to private actors**
- **Providing access to experiences for similar projects in other countries**
- **Identifying promising approaches for “real” research studies**

Barriers to accessing evaluated practice

- **Some projects are not evaluated**
- **Very difficult to publish in international scientific journals**
- **Published often in local languages and in grey literature**
- **Detailed information often missing in publications**

www.thecommunityguide.org/pa

www.agitamundo.org

www.cbpp-pcpe.phac-aspc.gc.ca

www.nice.org.uk

1st European Network for the Promotion of HEPA 1996-2001

www.physicalactivityandhealth.ch/hepaeurope

In depth analysis of national physical activity promotion programmes (in adults)

- Finland
- Netherlands
- England
- Switzerland

Foster C. Guidelines for health-enhancing physical activity promotion programmes. The European network for the promotion of health-enhancing physical activity. Tampere, UKK Institute: 2000.

www.physicalactivityandhealth.ch/hepaeurope

HEPA Europe
European network for the promotion of health-enhancing physical activity

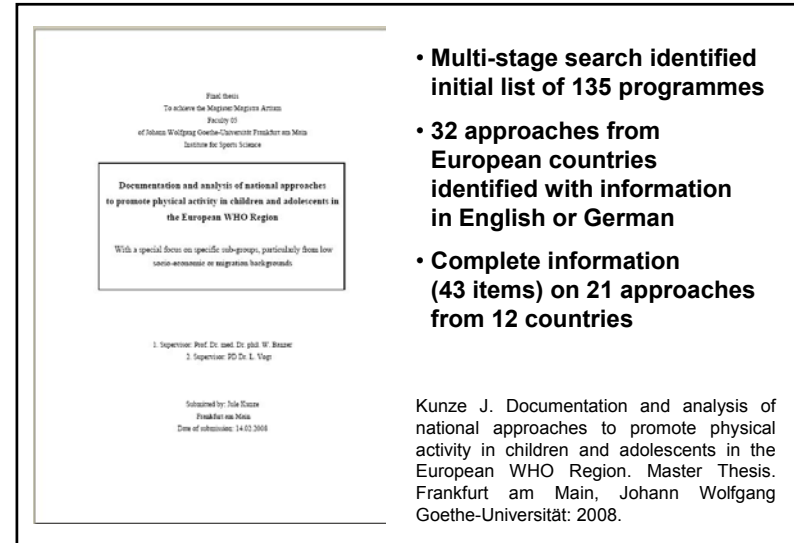
www.euro.who.int/hepa

Working group on physical activity and sport promotion in children



www.euro.who.int/hepa

- Multi-stage search identified initial list of 135 programmes
- 32 approaches from European countries identified with information in English or German
- Complete information (43 items) on 21 approaches from 12 countries



Kunze J. Documentation and analysis of national approaches to promote physical activity in children and adolescents in the European WHO Region. Master Thesis. Frankfurt am Main, Johann Wolfgang Goethe-Universität: 2008.

Geographical distribution of the 135 programmes screened by Jule Kunze

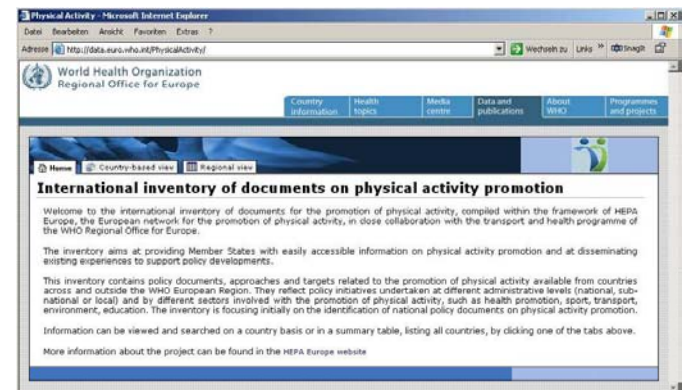


Geographical distribution of the 21 programmes selected for analysis by Jule Kunze

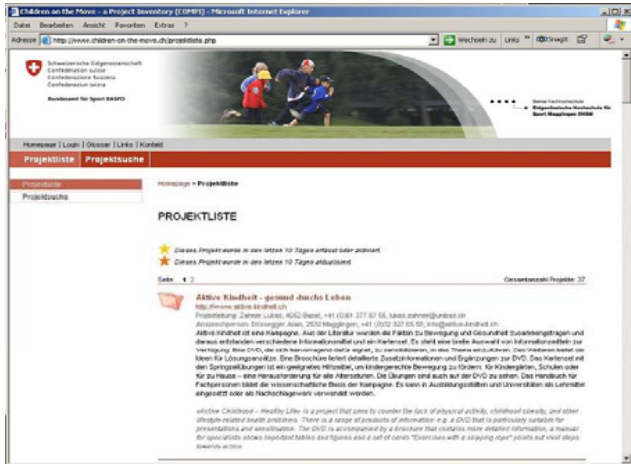


Slide courtesy of BHF Health Promotion Research Group, University of Oxford

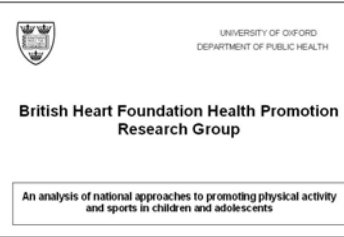
Inventory of approaches in physical activity promotion



www.euro.who.int/hepa



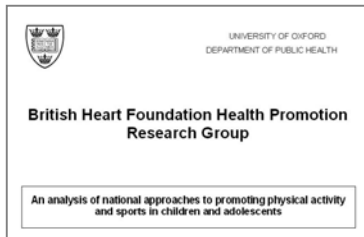
COMPI: www.children-on-the-move.ch



Charlie Foster Senior Researcher
 Nick Cavill Research Associate
 Paul Kelly Researcher

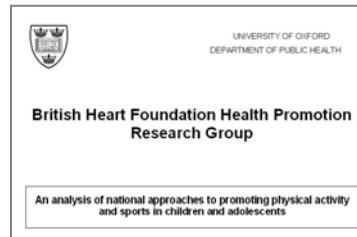
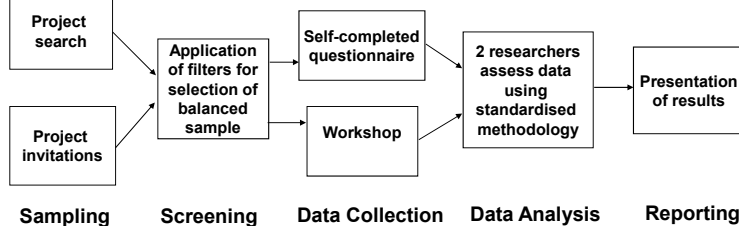
Research questions

- Main strengths and weaknesses?
- Success in reaching population sub-groups?
- Structural integration, potential for sustainable impact?
- Ability to contribute to physical activity promotion?
- Lessons learned?
- How do lessons apply to future and existing programmes?



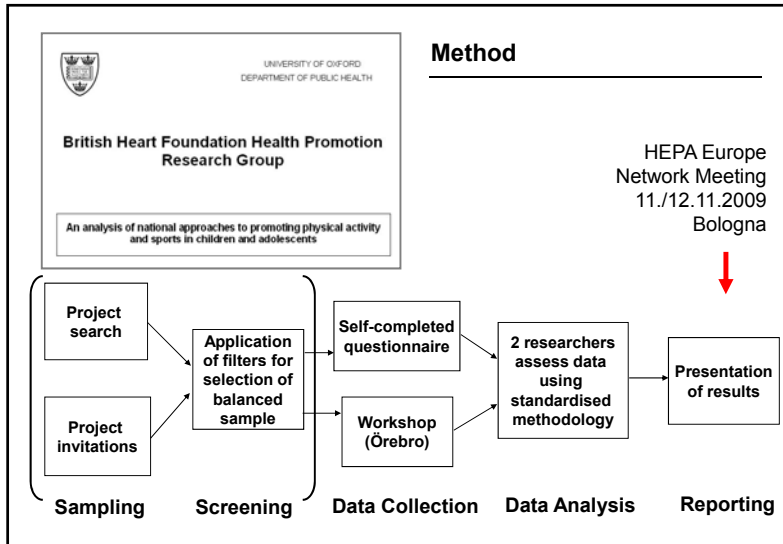
Proposed Method

Slide courtesy of BHF Health Promotion Research Group, University of Oxford



Programmes analysed

- Bewegkriebels
The Netherlands
- Handshake with Sport
Sweden
- Kampagne Kinderturnen - Kinderturn-Test
Germany
- Move with Us
Spain
- Sports Adventure around the Globe
Finland
- Youth and Sports
Switzerland



- ### Conclusions
- Many activities in physical activity and sport promotion in children and adolescents in European countries
 - Only limited amount of information currently available, language barriers are important
 - Internet searches can identify some projects, expert interviews are important additional resources
 - In depth analyses very promising approach for regions with diverse linguistic background
 - Independent funding important for inclusion of lower income countries (selection of projects, travel, translations)
- Handout at www.physicalactivityandhealth.ch/presentations*