



EU Work Plan  
for Sport

2014-  
2017

# **Expert Group on Health-enhancing physical activity**

*Coordination of the implementation of the  
Council Recommendation on HEPA*

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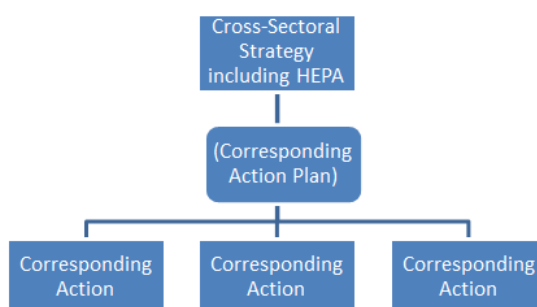
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## 1. Introduction

## 2. Implementation of the Council Recommendation on HEPA

The Expert Group on HEPA was mandated to coordinate the implementation of the Recommendation from the Council of the European Union on promoting health-enhancing physical activity across sectors<sup>1</sup>. The coordination role of the Expert Group entailed providing political steering and sharing national good practices and lessons learned. Policy change takes time and requires sound evidence. The exchange of good practices is very useful. Good practices serve as examples which can be used when developing national cross-sector HEPA policies, implementation plans and actions. The good practices will be presented along three levels, in line with the Council Recommendation (calls on Member States):



There are specific criteria which make a cross-sectoral strategy and action plan good policy documents. Based on the EU Physical Activity Guidelines these success factors are the following:

- Developing and communicating concrete goals, objectives and target groups; identifying timeframe
- Planning concrete steps, timeframes and milestones for implementation
- Defining clear responsibilities for implementation
- Allocating sufficient financial and human resources at all relevant levels
- Creating a policy environment with support from key actors across all relevant sectors and at all levels
- Increasing support and interest of the population or specific target groups through effective communication campaigns
- Monitoring and evaluating the implementation and outcomes of the policy in a robust and systematic way.

<sup>1</sup> <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32013H1204%2801%29&qid=1420448061233&from=EN>

## 2.1. Creation of cross-sectoral HEPA strategies

The Council Recommendation recommended Member States to *work towards the progressive development and implementation of national strategies and cross-sectoral policies aimed at HEPA promotion in line with national legislation and practice.*

A cross-sectoral national strategy, which includes HEPA, can be described as a policy document developed by at least two relevant sectors, which defines a vision for the future and strategic goals for governmental institutions at national level in the field of HEPA promotion.

In other words, a strategy sets long term goals and does not necessarily identify the tools to be used to reach them. The development of such a strategy may differ from one Member State to another. Cross-sectoral HEPA strategies usually involve sport and health sectors and often other sectors with responsibility for HEPA promotion, as those listed in the EU Physical Activity Guidelines (education; transport, environment, urban planning, public safety; working environment; services for senior citizens). There might be strategies focusing on cooperation between two specific sectors (e.g. sport and education in Hungary and in Cyprus).

The European Physical Activity Strategy 2016-2025, developed by the World Health Organization for the European Region and adopted by European ministers of health on 16 September 2015 in Vilnius, provides guidance to develop such cross-sectoral HEPA strategies.

## 2.2. Creation of corresponding action plans

The Council Recommendation recommends Member States to work towards the identification of concrete actions for the delivery of those strategies or policies, in an action plan, where considered appropriate.

An action plan is a document which contains a sequence of steps that must be taken or activities that are considered essential for a strategy to succeed. An action plan ideally consists of three major elements:

- Specific tasks: what will be done and by whom.
- Time horizon: when will it be done.
- Resource allocation: what are the specific funds available for specific activities.

An action plan can group actions according to sectors and responsible stakeholders; in other cases resource allocation and other elements are not part of the plan.

In some Member States, cross-sectoral HEPA strategies and action plans might be incorporated in one policy document. In other Member States cases existing actions are formalised in an action plan.

## 2.3. Concrete actions

Actions are elements of an action plan, contributing to achieving the objectives of a cross-sectoral strategy. An action is specified in terms of scope, duration/timeline and resources (e.g. budget, human resources).

Actions might be national or regional projects or activities, possibly connected to national cross-sectoral HEPA action plans. Actions that follow the priorities of single sectors might also have cross-sectoral HEPA promotional effects (e.g. development of bike tracks indirectly impact on the health of citizens).

Projects managed by European or international organisations can also be the source of good practice and have been considered for this document.

### 3. Overview at EU level

To be detailed later.

### 4. Collection of good practices

The Council Recommendation on HEPA recommended Member States to *cooperate closely among themselves and with the Commission by engaging in a process of regular exchange of information and best practices on HEPA promotion in the relevant Union level structures for sport and for health as a basis for strengthened policy coordination*. Taking into account this invitation, presentations of national good practices were systematically included in the meetings of the Expert Group on HEPA. Several Member States (AT, BE-fr, EE, ES, FI, FR, HU, HR, IE, LU, NL, SL) informed about relevant initiatives at national level. A summary can be found in the meeting reports. A few relevant initiatives from observer organisations were also presented to the group (European Cyclists' Federation, EuropActive - project Active Learning for Children in School (ALCIS), FIFA - FIFA 11 for Health programme).

On top of these presentations, a catalogue of good practices has been compiled and included in the present document. It includes one good practice per Member State and a selection of relevant good practices from participating observer organisations, in particular at grassroots level. **Cross-sectoral HEPA strategies and action plans** are presented along the lines of success factors identified in the EU Physical Activity Guidelines, taking into account only the relevant factors:

- (1) Developing and communicating concrete goals
- (2) Planning concrete steps of the implementation process
- (3) Defining clear responsibilities and obligations for implementation
- (4) Allocating appropriate resources
- (5) Creating a supportive policy environment
- (6) Increasing public support
- (7) Monitoring and evaluating the implementation process and its outcomes

The sectors involved in the development of strategies and action plans and leading organisations are also reflected in the country practices. Where appropriate the alignment with existing EU and international documents is also presented. The good practices highlight to the best extent possible strengths, weaknesses and lessons learned.

## **ANNEX I – COLLECTION OF GOOD PRACTICES**

### **NATIONAL CROSS-SECTORAL HEPA STRATEGIES, ACTION PLANS, SPECIFIC ACTIONS**

| <b>AUSTRIA –<br/>Action</b>                     | <b>Kinder gesund bewegen” (Move Children Healthy)</b>   |
|---|---|
|   | <p>“Kinder gesund bewegen” (Move Children Healthy) is Austria’s largest sport- and school sector cooperation programme. The initiative aims to build cooperation between sports clubs and kindergartens/primary schools and to promote an active lifestyle by offering physical activity with a joyful and fun approach for 2-10 year old children. The physical activity interventions are implemented by the three umbrella organisations of sport and their local sports clubs. By the end of 2014, more than 120,000 interventions have been provided to almost 7,000 kindergartens and primary schools since 2009.</p> <p>In the last years up to 2 million Euro per year were invested. From 2015 up to 7 million Euro are provided. The programme employs four full-time coordinators at national level and builds on the existing network of 27 full-time coordinators for health oriented physical activity at regional level. This does not include the coaches in the groups/classes.</p> <p>The success factors of the action include having the opportunity to build on the network of sport clubs with a history of health oriented physical activity approaches, that are not only focused on elite sport development. It’s free to kindergartens and schools. It follows a participative approach that allows reacting to the needs of the kindergartens/schools in the club offers.</p> <p>The strengths of the action are: using the capacities of the local sports clubs and their coaches with a “Quality badge” for health oriented physical activity. The participation of teachers and educators is ensured. Every intervention by a qualified coach is simultaneously a model lesson for the teacher.</p> <p>The weakness of the action is: to use the capacities of the local sports clubs and to provide – at that stage – more than 1.200 qualified coaches is a challenge and needs a strong network. It’s a communication challenge!</p> |
| Sectors involved                                | Sport, Education  |
| Organisation or ministry leading the initiative | The Federal Ministry of Defence and Sports and the Austrian Sports Fund are financing the initiative. FIT SPORT AUSTRIA, a co-operation between the three umbrella organisations of sport (ASKÖ, ASVÖ and SPORTUNION) is coordinating the initiative.   |
| Link  | <a href="http://www.kindergesundbewegen.at">www.kindergesundbewegen.at</a>  |

| BELGIUM FRENCH-SPEAKING COMMUNITY – Action  | Points Verts - Marches Adeps  |
|---|---|
| <p><b>French-speaking community of Belgium:</b> The action “POINTS VERTS - MARCHES ADEPS” is aimed at every one and enables people from various backgrounds and social categories to get together on Sunday’s in order to practice walking at their own place, alone or with a group. Participants can walk a distance of 5, 10, 15 or 20 kilometres. Participants have the choice between dozens of departure points every weekend.</p> <p>The project “POINTS VERTS - MARCHES ADEPS” was born in 1972 and is managed by the department “Sport for all” of ADEPS (Ministry of Sport – French speaking community of Belgium). It was inspired by the construction of the “European Sport for All Charter” signed in 1975 by the Ministers responsible for Sport within the Council of Europe.</p> <p>It is a cross-sectoral action because managed by the Ministry of Sport, organized by local private organisations and supported by local public authorities (cities and municipalities). Adeps offers logistic, training, promotional, material and financial (50 EUR per walk) support to local not-for-profit associations (sport clubs, visitor centres, parent boards, school boards, carnival and festivities committees, etc.).</p> <p>Each year around 500,000 participants are recorded.</p> <p>Participation per age categories</p> <ul style="list-style-type: none"> <li>- Under 16: 16%</li> <li>- 16-29: 8%</li> <li>- 30-39: 10%</li> <li>- 40-49: 17%</li> <li>- 50-59: 23%</li> <li>- 60-69: 19%</li> <li>- More than 70: 6%</li> <li>- Unknown: 1%</li> </ul> <p>Participation per gender:</p> <ul style="list-style-type: none"> <li>- Female: 54%</li> <li>- Male: 46%</li> </ul> <p>And the project continues to grow with new organizing committees born each year. In 2015, 938 “POINTS VERTS - MARCHES ADEPS” have been scheduled throughout Wallonia and Brussels, which means almost 20 departure points every Sunday!</p> <p>An additional strength of the action is that it promotes sustainable development and biodiversity by giving clear written guidelines and advices on those issues.</p> <p><u>Weaknesses (or threats):</u> As the action is organized by volunteer local associations, it is not easy to control the respect of all advices and guidelines. In addition, there is no satisfaction survey until now.</p> <p><u>The funding of the action:</u> In 2014, the action has been managed with 80,000 EUR of public funding from the Ministry of Sport.</p> <p><u>Human Resources aspect:</u> Ministry of Sport: one full-time agent and a total of 28 delegates acting as volunteers. The local associations are working with a minimum of 5 volunteers per walk.</p> |   |
| Sectors involved  | Sport, Environment, urban planning, public safety, Local authorities                      |
| Organisation or ministry leading the initiative   | Ministry of Sport (French-speaking community of Belgium)                                  |
| Link  | <a href="http://www.adeps.be/index.php?id=5899">http://www.adeps.be/index.php?id=5899</a> |

| CROATIA -<br>Action Plan                        | Health Promotion and NCD Prevention Action Plan 2015-2020  |
|---|--|
|   | <p>The Health Promotion and NCD Prevention Action Plan 2015-2020 has been officially approved by the Croatian government. It has the aim of ensuring that the Croatian population has universal opportunity to participate in sport and physical activity and thereby helping to reduce the level of physical inactivity and obesity, in addition to promoting active and healthy lifestyles. This document involves all stakeholders in the area of HEPA promotion. It contains recommendations on physical activity and aims to enhance healthy life years and reduce years of life with disability through coordinated action in health services and beyond to promote health and prevent disease.</p> <p>The recommendations are in line with the WHO recommendations, and address the specific needs of children, adolescents, adults and older adults. The scope of the recommendations covers physical activity, sedentary behaviour and screen time.</p> <p>The Health Promotion and NCD Prevention Action Plan 2015-2020 includes actions (<b>National program Living Healthy</b>) to strengthen the focus on public health in health-care settings, to encourage collaboration across health care services, to promote community participation, health promotion in schools and workplaces, and to reduce inequalities. Priority interventions include targeted information, active counselling, screening and prevention.</p> |
| Sectors involved                                | Sport, Health, Education, Transport, Environment, urban planning, Public safety, Working environment, Services for senior citizens   |
| Organisation or ministry leading the initiative | Croatian Institute of Public Health<br>Ministry of Health  |
| Link  | <a href="http://www.hzjz.hr/">www.hzjz.hr/</a>   |



| CYPRUS -<br>Action Plan                         | National Physical Education Action Plan   |
|---|---|
|   | <p>The reform of the compulsory education curriculum in Cyprus started in 2013. The reform includes Physical Education in elementary and secondary education and is based on the main government principles of the national educational strategy with a focus on the recent EU and International physical education guidelines and recommendations.</p> <p>The Physical Education curriculum aims to promote and encourage lifetime participation in sport and to promote health-enhancing physical activity.</p> <p>Some of the Action Plan's objectives are: The development of motor skills through physical and sporting activities, to obtain positive experience with physical activity and to develop the child's understanding and recognition of physical activity value, the overall development of the personality of an individual that includes physical, mental, social, emotional and moral aspects, to understand physical education and activity and its benefits as a component of the education system, to promote and understand diversity, respect and inclusion though and in sport and physical activity and to promote collaboration, to encourage responsible sporting and social behaviour as a result of participation in physical activity</p> <p>There is a continuous monitoring of the implementation of the action plan by the Physical Education Inspectors of the Ministry of Education and Culture. Physical Education team in Pedagogical Institution collects feedback, analyses it and reports on the results of the implementation.</p> <p>Main Actions:</p> <ul style="list-style-type: none"> <li>- Extra-curricular sports activities ("Afternoon School Sport Activities")</li> <li>- National school sport games (approx.: 2000 games annually).</li> <li>- Student's Forums aiming to promote physical activity.</li> <li>- National school competitions (art, photos, poster, musical, etc.) to promote sports principals</li> </ul> <p>Action Plan's Strength: The extra-curricular school sport activities are regulated by law. In each school unit after school time, PE teachers are offering PE activities for students aiming to increase the number of students involved.</p> <p>Action Plan's Weakness: There is a need of more cooperation with the local authorities.</p> <p>The program is funded by the Cyprus Government.</p> |
| Sectors involved                                | Education, School Committees, Health, Sport, Sports Federation, Municipalities, National Olympic Committee,   |
| Organisation or ministry leading the initiative | Ministry of Education and Culture, Physical Education Department  |
| Link  | <a href="http://www.moec.gov.cy/">http://www.moec.gov.cy/</a><br><a href="http://www.moec.gov.cy/analytika_programmata/analytika_programmata/fysiki_agogi.pdf">http://www.moec.gov.cy/analytika_programmata/analytika_programmata/fysiki_agogi.pdf</a>  |

| CZECH REPUBLIC – Strategy                              | HEALTH 2020 "National Strategy on health promotion and disease prevention in Czech republic"   |
|--|--|
|  | <p>"National Strategy for health promotion and disease prevention", was launched and published in the year 2015. It influenced the formation of the "Strategic objectives" and "Priorities" in the relevant "Action plans" which have the links to HEPA and to the recommendations of the EU Council.</p> <p>The national strategy (NS) is the first conceptual national strategic document of the Czech Republic, aiming at increasing the levels of physical activity and reducing the sedentariness of Czech population. It contains eight strategic areas that are focused on different periods and target groups of human life, in which the promotion of physical activity is much needed. Those eight areas include explanatory statements as specific goals and 54 partial measures as well.</p> <ol style="list-style-type: none"> <li>1. Promoting physical activity in education</li> <li>2. Active mobility</li> <li>3. Promoting physical activity in health care and social services</li> <li>4. Promoting physical activity among employers</li> <li>5. Physical activity, environment and infrastructure</li> <li>6. Improve spatial conditions for the entry-level organized sport - a sport for all</li> <li>7. Promoting physical activity in the media</li> <li>8. Research and evaluation support of the physical activity</li> </ol> <p>Three specific aims among the eight areas have a direct link to HEPA. These concern the improvement of all conditions, (material, organizational, social etc.) which can help to increase participation in PA, especially for youth. The horizon of the corresponding action plan (AP) is 2016 - 2020. The AP in HEPA may enhance physical activity across the different sectors, inter-sectoral communication and their mutual comparisons.</p> <p>APs include both the vertical and horizontal themes, such as youth health, healthy aging, and mental health improvement, reducing the incidence of non-communicable diseases, healthy lifestyles, healthy local living conditions, research and knowledge of health. Promotion of the lifelong physical activity, reducing inequalities in access to physical and sport activities, applying evidence-based approach, health and physical literacy, financial feasibility and effectiveness are also part of the objectives.</p> <p>The Health 2020 Strategy and its strategic objectives are in line with the action plan, aligned with the "long-term program of improving the health status of the population in the Czech Republic".</p> |
| Sectors involved:                                      | Education, Health, Sport, Transport, Public safety, Urban planning, Environment,   |
| Organisation or ministry leading the initiative        | Ministries: Education, Youth and Sport; Health; Transport; Environment; Human resources; Inter, Defence. Participating stakeholders: Czech Sport Union; Czech Olympic Committee.   |
| Alignment with existing EU and international documents | Health 2020; Health for All in the 21st Century; EU - Physical activity guidance;<br>EC Recommendation in promoting health-enhancing physical activity<br>HEPA across the sectors; Council conclusions on the role of education and training in the implementation of the 'Europe 2020' strategy;<br>Support of Health-Enhancing Physical Activity   |
| Link   |  |

| ESTONIA-<br>Action                              | Estonia is Moving programme   |
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|   | <p>The <u>Estonia is Moving programme</u> is a nationwide campaign which aims to achieve three specific goals. The first of these is to increase the number of Estonians who are physically active. The second is to inform the population of the options open to them in terms of participating in sport and physical activity. The third is to raise awareness within the population about the benefits of a physically active lifestyle.</p> <p>The programme operates in a huge number of varied initiatives in pursuit of these goals. This includes the staging of mass participation events, the activation of sporting programmes within schools and the organisation of seminars and lectures on health-related topics amongst many, many others. This is all achieved through coordination with a range of diverse partners from across Estonian society.</p> <p>Estonia is Moving spreads the message that becoming physically active is easy and fun. It ensures that the Estonian population has the ability to participate in physical movement anywhere in the country at any time they like.</p> <p><b>Goal/Vision:</b> To make regular physical activity an inseparable part of the Estonian everyday life for every member of the population.</p> <p><b>Place:</b> All over Estonia</p> <p><b>Annual budget:</b> 80,000 EUR per year</p> <p><b>Start – End Date:</b> 2007 – ongoing</p> <p><b>Target age group:</b> Mainly those between the ages of 20 – 50</p> <p><b>Reach:</b> The campaign has achieved an awareness of 70% across the entire population of Estonia (over 700 000 people). Currently, approximately 250,000 Estonians take part in mass participation sport events every year.</p> <p><b>Partners:</b> Estonian Ministry of Culture, Olympic Solidarity, commercial sponsors, event organisers, local media and local health and cultural institutions.</p> <p><b>Key facts:</b> Since the beginning of the programme, the number of people who are regularly physically active has increased by 7%. This has been supported by the hosting of approximately 1,700 mass participation sport events every year.</p> <p>There has been huge media impact with television exposure reaching 100,000 viewers and online and print media have reached to over 1,000,000 readers. The Facebook page of the campaign has attracted 11,800 followers and related posts were viewed by up to 125,000 people.</p> |
| Sectors involved                                | Sport, Education, Environment, urban planning, public safety, Services for senior citizens  |
| Organisation or ministry leading the initiative | Estonian Olympic Committee and Estonian Sport for All Association   |
| Link  | <a href="http://www.liigume.ee">www.liigume.ee</a>  |

| FINLAND - Strategy                                     | On the Move – National strategy for Physical Activity promoting health and wellbeing 2020.   |
|--|--|
|  | <p>Together, the Ministry of Social Affairs and Health and the Ministry of Education and Culture have adopted a national strategy entitled "On the Move", to promote physical activity for health and well-being (projected up to the year 2020). The strategy aims to address physical activity measures throughout the life-course, and it particularly targets sedentary activities, aiming to reform inactive lifestyles.</p> <p>The vision of the strategy up to the year 2020 is that Finns will pursue more physical activity and sit less during the course of their lives.</p> <p>Guideline 1. Reducing sitting in daily life in the course of life.</p> <p>Guideline 2. Increasing physical activity in the course of life.</p> <p>Guideline 3. Highlighting physical activity as a vital element in enhancing health and wellbeing, prevention and treatment of diseases and in rehabilitation. Guideline 4. Strengthening the status of physical activity in Finnish society. Crucially, the strategy seeks multisectoral cooperation to achieve its aims. The strategy has an action plan.</p> <p>There is a national multisectoral HEPA steering group, which consists of representatives from different ministries (also the Ministry of Defense, the Ministry of Finance and the Prime Minister's Office), municipalities, third sector organisations (central organization from both health and sport sector) and research institutions.</p> <p>There is no separate funding for the coordination mechanism. Every ministry finances the actions of its own. However, some actions are joint financed. Partnership funding is particularly important in the implementation of extensive national measures. Successful examples of national physical activity programmes that have received partnership funding are the programmes Fit for Life and Strength in Old Age. In both, the Ministry of Education and Culture and in the Ministry of Social Affairs and Health there is one full-time worker for the HEPA issues.</p> <p>There is a system for monitoring the HEPA strategy; it has two parts: 1) core follow-up, or a limited number of indicators that provide an overall picture of the strategy, and 2) an extensive follow-up, or assessing the impacts of the central government measures in the area of PA by the National Sports Council as laid down in Sports Act.</p> <p>New internet-pages were launched 2015 to promote HEPA in Finland. The purpose of these pages is to collect and disseminate information and best practices, and connect people and organisations at different levels.</p> |
| Sectors involved                                       | Sport, Health, Education, Transport, Environment, Urban planning, Agriculture and Forestry, Working environment.   |
| Organisation or ministry leading the initiative        | The Ministry of Education and Culture, the Ministry of Social Affairs and Health.  |
| Alignment with existing EU and international documents | The strategy is in line with all recent EU, EC and WHO documents in the area, e.g. the EU White Paper on Sport, EU PA Guidelines, EU PA recommendations and EU Strategy for Equality between Women and Men.  |
| Link   | <p>On the move. National strategy for physical activity promoting health and wellbeing 2020. <a href="http://urn.fi/URN:ISBN:978-952-00-3417-7">http://urn.fi/URN:ISBN:978-952-00-3417-7</a></p> <p>On the Move –internet-pages. <a href="http://www.muutostaliikkeella.fi/">http://www.muutostaliikkeella.fi/</a></p>   |

| GERMANY -<br>Combined Strategy<br>and Action Plan  | IN FORM – Germany’s national initiative to promote healthy diets and physical activity 2008-2020        |
|--|---|
| <p>Although the initiative is called Action Plan it is more like a strategy.</p> <p><u>Different tasks and goals:</u></p> <p>IN FORM will sustainably improve dietary habits and patterns of physical activity in Germany:</p> <ol style="list-style-type: none"> <li>1. Healthier lifestyle through health promotion and prevention</li> <li>2. Reduction on diseases which are related with insufficient exercise and unhealthy eating</li> </ol> <p><u>Main actions:</u></p> <ul style="list-style-type: none"> <li>- Connect and integrate initiatives from the federal level, the laender (German States), municipalities and civil society</li> <li>- Establish 16 centres for promotion of exercise</li> <li>- Funded 11 “Action alliances healthy lifestyles and living environments”</li> <li>- Funded pilot projects on how to encourage more exercise</li> <li>- Establish 16 focal points for healthier school catering</li> <li>- Improve the quality of programs, measures, projects and activities in the field</li> </ul> <p><u>Target groups:</u> national population (children, adolescents, adults, elderly)</p> <p><u>Financial and human resources:</u> More than 160 projects (2008-2014) funded with total amount of 66 Mio. €. Additional funds made available by other federal ministries, the Laender, civil society and industry.</p> <p><u>Support from key actors ensured by</u> existing work structures covering various policy areas, e.g. interministerial working group of the Federal Government and joint working group of the Federal Government, Laender and communes accompany process. Also intersectoral working groups like “AG Sport und Gesundheit” and other working groups in the Laender.</p> <p><u>National steering group:</u> Consists of representatives of the lead ministries, the Laender and communes and stakeholders from civil society. Responsible for proposing contents, networking and expert advice.</p> <p><u>Theme-based working groups:</u> Experts from politics, associations, science, business community and civil society involved in three working groups: “quality assurance”, “communication” and “physical education promotion”. Elaborate proposals on content, develop concrete measures and implement corresponding results. E.g. the working group on physical health promotion is developing national recommendations for physical activity and physical activity promotion.</p> <p><u>Communication:</u> IN FORM campaign launched on approval of the National Action Plan aims to provide orientation and convey the positive messages. The website is the central communication platform for networking and providing information on the Internet.</p> <p><u>Monitoring and evaluation:</u> Scientifically validated quality assurance and evaluation of individual projects and measures is made (e.g. concerning success, sustainability, cost effectiveness). Four key indicators (BMI, physical activity, food habits and sensation of health) are responsible for monitoring physical activity and nutrition behaviour of the population. Implementation status and progress are regularly communicated.</p> |   |
| Sectors involved   | Health, Food and Agriculture  |
| Organisation or ministry leading the initiative  | Two leading ministries, the Federal Ministry of Health and the Federal Ministry of Food and Agriculture |
| Alignment with existing EU and international documents   |   |
| Link   |   |

| HUNGARY - Strategy                                     | Physical Education Strategy   |
|--|---|
|  | <p>The development of the T.E.S.I. 2020 Strategy in Hungary started in 2013 with the ultimate goal to establish and successfully implement the Hungarian Framework of Quality Physical Education, which aims at the development of young adults with the (future) competence of health-conscious future-oriented life management. The Strategy covers the interval 2014-2020, and it includes four major goals on four major areas of interventions. Since the main goal of the Strategy is mostly related to the educational sector, the cross-sectoral connections are integrated into the actions and interventions of the major goal areas:</p> <ol style="list-style-type: none"> <li>1. Establishing the pedagogical principals and developmental areas of Quality Physical Education (QPE) and developing and supporting the implementation of QPE in Hungary and in the EU</li> <li>2. Framing the elements of QPE within the structure of national public education</li> <li>3. Framing the elements of QPE within the structure of teacher's in-service trainings, suppliers.</li> <li>4. Framing the elements of QPE within the structure of teacher training programmes on national level.</li> </ol> <p>The four major goals include 16 interventions and more than 60 actions within.</p> <p>The analysis of the Strategy has been done by the affected ministries and expert groups of decision makers, so that they could identify their role in the process. In addition to that the negotiation of the financial background on fairly concrete level, at each action could start.</p> <p>The Strategy was substantiated by multiple researches. Among them was the analysis of the current regulation and recommendation documents in Hungary, in Europe and also worldwide in the field of P.E. and HEPA. Researches were conducted on national level within the School units Headmasters (57% of them was involved), P.E. teachers and general teachers (almost 8000 teachers), and of course students (pupils). The results not just helped to determine the factual actions and their hierarchy but they served as a guideline to the methodological development through the last couple of years, which meant 8 different ready-to-use books and 6 DVD's and the free 30 hour in-service trainings for almost 8000 P.E teacher about implementing QPE.</p> |
| Sectors involved                                       | Sport, Health, Education, Transport, Environment, urban planning, public safety   |
| Organisation or ministry leading the initiative        | The Ministry of Human Capacities in cooperation with the Hungarian School Sport Federation (HSSF)   |
| Alignment with existing EU and international documents | <p>The T.E.S.I. 2020 has an underlying document called Green Book, which contains most of the references which was used during the development, among them was:</p> <ul style="list-style-type: none"> <li>- Council Recommendation of 26 November 2013 on promoting health-enhancing physical activity across sectors (2013/C 354/01)</li> <li>- Council conclusions on the role of education and training in the implementation of the 'Europe 2020' strategy (2011/C 70/01)</li> <li>- Special Eurobarometer 412 [2014] Sport and physical activity, Report.</li> <li>- EU Physical Activity Guidelines Recommended Policy Actions in Support of Health-Enhancing Physical Activity</li> </ul>   |
| Link   | <a href="http://www.mdsz.hu/wp-content/uploads/2014/09/Zold_konyv_A_TESI_2020_helyzetelemzo_tanulmany.pdf">http://www.mdsz.hu/wp-content/uploads/2014/09/Zold_konyv_A_TESI_2020_helyzetelemzo_tanulmany.pdf</a>   |

| IRELAND –<br><i>Combined Strategy<br/>and Action Plan</i> | National Physical Activity Plan   |
|---|---|
|   | <p>The National Physical Activity Plan of Ireland (NPAP) will be published on 14<sup>th</sup> January 2016. It is the first cross-sectoral evidence-based plan to increase physical activity levels across the Irish population. While there is a wide range of measures already in place to encourage participation in physical activity, the NPAP recognises that no single government department or agency working on its own can increase the country's physical activity levels. Many interlinking policies and programmes across domains such as health, education, sports, recreational physical activity, transport and the environment all have important roles to play.</p> <p>The NPAP focuses on different types of actions, some immediate and some more long-term and sustainable solutions, which recognise that behaviour change is complex and challenging and that it takes time. The plan seeks to ensure that no group is disadvantaged and recognises that targeted interventions are required to address and overcome the barriers to participation experienced by some people. The plan includes time bound actions across a number of sectors including children, education, health, transport, sport and communications.</p> <p>The overarching target of the NPAP is to increase the proportion of the population, across each life stage, undertaking regular physical activity by 1% per annum in the period up to 2020. Targets have been set for the population groups of children, adults and older people. Additional funding has been allocated in 2016 to support the implementation of the NPAP.</p> <p>A cross-sectoral oversight and implementation group will be established shortly, jointly led by the Department of Transport, Tourism and Sport and the Department of Health, to take a leadership and stewardship role in implementation of the NPAP. This will include the development of a comprehensive research, monitoring and evaluation strand.</p> |
| Sectors involved  | Sport, Health, Education, Transport, Environment, urban planning, public safety, Working environment, Children and young people   |
| Organisation or ministry leading the initiative           | Jointly led by the Department of Transport, Tourism and Sport and the Department of Health.   |
| Alignment with existing EU and international documents    | The development of the NPAP took account of existing EU and international documents including the EU Physical Activity Guidelines and the WHO Global Recommendations on Physical Activity for Health (2010).  |
| Link  | The NPAP will be published on 14th January 2016.  |



| LATVIA –<br>Action                              | Exercise Prescription for General Practitioners   |
|---|---|
|   | <p>Exercise Prescription for General Practitioners is a scheme started by the National Sports Medicine Centre in 2014, which aims to emphasize the role of physical activity as part of a healthy lifestyle, along with its importance for disease prevention. This involves counseling patients on the physical activity recommendations. Counseling and advice are also provided for specialist patient groups, such as those suffering from cardiovascular diseases, diabetes, overweight, cancer, pulmonary diseases, osteoarthritis, osteoporosis and sarcopenia, as well as certain population groups, such as elderly people, pregnant women and children. This service is carried out by general practitioners and nurses who undergo voluntary training in order to be able to provide such counseling. Types of participating stakeholders: Ministry of Health, Latvian sports medicine association, Latvian Rural family doctors association, Latvian family doctors association.</p> <p>One of the targets of the Public Health Strategy 2014—2020 is to reduce noncommunicable diseases (NCDs) and one of the planned activities to achieve this is physical activity promotion. The implementation plan involves each municipality promoting a healthy and active lifestyle, including providing guidance on physical activity for older adults.</p> <p>In 2014, the Latvian Centre for Disease Prevention and Control facilitated training for local municipalities and leaders of physical activity groups in local communities, in order to provide them with information on how to promote physical activity and active lifestyles, along with the best ways to organize accessible sports activities. This project was carried out in collaboration with the National Healthy Municipalities Network.</p> <p>Another target of the Public Health Strategy 2014—2020 is to reduce NCDs and one approach to achieving this is through the promotion of physical activity at the workplace. For this, the implementation plan involves each municipality promoting a healthy and active lifestyle, focusing specifically in physical activity in the workplace. Total funding depends on each municipality.</p> |
| Sectors involved                                | Sport, Health, Education, Environment, urban planning, public safety, Working environment, Services for senior citizens   |
| Organisation or ministry leading the initiative | The Ministry of Health, the Centre for Disease Control and Prevention, the Sports Medicine State Agency<br>Ministry of Education and Science and NGOs   |
| Link  | <a href="http://www.spkc.gov.lv/nacionalais-veseligo-pasvaldibu-tikls-latvija">http://www.spkc.gov.lv/nacionalais-veseligo-pasvaldibu-tikls-latvija</a><br><br><a href="http://www.vm.gov.lv/images/userfiles/phoebe/ministrija_sabiedribas_lidzdaliba_ab75e1a6c38b637dc22573d800293aaa/health_promotion_guidelines_for_local_governments.pdf">http://www.vm.gov.lv/images/userfiles/phoebe/ministrija_sabiedribas_lidzdaliba_ab75e1a6c38b637dc22573d800293aaa/health_promotion_guidelines_for_local_governments.pdf</a><br><br><a href="http://www.vsmc.gov.lv/wp-content/uploads/2015/03/Portaliem2015VSMC.pdf">http://www.vsmc.gov.lv/wp-content/uploads/2015/03/Portaliem2015VSMC.pdf</a>   |



| LITHUANIA –<br>Action Plan  | Inter-institutional action plan for the implementation of the 2011-2020 national sport development strategy                                   |
|---|---|
| <p>Following the 2011-2020 national sport development strategy, the Government of the Republic of Lithuania adopted in 2011 an Inter-institutional action plan for the implementation of that strategy (<i>hereafter referred to as the Sport action plan</i>). Each year this action plan is being reviewed, updated and approved by the Government, with assistance of the Department of Physical Education and Sport.</p> <p>In the sport action plan are listed the aims, the objectives, the measures and deliverables as well as the budget for each institution which is involved in implementing these measures and promoting sport and physical activity for the next 2 years.</p> <p>3 main aims:</p> <ol style="list-style-type: none"> <li>1. to increase the number of physical exercise and physical activity time of population of the Republic of Lithuania</li> <li>2. to create the right and proper conditions for citizens to engage in sport and exercise</li> <li>3. to prepare talented athletes so that they would be able to properly represent Lithuania in international sports events</li> </ol> <p>The first two aims are oriented to promote physical activity in Lithuania, while the third aim is mainly focused on professional sport.</p> <p>The approximate budget for 2015 in the field of promoting physical activity (1<sup>st</sup> and 2<sup>nd</sup> aims only) is:</p> <ul style="list-style-type: none"> <li>• Sport 9 098 087 EUR</li> <li>• Health 60 821 EUR</li> <li>• Education 1 477 062 EUR</li> <li>• Environment urban planning, public safety 1 159 928 EUR</li> </ul> <p>Types of participating stakeholders :</p> <ol style="list-style-type: none"> <li>1. Department of Physical Education and sports under the Government of the Republic of Lithuania</li> <li>2. Ministry of Health</li> <li>3. Ministry of Health of the Republic of Lithuania</li> <li>4. Ministry of Education and Science of the Republic of Lithuania</li> <li>5. Ministry of Culture of the Republic of Lithuania</li> <li>6. Ministry of Social Security and Labour of the Republic of Lithuania</li> <li>7. Ministry of Environment of the Republic of Lithuania</li> <li>8. Ministry of Transport and Communications of the Republic of Lithuania</li> <li>9. Lithuanian National Radio and Television</li> </ol> <p>As mentioned before the Department of Physical Education and Sport is responsible for the implementation of the Sport Action Plan. It collects, analyse and advise stakeholders involved in participation and reports the results of implementation to the Government).</p> <p>It is worth to mention that there is a clearly formulated statement in the general provision of the Sport action plan that the Sport action plan is being implemented with regards to the Council Recommendation on HEPA (Nov 2013).</p> |   |
| Sectors involved  | Sport, Health, Education, Transport, Environment, urban planning, Public safety   |
| Organisation or ministry leading the initiative   | Department of Physical Education and Sport under the Government of the Republic of Lithuania  |
| Link  | <a href="http://www3.lrs.lt/pls/inter3/dokpaieska.showdoc_l?p_id=1007361">http://www3.lrs.lt/pls/inter3/dokpaieska.showdoc_l?p_id=1007361</a> |

| LUXEMBOURG -<br>Action Plan  | « Gesond iessen – méi bewegen »(GIMB)   |
|--|---|
| <p>In 2006 4 Ministries (health, education, family affairs, sports) launched the national action plan « Gesond iessen – méi bewegen »(GIMB) (eat healthily, move more). A political statement was given, underlining the necessity of reaction against physical inactivity and obesity. A cross-ministerial board was created under the lead of the health ministry. The first strategy was to give general objectives for both diet and physical activity to be tackled by each of the 4 ministries. It searched for partnerships for local actions by allocating the GIMB-label to valuable initiatives.</p> <p>In 2011 an update for physical activity was launched within the framework of the global GIMB strategy: this new step has to be considered as the real and concrete action plan for physical activity and can be called the Luxembourg HEPA action plan, which was endorsed by the Government. The Ministry for Sport was mandated to implement the measures within a timeline and in cooperation with partners (other ministries, local communities or any other organization).</p> <p>The action plan (HE)PA has 144 measures in 6 sectors/target groups. To proceed step by step with a rather small manpower capacity it was decided to stretch the implementation timeline beginning by measures that might have an important impact and might be immediately feasible.</p> <p>Financial resources for implementation are about 100.000€ per year (Ministry for Sport) which allows the implementation process for 3 measures per year. One specific person in the Ministry for Sport is in working on the chosen issues, sustained, when necessary, by other persons of the Ministry. Except ministry for Sport, other ministries have no specific manpower that only works on GIMB / (HE)PA.</p> <p>Support and interest of the population is increasing, especially in schools and daycare settings. Initiatives and projects with the GIMB issue are regularly conducted. Some of them are recurrent. The projects can obtain a GIMB label, mostly their theme is about diet and PA, sometimes about one of them only. The communication runs on 2 websites (Health ministry, sports ministry) and uses one of the implemented measures: the “Lëtzt move Campaign” which brings the idea and the Logo of GIMB to single persons.</p> <p>At this moment, there is no evaluation of the implementation process and the outcomes of the policy.</p> <p>As milestones we can mention:</p> <ul style="list-style-type: none"> <li>- 5 community based pilot projects which are under an evaluation process</li> <li>- Promotion of motor skills and PA in early childhood as a priority of the Luxembourg Presidency of the Council of the EU by <ul style="list-style-type: none"> <li>o Organizing a high level conference</li> <li>o Putting the issue on the agenda of the Meeting of the EU sport directors</li> <li>o Preparing conclusions on PA in school including the issue of motor skills in early childhood adopted at the formal meeting of Sports ministers (Nov 2015)</li> <li>o Organizing a national day for exchange of good practice, information and discussion on how to promote PA in early childhood</li> <li>o Editing a handbook for teachers and educators on PA for children</li> </ul> </li> </ul> |   |
| Sectors involved   | Sport, Health, Education, Services for senior citizens  |
| Organisation or ministry leading the initiative  | The PA-related part of the action plan GIMB is led by the ministry for Sport  |
| Link   | <a href="http://www.sport.public.lu/fr/sport-loisir/pan-extension/index.html">http://www.sport.public.lu/fr/sport-loisir/pan-extension/index.html</a> |

| THE NETHERLANDS-Action                          | Sports and physical activity close to home  |
|---|---|
|   | <p>Sports and physical activity close to home (<i>Sport en Bewegen in de Buurt...also 'SBB'</i>) is an initiative of the Ministry of Health, Welfare and Sports, working together with the Ministry of Education, Culture and Science and local government and nongovernmental actors (municipalities, sports clubs). The aim of the programme is to ensure that opportunities exist and to secure facilities for sports and physical activity in the close vicinity of people's homes. The programme recognizes that deployment of government resources will be necessary to make the transition to a sporting society in which everyone can choose an active and healthy lifestyle. For this reason, the Dutch Government committed itself to invest, together with local authorities and the sports sector, in more opportunities and staffing support for sports and exercise.</p> <p>As part of this initiative grants are available, intended for use by sports clubs, fitness centres and other sports providers, to set up activity programmes for sedentary or low-participation groups. The main requirement is that they work together with local neighborhood partners, such as schools, care institutions, child-care centres and the business community. The projects must be aimed at 1 of 3 target groups: sedentary people, overweight children or youth in low-income neighborhoods. To support the municipalities in the task of creating and maintaining adequate sports and physical activity opportunities for residents of all ages, the Ministry of Health, Welfare and Sports is investing in the expansion and wider use of the role of community sports coaches. These individuals are employed in both the sports (or physical activity) sector and at least one other sector. They are given the specific task of organizing opportunities for sports and physical activity, by increasing the connection between sectors.</p> <p>This policy program is evaluated in terms of process (e.g. the number of community sports coaches employed, the number of grants), but not specifically in terms of outcome measures (level of physical activity). There is however a monitoring system in place at the national level that provides the level of physical activity.</p> |
| Sectors involved                                | Sport, Health, Education, Services for senior citizens  |
| Organisation or ministry leading the initiative | The Ministry of Health, Welfare and Sport together with the Ministry of Education, Culture and Science  |
| Link  | <a href="https://www.government.nl/topics/sports/contents/sport-and-physical-activity-close-to-home">https://www.government.nl/topics/sports/contents/sport-and-physical-activity-close-to-home</a><br><a href="https://www.sportindebuurt.nl/">https://www.sportindebuurt.nl/</a><br><a href="https://www.rijksoverheid.nl/documenten/beleidsnotas/2011/11/30/publicatie-versie-programma-sport-en-bewegen-in-de-buurt">https://www.rijksoverheid.nl/documenten/beleidsnotas/2011/11/30/publicatie-versie-programma-sport-en-bewegen-in-de-buurt</a>   |

| POLAND – Strategy                                      | Sport Development Program  |
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|  | <p>The Sport Development Program of Poland is a policy document creating conditions for sport development and promoting HEPA. One of 4 specific goals is strictly related to HEPA: creating conditions and offer for common participation in physical activity at all stages of life. The horizon of the program is set to 2020. The Program was adopted by the Government on 31 August 2015.</p> <p>There are many specific target groups recognized on the basis of low level of physical activity.</p> <p>The leading sector responsible for developing the strategy is sport, but assumptions and tasks of the Program involve all other areas (education, health, transport, spatial planning, labour market, social policy). However, cooperation in drafting its design was very general. The ministries responsible for other areas cooperated in a modest way.</p> <p>The Strategy is led by the Ministry of Sport and Tourism, which is ensuring the financial background for the implementation of the Program.</p> <p>The strengths of the strategy are: The horizontal nature of the document; assumptions are associated with the EU recommendations and guidelines for HEPA; diagnosis based on objective data.</p> <p>The weakness of the strategy is that there are no specific regulations for involving other ministries in cooperation neither on substantive nor on financial levels.</p> |
| Sectors involved                                       | Sport, Health, Education, Transport, Environment, urban planning, Public safety, Working environment, Services for senior citizens   |
| Organisation or ministry leading the initiative        | Ministry of Sport and Tourism  |
| Alignment with existing EU and international documents | The Program is in line with the EU Physical Activity Guidelines, WHO recommendations, White Paper on Sport, EU Physical Activity Guidelines, WHO European Physical Activity Strategy 2016-2025 (project), all recent EC conclusions and recommendations.   |
| Link   | <a href="http://monitorpolski.gov.pl/mp/2015/989/M2015000098901.pdf">http://monitorpolski.gov.pl/mp/2015/989/M2015000098901.pdf</a>  |

| PORTUGAL –<br>Action                            | Programa Nacional de Marcha e Corrida (Walk & Run National Program)  |
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|   | <p>The aim of this Walk and Run National Program is to increase physical activity and sport participation among the Portuguese population through regular walking and running training activities performed during the whole week. These activities are framed and structured by certified technicians all over the country and are developed in safe practice settings. The main specific objectives are: contribute to generalise physical activity and sport (walking and running) participation in all population groups; develop local integrated technical and social networks capable of supporting these activities; provide safe and technical practice environments; enhance quality of life, wellbeing and health through physical activity and sport participation; reduce sedentary behaviours among Portuguese citizens.</p> <p><b>Partners:</b> Portuguese Institute of Sport and Youth (government coordination and funding) Portuguese Athletics Federation (PAF; technical and operational coordination), Portuguese Municipalities (administrative and logistic support; technical human resources support).</p> <p><b>Target Group:</b> All population groups (all ages and social sectors – lifelong approach; from childhood to senior citizens).</p> <p><b>Duration:</b> The program is developed during the year (every week) and it is running since 2010.</p> <p><b>Implementation:</b> The Portuguese Institute of Sport and Youth created this national program in collaboration with the Portuguese Athletics Federation (technical, operational and administrative support) involving as many municipalities as possible to create local networks which organize and technically manage the operational activity of the walk and run groups. These groups, supported by sport technicians (certified by Athletics Federation) conduct, at least, 3 times a week, regular walking and running training programs adjusted to all age groups and fitness levels. This national program follows a specific methodology: creation and validation of national walk and run centres at municipality level; development of activities with technical, administrative and logistical support; development of public national, regional and local awareness campaigns developed by former Olympic athletes and coaches and PAF; communication and promotion of sport values and specific technical information via site and regular events; development of local and regional flagship activity events. The program is being developed in 155 municipalities (all country regions).</p> <p><b>Funding:</b> Portuguese Institute of Sport and Youth support annually the program with 100.000,00 euros. Municipalities are responsible to ensure technicians payment – about 300 technicians involved (about half a million euros).</p> |
| Sectors involved                                | Sport, Services for senior citizens<br>Local Municipalities –involve local services of transport, public safety, environment and urban planning  |
| Organisation or ministry leading the initiative | Portuguese Institute of Sport and Youth – Depends organic and directly from Education Ministry.  |
| Link  | <a href="http://pnmc.ipdj.pt/">http://pnmc.ipdj.pt/</a>  |

| SLOVAK REPUBLIC-<br>Strategy  | National Strategy of Development of Cycling Transport and Cycle Touring  |
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| <p>The Government of the Slovak Republic approved in May 2013 the suggestion of the National Strategy of Development of Cycling Transport and Cycle Touring in the Slovak Republic.</p> <p>The basic vision of the cycling strategy is recognition of cycling transport as equivalent transport mode and its integration with other transport modes, and improvement of perception of cyclists as full-fledged road users.</p> <p>The vision includes a significant strengthening of cycle touring as an important segment of tourism with large potential, particularly for rural areas, their development and the increase of employment and competitiveness, i.e. their sustainable development.</p> <p>It is also necessary to improve the general awareness of population of advantages of the cycling transport and cycle touring as a form of transport to school, work and for recreation, which is more beneficial to the environment, economy and human health.</p> <p>In line with the basic vision of the Cycling Strategy and in the effort to move closer to the neighbouring European countries we must do whatever is needed to achieve a 10% share of cycling transport on the total division of transport labour by 2020.</p> |  |
| Sectors involved  | Sport, Health, Education, Transport, Environment, urban planning, Public safety, Working environment, Finance, Agriculture, Investment, Interior, Culture, Defence, Justice, Economy, Labour, social affairs and family, Foreign affairs and European matters  |
| Organisation or ministry leading the initiative   | Ministry of Transport, Construction and Regional Development of the Slovak Republic  |
| Alignment with existing EU and international documents  | Several documents adopted by the European Commission, e.g. the White Paper – Roadmap to a Single European Transport Area, the Green Paper – Towards a new culture for urban mobility and its Action plan of urban mobility and other documents plead in favour of the development of cycling transport. These documents set many ambitious aims – such as the phase-out of conventionally fuelled cars in cities by 2050 – which will require a much more extensive use of bicycles, walking and public passenger transport. |
| Link  | <a href="http://www.telecom.gov.sk/index/index.php?ids=140565">http://www.telecom.gov.sk/index/index.php?ids=140565</a>  |

| SLOVENIA –<br>Action   | Counselling for physical and motor development  |
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| <p>To reduce the risk of chronic diseases in the population, it is equally important as dietary treatment, to implement properly a variety of regular, high-quality structured, professionally managed and appropriately intense physical exercises for individuals. Physical activity contributes, in particular, to maintaining health, well-being and vitality, to developing socialising skills and creative expression and to facilitate social inclusion of individuals. Slovenia's "good practice case" shows how this should be done in sequence with the initial diagnostic screening with a consecutive steering to appropriate training within the health care centers and wider (sports clubs, schools, kindergartens, home environment, private individuals and businesses etc.) with a key role and participation of both, medicine doctor and kinesiology expert. Different areas of experts from the Primary's Health Care Center Vrhnika, which is responsible for implementation of preventive health activities within their own local community, prepared the ground for an innovative approach to integrate kinesiologists on the combined area of health and physical activity for all age groups of the local population. The main point focuses on the cooperation of the medicine doctor and the expert with adequate training-sports knowledge of kinesiology. Beside them other medical staff within the health center introduce and maintain physical exercise with a high positive health effects for individuals, to whom exercising was prescribed by a doctor.</p> <p>Such innovative approach is implemented by advising service on health promotion, called "counselling for physical and motor development" which is led by selected physicians and strongly supported by kinesiologist as somehow new expert partner in health care expert team in Slovenia, beside medicine doctor, physiotherapist, dietologist and nurse... This service is aimed at patients and individuals with overweight, irregular eating habits, those on increased risk for cardiovascular diseases, on increased risk or already suffering from one or more non-communicable chronic diseases, as a result of unhealthy life style.</p> <p>The tasks of such advisory bureaus are:</p> <ul style="list-style-type: none"> <li>- In-depth treatment of the patient in the field of lifestyle changes and additional diagnostics on physical fitness</li> <li>- Relieve physicians of their in-depth treatment of patients in the field of lifestyle changes</li> <li>- Diagnostics and monitoring of performance indicators of intervention programs</li> <li>- Report and recommendations aimed at the patient and the practitioner cooperation and integration in the local community</li> <li>- Provide technical assistance in designing and implementing programs to promote a healthy lifestyle.</li> </ul> |   |
| Sectors involved   | Sport, Health, Education, Working environment, Services for senior citizens; Business, Social sector  |
| Organisation or ministry leading the initiative  | Municipal Primary Health Care Center Vrhnika  |
| Link   | <a href="http://www.zd-vrhnika.si/dejavnost-svetovalnica-za-telesni-gibalni-razvoj.html">http://www.zd-vrhnika.si/dejavnost-svetovalnica-za-telesni-gibalni-razvoj.html</a> |



| SPAIN –<br>Combined Strategy<br>and Action Plan   | Plan Integral para la actividad física y el deporte - A+D plan  |
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| <p>The A+D plan is a tool developed by the High Council for Sport aimed to guarantee the global access of the Spanish population to physical exercise and sport in order to promote its health benefits and to fight the high levels of sedentary lifestyle and obesity. Designed as a ten year plan, it started its implementation in 2010 joining both the WHO recommendations and the EU Physical Activity Guidelines.</p> <p>The main objectives of the A+D program are: to notably increase the levels of physical activity in Spain, to generalize sport and physical activity in school age children, to strengthen the concept of sport as a social inclusion tool and to move forward in the effective promotion of gender equality in and through sport. The High Council for Sport acts as a leader that develops the main working frame that is transmitted to the regional and local authorities (responsible of the final implementation and finally of allocating the financial resources due to the Spanish organizational scheme) and to the other national stakeholders involved (The Ministry of Education, Culture and Sports and The Ministry of Health, Social Services and Equality)</p> <p>The A+D plan includes 15 specific programs with 100 actions to be taken. Communication has been included as a specific program (# 10) and includes several initiatives regarding this issue that are and will be supported by the High Council for Sport through its webpage and communication channels and the A+D own webpage. Campaigns related to Sports for school aged kids or benefits for private companies promoting health through physical activity are to be developed by the national government.</p> <p>Several specific targets have been positioned for the ten year plan. These targets are defined on a numerical basis (like for instance, achieving a general sport practice for 50% of the population starting from the 2008 39,9% level) These are to be evaluated through the National Statistical Institute and its periodical health survey that includes a specific chapter about physical activity.</p> |   |
| Sectors involved  | Sport, Health, Education  |
| Organisation or ministry leading the initiative   | High Council for Sport (Ministry of Education, Culture and Sports)  |
| Alignment with existing EU and international documents  | The A+D plan is clearly defined and built on the idea of developing the European Union Physical Activity Guidelines and the WHO recommendations. The plan explores and translates both the EU Guidelines and the WHO recommendations through the 15 above cited programs into practical steps and measures that can be directly undertaken by the regional and local authorities with the advice (if needed) of the High Council for Sport. |
| Link  | <a href="http://www.planamasd.es/">http://www.planamasd.es/</a><br><a href="http://www.csd.gob.es/csd/estaticos/plan-integral/LIBRO-PLAN-AD.pdf">http://www.csd.gob.es/csd/estaticos/plan-integral/LIBRO-PLAN-AD.pdf</a>  |



| UNITED KINGDOM<br>–<br>Strategy   | Moving More, Living More - the Physical Activity Olympic and Paralympic Legacy for the Nation  |
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| <p>“Moving More, Living More - the Physical Activity Olympic and Paralympic Legacy for the Nation”, issued in 2014 by the UK Government, aims to contribute to meeting Government’s ambition to have a year on year increase in the proportion of adults meeting physical activity recommendations.</p> <p>One key action in this strategy is having strong leadership at the national, local and community level; giving people the motivation and enthusiasm to make changes.</p> <p>Since the introduction of Moving More Living More, progress has been made in active travel. In England, the Infrastructure Act 2015 requires the Government to invest in walking and cycling. This investment plan will allow local authorities to target specific groups, such as – children walking to school, and double the rate of cycling.</p> <p>In England, Public Health England is funded to deliver the Government’s physical activity programme and their action plan has the following key workstreams:</p> <ul style="list-style-type: none"> <li>• Active society - creating a social movement;</li> <li>• Moving professionals - activating networks of expertise to promote physical activity;</li> <li>• Active environments - creating the right spaces; and</li> <li>• Moving at scale – interventions that makes us active</li> </ul> <p>The Scottish Government published their first national implementation plan to encourage people of Scotland to a more active and healthier life. This 10-year plan adapts the key elements of the Toronto Charter to the Scottish setting and links it directly to the Scottish Government’s active legacy ambitions for the Commonwealth Games.</p> <p>All actions are monitored through national level surveys.</p> |  |
| Sectors involved  | Sport, Health, Education, Transport, Environment, urban planning, public safety  |
| Organisation or ministry leading the initiative   | Department of Health   |
| Alignment with existing EU and international documents  | UK national physical activity guidelines align with the EU Physical Activity Guidelines and WHO recommendations. Our national ambition is to achieve a year on year increase in adults doing 150 minutes of exercise per week and a year on year decrease in those who are inactive (defined as doing less than 30 minutes of exercise per week).  |
| Link  | <p>Moving More Living More:<br/> <a href="https://www.gov.uk/government/publications/moving-more-living-more-olympic-and-paralympic-games-legacy">https://www.gov.uk/government/publications/moving-more-living-more-olympic-and-paralympic-games-legacy</a><br/>           Public Health England implementation plan:<br/> <a href="https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life">https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life</a><br/>           Scottish Government implementation plan:<br/> <a href="http://www.gov.scot/Resource/0044/00444577.pdf">http://www.gov.scot/Resource/0044/00444577.pdf</a></p> |

## SPECIFIC ACTIONS managed by the observers of the XG HEPA:

| EUROPEACTIVE         | Physical Activity and Health in Ageing (PAHA)  |
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|                      | <p>The “Physical Activity and Health in Ageing (PAHA) project is funded with the support of the Erasmus+ Sport Programme of the European Union. <u>EuropeActive</u> is the leader partner and cooperates with other 9 not-for-profit associations across Europe in order to develop, implement and ensure the success of the project. These are: University of Coventry (United Kingdom), Johann Wolfgang Goethe-Universität (Germany), SkillsActive (United Kingdom), Portuguese Health and Fitness Association (Portugal), the Hungarian Health and Fitness Association (Hungary), IrelandActive (Ireland), Finnish Health and Fitness Center’s Association (Finland), Attic Union of Gym Owners (Greece), Fit &amp; Sund (Denmark). These actors are responsible for the local implementation of the project together with dissemination and promotional activities.</p> <p>The project is a tailored intervention for older adults with different functional capacities. Through a supervised and structured exercise programme for senior citizens (55-65 years old), PAHA intends to convert currently inactive people into regular exercisers at a level that is beneficial to their health, supporting the EU Guidelines on Physical Activity and the European Week of Sport.</p> <p>In each one of the 8 project partner countries 3 fitness centres run 3 trial sessions of supervised exercise of 6 weeks duration, for 15 participants at each session. For that purpose, the fitness coaches, instructors and other community workers involved in the project receive specific training on both motivational skills and in active ageing promotion. The participation in the trial periods is free and the older adults who take part in the project are offered preferential arrangements for them to continue exercising for a minimum of a further 6 months period as well as some non-monetary incentives. Moreover, through a comprehensive evaluation system, the PAHA project develops transversal standards that are made available for education structures of sports organisations across Europe.</p> <p>The project is expected to reach more than a thousand participants across Europe and develop a methodology that can easily be adapted and replicated in different settings. In other word, a methodology that will make health-enhancing physical activity more accessible and more attractive, allowing more senior citizens to enjoy regular exercise. This is intended to tackle the serious demographic challenge Europe is facing and allow older people to stay active and remain autonomous and independent. That said the PAHA project is coherent with the EU priorities on active and healthy ageing and can be identified as a cross-sectoral HEPA best practice.</p> <p>In the framework of PAHA, a good practice for an HEPA action is definitely the inclusion of the ‘MyWellness Key’, a device produced by the Italian company TechnoGym which measures and records all the physical activity a user completes during the day and motivates the user to reach his or her daily goals. The strength of this action is that it is user’s tailored-made, which is particularly important for older people. The weakness is, once again, related to the long-term impact of the action: how to make sure that older people stay active and keep using the device once the project is finished?</p> <p>Communication-wise, journal article, presentations at conferences and regular website updates are the main means of dissemination which has proven to engage key stakeholders interested in the project.</p> |
| Sectors involved     | Sport, Health, Education, Fitness  |
| Leading Organisation | EuropeActive   |
| Link                 | <a href="http://www.europeactive.eu/eu/projects">http://www.europeactive.eu/eu/projects</a>  |

| FIFA                 | FIFA 11 for Health  |
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|                      | <p>Denmark will be the first European country to run a pilot project of FIFA's global health initiative "FIFA 11 for Health". The programme combines the direct health benefits of the game with its unique educational power to teach children aged 11-12 years how to live a healthy life and avoid major diseases. Launched as part of FIFA's medical legacy to Africa on the occasion of the 2010 FIFA World Cup™, "FIFA 11 for Health" will now be adapted to European conditions and tested for the first time in collaboration with the University of Copenhagen.</p> <p>"'FIFA 11 for Health' is based on a very simple yet powerful idea: when football talks everybody listens. Therefore, it is the ideal platform to promote key health messages among young people, regardless of gender, ethnicity or social conditions. The programme was launched in Africa and we are now bringing it to Europe. The health messages will change but the language remains the same, it is the universal language of football," said FIFA's Chief Medical Officer Prof. Jiri Dvorak.</p> <p>To make it more engaging for the younger generations, each health message of "FIFA 11 for Health" is promoted by a prominent football player such as Messi, Cristiano Ronaldo, Drogba, Neymar, Falcao and Marta. Five years after its launch in South Africa, more than 200,000 children in 20 countries have benefited from the programme. Studies published in well-respected scientific journals have proven that the programme has achieved a significant increase in children's health awareness.</p> <p>The pilot project in Denmark is supported by the Danish Football Association (DBU) and the Danish Ministry of Health. A total of 40 school classes (1,000 children) from 11 schools have been selected to take part in the pilot phase, which will run from August 2015 to April 2016. The 11 key health messages, which were originally designed for African countries, have been adapted to respond to the health situation and address the major health threats in European countries. Based on the results of this pilot study, a decision will be taken on the continuation and expansion of the project at national level.</p> <p>"Over the last ten years we have carried out a number of research studies demonstrating the direct health benefits of playing football for people of many different age groups and with various conditions. Now, with the introduction of 'FIFA 11 for Health', the objective is to combine the health benefits of regular training and increase health knowledge among our young people," said Professor Peter Krstrup from the Department of Nutrition, Exercise and Sports of the University of Copenhagen.</p> <p>The pilot project in Denmark was launched at the eighth World Congress on Science &amp; Football in Copenhagen, which brought together 500 scientists from around the world for three days of exchanging knowledge and discussing the latest research in the field.</p> |
| Sectors involved     | Sport, Health, Education  |
| Leading Organisation | Danish Ministry for Health and the University of Copenhagen   |
| Link                 | <a href="http://www.fifa.com/development/news/y=2015/m=5/news=fifa-brings-its-global-health-initiative-to-europe-2606979.html">http://www.fifa.com/development/news/y=2015/m=5/news=fifa-brings-its-global-health-initiative-to-europe-2606979.html</a>   |

| ISCA                 | NowWeMOVE campaign  |
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|                      | <p>The NowWeMOVE (NWM) campaign of the International Sport and Culture Association (ISCA) is Europe's biggest campaign promoting sport and physical activity. Its vision is to get "100 million more Europeans active in sport and physical activity by 2020". Since 2012 it succeeded to move 2.6 million people, through 12 300 events, in 1700 cities, from 38 countries, with the support of +3000 local partners.</p> <p>Through the campaign's communications more than +20 000 000 Europeans were reached. 9 people (ISCA staff) constitute the core team of the campaign. They fulfil different roles in the areas of the Secretariat Page 1 of 3 European Excellence Awards 2015 Your application (general administration), Digital Marketing, Communications, PR, Marketing, Graphics and Design. In addition, 42 partners - National Coordinators and 2800 move agents (event coordinators) – are involved in the implementation of the campaign at national levels.</p> <p><b>Initial situation:</b> Due to the threat of the physical inactivity "pandemic" and related serious health issues, physical activity has climbed international and national political agendas. However, there is still a gap between political agendas and action.</p> <p><b>Strategy:</b> Due to the scope of the campaign - targeting all European countries - and the limited budget, the focus has been put on building the capacities of partners at national level. Thus the campaign is communicated through various channels and messages, and is targeted towards one or more of the NWM focus groups.</p> <p><b>Targets:</b> The goal is to make people more physically active. This can only be reached through innovative and practical solutions, which are being implemented at European level through the NWM campaign.</p> <p><b>Implementation</b></p> <ol style="list-style-type: none"> <li>1. Securing a strong network of nationally based partners;</li> <li>2. Capacity building of national partners - 42 National Coordinators</li> <li>3. Creating resource libraries: PR toolkits, social media toolkits, off-line campaign materials, company activation pack, guerilla marketing toolkit. 24/7 technical, graphical and PR support</li> <li>4. Implementing 4 large-scale pan-European events: No Elevators Day, Panna tour, cross-border biking tour, FlashMOVE flash mob/dance.</li> </ol> <p><b>Result:</b></p> <ul style="list-style-type: none"> <li>• Participants in NWM events: 1,500,000 (2015 estimated)</li> <li>• Events: 6000+(2015 estimated)</li> <li>• MOVE Agents: 2894</li> <li>• Cities: 1704 in 38 countries</li> <li>• Estimated media coverage through 1700 pieces dedicated to the campaign in various media channels</li> <li>• GOOGLE ADWORDS targeted at all participating countries 200,662,693</li> <li>• Aggregated Ads impressions 20,662,693* People Reached</li> <li>• 1,000,000+:Twitter impressions</li> <li>• Aggregated Facebook Reach (2014) = 26,148,032 people reached</li> <li>• NowWeMove.com unique visitors (from June 2015) : 321,780 people; MoveWeek.eu unique visitors (from June 2015) : 290,000</li> </ul> |
| Sectors involved     | Sport, Health, Education, Transport, Working environment, Services for senior citizens  |
| Leading Organisation | International Sports and Culture Association – ISCA   |
| Link                 | <a href="http://www.nowwemove.com">www.nowwemove.com</a> ; <a href="http://inactivity-time-bomb.nowwemove.com/">http://inactivity-time-bomb.nowwemove.com/</a> ; <a href="http://nowwebike.nowwemove.com/">http://nowwebike.nowwemove.com/</a> ; <a href="http://no-elevators-day.nowwemove.com/">http://no-elevators-day.nowwemove.com/</a> ; <a href="http://movement-pills.nowwemove.com/">http://movement-pills.nowwemove.com/</a> ; <a href="http://www.moveweek.eu">www.moveweek.eu</a>   |

| UPKL                 | European Social Sport Coach Team   |
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|                      | <p>UPKL has two operative strategic lines: for dissemination in UE of the European Social Sport Coach team and their activity in the schools.</p> <p><u>The first line operative in Italy</u> has completed at implementation the formation of 150 European Social Sport Coach in year 2015.</p> <p>Now UPKL has proposed at Ministry of Education (MIUR) an agreement for implementation in the school of the project: Young for Europe and education at welfare.</p> <p>The target group of action is young people of primary school (age 6 - 10) and (age 11-13)</p> <p>The action is developing in module of 10 hours.</p> <p>The European Social Sport Coach, will plan the education action verified the social cognitive deficit of group.</p> <p>The cost of formation and certification of the European social sports coach is paid by participants (in Italy 350 euro) but in other countries the program of Formation + Certification, will proposed at low cost.</p> <p>The cost of Education Program for Young Europe is paid by school (250 euros for module).</p> <p>This program provides at classes for children (6 -10 years of age) education through games and movements, to favour the knowledge the basic human rights.</p> <p>For classes of young people aged 11 to 13 years, the program educates at collaborative and cooperative behaviour through sport.</p> <p>At this target of children are taught the Human rights of the UN Charter, Through the techniques of the specialty sports selected by the Coach.</p> <p><u>The second line operational for all EU member states:</u> UPKL can develop the program of formation and certification of the European Social Sport Coach in collaboration with local municipalities, at cost all inclusive of 5.000 Euros for 35, sport trainers if all resident in the city zone.</p> <p>The budgeting bulletin for a small city of 50.000 citizen is calculated in 15.000 Euros all inclusive (35 European social sport coaches qualified + action in primary school).</p> <p>The gyms where she working the European social sports coaches are recognizable by a special plate of which I enclose a copy.</p> |
| Sectors involved     | Sport, Health  |
| Leading Organisation |  |
| Link                 | <a href="http://www.europe-upkl.eu">www.europe-upkl.eu</a><br><a href="http://upkl.lezionivarie.com">http://upkl.lezionivarie.com</a><br><a href="http://www.sport-education.eu">www.sport-education.eu</a>  |