



Prévenir la sédentarité

Où en est-on en Europe ?

Paris-6 Avril 2018

Conférence européenne sur l'activité physique & sportive

*Prevent sedentary lifestyle: where are we at in Europe?
European Conference on Physical Activity and Sport*

#PrévenirSédentaritéEU



Ouverture

Opening speech

Patrick Jacquot
Président d'Attitude Prévention





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*Prevent sedentary lifestyle: where are we at in Europe?
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Panorama of Physical Activity Level in European countries

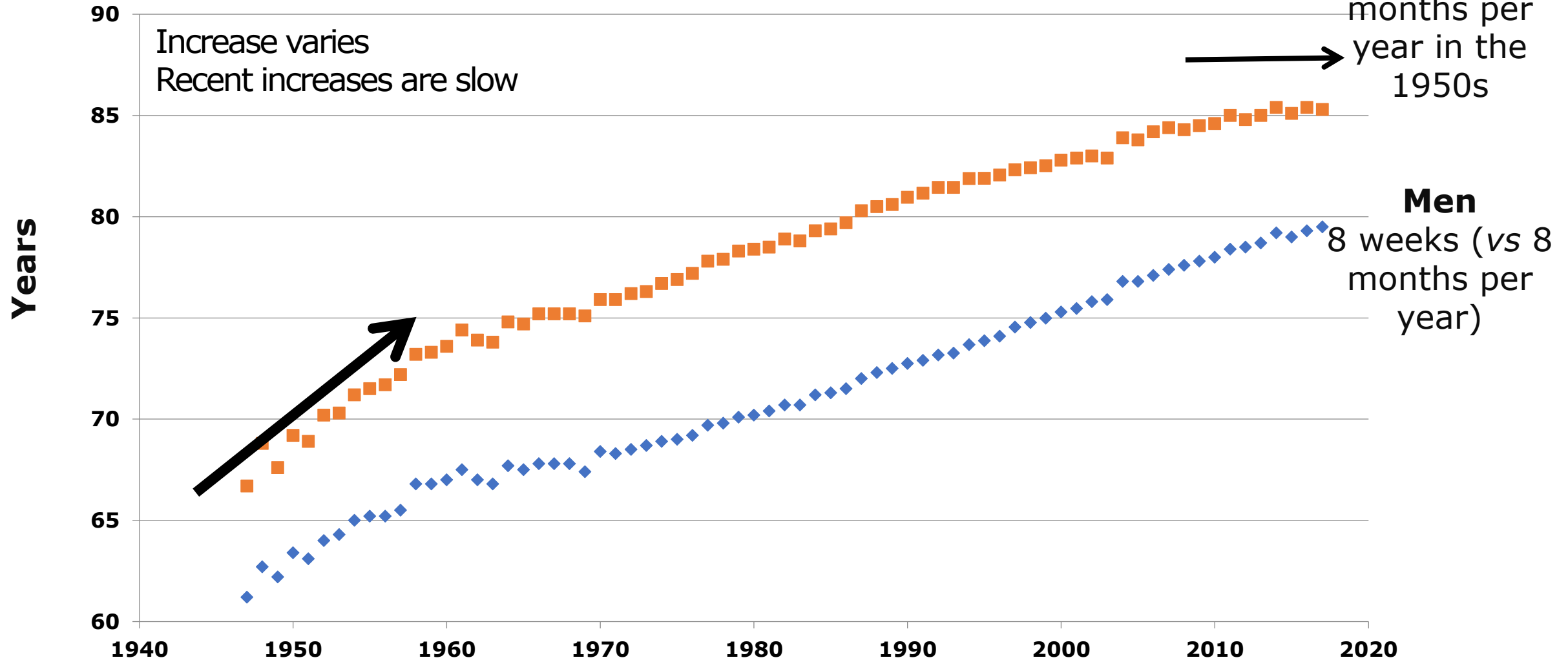
Jean-François TOUSSAINT

Director

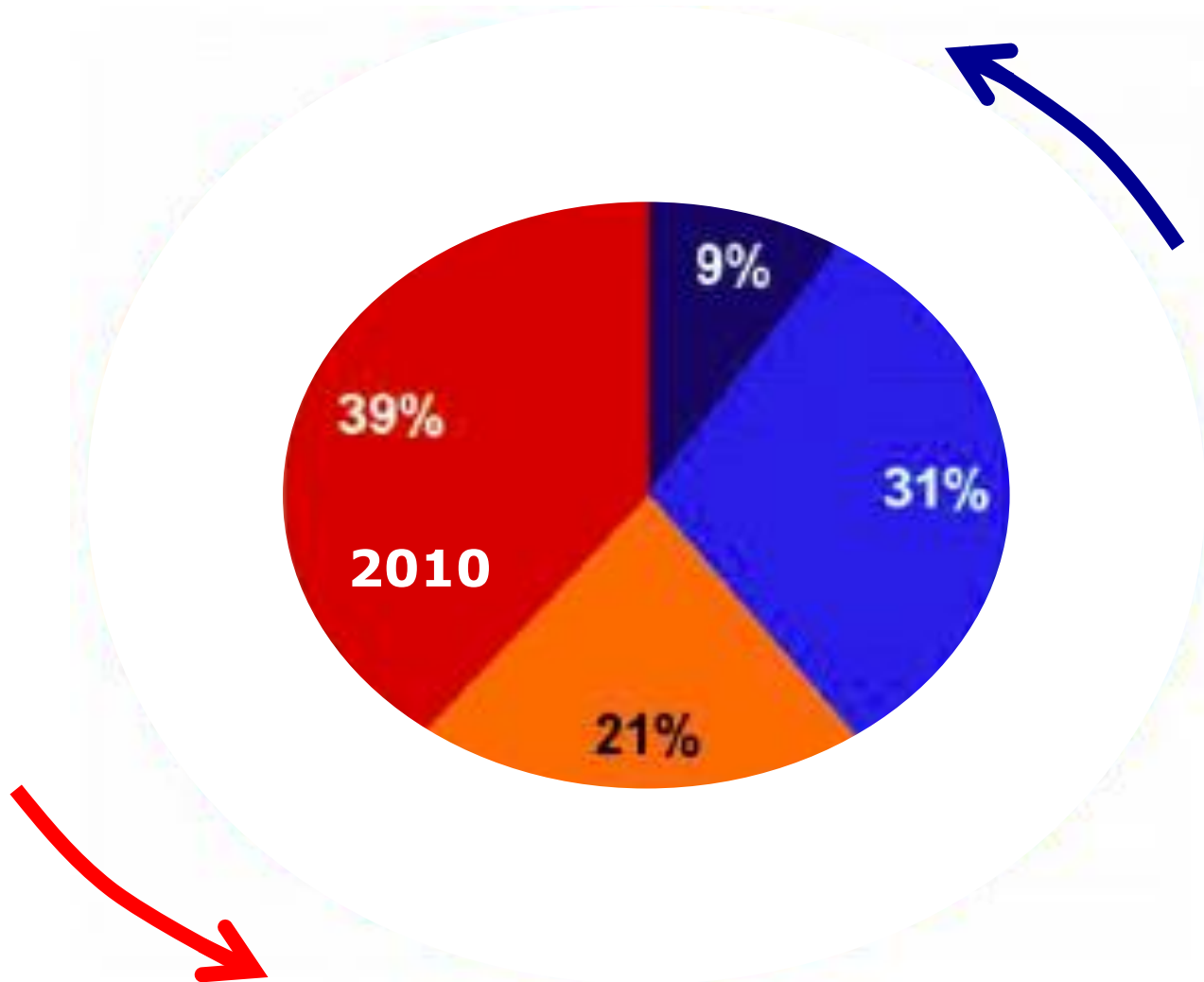
Institut de Recherche bio-Médicale et
d'Épidémiologie du Sport (IRMES)



Life expectancy France 2018



2014 Physical activity level is decreasing



" regularly "

F -5%

EU -1%

● Regularly

● With some regularity

● Seldom

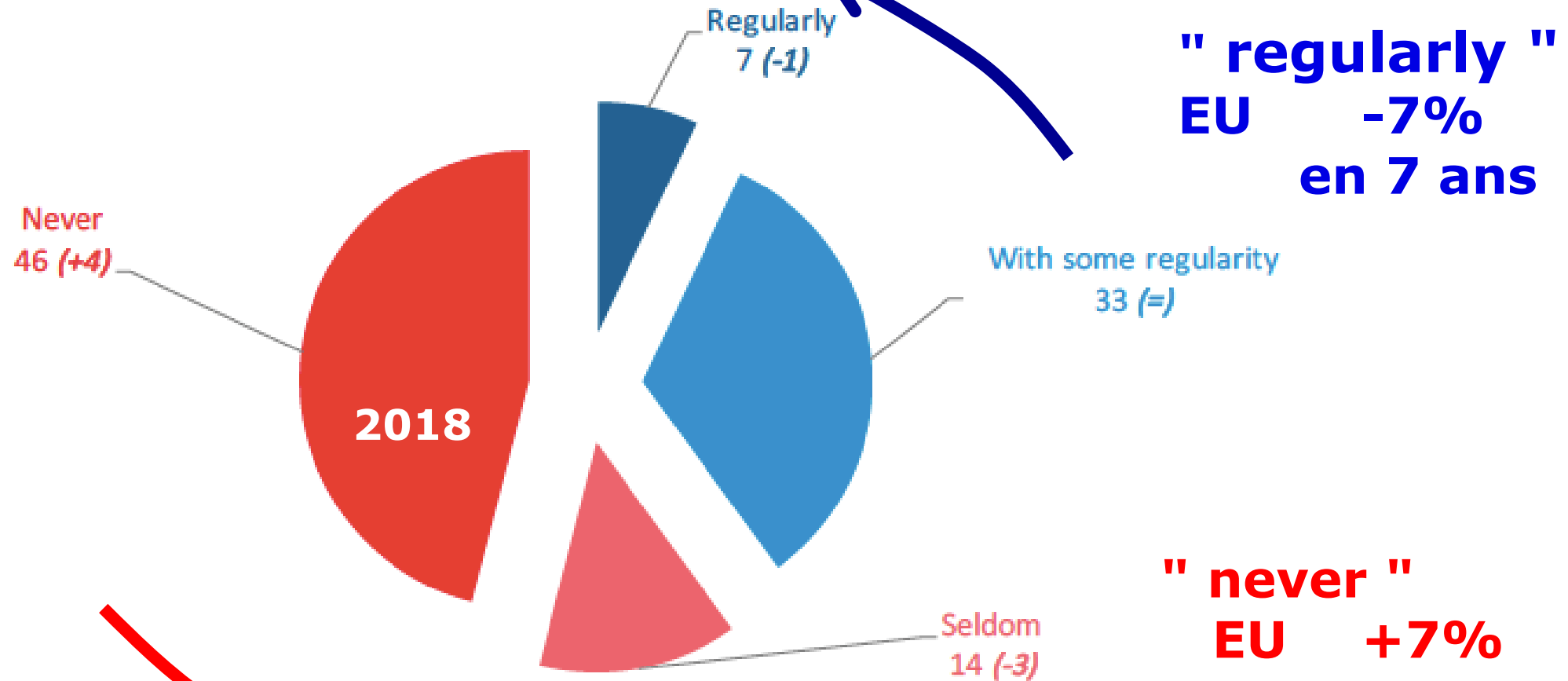
● Never

" never "

EU +3%

F +8% !

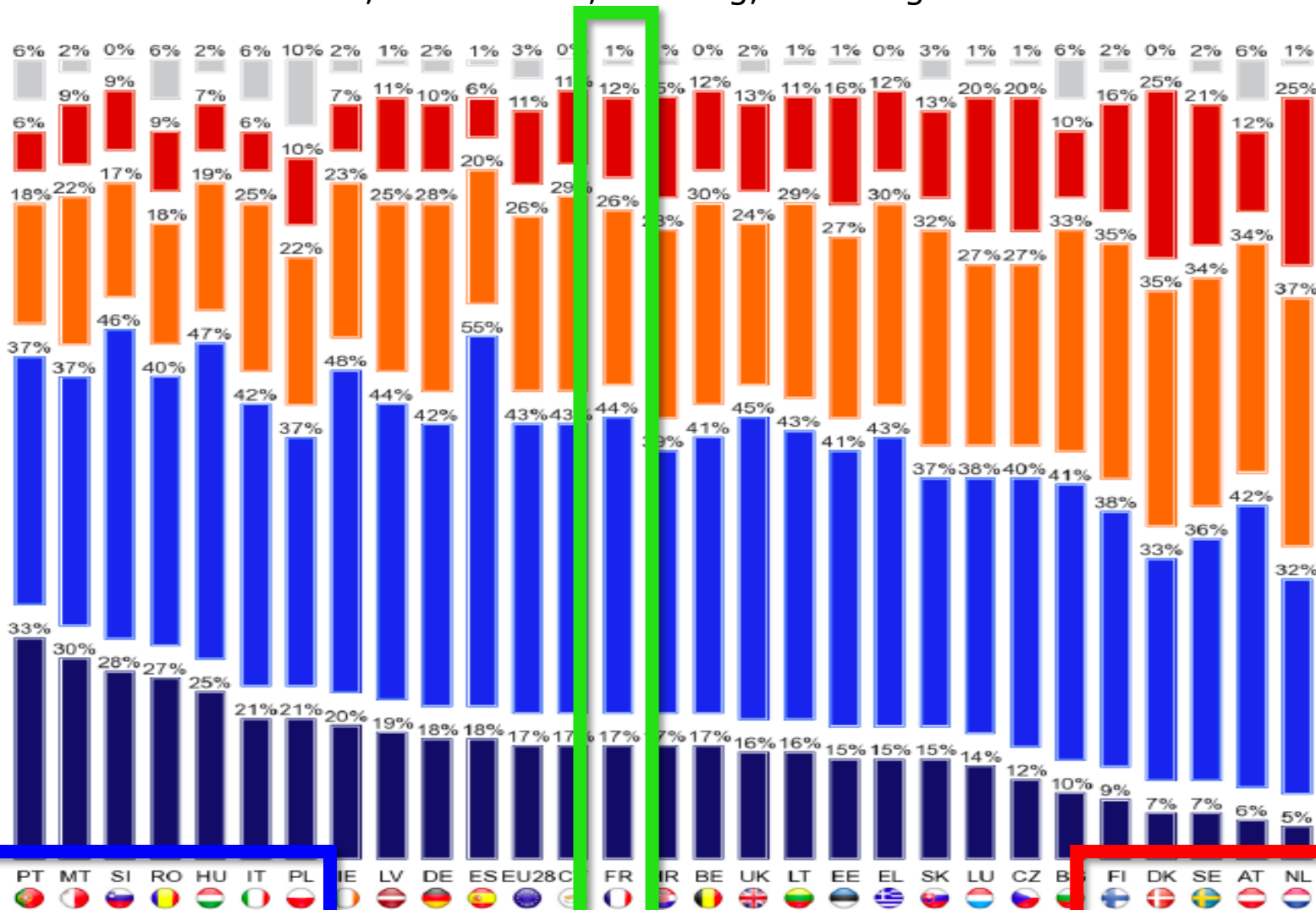
2018 Physical activity level continues to decrease



Sedentary behaviour is increasing

How much time do you spend sitting every day?

At work, with friends, learning, watching television



$\frac{1}{3} > 5h\frac{1}{2}$

- 2h30min or less
- 2h31min to 5h30min
- 5h31min to 8h30min
- 8h31min or more
- Don't know

Eurobarometer
March 2018
Sport and
Physical activity

South & East

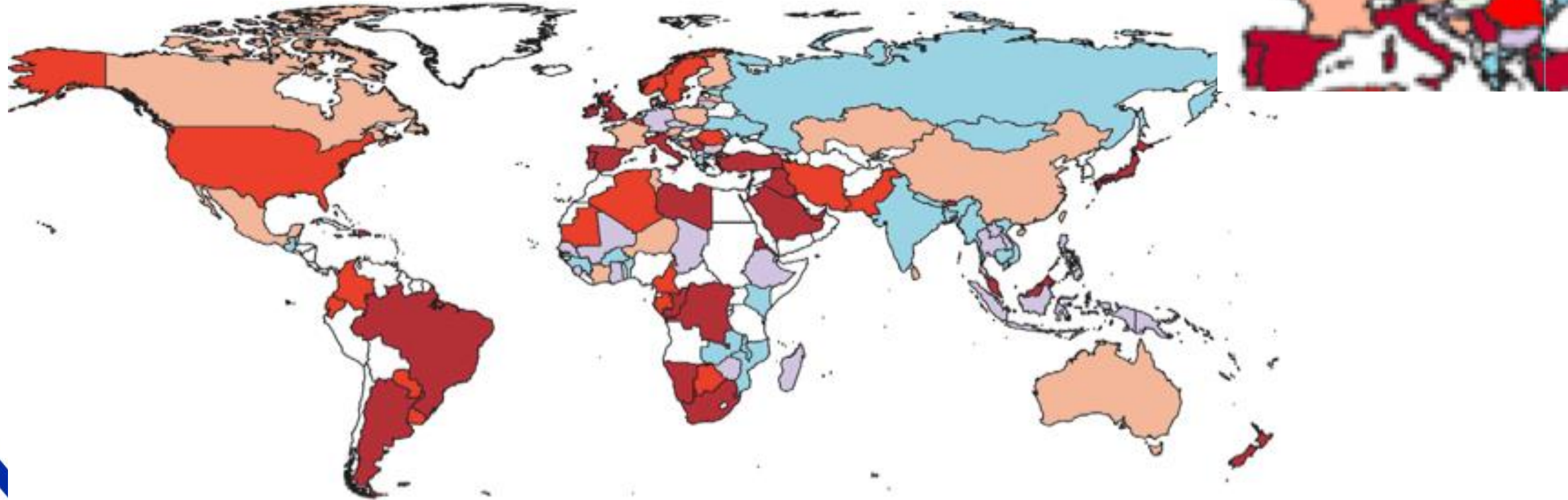


North



Declared sedentary time

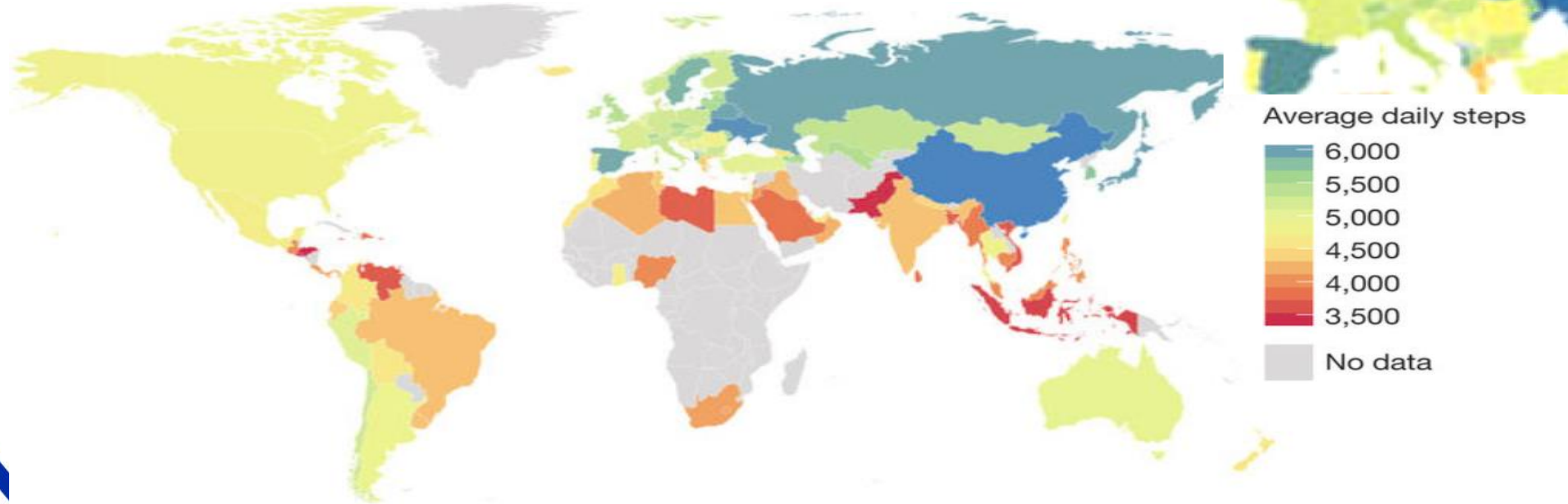
300 000 subjects >15 years old
76 countries, 80% world population, IPAQ



Prevalence 21.4%

Measured physical activity

717 527 smartphones - 68 million days



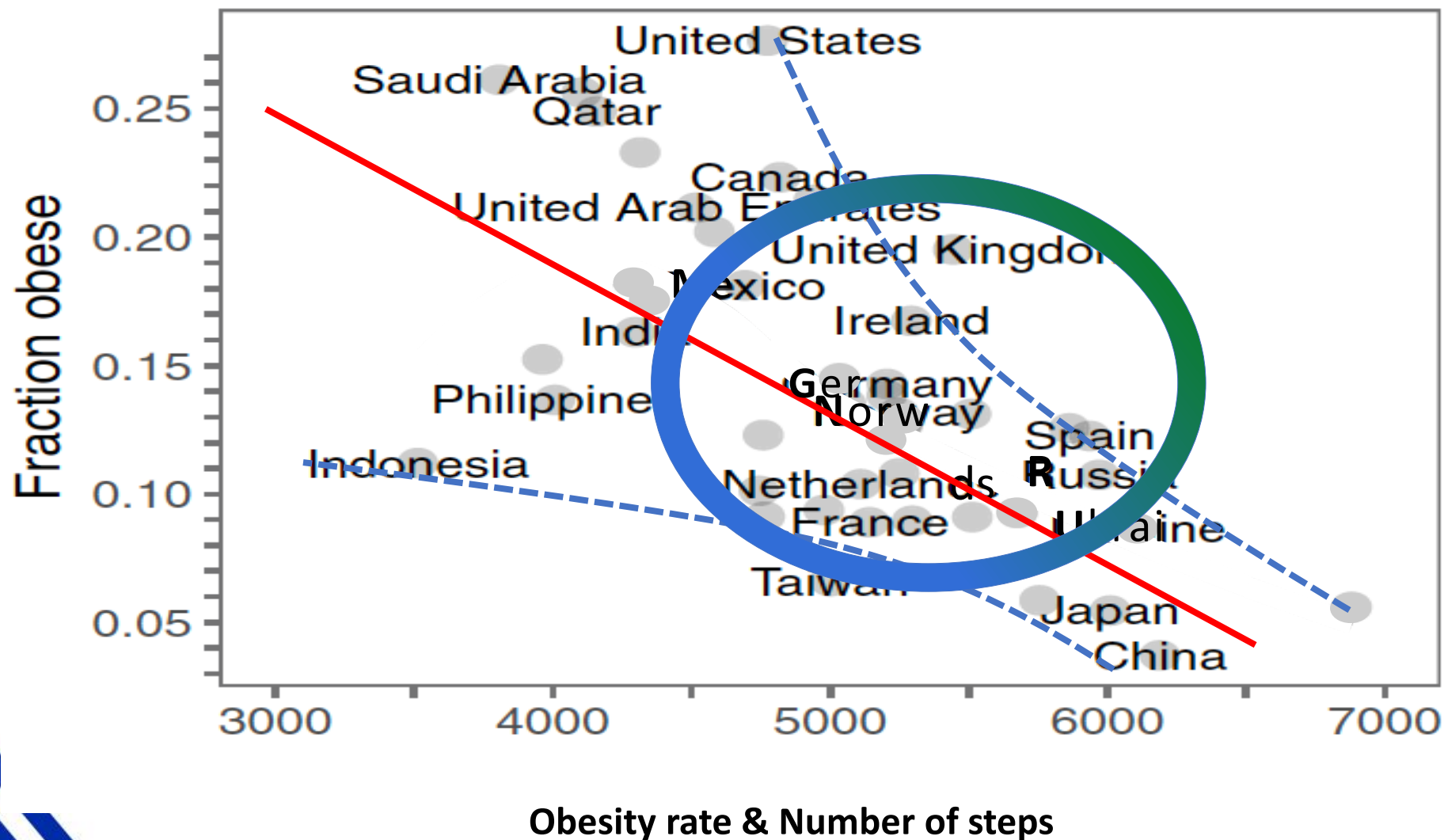
Mean number of steps measured by smartphone
(111 countries, 100 minimum users)

World Data Bank II

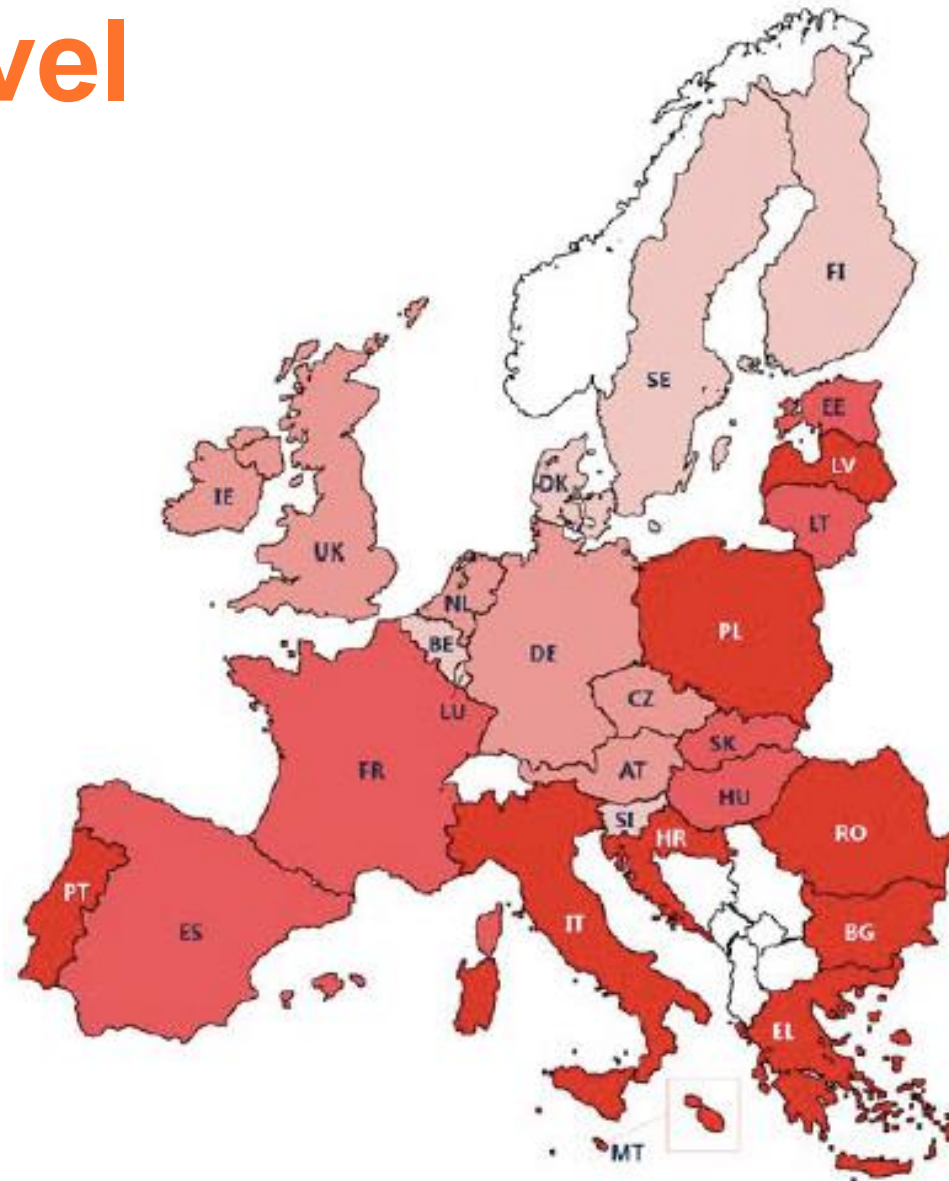
Merkle FT
Nature 2017
547, 336

Measured physical activity

717 527 smartphones - 68 million days

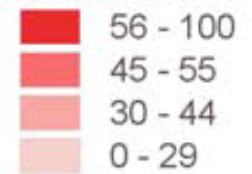


Inactivity level

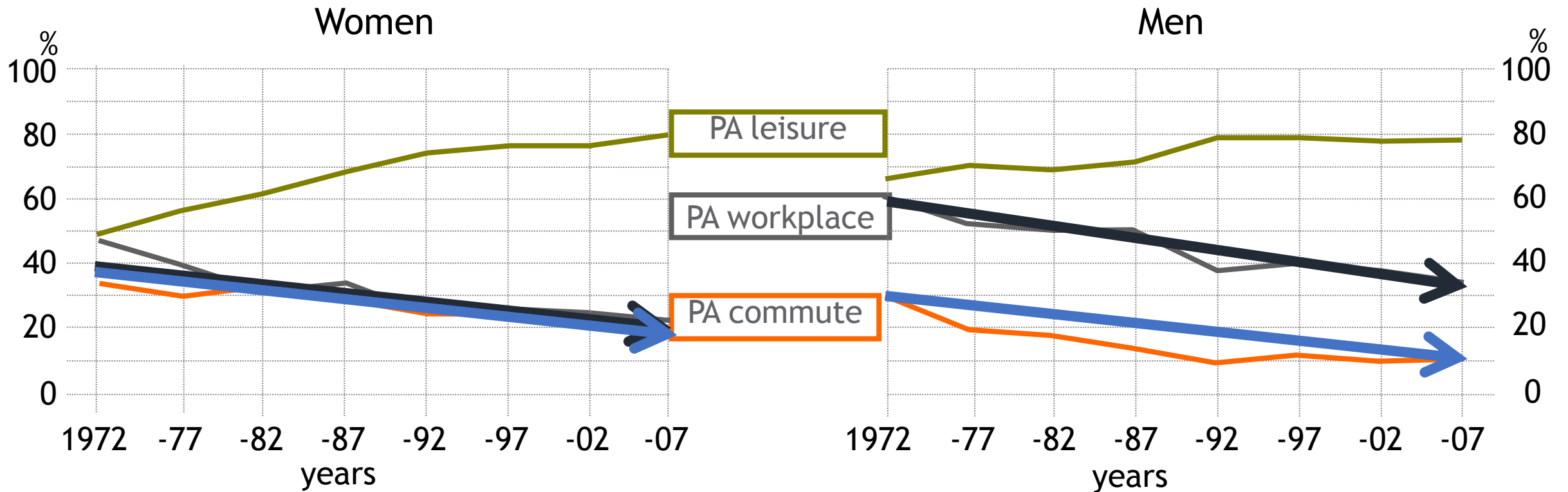


How often
do you
play
Sport
?

% Never



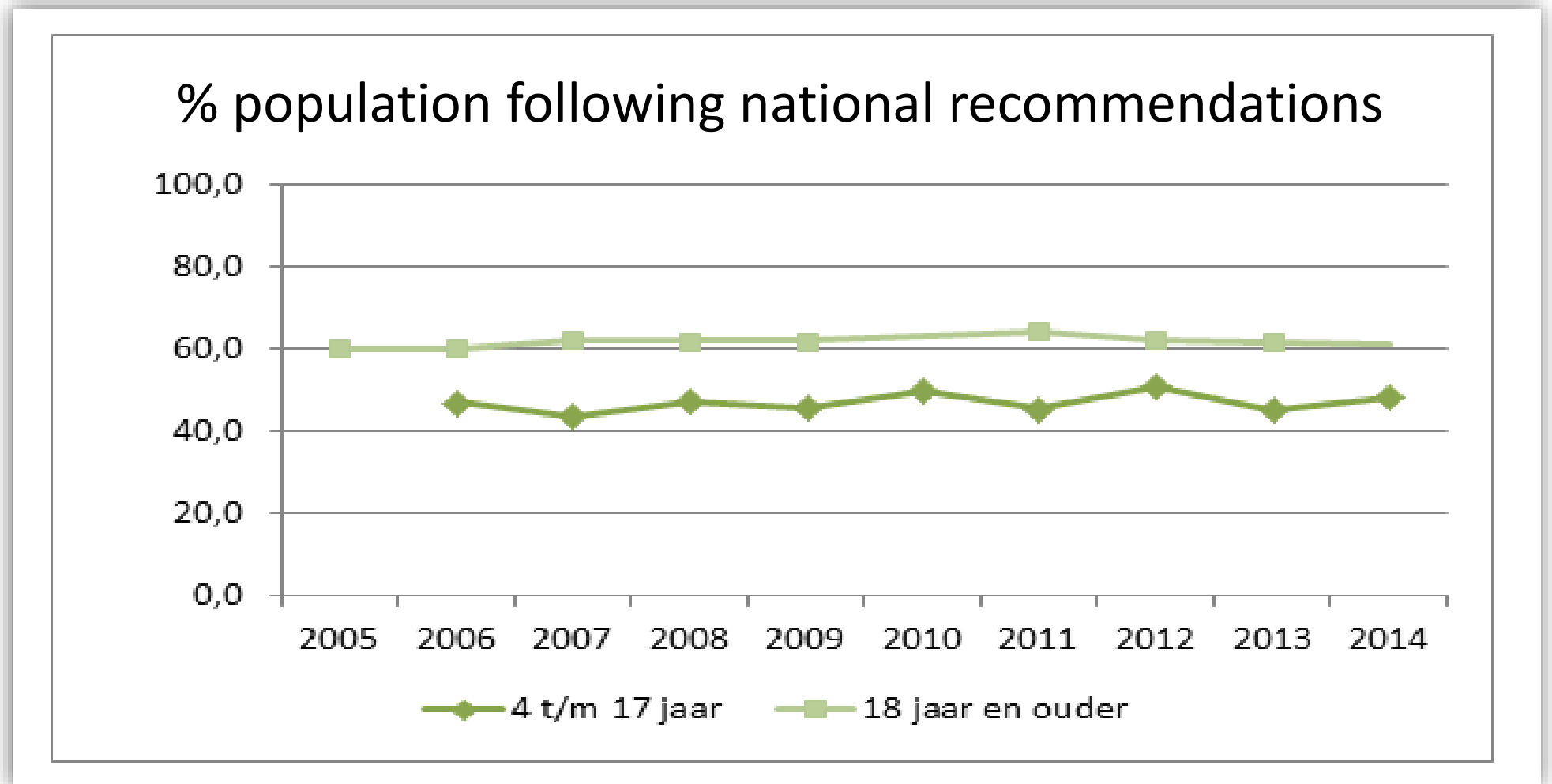
Finland



Percentage of the population

with strong physical constraints at the workplace

The Netherlands



Mortality

80 306 British adults

52 ± 14 years old 54% women

BMI 27,2 ± 4,8 25% smokers

Swimming 13%, Cycl 10%, Running 5%

Reduction of all cause mortality

cycling **15%** (HR=0.85 95%CI 0.76-0.95)

swimming **28%** (HR=0.72 95%CI 0.65-0.80)

racquet **47%** (HR=0.53 95%CI 0.40-0.69)

Cycling & Health

Active transportation

263 450 participants, 22 sites GB

106 674 women (52%) – age 52.6

active mode (walking, cycling, both) vs

non-active (car, public transportation)

Daily trajectories

2430 deaths

496 CVD - 1126 cancers

5 years follow-up

Cycling & Mortality

All cause mortality

Trend

CVD mortality

Non-active (reference)

Cycling: short distance

Cycling: long distance

Trend

CVD inci

Non-ac

Cycling: short distance

Cycling: long distance

Trend

Cancer m

Non-active (reference)

Cycling: short distance

Cycling: long distance

Trend

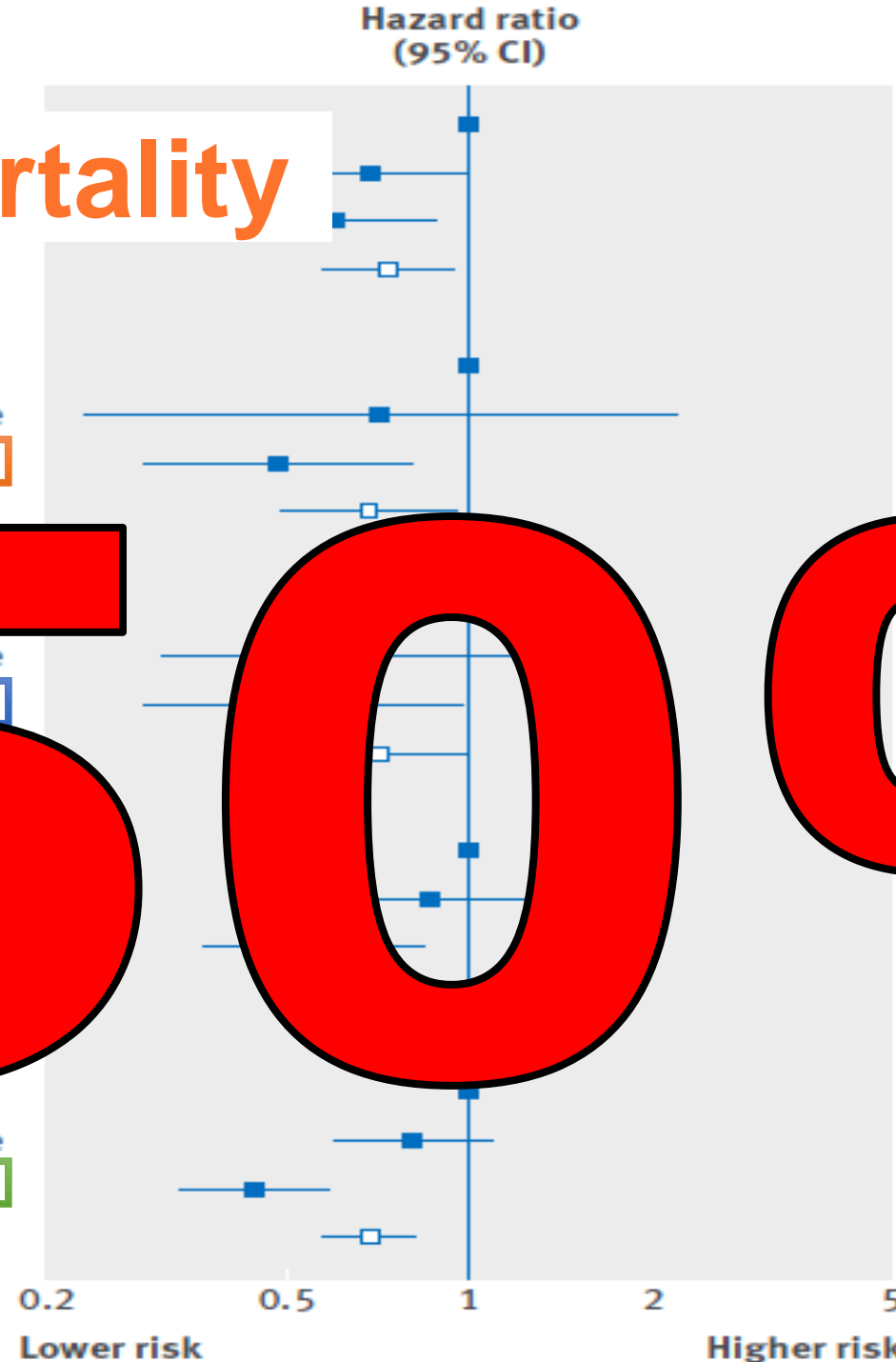
Cancer

Non-active (reference)

Cycling: short distance

Cycling: long distance

Trend



	Hazard ratio (95% CI)	P value
	1.00	
	0.68 (0.47 to 0.98)	0.04
	0.60 (0.41 to 0.88)	0.009
	0.73 (0.57 to 0.93)	0.01
	1.00	
	0.71 (0.23 to 2.19)	0.55
	0.48 (0.29 to 0.79)	0.004
	0.68 (0.49 to 0.94)	0.02
	1.00	
	0.61 (0.41 to 0.91)	0.31
	0.51 (0.39 to 0.67)	0.04
	0.71 (0.52 to 0.97)	0.03
	1.00	
	0.86 (0.49 to 1.52)	0.72
	0.55 (0.39 to 0.77)	0.0005
	0.75 (0.56 to 0.99)	0.04
	1.00	
	0.80 (0.59 to 1.08)	0.15
	0.44 (0.33 to 0.59)	<0.001
	0.68 (0.57 to 0.81)	<0.001

50%

European Policies & Projects



Council Recommendation 2013

Eurobarometer

Erasmus+



**World Health
Organization**

**WHO 2025
Physical Activity Strategy
for the
European Region**

Physical activity strategy for the WHO European Region 2016–2025



- Address the ever-decreasing levels of physical activity and reduce inequities
- Promote a life-course approach
- Empower people and communities through health enhancing environments and participation
- Promote integrated, multisectoral, sustainable and partnership-based approaches
- Ensure adaptability of physical activity programmes (interventions) to different contexts
- Use evidence-based strategies to promote physical activity and to monitor ongoing implementation and impact

Domaines prioritaires



- **Leadership and coordination**
- **PA as part of the daily life : leisure, transportation, workplace**
- **Children and teenagers**
- **Health systems**
- **Older people**



Work plan 2018



Principles

Sport across policies

National political **coordination**

Cooperation with existing UE and WHO structures

Erasmus⁺
sport for all





Work plan 2018



Sport and society

Health

2013 recommendations
fight against sedentarity
& populations at risk

Inclusion

Gender equality

Education

sport organisations
double career





Work plan 2018



Economy

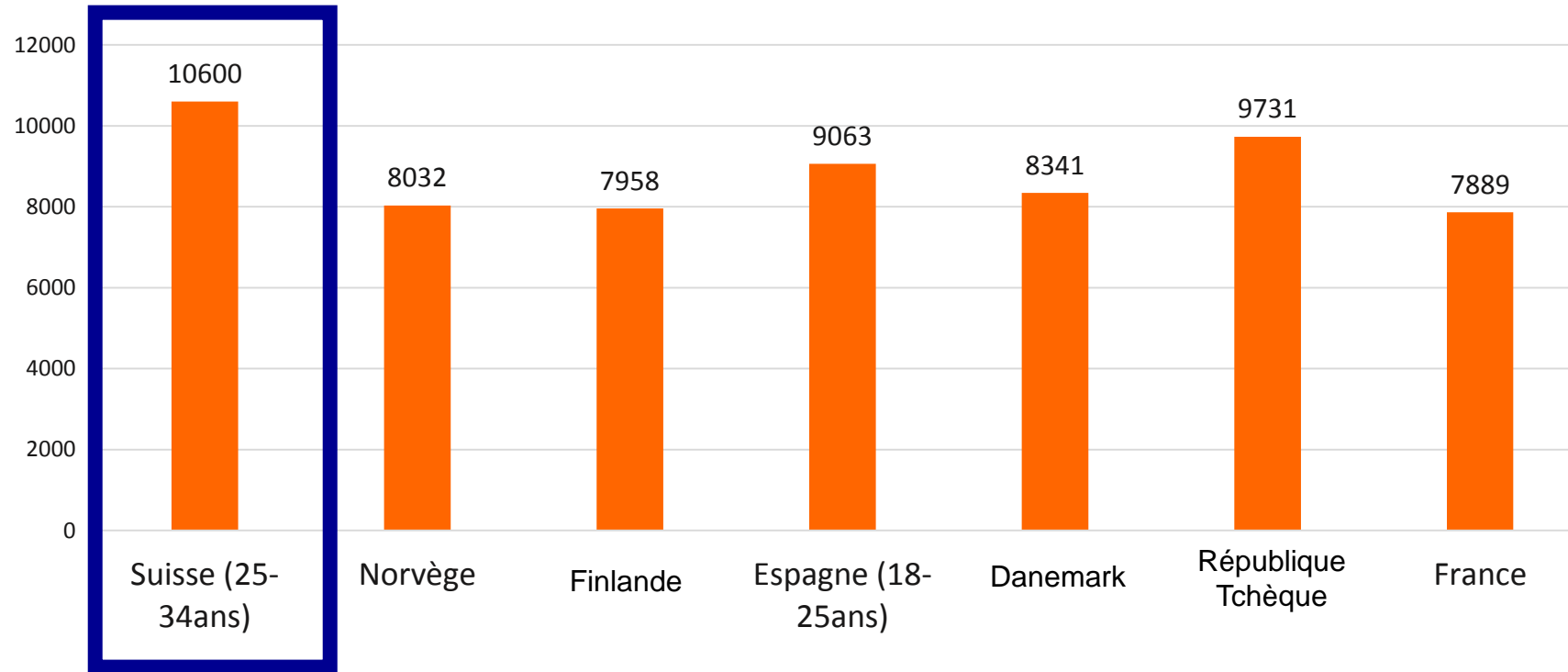
employment opportunities
health savings

economic & **environmental**
development

sustainability of big events



European countries



*Suisse : American Journal of Epidemiology, 1995
Finlande : PLoS ONE 10(8), 2015, Kari JT
Espagne : PLoS ONE, 2015, Arias-Palencia NM
Tchéquie : Int. J. Environ. Res. Public Health, 2016*

*Norvège : Med Sci Sports Exerc. 2012, Hansen BH
Finlande (2) : Scand J Public Health. 2011, Hirvensalo M
Danemark : Scand J Public Health, 2015, Matthiessen J
France : Moyenne Baromètres Activité Physique 2012-2016*

Belgium

- Regional policies promoting active transportation:
 - **Wallonie Cyclable**: integration of cyclists in urban development, cycling to the workplace, development of infrastructures adapted to cyclists, bike availability
 - **Tous vélo-actifs**, target: cycling to the workplace. **Employers** who offer a cycling promotion plan
 - models
 - build a company culture that encourages cycling

Belgium

Plan de Déplacements Entreprise (Bruxelles Environnement)

- **Compulsory** for companies >100 employees, renewed every 3 years
- Encourage employees and visitors to use active transportation
- Reduce the traffic impact of the company (↗ air quality)
& traffic jams (↗ mobility)

→ active transportation in **5 years**: bikes x2 / cars -18%

- **Measures**: parkings for bikes, lockers & showers, ecologic cars, biking classes, financial advantages for cycling , 100% reimbursement for train tickets, home office

United Kingdom

- **Change4life** (PSA & nutrition)
- **Cycle to work:** ↗ employees health and ↘ pollution
Tax exemption: bikes & safety equipment
Cycle-friendly companies
- On a voluntary basis with communication advantages
- Parking for bikes, lockers and showers, purchase premiums, repair services, trainings

Germany

Physical activity on prescription

Primary and secondary prevention

National criteria standardized in 2011

Insurance companies reimburse (up to 80%) costs for joining a labeled programme

REZEPT FÜR BEWEGUNG
Regelmäßige körperliche Aktivität tut Ihnen und Ihrer Gesundheit gut!

Name, Vorname der Ausübenden: _____ geb. am _____
Datum: _____

Ich empfehle Ihnen ein Training mit folgendem Schwerpunkt:

- Herz-Kreislaufsystem
- Haltung- und Bewegungssystem
- Stabilität und Entspannung
- Koordination und motorische Förderung

Hinweise an die Übungsleitung:

SPORT PRO GESUNDHEIT
Besitzbescheinigung
DOSB
Logo of the German Olympic Sports Confederation

Bewegung kann Krankheiten des Herz-Kreislauf- und des Stoffwechselsystems sowie des Bewegungssystems verhindern und zur Entspannung beitragen. Daher empfehle ich Ihnen die Teilnahme an einem Angebot, das mit dem Qualitätsiegel **SPORT PRO GESUNDHEIT** zertifiziert ist. Die Teilnahme an diesen qualitätsgeicherten Kursen der Sportvereine wird von den meisten gesetzlichen Krankenkassen finanziell gefördert – informieren Sie sich dort über Einzelheiten!

Darüber hinaus empfehle ich, täglich mehr Bewegung in Ihren Alltag zu integrieren!

DOSB Logo, Logo of the German Olympic Sports Confederation, DGSP Logo

Stempel und Unterschrift der Ärztin/des Arztes

Barometer level of physical activity in French population

2012-2016



BAROMÈTRE ATTITUDE PRÉVENTION

LE NIVEAU D'ACTIVITÉ
PHYSIQUE OU SPORTIVE
DES FRANÇAIS



French walk on average 7889 steps per day.
The public health recommendation is 10 000 steps

Les Français effectuent

7889 pas

par jour en moyenne

La recommandation
de santé publique
est de 10 000.

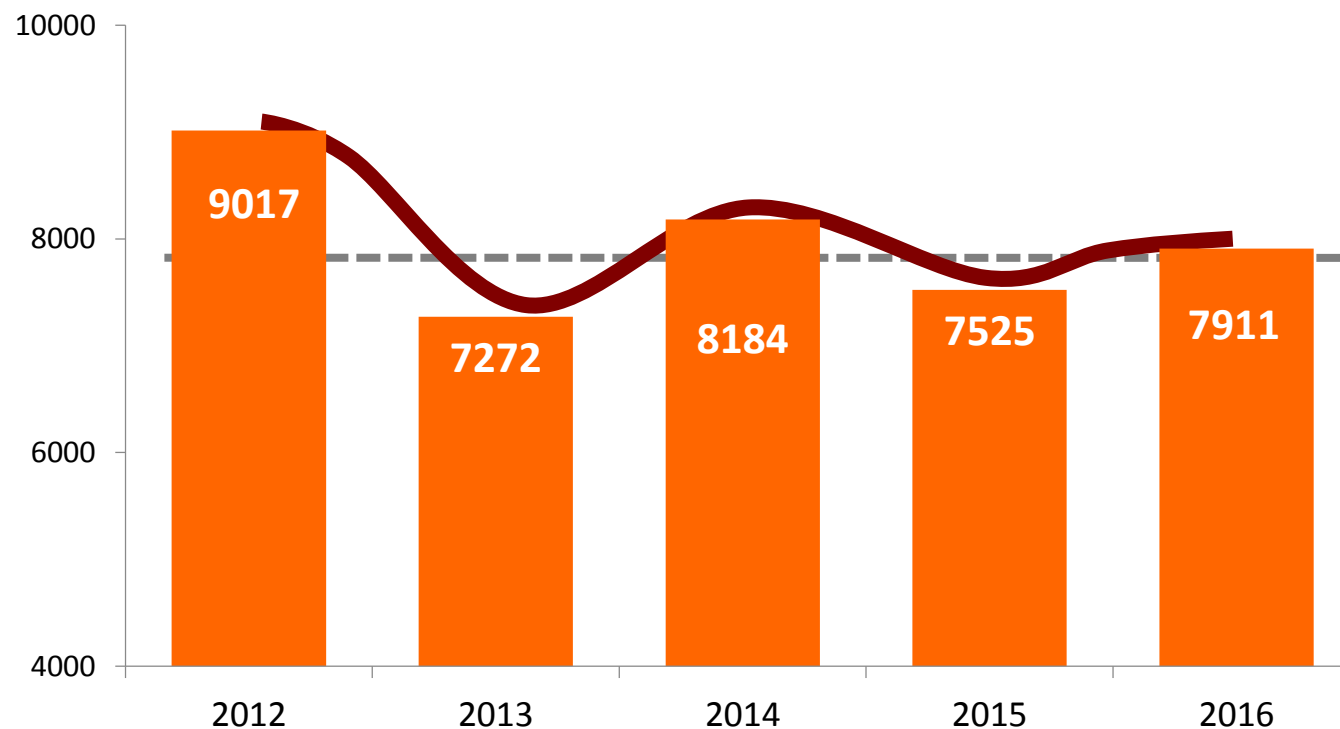
Bilan des 5 éditions du baromètre Attitude Prévention (2012-2016).

ATTITUDE
PRÉVENTION
Donnons de l'assurance à la vie



Mean number of daily steps

2011 - 2016



7 900 steps

~ 6 km

→ ~ 2 km

or 30 min

extra

BAROMÈTRE ATTITUDE PRÉVENTION

LE NIVEAU D'ACTIVITÉ
PHYSIQUE OU SPORTIVE
DES FRANÇAIS



3 out of 4 French walk less than 10000 steps per day*

*Public health recommendation

**3 Français
sur 4**

font moins de 10000 pas
par jour*.

* Recommandation de santé publique.

Bilan des 5 éditions du baromètre Attitude Prévention (2012-2016).

ATTITUDE
PRÉVENTION
Donnons de l'assurance à la vie

Received ideas

1

Les jeunes Français
bougent plus
que leurs aînés

Young French move more than their elder

VIDÉO 1

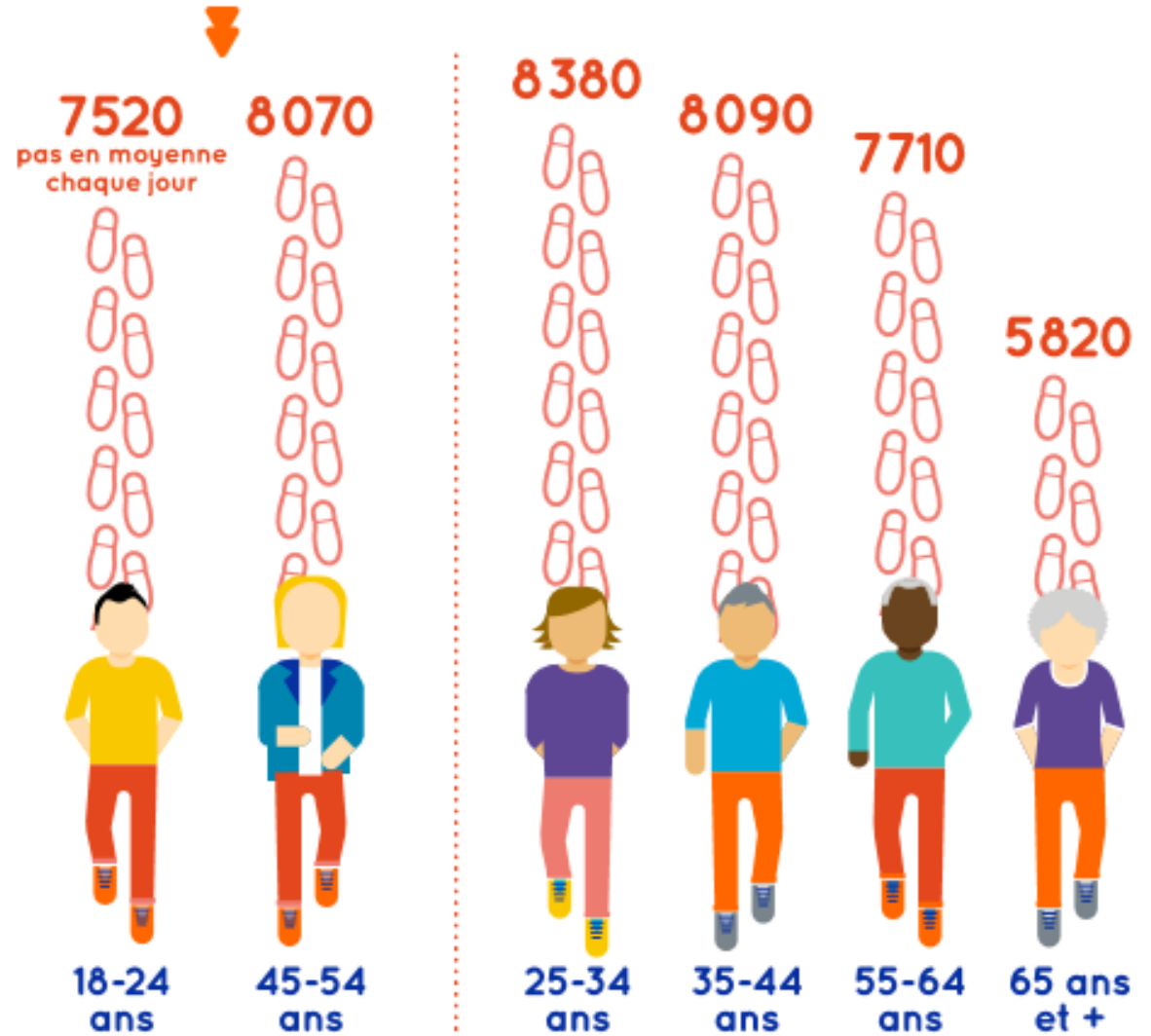
Every day, people between 18-24 years old walk 500 step less than their elder

Chaque jour, les 18-24 ans font environ **500 PAS DE MOINS** que leurs aînés...

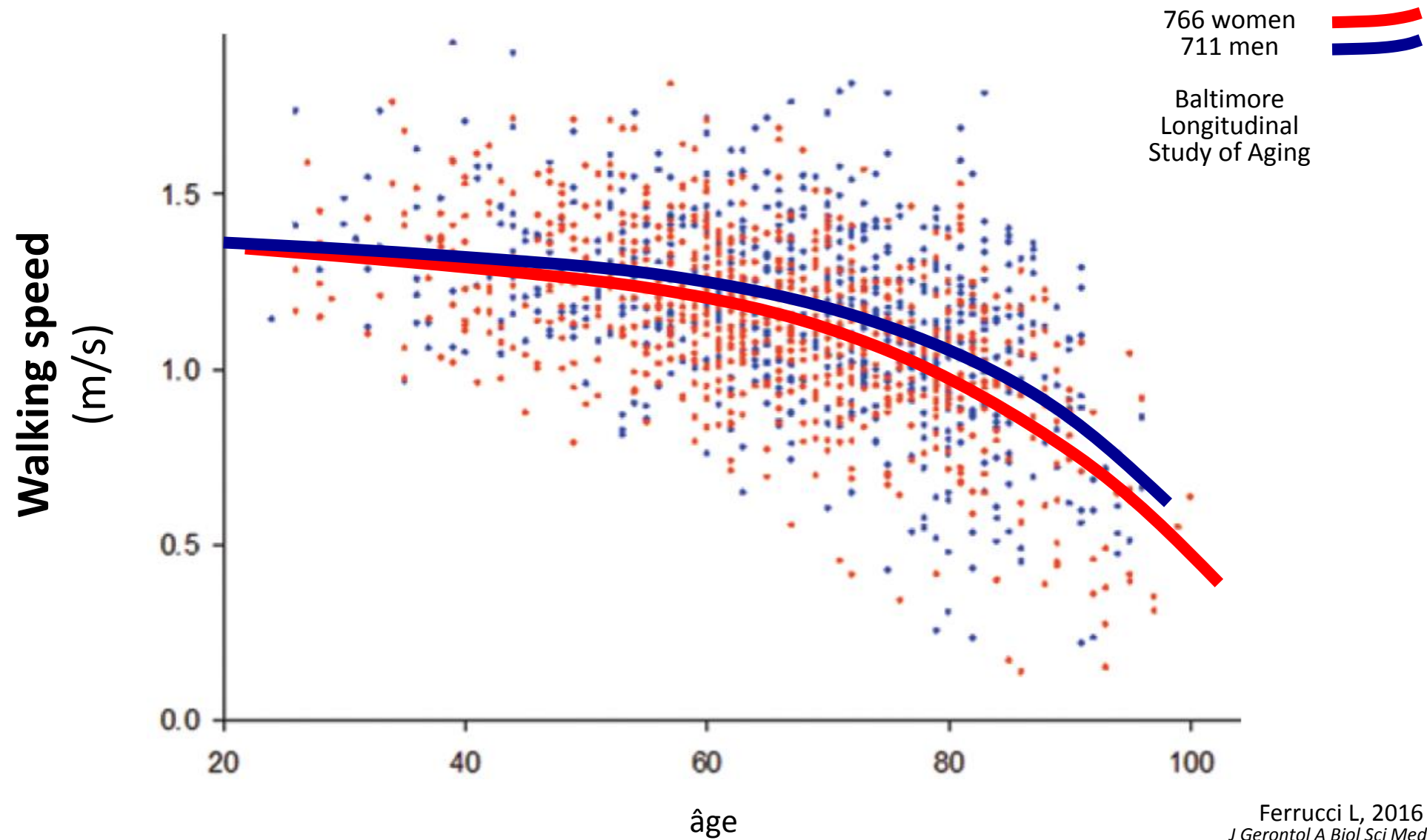
1

Les jeunes Français bougent plus que leurs aînés

NON



Age & mobility



2

Les Français profitent
de leur temps libre
pour bouger

French take advantage of their free time to move

VIDÉO 2

2

Les Français profitent
de leur temps libre
pour bouger

NON

During weekends, French walk daily
700 steps less than during the week

Durant les week-ends,
les Français réalisent environ
700 PAS DE MOINS
qu'en semaine



EN SEMAINE
8 180
pas
en moyenne

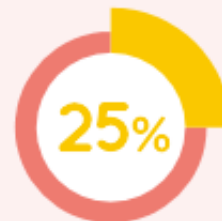


LE WEEK-END
7 510
pas
en moyenne

What are the barriers to physical activity?

- Lack of time
- Lack of motivation
- Does not like sports
- Prefers other activities

Quels **SONT LES FREINS**
à l'activité physique?



Manque
de temps



Manque de
motivation



Désamour
du sport



Envie d'autres
choses

Main barriers to physical activity practice



Does not like sports

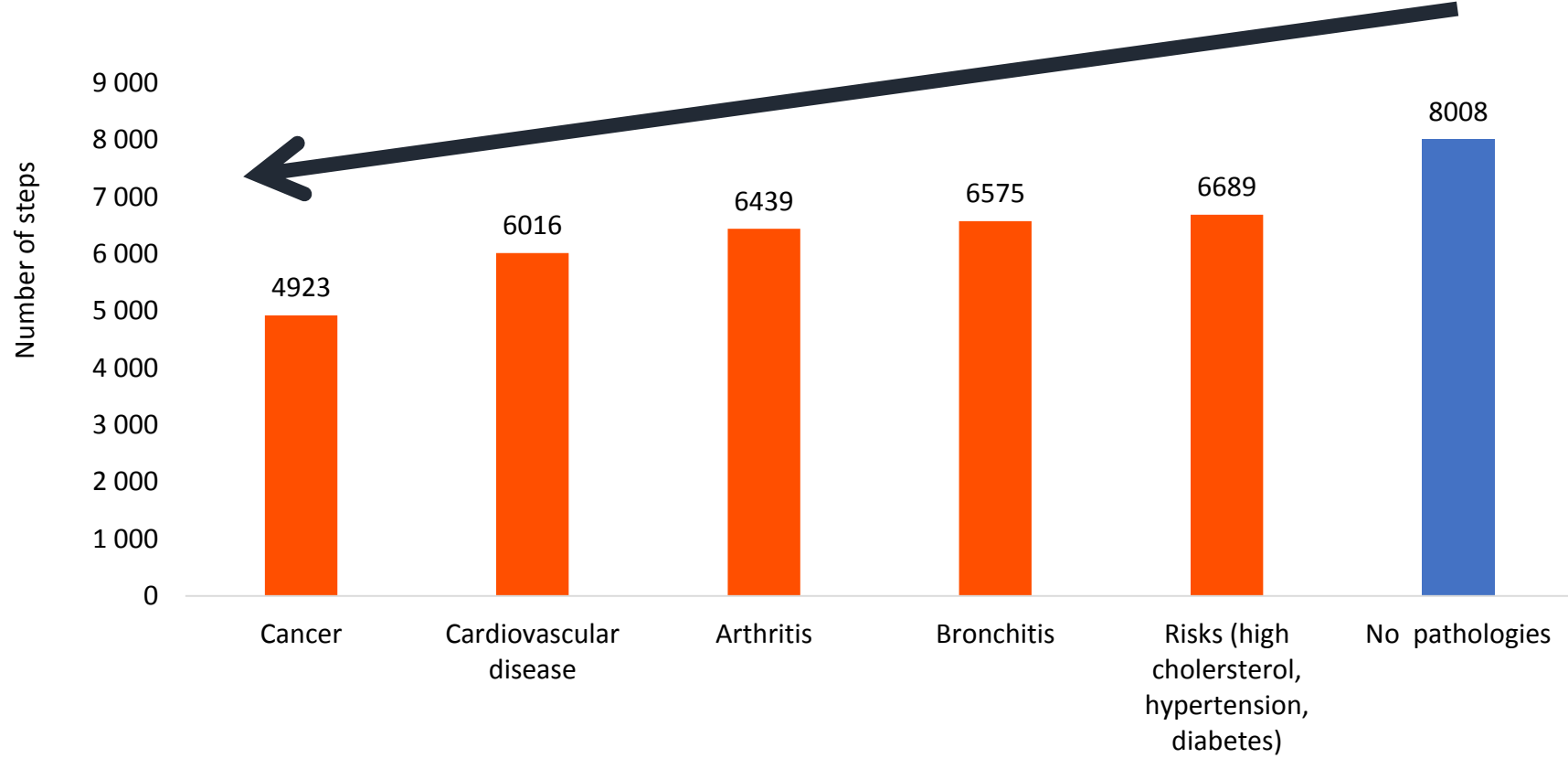


Time

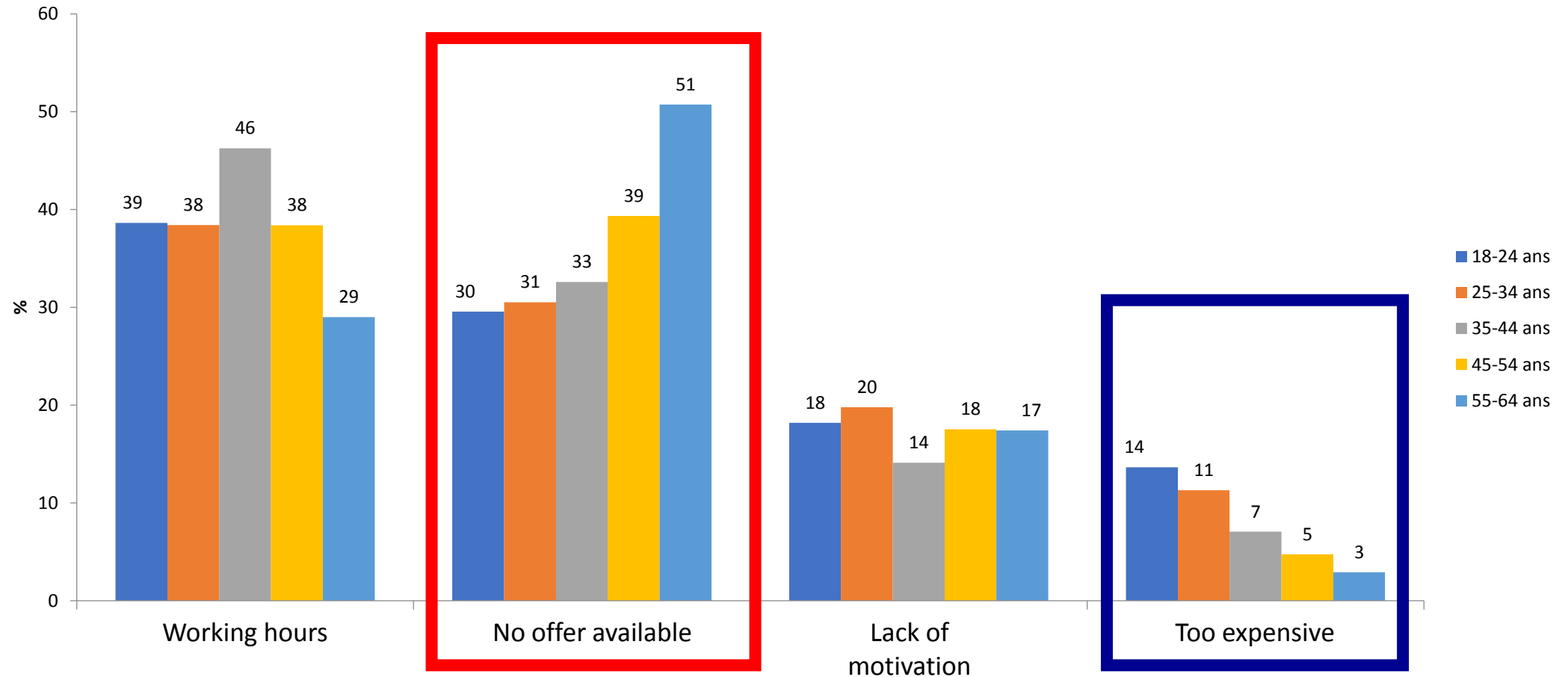
Health



Number of steps for people declaring different pathologies



Barriers to practice at the workplace by age



Main motivations



**Keeping in
shape**

Drivers for increasing the practice level

Practicing with others



Low costs / financial incentives



Medical recommendation





Les garçons font
plus de sport
que les filles

Boys do more sports than girls

VIDÉO 3

3

Les garçons font plus de sport que les filles

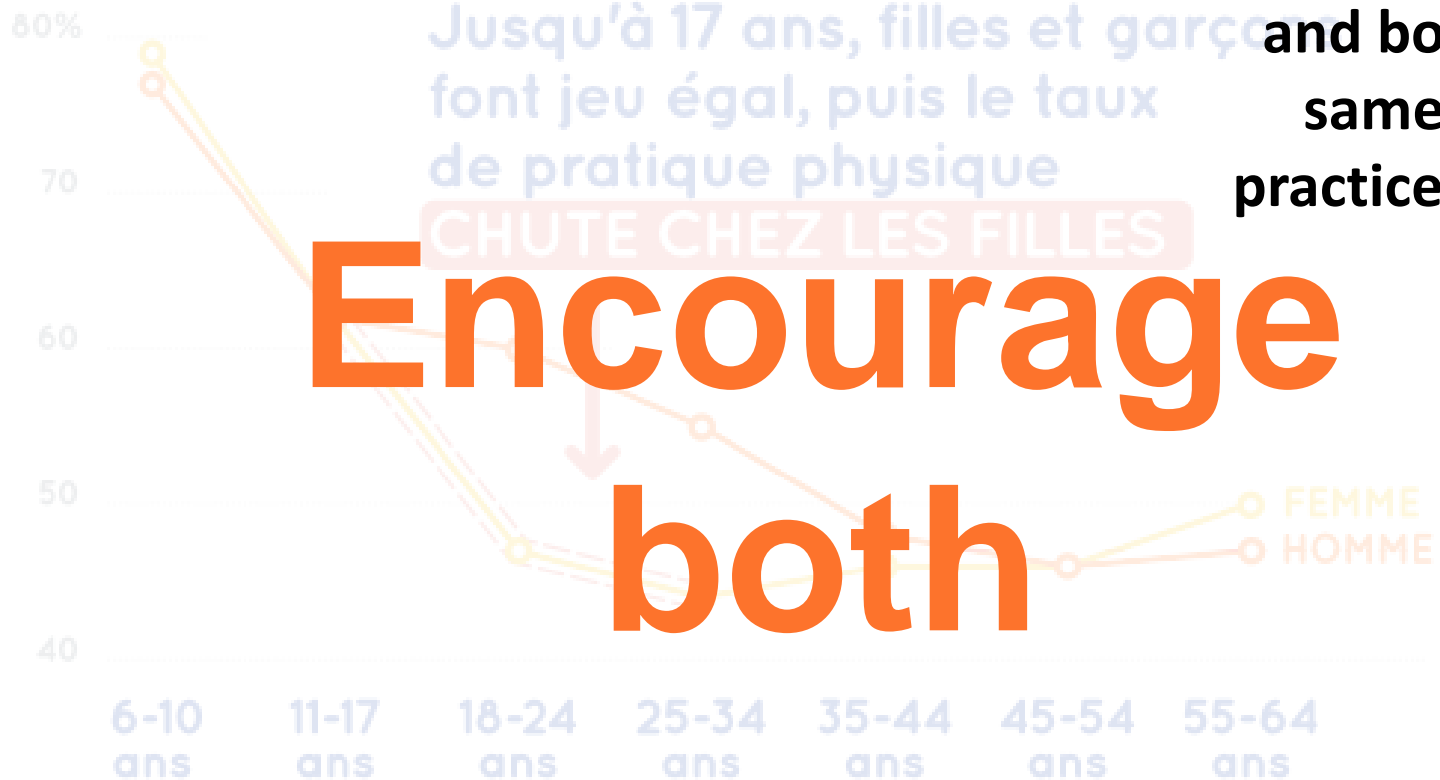
M/W

CE N'EST PAS SI SIMPLE



Only between 15 and 35 years old

Until the age of 17, girls and boys practice at the same level, after this practice drops for the girls



4

Les enfants font
du sport pour gagner
des médailles

NON

Children practice sports to win medals

Les 2 principales
MOTIVATIONS
pour l'enfant sont...



79%
LE PLAISIR,
L'AMUSEMENT



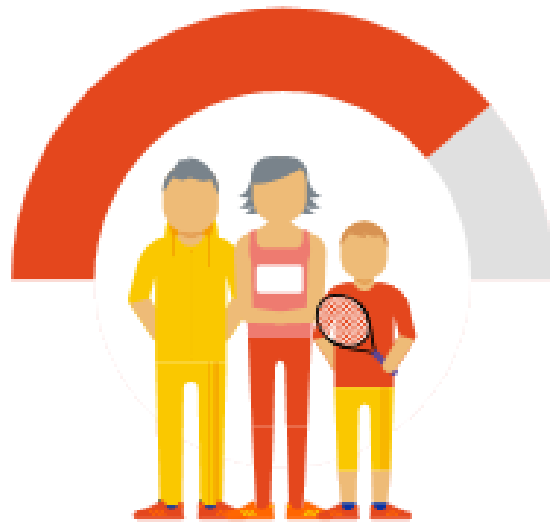
71%
LE DÉFOULEMENT,
LA DÉTENTE

Motivation

The two main motivations for children are having fun 79% and spending their energy 71%

Heritage

En revanche, le niveau de pratique des enfants est étroitement **LIÉ À CELUI DE SES PARENTS**



78%

Le taux de pratique sportive chez les enfants dont le parent exerce lui-même une activité physique



61%

Le taux de pratique sportive chez les enfants dont le parent n'exerce pas d'activité physique

The level of practice in children is strongly related to the one of their parents:
78% practice if parents are also active
61% practice if parents are not active

Screens

32% of people between 55-64 yo spend more than 4h in front of screens, only 30% for the 18-24 yo

32% des 55-64 ans passent chaque jour **PLUS DE 4 HEURES DEVANT LES ÉCRANS*** contre 30% chez les 18-24 ans.

5

Les jeunes passent plus de temps devant des écrans que leurs aînés

NON

Young people spend more time in front of screens than their elders

TEMPS PASSÉ DEVANT DES ÉCRANS* SELON L'ÂGE

MOINS DE 2H



23%

18-24 ans

PLUS DE 4H



24%

55-64 ans

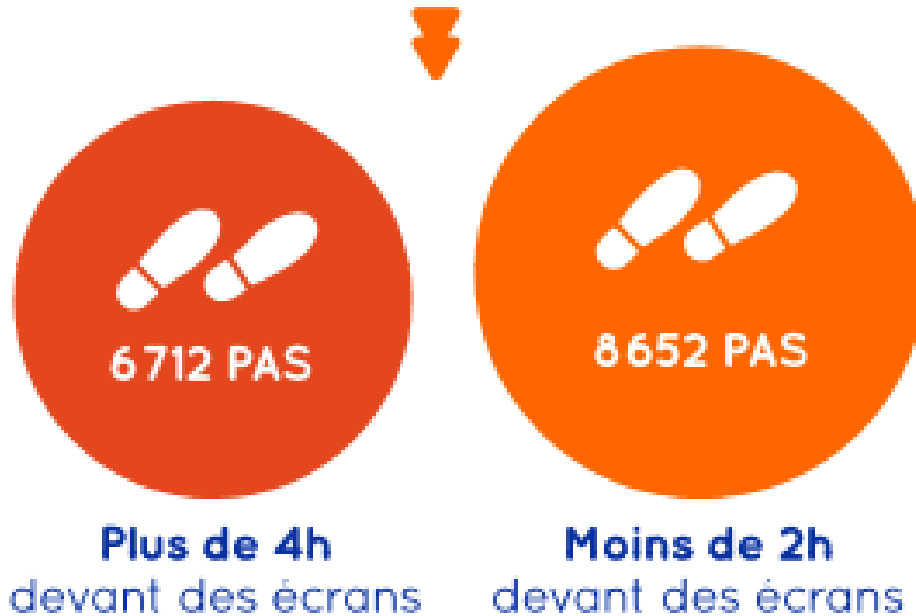
30%

32%



This impacts directly the level of physical activity

Cela a un impact direct sur l'activité physique



Les personnes passant moins de 2 heures devant des écrans réalisent **2000 PAS DE PLUS** que celles qui y passent plus de 4 heures

People who spend less than 2 hours in front of screens walk 2000 steps more than those who spend more than 4 hours



Juliana Antero	Insep
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Hélène Boucher	Adjointe
François Desgorces	Irmes
Haidar Djemai	U. Paris Descartes
Pasquale Gallo	Insep
Thibault Ledanois	Insep
Arthur Leroy	U. Paris Descartes
Andy Marc	Insep
Adrien Marck	Frontières du Vivant
Issa Moussa	Irmes
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Thank you for your attention!



Physical activity, sport and insurance sector: Challenges for interactions

Paulo Rocha, PhD

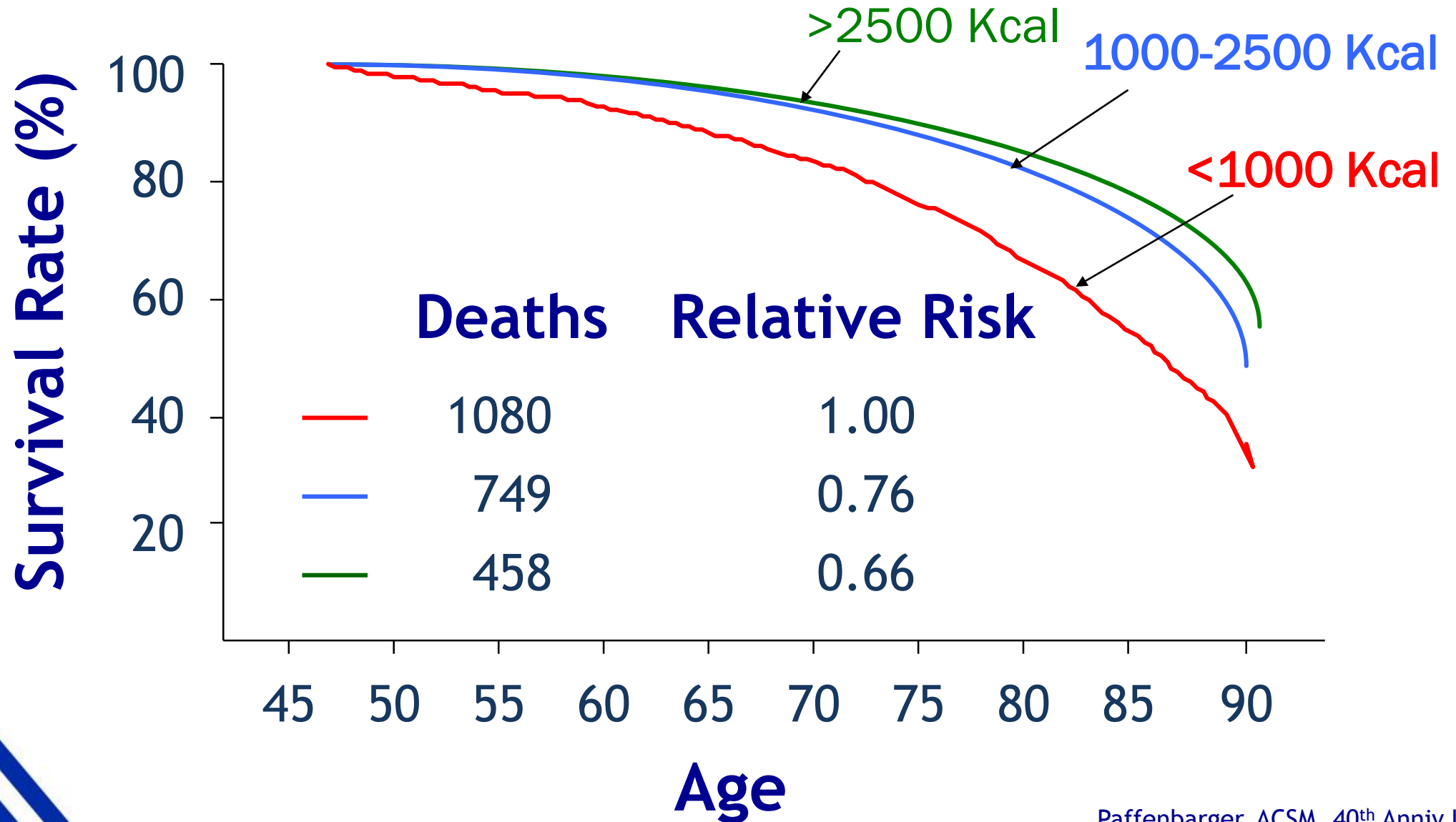
EUPASMOS Project Coordinator, PT Sport4All Program

Portuguese Institute of Sport and Youth

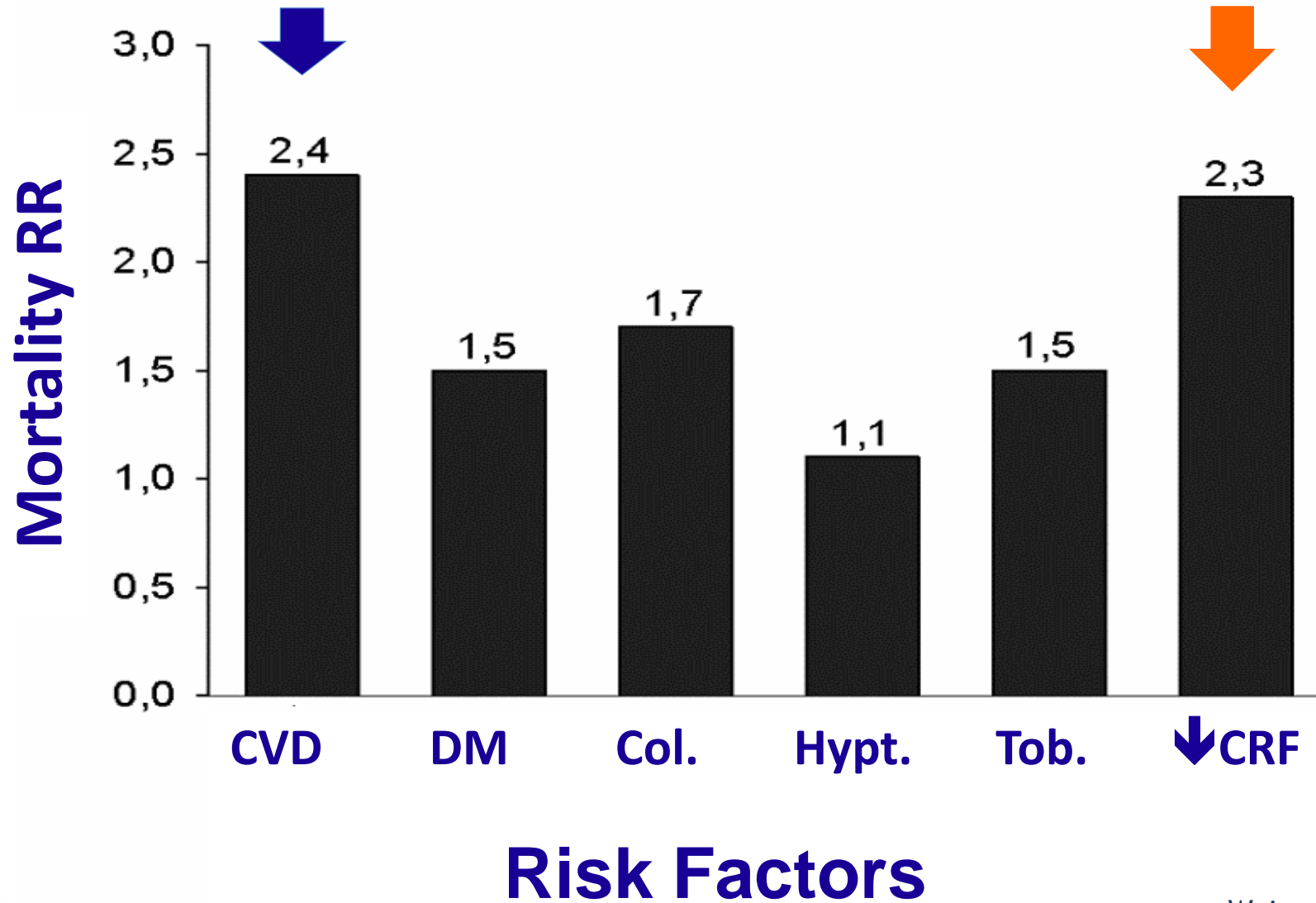
@Paulo_M_Rocha

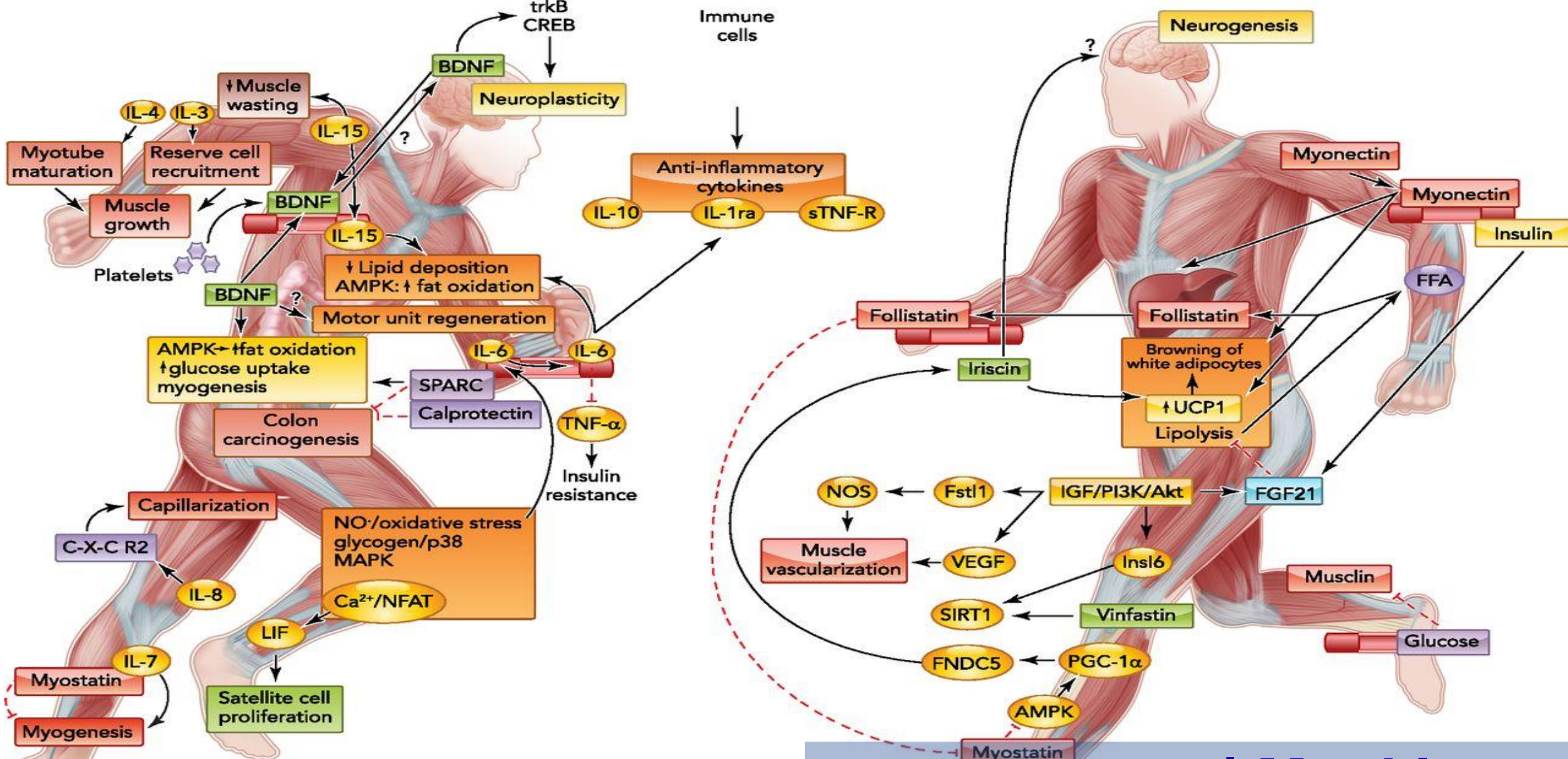


Life Expectancy: "Harvard Alumni"



Cardiorespiratory Fitness and Mortality Risk





**| Myokines:
 “Metabolic Redundancy”**



| EU Level



EU Physical Activity Guidelines

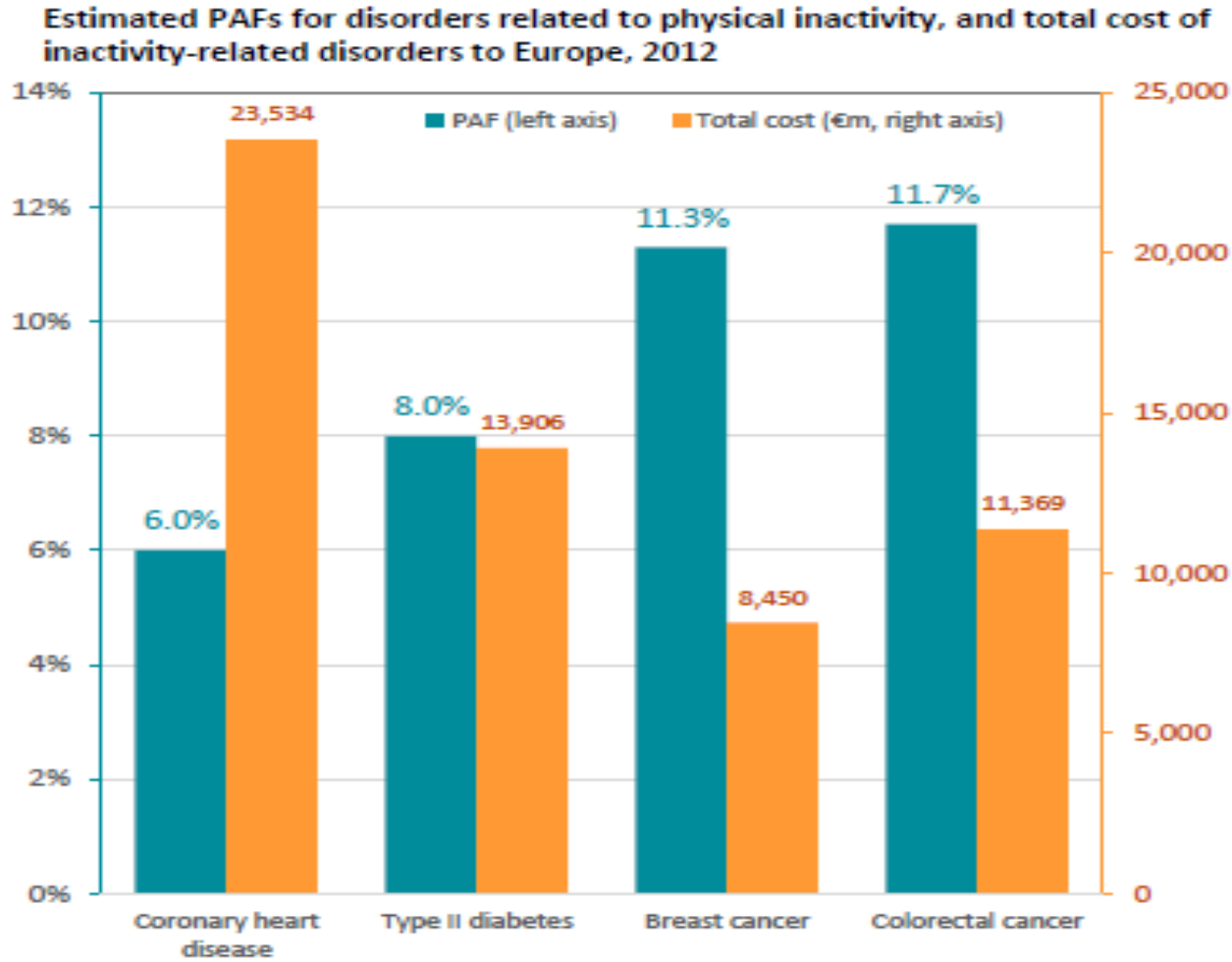
Recommended Policy Actions in Support of Health-Enhancing Physical Activity

- The reduction in PA and sport participation along with the increase of sedentary behaviors are enormous threats to EU societies and responsible for physical, metabolic and mental comorbidities during youth and later life;
- Along with increased morbidity, these facts will reduce life expectancy, increasing social disadvantages, health and social costs.

(European Commission, 2008)

Physical Inactivity Costs

EU-28 € 80 billions
Direct and Indirect Costs

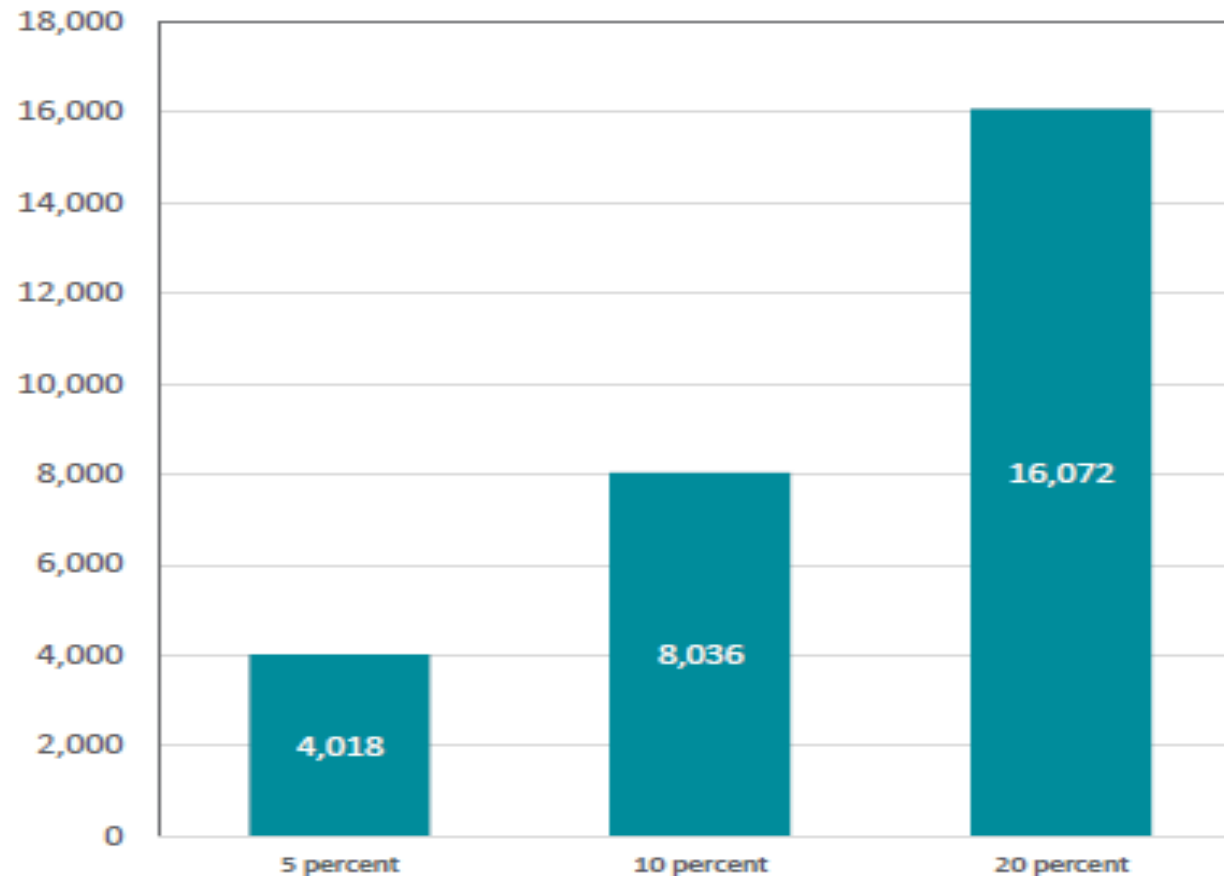


Source: Lee et al., (2012), WHO, OECD, Eurostat, IDA, EUCAN, Cebr analysis

Physical Inactivity Costs

EU-28 € 16.1 billions
Savings ↓ 1/5 Sedentary Behaviour

Estimated cost savings (direct and indirect) from reductions in the prevalence of physical inactivity in Europe, millions of Euros, 2012



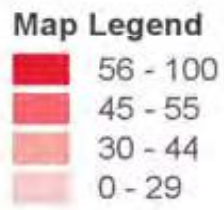
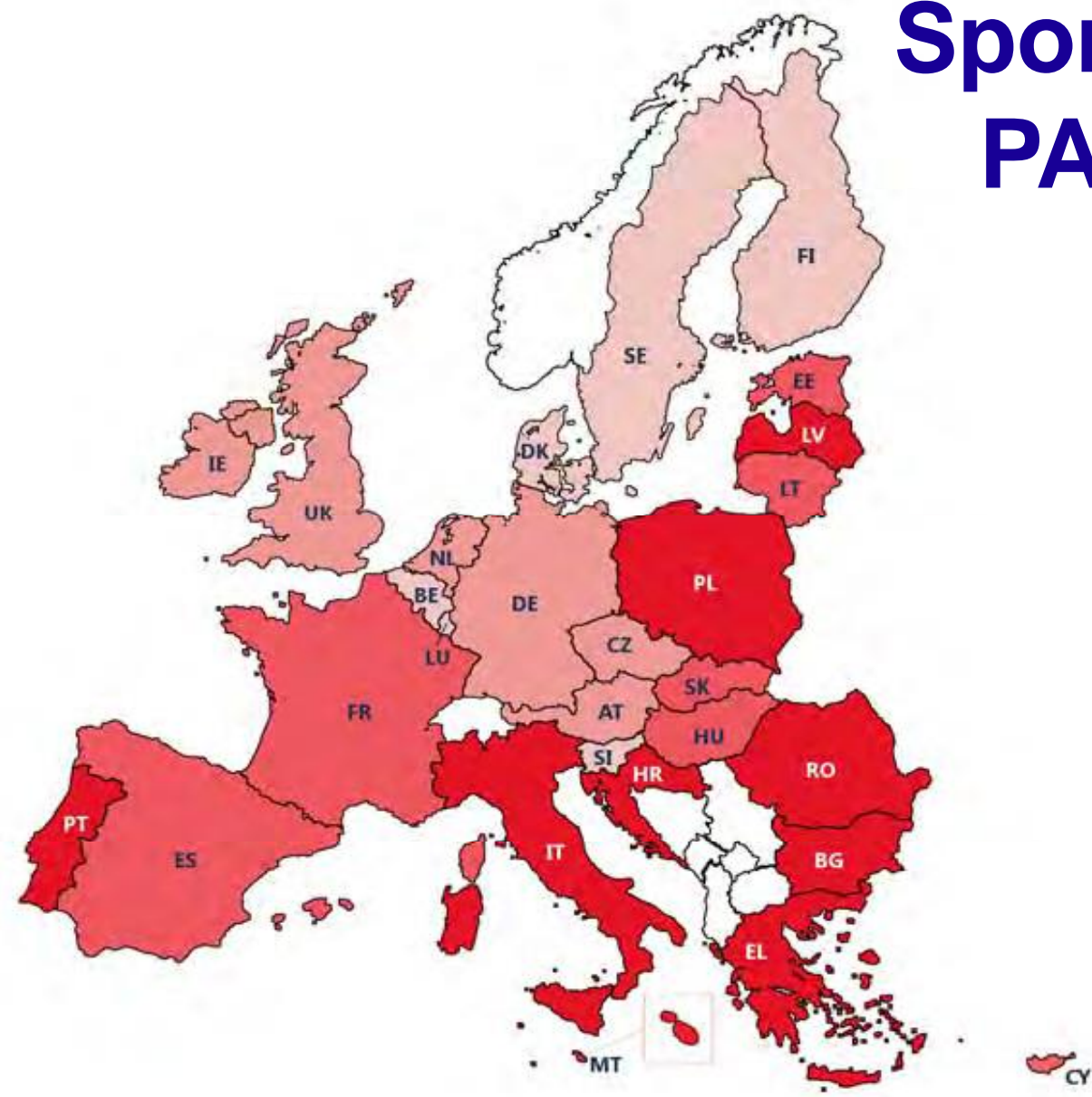
Source: Lee et al., (2012), WHO, OECD, Eurostat, IDA, EUCAN, Cebr analysis



| Eurobarometer on Sport and PA 2018

QB1 How often do you exercise or play sport?
(% - NEVER)

BG		68
EL		68
PT		68
RO		63
IT		62
LV		56
MT		56
PL		56
HR		56
HU		53
LT		51
SK		49
EE		48
ES		46
FR		46
CY		46
EU28		46
CZ		41
AT		40
DE		38
UK		37
IE		34
NL		31
BE		29
LU		27
SI		24
DK		20
SE		15
FI		13



| Main objectives

- Develop the *EU Physical Activity and Sport Monitoring System* – EU surveillance system to collect comparable, valid and reliable sedentary behavior, PA and sport participation data among all EU MS.
- Support the European Commission, EU MS, WHO and other relevant stakeholders to design, promote, implement cost-effective and adjusted sport and HEPA policies and strategies across Europe.



Commissioners Navracsics, Andriukaitis and Hogan agree on the following roadmap:

The seminar on healthy lifestyles organised during the opening of the 2017 European Week of Sport in Tartu (Estonia) will be crucial in strengthening coordination across different policy areas inside the Commission, notably to address the societal, health and economic challenges of unhealthy lifestyles, in particular physical inactivity.

The Tartu Call for a Healthy Lifestyle will be presented to sport organisations at a meeting of experts on Health-Enhancing Physical Activity, to be held in December 2017.

Specific workshops on healthy lifestyles will be held at the next two EU Sport Forums, in spring 2018 and 2019.

Progress made on implementing the commitments will be assessed at a seminar on healthy lifestyles, to be organised in the second semester of 2019.

#BEACTIVE

European Week of Sport

CONTACT:

EWOS EAC-SPORT
EWOS@ec.europa.eu or
ewos-info@bm.com.

 Co-funded by the
Erasmus+ Programme
of the European Union
ec.europa.eu/sport/week

#BEACTIVE

European Week of Sport

23-30 September 2017

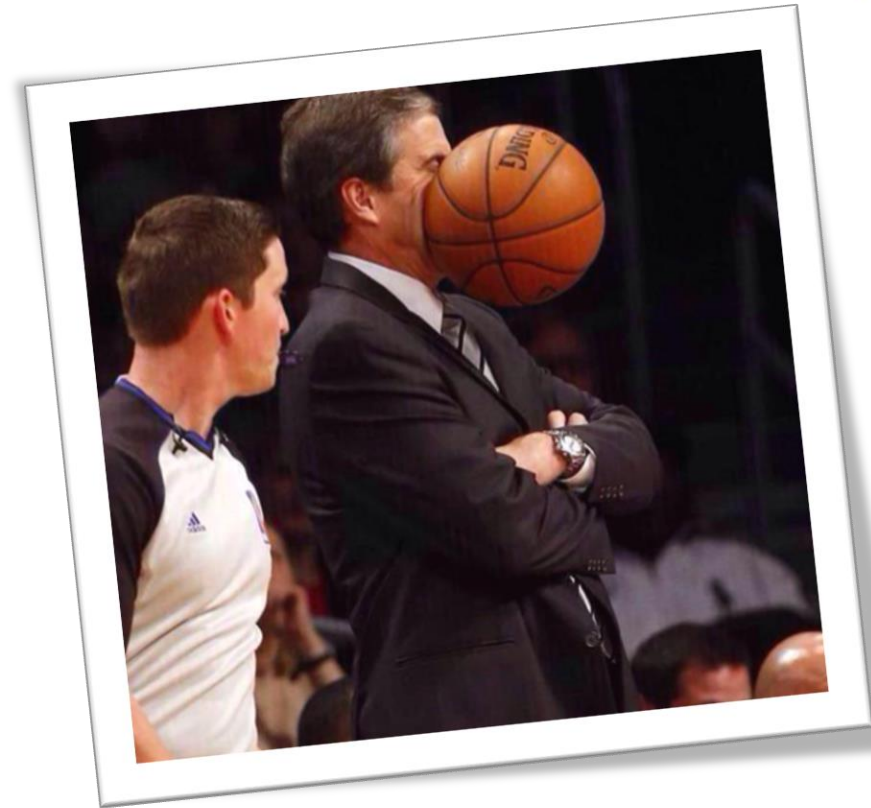
**TARTU CALL
FOR A HEALTHY
LIFESTYLE**

**JOINT ACTIONS TO PROMOTE
HEALTHY LIFESTYLES**



Insurance sector: Challenges for interactions

- Traditional perspective
 - ✓ Insurances - Risk (Health/Curative)
 - ✓ Health/Curative – “punitive”
 - Leisure activities – “green & blue sports”
 - Tourism PA and sport
 - Fitness sector
 - Sport sector
 - High-performance



Insurance sector: Challenges for interactions

- Innovative perspective
 - ✓ Insurances - Joint Programs (Win-Win)
 - ✓ Health/Preventive – “1 per 4 euros”
 - Grassroots sports
 - Physical activity
 - Novel segments of population
 - Inclusion
 - Personal expression in wide social settings





Active Transportation in France



Grenelle Law



Reduction of greenhouse gas & pollutants

- Encourage travel plans to the workplace with car sharing, remote work
walking & cycling

**3rd National Plan
Health Environnement
(PNSE)**

↘ environmental risks

**+ PNNS &
Plan Cancer**

- 1. Environmental health in territories: travel, urban planning, housing**
- 2. Promote active mobility and their effects on health & environment**
- 3. Improve knowledge on the health impacts of daily transport**

Supporting active travel to the workplace

Tax reduction for employers

2016, a company that makes bicycles available to employees reduces tax up to 25% of both costs & maintenance of the bicycles fleet

Kilometric allowance for employees

→ those who bike between home and workplace (0.25 € /km)
private sector

Parking

<https://www.service-public.fr/professionnels-entreprises/actualites/008283>





SNCF,
MAKING BIKE+TRAIN
EASY IN FRANCE





EHESP methodological guide

to support decision-makers
representatives and technicians
of local communities, in their will
to conduct a policy favorable
to health through
active mobility

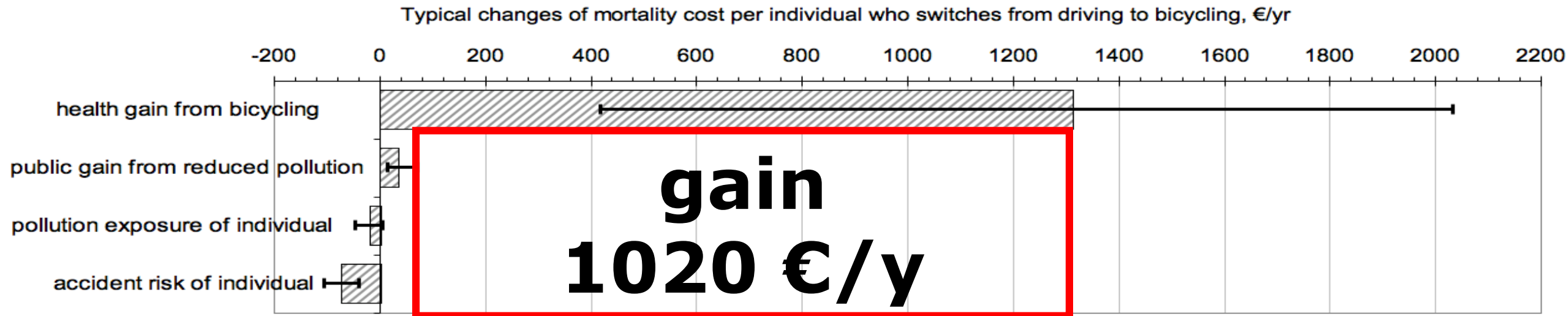
Club of Cyclable Cities

Network of local authorities
committed to the
development
of daily cycling &
sustainable mobility



CLUB DES **villes**
& **territoires**
cyclables

Bénéfices du report modal car → bike



*gains importants dus à la réduction de la pollution
l'exposition est variable pour l'individu, mais reste négligeable*

Rabl A, de Nazelle A
Transport policies 2011



Thank you for your attention!

Echanges avec la salle

Discussion with the audience





Prévenir la sédentarité

Où en est-on en Europe ?

Paris-6 Avril 2018

Conférence européenne sur l'activité physique & sportive

*Prevent sedentary lifestyle: where are we at in Europe?
European Conference on Physical Activity and Sport*

#PrévenirSédentaritéEU



Promotion of Physical Activity in Germany

Dr. Ute Winkler

Head of the Basic Issues of Prevention, Self-help and
Environmental Health Protection Division

German Ministry of Health

422@bmg.bund.de



Importance of Physical Activity (PA)

- PA → health and well-being for everybody → prevention of noncommunicable diseases (NCDs)
- Physical Inactivity = one of the 4 major risk factors for NCDs
- Important international policy: EU Network of Focal Points, WHO draft global action plan to promote PA

PA – The German Approach

- Key Stakeholders: responsibility of different ministries, federal states, local authorities and other stakeholders
- National Recommendations for PA and PA Promotion (2016), scientifically proven
 - Behavioural and setting-based prevention are linked
 - Target Groups: children, adults, elderly people, adults with chronic diseases
 - Settings: kindergarten, school, workplace, communities ...
- Legal Framework: Preventive Health Care Act (2015)

Collaboration & Networking

- Collaboration of scientific experts, various organizations (health promotion, PA, sport...)
- Special working group on PA promotion in Germany since 2010
- Linking activities for synergies
 - National Action Plan IN FORM (PA and nutrition)
 - 2020 National Cycling Plan
 - Sports for Health (German Olympic Sports Confederation)
- Participation of all relevant stakeholders as a key factor for success

Milestones

- Dissemination and implementation of the National Recommendations
- Various ideas were developed by different stakeholders, e.g.:
 - Spaces for PA in everyday life (parks, playgrounds, cycling paths...)
 - Material for multipliers (teachers, nurses, ...)
 - Cooperation between different sectors (schools and sport clubs...)
- Integration of different perspectives is a challenge for the future



Thank you for your attention!

To exercise or not to sit

Hans Savelberg, PhD

Director of Education for Biomedical Sciences

Nutrition & Movement Sciences, Maastricht University



@hanshcms



Do you exercise a lot?

yes → please sit down

no → remain standing

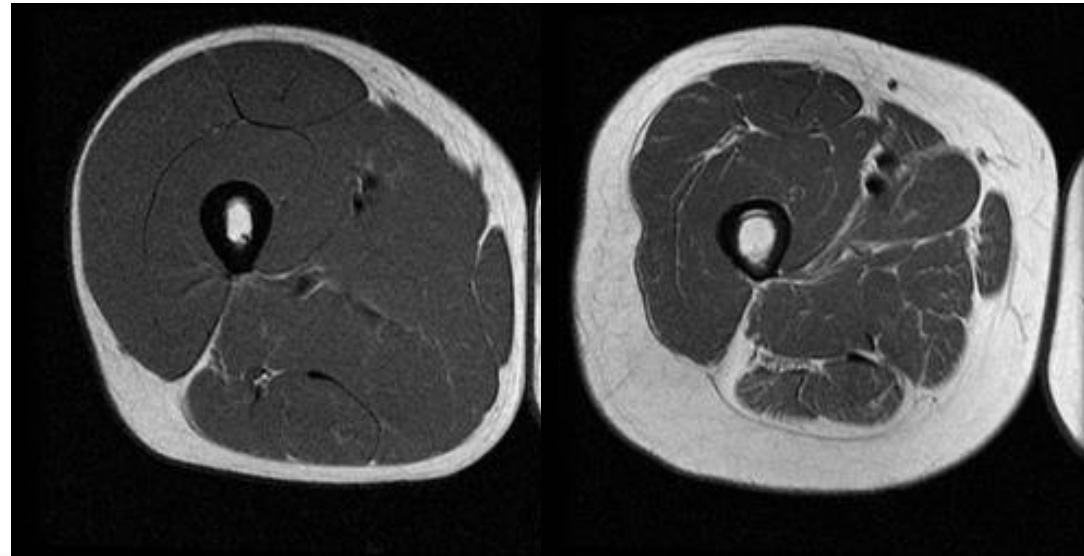
Do you sit a lot?

yes → remain standing

no → please, sit down

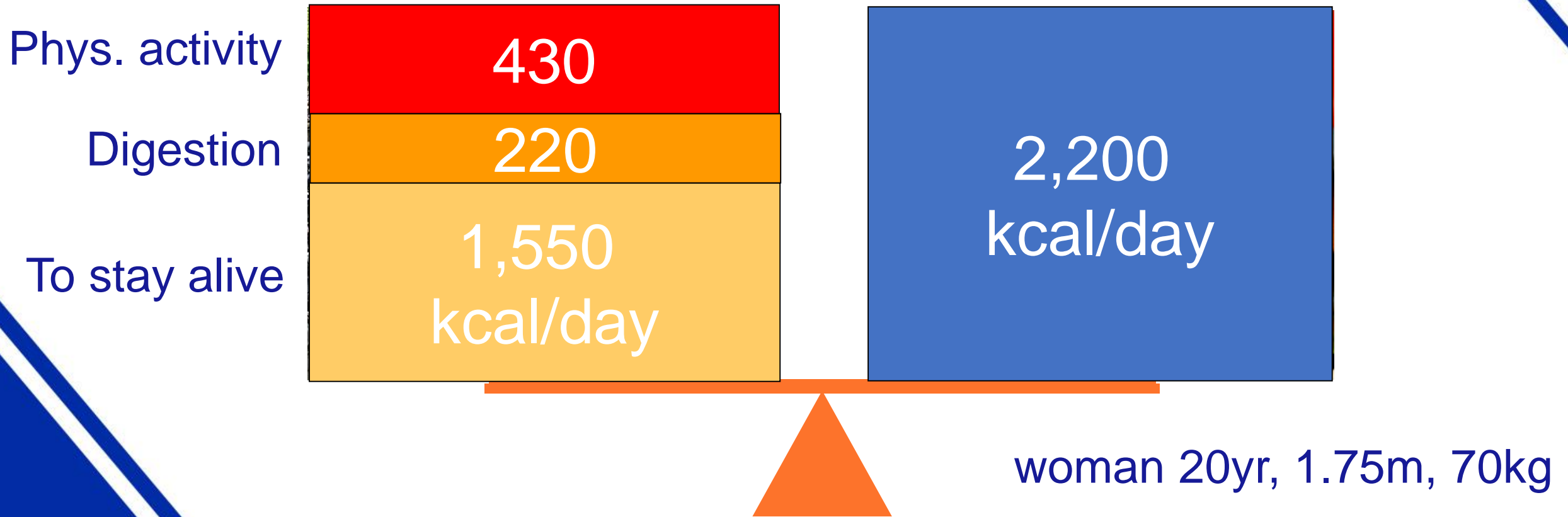
Two Paradigms

Energy Balance
Paradigm



Use It or Lose It
Paradigm

Energy Balance Paradigm





1 hour



30 minutes

<https://www.pexels.com/photo/athlete-bike-black-and-white-cycle-260409/>

Photo by Nubia Navarro (nubikini) from Pexels
<https://www.pexels.com/photo/action-active-activity-adult-3860>

430 kcal

2-3 hours

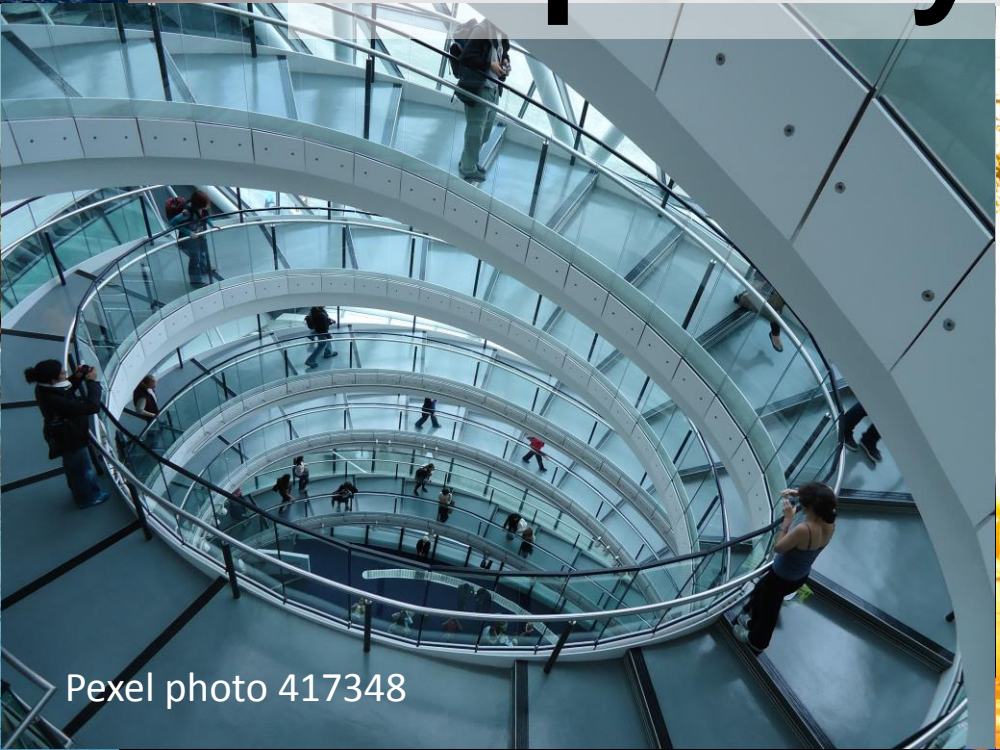
duration x intensity



Photo by Ingo Joseph from Pexels <https://www.pexels.com/photo/people-crowd-walking-9816/>



frequency



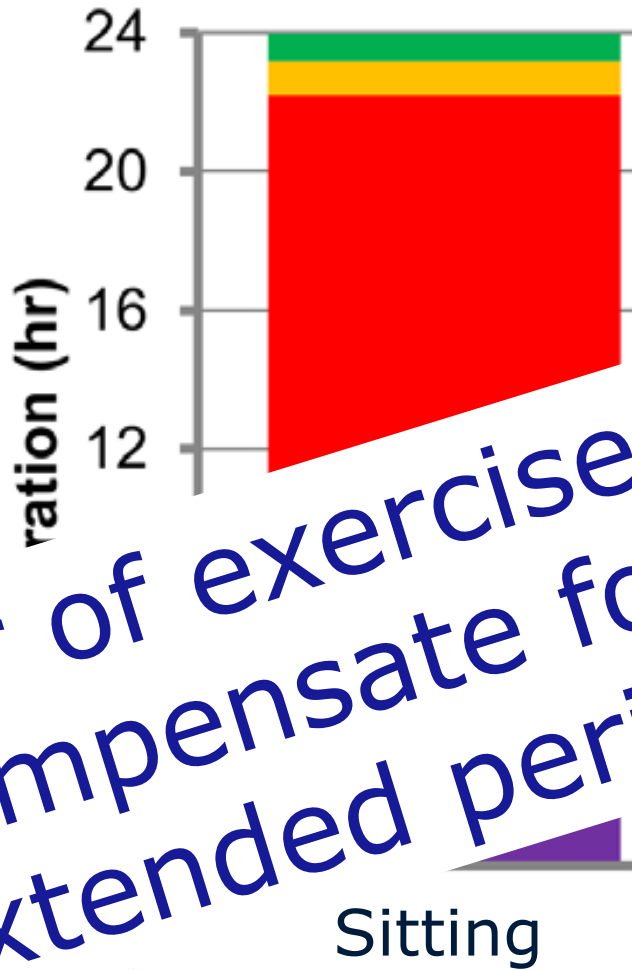
Pexel photo 417348



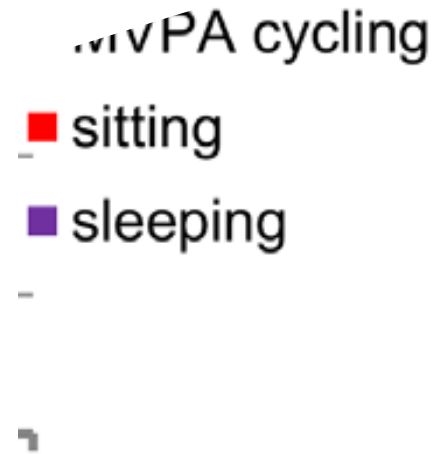
Skitterphoto.com



Comparing both paradigms



1hr of exercise is not sufficient to compensate for the consequences of extended periods of sitting



You do not need to exercise for health, but it is important to interrupt inactivity





Thank you for your attention!

Echanges avec la salle

Discussion with the audience



Déjeuner Lunch





Prévenir la sédentarité

Où en est-on en Europe ?

Paris-6 Avril 2018

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European Conference on Physical Activity and Sport*

#PrévenirSédentaritéEU



Promoting physical activity for children

Norbert Bontemps

President of the Health commission

Association Attitude Prévention



@PreventAttitude



Bouge avec les Zactifs ! (Move with the Zactifs !)

- Physical activity is at the heart of a series of actions that the association has been implementing since 2012:
 - Yearly barometer in partnership with IRMES on the physical activity level in French population
 - Actions targeting children between 6-10 yo as part of the education programme « **Bouge avec les Zactifs !** » since 2015



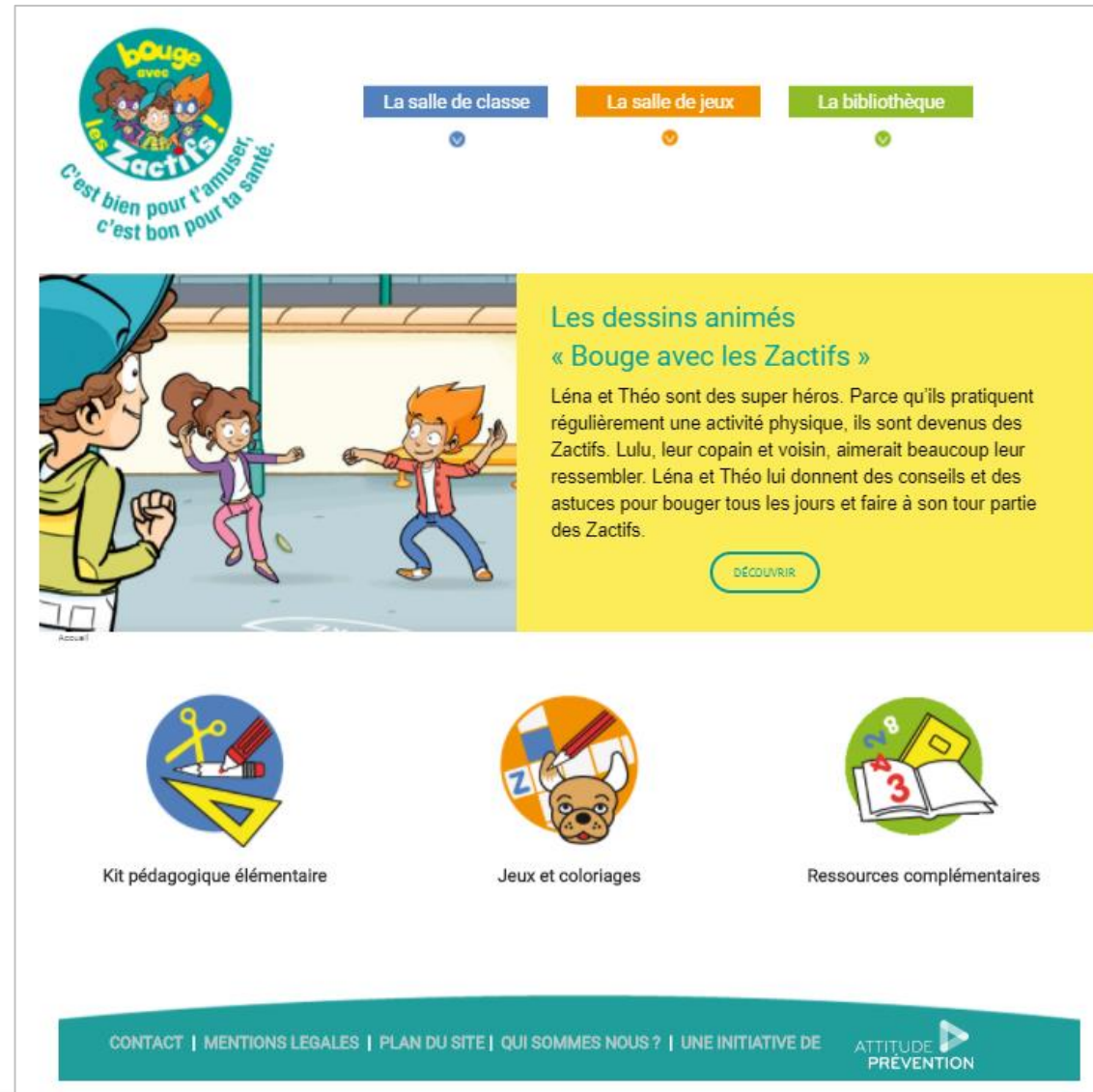
Bouge avec les Zactifs !

- 3 characters
- 5 cartoon videos



Bouge avec les Zactifs !

- A website www.bouge-avec-les-zactifs.fr with studies, tests, quizzes, games, and educational material for teachers



bouge avec les Zactifs!
C'est bien pour t'amuser,
c'est bon pour ta santé.

La salle de classe La salle de jeux La bibliothèque

Les dessins animés
« Bouge avec les Zactifs »

Léna et Théo sont des super héros. Parce qu'ils pratiquent régulièrement une activité physique, ils sont devenus des Zactifs. Lulu, leur copain et voisin, aimerait beaucoup leur ressembler. Léna et Théo lui donnent des conseils et des astuces pour bouger tous les jours et faire à son tour partie des Zactifs.

DÉCOUVRIR

Kit pédagogique élémentaire Jeux et coloriages Ressources complémentaires

CONTACT | MENTIONS LEGALES | PLAN DU SITE | QUI SOMMES NOUS ? | UNE INITIATIVE DE ATTITUDE PRÉVENTION

An educational kit for teachers

- How to approach the topic of physical activity through different disciplines for children in schools?



Bouge avec les Zactifs !

- Sport workshops led by sports educators with the Paris University Club



**ATELIERS
SPORTIFS**



Promouvoir
l'activité
physique
ou sportive

**bouge
avec
les Zactifs!**
C'est bien pour t'amuser,
c'est bon pour ta santé.



PUC



**ATTITUDE
PRÉVENTION**
Donnons de l'assurance à la vie

Atelier 1

Ranger sa chambre est un jeu d'enfant !

► Les objectifs de la situation

1. Transporter un objet vers une cible.
2. Reconnaître la cible.
3. Comprendre et respecter les consignes
4. Apprendre à gérer son effort sur une durée indéterminée plutôt longue.
5. Avoir un objectif collectif et mettre en œuvre une stratégie de groupe.

► Le concept de l'atelier

- Simuler le rangement d'une chambre d'enfant en utilisant du matériel sportif (chassubles, coupelles, balles et cerceaux) qui représente des objets que l'on trouve habituellement dans une chambre (vêtements, jouets, billes, cartes...)
- Ainsi :
 - les plots deviennent des jouets,
 - les chassubles des vêtements,
 - les coupelles des cartes,
 - les balles des billes,
 - le cerceau rouge se transforme en caisse à jouets,
 - le cerceau bleu en armoire,
 - le cerceau jaune en boîte à cartes,
 - et le cerceau vert en sac à billes,
- Les joueurs ne peuvent ranger qu'un objet à la fois.

► L'organisation pédagogique



- ✓ Durée de réalisation de l'atelier : 10 à 15 minutes soit 4 à 5 ateliers
- ✓ Nombre d'enfants : 16.
- ✓ Jeu en équipe.
- ✓ Temps d'installation : 2 minutes.
- ✓ Matériel : 16 plots, 16 chassubles, 16 coupelles, 16 balles, 1 chronomètre.
- ✓ Encadrement : 1 éducateur.

► La description de la situation

- ✓ Les enfants doivent ranger la chambre qui est en désordre.
- ✓ Le jeu doit se dérouler le plus rapidement possible.

> Chaque équipe joue à tour de rôle

- Mise en place de la première équipe qui se positionne en ligne derrière les cerceaux.
- Au signal, les enfants doivent aller chercher un seul objet à la fois et le ranger dans le cerceau correspondant à l'objet. Chaque enfant est libre de choisir l'objet qu'il souhaite mais il ne doit en prendre qu'un seul.
- Tous les plots, les chassubles, les coupelles et les balles qui sont éparpillés sur le sol doivent être rangés le plus rapidement possible dans les cerceaux correspondants :
 - Les plots doivent être rangés dans le cerceau rouge.
 - Les chassubles dans le cerceau bleu.
 - Les coupelles dans le cerceau jaune.
 - Les balles dans le cerceau vert.



- Toutes les équipes passent à tour de rôle.

>> L'équipe gagnante est celle qui a réalisé le meilleur temps.

Bouge avec les Zactifs !

- Sessions start February 2018



Bouge avec les Zactifs !

- Workshops animated by municipal animators (extracurricular activities, leisure centers ...) with the FLVS association as part of the Vivons En Forme program.



SOMMAIRE

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MODULE 1

Bouger tous les jours c'est facile !..... 6

- Atelier 1 : jeu de mimes "Qu'est-ce que je fais"
- Atelier 2 : course relais "Je bouge à toute allure"
- Atelier 3 : voyage dans le temps (2 séances)
- Atelier 4 : le petit théâtre (2 séances)

MODULE 2

Varier ses activités, c'est bien pour s'amuser et c'est bon pour la santé !..16

- Atelier 1 : livre de loisirs (2 séances)

MODULE 3

À chacun son sport 20

- Atelier 1 : devinettes sportives
- Atelier 2 : autoportrait
- Atelier 3 : les jeux olympiques

MODULE 4

S'activer en famille cest super ! 26

- Atelier 1 : livre d'animations

Bouge avec les Zactifs !

Module 1 (suite)

Atelier 2 : course relais "Je bouge à toute allure !"

1. Visionner la vidéo quand c'est possible et/ou poser des questions pour que les enfants s'expriment sur ce qu'est l'activité physique et la sédentarité.
2. Organiser un jeu de course relais de vitesse à partir du jeu de cartes « "Zactif" ou pas ? ».
 - Répartir les enfants en 2 équipes ou plus, leur demander de se positionner en file indienne.
 - Définir un parcours (avec des plots et des cerceaux ou en le dessinant à la craie lorsque c'est possible...) et un temps donné (10 mn ou plus...).
 - Le premier enfant de chaque groupe doit piocher une carte sans la regarder, réaliser le parcours le plus rapidement possible, revenir au point de départ, regarder la carte et la déposer ensuite dans le bon emplacement ou enveloppe : "Activités physiques" ou "Activités sédentaires". Ensuite, il tape dans la main de son co-équipier pour qu'il puisse partir à son tour (piocher une carte, faire le parcours...).
3. L'équipe gagnante est celle qui a réussi à collecter le plus de cartes pendant le temps imparti sans erreur. A cette fin, il faut donc compter le nombre de cartes correctement triées par chaque équipe : les cartes qui ne sont pas dans la bonne catégorie ne sont pas comptabilisées.

Matériel

- Cartes de jeu « "Zactif" ou pas ? » fournies dans le kit
- Cerceaux, plots ou craie pour tracer le parcours



Activité physique

Activité sédentaire

Module 1

Bouger tous les jours c'est facile !

OBJECTIFS PÉDAGOGIQUES

- Faire la différence entre les activités où l'on bouge (activités physiques) et celles où l'on ne bouge pas ou très peu (activités sédentaires).
- Identifier les différentes activités (je bouge/je ne bouge pas) au cours d'une journée (à l'école, pendant les loisirs, à la maison).
- Comparer l'évolution de la pratique de l'activité physique au quotidien entre 1930 et aujourd'hui.



Support vidéo

"Bouger tous les jours, c'est facile!"
Téléchargeable sur www.bouge-avec-les-zactifs.fr

Théo et Léna expliquent à Lulu que bouger ce n'est pas que faire du sport : il y a beaucoup d'activités quotidiennes qui permettent de s'activer... du coup, c'est facile de bouger tous les jours !

MESSAGES CLÉS

- Faire de l'activité physique donc bouger, ce n'est pas que faire du sport.
- Les déplacements et les activités quotidiennes sont l'occasion d'être physiquement actifs.
- Il y a beaucoup d'activités dans une journée qui donnent la possibilité de bouger : aller à l'école à pied, ranger sa chambre, faire du vélo, promener le chien...





Thank you for your attention!

Fondazione ANIA: Initiatives for prevention and health awareness

Luigi Di Falco

Head of Life and Non Life Insurance

ANIA – Italian Association of Insurers



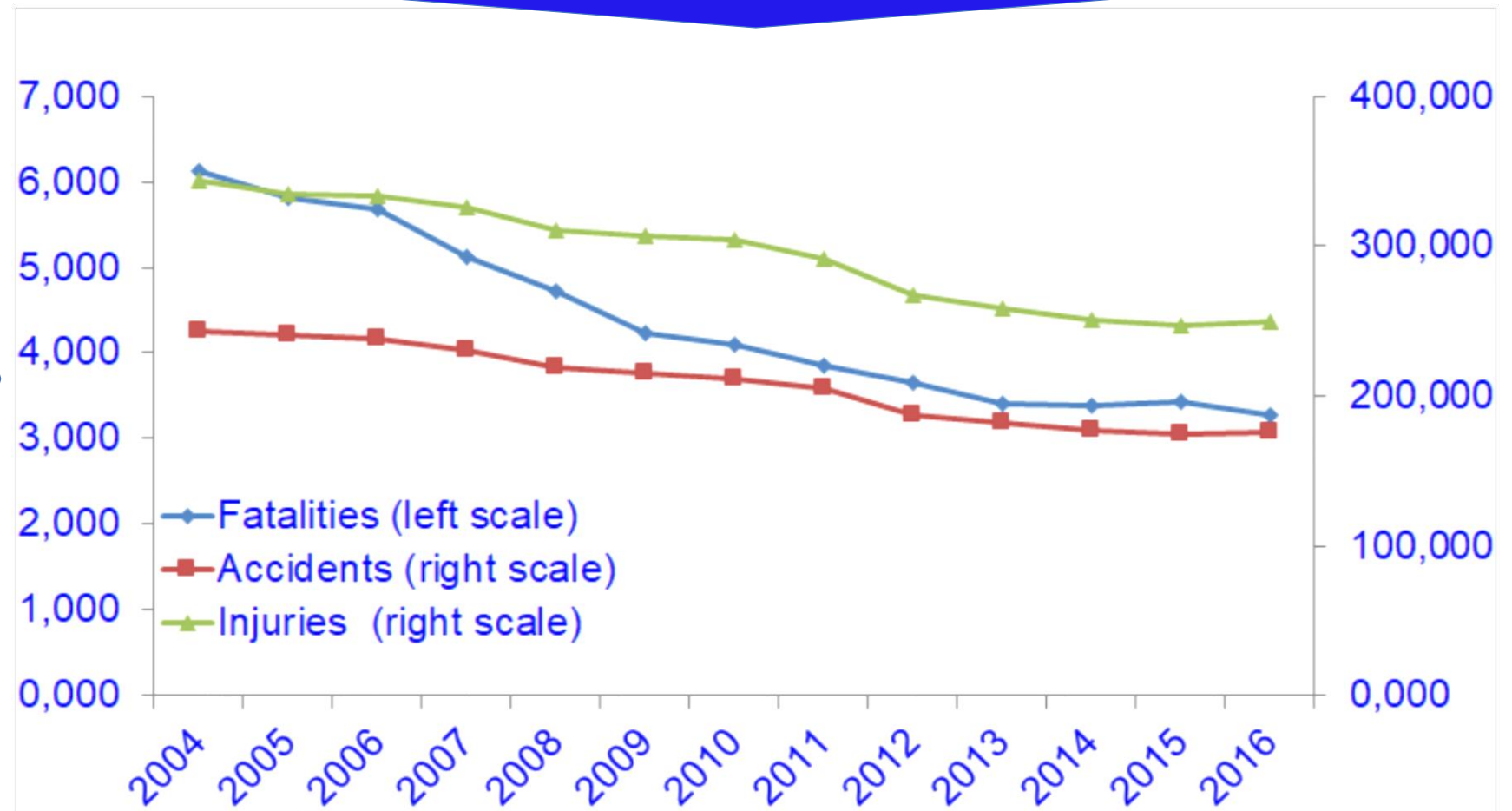
Fondazione ANIA: About us



Fondazione ANIA: The origins

Established by the insurance sector in 2004, with the mission to improve road safety and **reduce the number and severity of motor accidents...**

- ..Since 2004:
- Accidents/ injuries reduced by 25%
 - **Victims by 50%..**



2017: A new challenge!

The foundation has now expanded its mission...



NEW SOCIAL PURPOSE:



New strategies: Strengthening and expanding the scope of communication...



“Protect your desire to grow”

“Innovation by ANIA”



... and defining/conducting projects for an expanded purpose



**LIFE
PERSONAL
PROTECTION**



PREVENTION/ AWARENESS

- Health devices testing
- Free check-ups
- Education in schools/ youth communities
- Combating gambling addiction to protect savings
- Neurodegenerative diseases: awareness, prevention, free-screening, early diagnosis

RESEARCH/ INNOVATION

- Studies on health – health/pension systems
- Studies on natural disasters



**ROAD
SAFETY**



- ANIA Cares: post-traumatic assistance after car accidents
- Education courses for responsible driving
- Creating safer infrastructures (e.g. crosswalk stripes)
- ANIApedia portal (education on road safety)

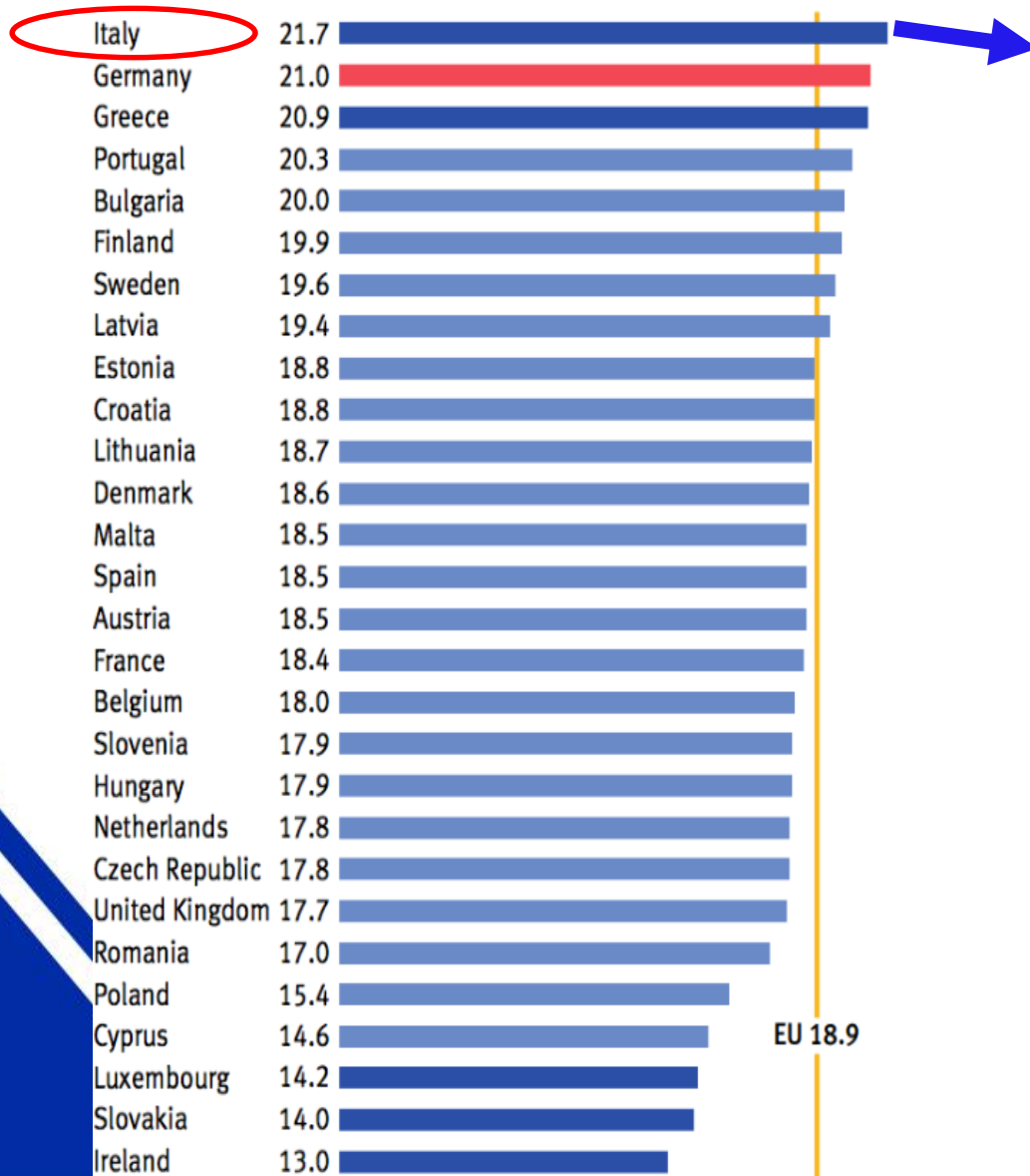
- Hackathons on road safety
- Scholarships for theses on road safety

The initiative

STREET HEALTH TOUR



The conditions for the initiative



Italy has:

- the highest old-age dependency ratio in Europe (% of 65-year-olds in the total population)

The promotion of self-empowerment and responsibility are important for health prevention.

Fondazione ANIA carried out a ***Street Health Tour*** to build up / improve **awareness about the state of health and lifestyle.**

Street Health Tour: Project outline



A truck was equipped to perform free check-ups



Doctors gave advice on patients' lifestyles



The tour involved 19 Italian cities.

Street Health Tour: Key figures

Street Health Tour main results:

- More than 6,400 free check-ups provided
- More than 17,000 leaflets distributed
- About 9,000 BMI counters distributed
- Almost 3,000 questionnaires provided



Street Health Tour: Key takeaways

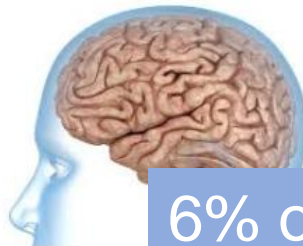
The Tour highlighted a lack of awareness regarding Italians' health.



35% of people seen had high blood pressure....
10 people were immediately sent to the emergency room / hospital!

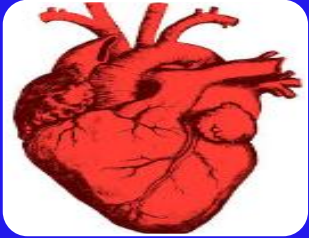


60% of people seen had thyroid problems.... 40% did not know they had a thyroid problem!



6% of people seen received a score corresponding to an advanced neurodegenerative condition!

Street Health Tour: Check-up results (1/2)



CARDIAC FUNCTIONS: 1,689 check-ups

- 35% had high blood pressure problems
- 6% appeared to have very severe hypertension



NUTRITION: 359 check-ups

- 15% did not eat well
- 55% were overweight
- 45% were underweight



THYROID: 383 check-ups

- 60% with thyroid problems (40% unaware of it)
- 33% with advanced negative conditions



BRAIN: 190 check-ups

- 15% received a borderline score
- 6% showed advanced negative conditions

Street Health Tour: Check-up results (2/2)



MONOXIDE: 799 check-ups

- 11% had too high levels of carbon monoxide in lungs



REFLEXES: 9,861 check-ups

- 74% had slow or irregular reactions



HEARING: 815 check-ups

- 37% did not hear not clearly
- 27% had difficulties hearing voices of children
- 29% had difficulties with phone conversations
- 36% had poor resistance to noises
- 37% had a different level of hearing in each ear



SIGHT: 1,195 check-ups

- 80% had problems, 40% corrected (eyeglasses), 38% not

Street Health Tour: Lifestyle questionnaire results



Lifestyle questionnaire submitted from 1,895 people (55% women).



Almost everybody declared eating a balanced diet.
63% declared they drink 1 litre and a half of water a day.



37% had a sedentary job, only half doing sports/physical activity.
Body mass index was worse for men (25.8), compared to women (23.5).



20% are smokers (14% more than 1 pack of cigarettes a day).
69% said they do not drink alcohol, 31% said they consume alcohol, 10% said they did so excessively.

66% think they have a healthy and proper lifestyle, remaining 34% are aware they have an unhealthy lifestyle

Conclusions and next steps

1. Many Italians are unaware of the actual state of their health.
2. Increasing medical expenditure is not enough to tackle health problems/disease (especially in Italy).
3. People's awareness and prevention are crucial to improve the situation.
4. There is room for major awareness initiatives to spread the importance of prevention and physical activity.
5. **Given the positive results of the tour, Fondazione ANIA has decided to repeat the project to reach even more people!**



Thank you for your attention!

Activities supported by PKV-Verband

Florian Reuther

Director, Head of the Legal Department

Verband der Privaten Krankenversicherung e.V.

florian.reuther@pkv.de

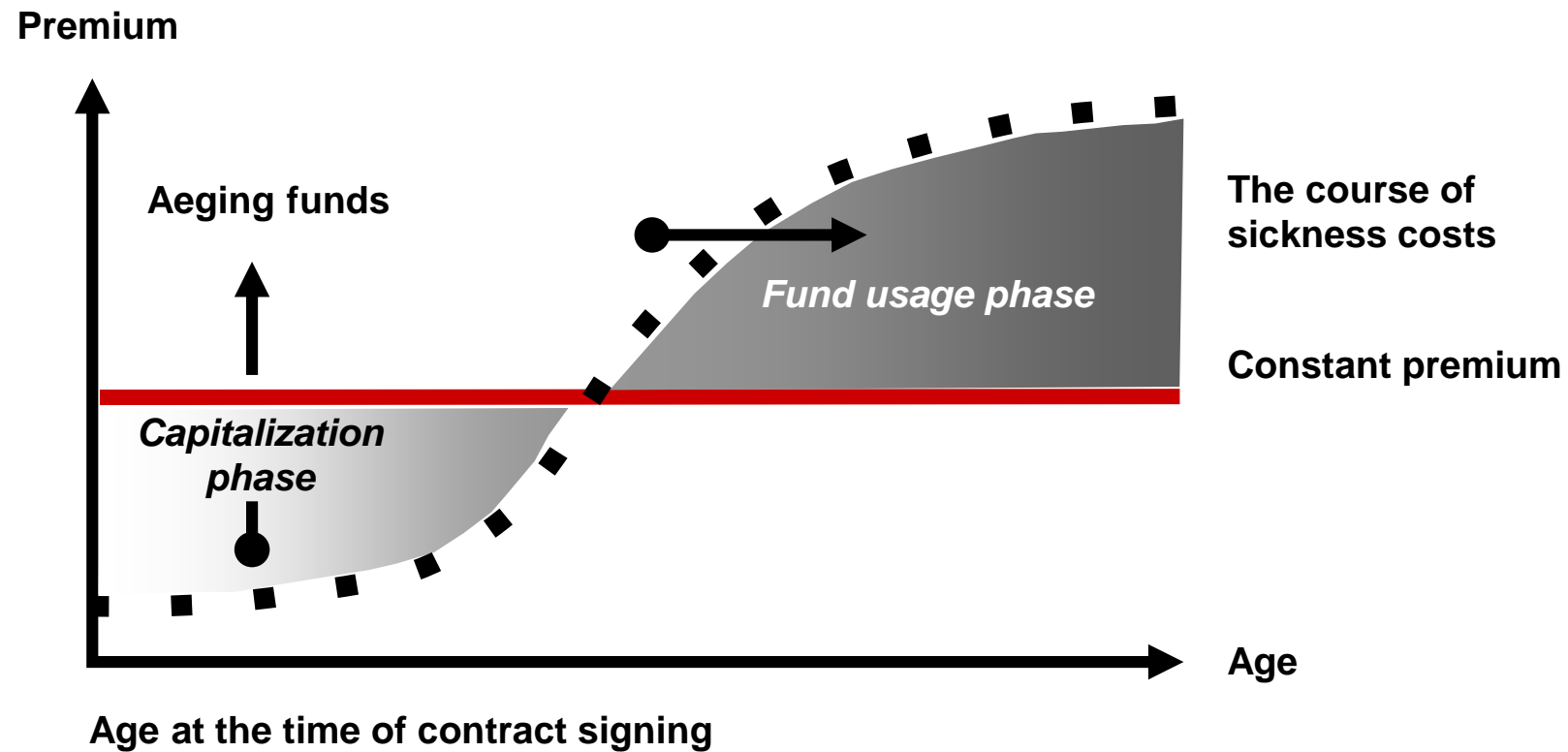


Verband der Privaten
Krankenversicherung

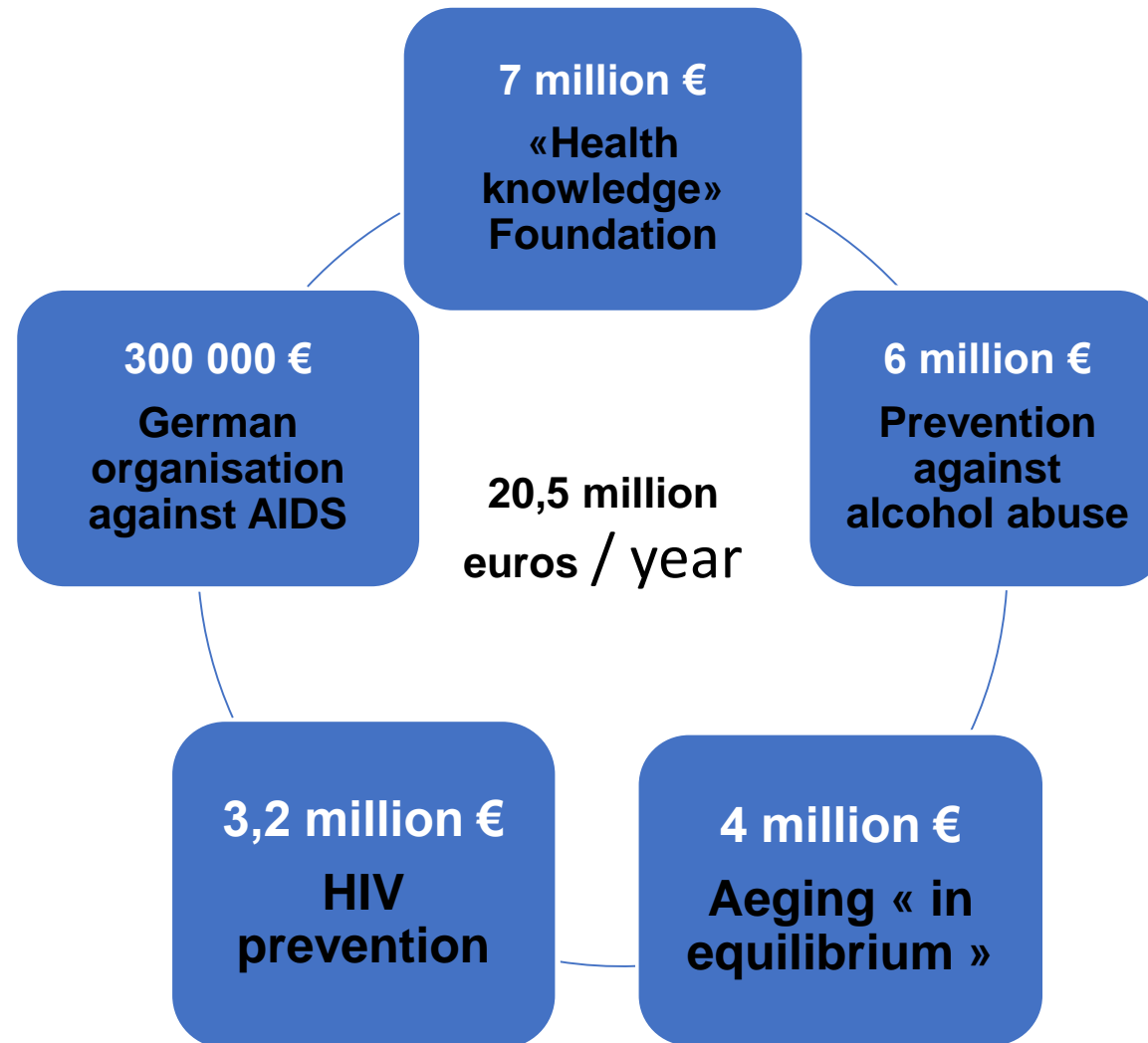
Verband der Privaten Krankenversicherung (PKV-Verband) – Key data

Representation of health and dependence insurance		
48 members		> 99 % of German market
substitute health insurance	complementary health insurance	dependence insurance
Annual contributions		38 Md €
Annual benefits		27 Md €
Aeging provisions		230 Md €

Health and dependence insurance for a lifetime



General prevention measures



Support from the Federal Center for Health Education (BZgA)

Passt auf jede Gurke



Bundeszentrale
für
gesundheitliche
Aufklärung



Ein Kondom ist so elastisch, dass es fast immer perfekt passt. Und falls das Standard-Gummi nicht optimal sitzt: Selbst für Ausnahmegrößen gibt es passende Modelle. Das macht Sex für jeden sicher und entspannt. Auch für Sie!

mach's mit

www.gib-aids-keine-chance.de
Telefonberatung: 01805-555444 (ca. 11 Min. aus dem Festnetz)

Eine gemeinsame Aktion der Bundeszentrale für gesundheitliche Aufklärung mit dem Fachverband Außenwerbung e.V. und dem Verband der Privaten Krankenversicherung



Support from the Federal Center for Health Education (BZgA)

**anflirten
oder abstürzen**

**ALKOHOL?
Kenn dein Limit.**

Fakt: Über 61 % aller Jugendlichen finden
Betrunkene in ihrer Clique nervig.

Alkohol macht mehr kaputt, als du denkst.
www.kenn-dein-limit.info

PKV
Verband der Privaten
Krankenversicherung

BZgA
Bundeszentrale
für
gesundheitliche
Aufklärung

Eine Aktion der Bundeszentrale für gesundheitliche Aufklärung (BZgA), mit Unterstützung des Verbandes der Privaten Krankenversicherung e.V. (PKV) und gefördert durch die Bundesrepublik Deutschland.



- Campaign against alcohol abuse

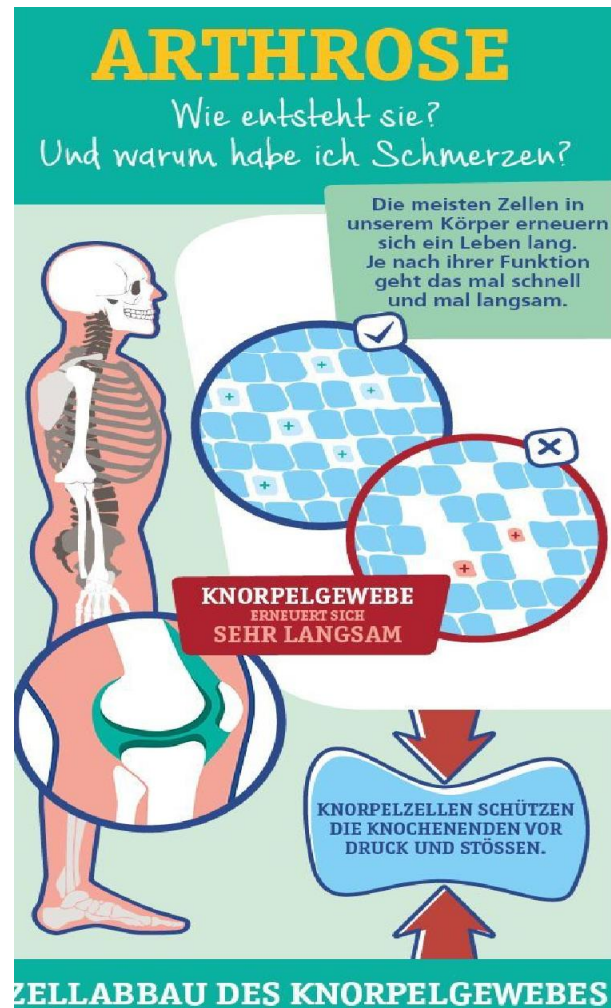
National fund against AIDS



AIDS bleibt für immer.  **PKV**
Wenn wir nur am Welt-AIDS-Tag daran denken.

 **Deutsche
AIDS-Stiftung**

Creation of the "Health Knowledge Foundation"



STIFTUNG
GESUNDHEITS
WISSEN

« Älter werden in Balance » (« Aeging in equilibrium »)



BZgA
Bundeszentrale
für
gesundheitliche
Aufklärung

- Prevention measures for daily life

« Älter werden in Balance » («Aging in equilibrium»)

LÜBECKER MODELL
Bewegungswelten

- Mental and physical health in retirement homes
- Development of a training program for dependent people over the age of 65
- Test and evaluation phases with 25 institutions run by the Red Cross in Schleswig-Holstein in 2017



« Älter werden in Balance » (« Vieillir en équilibre »)



- Physical activity in everyday life
- Training program for inactive older adults over 65
- Training of more than 1,000 physical trainers
- 800 courses offered by sports clubs all over Germany



In cooperation with



**Deutsche
Sporthochschule Köln**
German Sport University Cologne



Thank you for your attention!

Echanges avec la salle

Discussion with the audience







Prévenir la sédentarité

Où en est-on en Europe ?

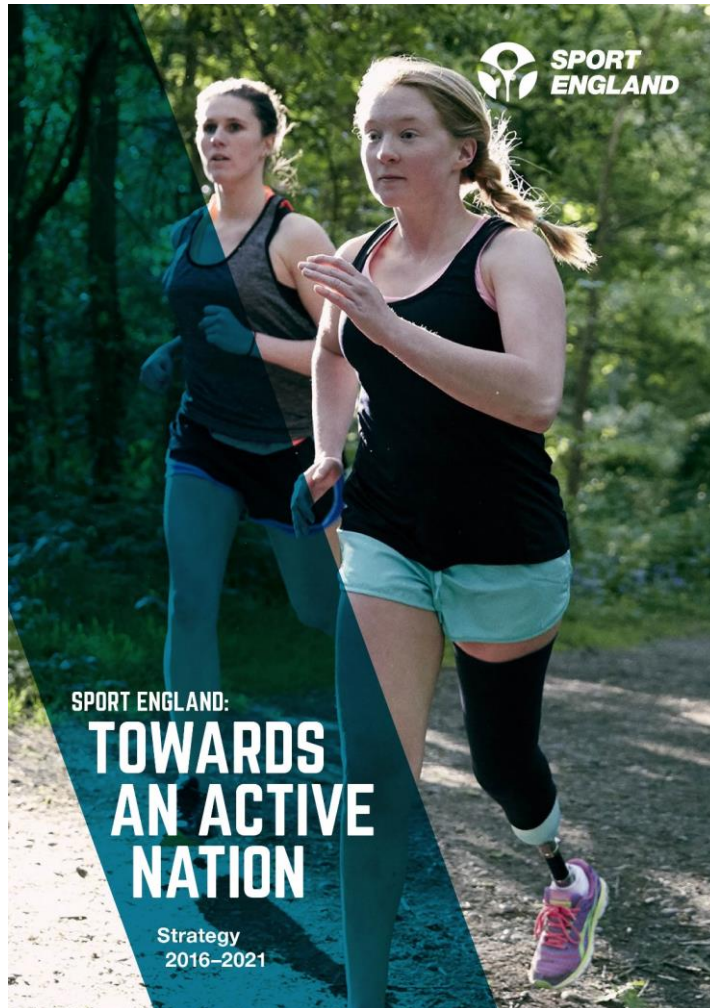
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*Prevent sedentary lifestyle: where are we at in Europe?
European Conference on Physical Activity and Sport*

#PrévenirSédentaritéEU





Mike Diaper

Executive Director for Tackling
Inactivity

Sport England

 @mikediaper





**SPORT
ENGLAND**

Our Vision

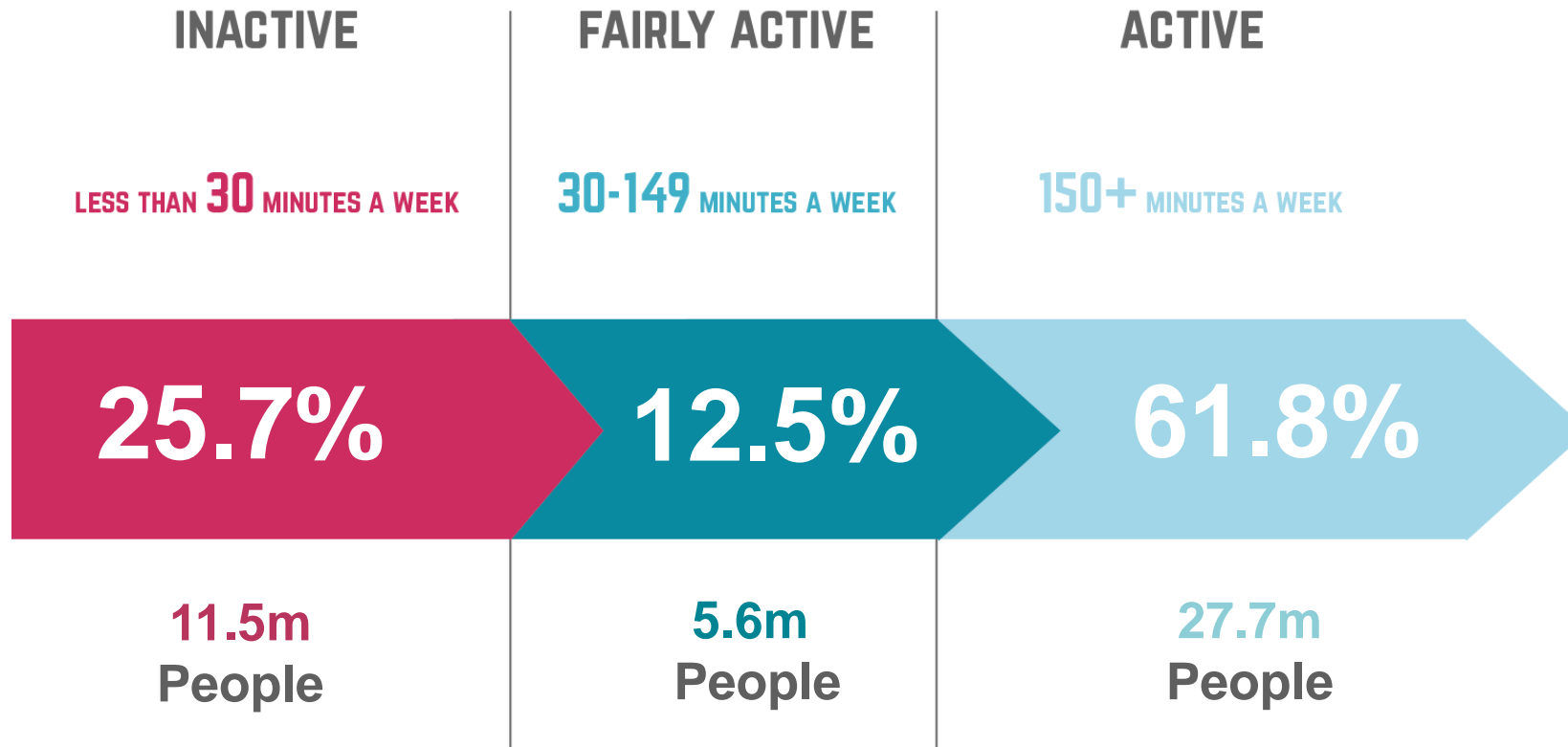
We want to help everyone in England, regardless of age, background or level of ability to feel able to engage in sport and physical activity.



We are not as active as we need to be

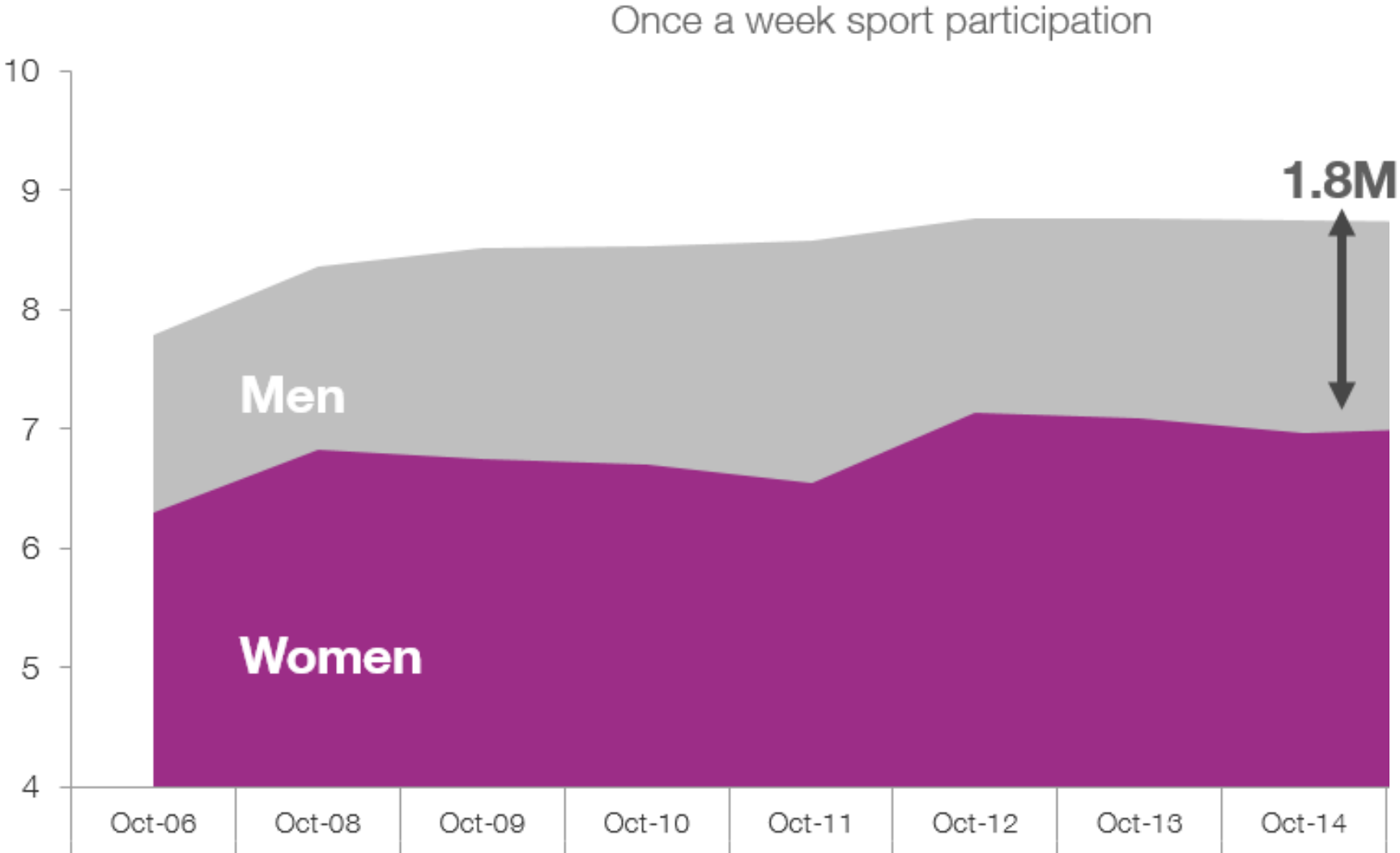


Physical Activity and Sport



Source – Active Lives Adult Survey November 2016-2017

The stubborn gender gap meant we had to do something different



Source: Sport England's Active People results for the 12 months to the period shown on the chart

What we are learning....

- Use behaviour change
- Use audience insight
- Design the offer for the audience/customer
- Reframe the message



THIS GIRL CAN



Being sweaty

Not being fit enough

Wearing tight clothing

UNIVERSAL BARRIER

Having a red face

Not knowing the rules

Showing their body

Family should be more important

Bringing the wrong equipment

Not being good enough

Looking silly

Holding back the group

Studying should take priority

FEAR OF

Being 'too' good

Not looking 'made up'

Exercise isn't cool

JUDGEMENT

Not appearing feminine

Wearing sports clothing

Time with friends should be more important

Changing in front of others

Being the only new person

Wearing the wrong clothing/kit

Not being competitive enough

Developing too many muscles

Body parts wobbling when exercising

Being seen as too competitive

Our manifesto

Women come in all shapes, sizes and ability levels. It doesn't matter if you're rubbish or expert. The point is you're a woman and you're doing something

- Increase sport and activity levels
- Change how women feel and think about sport and activity
- Change the opportunities available to women to be active



THIS
GIRL
CAN

A kick right in
the stereotypes.

LOTTERY FUNDED
SPORT ENGLAND
#thisgirlcan

LOTTERY FUNDED
SPORT ENGLAND
#thisgirlcan

I swim because I love my body.
Not because I hate it.

THIS
GIRL
CAN

THIS
GIRL
CAN

I am acting
my age.

LOTTERY FUNDED
SPORT ENGLAND
#thisgirlcan

THIS GIRL CAN

Still slow. Still lapping everyone on the couch.



SPORT ENGLAND
LOTTERY FUNDED
#thisgirlcan



THIS GIRL CAN

THIS GIRL CAN

My alarm clock is set for 6 °C.



SPORT ENGLAND
LOTTERY FUNDED
#thisgirlcan



THIS GIRL CAN

I am beat body ready.

SPORT ENGLAND
LOTTERY FUNDED
#thisgirlcan



Our Impact

777k

Social media community members

47k

posters created using our app

550k

users of #ThisGirlCan since launch



3.9m

women have **taken some sort of action**

2.9m

women have **done some or more exercise**

Of the 2.9m

1.5m

women **started exercising** or came back after a break

Huge numbers of women

saw it, liked it and shared it



37
million views
Youtube and
Facebook channels

Trended
#2
on Twitter and
Google

100,000
likes

660,000
tweets
using #ThisGirlCan

The campaign has been talked about everyday on social media since it launched on 12 January 2015



Thank you for your attention!

Determinants of Diet and Physical Activity-Knowledge Hub: Understandings and perspectives

Giancarlo Condello, PhD

Post-doctoral researcher

University of Rome Foro Italico



@giancondello



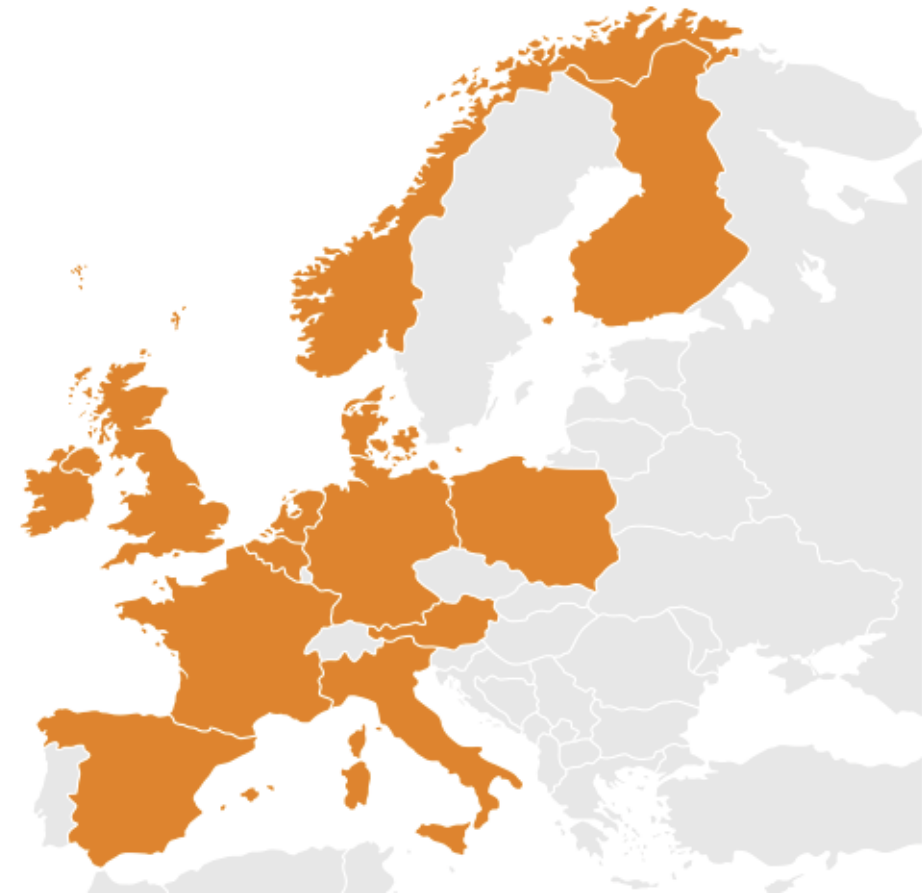



DEDIPAC
Determinants of diet & physical activity



- **2013-2016**
- **12 EUROPEAN COUNTRIES**
- **68 RESEARCH INSTITUTES**
- **300 RESEARCHERS**
- **16 SCIENTIFIC DISCIPLINES**
- **€12 million INVESTMENT**

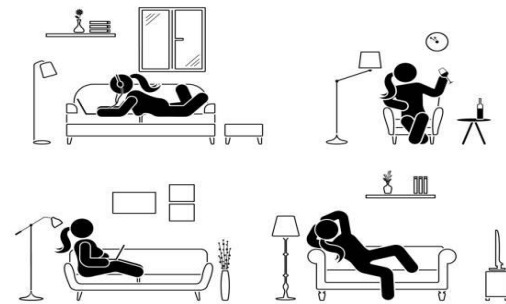
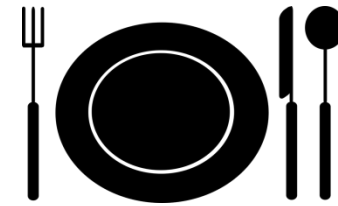
www.dedipac.eu
@JPI_DEDIPAC



Causes of the Causes



Factors which promote
or inhibit behaviour



DEDIPAC: AIM

To understand the **determinants** and to translate this **knowledge** into a more **effective promotion** of **healthy behaviours** and guide **new research**

Organization of DEDIPAC

➤ **Thematic Area 1** → measurements and methods

➤ **Thematic Area 2** → determinants  **PHYSICAL ACTIVITY**

➤ **Thematic Area 3** → interventions and policies

Determinants of physical activity

EVIDENCE

Umbrella Systematic Literature Review

Review of previous Systematic Literature Review evaluating the associations between determinants and physical activity

- Assessment of quality
- Importance of the determinants
- Strength of the evidence

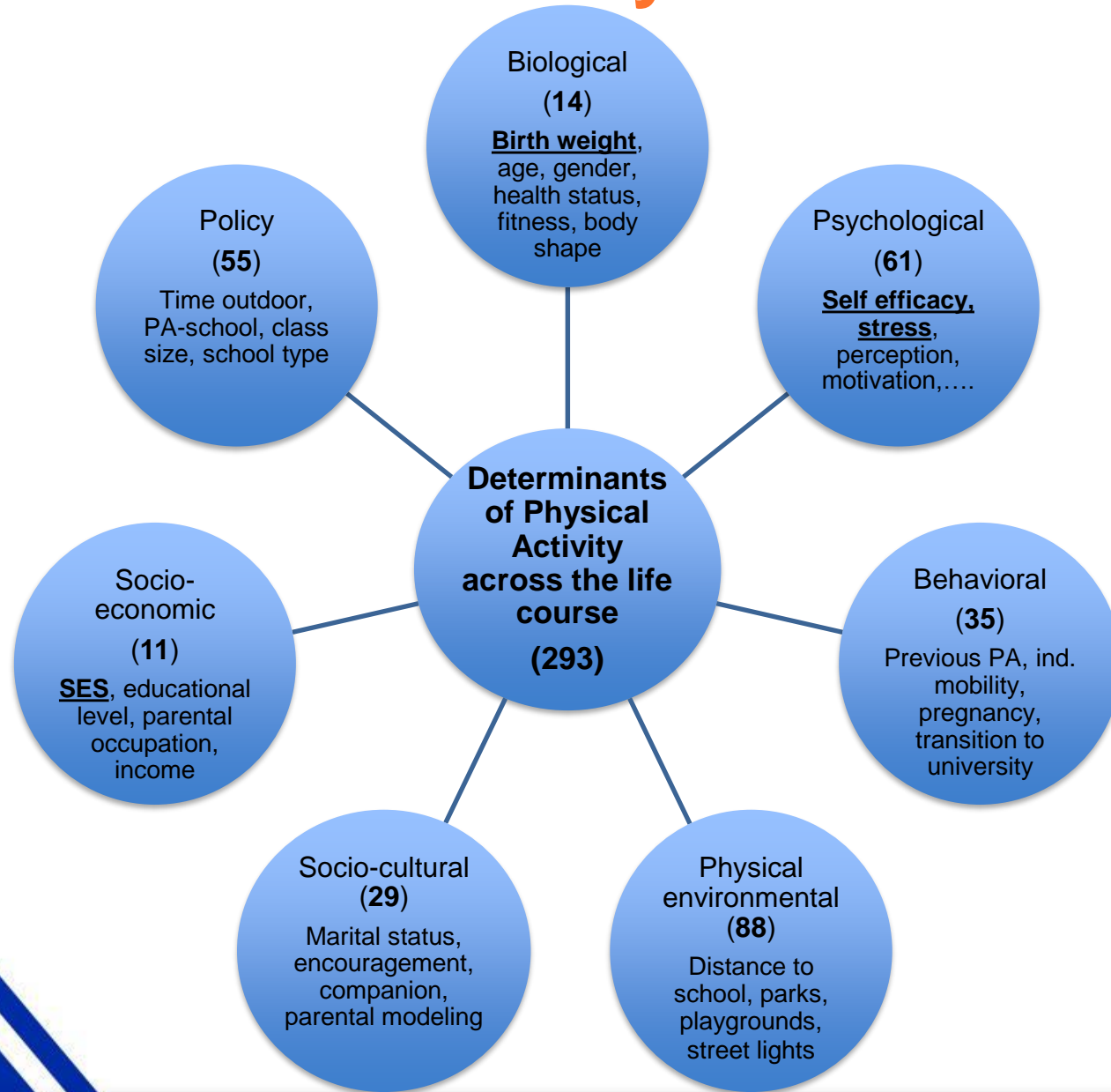
EMINENCE

Concept mapping

Expert's opinion on the determinants of physical activity

- Clustering
- Rating

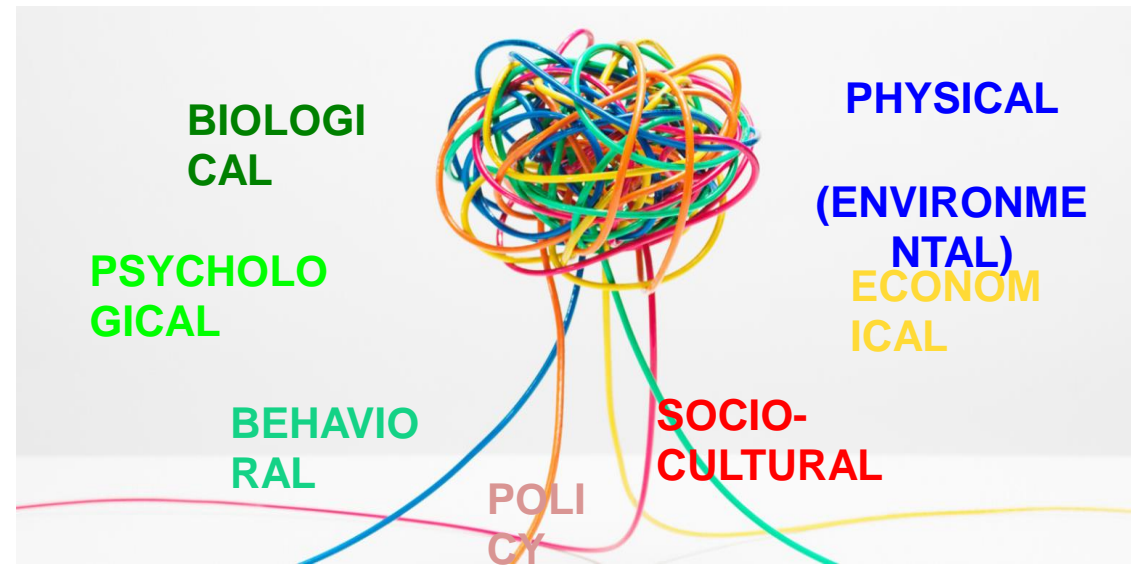
Umbrella SLR: summary of evidence



Condello et al., *IJBNPA*, 2016
Cortis et al., *PLoS One*, 2017
Carlin et al., *PLoS One*, 2017
Jaeschke et al., *IJBNPA*, 2017
Puggina et al., *EJPH*, 2017
O'Donoghue et al., *PLoS One*, 2018
Aleksavska et al., submitted to *PLoS One*

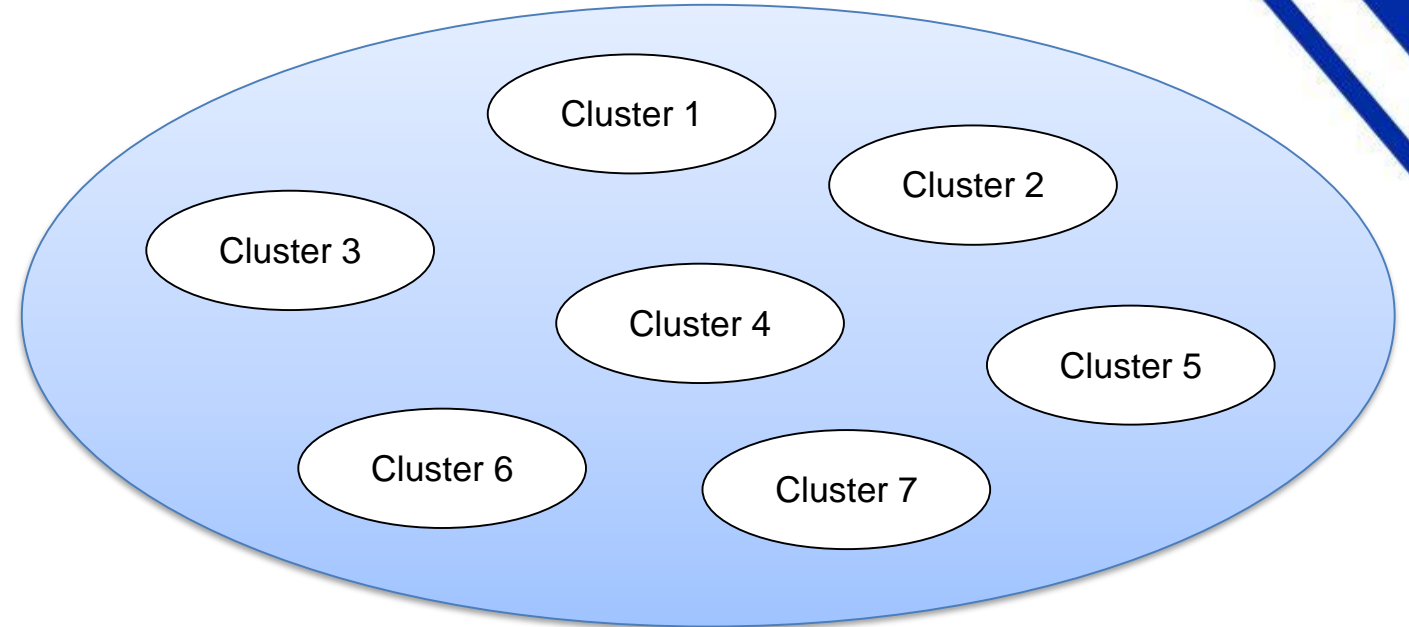
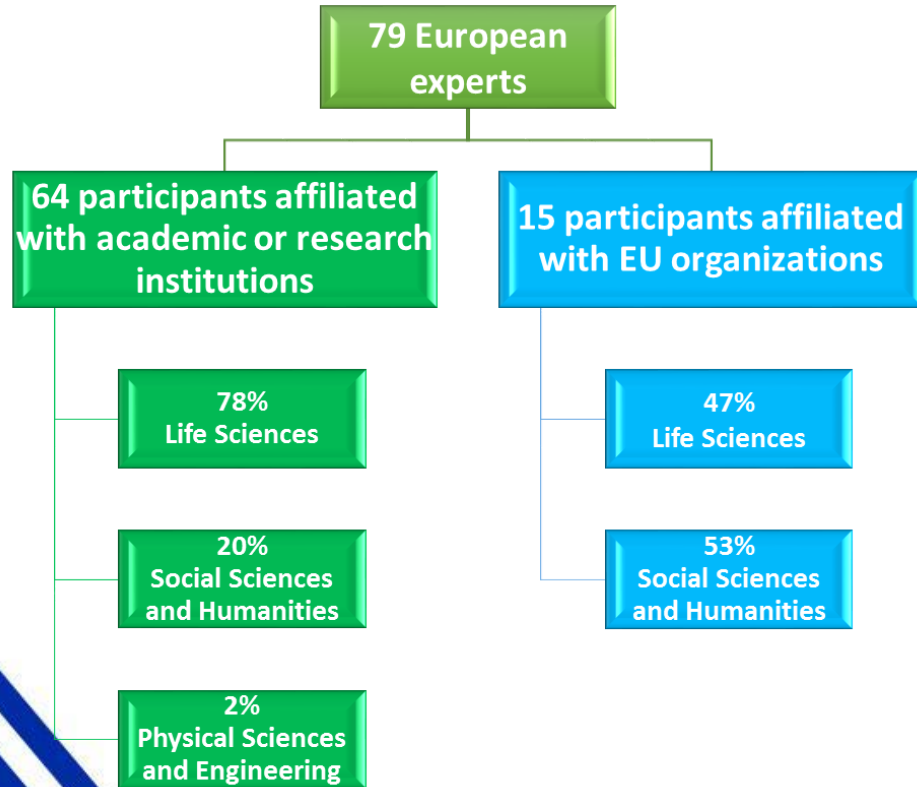
Umbrella SLR: keys messages

- Limited 'convincing' and 'probable' evidence
- Investigations on determinants
- Evidence based on cross-sectional experimental designs



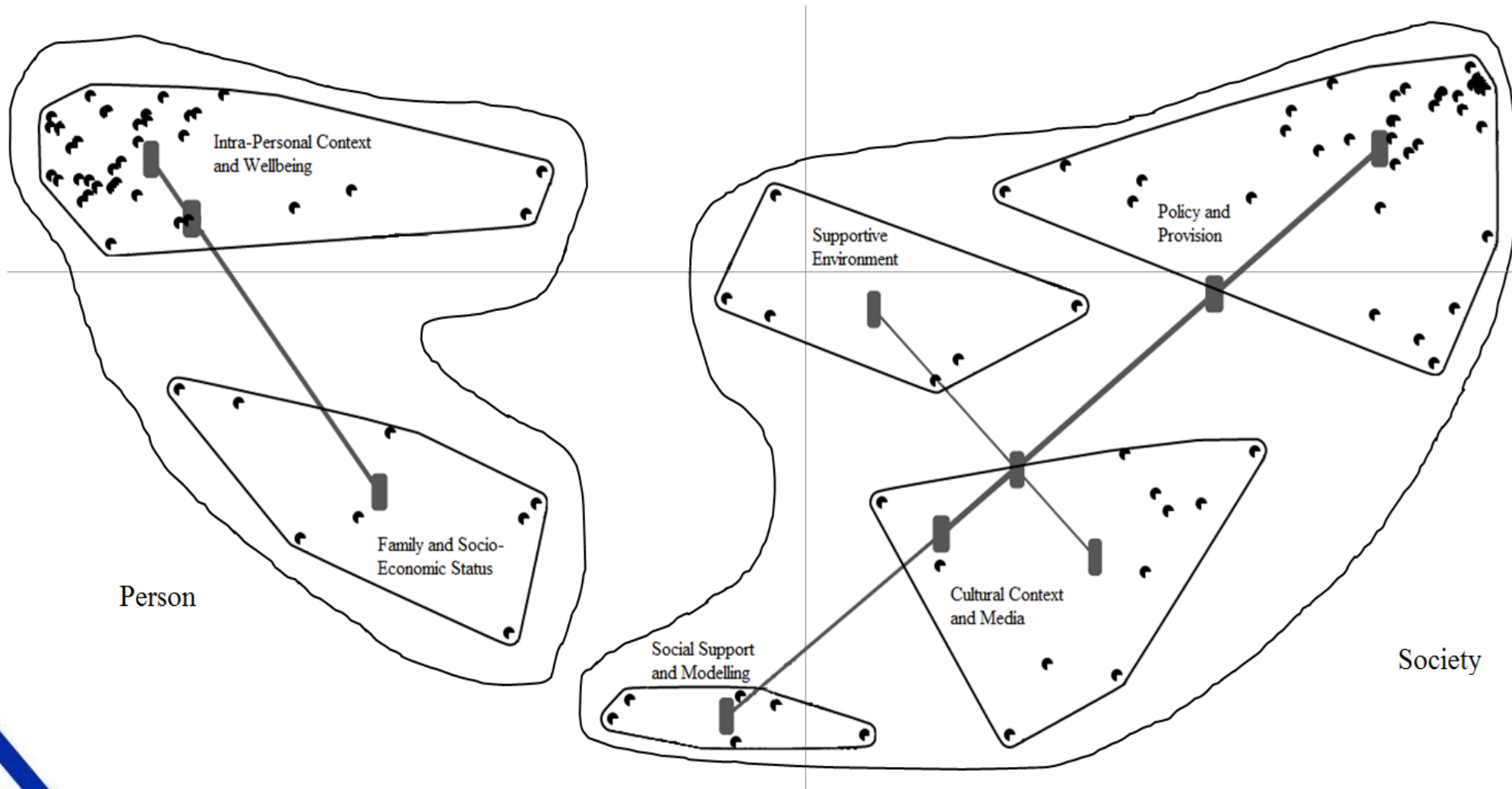
EUropean – Physical Activity Determinants framework

- Clustering of 106 determinants



- Rating of determinants for modifiability and population level effect (1-5 Likert scale)
- Population groups:
 - Youth
 - Adults
 - Older adults

EUropean – Physical Activity Determinants framework



European – Physical Activity Determinants framework

Priority for research

Factor	Statement by Cluster	Priority for Research	Final Consensus Agreement	Factor	Statement by Cluster	Priority for Research	Final Consensus Agreement
Cluster 1: Intra-Personal Context and Wellbeing		3.2±0.5		Cluster 4: Cultural Context and Media		3.0±0.4	
4	Actual PA Level	4.1±0.6		35	Group Activities (Outdoor/Indoor)	3.6±0.7	
73	Physical Fitness Levels (Strength, Endurance, Coordination, Agility, Flexibility)	3.9±0.7		105	TV Exposure	3.6±1.0	
71	Personal Goals/Outcome Expectancies/Achievement Orientation/Motivation	3.8±0.7	83.6	94	Social Media	3.2±0.9	92.7
66	Perceived Benefits of PA	3.7±0.7		52	Media	3.2±0.8	
38	Health Status	3.7±0.7		42	Internet Availability	3.1±0.9	
Cluster 2: Family and Socio-Economic Status		2.7±0.5		Cluster 5: Social Support and Modelling		3.3±0.3	
81	Rewards (Encouragement/Support)	3.5±0.8		99	Support of Family/Peers/Partner	3.7±0.6	
69	Perceived Social Role	3.0±0.8		34	Group (Family/Peers/Partner) PA Behaviours	3.5±0.6	
90	Social Competence/Role	3.0±0.8	85.5	36	Group Health Habits	3.4±0.8	98.2
91	Social Economic Status/Personal Income (for Children: Parents' Income)/Level of Education	2.9±0.8		93	Social Inclusion	3.1±0.8	
22	Educational Level (Parents/Relatives)	2.6±0.8		92	Social Expectations	2.9±0.8	
Cluster 3: Policy and Provision		3.0±0.4		Cluster 6: Supportive Environment		3.4±0.2	
61	PA Programs/Plans	3.6±0.8		43	Involvement in Organized Sport	3.7±0.8	
60	PA Programs in School/Office/Community	3.6±0.8		101	Time Spent Outdoor/Playing Spaces	3.6±0.8	
9	Availability/Access/Proximity of PA Organized Sport Facilities/Tools	3.6±0.7	85.5	74	Physical Advices	3.4±0.8	87.3
37	Health Education	3.5±0.7		2	Access to Personal/Family/Peer Transport	3.2±0.7	
59	PA Education (at School/Work)/Knowledge of Effects of PA	3.4±0.9		75	Private Environment (Home/Backyard Space)	3.1±0.9	

EU-PAD framework: keys messages

- **‘Supportive environment’ → highest priority for research**
- 16 determinants for promoting positive PA behaviours
- Unique determinants for specific population group
 - Youth → **Use of the internet and technologies (Cyber Space)**
 - Adults → **Financial possibility for physical activity and sport**
 - Older adults → **Mobility/transport**
- Transdisciplinary investigations and interventions
- Effective cooperation with well-established EU platforms

DEBATE

Open Access

Towards the integration and development of a cross-European research network and infrastructure: the DETERminants of Diet and Physical ACTivity (DEDIPAC) Knowledge Hub

Jeroen Lakerveld^{1,2,4*}, Hidde P. van der Ploeg¹, Willemieke Kroeze¹, Wolfgang Ahrens², Oliver Allais³, Lene Frost Andersen⁴, Greet Cardon⁵, Laura Capranica⁶, Sebastien Chastin⁷, Alan Donnelly⁸, Ulf Ekelund⁹, Paul Finglas¹⁰, Marion Flechtner-Mors¹¹, Antje Hebestreit², Ingrid Hendriksen^{12,1}, Thomas Kubiak¹³, Massimo Lanza¹⁴, Anne Loyen¹, Ciaran MacDonncha⁸, Mario Mazzocchi¹⁵, Pablo Monsivais¹⁶, Marie Murphy¹⁷, Ute Nöthlings¹⁸, Donal J. O'Gorman¹⁹, Britta Renner²⁰, Gun Roos²¹, Abertine J. Schuit²², Matthias Schulze²³, Jürgen Steinacker¹¹, Karien Stronks²⁴, Dorothee Volkert²⁵, Pieter van't Veer²⁶, Nanna Lien²⁷, Ilse De Bourdeaudhuij⁵, Johannes Brug¹ and on behalf of the DEDIPAC consortium

3 years of DEDIPAC – 39 publications - www.dedipac.eu

Brug et al. *International Journal of Behavioral Nutrition and Physical Activity*
(2017) 14:150
DOI 10.1186/s12966-017-0609-5

International Journal of Behavioral
Nutrition and Physical Activity

DEBATE

Open Access

Determinants of diet and physical activity (DEDIPAC): a summary of findings



Johannes Brug¹, Hidde P. van der Ploeg^{2,3}, Anne Loyen², Wolfgang Ahrens⁴, Oliver Allais⁵, Lene F. Andersen⁶, Greet Cardon⁷, Laura Capranica⁸, Sebastien Chastin^{7,9}, Ilse De Bourdeaudhuij⁷, Marieke De Craemer⁷, Alan Donnelly¹⁰, Ulf Ekelund¹¹, Paul Finglas¹², Marion Flechtner-Mors¹³, Antje Hebestreit⁴, Thomas Kubiak¹⁴, Massimo Lanza¹⁵, Nanna Lien⁶, Ciaran MacDonncha¹⁶, Mario Mazzocchi¹⁷, Pablo Monsivais¹⁸, Marie Murphy¹⁹, Mary Nicolaou²⁰, Ute Nöthlings²¹, Donal J. O'Gorman²², Britta Renner²³, Gun Roos²⁴, Matthijs van den Berg²⁵, Matthias B. Schulze²⁶, Jürgen M. Steinacker¹³, Karien Stronks²⁰, Dorothee Volkert²⁷, Jeroen Lakerveld^{28*} and on behalf of the DEDIPAC consortium



Thank you for your attention!

Echanges avec la salle

Discussion with the audience



Physical activity counselling in Finland

Tommi Vasankari, Prof., MD, PhD

Director

UKK Institute for Health Promotion Research

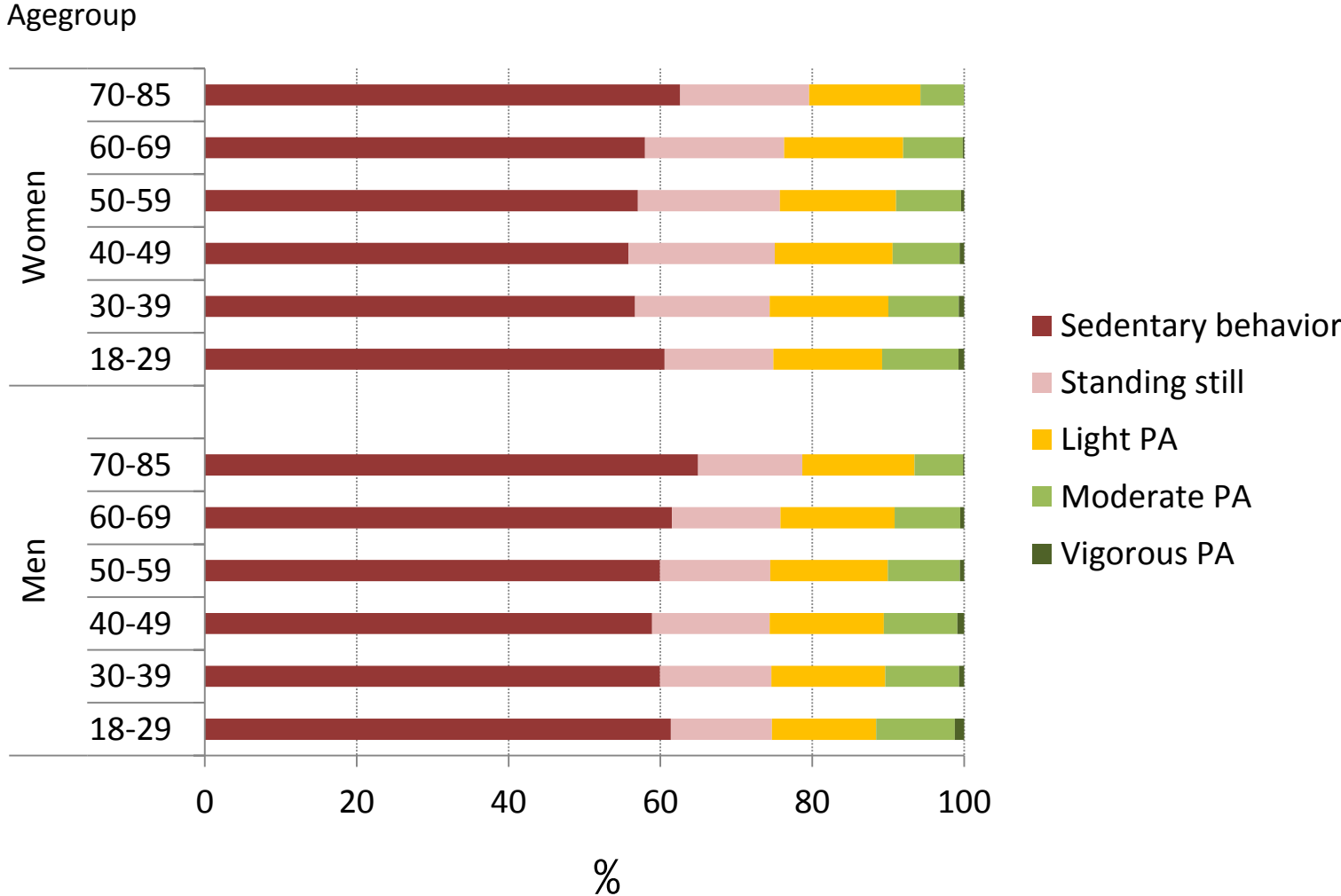
 www.ukkinstituutti.fi



**Finland has several years history on population based studies
on PA & SB**

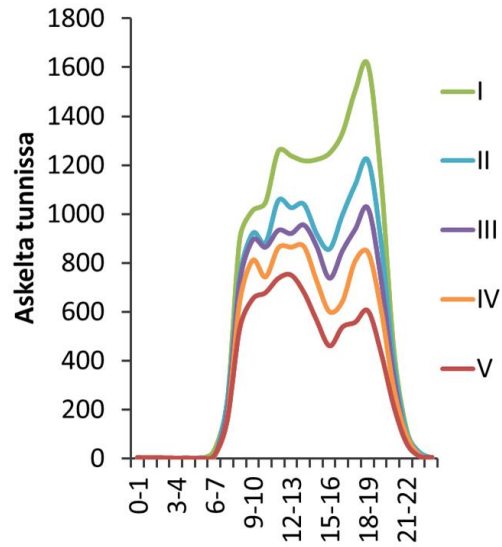
- Health 2011 – adults 18+ (n>2.000)
- FINRISK 2012 – adults 18-65 y (n=2.000)
- Northern Finland Birth Cohort (born 1966) – n>6.000
- LIITU 2016 Study (nationwide) – 9/11/13/15-y (>3.200)
- FinFit 2017 – adults 20-69 y (n=10.500)
- LIITU 2018 – 9/11/13/15-y (n>4.000)

Physical activity and sedentary behavior as a proportion of measurement time – Health 2011 Study

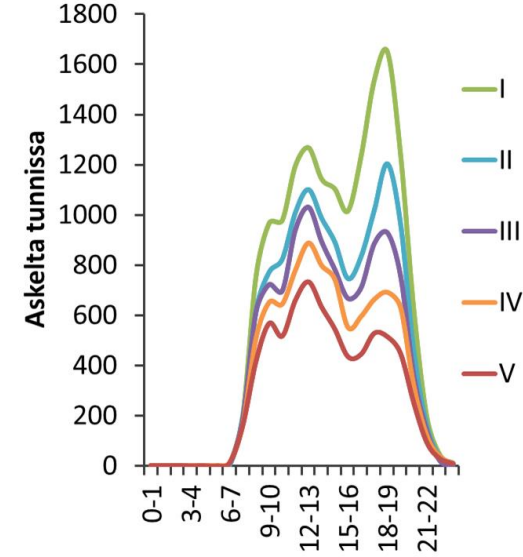


Children: Fifths based on number of steps per day Mon to Fri

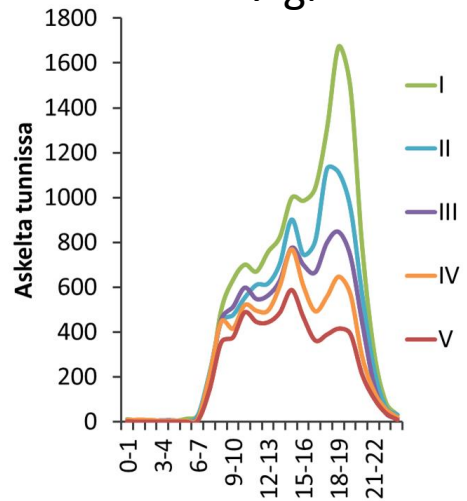
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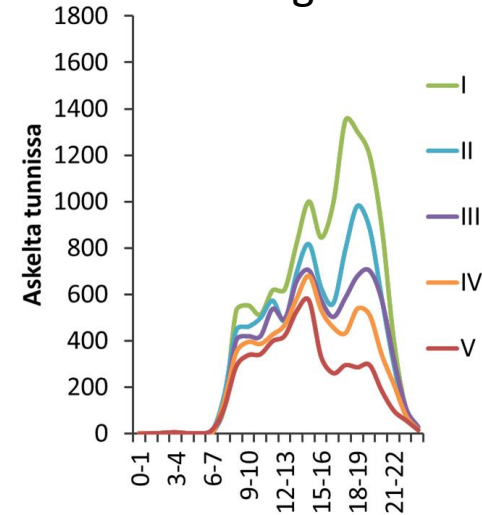
5 gr



7 gr



9 gr



Methodology and population results

- Publications / methodology:

- Aittasalo M, Vähä-Ypyä H, Vasankari T, Husu P, Jussila A-M, Sievänen H. Mean amplitude deviation calculated from raw acceleration data: a novel method for classifying the intensity of adolescents' physical activity irrespectively of accelerometer brand. **BMC Sports Sci Med Rehabil** 2015; 7: 18 (DOI 10.1186/s13102-015-0010-0).
- Vähä-Ypyä H, Vasankari T, Husu P, Suni J, Sievänen H. A universal, accurate intensity-based classification of different physical activities using raw data of accelerometer. **Clin Physiol Funct Imag** 2015; 35(1): 64-70.
- Vähä-Ypyä H, Vasankari T, Husu P, Mänttari A, Vuorimaa T, Suni J, Sievänen H. Validation of cut-points for evaluating the intensity of physical activity with accelerometry-based mean amplitude deviation (MAD). **PLoS One** 2015; 10(8): e0134813.
- Vähä-Ypyä H, Husu P, Suni J, Vasankari T, Sievänen H. Reliable recognition of lying, sitting and standing with a hip-worn accelerometer. **Scand J Med Sci Sports** 2018; 28: 1092-1102 (doi: 10.1111/sms.13017).

- Some publications / population results:

- Husu P, Vähä-Ypyä H, Vasankari T. Low objectively measured sedentary behavior and high number of steps are associated with very good health status in Finnish 7- to 14-year-old children. **BMC Publ Health** 2016; 16: 338.
- Husu P, Suni J, Vähä-Ypyä H, Sievänen H, Tokola K, Valkeinen H, Mäki-Opas T, Vasankari T. Objectively measured sedentary behavior and physical activity in a sample of Finnish adults: A cross-sectional study. **BMC Publ Health** 2016; 16: 920 .
- Vasankari V, Husu P, Vähä-Ypyä H, Suni J, Tokola K, Halonen J, Hartikainen J, Sievänen H, Vasankari T. Association of objectively measured sedentary behavior and physical activity with cardiovascular disease risk. E-pub ahead of print **Eur J Prev Cardiol** 2017; 24: 1311-1311.
- Hankonen N, Heino M, Hynynen S-T, Laine H, Araujo-Soares V, Sniehotta F, Vasankari T, Sund R, Haukkala A. Randomised controlled feasibility study of a school-based multi-level intervention to increase physical activity and decrease sedentary behaviour among vocational school students. **Int J Behav Nutr Phys Act** 2017; 14: 37 (DOI 10.1186/s12966-017-0484).

How to use the information from population based studies?



VESOTE

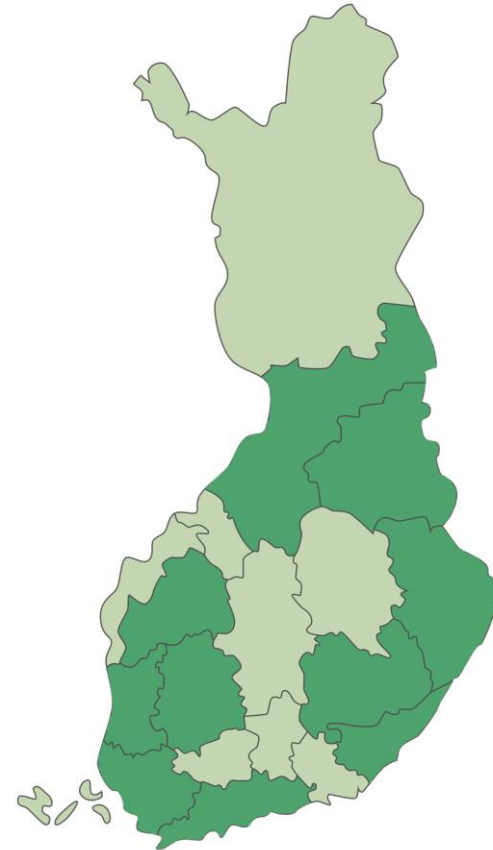
– project (10 hospital districts)



-Government's Key Project during 2017-2018.

-VESOTE -project over 3.9 M people and 172 towns.

-Support from government > 3 M €.



Life style counselling for health care and social sector (VESOTE project)

- **Life style counselling** (physical activity, diet, sleep)

Commitment from directors of hospital districts, directors of towns, third sector, etc.

- **Strong multisectoral collaboration** from health care to cities / third sector / private sector (all "actors" involved)

eLectures and webinars on life style counselling (**education**)

- **Virtual life style policlinic** to every hospital district – Virtual hospital project contains 40 "houses" (diabetics' house, women's house, etc)

- **Create patients "paths"** from specialized hospitals to third sector (e.g. PA counselling for COPD patients, etc)

- **Measuring life style objectively** (PA, SB, speed, diet no!)

Interactive accelerometer + smart phone application + cloud (personal goals) – **same information to patient and health care professionals.**

Life style counselling for health care and social sector (VESOTE project) some examples of actions

- Physical activity counselling for diabetics (North Karelia Hospital District – RCT; three arms: usual care vs. accelerometer+application vs. accelerometer+application + face to face counselling)
- Physical activity counselling for coronary artery patients (two University hospitals Kuopio and Turku; both by-pass and PCI) – RCT; two arms: usual care vs. accelerometer+application together with phone calls from nurse
- Sleep policlinic for patients suffering sleep disturbances (treatment without medications Helsinki & Uusimaa hospital district)
- Etc etc etc

Some examples of actions

- Physical activity counselling for diabetics (North Karelia Hospital District – RCT; three arms: usual care vs. accelerometer+application vs. accelerometer+application + face to face counselling)
- Physical activity counselling for coronary artery patients (two University hospitals Kuopio and Turku; both bypass and PCI) – RCT; two arms: usual care vs. accelerometer+application together with phone calls from nurse)
- Sleep policlinic for patients suffering sleep disturbances (treatment without medications Helsinki & Uusimaa hospital district)
- Etc etc etc

We integrated our **EXSED** service as a part of the national health care system.



Exsed Movesense tracker

Activity / passivity tracker
Devices and accessories manufactured by Suunto Ltd.



IOS / Android app

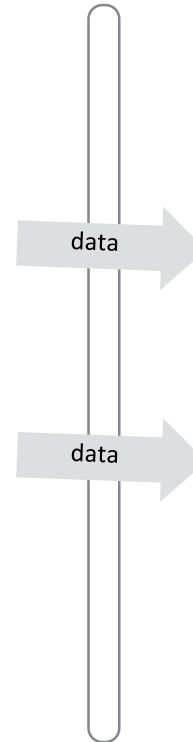
- activity, sedentary, sleep, etc.
- recommendations & goals
- correlation to diabetes / cardiov. diseases
- correlation to general population



Cloud databases

- Raw & calculated data
- additional analysis
- GDPR compliant

To 3rd party services and clients



API's & strong authentication

Virtual Hospital 2.0

- pilot starting in early 2018

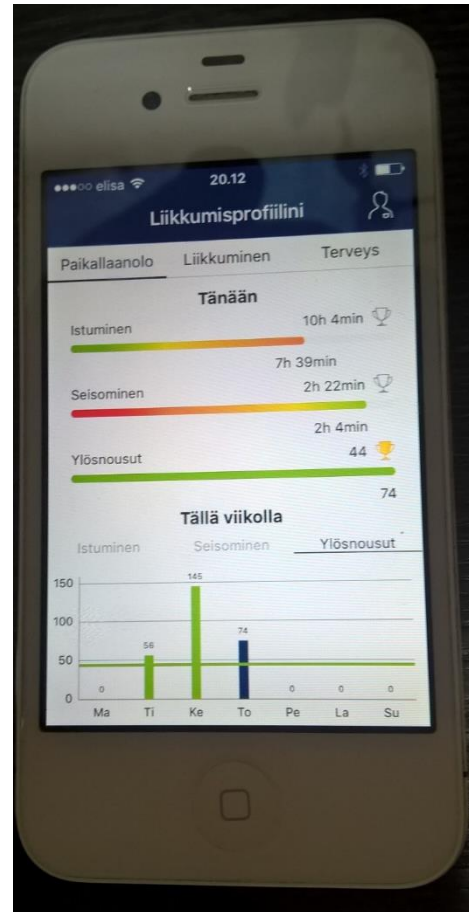
HUS maternity diabetes –project
• pilot starting in early 2018

Ongoing pilots & research

- Kuopio / Turku Univers. Hospital: patients after cardiac operations
- Siun sote: diabetes patients
- PET centre, Turku Univers. Hospital: sedentary metabolism
- VESOTE project with 10 hospital district
- Finnish Defence Forces

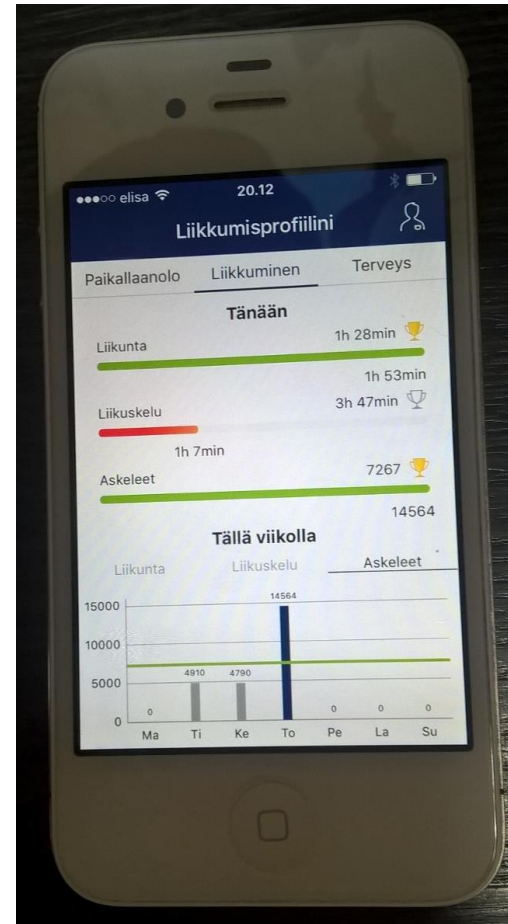
Apps-ExSed

SB(sitting, standing, standing ups)



Apps-ExSed

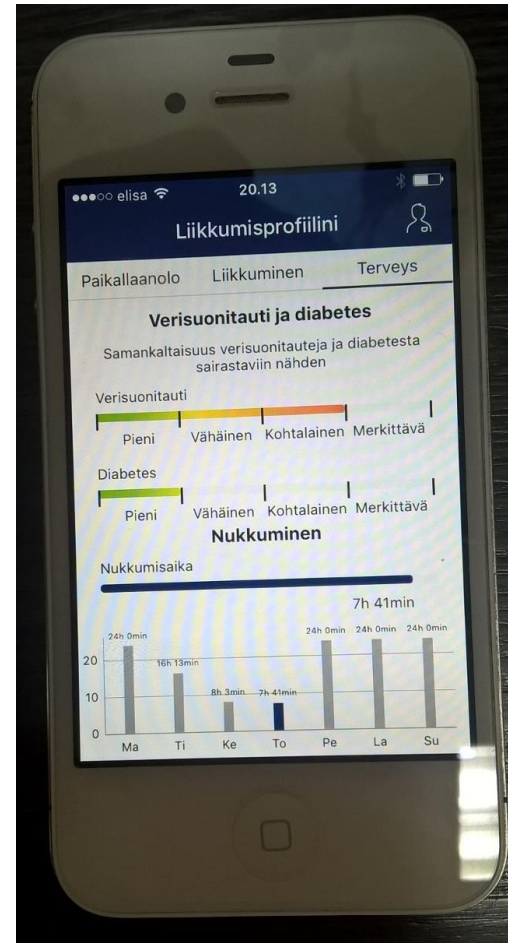
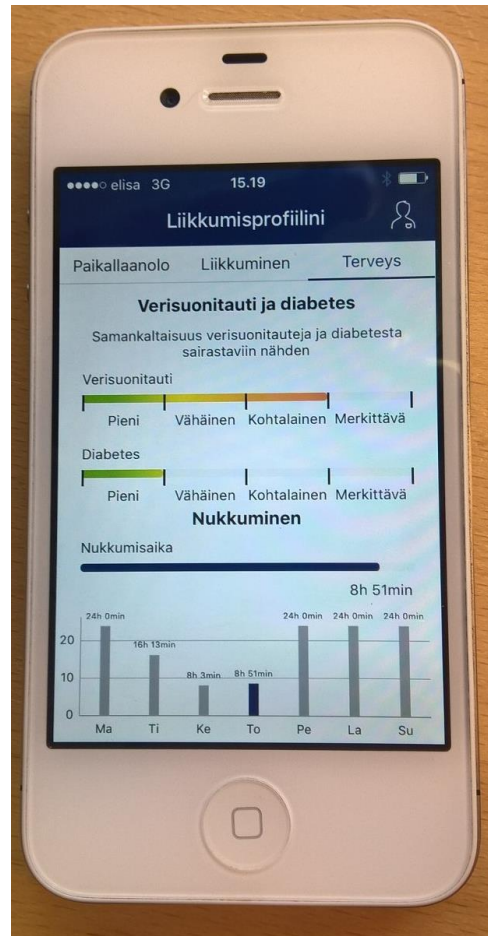
PA(MVPA, light PA, steps)



Apps-ExSed



Health(PA & Sb profile compared to T2DM/CVD, sleep)





Thank you for your attention!

Round Table 2: Physical Activity on prescription in France



National Health Policies

Public Health Law, Jan 2016, Amendement 917

Physician may prescribe physical activity appropriate to the patient's pathology, physical abilities and medical risk.

Adapted PA provided by organizations subject to the Sport Code and labeled by the Regional Health Agency

Long-term legislative framework for the development of good practices

Labeled structures

Hospitals

Lille April 2015



Caen September 2015



Chartres
November 2015



CIMS



Paris
Hôtel-Dieu
APHP Jan 2016

Associations and providers



Strasbourg

Since 2012

1 400 patients attended
> 300 prescribing doctors
14 partner associations

50h of activity/week in house
35h of activity/week within
associations

<https://www.strasbourg.eu/sport-sante-sur-ordonnance-strasbourg>

Strasbourg.eu
& COMMUNAUTÉ URBAINE

Sport santé
sur ordonnance

Sport santé
sur ordonnance

Prescription médicale
d'activité physique et de
modes de déplacements
physiquement actifs

**Coupon
Sport Santé**

Biarritz



GP prescribe PA for all sedentary people
(prim. Chronic non communicable disease)

Groupe Pasteur Mutualité + Care Labs (Chèque Santé[®])

Pilot program

- Primary prevention for a sedentary population
- Funding: Chèque Santé[®] to pay for consultation
- Network: Dr, sports educators, sports clubs, dieticians
- Organized evaluation to insure the quality of the program

CNOSF



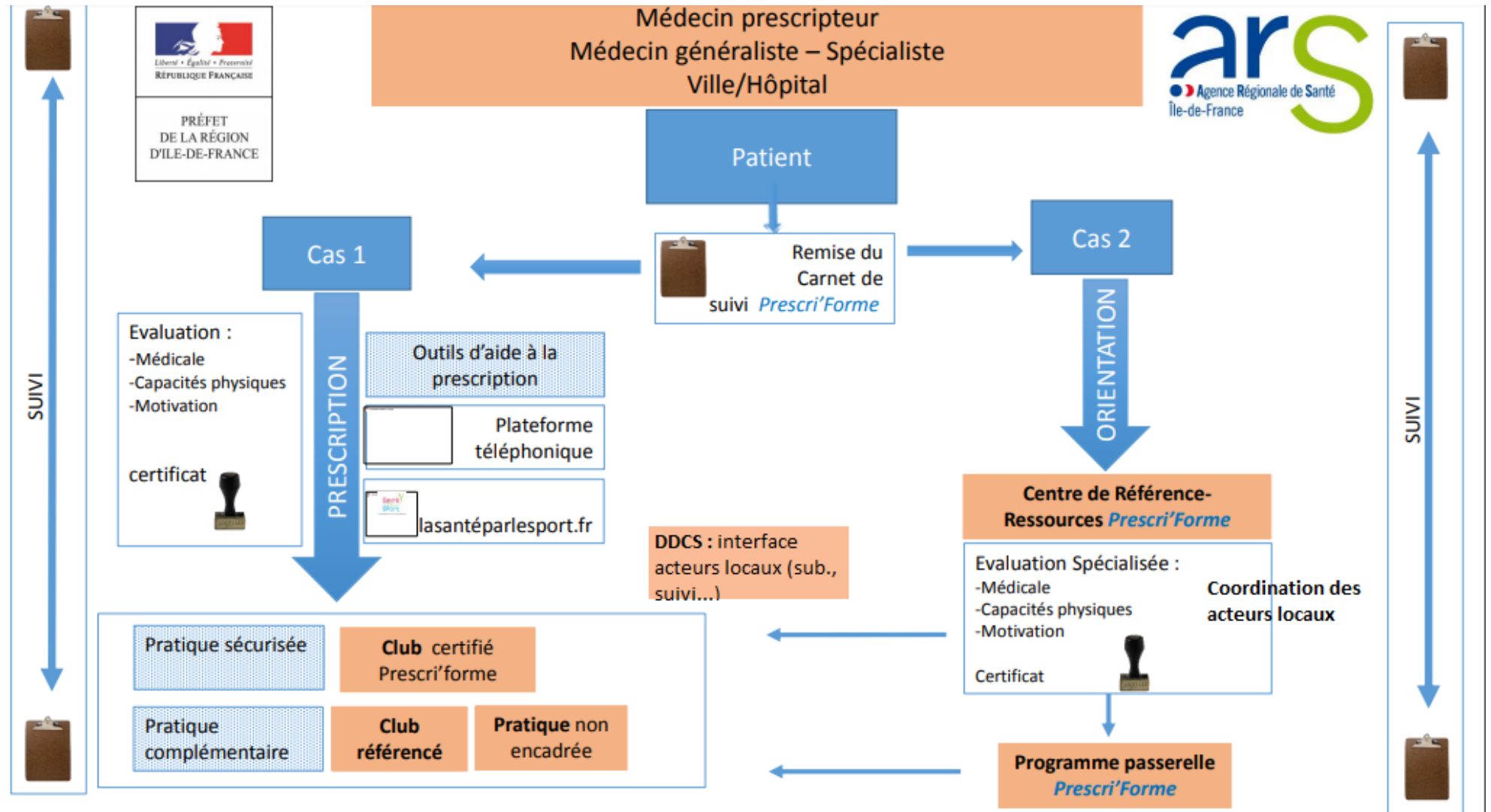
MÉDICOⓂSPORT-SANTÉ

LE DICTIONNAIRE À VISÉE MÉDICALE DES DISCIPLINES SPORTIVES

Edition AVRIL 2017

Evaluation

Prescri'forme



Work in Progress

- **Financial Models**
- Medical Training
- PA providers **Labeling**
- National **coordinating** authority
- National **network of professionals**



Thank you for your attention!

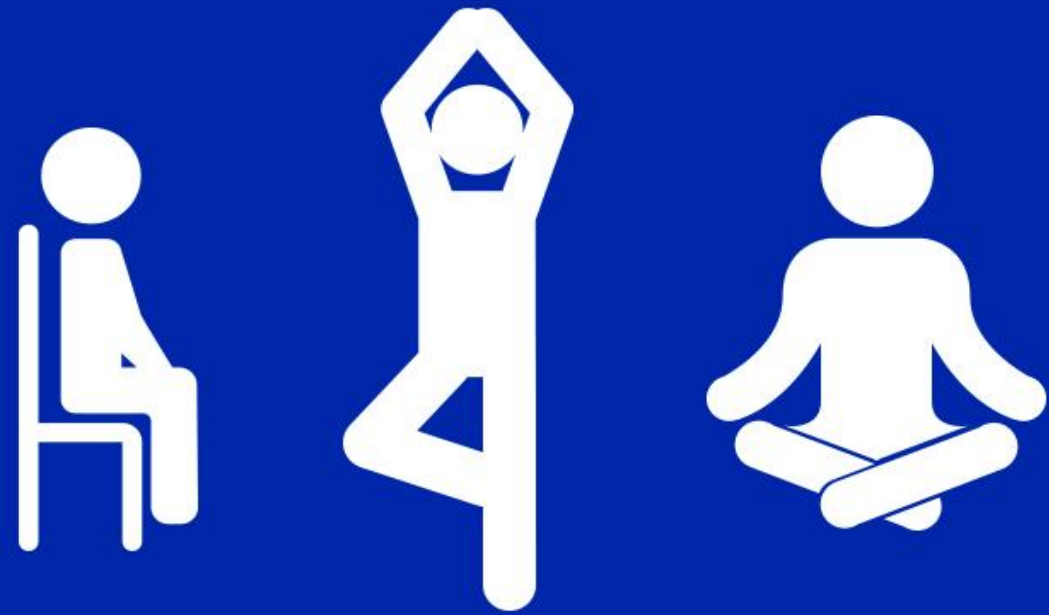
Echanges avec la salle

Discussion with the audience



Conclusion





Café de clôture

Closing coffee

