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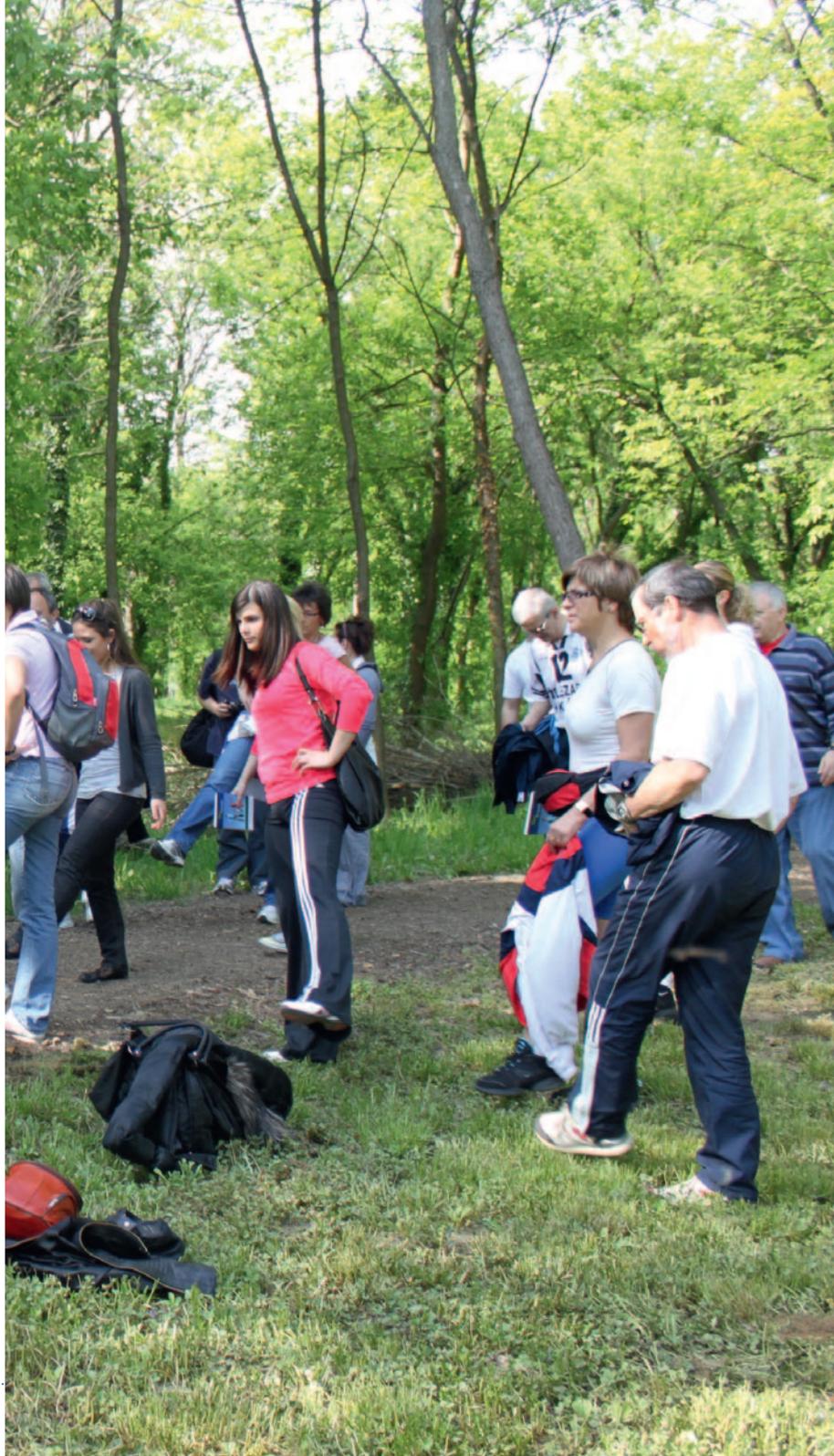
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Learning from **EXPERIENCE**

FOREWORD / MOGENS KIRKEBY / ISCA PRESIDENT



The positive effects of a physically active lifestyle are well-known. Physical activity is documented to be one of the single most important health determinants in modern society. On the other hand, physical inactivity has severe consequences for individual citizens as well as for society in general.

Is this a European issue? And is grassroots sport part of the solution?

I believe so. Let me start with some facts.

Grassroots sport is engaging 40 % of all Europeans in physical activity on a regular basis. If we add to this the number of Europeans who are physically active in other ways than sport, 65 % identify themselves as active on regular basis (Eurobarometer, 2010).

However, there is a considerable gap between European countries in regard of the degree of involvement of the citizen in public life in general, and in sport in particular.

If all European societies reached the participation level of the countries with the highest grassroots sport participation, 150 million Europeans more would be regularly active in sport. Let us set ourselves a goal:

VISION: 100 MILLION MORE EU CITIZENS ACTIVE IN SPORT AND PHYSICAL ACTIVITY BY 2020

Such a vision would be the core of more inclusive, healthier and economically viable European societies.

How do we get there?

Getting people to go from inactivity to activity is a difficult task. Information campaigns alone will not do it. It takes at least 5 mental and practical steps for individuals to go from inactivity to regular physical activity (Brehm, 2010). It also takes the right (and near-by) offers, facilities and motivators.

I believe that there is an important role to play on a European Level. Grassroots sport and physical activity is essentially a local phenomenon. But the national grassroots sport associations have a key role to play for programmes and infrastructures. They can fulfill this role ad hoc. Or they can learn from others' experiences.

This handbook presents some of these experiences. It is presenting key information from good practises from all over Europe. The practises cannot simply be copied from one country to another. But they can inspire and allow a "fast track" to development.

Like for individuals, a handbook does not do the trick alone. But using this handbook hopefully can inspire practitioners to learn more and to take part in fulfilling the vision of more physically active European societies.

I wish you good reading and good inspiration!

“SANTE” MEANS HEALTH, and, you know, it is not by chance!

FOREWORD / PROF. DR. GIOVANNI CAPELLI / COORDINATOR SANTE ADVISORY GROUP,
DEAN OF THE FACULTY OF SPORT SCIENCES, UNIVERSITY OF CASSINO, ITALY



In his book from 1959 'An introduction to Public Health', H.S. Mustard stated that "a health problem becomes a public health responsibility if or when it is of such character or extent as to be amenable to solution only through systematized

social action. Its relative importance varies with the hazard to the population exposed. This hazard may be qualitative, in terms of disability or death; quantitative, in terms of population affected; it may be actual or potential."

His fellows, L.S. Goerke and E.L. Stebbins, in the 1968 edition of that milestone book, added that "over the centuries, the kinds of disease that have harassed mankind have changed, as has the severity of their effect on the population. The effects of the early, devastating epidemic diseases were mitigated as their true causes became known, and this knowledge in turn led to more effective control and treatment. Throughout this process, the kind and nature of the attention paid to health and disease were influenced by the ideologic concepts that dominated society at time [...] Throughout history, whether the promotion of health and the fight against disease lagged or progressed depended on the combination of dominant ideology, situational pressures, manifestations of disease and status of knowledge".

Today's Public Health has to face multi-factorial diseases, an aging population, the worldwide spread of overweight and obesity and their consequences. Physical activity and sport related exercise are very powerful tools for promoting and enhancing health, but a systematized action is needed, involving and integrating partners from the social and health sector, grassroots sport and physical exercise organizations and the citizens.

As a Public Health researcher and as a Dean of a Faculty of Sport Science and Physical Education, I'm glad and proud of having the opportunity to be an actor in the SANTE project. I want to thank ISCA and all the SANTE partners for their precious work in sharing ideas and practices. Some are presented in this handbook with the aim to inspire people who work in the field, suggesting examples of activities, objectives and tools to be adapted, improved and broadened to promote Health Enhancing Physical Activity programs throughout Europe, our common country.

“SANTE” MEANS HEALTH, AND, YOU KNOW, IT IS NOT BY CHANCE!

What is SANTE

AIMS, MAIN TASKS AND ACTIONS



NUMEROUS ACTIVITIES HAVE BEEN ORGANISED IN THE SANTE PROJECT WITHIN THE PROJECT PERIOD FROM DECEMBER 2009 TO MARCH 2011:

SANTE SPORT ACTION NETWORK EUROPE

SANTE supports the promotion of health enhancing physical activity within the framework of the European Commission's preparatory actions on sport.

SANTE is an ambitious effort of **17 partners across Europe** representing sport organizations, esteemed universities, businesses and local government. The partners have united their resources in the SANTE project to address and act upon the contemporary challenge of improving Europeans' health. The partners are at different levels in their work with health-enhancing physical activity. Some have multi-faceted programmes and several of years of experience implementing them. Some have only just begun defining a strategy in the field. This diversity was an asset for the project as allowed many different starting points and perspectives in the best practice exchange.

This project has been developed out of recognition that sport collectively holds great potential for promoting health-enhancing physical activity. SANTE has a special focus on supporting and promoting cross-sector innovative partnerships to foster learning across Europe's borders and inform future actions within health enhancing physical activity. It is the foundation of the SANTE project that a broader cooperation and sharing between the stakeholders on all levels (European, national and local) will be beneficial to effectively reach and activate more European citizens in physical activity with a view to improve and maintain their health.

SANTE features the following specific project objectives:

1. **Promoting** health enhancing physical activity with a starting point in sport organisations.
2. **Engage** national and local sport organisations from Europe in networking and best practice exchange with a view to qualifying existing and developing new initiatives.
3. **Highlight** and promote cooperation between sport organisations and business, schools, local governments, health organisations and others.
4. **Establish** partnerships and cooperation between international/European organisations and stakeholders in the field of health enhancing physical activity.
5. **Collect**, document and valorise examples of innovative cross-sectoral cooperation in health enhancing physical activity.
6. **Prepare** future actions in health and physical activity.

05-07/03/2010

SANTE is formally launched at a Kick-off meeting in Copenhagen where Project Partners are getting a shared vision of project objectives and define a specific project implementation plan.

07/03/2010

Political Forum in Copenhagen, Denmark.

03-12/2010

Bilateral meetings among SANTE project partners in sense of discussing one or a few best practices and how to qualify that practise and implement it in organisation and setting. Project Exchanges were thus the central method for actual transfer of knowledge for direct implementation purposes.

29-30/06/2010

Political Forum in Brussels.

30/08/2010 – 01/09/2010

Thematic Seminar "Active Seniors" in Largs, Scotland.

15-17/10/2010

Workshop "Engaging Youth and adolescents in physical activity using health as a brand" in Rimini, Italy.

20-24/10/2010

European Sport for All Congress - MOVE 2010 - "Sport for All and Health: A Strategic Partnership" in Frankfurt, Germany.

20-24/10/2010

Thematic Seminar "National campaigns to engage more people in physical activity and sport" in conjunction with the MOVE 2010 Congress in Frankfurt, Germany.

20-21/11/2010

Workshop "How to Keep Fit - Active Seniors" in Prague, Czech Republic.

31/01/2011 – 02/02/2011

Thematic Seminar "Are we ready to fight for HEPA Human Resources in the EU labour market?" in Cassino, Italy.

18-20/03/2011

SANTE Final Conference "Looking into the future" in Prague, Czech Republic.

The SANTE handbook comprising both theoretical and practical perspectives is, besides the above mentioned activities, a concrete outcome of the SANTE project. The handbook consists of good practices within health enhancing physical activity from across Europe.

For more information about SANTE and its activities and please follow this link www.mysante.info or contact info@isca-web.org

The SANTE ADVISORY GROUP

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

- **Prof. Dr. Giovanni Capelli**
(University of Cassino, Italy)
- **Prof. Borislav Obradovic**
(University of Novi Sad, Serbia)
- **Prof. Dr. med. Gunnar Tellnes**
(University of Oslo, Norway)
- **Assistant Prof. Antonio Borgogni**
(University of Cassino, Italy)
- **Dr. Eloisa Lorente**
(University of Bedfordshire, UK)
- **Dr. Simone Digennaro**
(University of Cassino, Italy)

In order to define an ad-hoc scientific framework through which defining, identifying and selecting the most inspiring and innovative project implemented within the HEPA sector the AG has adopted a series of definitions concerning the concept of good practice.

DEFINITION OF GOOD PRACTICE

A good practice is defined as an initiative in a specific area which has (or may have) a significant impact on its running and may be seen as inventive and which can be applied generally. Particularly it is a project/programme/activity that includes substantial and well-documented proof of success and that it has had an impact and/or has successfully met its programme objectives with clear evidence that it can be transferred to or replicated in different contexts (for more information see Advance Africa, 2002).



In accordance to the specific sector investigated, a good practice must respond to four general criteria and four more specific dimensions:

- 1. Evidence of success in connection with the goals defined:**
 - Well documented monitoring and evaluation framework.
 - Systematic data collection (during and at the end of the process) of outcomes, participant's satisfaction, reaching of the target group and implementation.
- 2. Innovation:**
 - New and creative solutions to common problems.
 - Combining theory and practice.
 - Implementing new methodologies.
- 3. Transferability:**
 - Useful for others.
 - Possibility to generalise.
 - Possibility to adapt to other contexts or settings.
- 4. Sustainability:**
In terms of:
 - Durability of programme results.
 - Efficient use of resources at disposal.
 - Long term outcomes.
 - Strategic view.

PROCEDURE FOR THE ANALYSIS OF THE DATA

The AG prepared a questionnaire requiring the SANTE partners to provide specific information concerning the most inspiring practices implemented in their activities (up to 5). Questionnaires were sent out by email and data analysis was carried out through a blind-reviewers process. Two reviewers evaluated the practices with regard to the four dimensions and criteria established by the AG. Within that the reviewers rated the practice on the four mentioned dimensions with a visual scale. Afterwards, the AG met again to compare the blind rated practices and decided which practices are going to be highlighted in this SANTE handbook. Then, further information was collected through interviews with the general manager of each highlighted project.

MAIN OUTCOMES

THE QUESTIONNAIRE: GENERAL DESCRIPTION

The questionnaire used to gather data on practice was composed of two main parts.

In the first one structured data (based on the categories reported in the SANTE project documents) were collected on:

1. Reference to the themes identified in the SANTE Kickoff meeting (Copenhagen, march 2010)
2. Local/National/International dimension of the activity
3. Target population
4. Main settings
5. Type of activity
6. Partners involved
7. Evaluation of outputs
8. Methodology

In the second part, less structured data were collected, asking partners to describe in summary the practice and state about why the practice should be considered as a good practice in the HEPA sector and about their evaluation on sustainability of the practice.

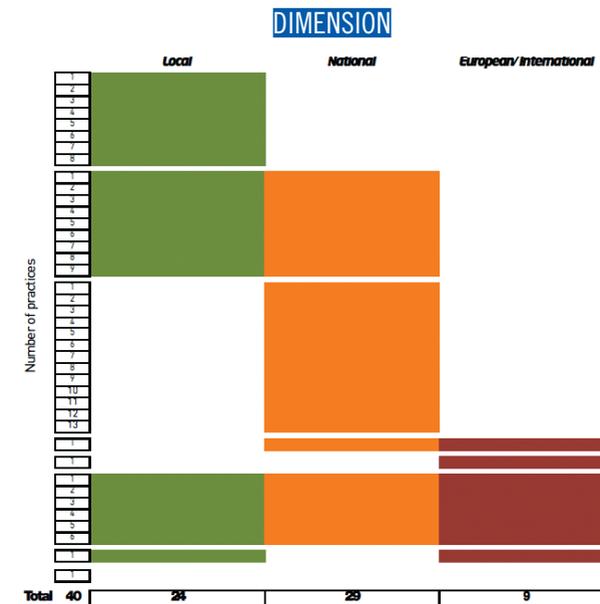
ANALYTICAL DESCRIPTION OF DATA PROVIDED

Questionnaires were compiled by 15 partners, returning a total of 40 good practices. Looking to the themes which partners identified in the SANTE project kickoff meeting, the practices returned were referred mostly to implementation of national campaigns (=17), projects for youth and adolescents using health as brand (=5), activities for the education and certification of instructors (=4). Nevertheless, almost all themes were represented in the sample, as can be inferred from the following table:

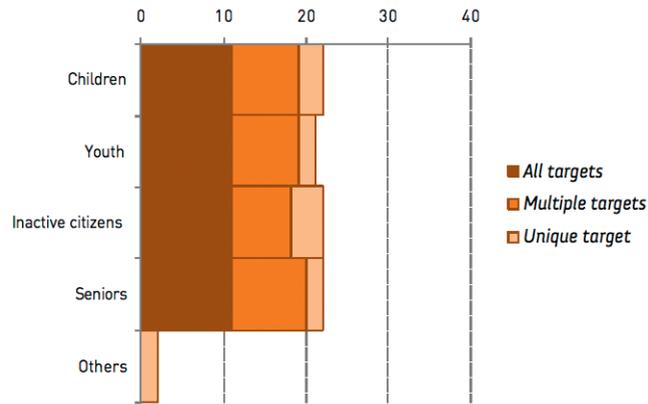
Main theme	
National campaigns to engage more people in PA and sport	17
Engaging youth and adolescents using health as brand	5
Education and certification of instructors doing HEPA activities	4
How to engage seniors in PA and sport: motivation, new activities and organisational form	3
Holistic health approach	3
Municipality and sport organisations on a practical level	2
Empowering women through HEPA	1
Not reported	5

Activities are inclined to have a national dimension. However, it is worth noting the multidimensional approach adopted in many instances, with partners implementing activities within and outside their own local and national borders.

As it can be seen in the scheme below, 8 practices were focused only on a local dimension and 13 were focused only on a national dimension, while 9 practices were implemented to integrate local and national issues and 6 practices were transversally aimed to cover all dimensions, from the Local to the European/International. In the final row of the scheme, the overall number of practices involving local (24), national (29) or international (9) dimensions is reported.

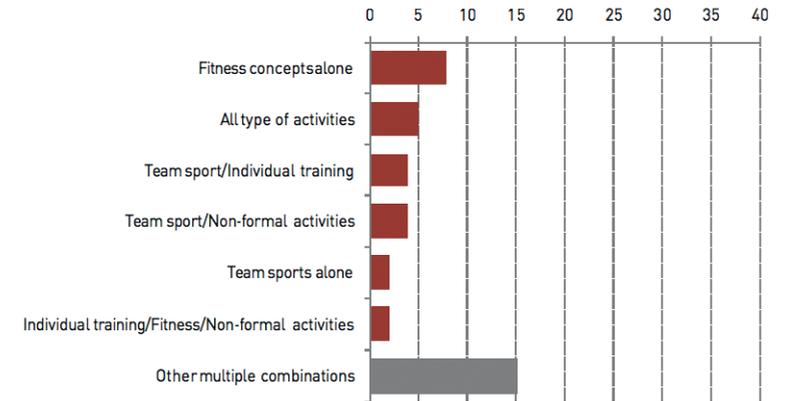


PRACTICE TARGET POPULATION



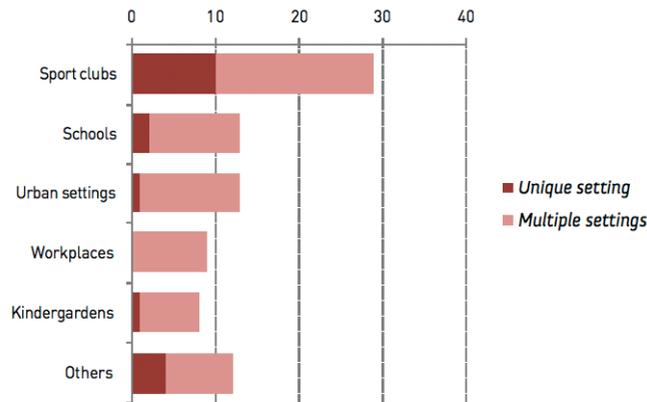
Up to 11/40 practices (27.5%) involved all kind of target populations, and at least 8-9 of them involved more than one target population. Only few project were vertically focused to a unique target, the most frequent of which were inactive adult citizens, specific target of 4/40 (10%) of reported practices.

ACTIVITY TYPE DECLARED



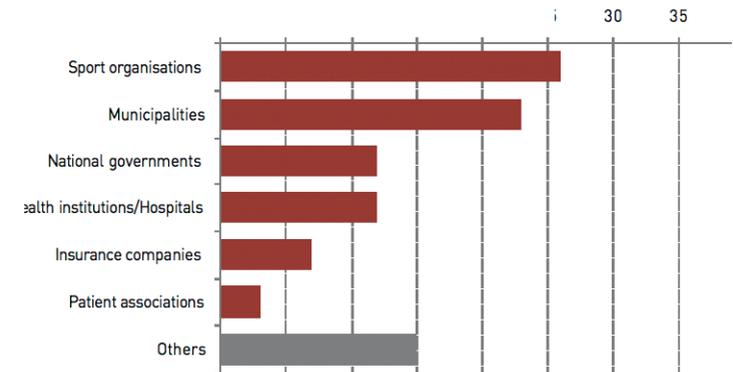
The activities were often combined in the same programme, and no specific trend (neither towards specialization of activities nor towards specific combinations) emerged from the returned questionnaires.

PRACTICE SETTINGS



Most of the activities took place in Sport clubs, as unique setting in 25% of the practices (10/40), but involved in 29/40 (72.5%) of the overall practices reported. Schools or urban settings are involved (alone or in a multiple-setting perspective) in 13/40 practices (32.5%).

PARTNERSHIP (unique or combined partners)

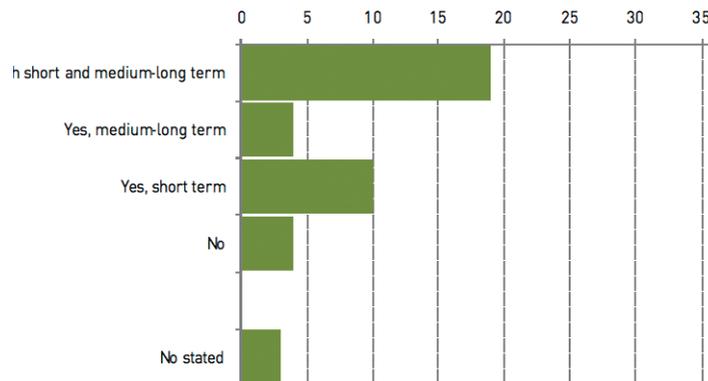


Partners established collaboration with key stakeholders by enlarging the impact of activities implemented. It is worthy of note the good level of involvement of the public entities (municipalities and national government), while Sport organization remain the main partner of grass-root sport organizations for their practices. Moreover, only in 7 cases a single partner is reported. In the majority of the cases, a multi-partnership can be reported.

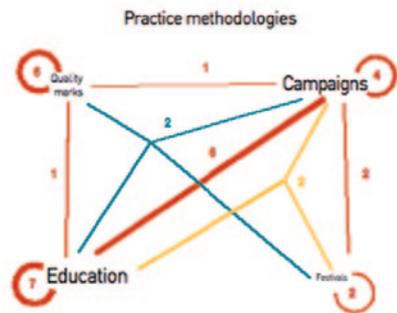
HOW TO USE the SANTE handbook

EVALUATION OF OUTPUTS

(as stated by the responder)



When asked about the evaluation of project outputs, the partners showed high level of commitment, with only 4 (+3 missing answers) practices which admittedly did not plan for output evaluation, neither at short nor at middle-long term.



When asked about the evaluation of project outputs, the partners showed high level of commitment, with only 4 (+3 missing answers) practices which admittedly did not plan for output evaluation, neither at short nor at middle-long term.

Finally, when looking to methodologies, some interesting indications emerged. In the following scheme we can have a look on the absolute and relative frequency of the methodologies and their combinations. The thickness of the circles represents the number of practices referred to only one specific methodologies (Education =7, Quality Marks=6, Campaigns=4 and Festivals=2) and the thickness of the lines represent the number of practices referred to each specific combination of methodologies (e.g.

Education & Campaigns=6). Finally, the largeness of the fonts represents how many practices cited the specific methodology, alone or in combination (Education=18, Campaigns=17, Quality marks=10 and Festivals 8). 7 practices were not referred to any of the proposed methodologies.

Given the interest of methodologies on the evaluation of the transferability of practices in other local and national context, or on the possible inspiring role of practices for the readers of the handbook, the AG decided to list, in the next chapter, details of the practices reported by the partners presented following the mentioned criteria. Among practices, the ones for which the questionnaire or the accompanying material showed inspiring elements on the matter of the four general good practice criteria (Innovation, Sustainability, Transferability and Evidence of success), will be allowed a more in deep focus in the incoming pages.

DEAR READER OF THE SANTE HANDBOOK,

The editors of this SANTE Handbook put the most effort in making the handbook a useful tool for our partners and everyone interested in good examples of health enhancing physical activity from across over Europe. First of all the chapters are split into the 5 following topics which are marked in different colors:

- Education
- Campaigns
- Festivals
- Quality marks
- Miscellaneous

Within the chapters there are first 1-3 practices which are more precisely described and afterwards more practices regarding the same topic in a short form. All practices within a chapter are ordered alphabetically after the name of the organizations.

Besides each description of good practice you can also find different icons which show on one hand the dimension(s) in which the project is located and on the other hand the target group(s) which the practice is focusing on. Please find following the list with the icons and their meaning:

-  european/international
-  national
-  local
-  seniors
-  youth
-  children
-  inactive citizens

all icons together = for everyone

We hope you enjoy reading in the SANTE Handbook and find inspiration and motivation to discuss and implement ideas of good practices into your organization and work. If you like feel free to give us any feedback on the SANTE Handbook.

Best regards,
ISCA Team

OVERVIEW OF ORGANIZATIONS AND GOOD PRACTICES featured in the SANTE handbook

▶ Education
 ▶ Campaigns
 ▶ Festivals
 ▶ Quality Marks
 ▶ Miscellaneous

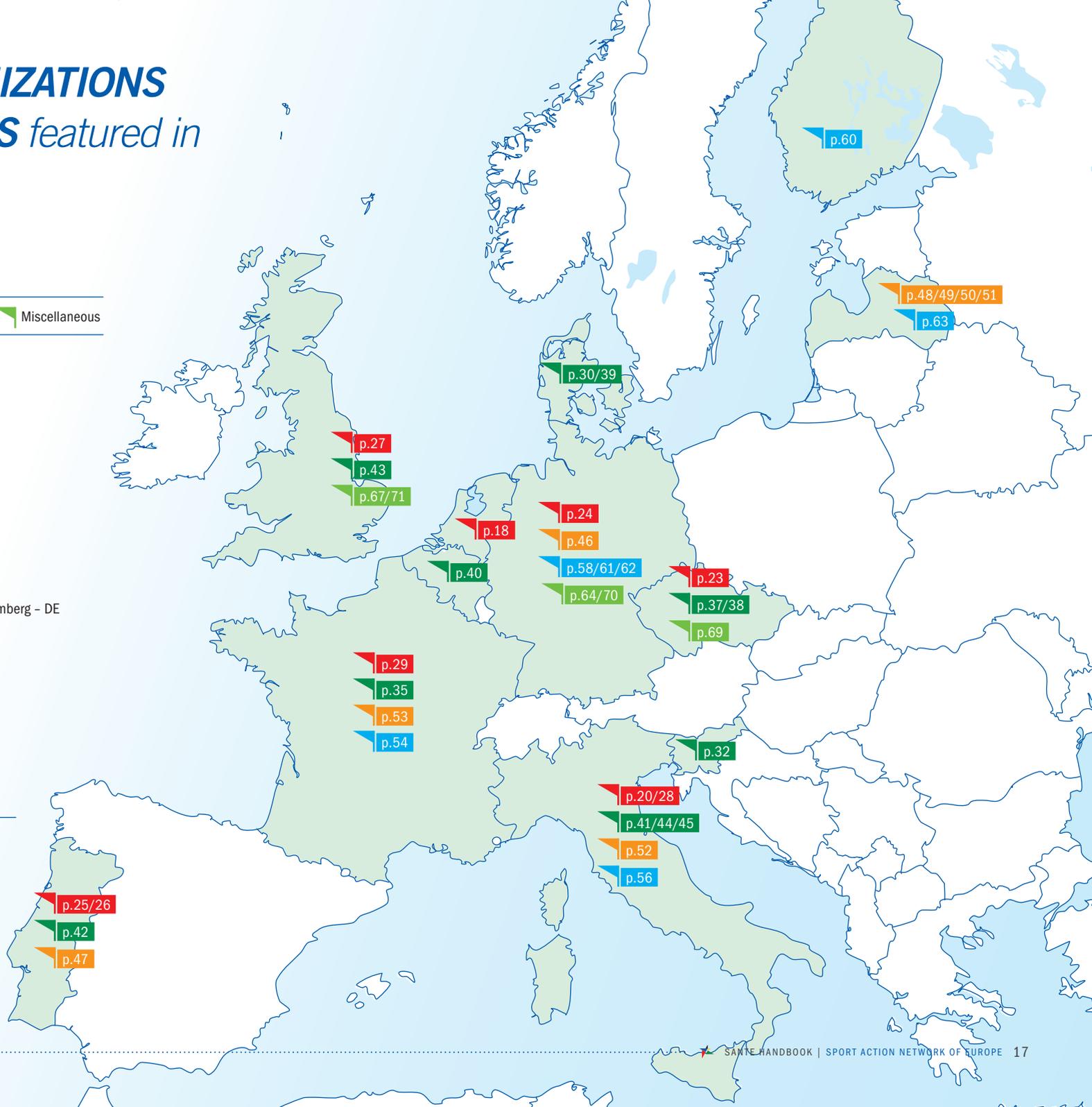
-  Czech Sokol Organization - CZ
-  Danish Gymnastics and Sport Associations - DK
-  Federation of the European Play Industry - BE
-  Fédération Sportive et Gymnique du Travail - FRA
-  Federazione Aerobico e Fitness - IT
-  Finnish Gymnastics Federation - FIN
-  INATEL Foundation - PT
-  German Gymnastics Federation - DE
-  Institute of Sport Science and Sport, University Erlangen-Nuremberg - DE
-  Italian Sport for All Association - IT
-  Latvian Sport for All Association - LV
-  Netherlands Sport Alliance - NL
-  South Lanarkshire Leisure and Culture - UK
-  Sports Unit of Slovenia - SI
-  Union Sportive de l'Enseignement du Premier degré - FRA

Scientific advisor and leader of the SANTE Advisory Group

-  Faculty of Sport Sciences, University of Cassino - IT

Leading organization

-  International Sport and Culture Association - DK





▶ Name of the Organization	Nederlandse Sport Alliantie / Netherlands Sport Alliance (NSA)
▶ Name of the Practice	Sport Minded School (Sportieve School)
▶ Main Theme	Engaging youth in PA using health as brand
▶ Description of the practice	<p>To reduce arrears in health, sport and exercise, to raise the sports participation of young people aged 8 -12 years and to give additional impulses to the health awareness among young people in this age group and their parents, the NSA started the project "Sport Minded School" in 2004.</p> <p>It is important to have attention for a healthy lifestyle from a young age. The younger a child is the more likely that new eating and exercise patterns will be sustained. Primary schools can encourage children to have healthier lives and motivate them to participate in different kinds of sport and exercise.</p> <p>The project "Sport Minded School" is attempted to raise the sport participation of young people from 8-12 years old and to give additional impetus to the health awareness among young people in this age category, and their parents. This is done by expanding the sport and physical activity during and after school and providing information about a healthy lifestyle at school.</p> <p>To make students aware of the importance of a healthy lifestyle and to increase the sports participation, two subprojects are being used:</p> <ul style="list-style-type: none"> • Sport Minded School XL: Health programs at schools (about healthy behaviour, nutrition, sport and exercise)



- Sports Detention: After-school sports, facilitated at school by sport clubs

In particular, with the project "Sport minded School" the school provides, with the support of an employee of the NSA, an introduction in eight different kinds of sports. In addition, the children get the opportunity to join in trainings at local sports clubs.

During the introduction lessons, the students discover sports like athletics, badminton, basketball, handball, hockey, netball, tennis, gymnastics, soccer, volleyball, judo, baseball and softball. You can choose for eight of those sports. For each sport there are three ready-made lessons developed, targeting the 8-10 year olds and the 10-12 year olds. The high-quality curriculum also means considerable burden and time savings for the teachers. The time they normally spending in the preparation and execution of the physical education lessons, they can now spending in guiding and encouraging students.

Afterwards, the students can get acquainted with various sports during the introduction trainings at the local sports clubs. This takes place in two periods of six weeks. These trainings are provided by the sports clubs of the municipalities. This way the children also become acquainted with the typical club culture.

- ▶ Why is the practice related to HEPA

Through this program, children will be more aware of having a healthy lifestyle. Kids can also choose more consciously for a particular sport, resulting that fewer kids will switch sports in the future. Sports clubs will get in contact with a large group of potential youth members, thanks to the introduction lessons. This ensures that they grow into healthy clubs, with a positive image and a large scope. The school holds many positive local connections on the project and also a strong PE program.

- ▶ AG statement (strengths and weaknesses/ suggestions)

Main strength of the project is that it gives to children the opportunity to try different sports to find their "loved" one is a good way to ensure both compliance and fun.

Finding a favourite sport discipline in the child age may reveal early sport talents. We have to be careful that a shift to competitive sport is advisable only if "healthy" practice is preserved.

It is necessary to know if children are continuing their sport practice after the school. It is important to have long term follow up.

- ▶ General Manager statement

"Sports Minded School" is a successful project within the organization, because for a long period of time, we reach a large young audience who in various ways, comes in contact with different sports. In addition, we increase the knowledge of children about a healthy lifestyle. In the coming years NSA wants the project to be run in many more Dutch communities.

- ▶ More information

Silvia Crevels, Project manager (s.crevels@sportalliantie.nl)
www.sportalliantie.nl / www.sportieveschool.nl



▶ Name of the Organization

Unione Italiana sport per tutti (UISP)

▶ Name of the Practice

LET'S MOVE! Uisp National campaign

▶ Main Theme

Engaging youth/adolescents in PA using health as brand

▶ Description of the practice

Let's move! Is an information/action campaign addressed to primary schools on active life styles based on Sport For All as practice able to promote the wellbeing, health, fight against obesity. Is not focused on a simple transferring of information from experts, but promoting the perception of everyone like active subject as well as responsible of own choices, starting from the early developmental age. This practice involves children, parents and teachers.

The project started officially in October 2006 with the objective of involving at least 3.000 children divided in at least 40 cities. The experimentation started in November 2006 to end in May 2007. At the end of the first year the numbers were: 69 cities-166 schools (985 classes), 20.040 children. Because of these results, in terms of people participation and results achieved (evaluation report), UISP decided to invest on the campaign, planning a second year of activity called "Let's move again!". The first and the second phases were evaluated by a team of three professors from the University of Rome with UISP experts. Questionnaires for both parent and children were gathered to elaborate a final assessment, which were extremely positive. Finally, UISP elaborated a new format, 1...2...3...let's move! With the aim to push children to acquire together new habits and behaviours.



In 2008 UISP signed a protocol agreement with the Ministry of Health on the program "Gaining health: making healthy choices easy choices". The 2009 campaign was also included in the National Project for the promotion of physical activity (PNAM), born from the collaboration between the Presidency of the Council of Ministers (Department of Youth) and the Ministry of Health that has been developed in 6 Italian regions: Emilia Romagna, Lazio, Marche, Piemonte, Puglia and Veneto. Since 2006, the three phases of the campaign involved a total of 112.509 children and their families, 11.150 teachers, 900 schools, 5.575 classrooms, 241 cities and 6000 educators.

The campaign is structured in three phases:

1. "Let's move! New active life styles for children and families", starting from first or second classes with materials focused on simple notions of healthy behaviours and nutrition.
 2. "Let's move again - The game goes on", is the second year of activity, with more developed materials focused to keep regular healthy actions.
 3. "1...2...3...let's move! Share the game, the third and final phase with the idea to valorise the class groups as element able to promote the achievement of the foreseen objective.
- Each year of campaign starts in schools in November and closes on May with the final events realised in schools or "outdoor", in the streets, in the squares and/or in the parks of all the cities involved. The materials of the campaign were elaborated by Uisp staff with professional graphics and provide; diary for each child (different for each phase), brochure for teachers, brochure for parents, information folder, tabloid with all the campaign information and evaluation results, final diploma for children, a huge poster for the classes (in the two phases), the huge diary for the classes (in the third phase).

▶ How is the practice related to HEPA

As regards the results of "Let's move", the analysis of questionnaires completed before and after the intervention in schools has shown that the time children spent watching television or sitting playing video games is visibly reduced and at the same time are increased hard motor activities, such as to lift heavy things or ride a bicycle pedalling faster. The questionnaires also provided elements to calculate the energy expenditure of children expressed in a measurement known as MET, an indicator of metabolic rate. The goal of "Let's move" was to encourage children to consume energy in an optimal way by taking healthy foods: objective achieved with a significant increase in the metabolic rate of children.

In relation to the results of the second phase "Let's move again", the evaluation of the intervention found that the children have further decreased their levels of physical inactivity, increasing the time devoted to physical activities. A further questionnaire, used to assess the motivational levels of children to physical activity and balanced eating habits, showed an increase in the percentage of children who consider the movement and healthy nutrition important goals for themselves. Furthermore, in both children and mothers was found an increased satisfaction with their bodies.

AG statement (strengths and weaknesses/suggestion)

We would like to highlight the fact that project involves children, families and school in active life styles. There is high number of participants involved in the activities: since 2006, a total of 112.509 children and their families, 11.150 teachers, 900 schools, 5.575 classrooms, 241 cities and 6000 educators.

Four years of the project taking resources from municipalities, health institutions and local organizations demonstrate the sustainability. Specific evaluation of outcomes show that children have further decreased their levels of physical inactivity, increasing the time devoted to physical activities.

General Manager statement

The keys to success are represented by:

- The close combination between active lifestyle and healthy nutrition that has characterized the entire project.
- The playful character of the proposal, which speaks of the right to health and not of a duty. It's a positive message and non-threatening to the risks to health that involves obesity, it does not want to put anyone on a diet.
- Keeping together children and parents in the discovery of healthy lifestyles.
- The fact that it is addressed to all and not only to obese or overweight children.
- The proposal of games and movement related to daily life (e.g. take the stairs and using cars as less as possible) and not only in structured sports activities.
- The three-year intervention.

Some difficulties:

For the Italian situation, the problem is to start with a project, because it must be proposed to schools and included in the educational programme. After this step, an important element in order to implement the activities is the attitude of teachers, which may be more or less cooperative. The other critical aspect is the active involvement of parents, which is not always easy to build.

More information

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<p>▶ Name of the Organization</p>	Czech Sokol Organisation (Sokol)
<p>▶ Name of the Practice</p>	<h2>Education of Instructors of seniors</h2>
<p>▶ Main Theme</p>	Education and certification of instructors doing HEPA activities
<p>▶ Description of the practice</p>	<p>The system is focused on the healthy lifestyle of seniors with the stress on the various movement and sports activities. It is worked out into gradual steps where the basis is made by a course of 50 lessons. This is followed by the system of refresher and developing courses, seminars, workshops and other forms which are specifically aimed. The courses are organized in classrooms, gym halls, swimming pools and outdoor facilities. After 150 lessons the participant gets a certificate accredited by the Ministry of Education, Youth and Sport.</p> <p>This practice started in 2009 and will end in 2011.</p> <p>Further information www.sokol-cos.cz</p>





Name of the Organization	German Gymnastics Federation/Deutscher Turner-Bund (DTB)
Name of the Practice	Instructor licenses "Prevention by means of physical exercises"
Main Theme	Education and certification of instructors doing HEPA activities
Description of the practice	<p>We offer three different types of further education in the field of prevention:</p> <ul style="list-style-type: none"> • Training for a healthy back and posture • Cardio vascular training • Relaxation • Health promotion for children <p>All trainers attend a basic module with 30 lessons and afterwards an additional module in one of the fields mentioned above with as well 30 lessons. The trainers will receive substantial training materials during the seminar and have to participate in a small written examination at the end. Further on they have to present a demonstration lesson.</p> <p>In the last 4 years more than 7,000 trainers have participated in this specific training. All in all 5,600 trainers were able to demonstrate the quality of their work and could therefore gain the quality mark "plus Gesundheit.DTB". In the sport clubs about 17,000 new health-oriented offerings have been created through that, which has opened the possibility for people who were not yet active in sports to be introduced into the field of physical activity.</p> <p>Further information www.dtb-online.de</p>



Name of the Organization	INATEL Foundation (INATEL)
Name of the Practice	Sports Schools
Main Theme	Engaging youth/adolescents in PA using health as brand
Description of the practice	<p>The main objective of this project is to occupy the spare time of children and youth through sport, promoting healthy lifestyles. The participants are practicing different kind of sports, two to three times a week lasting for one hour. Protocols were signed from various famous athletes such as players of the national soccer team, giving greater visibility to the project and thereby attracting attention and interest of children and their parents to practice sports.</p> <p>The project put into the disposal of children, a wide range of sporting activities, which they can identify with and choose one or more in order to practice throughout the year. It provides and promotes physical activity for children showing them how to spend their free time in a healthy way. The project started in 2009 and is ongoing.</p> <p>Further information www.inatel.pt</p>



Name of the Organization	INATEL Foundation (INATEL)
Name of the Practice	Junior Tourism
Main Theme	National campaigns to engage more people in sport and PA
Description of the practice	<p>Young people between 13 and 17 have the opportunity to enjoy a vacation filled with an extensive range of leisure activities, culture and sports appropriate to their ages. This experience creates value to the aspects of training and personal knowledge, as well as understanding of their own physical limits. Their vacation includes activities within artistic, cultural and environmental education. The youth are living and spending their free time together what is raising their team spirit.</p> <p>In 2010, the Tourism Education junior returns for its second edition and covering a total of 5000 participants, who travel and visit places they have not visited yet. The duration of each summer camp is 6 days and 5 nights. The registration fees are adjusted according to family allowances received by their household. Everyone is guaranteed access to the same services and all activities provided for each trip.</p> <p>Educational and recreational factors are present in each weekly plan of activities proposed. According to this principle, each trip is directly related to a theme. All routes include sporting, cultural and leisure activities, which meet and complement the thematic proposed.</p> <p>Further information www.inatel.pt</p>



Name of the Organization	South Lanarkshire Leisure & Culture Ltd (SLL)
Name of the Practice	Child Healthy Weight – Fit for girls
Main Theme	Engaging youth/adolescents in PA using health as brand
Description of the practice	<p>Child Healthy Weight is an 8 week programme which is connecting theory and practice in workshops and physical activities. The aim of the programme is to get more teenage girls physically active. The girls learn how to take an active role in their own health and wellbeing and how to maintain their BMI in a healthy weight range. The programme takes a different, more informal approach, to engage teenage girls in physical activity and health topics. It addresses the topics of health and fitness in ways that this age group can relate to and that they feel comfortable discussing about it. This project is running since August 2010 and will end in June 2011.</p> <p>Further information www.slleisure.co.uk</p>



▶ Name of the Organization	Unione Italiana sport per tutti (UISP)
▶ Name of the Practice	Low-impact exercise programme
▶ Main Theme	Education and certification of instructors doing HEPA activities
▶ Description of the practice	<p>The first level is a general course of 50 hours of theory with obligatory 10 hours of practice. Afterwards, teachers can participate in other specific formation courses: adapted physical activity, home-based exercise programme, community-based exercise programme, walking groups, diabetes groups, obesity groups, conduction of groups, slow movements, etc.</p> <p>Education and certification of physical education teachers working with seniors is a priority. It is necessary to provide quality of exercise programs and motivate elderly people to take part. The courses are created mainly for physical education teachers at the university level. Several formation courses are organized on different level: local, provincial, regional, national and international.</p> <p>Further information www.uisp.it</p>



▶ Name of the Organization	Union Sportive de l'Enseignement du Premier degré (USEP)
▶ Name of the Practice	My health in Games
▶ Main Theme	National campaigns to engage more people in PA and Sport
▶ Description of the practice	<p>The program included three stages. The first stage was the reflection on the objectives of the practice. The first objective was to turn the child into an actor of his own health and to allow him to make the most enlightened choice to develop his health capital. Others goals were to understand and to know his own body, to discover traditional sport activities and to share with his friends and families sensations and feelings. The second stage was to make posters and training before the meeting. Reflection phase became a reality by the production of posters. All the involved schools received sport bags and children had to make physical activities with all the sport tools contained in the bags. The third stage was during the years 2007-2010 the sport meetings. They allowed the children to implement the skills acquired in term of balance. Taking place on the day, these meetings represented the occasion to share a well balanced meal. The posters they made were exposed during these meetings.</p> <p>In 2006, USEP highlighted the education in health through sport practices. On the slogan " My Health in Games", children organised and participated in a lot of forums of discussion and sport meetings. They illustrated as well what represents for them the notion of health and the way of expressing in sports activities. The main aim was to develop the taste for a regular and well balanced sport practice and to contribute to the health education of the children.</p> <p>Further information www.usep.org</p>



▶ Name of the Organization	Danish Gymnastics and Sports Associations (DGI)
▶ Name of the Practice	Fitness & Health
▶ Main Theme	National campaigns to include more people in PA and sport
▶ Description of the practice	<p>The Fitness & Health is an organizational development initiative, which has been ongoing since 2002, continually setting itself new goals and targets.</p> <p>Since its beginning, Fitness and Health has developed high quality education programs to be benefit of members, instructors and managers in local clubs.</p> <p>The specific education programs include: Pilates, Aerobics, Effect, Diet & Health, Yoga, Indoor cycling, Ball & Elastics and Fitness.</p> <p>To safeguard quality and relevance of each education, a project team is appointed with participation of a Project Manager and persons with expert knowledge within the given field. The team is tasked with:</p> <ul style="list-style-type: none"> • Developing and evaluating each education, including responsibility for the structure and standards of the education; updating mandatory training manuals and other education material. • Recruiting trainers. • Organize shorter term trainings and workshops, responding to the latest trends in gymnastics and fitness. • Management, financial and communication issues. <p>On national level, DGI is marketing Fitness and Health through its communication channels (online, newsletters, PR material), which has secured broad participation among DGI's more than 20.000 instructors in gymnastics and fitness clubs.</p>



▶ Why is the practice related to HEPA

From 2010-12, the Fitness & Health initiative enters into a phase focused on regionalizing the ownership and management of the education programmes. Sustainability is essential to the work of DGI and it's the ambition that all regional associations of DGI by 2012 have established committees or contact persons dealing with Fitness & Health.

The regional committees will be responsible for:

- Inspiring and advising local associations on how to set up education offers.
- Coordinate initiatives, events and projects with Fitness & Health
- Organize courses and education activities

At the end of 2012, an external evaluation is envisaged. The evaluation is intended to provide impetus to further development of DGI's work within fitness and health and in particular explore the effect and satisfaction among identified target groups and stakeholders.

Fitness and Health is a structured, learning friendly organizational approach that is specifically aimed at improving public health in Denmark through providing concrete opportunities for action at the individual level.

The quality of each education is considered to be of high standard, safeguarded by certified training modules and experienced trainers. The education curricula and exercises is furthermore continually refined based on input from participants and project teams.

▶ AG statement (strengths and weaknesses/ suggestions)

With the general framework inserted within a long-term strategy, the project is envisaged to have high level of sustainability. It is worth noting the combination of organizational development initiatives with specific education programs. Finally, the de-localization of activities has to be considered as added value since it offers the grounding for providing initiative matching local needs. However, this phase is very much depending on local ownership and availability of competent and willing volunteers. For the future, a clear assessment of the impact of the project on participants involved in the activities is suggested with an analysis both at national and regional level.

▶ General Manager statement

Fitness & Health is an example on how we in DGI place priority to continuously develop our health activities and profile. We strive to deliver health gaining opportunities matching the specific needs and expectations of our more than 1,3 million members. Quality education is here a key element, which we will continue prioritizing in the years to come to the benefit of members, instructors and managers in local sport clubs and associations. In the future we will emphasize organizational-, management-, leadership- and communication-competences in regional divisions of DGI and in local clubs.

▶ More information

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▶ Name of the Organization	Sport Union of Slovenia (SUS)
▶ Name of the Practice	“HEALTHY CLUB”
▶ Main Theme	National campaign to engage more people in PA and sport
▶ Description of the practice	<p>The purpose of project is to promote healthy lifestyle and establish high quality national network of sports clubs with the best range of sports programs for the strengthening, preservation and recovery of health, through sport.</p> <p>The main goal is to increase the number of citizens who exercise moderately half an hour a day by 10% in five years.</p> <p>With the label “Healthy Club” the societies are able to prove to the outer public that their offer of “healthy exercise programs” is of high quality.</p> <p>The main goals of the project are:</p> <ul style="list-style-type: none"> • Strengthening the physical sources of health. • Strengthening the psycho-social sources of health. • Reducing the number of risk factors. • Dealing with complaints and problems connected with health. • Getting the people used to health beneficial physical activity. • Improving motor skills. <p>This can be ensured with properly qualified trainers/coordinators who have the knowledge, the teaching skills and psycho-social abilities needed and who will also take into account the criteria of “Healthy Club” such as:</p> <ul style="list-style-type: none"> • comprehensively set goals; • uniform organisation structure; • competent trainers; • preventive medical checkups; constant quality control and • the society’s role as a partner in health strengthening.



Since the Sport Union of Slovenia wishes to expand and complete the national project “Slovenia in Movement – with Movement towards Health”, they have developed a quality label “HEALTHY CLUB” for health directed movement and for exercise offers by the SUS members in 2006. The introduction of this label will help to ensure and offer quality and health beneficial exercise programs in sport societies and to constantly improve these programs.

With the label “Healthy Club” the societies will be able to prove to the outer public that their offer of “healthy exercise programs” is of high quality. The label will enable the people who are interested in exercise to find an exercise program that suits them best.

Basic information of the project:

- “Healthy Club” is a label that can be obtained by a sport society which is a member of the Sport Union of Slovenia after fulfilling the conditions defined in the Regulations.
- The “HC” coordinator is someone who has completed professional training and obtained the title “coordinator” and is responsible for carrying out the Regulations in the sport society.
- A register of sport societies with the “HC” label is the central electronic database on sport societies with the status mentioned which is run by the Sport Union of Slovenia.
- The conditions are elements which the sport societies need to obey in order to reach the set goals. These conditions are defined in the Regulations.
- The criteria are rules that the societies have to meet if they wish to obtain the “HC” label, their intention is to give the societies some orientation when designing the offers and planning the future development and maintaining the quality of a “HC”.

▶ Why is the practice related to HEPA

Organised sport is in its way suitable for meeting the demands for quality within the strengthening of health in general since such sport enables social integration and long-term positive effects.

Health beneficial exercise programs inside the organised sport follow the set goals and are based on the modern understanding of health strengthening. The purpose is not just prevention, namely preventing disease and other disorders, but also to educate and encourage the active awareness of permanent and individual health abilities within the physical, psychical and social sources of health.

▶ AG statement (strengths and weaknesses/ suggestions)

With regard to innovation, the project reveals a new approach and methodology in order to encourage as many adults and elderly citizens to engage in regular moderate physical activities.

This practice could be rated as transferable by providing a fine “guideline” for implementing such a practice. The purpose is not just prevention, but also to educate and encourage the active awareness of permanent and individual health abilities within the physical, psychical and social sources of health.

Regarding sustainability, this project provides durability since it has been established as a strategic view with long term outcomes. A quality criteria has been established to orient the societies when designing new offers as well as to further develop and maintain the quality of the existing exercise programs.

There is reasonable evidence that this practice is a successful one for its target groups of youth, seniors, children and inactive citizens. Being established as a strategic view, along with determined quality criteria, long term outcomes for this practice is inevitable.

General Manager statement

»All activities in the field of healthy movement need to be carried out carefully and with feeling, the same goes for dealing with the participants. This can be ensured with properly qualified trainers who have the knowledge, the teaching skills and psycho-social abilities needed and who will also take into account the criteria of healthy lifestyle.« Sport Union of Slovenia (SUS) has developed a quality label "HEALTHY CLUB" for health directed movement and for exercise offers by the SUS members. The introduction of this label helps realize their efforts to ensure and offer quality and health beneficial exercise programs in sport societies and to constantly improve these programs.

More information

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Name of the Organization

Union Sportive de l'Enseignement du Premier degré (USEP)

Name of the Practice

Attitude 1,2,3

Main Theme

National campaign to engage more people in PA and sport

Description of the practice

USEP created an educational tool for pupils of kindergarten and schools of the national territory in the form of CD Rom accompanied by specific instruments for children such as pictograms, feelings rules and comics, etc. Then, USEP developed a series of volumes called "Health Kits Volume 1, 2 and 3" aimed at ensuring the dissemination and the accompanying, making an assessment. The CD Rom and the volumes were combined in a global methodology implemented at local and national level work for giving a functioning process, declining practices and realising academic researches for evaluation. For children, this found expression in knowledge of various sport activities, feelings, learns, knowing their self, debate and plan.

Health Attitude is organised in three steps:

- **2008** : kindergarten
- **2009** : children from 6 to 8 years
- **2010** : children from 9 to 11 years

Why is the practice related to HEPA

USEP develop a global method combining pedagogical concepts with a communication framework implemented at local and national level. After the great success of "My health in Games" USEP considers pleasure like a learning spring and a motivation basis and decides to develop activities towards children from 3 to 11 years old. Project promotes a better understanding of health-enhancing physical activity and gives a stronger voice to physical activity promotion in health policy and in other relevant sectors in France, including education and the Ministry of Health.

- AG statement (strengths and weaknesses/ suggestion)

The practice holds high level of adaptability with the general framework that can be adopted with success towards other targets group (senior, for instance). It is worth noting the good combination of theory (the pedagogical approach) with practice (a concrete tool at disposal).

For the future a long-term analysis of the impact of the project is suggested.
- General Manager statement

Developing such a program we decided to be involved in PATHE which was our first big experience in the field of European projects.

Exchanging best practices and experiences, it has been a good way for
The keys to success are represented by:

 - Developing our own project and sharing experiences.
 - Disseminating our initiatives and knowledge.
 - Creating a common language in the field of health and sport.

In conclusion, as a member of ISCA we took the possibility to share our experience in health and sport and discover other foreigner programs. This will be very important to develop our own project.
- More information

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Name of the Organization	Czech Sokol Organisation (Sokol)
Name of the Practice	Sokoleni – Sokoling
Main Theme	National Campaigns to engage more people in PA and sport
Description of the practice	<p>The project is organized by the centre of COS and realized in individual Sokol Clubs. The fitness tests, as basic information for the participants, represent the main content of the Sokoleni. Other activities include various sports, movements and cultural activities which are chosen according to the local activities. All participants of this public event can try traditional and non-traditional kinds of sports as various ball games, trampolines, horse riding, petanque, martial games in the nature, hurdle tracks etc. The events are accompanied by SOKOL art activities as theatre, choirs, concerts and amusing programmes.</p> <p>This practice is an open event which takes place every September.</p> <p>Further information www.sokol-cos.cz</p>





▶ Name of the Organization	Czech Sokol Organisation (Sokol)
▶ Name of the Practice	Ball triathlon
▶ Main Theme	National campaigns to engage more people in PA and sport
▶ Description of the practice	<p>This Triathlon consists of basic skills in handling with a ball. The participants have to kick and throw a ball to a goal and shoot it to the basket using various types of balls. Children and parents can either compete as a team or just the children can play separately. The performance of both of them is assessed in the first option. This event, which is run every spring, is open to everyone and organized in cooperation with Czech Association for Sport for All. It runs as an internal Sokol competition and at the same time it is an advertising and motivational campaign.</p> <p>Further information www.sokol-cos.cz</p>



▶ Name of the Organization	Danish Gymnastics and Sports Associations (DGI)
▶ Name of the Practice	Run with DGI
▶ Main Theme	National campaigns to engage more people in sport and PA
▶ Description of the practice	<p>Run with DGI is a nationwide project addressing Danes' preferred way of exercising - running. The project is driven by DGI and unfolds in strategic partnership with commercial partners. The main purpose of the initiative is to get attract citizens to run on a continuous basis - in a way which is healthy and motivating.</p> <p>The project was initiated in 2009 and more than 5000 runners have by October 2010 benefitted from the project, with more than 3000 currently regularly active. More than 600 volunteering assistant coaches and coordinating trainers has been involved in Run with DGI. Participants are all above 15 years and the project has been particularly successful in including women between 30-60 years where many are not familiar with running prior to participating.</p> <p>Following a 30-week group based program, runners meet with trainers for a weekly running session. The 30 week period was selected to create sustainable improvements in participants' running patterns, where you run in a group and improve as a group with teams being established matching runners' condition and their personals aims for taking part. The concept builds on 5 pillars: (1) 7 levels of running (2) Detailed training lessons are developed specifically for beginners and slightly advanced runners (3) Individual training programs for each level (4) Weekly joint warm-up (5) Each level has its own trainers - following and coaching the training from start to end.</p> <p>Run with DGI can be followed at www.loebmeddgi.dk and www.vorespuls.dk</p>





Name of the Organization	Federation of the European Play Industry (FEPI)
Name of the Practice	Capital of play award
Main Theme	Municipality/sport organisation on a practical level
Description of the practice	FEPI has organized a Capital of Play Award during 2009/2010 in two nordic countries, in Finland and Sweden. Both competitions were opened in the beginning of April. In both competitions, FEPI is looking for the best existing playground area or the most innovative plan for an outdoor play area in a municipality in the respective countries. By organising the Capital of Play Award competition, FEPI would like to stress the importance of adequate, up-to-date and innovative play environments for people of all ages including children, of course, but including also adults and seniors. At the same time, FEPI would like to encourage Finnish and Sweden municipalities and cities to bring up the status of well designed play areas as important places where to enhance wellness by playing and being together. By this competition, FEPI would like to communicate the importance of play for people of all ages. The competitions include two series: municipalities and/or cities with less than 50.000 inhabitants and with more than 50.000 inhabitants. When making this distinction, the national characteristics of the countries have been taken into account. Both in Finland and Sweden, the major prize for the respective winners comprises of playground equipment worth 15 000 euro as well as a diploma including the title of the Capital of Play award 2009. The practical arrangements of the competition were carried out by the Lappset Group LTD in Finland, and by Hags in Sweden.

Further information www.vuodenleikkiteko.fi



Name of the Organization	Federazione Italiana Aerobica e Fitness (FIAF)
Name of the Practice	FITNESS = Muoversi in Salute
Main Theme	National campaigns to engage more people in sport and PA
Description of the practice	FIAF's partner in this project was the FIMMG, Italian Federation of General Surgery Practitioners which boasts over 45000 members nationwide. These physicians received a DVD and printed material informing them of the benefits of fitness activities to the general population and included exercises which could easily be explained and proposed to their patients. Through these physicians and local pharmacies, special events were planned locally to inform the population (from children to seniors) of the benefits of physical activity and to make them participate in these activities. The activities were led by qualified fitness instructors certified by FIAF. This also opened communications between the health professionals and the fitness professionals for future cooperation. These events encouraged the participants to increase their physical activity levels by demonstrating that exercise is not only good for you but can be fun as well.

Further information www.fiaf.it





Name of the Organization	INATEL Foundation (INATEL)
Name of the Practice	Championships
Main Theme	National campaigns to engage more people in sport and PA
Description of the practice	<p>INATEL Foundation promotes and organizes amateur sports competitions in various modalities, such as handball, athletics, basketball, football, futsal, swimming, fishing, table tennis, shooting and volleyball. Each competition is held over a sport season, involving thousands of practitioners who engage in regular physical activity.</p> <p>This championship involves practitioners on Portugal's mainland and its islands, divided by three distinct phases. The first phase is on the regional level and the final phase is on the national level which has his peak in a large stadium event held at the Foundation INATEL situated in Lisbon. All finals are hold there for each of the mentioned types of sports.</p> <p>This organization promotes sport and also organizes and streamlines the communities where it is often not easy or affordable to practice physical activity.</p> <p>Further information www.inatel.pt</p>



Name of the Organization	South Lanarkshire Leisure & Culture Ltd (SLL)
Name of the Practice	Active Communities
Main Theme	National campaigns to engage more people in sport and PA
Description of the practice	<p>This initiative covers all 4 geographical areas of South Lanarkshire. Within these geographical localities, priority is given to identified areas of deprivation. Priority is also given to adults and elderly people. In the focus are target groups which are particularly "hard to reach" like the sedentary population, persons with mental or physical illness or belonging to ethnic minorities. The over arching principles are to tackle inequalities in health due to physical inactivity, develop community led activity and to build community infrastructure and capability for sustainable activities. In the first year there have been 22 new initiatives designed, 1255 attendances to physical activity initiatives, with approximately 250 unique participants, engaged with over 30 partners and organisations. Many projects have gained funding to deliver training courses to train volunteers, moving to a more sustainable agenda.</p> <p>This practice started in October 2008 and will end in October 2011.</p> <p>Further information www.slleisure.co.uk</p>





▶ Name of the Organization	Unione Italiana sport per tutti (UISP)
▶ Name of the Practice	Vivincittà
▶ Main Theme	National campaigns to engage more people in sport and PA
▶ Description of the practice	<p>Vivincittà: The "world's biggest race". Athletes of many Italian and foreign cities all over the world are running the same distance of 12 and 4 km starting at the same time. The race of all is characterized by a strong commitment to social, civil and environmental aspects. The Vivincittà project is running since 1980 in the Palestinian camps in Lebanon, Shuafat (East Jerusalem), Damascus in Makeni, Yokohama and Gomel, involving 70,000 people worldwide. The funds collected were allocated to construction of a playground at inside the Palestinian refugee camp of Beddawi, Lebanon.</p> <p>Further information http://vivincitta.uisp.it</p>



▶ Name of the Organization	Unione Italiana sport per tutti (UISP)
▶ Name of the Practice	Bicincittà
▶ Main Theme	National campaigns to engage more people in sport and PA
▶ Description of the practice	<p>Bicincittà is a non-competitive ride dedicated to families, lovers and all citizens interested in an active lifestyle. This project is now in its twenty-fifth edition promoting pleasure and solidarity. In 2010 the ride took place in more than 130 Italian municipalities. Bicincittà is in fact the most generous Uisp event for years and the funds collected are allocated to various local associations that operate in the regions involved.</p> <p>Further information http://bicincitta.uisp.it</p>



Name of the Organization	German Gymnastics Federation / Deutscher Turner-Bund (DTB)
Name of the Practice	Standardised Physical Exercise Test for beginners
Main Theme	National campaigns to engage more people in PA and sport
Description of the practice	<p>Within festivals, town festivals and club parties the DTB offers the population this standardized physical exercise test. With the test results, the participants can find the assessment of their own physical fitness and a recommendation which sports would suit them and whom they can contact. With the test results, participants will receive a clear assessment of their fitness level and recommendations how they can counterbalance their deficits. Regular tests allow to recognize the personal progress which motivates to keep going with the new activity. This practice is running since 2004 and still ongoing.</p> <p>Further information www.dtb-online.de</p>



Name of the Organization	INATEL Foundation (INATEL)
Name of the Practice	Sport Events
Main Theme	Other
Description of the practice	<p>Inatel is organising occasional sporting events that have as main objective the promotion of certain sports and also the place where it is performed. This is combining tourism with exercising physical activity. For example Inatel is organizing world paragliding championships in Linhares da Beira and the World Day of yoga. These events attract a broad audience and the interest to new practitioners. This practice promotes physical activity through events and everyone is encouraged to participate and get to know new ways to practice sports.</p> <p>Further information www.inatel.pt</p>



Name of the Organization

Latvian Sport for All Association (LTSA)

Name of the Practice

Latvian Family Sport Festivals

Main Theme

National campaigns to engage more people in PA and sport

Description of the practice

The Latvian Sport for All Association (LTSA) organizes the Latvian Family Sport Festival since 2007. The participants of those festivals are families with children with at least one parent participating. The aims of these events are to contribute families to spend more time together being active and to promote the interest about active recreation and healthy lifestyle. A further aim is to educate about physical activity as effective way to prevent illnesses and to integrate it as an integral part of daily life.

In these festivals children can experience how to spend free time actively and choose the most likeable sport type for them. LTSA is organising this festival not only in Riga but as well in other regions in Latvia. All in all there are 6-7 festivals during one year.

The Family Sport Festival programme includes different types of activities like games and relays. These activities develop and train the physical abilities of the children like speed, deftness, flexibility, endurance and force.

All Family Sport Festivals are free of charge.

Further information www.sportsvisiem.lv



Name of the Organization

Latvian Sport for All Association (LTSA)

Name of the Practice

Nordic Walking Mass Events

Main Theme

Holistic health approach

Description of the practice

The participants of Nordic Walking Mass Events are taught by certified Nordic Walking Trainers in the basic techniques of Nordic Walking. The main goal of these events is to popularize Nordic Walking as a very easy, cheap and healthy physical activity, which is available to everyone. Since 2007 the Nordic Walking Mass Events are organized in different places all over Latvia. LTSA is also organizing Nordic Walking Festivals where the participants can compete in different distances like 5, 10 or 15 km. LTSA is a member of the International Nordic Walking Federation (INWA). These events are free of charge and open for everyone to join.

Further information www.sportsvisiem.lv





Name of the Organization

Latvian Sport for All Association (LTSA)

Name of the Practice

Latvian Health Day

Main Theme

National campaigns to engage more people in PA and sport

Description of the practice

The goal of the Latvian Health Day is to give the opportunity to every inhabitant of Latvia to spend an active and healthy day as well as to educate themselves about physical activity and its effect to prevent illnesses. The participants get information about how to enhance their health through physical activity and how to integrate it into their daily life. The LTSA organizes the Latvian Health Day together with municipalities, which organize local activities e.g. Nordic Walking, running, cycling, hiking, games etc.

The project involves people from all over Latvia on the same time in different places, by providing them the possibility to do physical activity close to where they live.

The Latvian Health Day is organized every year in October and running since 2008.

Further information www.sportsvisiem.lv



Name of the Organization

Latvian Sport for All Association (LTSA)

Name of the Practice

Family Health Day

Main Theme

Holistic Health Approach

Description of the practice

The Family Health Day is organized together with the Latvian Association of Medical Students. The goal of this event is encouraging to pay more attention to their health and to inform and educate about the importance of physical activity in enhancing health. During the Family Health Day the participants have the possibility to do several health examination tests e.g. measuring blood pressure, cholesterol level, glucose and BMI, as well as to take part in different physical activities. Everything is free of charge. These tests are accomplished by the students, with more than 4 years of study time, of the Latvian Medical Academy. If the tests show serious problems, they advise people to go to the doctor. If not, they advise the persons to improve their health by exercising appropriate physical activity. Sport specialist show the participants what kind of physical activities they can do. The brothers "Andris and Juris Sici", who have won the silver medal in men's luge double in the Vancouver Olympic Games in 2010, participated in the Family Health Day.

Further information www.sportsvisiem.lv





Name of the Organization	Unione Italiana sport per tutti (UISP)
Name of the Practice	Giocagin
Main Theme	National campaigns to engage more people in sport and PA
Description of the practice	<p>Giocagin is a historic national event of the Italian Union of Sport for All, which combines entertainment, sport and solidarity throughout Italy. From February to May children, youngsters and athletes of all ages perform in various activities like artistic and rhythmic gymnastics, dance and skating as well as in the most trendy performances of break-dance, hip-hop, rock & roll, acrobatic and Eastern disciplines. One of the objectives of the project is to create a network between the various entities involved. More than 60 cities throughout Italy are attending the event with the motto "fun in motion" without forgetting the other heart of Giocagin: solidarity. The money collected during these events is donated to solitary projects in eight selected districts of high risk in Palestina: North Gaza, Gaza City, DeirAl Balah, KhanYounis, Hebron, Ramallah, Nablus and Jenin.</p> <p>Further information http://giocagin.uisp.it</p>



Name of the Organization	Union Sportive de l'Enseignement du Premier degré (USEP)
Name of the Practice	Euro Regional Pyrénées-Méditerranée Meetings
Main Theme	Multilateral meetings
Description of the practice	<p>These meetings concern children from 9 to 11 years old. They facilitate trans borders relationships by practising physical and culture activities during 5 days in the same place. Children from USEP Midi-Pyrénées, USEP Languedoc-Roussillon and UCEC of Catalonia participate in this project. An euro regional association has been created involving these three entities. These meetings take place every year in a different region. The main objectives are to support children to develop the taste and culture of a balanced practice through physical pleasure and to help children to become actively involved in their own health. This practice started in June 2008 and will end in June 2011.</p> <p>Further information www.usep.org</p>



▶ Name of the Organization

Fédération Sportive et Gymnique du Travail (FSGT)

▶ Name of the Practice

Evaluation Guide for physical condition – ça va la forme?

▶ Main Theme

▶ Description of the practice

In the 90's, the "APA (Adult Physical Activity) and Health" sector of FSGT (Fédération Sportive et Gymnique du Travail) with the help of the Federal physicians, has developed a self-evaluation, physical condition book (self care).

FSGT committed in the HEPA program and the first step was to establish fitness tests for members of all federations in order to develop "quality mark". The proceeds of such experiences are collected in this practice from 2007.

Each test provides information ("fitness index") on the fitness level. The goal is to allow everyone to assess their state of fitness. From the club point of view, this means the assessment of physical fitness on a long-term basis. After testing, analysis of results is needed that requires reflection on the content of proposed activities, leadership training, access to knowledge, etc.

This practice includes seventeen tests classified by category:

1. balance,
2. flexibility,
3. strength (muscular)
4. endurance.



▶ Why is the practice related to HEPA

Recommended HEPA tests are marked with HEPA logo. The tests were checked on a sample of 1500 people from three federations (FFEPGV, FFEPMM, FSGT). The experimental population was comprised primarily of licensed practitioners regularly physically active. The values contained in the tables correspond to the results obtained from this sample. Tests that are not based on the reference population are marked with "Other Tests" (AT).

Expensive and sophisticatedly demanded tests were eliminated, giving the preference to those easily implemented in clubs.

Finally, a plug-shaped profile comprises the results and offers insight of strengths and weaknesses. It is sufficient to compare a profile to assess the changes in physical form.

The "Evaluation Guide for physical condition - ça va la forme?" is related to HEPA in great extent since it has been focused on population-based approach for the promotion of health-enhancing physical activity using simple and costless tests. In addition, it emphasizes the importance of monitoring and evaluation of a personal fitness level along with encouragement of the development of standardized measurement methods and systematic research. This practice encourages the exchange and sharing of experience, knowledge and collaboration with other related networks, and approaches.

▶ AG statement (strengths and weaknesses/ suggestions)

The practice is innovative since it provides easy tests that do not require specific equipment. It is very informative and available for great part of population. There is a huge transferability considering target groups (youth, seniors, inactive citizens) and activity types (individual training, fitness concepts, physical activity tests) as well as methodologies (quality marks, education, evaluation). The practice is sustainable and durable by all means.

▶ General Manager statement

Because our sports association is open to all people (260 000 members), from youngest to oldest, FSGT implements simple tools to evaluate their form, no matter the level of sport. This tool is widely used in our association, in the sections and courses of physical activities for seniors (+50 years), but also for sports training to diagnose and assess the effects of practice.

▶ More information

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<p>▶ Name of the Organization</p>	<p>Federazione Italiana Aerobica e Fitness (FIAF)</p>
<p>▶ Name of the Practice</p>	<p>UNI – National Norm for Fitness</p>
<p>▶ Main Theme</p>	<p>Safety of consumers</p>
<p>▶ Description of the practice</p>	<p>UNI, the Italian National Standards setting body, has established a Fitness Working Group (WG), comprised of experts from the fitness industry. The coordination of the WG Fitness has been mandated to FIAF. The goal of the WG is to set the standards needed to operate a Fitness Center/Club assuring the safety and protection of the participants, the efficacy of the training activities performed by HEPA instructors qualified on the basis of the EQF-Fitness and the level of the services provided to the public. The UNI National Norm “Fitness” is complete and expected to go shortly on a public inquiry procedure for a period of 90 days before its publication.</p>
<p>▶ Why is the practice related to HEPA</p>	<p>The UNI norm is based on the concept that the respect of the requirements for the qualification of the instructors, the maintenance of the equipment and observation of the commerce code of conduct can facilitate the promotion of HEPA, ensuring the safety and the protection of the practitioners. Considering that the Italian fitness industry is completely deregulated, the norm is the first step for the protection of the fitness practitioners, thereby ensuring that the physical activity practiced on the premises of a Fitness Center/Club will be health enhancing, not dangerous and can provide positive effects for the health and wellbeing of the participants.</p>

▶ AG statement (strengths and weaknesses/ suggestions)

The UNI National Norm “Fitness” is innovative at European and Italian levels; it is the only example of an official national norm applied at the PA sector after Swiss’ QualiCert. The evidence of a direct correlation between fitness and HEPA has to be better defined based on the research. The norm is transferable depending on the national legislation. The control of the norms could be funded and further developed. The norm and its implementation have to be monitored to have evidence of long term success and sustainability.

▶ General Manager statement

Fitness is the result of structured and unstructured physical activity to balance the state of the individual. It is divided into 5 components aiming at targeting:

1. cardiovascular/respiratory health
2. muscular strength and resistance
3. muscular flexibility and joint mobility
4. optimal body composition
5. neuromuscular coordination

When a person is fit he enjoys better health and can lead a more satisfying and fulfilling life. In examining the physical activity performed by an individual, the fitness aspect ensures that the choices of activities are well-rounded to maintain a proper balance between the types of activities performed. Fitness can be defined as health enhancing physical activity.

The UNI National Norm “Fitness” is expected to be approved by the end of 2011.

▶ More information

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<p>▶ Name of the Organization</p>	<p>German Gymnastics Federation/Deutscher Turner-Bund (DTB)</p>
<p>▶ Name of the Practice</p>	<p>Standardised and evaluated health enhancing sport exercise programmes</p>
<p>▶ Main Theme</p>	<p>National campaigns to engage more people in PA and sport</p>
<p>▶ Description of the practice</p>	<p>The project is composed by our standardised and evaluated exercise programmes, defined as well structured, dose-response based and particular health benefits striving programmes. Those are for example: Cardio Aktiv; Rücken fit; Walking und mehr; Gesund und fit – mobilisation; Appetit auf Bewegung – inactive children; Optiwell – against overweight, for women; Rückentraining – sanft und effektiv; MOBILIS light – to lose weight, to be more active; SafariTurnkids – overweight children.</p> <p>These standardized programmes were evaluated for their effectiveness with respect to the physical and psychosocial effects. This evaluation was conducted with a minimum of 100 subjects with tests at the beginning and end of the course and half a year later. All those programmes are provided by instructors with special licenses in each field.</p> <p>The club offers the course for beginners (10 to 12 lessons) and the interested customer pays the fee for the course to the club. The health insurance companies motivate their members to be more active and to take part in a course and pay 80% of the fee back, if the participant took part in 80% of the lessons. This system also supports a regular attendance in the course.</p>

▶ Why is the practice related to HEPA

Based on the WHO Ottawa Charter for Health Promotion (1986) with its holistic and extensive interpretation of health our programmes are particularly designed for inactive people aiming and fostering an active and healthier lifestyle. The DTB develops, supports, and disseminates effective activities to promote health-enhancing physical activity. The program design and program content are defined in accordance with to the latest scientific findings. Besides strengthening physical health resources also the strengthening of psycho-social resources - such as self-management, mood management, self-image, etc. are taken into account.

▶ AG statement (strengths and weaknesses/ suggestions)

The project has high level of adaptability presenting a good combination of theory with practice. It is worth noting the partnership with the insurance companies, sectoral cooperation and the evaluation process carried out to assess the efficacy of programs implemented. Nevertheless, the legal terms of cooperation with the insurance companies have to be considered for each country and region. For the future a long term evaluation is recommended.

▶ General Manager statement

It was our aim to get the acceptance of our programmes by the health system. To reach this goal we had to adapt our education system and to develop our quality management system. The sport system and the health system are working in complete different ways, with different standards and philosophy. With this adjustment our clubs changed too. They are not only a place for competition and high-performance sports they are also a place for fitness and health. This is very important for us. And - not to forget: Through the acceptance of our standardised and evaluated exercise programmes by the health system our clubs received and are still receiving a lot of new members.

▶ More information

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▶ Name of the Organization	Finnish Gymnastics Federation Svoli (Svoli)
▶ Name of the Practice	PRIIMA quality clubs – health enhancing gymnastics and group exercise
▶ Main Theme	Holistic health approach
▶ Description of the practice	<p>During the years 2007-2010 there have been 50 PRIIMA quality clubs qualified and the project is ongoing.</p> <p>According to the club management the most important outcome are:</p> <ul style="list-style-type: none"> • The focus in the qualification, evaluation and development process is in health aspect, which has strengthened in the clubs and their activities • The sector of health and fitness activities in gymnastic clubs has got more appreciation and interest inside the club and the club management (compared with the respect for competitive sport). • The operative procedures supporting and developing activities have become better and stronger. • Svoli as a national federation has got a good tool for the communication with the clubs. • PRIIMA is a good tool for marketing and communication with partners and clients. <p>Further information www.svoli.fi</p>



▶ Name of the Organization	German Gymnastics Federation/Deutscher Turner-Bund (DTB)
▶ Name of the Practice	Brand "Pluspunkt Gesundheit.DTB"
▶ Main Theme	National campaigns to engage more people in sport and PA
▶ Description of the practice	<p>With the help of a Scientific Advisory Board we have established quality criteria for health promoting offers since 1994. These criteria must be demonstrated by the association/training within an application form. After examining the documents the quality mark is awarded with the right to advertise for the offer. All offers are collected in a database and at our homepage: www.pluspunkt-gesundheit.de any interested person can have a look for offers with his postal code. So far, more than 65,000 offers got the applied quality mark. With the quality mark "Pluspunkt Gesundheit" sport clubs have opened for different target groups. They offer not only competitive sport, but meet their social mission in an active and healthy lifestyle for the whole population. Besides, a local network has been created with partners from various fields who work together now and advertise the club offers. The quality mark was the entry to the acceptance of the health care system.</p> <p>Further information www.dtb-online.de</p>





▶ Name of the Organization	German Gymnastics Federation/Deutscher Turner-Bund (DTB)
▶ Name of the Practice	Signet "Proofed for prevention" – Präventionsgeprüft
▶ Main Theme	National campaigns to engage more people in PA and sport
▶ Description of the practice	<p>The character "Proofed for prevention" signals the health insurances that it is a standardized and evaluated program that meets the criteria of the official guidelines of the health insurances. Because of this signet the health insurances recognize the offer as high quality and give their clients financial support, if they take the offer and participate.</p> <p>Two independent experts examine the standardized and evaluated programs for their income and outcome evidence and make an assessment. For this, a standardized questionnaire (Quagues) was created. Based on the assessment of the two experts, the Scientific Advisory Board creates a position and either recommends making changes and additions or confirms the effectiveness and quality of the program of the health insurance.</p> <p>Further information www.dtb-online.de</p>



▶ Name of the Organization	Latvian Sport for All Association (LTSA)
▶ Name of the Practice	LTSA Winter Championships
▶ Main Theme	National campaigns to engage more people in sport and PA
▶ Description of the practice	<p>LTSA organizes championships in volleyball, football and basketball since 1995 in which the participants are employees from different enterprises, municipalities, sport clubs, companies and organisations. A championship is organized every winter season from October to April. The competitions take place in different places in Latvia on every Sunday during this period. There are several commands which participate in winter championships since a long time every season. But there are also new commands every year who take part in the championships for the first time.</p> <p>Further information www.sportvisiem.lv</p>





Name of the Organization

Institute of Sport Science and Sport (ISS),
Friedrich-Alexander-University Erlangen-Nuremberg

Name of the Practice

BIG project – Movement as investment for health

Main Theme

Empowering women through HEPA

Description of the practice

Movement as an Investment for Health: The BIG Project is an evidence based model in health promotion funded by the German Ministry for Education and Research. The first trial of the project was conducted in 2005 in Erlangen with the aim to promote physical activity among women in difficult life situations (e.g. migrant women from different ethnic backgrounds, beneficiaries of state financial assistance, or single mothers). In 2008 the project transfer began, financed by the State Ministry of Environment, Public Health and Consumer Protection (referred to as BIGff in Bavaria). Furthermore, model regions nation-wide were selected to test the transferability, funded by the Federal Ministry of Health (referred to as BIGGER). Nowadays the project is on going. The institute of Sport Science and Sport, University of Erlangen-Nuremberg is involved in the development and steering of Germany's national action plan on healthy food and physical activity through various activities, most recently as speakers of the action plans's expert advisory groups on PA promotion in daily activities and on recommendations for physical activity levels that reflect the specific needs of different target groups most in need.

BIG project aims at making full use of potential effects of physical activity by going beyond a bio-medical focus towards fundamental psychosocial and environmental functions of health promotion through physical activity.



How is the practice related to HEPA

Within the project the following key-activities are used: assessment of policy options via semi-structures interviews with organisations; assessment of barriers and options for an active structure of lifestyle via interviews with women in difficult life situations; cooperative planning of activities to promote physical activity among women, together with women, local experts from different sectors, and local politicians; establishment of a steering committee to supervise and foster implementation and plan future.

Particularly the project is offering exercise classes for a low price, with child care if needed, to achieve better health, health behaviour and social effects for the participating women (currently 17 classes with about 200 participants in Erlangen are involved). Then, women-only indoor pool hours have been implemented with the aim to create new infrastructures for physical activity, currently visited by about 100 women per week. Furthermore, instructor seminars for women have been implemented in order to develop women's individual capacities as well as building social and political capacities for PA promotion with this target group, 17 women trained. Finally, Project Offices have established and integrated into locally existing infrastructures to build social and political capacities for PA promotion with women in difficult life situations.

BIG combined behaviour-oriented activities with actions geared at structural changes. BIG overcame political barriers that inhibited women's access to sport facilities. It is sustainable through integration into local public administration and scaled-up to other regions in Germany (currently: 11 locations). Participation and empowerment, fostered through a cooperative planning approach, appeared to be the key of success for trust-building among women and ownership among so-called experts.

BIG has been nominated good practice in the National Action Plan on Nutrition and Physical Activity, coordinated by the ministries of health and nutrition. The BIG approach has been disseminated by the federal ministry of health to other regions in Germany.

Intervention studies show a positive result in the health and health behaviour of those who attended activity programmes. Some publications in scientist journals show the results of the research carry out on the project.

The project got the second place at the 3rd Annual Health Prize of the International Bodensee Conference (IBK) (2008) where were submitted a total of 136 projects. The judging panel emphasised that BIG carries multiple health benefits for participants, particularly in regard to equal health opportunities, the correlation between poverty and health, the consideration of gender specific aspects, and cultural circumstances. In addition, provides empowerment and capability leading to the development of ones own initiative.

AG statement (strengths and weaknesses/ suggestion)

BIG activities are developed, implemented and evaluated through co-operative planning together with women involved and other experts from the incorporate settings. Activities are well focussed through a well-defined methodology and a good combination of theory and practice can be noted. The direct involvement of municipalities has to be considered as an asset. BIG involves key stakeholder such as health institutions, parents associations, school institutes and takes not only into account how women of this target group can be attracted to the activities, but focuses on regular attendance and long-term participation in the offered activities. The project has a clear intention to improve the environment and access to sport infrastructures. BIG project is good example for sustainability. Evidences from qualitative interviews show the aims of the project have been reached. As women say, being part of the BIG project, contributes to individual capability and empowerment. Both, project office leaders and participants in the co-operative planning, say that the BIG Project has had a positive effect on their self-efficacy and competence.

General Manager statement

The BIG approach of participation and empowerment of different relevant stakeholder groups plays a crucial role in its success. BIG uses a collaborative planning approach in which women in difficult life situations, local policymakers and professionals plan, implement, and evaluate physical activity promotion - moderated/facilitated by a neutral scientific institution. They share decision-making and develop ownership through this approach resulting in precisely tailored and adequate activities. Women in difficult life situations are usually underrepresented in mainstream PA promotion activities and not well reached by classic health sports. An approach like BIG, though, calls for strong commitment by all participants and needs a lot of time and resources in preparing, planning, and implementing physical activity promotion. It is crucial to make visible these challenges as well as the benefits and advantages to all relevant stakeholders from the very beginning.

More information

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Name of the Organization

South Lanarkshire Leisure & Culture Ltd (SLL)

Name of the Practice

Active Health

Main Theme

How to engage seniors in sport and PA

Description of the practice

The Active Health Programme was developed through a partnership between NHS Lanarkshire (NHSL) and South Lanarkshire Leisure (SLL). The programme is carried out at local level, involving adults and adults in later life, living with a variety of long term conditions, delivered in a leisure setting. The project aims to improve and maintain the general health and well being of people in long term conditions. The project was borne from an increased demand from NHSL staff for physical activity opportunities for patients with a variety of long term conditions, to improve the benefits they had already received. The model developed fits with Government priorities in 'shifting the balance of care' to a more community based approach. Participants are referred to the class by physiotherapy staff or specialised nurses, who follow a set inclusion/exclusion criteria developed by the partnership. A functional ability approach in the form of a circuit based physical activity class led by trained SLL staff is then offered within the frame of the community leisure setting. Once the participants completed the free 10 weeks programme, they are offered a maintenance class or mainstream physical activity opportunities; although for some there may be an associated cost. Since its inception over 400 people joined the programme in one of the Leisure Centres with a good representation across different conditions.

- Why is the practice related to HEPA
- With an increasingly ageing population living with a variety of long term conditions it is imperative that the NHS and its community planning partners work together to ease this population's reliance on statutory services.
- The project relates to HEPA by targeting the adult & older adult population living with long term conditions. The SLL have moved away from delivering condition specific classes, moving to a more generic functional ability model where clients from a variety of different conditions can exercise together.
- AG statement (strengths and weaknesses/ suggestions)
- The project is very well structured and sustainable from an organizational and economical point of views thanks to the partnership with the local branch of the National Health System.
- A medium long term evaluation of the effects on the people involved during the first 10 weeks has to be included in the programme.
- General Manager statement
- The 10 weeks circuit based approach classes were evaluated using a logic model, developed by all the staff involved, in setting up and referring to the "Active Health" classes was used to decide which aspects could be evaluated.
- The short-term outputs measured would include participation levels and adherence rates. Intermediate outcomes would include change in mental well-being and physical characteristics or tests. Other intermediate outcomes would form the basis of the question schedule for clients taking part in "Active Health" and the staff running the classes. An inclusion/ exclusion criteria also developed by all staff involved.
- More information
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Name of the Organization	Czech Sokol Organisation (Sokol)
Name of the Practice	Sokol Universality
Main Theme	Engaging youth/adolescents in PA using health as brand
Description of the practice	<p>The target group is from children of 6 years old up to adults. The practice consists of a triathlon made up by more disciplines of the referred sports adapted for the respective age categories:</p> <ol style="list-style-type: none"> Athletics: sprint, middle distance run, throw, jump; Gymnastics: Floor exercises, rope climbing, exercises on apparatus; Swimming: 100m. <p>This practice is realized every February to June.</p> <p>Further information www.sokol-cos.cz</p>





Name of the Organization	German Gymnastics Federation / Deutscher Turner-Bund (DTB)
Name of the Practice	Active up to 100
Main Theme	How to engage seniors in sport and PA: motivation, new activities and organisational form
Description of the practice	<p>The project is funded by the German Federal Ministry of Family, Seniors Women and Youth and it is a part of a project of the German Sports Confederation, the non-governmental umbrella organization of German sport. The intention of the project which started in 2010 is to organize sport groups for high-aged people (over 80 years) who have never done sports and who live at home. For the project implementation regional and social networks is needed to be established at first. One network should be built in a big city, in Frankfurt/Main, and one network should be built in a smaller town in a more rural area. To reach and motivate the targeted older people special training groups have to be set up. In our "Active to 100" groups the goal is to preserve the ability to walk, the muscular strength, the flexibility to wash and to dress oneself. They are practicing brain training, balance training and enhance the communication between high-aged people. The experience demonstrates that it is possible to motivate high-aged people to do physical exercises with a new approach also in a sports club, if different organisations work together and build a social network.</p> <p>Further information www.dtb-online.de/portal/hauptnavigation/gymwelt/aeltere.html</p>



Name of the Organization	South Lanarkshire Leisure & Culture Ltd (SLL)
Name of the Practice	Active Age
Main Theme	How to engage seniors in sport and PA: motivation, new activities and organizational form
Description of the practice	<p>South Lanarkshire Leisure Trust is the only local authority in Scotland providing free access to leisure for residents in the age of 60+ of South Lanarkshire. The scheme was established in 2007 and allows all residents of South Lanarkshire, who are 60 years and over, free access to gyms, swim pools and racquet sports at all South Lanarkshire leisure facilities. Currently there are 1400 active age members and this number continues to rise.</p> <p>Further information www.slleisure.co.uk</p>

Regards to the future of **HEALTH PROMOTION AND PHYSICAL ACTIVITY**

BY SANTE PROJECT MANAGERS, SASKA BENEDICIC TOMAT
AND ANDERS THARSGAARD

HOW DO WE KNOW WE ARE MAKING A DIFFERENCE?

Anyone can write a book. There is no license required. No test to take. Writing, as opposed to publishing, requires almost no financial or physical resources. A pen, a paper and effort is all that has been required for thousands of years.

If you want to write, use the magic: we did, we connected 17 SANTE partners and their peers, who are all involved in very different ways in the promotion and provision of health-enhancing physical activity and sport for all. The Sport for All sector and its organizations is a very widespread structure, maybe even several structures, with a unique and often underrated capacity to reach Europeans, and this project aims to foster an atmosphere where innovative and motivating physical activity programs to European citizens are conceived.

SANTE has a special focus on supporting and promoting cross-sector innovative partnerships to foster learning across Europe's borders and inform future actions within health enhancing physical activity. It is a major challenge to get the most out of this great diversity of actors and institutions, to reach more citizens and to avoid overlapping efforts.

Thanks to the range of conclusive findings over the past year regarding physical activity as an important health determinant and promoter, there now exists a SANTE Handbook of good examples. The handbook shows the best from SANTE partners and other ISCA members and partners – it calls for action to build a healthier Europe.

The SANTE Handbook is a hands-on product co-developed by ISCA, SANTE Advisory team and SANTE partners by the contributions of numerous people of different professional backgrounds, but with the same passion: to share and to spread knowledge about healthy lifestyles and physical activity.

At European level, SANTE project was a tool for cross sector bridge building, which brought to all of us capacity to strengthen the values, awareness and knowledge regarding health beneficial physical activity via a maze of national initiatives. It put into effect a consistent implementation of recommendations regarding health beneficial physical activity, coordinated and performed of activities and projects connected with physical activity that are in the interest of the public.

SANTE good examples introduce connection and cooperation among medical and sport experts and science in encouraging the population to start regular and systematic physical activity, some of them also provide



professionally designed programmes of physical activity for health strengthening in working and living environments at the national and international level. SANTE partners is via the project enhancing their promotional activities regarding the importance of physical activity for health strengthening within the healthcare system, education, working environments and in local and national communities. You can find all these details described in SANTE handbook.

SANTE project found a common language between policy strategy and implementation strategy in sport for all activities.

We wish to share our warmest gratitude with all the SANTE partners and our colleagues for their initiatives, energy and creative ideas in the past year. Our appreciation also goes to all participants and other professionals who took part in SANTE discussions, meetings, Seminars, Conferences with inspiring thoughts.

Carol Welch wrote that "movement is a medicine for creating change in a person's physical, emotional, and mental states." This book is dedicated to all our colleagues in Sport for All sector, which does literally makes Europe move.

We look forward to working with them in the future as we will look for new areas of cross-cutting cooperation and together detect new trends that will guide the way to healthier and more physically active lifestyles in Europe and beyond.

Saska & Anders

INTERNATIONAL SPORT AND CULTURE ASSOCIATION

The International Sport and Culture Association (ISCA) is a global platform open to organizations working within the field of Sport for All, recreational sports and physical activity. Created in 1995, ISCA is today a global actor closely cooperating with its 130 member organizations, international NGOs, and public and private sector stakeholders. Its 40 million individual members from 65 countries represent a diverse group of people active within youth, sport and cultural activities. We build international relations between people, cultures, organizations and sectors. Seeing sport as culture of movement, we develop opportunities for learning, inspiration and action to induce social change.

A GLOBAL ADVOCATE FOR SPORT FOR ALL

An increasingly globally connected world needs a strong advocate for Sport for All, connecting people, cultures, institutions and movements. Since 1995 ISCA has been engaged in:

- creating and implementing international exchanges, festivals, conferences, seminars and training courses
- advocating, negotiating and formulating sports and cultural policies
- promoting voluntary engagement and active citizenship in sport
- developing international non-formal leadership education programmes
- managing international projects to constantly develop organizational activities and human capacities in Sport for All
- inducing social change processes through sport

OUR VISION

**A WORLD OF PEOPLE
BUILDING BETTER
SOCIETIES THROUGH
CULTURES OF
MOVEMENT.**

YOU WILL LIKE WORKING WITH US!

ISCA wishes to cooperate with all organizations that foster the societal benefits of Sport for All. With a starting point in national sport organizations, ISCA engages with organizations that want to promote and develop their organization, their competences and their activities through international cooperation.

ISCA develops partnerships and links with all Sport for All related sectors, in particular sectors dealing with health, environment, social integration and education. Through its Executive Committee as well as its Asian, European and Latin American Continental Committees, ISCA represents the voice of Sport for All towards international institutions and the media.



MEMBERSHIP & BENEFITS

As a member of ISCA, you have access to a large international network of member organizations, collaboration partners and individuals that operate within the field of Sport for All.

Membership and active participation in the ISCA networks benefits both your organization and your individual members. Your organization can benefit from ISCA activities and events such as:

- International events, including camps, conferences, seminars and training courses
- Information and news updates, including the "CultureSports" magazine, the ISCA website, the monthly newsletter, the international event calendar and e-mail services
- A voice in international policy-making
- Fundraising advice and support
- A major international network
- International projects to continuously develop activities, human resources and organizations active in Sport for All

And finally we offer a vibrant environment of lived values:

**DIVERSITY, MOVEMENT,
DEMOCRACY AND FUN!**



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