



EUROPE



4th annual meeting  
of HEPA Europe  
European network for the  
promotion of health-  
enhancing physical activity

Report of a WHO meeting  
10 September 2008  
Glasgow, United Kingdom



# 4th annual meeting of HEPA Europe

**European network for the promotion of health-  
enhancing physical activity**

*the meeting  
was kindly  
hosted and  
supported by*



*and kindly  
supported by*



## ABSTRACT

The 4th annual meeting of HEPA Europe, the European network for the promotion of Health-Enhancing Physical Activity (HEPA) was kindly hosted by the Scottish Physical Activity Research Collaboration (SPARColl) with the Strathclyde University in Glasgow, United Kingdom, and supported by the Scottish Government. It was attended by 89 participants from 19 countries and a representative of the European Commission. It was convened to review and discuss recent, relevant international developments and experiences. Progress made in HEPA Europe's third year of existence was discussed, in particular in implementing the work programme. Participants discussed and adopted the activity report 2007 / 2008, the work programme 2008/ 2009 and amended objectives for HEPA Europe.

In addition, 33 new membership applications were confirmed and the Steering Committee was elected. Finally, activities to be continued and future projects to be undertaken by HEPA Europe were discussed including the establishment of a new working group on Sport Clubs for Health.

Back-to-back with the 4th annual meeting, the 1st HEPA Europe conference took place. It was attended by 222 participants from 22 European countries as well as from the United States of America and Australia.

### Keywords

HEALTH PROMOTION  
HEALTH PLANNING  
PHYSICAL FITNESS  
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## CONTENTS

	<b>Page</b>
<b>1</b>	<b>Introduction and overview ..... 2</b>
<b>2</b>	<b>1<sup>st</sup> HEPA Europe conference..... 3</b>
<b>3</b>	<b>Minutes of the 4<sup>th</sup> annual meeting..... 3</b>
3.1	Welcoming of participants and opening session..... 3
3.2	Membership applications ..... 4
3.3	Activity report 2007-2008: overview ..... 7
3.4	Activity report 2007-2008: 3 selected activities..... 9
3.5	Impact model, implementation strategy and specific objectives of HEPA Europe..... 12
3.6	Work programme 2008/2009 ..... 13
3.7	Elections ..... 15
3.8	Next annual meetings of HEPA Europe ..... 16
3.9	Closing of the meeting ..... 16
 <b>Annex</b>	
	Annex 1: List of working and background papers ..... 18
	Annex 2: Detailed programme of the meeting..... 19
	Annex 3: List of members of HEPA Europe ..... 21
	Annex 4: HEPA Europe activity report 2007 / 2008..... 24
	Annex 5: Impact model of HEPA Europe..... 54
	Annex 5: Work programme 2008 / 2009 ..... 75
	Annex 6: List of participants..... 97

# 1 Introduction and overview

The European network for the promotion of health-enhancing physical activity (HEPA Europe) was launched at the 1<sup>st</sup> annual meeting in May 2005 in Gerlev, Denmark, based on policy statements such as the WHO Global Strategy for Diet, Physical Activity and Health and on corresponding statements from the European Commission. The WHO European Centre for Environment and Health, Rome office, accepted the invitation to closely collaborate with the network. In June 2006, the 2<sup>nd</sup> annual meeting took place in Tampere, Finland and in May 2006, the 3<sup>rd</sup> annual meeting was held May 2007 in Graz, Austria.

The 4<sup>th</sup> annual meeting of HEPA Europe, the European network for the promotion of Health-Enhancing Physical Activity (HEPA) took place on 10 September 2008. It was kindly hosted by the Scottish Physical Activity Research Collaboration (SPARColl) with the Strathclyde University in Glasgow, United Kingdom and supported by the Scottish Government.

The meeting was attended by 89 participants from the following 19 countries: Austria, Czech Republic, Denmark, Finland, France, Georgia, Germany, Iceland, Ireland, Italy, Netherlands, Norway, Portugal, Romania, Slovenia, Spain, Sweden, Switzerland and the United Kingdom. In addition, a representative from the European Commission (EC) (Directorate for General Education and Culture) participated (see Annex 7 for list of participants). The meeting was chaired by Brian Martin, Swiss Federal Office of Sports and chairman of HEPA Europe.

The main aims of the meeting were to:

1. review progress made in HEPA Europe's third year of existence, in particular in implementing the work programme as well as with regard to contributions and funding (see also Annex 1 of list of working papers and background documents);
2. discuss and adopt key documents for next year's work. In this regard, the following documents were discussed and adopted:
  - Activity report 2007/2008 (see Annex 3)
  - Work programme 2008/2009 (see Annex 5)
  - Objectives of HEPA Europe (proposed changes).

In addition, 33 new membership applications were evaluated and the Steering Committee was elected.

The meeting was structured into different sections (see also Annex 2 for the detailed programme):

- the opening with welcome addresses by the hosts and the chairman;
- an introduction of the activity report and of 3 selected activities;
- three parallel working groups on these 3 activities;
- a plenary presentation on the impact model and implementation strategy of HEPA Europe and discussion of the proposed amended objectives;
- the presentation of the new work programme; and

- election of the Steering Committee and its chairman and endorsement of the new work programme.

Back-to-back with the 4<sup>th</sup> annual meeting, the 1<sup>st</sup> HEPA Europe conference took place. A brief summary is presented in the next section. The different parts of the annual meeting are summarized subsequently.

## 2 1st HEPA Europe conference

The conference which took place on 8 and 9 September 2008 was organized by the Scottish Physical Activity Research Collaboration (SPARColl) with the Strathclyde University and co-sponsored by the WHO Regional Office for Europe. It focussed on strategies and benefits of promoting walking. It was attended by 222 participants from 22 European countries as well as from the United States of America and Australia.

Key note speakers included:

- Sally Macintyre, United Kingdom, on “Who you are or where you are? Social and spatial patterning of health”
- James Sallis, United States of America, on “Built environments, physical activity, and health: using research to guide policy”
- Billie Giles-Corti, Australia, on “Creating walkable environments: does one size fit all?”
- Pekka Oja, Finland, on “New physical activity recommendations and guidelines: messages to different stakeholders”
- Adrian Bauman, Australia, on “Policy approaches to physical activity – the mysteries of politics or an advocacy opportunity”

The conference featured 12 parallel symposia with 49 oral presentations, including themes such as “The importance of inequalities”, “Promoting walking: one size fits all?” and “Monitoring and evaluation frameworks for interventions”. In 3 parallel poster sessions, 96 posters on a variety of topics were presented. The book of abstracts is available on the conference website<sup>1</sup>.

## 3 Minutes of the 4th annual meeting

### 3.1 Welcoming of participants and opening session

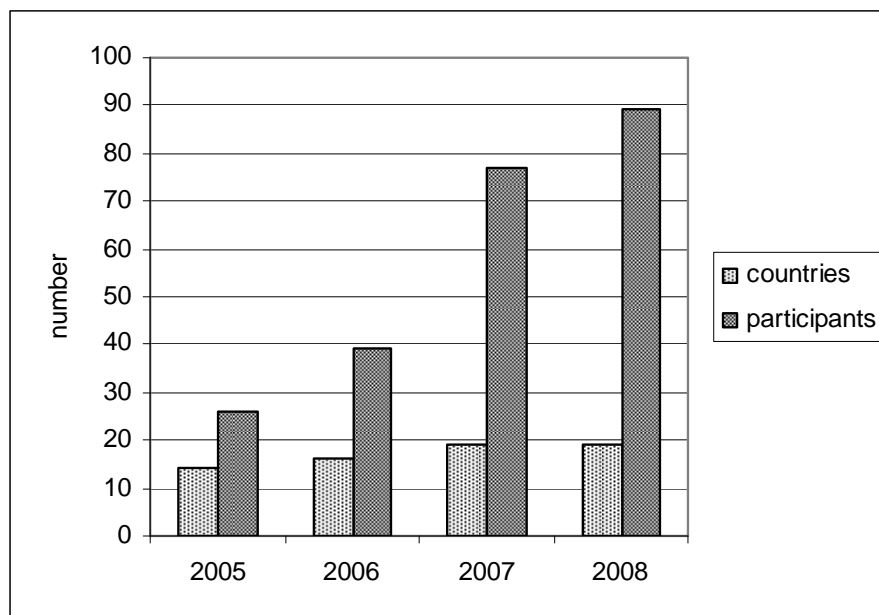
The meeting was opened by Brian Martin, the chairman of HEPA Europe and Charlie Foster on behalf of the local organizer and host. Brian Martin started the meeting with a look back on the 1<sup>st</sup> HEPA Europe conference and thanked the organizers for the outstanding organization. He then officially opened the annual meeting and outlined the structure of the event.

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<sup>1</sup> <http://www.sparcoll.org.uk/CONFERENCE.aspx>, direct link:  
<http://www.sparcoll.org.uk/Portals/45/Book%20of%20Abstracts%20for%20website.pdf>

He also thanked the participants for their availability and interest. As shown in Fig. 1, the number of participants has shown a steady increase over the 4 years while the number of represented countries increased more slowly.

**Fig. 1: Development of attendance of annual HEPA Europe meetings**



## 3.2 Membership applications

### *Overview and confirmation of new members*

The Steering Committee had discussed and preliminarily accepted applications<sup>2</sup> from 33 institutions and organizations received from May 2007 to mid-August 2008. These temporary members were proposed to the network for confirmation. The attending members agreed to carry out an open group voting procedure.

All applications were confirmed and the following member institutions and organizations were welcomed to HEPA Europe (in alphabetic order):

- Centre for Sport and Exercise Research, Staffordshire University, United Kingdom
- Centre for Transport Studies, University College London, United Kingdom
- Croatian Sport Medicine Society
- Countryside Council for Wales, United Kingdom
- Department of Epidemiology and Public Health, University College London, United Kingdom

<sup>2</sup> More information on the application procedure can be found at [http://www.euro.who.int/hepa/join/20050708\\_1](http://www.euro.who.int/hepa/join/20050708_1)

- Department of Health Generalitat de Catalunya, Spain
- Department of Human Movement and Sport Sciences (DISMUS), University of Rome Foro Italico, Italy
- Department of Sports Medicine, J.W.Goethe University, Germany
- Greater Glasgow and Clyde NHS Board, Scotland, United Kingdom
- HealthQWest, School of Health and Social Care, Glasgow Caledonian University, United Kingdom
- Institute of Engineering in Health of Lille, France
- Institute of Sport Sciences and Clinical Biomechanics, University of Southern Denmark
- Instituto de Biomedicina, León, Spain
- London Regional Public Health Group, Government Office for London, United Kingdom
- National Obesity Observatory, United Kingdom
- Natural England, United Kingdom
- Netherlands Organisation for Applied Scientific Research (TNO), Quality of Life, Department Physical Activity and Health, Leiden, the Netherlands
- Paths to Health, United Kingdom
- Partnership for Public Health, Bosnia and Herzegovina
- Physical Education Area, University of the Balearic Islands, Spain
- School of Health and Human Performance, Dublin City University, Ireland
- School of Sport and Exercise Sciences, University of Birmingham, United Kingdom
- Sports Academy, University of Ulster, United Kingdom
- Teenactive Research Group, Heriot Watt University, United Kingdom
- the National Public Health Institute (KTL), Finland
- the Netherlands Institute for Sport and Physical Activity (NISB)
- the Swedish National Centre for Child Health promotion (NCFE)
- the Swedish National Institute of Public Health
- Wales Centre for Health Physical Activity Network for Wales, United Kingdom
- Walkers' Coach, United Kingdom
- Waterford Institute of Technology, School of Health Sciences, Ireland
- West Lothian Council Active Schools, United Kingdom
- Young Finland Association

The South East Public Health Observatory (SEPHO), Oxford, United Kingdom, did not continue its membership as its representative in the network has left.

New member institutions came from Bosnia and Herzegovina, Croatia, Denmark, Finland (2), France, Germany, Ireland (2), Italy, the Netherlands (2), Spain (3), Sweden (2) and the United Kingdom (16). From Bosnia and Herzegovina, Croatia and Ireland, for the first time institutions became member.

The network counts now 81 member institutions and 2 individual honorary members from 26 European countries, and one observer from outside Europe (Mexico) (see Table 1 and Annex 3 for full list).



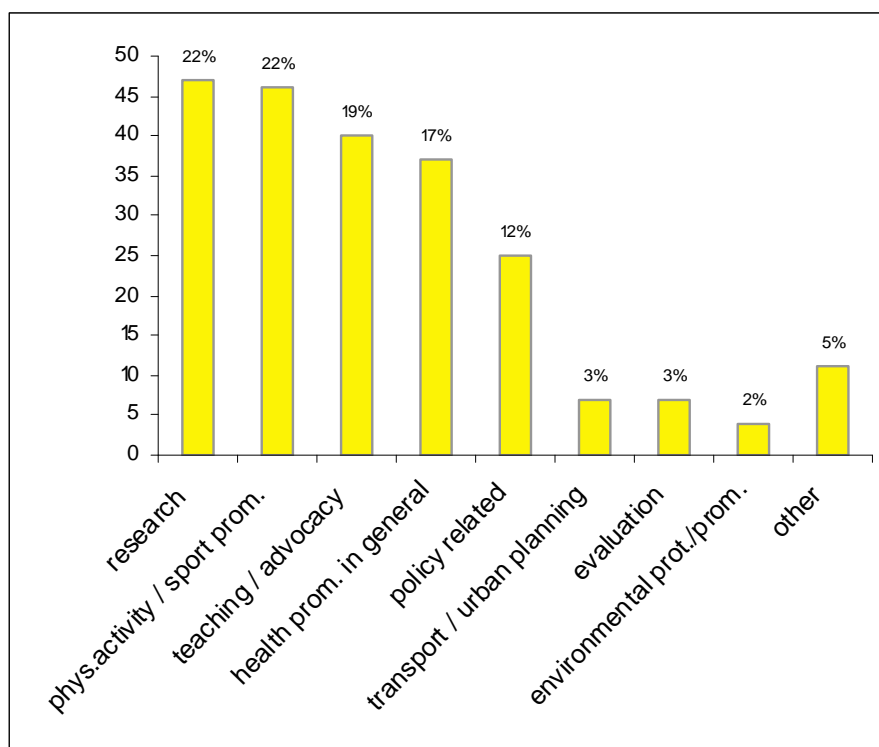
**Table 1: Overview of HEPA Europe member institutions by country**

	Country	No. of members		Country	No. of members
1	Austria	2	14	Italy	2
2	Belgium	1	15	Lithuania	2
3	Bosnia and Herzegovina*	1	16	The Netherlands	3
4	Bulgaria	1	17	Norway	1
5	Croatia*	1	18	Portugal	2
6	Czech Republic	1	19	Slovenia	1
7	Denmark	3	20	Spain	4
8	Finland	10	21	Sweden	3
9	France	3	22	Switzerland	3
10	Germany	6	23	The former Yugoslav Republic of Macedonia	1
11	Hungary	1	24	The Netherlands	5
12	Iceland	2	25	Turkey	1
13	Ireland*	2	26	United Kingdom	22

\* newly represented country  
plus 1 observer from Mexico

As shown in Figure 2, the main type of activity most often reported by applicants was research and physical activity or sport promotion, followed by teaching or advocacy, general health promotion or policy related activities. Less frequent – though more frequent than in the past - where transport or urban planning activities.

**Fig. 2: Main type of activity reported by member institutions and organizations (up to 5 activities per member, N=216)**



### 3.3 Activity report 2007-2008: overview

The activity report of the second year of activities of HEPA Europe in 2007/2008 was presented and discussed (see Annex 4). It was concluded that good progress could be made in many areas on an increased number of activities while as also in the previous year, not all of the ambitious aims set could be accomplished. The achievements have been made due to excellent support both by the members of HEPA Europe and of WHO Regional for Office for Europe (European Centre for Environment and Health, Rome office) and to the productive co-operation that has been established with many partner organizations.

Planned activities that could not yet be started were the establishment of contacts with the European Network for Workplace Health Promotion and the development of a European teaching course on physical activity and health.

There continues to be a need for sustainable resources as well as sustained active involvement of members for the implementation of the ambitious new work programme 2008 / 2009. The financing concept developed for the period June 2005-March 2007 will be revisited as part of the new project on management and interaction with partners and members (see also Annex 6).

Below, an overview of the current state of affairs after the third year of activities is given:

**Table 2: Overview of the state of affairs of activities 2007/2008**

<b>Networking and cooperation</b>	<b>State of affairs</b>
Support and contributions to other conferences and events	Implemented as planned, ongoing
Cooperation and collaboration with other activities, projects, and networks	Implemented as planned, ongoing
Maintenance and regular updating of the HEPA Europe website ( <a href="http://www.euro.who.int/hepa">www.euro.who.int/hepa</a> )	Mostly implemented, ongoing
Holding of the 1 <sup>st</sup> HEPA Europe conference and 4 <sup>th</sup> annual network meeting (8-10 September 2008, Glasgow, United Kingdom)	Implemented as planned, concluded
Dissemination of the advocacy booklets on physical activity	Implemented as planned, ongoing
Inventory of existing approaches, policy documents, and targets related to physical activity promotion	Partly implemented, ongoing
Finalization of the collection of case studies of collaboration between the physical activity promotion and the transport or other sectors	Partly implemented, ongoing
<b>Projects, reports and products</b>	
Work group on review of examples of national approaches and networks for physical activity promotion and the exploration of the need and possibility to create a "network of national networks"	Implementation ongoing, delayed
Review on cost-benefit analyses methodology with regard to walking and cycling and organization of an international workshop	Implemented as planned, follow-up project foreseen
Development of methods for economic valuation of transport-related health effects, with a particular focus on children	Implementation as planned, finalization ongoing
Work group on exchange of experiences in physical activity and sports promotion in children	Partly implemented, ongoing
Work group on HEPA promotion through primary care practice	Implementation ongoing, delayed
Publication of a framework for physical activity promotion policy	Implementation ongoing, delayed
Publication on currently used recommendations for health-enhancing physical activity	Implementation ongoing, delayed
<b>Teaching and education</b>	
Development of a European Region teaching course on physical activity and public health	Not yet started
Development of a HEPA Europe exchange programme	Implementation ongoing
<b>Activities aimed at optimizing the network</b>	
Development of an impact model for HEPA Europe of how the stated aims shall be achieved	Implementation concluded
Implementation and updating of the financing concept to identify funding sources and secure the future funding	Implementation ongoing
Development of a communication strategy and a recruitment strategy for HEPA Europe	Implementation ongoing, delayed

<b>Possible activities to be launched later</b>	<b>State of affairs</b>
Development of information material for migrant populations	Not yet started
<b>Publications and presentations</b>	
Publications (6 reports, booklets and information material and 2 HEPA Europe newsletters produced)	Continuous activity
Presentations (15 presentations on HEPA Europe or mentioning it given)	Continuous activity

### **3.4 Activity report 2007-2008: 3 selected activities**

The next section of the meeting consisted of an in depth discussion of three selected activities. Each project was briefly introduced in plenary, followed by parallel sessions.

#### ***National approaches and networks for physical activity promotion***

The project was introduced in plenary by Radim Šlachta, Palacky University, Czech Republic. The parallel working group was chaired by Radim Šlachta and Anita Vlasveld, Netherlands Institute for Sport and Physical Activity. Radim Šlachta introduced the activities undertaken so far, explaining that initially, the activities had focused on national networks, including as objectives:

- development of a definition of parameters of organizations or structures which could be identified as a national (or sub-national) HEPA network;
- identification of existing, functioning national HEPA networks in Europe;
- dissemination of the experiences from these networks, particularly good practice examples; and
- support the launch of new national HEPA networks in interested countries.

A draft definition of what constitutes a “national HEPA network” had been developed. In this process, a number of questions arose, including that focussing only on networks seemed to constitute a too narrow approach, especially given that there seems to be only a limited number of national networks currently existing in Europe. Therefore, it was proposed to change the focus of the working group more generally on “national approaches”.

Eddy Engelsman, Ministry of Health, Welfare and Sport, gave a presentation of the Dutch experiences with a national approach to physical activity promotion as input into the discussion.

Participants of the parallel session agreed that a broader approach should be taken which could include activities on national networks but also other approaches, such as policies or campaigns. The definition of “national approaches” will be finalized and the next steps of the working group will be defined at the next meeting of the working group to take place back-to-back with the International Workshop on National Physical Activity Promotion Strategies in Europe, 13-14 November in Wageningen, The Netherlands.

## ***Exchange of experiences in physical activity and sports promotion in children***

The activities of this working group were introduced by Christoph Nuetzi, Swiss Federal Office of Sport (BASPO). They have focused on the identification of national approaches to sport and physical activity promotion on youth which has led to the identification of over 100 projects across Europe. A selection of 21 these projects from 12 countries have been analysed by Jule Kunze as part of her masters thesis at the University of Frankfurt, supervised by Winfried Banzer, University of Frankfurt, Urs Maeder and Brian Martin (BASPO) and Sonja Kahlmeier, WHO Regional Office for Europe. A more in-depth analysis was proposed as next step for discussion in the parallel session.

Charlie Foster presented the proposed methodology for this in-depth analysis. Based on the first analysis by Jule Kunze, it was decided that the aims of the next steps of the work shall be:

1. to identify and systematically analyse examples of the most important and promising European programmes, in terms of their:
  - strengths and weaknesses
  - ability to reach different subgroups of the younger population
  - structural integration (sustainability)
  - ability to contribute to physical activity promotion, and the prevention of the drop in physical activity often observed in adolescents; and
2. to produce a descriptive report, followed by a series of conclusions that can be drawn from the results. It is proposed that these conclusions can form the basis of recommendations both for future initiatives, and for improving existing programmes.

Research questions will include:

- What are the main strengths and weaknesses of the different programmes?
- How successful are the different programmes at reaching different sub-groups?
- How good is the structural integration of the programme and to what extent can it be considered to have sustainable impact after the completion of the programme?
- What is the ability of the different programmes to contribute to physical activity promotion?
- What is the ability of the different programmes to prevent the drop in physical activity often observed in adolescents?
- What lessons have been learned from these programmes?
- How do these lessons apply to future and existing programmes?

Next steps include the sampling for suitable projects, invite applications from projects who wish to be considered for inclusion, selection of projects for analysis, a workshop (provisionally for March 2009) and presentation of the findings at the 2009 annual HEPA meeting.

### ***HEPA promotion through primary care approaches***

The foreseen activities of this work group were introduced by Raphaël Bize, University of Lausanne, Switzerland. The working group had been launched at a dedicated symposium at the 2<sup>nd</sup> International Congress on Physical Activity and Public Health in April 2008. An analysis of the Swiss situation has been carried out, including a synthesis of previous experiences, Swiss population surveys on levels of physical activity and a qualitative study with general practitioners (GPs) which was followed by the creation of a multidisciplinary working group. Based on the outcomes, pilot materials for the GPs and the patients have been developed and tested. Items proposed for discussion in the parallel session were:

- Sharing experiences within the HEPA Europe working group
- Improvement of the materials
- Development of a related training curriculum
- Assessment of possibilities to carry out an effectiveness study

In the parallel session, participants discussed these topics and some 20 participants confirmed their participation in the further activities, either as part of a core group or a larger advisory group.

As main aim of the working group it was decided to aim at developing a report, including the following topics:

- Evidence-based knowledge
  - PA and health
  - Guidance and recommendations for advice
  - Range of offers for referring patients
- Perspective of the GP
  - Access to information
  - Training
  - Conflict of interests (time, money, industry pressure etc.)
- Perspective of the patient
  - Expectations
  - Feasibility of what is offered
- Case studies
- Funding
- Evaluation
- Stakeholders
- Education

The final concept and scope will be provided to the confirmed participants for feedback by the end of 2008. The report will be developed until autumn 2009; intermediate results will be presented at the 5<sup>th</sup> annual meeting in Bologna (see also section 3.8).

### **3.5 Impact model, implementation strategy and specific objectives of HEPA Europe**

A frequent observation in evaluations of policies and strategies is the lack of an implementation strategy. The currently implemented activities of HEPA Europe have to a large extent been driven by available resources, in-kind contributions and knowledge and background of the active members and where less based on a formulated implementation strategy. While many activities have shown successful outcomes, two years since the first preparations and about one year after its formal founding, the Steering Committee decided in 2006 to start developing an impact model for HEPA Europe, supported by the WHO European Centre for Environment and Health, Rome office.

The impact model will describe how the stated objectives of HEPA Europe shall be achieved. This includes an assessment of the most effective way to reach the objectives and a review of current activities with regard to their contribution to these objectives. It will help identifying better the main target audiences, the future key fields of activity and (possibly new) key partners as well as areas for further development. It will thereby serve as main input for the development of a formal implementation strategy and the further work programmes. It will also provide a benchmark for possible future evaluations of the network, as the lack of a clear implementation strategy has been found to be the greatest barrier to assessment. It will also facilitate positioning HEPA Europe into the larger framework developed for HEPA promotion.

Sonja Kahlmeier presented the final impact model of HEPA Europe (see also Annex 5). This model has been developed in a series of guided brainstorming- and discussion-sessions to describe how the stated objectives of HEPA Europe shall be achieved.

It consisted in developing answers to the following questions:

1. Which are the main causes that prevent better health as a result of physical inactivity among all people in Europe?
2. How can these causes be addressed/solved?
3. Do the current activities of HEPA Europe contribute to these solutions?
4. What effect do the current activities have on the identified causes?
5. Why will changing the identified causes solve the problem of lack of physical activity in Europe?

Based on these questions, the main problem areas and possible strategies to address them were developed and confronted with the activities of HEPA Europe. Based on the results, 6 intervention hypotheses were formulated on the expected relationship between the activities of HEPA Europe and objectives.

The network members endorsed the proposal of the Steering Committee that the current version of the vision and goal of HEPA Europe were still in line with the new impact model. However, a new set of 4 more consistent objectives was developed and discussed. The final version endorsed by the network members was as follows:

- to promote a better understanding of health-enhancing physical activity and to give a stronger voice to physical activity promotion in health policy and in other relevant sectors in Europe, including support for workforce development;

- to develop, support, and disseminate effective strategies and multi-sectoral approaches in the promotion of health-enhancing physical activity;
- to foster the preservation and creation of social and physical environments as well as values and lifestyles supportive of health-enhancing physical activity; and
- together with other relevant institutions and organizations, to improve coordination in physical activity promotion across sectors and administrative structures.

### 3.6 Work programme 2008/2009

As next item, the planning of the activities over the next year was discussed based on a draft work programme developed by the Steering Committee which had been distributed to participants beforehand. The main responsible for each activity was determined and participants as well as possible partners were discussed. Activities which were deemed to be important but for which currently no responsible was identified are listed under “possible future activities”.

The activities of the next year comprise the following (see Annex 5 for more details)<sup>3</sup>:

#### *Networking and cooperation*

- Support and contributions to other conferences and events  
For the time being, no events are under discussion for official support by HEPA Europe. Expressions of interest from events will be considered upon request.
- Cooperation and collaboration with other activities, projects, and networks  
With regard to this topic, it was decided to continue or newly establish coordination and collaboration with the following most relevant, international activities and projects:
  - UN-activities and programmes:  
UNECE/WHO Transport, Health and Environment Pan-European Programme (THE PEP); WHO Regional Office for Europe Noncommunicable Disease and Environment Unit.
  - Research projects:  
ALPHA, HOPE, EURO-Prevob and IMPALA research projects.
  - European Commission:  
EU Platform on Diet, Physical Activity and Health; DG Education and Culture (DG EAC), Sport Unit.
  - Other European bodies:  
Bodies and NGOs on sports (for all) promotion, European Network for Workplace Health Promotion.
  - Global bodies:  
Global Alliance for Physical Activity (GAPA); Agita Mundo; International Society for physical activity and Health (ISPAH).

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<sup>3</sup> A summary of the work programme is also available at [www.euro.who.int/hepa](http://www.euro.who.int/hepa).



### ***Information dissemination***

- Maintenance, regular updating and further development of the HEPA Europe website ([www.euro.who.int/hepa](http://www.euro.who.int/hepa))
- Holding of the 5th annual HEPA Europe network meeting (Bologna, Italy) (see also chapter 3.8 below)
- Dissemination of the advocacy booklet on physical activity and health with the key facts and figures for policy makers, support further translations into national languages (see also Activity Report, Annex 4, chapter 4.3)
- Continue expanding and updating the inventory of existing approaches, policy documents, and targets related to physical activity promotion in different countries to facilitate information access for Member States and to develop a framework for process evaluation of physical activity promotion at the national level
- Continue dissemination of the collection of case studies of collaboration between the physical activity promotion and the transport sector and extension of online inventory

### ***Projects, reports and products***

- Develop overview and analysis of national approaches to physical activity promotion
- Continue dissemination of guidance on economic valuation of health benefits from cycling and walking and health economic assessment tool (HEAT) for cycling, develop HEAT for walking
- Dissemination of the report on “Economic valuation of transport-related health effects: review of methods and development of practical approaches, with a special focus on children”
- Continue the exchange of experiences in and analysis of physical activity and sports promotion in children and adolescents
- Promote information sharing and the coordination on the promotion of HEPA through primary care practices
- Establishment of a working group on “Sports clubs for health” and implementation of the Sport Clubs for Health framework
- Finalization and publication of a general framework for physical activity promotion policy
- Publication of a discussion paper on currently used recommendations for health-enhancing physical activity and the desirability to propose common European recommendations

### ***Teaching and education***

- Further explore possibilities for the development of a European student exchange programme

### ***Activities to optimize the Network***

- Dissemination of the impact model of HEPA Europe and use for the development of the future work programmes
- Development of a member and partner management strategy

### ***Possible future activities***

- Development of a European teaching course on physical activity and health
- Development of information material targeted at migrant populations who are often most in need of tailored information products
- Promotion of physical activity in the workplace setting, including active commuting

### **3.7 Elections**

The last part of the annual meeting was dedicated to the election of the Steering Committee. For this part of the meeting Pekka Oja, Finland, served as acting chair.

Firstly, the chairman expressed the gratitude of the network to the following two outgoing members of the Steering Committee for their outstanding support and continuous input:

- Mari Miettinen, Ministry of Social Affairs and Health, Finland
- Pekka Oja, representing the former European network for the promotion of health-enhancing physical activity (1996-2001)

Both will remain members of the network.

Tommi Vasankari, Director of the Urho Kekkonen (UKK) Institute for Health Promotion Research, Tampere, Finland, introduced himself and announced his candidacy as new member of the Steering Committee. The candidacy was supported of all standing members.

The following standing members were proposed for confirmation:

- Brian Martin, Federal Office of Sports, Switzerland (Chair)
- Winfried Banzer, Olympics Sports Confederation, Germany
- Finn Berggren, Gerlev Physical Education and Sports Academy, Denmark
- Eddy Engelsman, Ministry of Health, Welfare and Sport, the Netherlands
- Jean-Michel Oppert, Paris VI University, Hotel Dieu, France
- Francesca Racioppi, WHO Regional Office for Europe
- Harry Rutter, South East Public Health Observatory, United Kingdom
- Michael Sjöström, Karolinska Institute, Sweden
- Radim Šlachta, Palacky University, Czech Republic
- Mireille van Poppel, Vrije Universiteit (VU) Medical Center, the Netherlands
- Jozica Maucec Zakotnik, Countrywide Integrated Noncommunicable Diseases Intervention Programme (CINDI), Slovenia

All standing members and Tommi Vasankari were confirmed by an open group voting procedure. There were no other applications for membership in the Steering Committee.

Fiona Bull (Loughborough University, United Kingdom) will continue to participate in the meetings of the Steering Committee as an observer, representing GAPA.

### **3.8 Next annual meetings of HEPA Europe**

The 5th annual meeting will take place in 2009 in Bologna, Italy. It will be hosted by the Public Health Service of the Emilia Romagna Region on 11-12 November 2009. On the morning of 11 November, a half-day symposium will be organized by the hosts on urban environments for physical activity.

The 6th annual meeting will take place on 26 November 2010, hosted by Palacký University, Olomouc, Czech Republic. Back-to-back with the annual meeting, the 2nd HEPA Europe conference will take place on 24-25 November 2010, focusing on the relation between physical activity and the physical, transport, social and cultural environment.

### **3.9 Closing of the meeting**

Brian Martin thanked all participants for their active participation and the constructive discussions. He especially thanked the representatives of the University of Strathclyde for the warm welcome and the excellent organization and hosting of the meeting, and the Scottish Government for supporting the conference and the annual meeting.

Next steps include:

- Finalization of the documents endorsed at the meeting, especially the activity report 2006/2007 and the new work programme 2007/2008;
- Sending out of confirmations of membership;
- Organisation of the implementation of the work programme 2007/2008.



## **Annex**

### **ANNEX 1: LIST OF WORKING AND BACKGROUND PAPERS**

#### **Working papers**

1. Provisional list of background documents
2. Scope and purpose
3. Provisional programme
4. Provisional list of participants
5. Activity report 2007-2008 (draft)
6. Work programme 2008-2009 (draft)

#### **Background papers**

7. Summary list of applications for membership (May 2007 – mid-August 2008)
8. WHO guidance and tool for economic assessment of cycling and walking (leaflet)
9. Is physical activity a reality for all? On Move for Health Day, WHO addresses social inequalities in physical activity in Europe (press release, 8 May 2008)
10. Impact model and implementation strategy of HEPA Europe: is there a need to revise the objectives of HEPA Europe? (handout)

## ANNEX 2: DETAILED PROGRAMME OF THE MEETING

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### Wednesday, 10 September 2008

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09:00–09:10 **Welcome**

*Brian Martin, Chairman HEPA Europe / Swiss Federal Office of Sport  
Representative of University of Strathclyde (t.b.c.)*

09:10–09:20 **Membership applications**

*Sonja Kahlmeier, WHO Regional Office for Europe*

- Overview and confirmation of new members (May 2007 – mid-August 2008)

09:20–09:45 **Activity report 2007-2008: part 1 - overview**

*Sonja Kahlmeier, WHO Regional Office for Europe*

- Networking and cooperation
- Information dissemination
- Projects, reports and products
- Teaching and education

09:45–10:15 **Activity report 2007-2008, part 2 - 3 selected activities:**

- National approaches and networks for physical activity promotion  
*Radim Slachta, Palacky University*
- Exchange of experiences in physical activity and sports promotion in children  
*Christoph Nützi/Brian Martin, Swiss Federal Office of Sport*
- HEPA promotion through primary care approaches  
*Raphael Bize, University of Lausanne*

10:15–11:15 **Parallel working groups**

- National approaches and networks for physical activity promotion  
*Radim Slachta, Palacky University and Anita Vlasfeld, Netherlands  
Institute for Sport and Physical Activity NISB*
- Exchange of experiences in physical activity and sports promotion in children  
*Christoph Nützi/Brian Martin, Swiss Federal Office of Sport*
- HEPA promotion through primary care approaches  
*Raphael Bize, University of Lausanne*

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11:15–11:45 COFFEE BREAK / SNACK

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11:45–12:05 **Impact model and implementation strategy of HEPA Europe: is there a need to revise the objectives of HEPA Europe?**

*Sonja Kahlmeier, WHO Regional Office for Europe*

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12:05-12:35	<b>Work programme 2008-2009 and possible future activities</b> <i>Brian Martin, Chairman HEPA Europe / Swiss Federal Office of Sport</i>
12:35-13:00	<b>General discussion</b> <i>Brian Martin, Chairman HEPA Europe / Swiss Federal Office of Sport</i>
13:00-13:15	<b>Elections</b> <i>Acting chairperson</i> <ul style="list-style-type: none"><li>- Election of Steering Committee and chairperson</li></ul>
13:15-13:30	<b>Formal approval of the work programme</b> <i>Brian Martin, Chairman HEPA Europe / Swiss Federal Office of Sport</i>
13:30	<b>Closure</b> <i>Brian Martin, Chairman HEPA Europe / Swiss Federal Office of Sport</i> <i>Representative of University of Strathclyde (t.b.c.)</i>

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### ANNEX 3: LIST OF MEMBERS OF HEPA EUROPE

- Age Institue, Finland
- Baltic Region Healthy Cities Association, Finland
- British Heart Foundation's National Centre (BHFNC) for Physical Activity & Health, School of Sport and Exercise Science, Loughborough University, United Kingdom
- Catholic University, Faculty of Medicine, Center for the Study and Therapy of Obesity, Rome, Italy
- Cavill Associates, Stockport Cheshire, United Kingdom
- Centre for Health of the Sport University of Cologne, Germany
- Centre for Sport and Exercise Research, Staffordshire University, United Kingdom
- Centre for Transport Studies, University College London, United Kingdom
- Croatian Sport Medicine Society
- Community Health Centre Ljubljana, Countrywide Integrated Noncommunicable Diseases Intervention (CINDI) programme, Ljubljana, Slovenia
- Countryside Council for Wales, United Kingdom
- Department of Epidemiology and Public Health, University College London, United Kingdom
- Department of Health Generalitat de Catalunya, Spain
- Department of Health, Government Office for the South East, Guildford, United Kingdom
- Department of Human Movement and Sport Sciences (DISMUS), University of Rome Foro Italico, Italy
- Department of Sports Medicine, J.W.Goethe University, Frankfurt, Germany
- Faculty of Physical Education and Sport Sciences, Semmelweis University, Hungary
- Faculty of Sport, Nancy-University, France
- Federazione Italiana Aerobica & Fitness (FIAeF), Rome, Italy
- Finnish Centre for Health Promotion, Helsinki, Finland
- Fit for Life Program / LIKES Research Center for Sport and Health Sciences, Jyväskylä, Finland
- Free University (VU) Medical Center, Department of Public and Occupational Health, Amsterdam, the Netherlands
- Gerlev Physical Education and Sports Academy, Slagelse, Denmark
- Greater Glasgow and Clyde NHS Board, Scotland, United Kingdom
- HealthQWest, School of Health and Social Care, Glasgow Caledonian University, United Kingdom
- HEPA Macedonia, National Organization for the Promotion of Health-Enhancing Physical Activity, Skopje, the former Yugoslav Republic of Macedonia
- Ilkka Vuori, Tampere, Finland (individual member)
- Institute of Engineering in Health of Lille, France
- Institute of Public Health and Nursing Research, University of Bremen, Germany
- Institute of Science, Movement and Sport, Faculty of Medicine, University of Geneva, Switzerland
- Institute of Sport Sciences and Clinical Biomechanics, University of Southern Denmark, Odense
- Instituto de Biomedicina, León, Spain
- International Health Consulting, Berlin, Germany
- International Physical Activity and the Environment network (IPEN), Ghent University, Ghent, Belgium



- Karolinska Institutet, Unit for preventive nutrition, Department of biosciences and nutrition, Huddinge, Sweden
- Lithuanian Academy of Physical Education, Kaunas, Lithuania
- London Regional Public Health Group, Government Office for London, United Kingdom
- Ministry of Health, Directorate Public Health, Sofia, Bulgaria
- Ministry of Health, Rome, Italy
- Ministry of Health, National Nutrition Center, Vilnius, Lithuania
- Ministry of Health, Welfare and Sport, The Hague, the Netherlands
- Ministry of Social Affairs and Health, Helsinki, Finland
- National Board of Health, Copenhagen, Denmark
- NHS Health Scotland , Edinburgh, United Kingdom
- National Obesity Observatory, Oxford, United Kingdom
- Natural England, Peterborough, United Kingdom
- Norwegian Directorate for Health and Social Affairs (SHDIR), Department of Physical Activity, Oslo, Norway
- Olympics Sports Confederation, Frankfurt, Germany
- Omron Healthcare Europe B.V., Hoofddorp, the Netherlands
- Netherlands Organisation for Applied Scientific Research TNO, Quality of Life, Department Physical Activity and Health, Leiden, the Netherlands
- Palacký University, Faculty of Physical Culture, Olomouc, Czech Republic
- Paths to Health, Alloa , United Kingdom
- Partnership for Public Health, Sarajevo, Bosnia and Herzegovina
- Pekka Oja, Tampere, Finland (individual member, representing the former HEPA European network, 1996-2001)
- Physical Education Area, University of the Balearic Islands, Palma de Mallorca, Spain
- Policlinique Médicale Universitaire, Lausanne, Switzerland
- Public Health Institute, Reykjavík, Iceland
- Research Centre in Physical Activity Health and Leisure, Faculty of Sports Sciences, University of Porto, Portugal
- Scottish Physical Activity Research Collaboration (SPARColl), Department of Sport, Culture and the Arts University of Strathclyde, Glasgow, United Kingdom
- School of Health and Human Performance, Dublin City University, Ireland
- School of Sport and Exercise Sciences, University of Birmingham, United Kingdom
- Sports Academy, University of Ulster, United Kingdom
- Sports Department of the Styrian Government, Graz, Austria
- Sports Institute of Portugal, Lisbon, Portugal
- Sustrans, Bristol, United Kingdom
- Swiss Federal Office of Sport, Magglingen, Switzerland
- Teenactive Research Group, Heriot Watt University, Edinburgh, United Kingdom
- The National Public Health Institute (KTL), Helsinki, Finland
- The Netherlands Institute for Sport and Physical Activity (NISB), Wageningen
- The Swedish National Centre for Child Health promotion (NCFE), Örebro
- The Swedish National Institute of Public Health, Östersund
- Urho Kekkonen (UKK) Institute for Health Promotion Research, Tampere, Finland
- Université Pierre et Marie Curie Paris6 (UPMC), Hôtel-Dieu Hospital, Department of Nutrition, Paris, France
- University of Akdeniz, Faculty of Medicine, Department of Family Medicine, Antalya, Turkey
- University of Erlangen, Institute for Sport Science and Sport, Germany
- University of Extremadura, Rectorado de Caceres, Spain
- University of Graz, Institute of Sports Science, Austria

- University of Iceland, Department of Physiotherapy, Reykjavík
- Wales Centre for Health Physical Activity Network for Wales, Cardiff, United Kingdom
- Walkers' Coach, London, United Kingdom
- Waterford Institute of Technology, School of Health Sciences, Ireland
- West Lothian Council Active Schools, Bathgate, United Kingdom
- Young Finland Association, Helsinki
- Accion para el bienestar y la Salud, Mexico City, Mexico (observer)

## ANNEX 4: HEPA EUROPE ACTIVITY REPORT 2007 / 2008

### 1 Background

At the 3<sup>rd</sup> annual meeting of HEPA Europe<sup>4</sup> in Graz, Austria, in May 2007, the work programme for the period July 2007 to September 2008 was developed<sup>5</sup>. The state of affairs of these activities is summarized in this document. A short version is available also at [www.euro.who.int/hepa](http://www.euro.who.int/hepa).

### 2 Foreword by the chairman

*With the 4<sup>th</sup> annual meeting of HEPA Europe a year full of activities comes to its end. WHO Regional Office for Europe has successfully supported our Network and becomes more involved in physical activity and health than ever. The steering committee, our working groups and our other members were active in a whole number of national and international projects. The collaboration with the European Commission and partner organisations from sport, transport and other sectors has been intensified.*

*For most of us, the 2<sup>nd</sup> International Congress on Physical Activity and Public Health organised by the Vrije Universiteit (VU) Medical Center in Amsterdam was probably the single most important event of the last year, but there were many others. I am particularly glad that the 4<sup>th</sup> annual meeting of HEPA Europe will be preceded by the 1<sup>st</sup> conference of our network. I already thank the Scottish Physical Activity Research Collaboration SPARColl for organising it and I'm looking forward to meeting many of our members in Glasgow.*

*Brian Martin, Chairman of the Steering Committee, August 2008*

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<sup>4</sup> *3<sup>rd</sup> annual meeting of HEPA Europe, European network for the promotion of health-enhancing physical activity. Report of a WHO meeting 16-18 May 2007 Graz, Austria. WHO Regional Office for Europe, 2007 (available at [www.euro.who.int/hepa](http://www.euro.who.int/hepa)).*

<sup>5</sup> *Work programme 2007/2008. HEPA Europe, European network for the promotion of health-enhancing physical activity. WHO Regional Office for Europe, June 2007.*

### 3 Overview of activities

Below, the state of affairs of the activities of the work programme 2006 / 2007 is summarized.

#### 3.1 Networking and cooperation

Activity	State of affairs	Page number
Support and contributions to other conferences and events	Implemented as planned, ongoing	28
Cooperation and collaboration with other activities, projects, and networks	Implemented as planned, ongoing	30

#### 3.2 Information dissemination

Activity	State of affairs	Page number
Maintenance and regular updating of the HEPA Europe website ( <a href="http://www.euro.who.int/hepa">www.euro.who.int/hepa</a> )	Mostly implemented, ongoing	33
Holding of the 1 <sup>st</sup> HEPA Europe conference and 4 <sup>th</sup> annual network meeting (8-10 September 2008, Glasgow, United Kingdom)	Implemented as planned, concluded	34
Dissemination of the advocacy booklets on physical activity	Implemented as planned, ongoing	36
Inventory of existing approaches, policy documents, and targets related to physical activity promotion	Partly implemented, ongoing	37
Finalization of the collection of case studies of collaboration between the physical activity promotion and the transport or other sectors	Mostly implemented, ongoing	38

#### 3.3 Projects, reports and products

Activity	State of affairs	Page number
Work group on review of examples of national approaches and networks for physical activity promotion and the exploration of the need and possibility to create a "network of national networks"	Implementation ongoing, delayed	39
Review on cost-benefit analyses methodology with regard to walking and cycling and organization of an international workshop	Implemented as planned and concluded; follow-up project foreseen	40
Development of methods for economic valuation of transport-related health effects, with a particular focus on children	Implementation as planned, finalization ongoing	42
Work group on exchange of experiences in physical activity and sports promotion in children	Implementation ongoing, delayed	43
Work group on HEPA promotion through primary care practice	Implementation ongoing, delayed	45
Publication of a framework for physical activity promotion policy	Implementation ongoing, delayed	45
Publication on currently used recommendations for health-enhancing physical activity	Implementation ongoing, delayed	46

**3.4 Teaching and education**

<b>Activity</b>	<b>State of affairs</b>	<b>Page number</b>
Development of a European Region teaching course on physical activity and public health	Not yet started	47
Development of a HEPA Europe exchange programme	Implementation ongoing	48

**3.5 Activities aimed at optimizing the network**

<b>Activity</b>	<b>State of affairs</b>	<b>Page number</b>
Development of an impact model for HEPA Europe of how the stated aims shall be achieved	Implementation ongoing, delayed	49
Implementation and updating of the financing concept to identify funding sources and secure the future funding	Implementation ongoing	50
Development of a communication strategy and a recruitment strategy for HEPA Europe	Implementation ongoing, delayed	50

**3.6 Possible activities to be launched later**

<b>Activity</b>	<b>State of affairs</b>	<b>Page number</b>
Development of information material for migrant populations	Not yet started	50

**3.7 Publications**

<b>Activity</b>	<b>State of affairs</b>	<b>Page number</b>
Publications (6 reports, booklets and information material and 2 HEPA Europe newsletters produced)	Continuous activity	52

## 4 Funding and support received

From July 2007 to September 2008, the following contributions and support have been received (in chronological order):

- a) Financial contributions:
  - Ministry of Health, Welfare and Sport, the Netherlands: 20'000€ (October 2007)
  - Federal Offices of Sports (BASPO) and of Public Health (BAG), Switzerland: 37'000€ (February and June 2008)
  
- b) In-kind contributions:
  - internship of Ms. Claudia Frangella, Istituto Universitario di Scienze Motorie, Rome, Italy, supporting the further development and updating of the inventory of documents on physical activity promotion;
  - contributions of the chairman and the members of the Steering Committee, in terms of time, expertise and self-funding of trips;
  - contributions of the chairs and members of the working groups in terms of time and expertise;
  - organization of the 1<sup>st</sup> conference of HEPA Europe and hosting of the 4<sup>th</sup> annual meeting of HEPA Europe by the University of Strathclyde, Scotland, United Kingdom in collaboration with the Scottish Physical Activity Research Collaboration (SPARColl), 2008 (including 5 fellowships to participants from economies in transition and contributing to travel costs of WHO Europe participants and key note speakers and of the Steering Committee);
  - hosting of a meeting of the Steering Committee by Palacký University, Czech Republic (November 2007) and Paris VI University, France (June 2008);
  - contributions by several individual and institutional members for the production of publications and discussion papers and their translation; and
  - representation of the HEPA Europe network at expert meetings and conferences by members of the Steering Committee and of the network.

### c) Synergies

In addition, WHO Regional Office for Europe has received a pledge from the Region Emilia Romagna to support a national project on the promotion of physical activity which will also relate to activities of HEPA Europe, e.g. to policy analysis and identifying case studies and good practice. This donation will also contribute to the matching funds for a joint DG Sanco/WHO project on “Monitoring progress on improving nutrition and physical activity and preventing obesity” that WHO Regional Office for Europe has been awarded with for 2008-2010. This project will also create synergies with the activities of HEPA Europe in the same areas.

The current sources of funding and using the mentioned synergies will secure the basic support of the WHO Regional Office for Europe, European Centre for Environment and Health, Rome office, until mid 2009; funds lasting until the end of 2009 have been pledged. New funds will have to be identified and secured for any additional activities.

Due to available funds being sufficient only to secure the basic support functions of WHO/Europe, not all activities could be implemented as planned, as described in the following chapters.

## 5 Networking and cooperation

In the following sections the activities of HEPA Europe related to networking and cooperation to be carried out until September 2008 will be outlined in more detail.

### 5.1 Support and contributions to conferences and events

#### Aim of the activity

In addition to organizing own annual meetings and possibly a network conference, HEPA Europe will also, upon request of the organizers, support relevant other conferences and events. This will contribute to the networking functions and raise the profile of HEPA Europe.

The use of the HEPA Europe design element will be permitted, if the HEPA Europe Steering Committee is involved in the organization or the scientific committee of the event and the other “Requirements for HEPA Europe - supported events” are met. The Steering Committee encourages organizers interested in using the HEPA Europe design element to apply for WHO co-sponsorship of the event at the same time. More detailed information is available at the WHO European Centre for Environment and Health, Rome office.

#### In charge / participants

In charge: Host organizations, WHO European Centre for Environment and Health, Rome office and Steering Committee

Participants: -

#### Summary of the state of affairs

##### *1) Supported events*

The following events were under discussion for official support by HEPA Europe<sup>6</sup>:

Steps	Work progr. 06/07	State of affairs
<ul style="list-style-type: none"> <li>• 5<sup>th</sup> International Conference on Movement and Health, hosted by the Faculty of Physical Culture, Palacký University, Olomouc, Czech Republic, 14-16 November 2007.</li> <li>• 2nd International conference on physical activity and public health, Free University Medical Centre, the Netherlands, 13-16 April 2008</li> <li>• Satellite symposium on measurement of physical activity, BASPO, Switzerland 10-11 April 2008 – tentative</li> <li>• 2nd International Conference on Promoting Health through Healthy Nutrition and Physical Activity, organized by CINDI Slovenia, Slovenia, Spring 2008 - tentative</li> </ul>	The detailed work steps will be defined according to the timing of the events	<p>Officially supported</p> <p>Not supported since global event, but multiple involvement of members</p> <p>Did not take place</p> <p>Conference postponed</p>

<sup>6</sup> See “Requirements for HEPA Europe- supported events”

Steps	Work progr. 06/07	State of affairs
Decision about the support of these and possible further events by the Steering Committee	Continuously	Officially supported: -2 <sup>nd</sup> TAFISA-ESFAN workshop on "Sport clubs for health" (Feb 2007, Helsinki)

In the reporting period, 2 events were officially supported by HEPA Europe (see table above). Two of the events for which support was considered did not materialize (yet) and one further event was a global event and therefore not suitable for official support (2<sup>nd</sup> ICPAPH conference) but saw extensive contributions by HEPA Europe (see below).

## 2) Participation in other events

In the following events, members of the Steering Committee are participating and a presentation on behalf of HEPA Europe will be held in 2007 / 2008:

Steps	Work progr. 06/07	State of affairs
<ul style="list-style-type: none"> <li>• European College of Sports Science (ECSS) conference: symposium on "Health-enhancing physical activity: environment, physical activity and public health", Jyväskylä, Finland, 11-14 July 2007 (submitted including 5 presentations)</li> <li>• WHO Move for Health Day 2008, 10 May 2008</li> <li>• 16th European Congress on Obesity (ECO): session on physical activity, Geneva, Switzerland, 14-17 May 2008 – tentative</li> <li>• European College of Sports Sciences 2008 congress, Lisbon, Portugal<sup>7</sup> - depending on interest</li> </ul>	The detailed work steps will be defined according to the timing of the events	<p>Implemented as planned</p> <p>Implemented as planned</p> <p>Implemented as planned</p> <p>No representative of Steering Committee but participation of members</p>
Decision about participation in these and possible further events by the Steering Committee	Continuously	<p>Further events attended:</p> <ul style="list-style-type: none"> <li>-Sanco away day (Sept 2007, Brussels/Dublin)</li> <li>-Food In Action conference (Nov 2007, Brussels)</li> <li>-EU platform event on physical activity (Nov 2007, Brussels)</li> <li>-Congresso Medicina dello Sport (Nov 2007, Bertinoro)</li> <li>-2<sup>nd</sup> International conference on physical activity and public health (April 2008, Amsterdam)</li> <li>-1<sup>st</sup> European Sport for All conference (June 2008, Bordeaux)</li> </ul>

<sup>7</sup> <http://www.ecss.de/HTML/Congresses.htm>



In 10 events, members of the Steering Committee participated and gave in total 15 presentations on HEPA Europe or mentioning it. An overview of these presentations is given below:

Events	Title of the presentation, presenter
<b>2007</b>	
2nd Course "Girolamo Mercuriale": Cardiovascular system and physical activity, Bertinoro, 8-11 November 2007	Promotion of health-enhancing physical activity: why, which, how? Pekka Oja European experiences, Sonja Kahlmeier
SICURA 2007: session on "Obesità infantile: diffusione, conseguenze, prevenzione efficace" [childhood obesity: distribution, consequence and effective prevention], Modena, 20 September 2007	Obesità, l'epidemia del nuovo millennio e le strategie per combatterla [Obesity: epidemic of the new millenium and strategies to counteract], Sonja Kahlmeier
DG SANCO Away Days: 1) 21 September 2007, Brussels (headquarters)	Physical activity and health – a population-based approach to an issue of growing importance for Europe, Brian Martin
2) 27 September 2007, Dublin (Food and agriculture unit)	Physical activity and health – a population-based approach to an issue of growing importance for Europe, Sonja Kahlmeier
International Conference Movement and Health, Olomouc, 14-17 November 2007	Promotion of Health Enhancing Physical Activity - the evidence-based approach of the HEPA Europe Framework, Brian Martin Development of physical activity promotion policies in Europe: results of an analysis of 27 policy documents, Sonja Kahlmeier
Annual meeting of the BHF National Centre Physical Activity and Health, Nottingham, 28 November 2007 Evaluation in a nutshell: turning theory into good practice	Cost-benefit analysis of cycling, Nick Cavill and Harry Rutter
Food in Action congress, Brussels, 29-30 November 2007	Physical activity and the environment: Successes and lessons learned from case studies in Europe, Sonja Kahlmeier
<b>2008</b>	
8. Jahrestagung der Gesellschaft für pädiatrische Sportmedizin. 9 February 2008, Basel, Switzerland	Physical activity promotion in children in Switzerland and Europe [Bewegungsförderung bei Kindern in der Schweiz und in Europa], Brian Martin
2nd International Congress on Physical Activity and Public Health, Amsterdam, 15-18 April 2008	Development of networks – The history of HEPA Europe as a developed countries' physical activity network. Brian Martin Evaluating the products and impact of physical activity promotion networks, Sonja Kahlmeier How to motivate GPs for PA counseling? Experiences from an iterative development process involving GPs in Switzerland, Raphael Bize
1st Plenary Meeting of the EURO PREVOP Project, Riga, 17 April 2008	Physical activity and the built environment, Brian Martin
1st annual meeting of the European Sport for All network (ESFAN), 30-31 May 2008	Physical activity: challenges and WHO's strategies to address them, Sonja Kahlmeier

In terms of number of contributions, the 2nd International conference on physical activity and public health (April 2008, Amsterdam) was the most important event in the reporting period. A whole range of presentations were given by HEPA Europe members, including one key note speech by chairman Brian Martin. In addition, 2 symposia were organized by HEPA Europe:

- Physical activity promotion in the primary care setting (chair and organiser: Raphael Bize)
- Physical activity promotion: developments and directions for policy development in Europe (organiser: Sonja Kahlmeier; chairs: Brian Martin/ Sonja Kahlmeier)

In a symposium on large scale and regional physical activity promotion networks, the HEPA Europe network as well as the existing evaluation results from different regional networks were presented.

HEPA Europe Steering Committee members attended further events where HEPA Europe was not specifically mentioned; therefore, they are not listed above.

## 5.2 Coordination and cooperation with other activities, projects, and networks

### Aim of the activity

To join forces with key partners, to benefit from synergies, and eventually, to produce better products; in addition to increase the visibility of the network.

### In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office and Steering Committee

Participants: Members of HEPA Europe

### Possible partners

UNECE/WHO Transport, Health and Environment Pan-European Programme (THE PEP); WHO/Europe Department Nutrition and Food Security (NCL-NFS); WHO/Europe Healthy cities and urban governance programme; Global alliance for physical activity (GAPA); Agita Mundo; EU Platform on Diet, Physical Activity and Health; DG Education and Culture (DG EAC), Sport Unit; bodies and NGOs on sports promotion

### Summary of the state of affairs

Steps	Work progr. 06/07	State of affairs
UNECE/WHO Transport, Health and Environment Pan-European Programme (THE PEP) <ul style="list-style-type: none"> <li>- Continue close working collaborations between the HEPA Europe and THE PEP Task Force on Walking and Cycling through two-way information about ongoing activities to ensure coordination and to identify possibilities for collaboration</li> <li>- Contribute to the further development of THE PEP Clearing House part on cycling and walking and health-enhancing physical activity</li> </ul>	Continuously  Continuously	Implemented as planned  Implemented as planned
WHO/Europe Department Nutrition and Food Security (NCL-NFS): follow up of the WHO Ministerial Conference on Counteracting Obesity (November 2006, Istanbul) <ul style="list-style-type: none"> <li>- Follow up expressions of interest do translate advocacy booklets</li> <li>- Contribute to questionnaire survey on follow-up activities and documents in Member States (physical activity components)</li> <li>- Further coordinate international inventory on physical activity promotion with nutrition database and reporting on Global Strategy on Diet, Physical Activity and Health</li> </ul>	Summer 2007 / cont. Continuously  Continuously	Implemented as planned  Implemented as planned (final draft report exists) Implemented as planned (both databases integrated into global DPAS reporting system <sup>8</sup> )

<sup>8</sup> <http://www.who.int/infobase/dpas/dpas.aspx>

<b>Steps - continued</b>	<b>Work progr. 06/07</b>	<b>State of affairs</b>
WHO/Europe Department Nutrition and Food Security (NCL-NFS): Move for Health Day 2008 - Contribute to preparations of the day - Provide background documents and input as wished	Early 2008 Spring – May 2008	Implemented as planned (Press release; 2 of the speakers HEPA Europe members)
WHO/Europe Healthy cities and urban governance programme - Explore possibilities for further collaboration	Continuously	Implemented as planned
Global alliance for physical activity (GAPA) - Coordination through observer in the HEPA Europe Steering Committee - Explore possibilities for further collaboration - Depending on availability of a member of the Steering Committee: participation in future meetings of regional and global networks for physical activity promotion	Continuously  Continuously Depending on time schedule	Implemented as planned No further meetings of global and regional networks took place, but participation in joint ICPAPH symposium
Agita Mundo - Explore possibilities for further collaboration	Continuously	Implemented as planned
HOPE (Health Promotion through Obesity Prevention across Europe) project – DG Research - Close coordination and contributions as appropriate	Continuously	Implemented as planned
ALPHA (Assessment of Levels of Physical Activity) project – DG Sanco - Close coordination and contributions as appropriate	Continuously	Implemented as planned
EU Platform on Diet, Physical Activity and Health - Clarify membership status of HEPA Europe  - Collaboration through members of the Steering Committee or through direct participation	Winter 2007  Continuously	No application for membership for the time being Implemented as planned
DG Education and Culture (DG EAC), Sport Unit: working groups on sport - Explore possibilities for further collaboration	Continuously	Implemented as planned
Bodies and NGOs on sports promotion - Identification of groups and bodies - Explore possibilities for further collaboration, e.g. regarding the chairmanship for Agita Mundo - Definition of further steps: depending on outcome	Autumn 2007 End of 2007	Implementation ongoing, delayed
European Network for Workplace Health Promotion <sup>9</sup> : - Explore possibilities for further collaboration	Continuously	Not yet started

Overall, the already established collaborations with other existing activities and projects have been strengthened and most of the foreseen networking activities could be implemented as planned. In particular, the exchange with both DG Sanco and DG EAC's Sport Unit has been intensified through participation in events and a number of meetings.

In addition, under the leadership of Bill Kohl, a new Society for Physical Activity and Public Health has been developed<sup>10</sup>. Its launch was announced in April 2008. For its preparation, an

<sup>9</sup> [www.enwhp.org](http://www.enwhp.org)

<sup>10</sup> <http://www.ispah.org/>

inaugural committee had been formed in which Sonja Kahlmeier and Pekka Oja had been invited to participate.

## 6 Information dissemination

### 6.1 HEPA Europe website

#### Aim of the activity

To provide a comprehensive and attractive communication instrument where all relevant information on HEPA Europe is available.

#### In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office and Steering Committee

Participants: Information Outreach Department, WHO/Europe, Rome office; interested parties of HEPA Europe (mailing list) for newsletter or news items as well as for relevant events and documents

#### Summary of the state of affairs

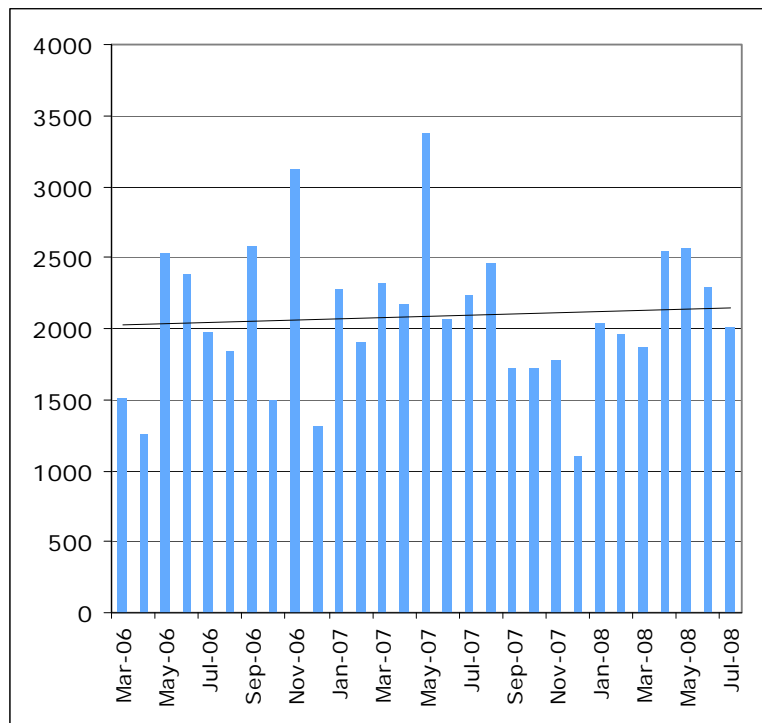
Steps	Work progr. 06/07	State of affairs
Make available products of HEPA Europe within the website, especially updated versions of the international inventory of documents on physical activity promotion (see chapter 0) and the case study collection (see chapter 0), other products as they become available	Continuously	Implemented as planned
Develop a materials page for the website in close collaboration with the Transport, Health and Environment Pan-European Programme's (THE PEP) Clearing House (see chapter 0), other regional HEPA networks web sites', IPEN etc.	End of 2007	Not implemented
Perform regular updates of the website and distribute newsletter 3 to 4 times per year	Continuously	Implemented as planned

The HEPA Europe web site has been updated regularly; due to limited resources, a materials section could not yet be developed.

User statistics are available as of March 2005. They show a varying but overall increasing number of page views until August 2007 after which the number of viewers stabilized at about 2000 page views per month. In 2006 (March to December), on average the page attracted 65 page views per day, in 2007 69 and in 2008 (until July) 71, respectively. For the whole period, this means an overall slightly increasing trend in page views (see figure 1). Among the WHO Regional Office for Europe programme sites, it usually ranks around thirtieth.

The peaks could always be linked to certain project activities, for example the peak in November 2006 is probably related to the launch of the advocacy booklet on physical activity and health and the inventory in this month (see also chapter 0), and a peak in May 2007 is likely to be related to the 3<sup>rd</sup> annual meeting (May 2007). Most popular pages were the home page (28% of page views), followed by the pages on “About HEPA Europe” (7%) with information on annual meetings, members and documents, the member institutions (5%), publications (5%) and “Collaboration between physical activity promotion and the transport sector” (5%).

**Figure 1: Total number of page views of the HEPA Europe web site (hits by WHO personnel excluded), March 2006 to July 2008, and trend line**



## 6.2 4<sup>th</sup> annual meeting and 1st conference of the HEPA Europe network 2008

### Aim of the activity

The meeting is taking place from 8 to 10 September 2008. It will be held to review and discuss recent, relevant international developments as well as national approaches with regard to physical activity promotion, to re-elect the Steering Committee and accept new members or the network; to review progress on ongoing activities, to decide upon changes in the Terms of References of HEPA Europe or its financing, to adopt the annual work programme and to establish new ad-hoc task forces and working groups as necessary.

In charge / participants

In charge: Scottish Physical Activity Research Collaboration (SPARColl) in collaboration with University of Strathclyde, Glasgow, Scotland, United Kingdom, WHO European Centre for Environment and Health, Rome office and Steering Committee  
Participants: HEPA Europe members and other interested parties

Summary of the state of affairs

<b>Steps</b>	<b>Work progr. 06/07</b>	<b>State of affairs</b>
Discuss ideas for programme structure and key note speakers at the 6 <sup>th</sup> Steering Committee meeting in Glasgow (September 2007)	Autumn 2007	Implemented as planned
Develop a draft meeting programme, invite key note speakers	Spring 2008	Implemented as planned
Add a page announcing the meeting to the website, develop the information circular with the organizers	March 2008	Implemented as planned
Send out draft programme and call for contributions and registration	Summer 2008 (2-3 months before meeting)	Implemented as planned (call opened on 1 April 2008)
Organize handling of incoming registrations and contributions with organizers	Summer 2008	Implemented as planned
Develop the background documents and support hosts in preparing and carrying out the meeting	Autumn 2008 (1-2 months before meeting)	Implemented as planned

The activity was carried out as planned. Due to the necessity to ask for a registration fee, it was decided to carry out the conference part and the annual business meeting of HEPA Europe separately. While the 1<sup>st</sup> annual HEPA Europe conference (8-9 September) was organized by SPARColl at Strathclyde University (with co-sponsorship by HEPA Europe and WHO Regional Office for Europe as well as the Scottish Government), the 4<sup>th</sup> annual meeting (10 September) was organized by WHO Regional Office for Europe and hosted by SPARColl at Strathclyde University.

On 1 April 2008, abstract submission for the conference and registration opened through a conference page within the SPARColl website. Until the submission deadline, 137 abstracts and 11 symposia were submitted and 75 participants had registered. The abstracts were reviewed by the SPARColl advisory board in close collaboration with the HEPA Europe Steering Committee and WHO Regional Office for Europe, European Centre for Environment and Health, Rome office.

222 participants from 24 countries participated at the conference; 12 symposia with 49 oral presentations took place and 96 posters were presented.

The 4<sup>th</sup> annual network meeting was attended by 91 delegates from 20 European countries as well as a representative of the European Commission (DG EAC). In comparison to the 3<sup>rd</sup> annual meeting, this represents an increase of about 20% in terms of participants, while the number represented countries remained almost unchanged. A separate meeting report will be available.

### 6.3 Dissemination of the advocacy booklets on physical activity

#### Aim of the activity

Further dissemination to maximize the use and national or sub-national implementation of the booklets *Physical activity and health: evidence for action* and *Physical activity: Physical activity promotion in urban environments: the role of local governments*.

#### In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office and Steering Committee

Participants: Editorial group (Francesca Racioppi and Agis Tsouros (co-chairs), Sonja Kahlmeier (all WHO/Europe); Finn Berggren – Gerlev Physical Education and Sports Academy, Denmark; Peggy Edwards - Chelsea Group, Canada; Eva Martin-Diener – Swiss Federal Office of Sports (BASPO); Pekka Oja - UKK Institute for Health Promotion Research, Finland; Jean-Michel Oppert - University Pierre et Marie Curie-Paris 6, France; Mireille van Poppel, Free University Medical Center, the Netherlands; Ilkka Vuori, formerly UKK Institute for Health Promotion Research, Finland); members of HEPA Europe and contacts from mailing list

#### Possible partners

WHO/Europe Healthy Cities and urban governance programme; WHO/Europe Department Nutrition and Food Security (NCL-NFS), and other interested parties in Member States

#### Summary of the state of affairs

Steps	Work progr. 06/07	State of affairs
Follow-up of contracts and declarations of interest to translate the booklet	Continuously	Implemented as planned
Discussion of ideas for further distribution at suitable events and to suitable target groups: as part of the development of the communication strategy (see chapter 0)	Spring 2008	Dissemination at events: continuously; strategy: development ongoing, delayed

In close collaboration with the WHO/Europe Healthy Cities and urban governance programme, a number of interested parties in Member States were identified that were ready to produce translated versions of the two advocacy booklets.

The following 7 language versions are now available<sup>11</sup> or underway:

- Danish
- French
- Italian
- Japanese
- Slovenian
- Turkish
- Portuguese

<sup>11</sup> See [http://www.euro.who.int/InformationSources/Publications/Catalogue/20061115\\_2](http://www.euro.who.int/InformationSources/Publications/Catalogue/20061115_2) and [http://www.euro.who.int/InformationSources/Publications/Catalogue/20061115\\_1](http://www.euro.who.int/InformationSources/Publications/Catalogue/20061115_1)

The also foreseen Dutch, Spanish and Swedish translations could not yet be implemented. Six further inquiries on the requirements to produce another language version were received that did not materialize due to lack of funds of the interested party to cover the translation and production costs.

Until July 2008, about 2800 printed copies of the English language version of *Physical activity and health: evidence for action* and about 500 copies of the Russian version were disseminated. More than 3,400 copies have been downloaded from the website in English and 450 in Russian. Since the launch of the booklets in November 2006, every week on average 38 English copies have been downloaded. In August 2008, *Physical activity and health: evidence for action* still ranked number 18 of all WHO Regional Office for Europe publications.

#### **6.4 Inventory of existing approaches, policy documents, targets and data related to physical activity promotion**

##### Aim of the activity

To facilitate access of the Member States to available information and to develop a framework for process evaluation of physical activity promotion at the national level. Relevant information has so far been collected from the countries already represented in HEPA Europe; other contacts will be explored next.

##### In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office and Steering Committee

Participants: Interested parties of HEPA Europe (mailing list) and other contact persons, HOPE project (see chapter 0)

##### Possible partners

WHO/Europe Department Nutrition and Food Security (NCL-NFS); WHO Headquarters Geneva, Department of Chronic Diseases and Health Promotion (NMH/CHP/PCD)

##### Summary of the state of affairs

<b>Steps</b>	<b>Work progr. 06/07</b>	<b>State of affairs</b>
Scientific publication on content analysis of 26 national policy documents	Autumn 2007	Implemented with delay
Second version of the inventory including national networks, community centered and school-based approaches, sports-based approaches and approaches in children	Summer 2008	Implementation ongoing, delayed
Integration of further documents into the online inventory as notified by HEPA Europe mailing list members, THE PEP Task Force on Cycling and Walking, WHO/Europe nutrition focal points	Depending on available resources	Implemented as planned
Further versions depending on available resources		Not yet implemented
Coordination of reporting on Global Strategy on Diet, Physical Activity and Health	Continuously	Implemented as planned



An update of the inventory has been carried out in early 2008. Almost all documents identified earlier have now been uploaded, together with some additional ones identified through the questionnaire sent in May 2007 to nutrition counterparts on activities in Member States related to the WHO Ministerial Conference on Counteracting Obesity.

The inventory now contains about 321 documents<sup>12</sup>, including:

- 127 knowledge and information documents
- 93 policy documents (of which 51 national ones)
- 48 documents on activities and programmes
- 26 recommendations and guidelines documents
- 3 legislative documents
- 24 documents from non-European countries (including different categories)

The majority of the collected documents (93%) are from the WHO European Region; of these about two thirds concern the national level and about one third the local level. In addition, the 38 case studies on collaboration between transport and physical activity promotion have been integrated into the inventory.

The manuscript “Promotion of physical activity in the European region: Content analysis of 27 national policy documents” has been submitted to *Physical Activity and Health* in June 2008.

The information on available national policy documents in the inventory has also been integrated into the reporting system on the Global Strategy on Diet, Physical Activity and Health (DPAS)<sup>13</sup> implementation.

The integration further case studies such as those collected on national approaches to sport and physical activity promotion (see chapter 0) has not yet been possible due to limited resources. About 50 documents from international institutions have not yet been integrated yet since the database categories need to be adapted first. Alternatively, these documents could also be integrated into a new “materials” section of the HEPA Europe website (see chapter 0).

## **6.5 Case studies of collaboration between the physical activity promotion and the transport sector**

### Aim of the activity

To develop and disseminate an overview of European experiences on cooperation between the physical activity promotion and other sectors, mainly transport.

### In charge / participants

In charge: Oliver Thommen, Institute of Social and Preventive Medicine of the University of Basel, Switzerland, WHO European Centre for Environment and Health, Rome office,  
Participants: Steering Committee, interested parties of HEPA Europe

### Possible partners

WHO/Europe Department Nutrition and Food Security (NCL-NFS)

<sup>12</sup> <http://data.euro.who.int/PhysicalActivity/>

<sup>13</sup> <http://www.who.int/infobase/dpas/dpas.aspx>

Summary of the state of affairs

<b>Steps</b>	<b>Work progr. 06/07</b>	<b>State of affairs</b>
Dissemination of the report	As of summer 2007	Implemented as planned
Publication of an online version	Autumn 2007	Implemented as planned
Dissemination of the report and online version at suitable events	As of Autumn 2007	Implemented as planned
Extension of online inventory with additional case studies: as received and depending on available resources	Continuously	Not yet started

The case studies have been made available through a dedicated web page as well as in printed form at suitable events. So far, about 1100 printed copies have been disseminated, including at two Ministerial Conferences (on Counteracting Obesity, November 2006 – preliminary CD-version, and on Health Systems, June 2008). In addition, about 650 copies have been downloaded from the website.

## **7 Projects, reports and products**

### **7.1 Review of examples of national physical activity promotion approaches and of national networks**

#### Aim of the activity

Review of examples of national physical activity networks, if possible including:

- challenges to overcome;
- inter-ministerial and -sectoral approaches; and
- exploration of the need and possibility to create a “network of national networks”.

#### In charge / participants

In charge: Members of the working group:

- a) Confirmed members: Radim Šlachta – Palacky University, Czech Republic (chair), Fiona Bull - Global Alliance on Physical Activity (GAPA), Flora Jackson – NHS Health Scotland, United Kingdom, Brita Jorde – Directorate for Health and Social Affairs, Norway, Sune Krarup-Pedersen – National Board of Health, Denmark, Oliver Studer, – HEPA Switzerland/BASPO, Jozica Maučec Zakotnik and Andrea Backvic Jurican, CINDI programme, Slovenia,
- b) Other members: representative from the Netherlands
- c) Observers: Elena Subirats, Accion para el bienestar y la Salud, Mexico, Wendy Creelman, in motion, Canada)

Participants: WHO European Centre for Environment and Health, Rome office and Steering Committee

Possible partners

WHO/Europe Department Nutrition and Food Security (NCL-NFS), WHO Headquarters Geneva, Department of Chronic Diseases and Health Promotion (NMH/CHP/PCD) (Tim Armstrong)

Summary of the state of affairs

<b>Steps</b>	<b>Work progr. 06/07</b>	<b>State of affairs</b>
Presentation and discussion of next steps and results Steering Committee meetings	Autumn and winter 2007, spring and summer 2008	Implementation ongoing, delayed
Preparation of report/publication of results	Summer 2008	Not yet started

It was decided that the main objectives of this work group shall be to:

- develop a definition of parameters of organizations or structures which could be identified as a national (or sub-national) HEPA network
- identify existing, functioning national HEPA networks in Europe
- disseminate the experiences from these networks, particularly good practice examples.
- support the launch of new national HEPA networks in interested countries
- explore the need and added value of coordinating activities of the national HEPA networks in Europe

A draft definition of what constitutes a “national HEPA network” was developed. Based on the final parameters, a questionnaire could be developed to carry out a survey in Europe to identify further national or sub-national HEPA networks. Then the next project steps including an analysis of strength and weaknesses of the existing networks, support to development of new networks and the exploration of the need to establish a “network of networks” can be implemented.

In addition, the National Institute for Sport and Physical Activity (NISB), the Netherlands, has started to develop activities focusing on national approaches and campaigns for physical activity promotion, including the organization of an international workshop in November 2008.

## **7.2 Review on cost-benefit analyses methodology with regard to walking and cycling**

Aim of the activity

This project aims at:

- developing a review of existing approaches to the inclusion of health effects related to physical activity in cost-benefit and cost-effectiveness analyses of investments in transport infrastructures and policies (by May 2007);
- providing a critical discussion of the identified indicators and health-endpoints, and the formulation of proposed recommendations and
- the organization of an international workshop to achieve scientific consensus on the health effects that should be evaluated when conducting health impact assessments and economic valuations (May 2007).
- Providing a report on the results of the project.

This project also supports the implementation of the UNECE / WHO Transport, Health, and Environment Pan-Europe Programme (THE PEP) 14 and specifically its activities on walking and cycling.

#### In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office, Michael Sjöström - Karolinska Institute, Sweden; Nick Cavill, Cavill Associates, United Kingdom

Participants: Members of the Steering Committee, THE PEP Task Force on Cycling and Walking, participants of the international workshop

#### Possible partners

Experts on economic valuations of the health-impact of transport in the Nordic as well as other countries, Centers for Disease Control and Preventions's Physical Activity and Health Branch

#### Summary of the state of affairs

	<b>By when</b>	<b>State of affairs</b>
Publication of a report on the meeting's outcome including concrete guidance for practitioners	Autumn 2007	Implemented as planned
Dissemination of report and project results as appropriate	Continuously	Implemented as planned

The project was implemented as planned, also thanks to additional funding that could be secured from the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management, Division V/5 - Transport, Mobility, Human Settlement and Noise.

In November 2007, Sonja Kahlmeier could announce the final products at the 7<sup>th</sup> annual conference of the British Heart Foundation National Centre for Physical Activity and Health during a plenary presentation attended by about 250 participants. The products include guidance to quantify the health effects of cycling and walking and an illustrative tool (Health Economic Assessment Tool - HEAT for cycling) with its users guide. They were presented in more detail in a parallel session by Harry Rutter and Nick Cavill, attended by about 80 participants.

Since the launch, the project website<sup>14</sup> has been visited over 3000 times; the guidance report has been downloaded about 230 times; the HEAT for cycling tool about 300 times.

The HEAT for cycling tool and the guidance were also highlighted as good examples in two key note speeches at ICPAPH (April 2008, see above).

In addition, a systematic review of cost-benefit analyses of walking and cycling has been produced which was submitted as scientific paper in summer 2008. The full launch of all products including also a summary booklet accompanied by a CD with all products will be launched during the European Mobility week in September 2008.

A proposal for the development of a HEAT for walking has been submitted to a consortium of donors in the United Kingdom in spring 2008.

<sup>14</sup> [www.thepep.org](http://www.thepep.org)

<sup>15</sup> [http://www.euro.who.int/eprise/main/WHO/Progs/TRT/policy/20070503\\_1](http://www.euro.who.int/eprise/main/WHO/Progs/TRT/policy/20070503_1)

### 7.3 Development of methods for economic valuation of transport-related health effects, with a special focus on children

#### Aim of the activity

The project aims at the:

- development of a critical review of existing methodologies and on-going studies and initiatives to be taken into account when performing economic valuations of transport-related health effects in adults and children;
- identification of relevant health end points to be included
- identification of the key criteria to be applied in making an economic valuation of these effects.

The activity follows up the results and conclusions of an earlier project on "Transport-related health effects, with a particular focus on children" presented in 2004<sup>16</sup>. This project also supports the implementation of the UNECE / WHO Transport, Health, and Environment Pan-Europe Programme (THE PEP)<sup>17</sup> and specifically its activities on walking and cycling.

#### In charge / participants

In charge: Consultants (ecoplan, Switzerland and National Institute for Public Health and the Environment, RIVM) and WHO European Centre for Environment and Health, Rome office  
Participants: Task Force on Cycling and Walking of THE PEP, Steering Committee and advisory group (to be defined)

#### Possible partners

WHO/Europe Children's Health and Environment (CHE) programme; United States Environment Protection Agency (USEPA); Organisation for Economic Co-operation and Development (OECD); others to be defined as part of the consultancy work

#### Summary of the state of affairs

<b>Steps</b>	<b>Work progr. 06/07</b>	<b>State of affairs</b>
Identification or relevant studies and reports	Summer 2007	Implemented as planned
Identification of relevant health endpoints	Summer 2007	Implemented as planned
Review of relevant studies and reports and development of methodological guidance to carry out economic valuations of transport-related health effects	Autumn 2007	Implemented as planned
Expert workshop to present and discuss the proposed methodological approach	End 2007	Implemented as planned

This project was supported by the United States Environmental Protection Agency (U.S.EPA), the Agence de l'Environnement et de la Maîtrise de l'Energie (ADEME), France, the Federal Ministry of Agriculture, Forestry, Environment and Water Management, Austria, and the National Institute for Public Health and the Environment (RIVM), the Netherlands.

<sup>16</sup> [http://www.euro.who.int/transport/publications/20060112\\_1](http://www.euro.who.int/transport/publications/20060112_1)

<sup>17</sup> [www.thepep.org](http://www.thepep.org)

As first step of the project, an analysis of epidemiological literature has been carried out with regard to the selection of health endpoints to be included into the economic valuation of transport-related health effects from noise, air pollution, road traffic injuries and lack of cycling and walking (transport-related physical activity). In addition, a review of recent economic studies in this field was done. Based on the results, a draft methodology was developed. HEPA Europe members have kindly contributed to the development of the parts on transport-related physical (in)activity.

The results from the literature review and the proposed practical approaches to make such quantifications have been discussed at an international expert workshop in November 2007. Based on the comments and inputs received, the report was amended and finalized until summer 2008. The final publication titled “Economic valuation of transport-related health effects: review of methods and development of practical approaches, with a special focus on children “ will be produced in autumn 2008 and will be launched at the Third High-level meeting on Transport, Environment and Health on 22-23 January 2009 (Amsterdam, the Netherlands).

#### **7.4 Exchange of experiences in physical activity and sports promotion in children and adolescents**

##### Aim of the activity

Contributing to improving approaches in physical activity and sports promotion in children and adolescents in Europe by providing:

- an overview of existing activities, particularly national programmes and national networks; and
- analyses of selected approaches.

##### In charge / participants

In charge: Christoph Nützi, BASPO, Switzerland

Participants:

##### *1) Core group*

Winfried Banzer - German Olympic Sports Confederation; Marijke Chin A Paw – VU University Medical Center, the Netherlands; Nathalie Farpour-Lambert – Hôpitaux Universitaires de Genève, Switzerland; Narcis Gusi – University of Extremadura, Spain; Urs Mäder – BASPO, Switzerland; Irina Irina Kovacheva, Ministry of Health, Bulgaria; Johan Tranquist – National Center for Child Health Promotion (NCFF), Sweden; Martin Schönwand - German Sports Youth (to be nominated); WHO European Centre for Environment and Health, Rome office (HEPA Europe and Children's Health and Environment (CHE) programme)

##### *2) Working group*

Participants of the meeting in Magglingen, Switzerland<sup>18</sup> (November 2006), other interested parties

##### Possible partners

To be defined by working group

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<sup>18</sup> [http://www.euro.who.int/hepa/projects/20060918\\_1](http://www.euro.who.int/hepa/projects/20060918_1)

Summary of the state of affairs

<b>Steps</b>	<b>Work progr. 06/07</b>	<b>State of affairs</b>
Finalized definition of work programme and next steps, possibly including specific activities of subgroups	Summer 2007	Implemented as planned
Support inventory of case studies on national programmes and approaches (masters thesis J. Kunze)	Autumn 2007	Implemented as planned
Exploration of possibilities for a follow-up meeting of the working group in Sweden	Autumn 2007	Implemented as planned
Exploration of possibilities for a cross-country study on knowledge and attitudes of decision makers and stakeholders towards physical activity and sports promotion in European countries	Autumn 2007	Discussed at annual network meeting, Glasgow
Analysis of national programmes and approaches	Spring 2008	Implementation ongoing, delayed
Exploration of needs and possibilities for a European exchange platform	Spring 2008	Not yet started
Exploration of possibilities for a meeting and contributions to the International Conference on Physical Activity and Public Health in Amsterdam	Spring 2008	Not implemented
Additional steps according to outcomes of explorations		

Ms Kunze's masters thesis at the Johan Wolfgang Goethe University, Frankfurt, Germany, focused on the following research questions:

- What national approaches to promote physical activity in children are documented?
- Is information available to what extent these approaches have targeted specific sub-groups of children, particularly from low socio-economic or migration backgrounds (i.e. what is the participation of such target groups?), and if so: how?
- Is information available about the success in reaching these sub-groups and in achieving physical activity improvements within them?
- How could they be reached better?

Candidate projects for the analysis were identified through already existing case study collections at WHO Regional Office for Europe, internet-searches and expert consultation within and beyond the working group. The search resulted in about 100 national projects on the promotion of sport and physical activity in children and adolescents. Particular emphasis was placed on approaches targeting children and adolescents from low socio-economic or migration background. However, the number of such projects was too low for a meaningful analysis. Therefore, all national approaches were taken into consideration if they had carried out an evaluation. These projects received a questionnaire to collect the necessary information. 21 case study projects provided sufficient information for the analysis. Part of the work on the master thesis was carried out during internships at the Swiss Federal Office of Sport and the WHO European Centre for Environment and Health, Rome office.

The work group is now preparing a mandate for a more in-depth analysis of the national programmes, based on Jule Kunze's master thesis. Potential financing institutions have been contacted. This mandate was presented and discussed at the 4<sup>th</sup> annual meeting in Glasgow.

## 7.5 HEPA promotion through primary care practice

### Aim of the activity

Promote information sharing and the coordination across the Region of research and developmental activities aimed at the promotion of HEPA through primary care practices.

### In charge / participants

In charge: Raphaël Bize, Department of Community Medicine and Public Health, University Outpatient Clinic, Lausanne, Switzerland

Participants: Stjepan Heimer, University of Zagreb, Croatia; Katriina Kukkonen-Harjula – UKK Institute for Health Promotion Research, Tampere, Finland Jean-Michel Oppert – University Pierre et Marie Curie, Paris 6, France; Rebekka Surbeck – BASPO, Switzerland;

### Possible partners

To be defined by the working group

### Summary of the state of affairs

<b>Steps</b>	<b>Work progr. 06/07</b>	<b>State of affairs</b>
Identify working group with 6 to 8 participants	Summer 2007	Implementation ongoing, delayed
Teleconference to discuss broad concept and approach, decision about possibilities for meetings and publications	Summer 2007	Replaced by workshop at 4 <sup>th</sup> annual conference
Inventory of national programmes and research approaches	According to decision in Summer 2007	Not yet started
Meetings and publications	According to decision in Summer 2007	Not yet started

The working group was launched on the occasion of a symposium on primary care approaches to physical activity promotion organized by Raphael Bize at ICPAPH in April 2008. About 20 interested experts were identified as possible participants in the working group. During the 4<sup>th</sup> annual conference and meeting in September 2008, the interested participants met to further define the scope and purpose of the work group and to agree on the next steps.

Raphael Bize and co-authors also submitted a manuscript analyzing the Swiss situation with regard to promotion of physical activity in the primary care setting. This paper can serve as basis for the further work.

## 7.6 Framework for physical activity promotion policy

### Aim of the activity

To develop an overall framework for physical activity promotion which is currently missing. This structure will also support defining the role of HEPA Europe within such a broader framework and it will thereby guide the future work (see also chapter 0).



In charge / participants

In charge: Eva Martin-Diener and Urs Mäder, Swiss Federal Institute of Sports, BASPO, Switzerland

Participants: Steering Committee, WHO European Centre for Environment and Health, Rome office

Possible partners

Experts who can provide examples of existing models and similar input (e.g. Tom Schmid from the Centers for Disease Control and Prevention's Physical Activity and Health Branch, Adrian Baumann, University of Sydney).

Summary of the state of affairs

<b>Steps</b>	<b>Work progr. 06/07</b>	<b>State of affairs</b>
Finalize scientific publication	End of 2007	Implementation ongoing, delayed

The manuscript was submitted to the Journal of Physical Activity and Health in spring 2008. Reviewers' comments were received and the manuscript is currently being revised.

## **7.8 Publication on currently used recommendations for health-enhancing physical activity**

Aim of the activity

The aim is to develop an overview on the currently used, different recommendations for health-enhancing physical activity (including also recommendations for different subgroups, e.g. children, elderly). The discussion paper shall serve as a basis to assess the scope and desirability to propose common European recommendations. The annual meetings of HEPA Europe will serve to explore the need and possibilities to reach a consensus on European level.

Summary of the state of affairs

<b>Steps</b>	<b>Work progr. 06/07</b>	<b>State of affairs</b>
Preparation of a manuscript for a published article	Autumn 2007	Implemented as planned
Discussion and decision on further steps by Steering Committee	Autumn 2007	Implemented as planned
Further steps depending on decisions taken		

A final draft manuscript had been developed. In the light of the recent developments, including the updated recommendations by the American College of Sports Medicine and the American Heart Association and a new WHO initiative to draft global physical activity recommendations, the authors are aiming at developing an amended version in 2009, reviewing the recommendations and guidelines by WHO, EC and the United States Department of Health. The paper will possibly also discuss the specific role of HEPA Europe.

## 8 Teaching and education

### 8.1 Development of a teaching course on physical activity and public health

#### Aim of the activity

Develop and conduct a European Region course on physical activity and public health, based on the experience from the course developed by the Centers for Disease Control and Prevention and the International Union for Health Promotion and Education (IUHPE).

#### In charge / participants

In charge: Brian Martin – BASPO, Switzerland  
 Participants: Winfried Banzer – German Olympic Sports Confederation; Fiona Bull, Loughborough University, United Kingdom / GAPA, Flora Jackson – NHS Health Scotland, United Kingdom; Gerda Jimmy, BASPO, Switzerland; Michael Sjöström, Karolinska Institute, Sweden, Carla Ribeiro Maria, Sports Institute of Portugal; Mimi Rodriguez – Federazione Italiana Aerobica e Fitnes, Italy, Harry Rutter - South East Public Health Observatory; WHO European Centre for Environment and Health, Rome office,

#### Possible partners

European Master's Programme in Public Health Nutrition; Lifelong Learning Programme, European Commission/DG Education and Culture, WHO/Europe Department Nutrition and Food Security (NCL-NFS); Centers for Disease Control and Prevention, USA; International Union for Health Promotion and Education (IUHPE)

#### Summary of the state of affairs

<b>Steps</b>	<b>Work progr. 06/07</b>	<b>State of affairs</b>
Development and discussion of concept in working group	Summer 2007	Not yet started
Contact potential partners	Autumn 2007	
Decision about location and time for first course	Autumn 2007	
Clarify organizational details (e.g. venue and facilities, potential delegates and participants, funding and teaching staff)	Winter 2007	
Advertise and promote course	according to decision in autumn 2007	
Running of the course	according to decision in autumn 2007	

Due to changes in the institutional circumstances at BASPO, the preparations for the development of a European teaching course have been postponed. National courses took place in a number of countries, including Portugal and Denmark, which could provide input into a European course.

## 8.2 HEPA Europe exchange programme

### Aim of the activity

Increasing collaboration as well as exchange of methods and experiences through an exchange of students and collaborators between selected centers working on physical activity and health.

### In charge / participants

In charge: to be defined

Participants: Winfried Banzer– University of Frankfurt, Germany, Urs Mäder – BASPO, Switzerland; Jean-Michel Oppert - University Pierre et Marie Curie-Paris 6, France; Michael Sjöström, Karoliska Institute, Sweden

### Possible partners

To be defined by the work group

### Summary of the state of affairs

<b>Steps</b>	<b>Work progr. 06/07</b>	<b>State of affairs</b>
Will be defined by participants if project is implemented		Implementation ongoing

Winfried Banzer and his co-worker Christian Thiel, University of Frankfurt, Germany, agreed to take the lead of this work group. A telephone conference took place in January 2008 (participants: Sonja Kahlmeier, Brian Martin, Jean-Michel Oppert, Urs Mäder, Michael Sjöström, Winfried Banzer, Christian Thiel).

The following main topics were discussed:

- Expected benefits of such an activity
- Number of exchanges targeted
- Gross requirements for applicants and for institutions
- Topics to be dealt with during the exchange
- Funding
- Minimum/maximum duration of exchanges

The minutes, the updated draft work programme and a suggested schedule for future steps were posted at a secure google site. The work group developed a draft paper including goals and establishment of criteria for applicants and host institutions. This paper was discussed within the working group in summer 2008. Next work step include the establishment of a selection process for participants and the identification of funding sources.

## 9 Activities to optimize the Network

### 9.1 Finalization of the impact model for HEPA Europe

#### Aim of the activity

To develop a model of how the stated aims of HEPA Europe shall be achieved (impact model). This includes an assessment of the most effective way to reach the formulated aims of the network and of its activities with regard to their contribution to these aims.

The impact model will serve as basis to review current activities, to identify future main fields of activity and key partners as well as areas for further development and thus, the development of the future work programmes. The proposed framework for physical activity promotion policy (see chapter 0) will also be taken into account as a basis for the discussion.

#### In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office, Steering Committee

Participants: -

#### Summary of the state of affairs

Steps	Work progr. 06/07	State of affairs
Finalization of the impact model	6 <sup>th</sup> and possibly 7 <sup>th</sup> meeting of the Steering Committee (Sept and Nov 2007)	Implementation ongoing, delayed
Dissemination of the final version (e.g. web site, brochure, visualization)	Spring 2008	Implementation ongoing, delayed
Integration of the conclusions based on the impact model in the next work programmes	continuously	Implementation ongoing

At the 4th meeting of the Steering Committee (21 November 2006, Magglingen, Switzerland), the Steering Committee started the development of an implementation strategy based on an “impact model” for HEPA Europe. The work was continued at the meetings in Glasgow (September 2007) and Olomouc (November 2007), Rome (March 2008) and Paris (June 2008). In these work sessions, answers on the following questions had been developed:

- 1) Which are the main causes that prevent better health through physical activity among all people in Europe?
- 2) How can these causes be addressed/solved?
- 3) Do the current activities contribute to the solutions identified earlier?
- 4) What effect do the current activities have on the identified causes?
- 5) Why will changing the identified causes solve the problem of not enough physical activity of all people in Europe?

The results of the process have been summarized in a brief document which will be made available to the members and other interested parties; depending on available resources a scientific publication could be considered.

The impact model served as basis for the development of the next work programme of HEPA Europe.

## 9.2 Financing concept

### Aim of the activity

The financing concept for HEPA Europe describes the current funding situation, outlines possible sources for future funding and the planned steps to secure these funds for the short term as well as the medium and long term. It also contains a scheme for a voluntary membership fee.

The first financing concept covers the period June 2005 to March 2007<sup>19</sup> and is currently being implemented. It was decided at the 3<sup>rd</sup> annual meeting to postpone updating the financing concept for the time being since it is still useful in its current form and an immediate re-adjustment of the financing strategy was not deemed necessary.

### In charge / participants

In charge: Steering Committee and WHO European Centre for Environment and Health, Rome office

Participants: Possibly representatives of other similar networks and activities that could provide expertise with regard to funding strategies (e.g. European Heart Foundation).

### Summary of the state of affairs

Steps	Work progr. 06/07	State of affairs
Implementation of the financing concept	Continuously	Implemented as planned
Consideration of the need to update the current version of the financing concept	Summer 2008 (before the 4 <sup>th</sup> annual meeting)	Implemented as planned
Next steps depending on decisions taken		

The necessity to update the current version of the concept was discussed at the 9<sup>th</sup> meeting of the Steering Committee in June 2008. It was decided to take a decision at the next meetings in relation to discussing partnership management and collaboration.

## 9.3 Communication strategy and recruitment strategy

### Aim of the activity

To develop a concept for a coherent, effective and attractive communication of the network and a related recruitment strategy that will lead to the desired number and composition of members.

The impact model (chapter 0) will contribute to the development of the strategies.

<sup>19</sup> HEPA Europe – the European network for the promotion of health-enhancing physical activity: Financing concept for the period June 2005-March 2007. March 2006.

In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office and Steering Committee

Participants: Information Outreach Department, WHO/Europe, Rome Office; communications departments/experts from other members of the Steering Committee

Possible partners

If necessary representatives of other similar networks and activities that could provide expertise.

Summary of the state of affairs

<b>Steps</b>	<b>Work progr. 06/07</b>	<b>State of affairs</b>
Development of a draft communication strategy: formulation of the aims for the communication of the network, identification of the target audience(s) for communication; specification of the activities to be carried out	Spring 2008	Implementation ongoing, delayed
Development of a draft recruitment strategy: identification of the target audience(s) for recruitment; specification the activities to be carried out	Spring 2008	Not yet started
Discussion of the drafts at a Steering Committee meeting	Summer 2008	
Presentation and discussion of the strategies at the 4 <sup>th</sup> annual meeting	Autumn 2008 (September)	

An outline of the communication strategy has been developed as well as a draft overview of existing relevant international activities, projects and networks to support the clear definition of the target audience(s) and niche of HEPA Europe with regard to communication and recruitment. In addition, the impact model has been finalized (see chapter 0) which will also contribute to the further work. This activity will be subsumed under a new line of work on member and partner management.

## **10 Possible future activities**

### **10.1 Information material for migrant populations**

Aim of the activity

To develop information material targeted at migrant populations who are often most in need of tailored information products

In charge / participants

In charge: to be defined

Participants: Narcis Gusi – University of Extremadura, Spain; Brian Martin, BASPO; Mireille van Poppel, Free University Medical Center, the Netherlands

Possible partners

Turkish Ministry of Health, others to be defined

Summary of the state of affairs

Steps	Work progr. 06/07	State of affairs
Will be defined by participants if project is implemented		Not started

## 11 Publications

The following 8 publications were produced from July 2007 to September 2008 (in chronological order):

### 11.1 Reports

- *Quantifying the health effects of cycling and walking<sup>20</sup>*:
  - o *Methodological guidance on the economic appraisal of health effects related to walking and cycling*  
Cavill N, Kahlmeier S, Rutter H, Racioppi, Oja P. WHO Regional Office for Europe and United Nations Economic Council for Europe (UNECE). Copenhagen, WHO Regional Office for Europe. November 2007.
  - o *Health Economic Assessment Tool (HEAT) for cycling and user guide*  
Rutter H, Cavill N, Kahlmeier S, Dinsdale H, Racioppi F, Oja P. WHO Regional Office for Europe and United Nations Economic Council for Europe (UNECE). Copenhagen, WHO Regional Office for Europe. November 2007.
- *The challenge of obesity in the WHO European Region and the strategies for response*. WHO Regional Office for Europe, Copenhagen, November 2007  
Two chapters (11 and 15) present both determinants of physical activity and effective measures for promotion, developed with extensive contributions from HEPA Europe.
- Kunze J: *Documentation and analysis of national approaches to promote physical activity in children and adolescents in the European WHO Region, with a special focus on specific sub-groups, particularly from low socio-economic or migration backgrounds*. Masters thesis, Faculty 05 of Johann Wolfgang Goethe-University, Frankfurt am Main, Institute for Sports Science. In collaboration with HEPA Europe. June 2008.

### 11.2 Information material

- *Collaboration between physical activity promotion and the transport sector [web site<sup>21</sup>]*. WHO Regional Office for Europe, July 2007.

<sup>20</sup> [http://www.euro.who.int/eprise/main/WHO/Progs/TRT/policy/20070503\\_1](http://www.euro.who.int/eprise/main/WHO/Progs/TRT/policy/20070503_1)

<sup>21</sup> [http://www.euro.who.int/hepa/projects/20050615\\_2](http://www.euro.who.int/hepa/projects/20050615_2)

### **11.3 HEPA Europe newsletters<sup>22</sup>**

- Issue no. 4 (June 2007)
- Issue no. 5 (December 2008)

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<sup>22</sup> Available at [www.euro.who.int/hepa](http://www.euro.who.int/hepa)



## ANNEX 5: IMPACT MODEL OF HEPA EUROPE

### 1 Introduction

A frequent observation in evaluations of policies and strategies is the lack of an implementation strategy (1,2). The same conclusion has been drawn regarding the evaluation of networks. For example, Creech and Ramji (3) noted (p. 5): *“Most formal networks within the environment and development community do not have a strategic plan [...] Collaborative work tends to be governed by a variety of documents: funding proposals, memoranda of understanding, contracts, agenda of annual meetings and so forth. What is missing across the board is the network plan [...]”*.

The currently implemented activities of HEPA Europe have to a large extent been driven by available resources, in-kind contributions and knowledge and background of the active members and where less based on a formulated implementation strategy. While many activities have shown successful outcomes (4,5), more than two years since the first preparations and about one year after its formal founding, the Steering Committee decided in 2006 to start developing an impact model for HEPA Europe, supported by the WHO European Centre for Environment and Health, Rome office.

The impact model will describe how the stated objectives of HEPA Europe (6) (see also section 4) shall be achieved. This includes an assessment of the most effective way to reach the objectives and a review of current activities with regard to their contribution to these objectives. It will help identifying better the main target audiences, the future key fields of activity and (possibly new) key partners as well as areas for further development. It will thereby serve as main input for the development of a formal implementation strategy and the further work programmes. It will also provide a benchmark for possible future evaluations of the network, as the lack of a clear implementation strategy has been found to be the greatest barrier to assessment (3). It will also facilitate positioning HEPA Europe into the larger framework developed for HEPA promotion (7).

### 2 Development process

An impact model is composed of a set of hypothesis (1) to explain why HEPA Europe's activities will lead to reaching the vision, goal and objectives (6) (see also section 4). More specifically, it will provide answers to the following questions:

- which are the causes of the problem that HEPA Europe wants to solve?
- what effect will the planned activities have on these causes?
- why will changing these causes solve the problem? (and thereby: are there other causes to be addressed by different activities?)

Answers to these questions were developed by the Steering Committee in 5 steps in a series of 5 guided brain storming sessions which took place during its regular meetings (8). The first

question was answered by each participant individually and answers were then presented and discussed; the other questions were addressed in group discussions. The results of each brainstorming session were summarized and discussed before the next step was taken which at times lead to amendments of some elements of the previous steps.

The outcomes are summarized below, more details can be found in Annex 1, 2 and 3.

### **3 Summary of the results of the brainstorming sessions**

#### ***Step 1: Which are the main causes that prevent better health through physical activity among all people in Europe?***

The following main causes were identified which prevent people to move towards better health through physical activity, the vision of HEPA Europe:

- Lack of supportive environments / emphasis on motorized transport
- Lifestyle / values (more sedentary lifestyles, focus on economic growth, globalization, social – cultural pressures) making it harder for individuals to make healthy choices
- Negative perceptions, lack of motivation to be physically active
- Unawareness or poor understanding of physical activity in its broader sense
- Lack of evidence on effective interventions
- Lack of recognition of (economic) benefits of HEPA
- Too small role of physical activity in health policy
- Lack of coordination across sectors and institutions with influence on HEPA
- Lack of well trained and supported staff
- Lack of right activities in the field / “voice” not strong enough yet

#### ***Step 2: How can these causes be addressed or solved?***

On the question of possible solutions and approaches to address the main causes identified under question 1, participants listed the following:

- Involvement of all stakeholders and sectors (esp. sport), alignment with other priorities (e.g. climate change, sustainability)
- Designing of a comprehensive action plan to put HEPA on public health agenda
- Making the most of the mandate given to WHO (e.g. through Global Strategy on Diet, Physical Activity and Health and Charter on Counteracting Obesity)
- Applying more innovative, promising and ambitious strategies, learn from industry
- Working across sectors, join up with allies and find win-win arguments to win support of other sectors
- Promoting financial approaches (e.g. subsidizing by insurance companies, tax incentives)
- Educating and advocating (promote better academic training and advocate with all relevant professionals and decision makers to increase political support)

- Strengthening of the evidence base on effective interventions and economic case and make it easily available
- Providing “good practice” examples, show that it can be done, highlight champions

**Figure 1: Identified main causes for lack of and solutions for more physical activity among all people in Europe**



***Step 3: Do the current activities contribute to the identified solutions?***

The next step consisted of relating the current activities of HEPA Europe<sup>23</sup> (9) to the main solutions identified in step 2. The table as developed in this brainstorming session can be found in Annex 2. It has been slightly amended and developed further in subsequent work sessions; the final version is shown below.

<sup>23</sup> summary see [http://www.euro.who.int/document/HEPAN/hepan\\_workprogsum\\_2007\\_2008.pdf](http://www.euro.who.int/document/HEPAN/hepan_workprogsum_2007_2008.pdf)

Identified solutions	Activities
Involve all stakeholders and sectors	<ul style="list-style-type: none"> <li>• Annual meetings (possibly tailored to specific sectors)</li> <li>• Collaboration with others (structuring collaboration with EU)</li> <li>• Support to other conferences/events</li> </ul>
Align with other policy priorities	<ul style="list-style-type: none"> <li>• Environment (transport established, climate change and carbon footprint not yet fully explored)</li> <li>• Ministerial Conference on Counteracting Obesity (nutrition/obesity)</li> </ul>
Work across sectors, allies, win-win arguments	<ul style="list-style-type: none"> <li>• Collaboration with others</li> <li>• Support to other conferences/events</li> </ul>
Make most of WHO and other international mandates (e.g. European commission)	<ul style="list-style-type: none"> <li>• Obesity Charter and follow-up</li> <li>• <i>Possibly future PA action plan</i></li> <li>• Advocacy booklets</li> <li>• Annual meetings</li> <li>• Support to other conferences/events</li> <li>• Possibly collaboration with EC</li> </ul>
Put HEPA higher on public health agenda	<ul style="list-style-type: none"> <li>• As above</li> <li>• <i>Steps to Health-European Framework on PA promotion</i></li> </ul>
Apply more “ambitious” and innovative strategies, learn from industry	<ul style="list-style-type: none"> <li>• Annual meeting (by providing access to experiences)</li> <li>• International inventory of PA promotion documents</li> <li>• <a href="#">Training course</a></li> <li>• Possibilities for PPP to be explored in more detail</li> </ul>
Promote financial approaches	<ul style="list-style-type: none"> <li>• Case studies (e.g. London congestion charge)</li> <li>• international inventory of PA promotion documents</li> <li>• Projects on economic valuation</li> </ul>
Educate ...	<ul style="list-style-type: none"> <li>• Advocacy booklets</li> <li>• Exchange programme</li> <li>• <a href="#">Training course</a></li> <li>• Support to other conferences/events</li> </ul>
... and advocate	<ul style="list-style-type: none"> <li>• Website/newsletter</li> <li>• Advocacy booklets</li> <li>• Collaboration with others</li> <li>• <a href="#">Framework paper</a></li> <li>• <a href="#">Recommendations paper</a></li> <li>• Collaboration with others</li> </ul>
Strengthen the evidence base and make it easily available	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• International inventory of PA promotion documents</li> <li>• Projects on economic valuation</li> <li>• Exchange of experiences on children</li> <li>• <a href="#">Primary care project</a></li> <li>• <a href="#">Framework paper</a></li> <li>• <a href="#">Policy analysis paper</a></li> <li>• <a href="#">Recommendations paper</a></li> <li>• plus activities from “educate” and “advocate”</li> </ul>
Providing “good practice”, champions	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• International inventory of PA promotion documents</li> <li>• <a href="#">Policy analysis paper</a></li> <li>• Review of national approaches</li> <li>• Exchange of experiences on children</li> <li>• <a href="#">Primary care project</a></li> </ul>

*(Italics)* = not directly HEPA Europe activities

grey = planned activities that are not yet implemented

During the discussion of the list, the following additional activities HEPA Europe could engage in where identified:

- Periodic assessment of needs and expectations of HEPA Europe members
- Collection of case studies on financial approaches
- Explore possibilities for HEPA Europe award

#### ***Step 4: What effect do the current activities have on the identified causes?***

In the following step, the effect of the current activities (9) (summary see Annex 5) on the main causes identified in step 1 was assessed. The first version of the matrix as developed at the meeting in Olomouc can be found in Annex 3. During this work session, a number of comments were discussed that could not directly be integrated into the first version of the matrix. An updated version taking these comments into account as well as some changes made when discussing step 5 is presented below.

Causes identified for lack of physical activity in Europe	population			stakeholders			still modest role in health policy	non-supportive environments	non-supportive lifestyle / values	lack of evidence on effective interventions	lack of well trained staff	insufficient coordination	lack of appropriate activities / strong voice
	perceptions / motivation	poor understanding	low recognition of benefits	perception / motivation	poor understanding	low recognition of benefits							
Activities from HEPA Europe work programme (not yet implemented in <i>italics</i> )													
<b>Annual meetings</b>					x	x	x					x	x
<b>Support to other conferences and events</b>				(x)	x	x	x		x	(x)		(x)	x
<b>Collaboration with others</b>				x	x	x	x	x	x	(x)		x	x
<b>Advocacy booklets</b>	(x)	(x)	(x)	(x)	x	x	x	(x)	(x)		(x)		x
<b>Int. inventory on physical activity promotion</b>				(x)	x	(x)	x	(x)	(x)	x			
<b>Case studies</b>				(x)	x	(x)	x	(x)	(x)	x			
<b>Review of national approaches</b>					x	(x)	x			x		(x)	
<b>Paper on framework for PA promotion</b>				x	x	x	x	(x)	x	(x)			
<b>Paper on recommendations for HEPA</b>					x	x	x			(x)			(x)
<b>Economic valuation of physical activity/c&amp;w</b>				x	x	x		x					x
<b>Economic valuation of transp-rel health effects</b>				x	x	x		x					x
<b>WG on PA and sports promotion in children</b>				(x)	x	(x)	x	(x)	(x)	x			
<b><i>Exchange programme</i></b>											x		
<b><i>Teaching course</i></b>		(x)			(x)	(x)					x		(x)
<b><i>HEPA promotion through primary care practice</i></b>	(x)			(x)	x	(x)	x	(x)	(x)		x		(x)

in *italics*: activities not yet implemented

**x** = strong contribution to address the cause

(x) = some contribution to address the cause

***Step 5: Why will changing the identified causes solve the problem of not enough physical activity of all people in Europe?***

The next step of the work consisted of developing the actual hypotheses of the impact model of HEPA Europe, based on the elements identified in the previous steps.

An impact model consists of a number of hypotheses on the expected relationship between a program and its objectives and serves as a basis for an understanding why measures reached their objectives or what eventually hindered their effect (*I*). It contains:

- a *causal* hypothesis, which describes the influence of various determinants or causes on behaviours or conditions that the intervention seeks to modify;
- an *intervention* hypothesis, which specifies the expected relationship between intervention (activities) and determinants or causes mentioned in the causal hypothesis; and
- an *action* hypothesis, which explains why a change in the mentioned determinants or causes is believed to lead to a change in the behaviours, conditions or underlying causes. This last step facilitates the inclusion of influence factors which have not been comprised in the program but might affect the attainment of the objectives.

The causal and intervention hypothesis have been formulated implicitly in step 1, 2 and 3 of the work.

Therefore, the next step consisted in formulating the action hypothesis and by doing so, identifying whether there are other causes to be addressed by different activities. Further causes identified could also be conditions that are not amenable to interventions but were nevertheless important to consider in the future work of HEPA Europe. The draft hypothesis as discussed at the meetings can be found Annex 4.

It was decided that two of the 8 hypothesis developed in the draft version (on the role in health policy and on appropriate activities / strong voice) could be combined with other hypotheses. As a result, 6 hypotheses on the following 6 topical areas were developed, explaining how the activities of HEPA Europe were thought to contribute to addressing them:

1. social and physical environments for health-enhancing physical activity (HEPA)
2. cultural values regarding health-enhancing physical activity
3. recognition of benefits by stakeholders and role in health policy
4. evidence on effective interventions
5. HEPA-related workforce development
6. coordination

The final full hypotheses read as follows:

**Hypothesis 1: social and physical environments for HEPA**

Supporting the creation of more supportive social and physical environments for health-enhancing physical activity particularly through:

- collaboration with other relevant projects and activities;
- the dissemination of guidance on economic valuation of positive health-effects of active transport and negative effects of other transport-related exposures;

and to a lesser extent also through:

- the publication “An evidence-based approach to the promotion of health enhancing physical activity - the HEPA Europe Framework”;
- the exchange of experiences on physical activity and sport promotion in young people;
- the dissemination of information and practical examples through the advocacy booklets, the international inventory of documents on physical activity promotion and case study collections; and
- HEPA promotion through primary care practice;

will lead to more people in Europe being physically active because it provides specific knowledge, tools and know-how to partners active in the shaping these environments.

**Hypothesis 2: cultural values regarding HEPA**

Counteracting the trend towards sedentary lifestyles and values not emphasizing health and wellbeing so much as economic growth particularly through:

- collaboration with other relevant projects and activities;
- contributions to other conferences and events; and
- the publication “An evidence-based approach to the promotion of health enhancing physical activity - the HEPA Europe Framework”;

and to a lesser extent also through:

- the dissemination of information and practical examples through the advocacy booklets, the international inventory of documents on physical activity promotion and case study collections;
- the exchange of experiences on physical activity and sport promotion in young people; and
- exchange of experiences on HEPA promotion through primary care practice;

will lead to more people in Europe being physically active because the current lifestyles and values have made it more difficult for people to make the healthy choice.

**Hypothesis 3: recognition of benefits by stakeholders and role in health policy**

Addressing mis-perceptions of stakeholders on HEPA and their motivation to address the topic as well as their poor understanding of HEPA in its broadest sense and their low recognition of its (economic) benefits and the low priority on the health policy agenda particularly through:

- the dissemination of guidance on economic valuation of positive health-effects of active transport and negative effects of other transport-related exposures;
- collaboration with other relevant projects and activities;
- contributions to other conferences and events;

as well as:

- the information and discussions at annual meeting (and if offered, conference) of HEPA Europe ;
- the dissemination of information and practical examples through the advocacy booklets;

- the publication “An evidence-based approach to the promotion of health enhancing physical activity - the HEPA Europe Framework”;
- the publication on “Currently used recommendations for health-enhancing physical activity”;

and to a lesser extent also through:

- the dissemination of information and practical examples through the international inventory of documents on physical activity promotion and case study collections;
- the exchange of experiences on national approaches and networks for HEPA promotion;
- the exchange of experiences on physical activity and sport promotion in young people;
- a European teaching course on physical activity and health; and
- exchange of experiences on HEPA promotion through primary care practice;

will lead to more people in Europe being physically active because the relevant stakeholders will be more aware of the importance of physical activity, recognize its health and other benefits and therefore be more motivated to actively support activities on HEPA and to move HEPA up the health policy agenda.

#### **Hypothesis 4: evidence on effective interventions**

Providing more compelling evidence on what works, particularly through:

- the dissemination of information and practical examples through the international inventory of documents on physical activity promotion and case study collections;
- the exchange of experiences on national approaches and networks for HEPA promotion;
- the exchange of experiences on physical activity and sport promotion in young people;

and to a lesser extent also through:

- collaboration with other relevant projects and activities; and
- contributions to other conferences and events;
- the publication on “Currently used recommendations for health-enhancing physical activity”;

will lead to more people being physically active because more interventions will be thoroughly evaluated and the evidence on what works will be more easily available, thus leading to the right interventions being implemented across Europe.

#### **Hypothesis 5: HEPA-related work force development**

Having more and better trained workforce, particularly through:

- an exchange programme for students to provide training and learning experiences;
- a European teaching course on physical activity and health; and
- the exchange of experiences on HEPA promotion through primary care practice;

and to a lesser extent also through:

- the dissemination of information and practical examples through the advocacy booklets;

will lead to more people being physically active because a larger and better supported and well trained work force will be more able to support the population to be active, will know what works and thus also be able to influence their direct surroundings to provide more opportunities.



**Hypothesis 6: coordination**

Better coordination across sectors and institutions with influence on HEPA, particularly through:

- the opportunity for meeting and exchange at the annual meeting (and if offered, conference) of HEPA Europe;
- collaboration with other relevant projects and activities;

and to a lesser extent also through:

- contributions to other conferences and events; and
- the review of national approaches to HEPA promotion;

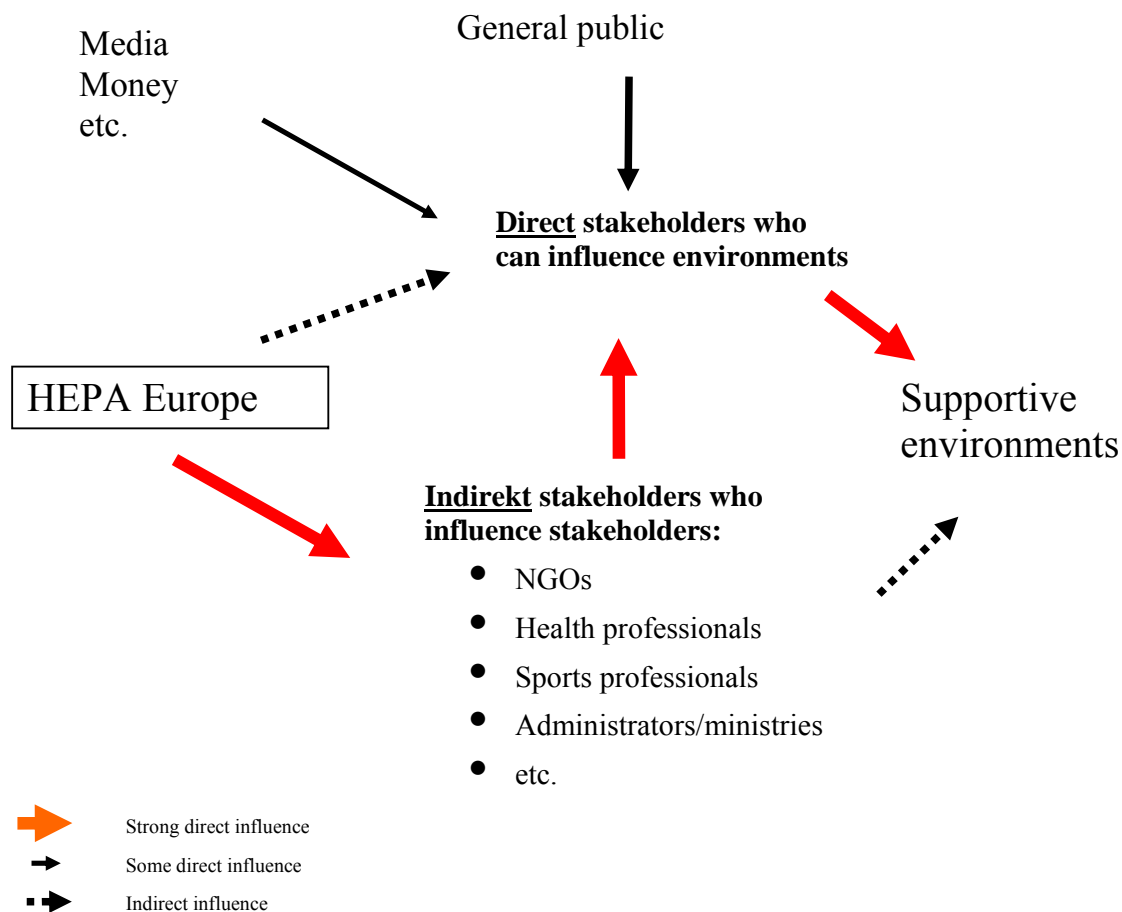
will lead to more people in Europe being physically active because the sectors and institutions with influence on HEPA will act in concert towards more commonly agreed goals and will more easily identify opportunities for synergy and collaboration which will increase effectiveness and avoid dissipating energy and scarce resources in single, dispersed activities as well as opposing actions.

**Population-level approaches**

As none of the activities of HEPA Europe has been classified as making a strong contribution to addressing the population level (see step 4), no action hypothesis has been formulated for these causes. It was concluded that directly addressing populations is not seen as a main area of work of HEPA Europe.

With regard to hypothesis 3, the participants also discussed who the main stakeholders of HEPA Europe were and how the activities were addressing them. It was concluded that HEPA Europe is more likely to reach “indirect” stakeholders such as professionals in different sectors, NGOs, administrators etc. who do not have the decision making power to directly influence the social and physical environment for HEPA. The main aim of HEPA Europe is to empower them to more effectively advocate for HEPA to the high-level decision makers and those who are not yet convinced of the importance of HEPA.

The following simplified model was developed (Figure 2).

**Figure 2: Simplified model of the way HEPA Europe can influence stakeholders**

## 5 Revised objectives for HEPA Europe

Conclusions and implications of the impact model hypotheses for further activities were discussed. The vision, goal and objectives of HEPA Europe were also assessed based on the outcomes of the discussions.

The current vision, goal and objectives as endorsed at the 1<sup>st</sup> annual meeting of HEPA Europe in May 2005 (Gerlev, Denmark) are as follows:

### **Vision**

To achieve better health through physical activity among all people in Europe.

### **Goal**

To strengthen and support efforts and actions that increase participation and improve the conditions favorable to a healthy lifestyle, in particular with respect to HEPA.

**Objectives**

- to contribute to the development and implementation of policies and strategies for HEPA in Europe
- to develop, support, and disseminate effective strategies, programs, approaches, and other examples of good practice to promote HEPA
- to support and facilitate the development of multi-sectoral approaches to the promotion of HEPA

According to the opinion of the Steering committee, the current version of the vision and goal were still in line with the new impact model. However, a new set of 4 more consistent objectives was developed and discussed at the 4<sup>th</sup> annual meeting. They are capturing the essence of the current objectives but are regrouping and streamlining them based on the conclusions of the impact model.

The **new version** of the objectives as endorsed at the 4<sup>th</sup> annual meeting is:

- to promote a better understanding of health-enhancing physical activity and to give a stronger voice to physical activity promotion in health policy and in other relevant sectors in Europe, including support for workforce development;
- to develop, support, and disseminate effective strategies and multi-sectoral approaches in the promotion of health-enhancing physical activity;
- to foster the preservation and creation of social and physical environments as well as values and lifestyles supportive of health-enhancing physical activity; and
- together with other relevant institutions and organizations, to improve coordination in physical activity promotion across sectors and administrative structures.

## 6 References

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## Annex 5-1: Detailed minutes of the first brainstorming session (Maggingen, 21 November 2006)

Below the individual contributions of the participants in the first brainstorming sessions are listed under headers which were developed in collaboration with the participants, ordered randomly.

For each question, participants were also asked to underline the most important of the up to 5 items each participant could name. Those items are marked with an \*.

### ***Question 1: Which are the up to 5 main causes that prevent better health through physical activity among all people in Europe?***

- **Lack of supportive environments**
  - not appropriate environments
  - emphasis on motorized transport
  - deficits in supportive environments
  
- **Lifestyle / values**
  - Life more and more organized around sedentary activities
  - Political priorities focused on 20<sup>th</sup> century models of economic growth (e.g. transport, plannings, employment, “choice”)\*
  - Social and cultural pressures on lifestyles
  - Shifts in societal values\*
  - Globalisation and commercial pressures on society
  - Preferences on economic / financial versus human “growth”\*
  - Sedentary lifestyles (TV, PC, cars etc.)
  - Changing patterns and lifestyles making it harder for individuals to make healthy choices (working hours, travel patterns, family structure, community structures)
  
- **Perceptions / motivation**
  - Small motivation of people to do physical activity for health\*
  - Perception is that it is too difficult to change environmental conditions\*
  
- **Unawareness / poor understanding of physical activity in its broader sense**
  - Nobody really cares of physical activity in broader sense
  - HEPA still “misunderstood” as “eccentric” and “cannot be true”
  - Unawareness of the importance of physical activity
  - Physical activity / HEPA are misunderstood as sport
  - Lack of understanding and interest in true determinants of physical activity by policy makers
  - Misconception on personal versus societal responsibility still prevailing
  
- **Lack of evidence on effective interventions**
  - Lack of (clear) evidence on what to do (as in programs, action etc.)

- **Lack of recognition of benefits of HEPA**
  - It is not obvious how HEPA can be made profitable for private sector
  - Not enough use of economic case for sustained investment into physical activity\*
  - Unawareness / neglect of health benefits for society
- **Role of physical activity in health policy**
  - Physical activity not connecting with public health
  - Physical activity is not on public health agenda
  - Little attention on prevention versus health care
- **Lack of coordination across sectors**
  - Lack of coordination between institutions with influence on HEPA
- **Lack of well trained staff**
  - Lack of well educated specialists in terms of HEPA (to help people)
  - Too few (lack) of trained and supported staff/people doing physical activity\*
- **Lack of right activities in the field / “voice” not strong enough yet**
  - Lack of activities in main actors for HEPA promotion
  - Physical activity advocacy weak and directed inwards

***Question 2: How can these causes be addressed or solved?***

- **Involvement of all stakeholders / sectors**
  - Involve actively other stakeholders on all levels
  - Demonstrate alignment with other priorities (e.g. climate change, sustainability)\*
  - Involve all stakeholders (esp. sport)
  - Concentrate on those who implement
- **Design comprehensive action plan to put HEPA on public health agenda**
  - Put all elements in comprehensive plan
- **Exploit the mandate given to WHO**
  - Exploit the mandate given to WHO through Global Strategy on Diet, Physical Activity and Health and Charter on Counteracting Obesity
- **Apply more innovative / promising / aggressive strategies**
  - Enter into discussions with main actors
  - Be profligate, shameless and promiscuous in influencing important actors (i.e. work as industry does)
  - Provide strong arguments for HEPA that are likely to influence policy makers (e.g. economic ones)
  - coordinate present HEPA activities
  - strategic approach to influencing e.g. promote grass roots action to match top-down with bottom up

- **Work across sectors / find win-win arguments**
  - Increase capacity of other sectors to use physical activity for their own goals
  - Concentrate on positive allies with common goals (environment, transport)
  - Join up with any other groups working on stopping the dominance of the economic model and society (raise value of others values/models of living and commerce)
  
- **Promote financial approaches**
  - support physical activity of individuals economically (insurance companies etc.)
  - raise tax on petrol, cars, parking, TVs, license), tax credit on equipment, carbon emissions, physical related
  
- **Educate and advocate**
  - Change academic training to include a public health understanding of physical activity and its determinants
  - Educate and advocate: health and other relevant professionals, decision makers/politicians, community with the goal to raise awareness of importance to health, wellbeing, society and economy; increase understanding of individual and environment interaction; build working alliances with others agendas and better integration within public health
  - Increase political support at community level through awareness and experiences, piloting, discussions
  - Support education of “new specialists”, universities etc.
  
- **Strengthen evidence base**
  - Use clear, consistent evidence based arguments to get strong credibility, integrity and trust - authority
  - Make the economic case – present the facts! (e.g. health benefits)
  - Strengthen the evidence base of effectiveness of environmental interventions
  - Make the evidence available
  
- **Provide “good practice” examples**
  - Highlight good examples showing that it can be done\*
  - Show “solutions”, connect case studies and share them including critical review to have “value”
  - Role of “champions” and opinion leaders advocating and pushing action
  - Document effective interventions

**Annex 5-2:**  
**Contribution of current activities to identified solutions as developed in the  
second brainstorming session (Glasgow, September 2007)**

<b>Identified solutions</b>	<b>Activities</b>
Involve all stakeholders and sectors	<ul style="list-style-type: none"> <li>• annual meetings (possibly tailored to specific sectors)</li> <li>• collaboration with others (structuring collaboration with EC)</li> <li>• support to other conferences/events</li> </ul>
Align with other policy priorities	<ul style="list-style-type: none"> <li>• environment (transport established, climate change and carbon footprint not yet fully explored)</li> <li>• ministerial conference on counteracting obesity (nutrition)</li> </ul>
Work across sectors, allies, win-win arguments	<ul style="list-style-type: none"> <li>• collaboration with others</li> <li>• support to other conferences/events</li> </ul>
Make most of WHO and other international mandates (e.g. European commission)	<ul style="list-style-type: none"> <li>• Obesity Charter and follow-up</li> <li>• possibly future PA action plan</li> <li>• booklets</li> <li>• annual meetings</li> <li>• support to other conferences/events</li> </ul>
Put HEPA on PH agenda	<ul style="list-style-type: none"> <li>• as above</li> <li>• framework on PA promotion</li> </ul>
Apply more innovative strategies, learn from industry	<ul style="list-style-type: none"> <li>• annual meeting (providing access to experiences)</li> <li>• inventory</li> <li>• <a href="#">training course</a></li> <li>• <a href="#">possibilities for PPP to be explored in more detail</a></li> </ul>
Promote financial approaches	<ul style="list-style-type: none"> <li>• case studies</li> <li>• Inventory</li> <li>• projects on economics</li> </ul>
Educate ...	<ul style="list-style-type: none"> <li>• booklets</li> <li>• <a href="#">exchange programme</a>,</li> <li>• <a href="#">training course</a></li> <li>• support to other conferences/events</li> </ul>
... and advocate	<ul style="list-style-type: none"> <li>• Website/newsletter</li> <li>• Booklets</li> <li>• collaboration with others</li> <li>• framework paper</li> <li>• <a href="#">recommendations paper</a></li> <li>• collaboration with others</li> </ul>
Strengthen the evidence base and make it easily available	<ul style="list-style-type: none"> <li>• case studies</li> <li>• Inventory</li> <li>• projects on economics</li> <li>• exchange of experiences on children</li> <li>• <a href="#">primary care project</a></li> <li>• framework paper</li> <li>• <a href="#">recommendations paper</a></li> <li>• plus activities from “educate” and “advocate”</li> </ul>
Providing “good practice”, champions	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Inventory</li> <li>• policy analysis</li> <li>• review of national approaches</li> <li>• exchange of experiences on children</li> <li>• <a href="#">primary care project</a></li> <li>• Explore possibilities for HEPA Europe award</li> </ul>

*grey = planned activities that are not yet implemented*



## Annex 5-3:

Contribution of current activities to identified main causes as developed in the third brainstorming session (Olomouc, 14 November 2007)

Activities from HEPA Europe work programme (not yet implemented in italics) / causes	non-supportive environments	lifestyle / values	perceptions / motivation	poor under-standing PA	lack of evidence	recognition of benefits	staff	role in health policy	coordination	activities/ stronger voice
Annual meetings				x	(x)	x		x	x	x
Support to other conferences and events			(x)	x	(x)	x		x	(x)	x
Collaboration with others	x	x	x	x		x		x	x	x
Advocacy booklets	(x)	(x)	(x)	x		x	(x)	x		x
Inventory on physical activity promotion	(x)	(x)	(x)	x	x			x		
Review of national approaches				x	x			x	(x)	
Case studies	(x)	(x)	(x)	x	x			x		
Paper on framework for PA promotion	x	x	x	x				x		
Paper on recommendations for HEPA				x	x	x		x		(x)
Review on CBA methodology for c&w	x		x	x		x				x
WG on PA and sports promotion in children	(x)	(x)	(x)	x	x			x		
<i>Exchange programme</i>							x			
<i>Teaching course</i>				(x)		(x)	x			(x)
Economic valuation of transp-rel health effects	x		x	x		x				x
<i>HEPA promotion through primary care practice</i>	(x)	(x)	(x)	x	x	(x)	x	x		(x)

in *italics*: activities not yet implemented

**x** = strong contribution to address the cause

(x)= some contribution to address the cause

## Annex 5-4: Draft hypotheses as discussed the fourth and fifth brainstorming sessions (Rome, March 2008; Paris, June 2008)

Key questions to lead the discussion were:

- is this hypothesis correct/credible?
- are there other influence factors?
- Other activities to be developed?

### **Hypothesis 1: non-supportive environments**

Supporting the creation of more supportive environments for health-enhancing physical activity particularly through<sup>24</sup>:

- collaboration with other relevant projects and activities;
- the dissemination of guidance on economic valuation of positive health-effects of active transport and negative effects of other transport-related exposures;

and to a lesser extent also through<sup>25</sup>:

- the publication “An evidence-based approach to the promotion of health enhancing physical activity - the HEPA Europe Framework”;
- the exchange of experiences [*on environmental approaches?*] on physical activity and sport promotion in young people;
- the dissemination of information and practical examples through the advocacy booklets, the inventory of documents and case study collections; and
- HEPA promotion through primary care practice;

will lead to more people in Europe being physically active because so far environments have been a main barrier for physical activity.

### **Hypothesis 2: non-supportive lifestyle and values**

Counteracting the trend towards sedentary lifestyles and values not emphasizing health and wellbeing so much as economic growth particularly through:

- contributions to other conferences and events; and
- the publication “An evidence-based approach to the promotion of health enhancing physical activity - the HEPA Europe Framework”;

and to a lesser extent also through:

- the dissemination of information and practical examples through the advocacy booklets, the inventory of documents and case study collections;
- the exchange of experiences on physical activity and sport promotion in young people; and
- HEPA promotion through primary care practice;

will lead to more people in Europe being physically active because the current lifestyles and values have made it more difficult for people to make the healthy choice.

### **Hypothesis 3: perception / motivation, poor understanding and low recognition of benefits by stakeholders**

Changing negative perceptions of stakeholders on HEPA and their motivation to address the topic as well as their poor understanding of HEPA in its broadest sense and their low recognition of its (economic) benefits particularly<sup>26</sup> through:

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<sup>24</sup> Including those activities classified as making a strong contribution to address the cause in step 4

<sup>25</sup> Including those activities classified as making some contribution to address the cause in step 4

- collaboration with other relevant projects and activities;
- contributions to other conferences and events;
- the dissemination of guidance on economic valuation of positive health-effects of active transport and negative effects of other transport-related exposures;

as well as<sup>27</sup>:

- the information and discussions at annual conference and meeting of HEPA Europe ;
- the dissemination of information and practical examples through the advocacy booklets;
- the publication “An evidence-based approach to the promotion of health enhancing physical activity - the HEPA Europe Framework”;
- the publication on “Currently used recommendations for health-enhancing physical activity”;

and to a lesser extent also through:

- the dissemination of information and practical examples through the inventory of documents and case study collections;
- the review of national approaches to HEPA promotion;
- the exchange of experiences on physical activity and sport promotion in young people;
- a European teaching course on physical activity and health; and
- HEPA promotion through primary care practice;

will lead to more people in Europe being physically active because the relevant stakeholders will be more aware of the importance of physical activity, recognize its benefits and therefore more motivated to actively support activities on HEPA.

#### **Hypothesis 4: lack of evidence on effective interventions**

Providing more compelling evidence on what works, particularly through:

- the dissemination of information and practical examples through the inventory of documents and case study collections;
- the review of national approaches to HEPA promotion;
- the exchange of experiences on physical activity and sport promotion in young people;
- the publication on “Currently used recommendations for health-enhancing physical activity”;

and to a lesser extent also through:

- collaboration with other relevant projects and activities; and
- contributions to other conferences and events;

will lead to more people being physically active because more interventions will be thoroughly evaluated and the evidence on what works will be more easily available, thus leading to the right interventions being implemented across Europe.

#### **Hypothesis 5: lack of well trained staff**

Having more and better trained staff, particularly through:

- an exchange programme for students to provide training and learning experiences;
- a European teaching course on physical activity and health; and
- HEPA promotion through primary care practice;

and to a lesser extent also through:

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<sup>26</sup> Including those activities classified as making a strong contribution to address all three causes in step 4

<sup>27</sup> Including those activities classified as making a strong contribution to address two of the three causes in step 4

- the dissemination of information and practical examples through the advocacy booklets;

will lead to more people being physically active because a larger and better supported and well trained work force will be more able to support the population to be active, will know what works and thus also be able to influence their direct surroundings to provide more opportunities.

### **Hypothesis 6: still modest role in health policy**

Moving HEPA up on the health policy agenda, particularly through:

- the information and discussions at annual conference and meeting of HEPA Europe ;
- collaboration with other relevant projects and activities;
- contributions to other conferences and events;
- the dissemination of information and practical examples through the advocacy booklets, the inventory of documents and case study collections; and
- the review of national approaches to HEPA promotion;
- the publication “An evidence-based approach to the promotion of health enhancing physical activity - the HEPA Europe Framework”;
- the publication on “Currently used recommendations for health-enhancing physical activity”;
- the exchange of experiences on physical activity and sport promotion in young people;
- HEPA promotion through primary care practice;

will lead to more people in Europe being physically active because the topic will receive more political support and thus more resources, and more political strategies will be formulated and implemented, leading to a more stable investment into the field.

### **Hypothesis 7: insufficient coordination**

Better coordination across sectors and institutions with influence on HEPA, particularly through:

- the opportunity for meeting and exchange at the annual conference and meeting of HEPA Europe;
- collaboration with other relevant projects and activities;

and to a lesser extent also through:

- contributions to other conferences and events; and
- the review of national approaches to HEPA promotion;

will lead to more people in Europe being physically active because the sectors and institutions with influence on HEPA will act in concert towards more commonly agreed goals and will more easily identify opportunities for synergy and collaboration which will increase effectiveness and avoid dissipating energy and scarce resources in single, dispersed activities as well as opposing actions.

### **Hypothesis 8: lack of appropriate activities / strong voice**

More activities in the main actors for HEPA promotion and a stronger voice of the HEPA advocates, particularly through:

- the opportunity for meeting and exchange at the annual conference and meeting of HEPA Europe;
- contributions to other conferences and events;
- collaboration with other relevant projects and activities;
- the dissemination of information and practical examples through the advocacy booklets,

- the dissemination of guidance on economic valuation of positive health-effects of active transport and negative effects of other transport-related exposures;
- and to a lesser extent also through:
- the publication on “Currently used recommendations for health-enhancing physical activity”;
  - a European teaching course on physical activity and health; and
  - HEPA promotion through primary care practice;
- will lead to more people in Europe being physically active because the main actors ...? and advocacy will be more outside-directed instead of inwards, supporting the HEPA cause more effectively.

## ANNEX 6: WORK PROGRAMME 2008 / 2009

### 1 Introduction

At each annual meeting, HEPA Europe, the European network for the promotion of health-enhancing physical activity, discusses and endorses its work programme for the next working period. At the 3<sup>rd</sup> annual meeting in Graz, Austria (May 2007), a number of activities were outlined to be carried out by the network in 2007/2008<sup>28</sup>. A short version of this document is also available at [www.euro.who.int/hepa](http://www.euro.who.int/hepa).

The current state of affairs of activities foreseen in the work programme 2007 / 2008 is summarized in chapter 0. More detailed information can be found in the activity report 2007 / 2008.

In chapters 0 to 0, the implementation of the planned activities and projects for the period September 2008 to October 2009 will be described in more detail. Chapter 8 contains possible future activities for which interest was expressed by a number of participants but no lead and detailed work steps have been defined yet.

Implementation will be assessed at the 5<sup>th</sup> annual meeting of HEPA Europe to be held on 11-12 November<sup>29</sup> 2009 in Bologna, Italy, hosted by the Public Health Service, Emilia Romagna Region.

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<sup>28</sup> For more details see: 3<sup>rd</sup> annual meeting of HEPA Europe, European network for the promotion of health-enhancing physical activity. Report of a WHO meeting. 16-18 May 2007, Graz, Austria. Annex 4: Work programme 2007 / 2008: p. 41-58 (<http://www.euro.who.int/Document/E90806.pdf>, accessed 21 August 2008).

<sup>29</sup> Since the endorsement of the work programme at the 4th annual meeting in Glasgow, the date of the next annual meeting has been changed from 1-2 October to 11-12 November due to organizational needs.

## 2 Activity report 2007 / 2008: overview

Below, the state of affairs of the activities of the work programme 2007 / 2008 is summarized.

### 2.1 Networking and cooperation

Activity	State of affairs
Support and contributions to other conferences and events	Implemented as planned, ongoing
Cooperation and collaboration with other activities, projects, and networks	Implemented as planned, ongoing

### 2.2 Information dissemination

Activity	State of affairs
Maintenance and regular updating of the HEPA Europe website ( <a href="http://www.euro.who.int/hepa">www.euro.who.int/hepa</a> )	Mostly implemented, ongoing
Holding of the 1 <sup>st</sup> annual HEPA Europe conference and 4 <sup>th</sup> annual network meeting (8-10 September 2008, Glasgow, United Kingdom)	Implemented as planned, concluded
Dissemination of the advocacy booklets on physical activity	Implemented as planned, ongoing
Inventory of existing approaches, policy documents, and targets related to physical activity promotion	Partly implemented, ongoing
Finalization of the collection of case studies of collaboration between the physical activity promotion and the transport or other sectors	Partly implemented, ongoing

### 2.3 Projects, reports and products

Activity	State of affairs
Work group on review of examples of national approaches and networks for physical activity promotion and the exploration of the need and possibility to create a "network of national networks"	Implementation ongoing, delayed
Review on cost-benefit analyses methodology with regard to walking and cycling and organization of an international workshop	Implemented as planned, follow-up project foreseen
Development of methods for economic valuation of transport-related health effects, with a particular focus on children	Implementation as planned, finalization ongoing
Work group on exchange of experiences in physical activity and sports promotion in children	Partly implemented, ongoing
Work group on HEPA promotion through primary care practice	Implementation ongoing, delayed
Publication of a framework for physical activity promotion policy	Implementation ongoing, delayed
Publication on currently used recommendations for health-enhancing physical activity	Implementation ongoing, delayed

### 2.4 Teaching and education

Activity	State of affairs
Development of a European Region course on physical activity and public health	Implementation ongoing, delayed
Development of a HEPA Europe exchange programme	Implementation ongoing

**2.5 Activities aimed at optimizing the network**

<b>Activity</b>	<b>State of affairs</b>
Development of an impact model for HEPA Europe of how the stated aims shall be achieved	Implementation ongoing, delayed
Implementation and updating of the financing concept to identify funding sources and secure the future funding	Implementation ongoing
Development of a communication strategy and a recruitment strategy for HEPA Europe	Implementation ongoing, delayed

**2.6 Possible activities to be launched later**

<b>Activity</b>	<b>State of affairs</b>
Development of information material for migrant populations	Not yet started

**2.7 Publications and presentations**

<b>Activity</b>	<b>State of affairs</b>
Publications (6 reports, booklets and information material and 2 HEPA Europe newsletters produced)	Continuous activity
Presentations (15 presentations on HEPA Europe or mentioning it given)	Continuous activity



### 3 Networking and cooperation

In the following sections the activities of HEPA Europe related to networking and cooperation to be carried out until the next annual meeting on 11-12 November 2009 in Bologna<sup>30</sup>, Italy, will be outlined in more detail.

#### 3.1 Support and contributions to conferences and events

##### Aim of the activity

In addition to organizing own annual meetings and possibly a network conference, HEPA Europe will also, upon request of the organizers, support relevant other conferences and events. This will contribute to the networking functions and raise the profile of HEPA Europe.

The use of the HEPA Europe design element will be permitted, if the HEPA Europe Steering Committee is involved in the organization or the scientific committee of the event and the other “Requirements for HEPA Europe - supported events” are met. The Steering Committee strongly encourages organizers interested in using the HEPA Europe design element to apply for WHO co-sponsorship of the event at the same time. More detailed information is available at the WHO European Centre for Environment and Health, Rome office.

##### In charge / participants

In charge: Host organizations, WHO European Centre for Environment and Health, Rome office and Steering Committee

Participants: -

##### Work steps

##### *1) Supported events*

The following events were under discussion for official support by HEPA Europe<sup>31</sup>:

	<b>By when</b>
<ul style="list-style-type: none"> <li>• International workshop on national physical activity promotion strategies, Netherlands Institute for Sport and Physical Activity &amp; Wageningen University</li> <li>• 2nd International Conference on Promoting Health through Healthy Nutrition and Physical Activity, organized by CINDI Slovenia, Autumn 2009 – tentative</li> </ul>	13-14 November 2008
Decision about the support of these and possible further events by the Steering Committee	Continuously

<sup>30</sup> See also footnote 29, page 75

<sup>31</sup> See “Requirements for HEPA Europe- supported events”

## 2) Participation in other events

In the following events, members of the Steering Committee are participating and a presentation on behalf of HEPA Europe will be held in 2007 / 2008:

	By when
Decision about participation in these and possible further events by the Steering Committee	Continuously

## 3.2 Coordination and cooperation with other activities, projects, and networks

### Aim of the activity

To join forces with key partners, to benefit from synergies, and eventually, to produce better products; in addition to increase the visibility of the network.

### In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office and Steering Committee

Participants: Members of HEPA Europe

### Possible partners

As listed below

### Work steps

	By when
Develop a partner management strategy, based on HEPA Europe impact model (see chapter 0)	Winter 2008 to spring 2009
Continue existing coordination and cooperation, including: <b>UN-activities and programmes</b>	
<ul style="list-style-type: none"> <li>• UNECE/WHO Transport, Health and Environment Pan-European Programme (THE PEP)               <ul style="list-style-type: none"> <li>- Continue close working collaborations with THE PEP Task Force on Walking and Cycling through two-way information about ongoing activities to ensure coordination and to identify possibilities for collaboration</li> <li>- Contribute to the further development of THE PEP Clearing House part on cycling and walking and health-enhancing physical activity and to the Toolbox on Transport, Health and Environment</li> </ul> </li> <li>• WHO/Europe Noncommunicable Disease and Environment Unit (Copenhagen office): Support to implementation of the European Charter on Counteracting Obesity               <ul style="list-style-type: none"> <li>- Further coordinate activities and maximize synergies with the joint WHO/Europe-DG Sanco project on "Monitoring progress on improving nutrition and physical activity and preventing obesity"</li> <li>- Move for Health Day 2009 (depending on corporate decision)</li> <li>- Explore possibilities for further collaboration with the Healthy cities and urban governance programme</li> </ul> </li> </ul>	<p>Continuously</p> <p>Continuously</p> <p>Continuously</p> <p>Spring 2009</p> <p>Continuously</p>

Continued	By when
<b>Research projects</b> <ul style="list-style-type: none"> <li>•ALPHA project (Assessment of Levels of Physical Activity), DG Sanco           <ul style="list-style-type: none"> <li>- Close coordination and contributions as appropriate</li> </ul> </li> <li>•HOPE project (Health Promotion through Obesity Prevention across Europe), DG Research           <ul style="list-style-type: none"> <li>- Close coordination and contributions as appropriate</li> </ul> </li> <li>•EURO-Prevob project (Consortium for the prevention of obesity through effective nutrition and physical activity actions), DG Research           <ul style="list-style-type: none"> <li>- Close coordination and contributions as appropriate</li> </ul> </li> <li>•IMPALA project (Improving Infrastructures for Leisure-Time Physical Activity in the Local Arena), DG Sanco           <ul style="list-style-type: none"> <li>- Close coordination and contributions as appropriate</li> </ul> </li> </ul>	Continuously  Continuously  Continuously  Continuously
<b>European Commission</b> <ul style="list-style-type: none"> <li>•EU Platform on Diet, Physical Activity and Health           <ul style="list-style-type: none"> <li>- Information exchange through members of the Steering Committee</li> </ul> </li> <li>•DG Education and Culture (DG EAC), Sport Unit: working groups on sport           <ul style="list-style-type: none"> <li>- Continue exploration and definition of possibilities for further collaboration</li> </ul> </li> </ul>	Continuously Continuously Continuously
<b>Other European bodies</b> <ul style="list-style-type: none"> <li>•Bodies and NGOs on sports (for all) promotion           <ul style="list-style-type: none"> <li>- Identification of all relevant groups and institutions</li> <li>- Explore possibilities for further collaboration, e.g. regarding the chairmanship for Agita Mundo, observers in steering committees etc.</li> <li>- Definition of further steps: depending on outcome</li> </ul> </li> <li>•European Network for Workplace Health Promotion<sup>32</sup>:           <ul style="list-style-type: none"> <li>- Explore possibilities for further collaboration</li> </ul> </li> </ul>	Continuously  Continuously
<b>Global bodies</b> <ul style="list-style-type: none"> <li>•Global alliance for physical activity (GAPA)           <ul style="list-style-type: none"> <li>- Coordination through observer in the HEPA Europe Steering Committee</li> <li>- Explore possibilities for further collaboration</li> <li>- Depending on availability of a member of the Steering Committee: participation in future meetings of regional and global networks for physical activity promotion</li> </ul> </li> <li>•Agita Mundo           <ul style="list-style-type: none"> <li>- Explore possibilities for further collaboration</li> </ul> </li> <li>•International Society for physical activity and Health (ISPAH):           <ul style="list-style-type: none"> <li>- Explore possibilities for further collaboration</li> </ul> </li> </ul>	Continuously  Continuously Depending on time schedule  Continuously  Continuously
Explore possibilities for collaboration with other bodies (e.g. sustainability organizations) if possibilities arises	

<sup>32</sup> [www.enwhp.org](http://www.enwhp.org)

## 4 Information dissemination

### 4.1 HEPA Europe website

#### Aim of the activity

To provide a comprehensive and attractive communication instrument where all relevant information on HEPA Europe is available.

#### In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office and Steering Committee

Participants: Information Outreach Department, WHO/Europe, Rome office; interested parties of HEPA Europe (mailing list) for newsletter or news items as well as for relevant events and documents

#### Work steps

	<b>By when</b>
Make available products of HEPA Europe within the website, especially updates of the international inventory of documents on physical activity promotion (see chapter 0) and the case study collection (see chapter 0), other products as they become available	Continuously
Perform regular updates of the website and distribute newsletter 2 to 3 times per year	Continuously
Depending on available resources: develop a materials page for the website in close collaboration with the Transport, Health and Environment Pan-European Programme's (THE PEP) Clearing House (see chapter 0), other regional HEPA networks web sites', IPEN etc.	

### 4.2 5<sup>th</sup> annual meeting of the HEPA Europe network 2009

#### Aim of the activity

The meeting will be held to review and discuss recent, relevant international developments as well as national approaches with regard to physical activity promotion, to re-elect the Steering Committee and accept new members or the network; to review progress on ongoing activities, to decide upon changes in the Terms of References of HEPA Europe or its financing, to adopt the annual work programme and to establish new ad-hoc task forces and working groups as necessary.

#### In charge / participants

In charge: Public Health Service, Emilia Romagna Region, Bologna, Italy; WHO European Centre for Environment and Health, Rome office and Steering Committee

Participants: HEPA Europe members and other interested parties

Work steps

	<b>By when</b>
Discuss ideas for programme structure and key note speakers	Winter 2008
Develop a draft meeting programme, invite key note speakers	Winter 2008
Add a page announcing the meeting to the website, develop the information circular with the organizers	Spring 2009
Send out draft programme and call for contributions and registration	Spring to summer 2009
Organize handling of incoming registrations and contributions with organizers	Summer 2009
Develop the background documents and support hosts in preparing and carrying out the meeting	Summer 2009
Carrying out the meeting	11-12 November 2009

The 6<sup>th</sup> annual meeting will take place on 26 November 2010, hosted by Palacký University, Olomouc, Czech Republic. Back-to-back with the annual meeting, the 2<sup>nd</sup> HEPA Europe conference will take place on 24-25 November 2010, focusing on the relation between physical activity and the physical, transport, social and cultural environment.

**4.3 Dissemination of the advocacy booklets on physical activity**Aim of the activity

Further dissemination to maximize the use and national or sub-national implementation of the booklets *Physical activity and health: evidence for action* and *Physical activity: Physical activity promotion in urban environments: the role of local governments*.

In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office and Steering Committee

Participants: members of HEPA Europe and contacts from mailing list, WHO/Europe Healthy Cities and urban governance programme

Possible partners

Other interested parties in Member States

Work steps

	<b>By when</b>
Follow-up of contracts and declarations of interest to translate and produce the booklet (pending: French, Spanish, Swedish, Turkish)	Continuously
Discussion of ideas for further distribution at suitable events and to suitable target groups: as part of the development of the communication strategy (see chapter 0)	Summer 2009

#### 4.4 International inventory of documents on physical activity promotion

##### Aim of the activity

To facilitate access of the Member States to available information and to develop a framework for process evaluation of physical activity promotion at the national level. Relevant information has so far been collected from about 35 countries.

##### In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office and Steering Committee

Participants: Interested parties of HEPA Europe (mailing list) and other contact persons, HOPE project (see chapter 0), WHO/Europe Noncommunicable Disease and Environment Unit (Copenhagen office), national focal points from EU-countries of the WHO/Europe-DG Sanco project on “Monitoring progress on improving nutrition and physical activity and preventing obesity”

##### Possible partners

WHO Headquarters Geneva, Department of Chronic Diseases and Health Promotion (NMH/CHP/PCD) (Tim Armstrong)

##### Work steps

	<b>By when</b>
Scientific publication on content analysis of 27 national policy documents: reply to reviewer's comments and finalize publication	Autumn to winter 2008
Update inventory with available information, particularly on approaches in children	Winter to spring 2009
Integration of further documents into the online inventory as notified by HEPA Europe mailing list members, THE PEP Task Force on Cycling and Walking, NCL-NFS focal points	Continuously
Integration of inventory into a WHO/Europe database on nutrition, physical activity and obesity	Winter 2008 to summer 2009

#### 4.5 Case studies of collaboration between the physical activity promotion and the transport sector

##### Aim of the activity

To develop and disseminate an overview of European experiences on cooperation between the physical activity promotion and other sectors, mainly transport.

##### In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office

Participants: Steering Committee, interested parties of HEPA Europe

Possible partners

WHO/Europe Noncommunicable Disease and Environment Unit (Copenhagen office)

Work steps

	<b>By when</b>
Dissemination of the report and online version at suitable events	Continuously
Extension of online inventory with additional case studies: as received and depending on available resources	Continuously

## 5 Projects, reports and products

### 5.1 National approaches and networks for physical activity promotion

Aim of the activity

Review of examples of national physical activity approaches and networks, if possible including:

- challenges to overcome;
- inter-ministerial and -sectoral approaches; and
- exploration of the need and possibility to create a “network of national networks”.

In charge / participants

In charge: Members of the working group:

- a) Confirmed members: Mr. Radim Šlachta – Palacky University, Czech Republic (co-chair), Ms. Anita Vlasveld, Netherlands Institute for Sport and Physical Activity (NISB), the Netherlands (co-chair), Mr Alberto Arlotti, Emilia Romagna Region, Italy, Mrs. Fiona Bull - Global Alliance on Physical Activity (GAPA), Ms. Gígja Gunnarsdóttir, Public Health Institute of Iceland, Ms. Flora Jackson – NHS Health Scotland, United Kingdom, Mr. Jyrki Komulainen, Fit for Life programme, Finland, Ms Rute Santos, Faculty of Sport, University of Porto Portugal, Mr. Oliver Studer – HEPA Switzerland/BASPO, Ms. Heidi Tomten – Directorate for Health and Social Affairs, Norway, Ms. Birgit Wallmann, Centre of Health, German Sports University Cologne, Ms. Jozica Maučec-Zakotnik and Ms. Janet Djomba, CINDI programme, Slovenia CINDI programme, Slovenia,
- b) Observers: Ms. Elena Subirats, Accion para el bienestar y la Salud, Mexico, Ms. Wendy Creelman, in motion, Canada)

Participants: WHO European Centre for Environment and Health, Rome office and Steering Committee

Possible partners

WHO/Europe Noncommunicable Disease and Environment Unit (Copenhagen office), WHO Headquarters Geneva, Department of Chronic Diseases and Health Promotion (NMH/CHP/PCD) (Mr. Tim Armstrong)

Work steps

	<b>By when</b>
Finalization of working definition of national approaches in Europe and definition of next steps: at workshop on national approaches, November 2008, Wageningen, the Netherlands	Autumn 2008

**5.2 Development of methods for quantification of health benefits from walking and cycling**Aim of the activity

This project aims at developing practical guidance and tools to support practitioners in the integration of health effects from cycling and walking into cost-benefits analyses of transport infrastructure.

In the first project phase, methodological guidance on the quantification of health benefits from cycling and walking as well as a health economic assessment tool (HEAT) for cycling and its user guide were developed<sup>33</sup>.

This project also supports the implementation of the UNECE / WHO Transport, Health, and Environment Pan-Europe Programme (THE PEP)<sup>34</sup> and specifically its activities on walking and cycling.

In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office;

Participants:

Project core group: Mr. Nick Cavill, Cavill Associates, United Kingdom, Mr. Hywell Dinsdale, South-East Public Health Observatory, United Kingdom; Mr. Richard Fordham, NHS Health Economics Support Programme (HESP); Mr. Charlie Foster, University of Oxford, United Kingdom; Mr. Pekka Oja, UKK Institute for Health Promotion Research, Finland; Mr. Harry Rutter, Obesity Observatory, United Kingdom

Members of the Steering Committee, THE PEP Task Force on Cycling and Walking, advisory group of international experts

Possible partners

Experts on economic valuations of the health-impact of transport in the Nordic as well as other countries, Centers for Disease Control and Prevention's Physical Activity and Health Branch

<sup>33</sup> [http://www.euro.who.int/eprise/main/WHO/Progs/TRT/policy/20070503\\_1](http://www.euro.who.int/eprise/main/WHO/Progs/TRT/policy/20070503_1)

<sup>34</sup> [www.thepep.org](http://www.thepep.org)



Work steps

	<b>By when</b>
Further dissemination of HEAT for cycling products	Continuously
Start development of HEAT for walking / 2 <sup>nd</sup> project phase: depending on final decision of funding consortium	Possibly spring 2009
Update review on existing approaches to the inclusion of health effects related to walking in cost-benefit and cost-effectiveness analyses; identify study to derive dose-response curve as basis for the HEAT for walking tool, develop draft methodology	Month 4 after start
International expert workshop	Month 7
Finalization of the HEAT for walking tool based on the feedback from the workshop, development of a user guide and updating of the guidance document	Month 11
Launch and dissemination	Month 11 to 14

### **5.3 Economic valuation of transport-related health effects: review of methods and development of practical approaches, with a special focus on children**

Aim of the activity

The project aims at the:

- development of a critical review of existing methodologies and on-going studies and initiatives to be taken into account when performing economic valuations of transport-related health effects in adults and children associated with air pollution, noise, road traffic crashes and lack of cycling and walking
- identification of relevant health end points to be included
- identification of the key criteria to be applied in making an economic valuation of these effects
- Development of practical approaches to economic valuation as guidance for practitioners

The activity follows up the results and conclusions of an earlier project on "Transport-related health effects, with a particular focus on children" presented in 2004<sup>35</sup>. This project also supports the implementation of the UNECE / WHO Transport, Health, and Environment Pan-Europe Programme (THE PEP)<sup>36</sup> and specifically its activities on walking and cycling.

In charge / participants

In charge: Consultants (ecoplan, Switzerland and National Institute for Public Health and the Environment, RIVM) and WHO European Centre for Environment and Health, Rome office  
 Participants: Task Force on Cycling and Walking of THE PEP, Steering Committee and advisory group of 14 international experts

<sup>35</sup> [http://www.euro.who.int/transport/publications/20060112\\_1](http://www.euro.who.int/transport/publications/20060112_1)

<sup>36</sup> [www.thepep.org](http://www.thepep.org)

Possible partners

WHO/Europe Children's Health and Environment (CHE) programme; United States Environment Protection Agency (USEPA); PRONET<sup>37</sup> and INTARESE<sup>38</sup> project, Union International de Chemins de Fer (UIC), Organisation for Economic Co-operation and Development (OECD);

Work steps

	<b>By when</b>
Finalization of the report	Autumn 2008
Development of a summarizing brochure	Winter 2008
Launch at the Third High-level meeting on Transport, Environment and Health (22-23 January 2009, Amsterdam)	Winter 2008
Identify further opportunities for dissemination	Continuously

#### **5.4 Exchange of experiences in physical activity and sports promotion in children and adolescents**

Aim of the activity

Contributing to improving approaches in physical activity and sports promotion in children and adolescents in Europe by providing:

- an overview of existing activities, particularly national programmes and national networks; and
- analyses of selected approaches.

In charge / participants

In charge: Christoph Nützi, BASPO, Switzerland

Participants:

*1) Core group*

Mr. Winfried Banzer - University of Frankfurt, Germany; Ms. Marijke Chin A Paw – VU University Medical Center, the Netherlands; Ms. Nathalie Farpour-Lambert – Hôpitaux Universitaires de Genève, Switzerland; Mr. Narcis Gusi – University of Extremadura, Spain; Mr. Urs Mäder – BASPO, Switzerland; Ms. Irina Kovacheva, Ministry of Health, Bulgaria; Mr. Johan Tranquist – National Center for Child Health Promotion (NCFF), Sweden; Mr. Martin Schönwand - German Sports Youth (to be nominated); Mr. Lars Bo Anderson - University of Southern Denmark, Denmark; Mr. Tommi Vasankari - UKK Institute, Finland; Mr. Jukka Karvinen - Nuori Suomi, Finland; Ms. Marian deHaar - NISB, the Netherlands.

WHO European Centre for Environment and Health, Rome office (Children's Health and Environment (CHE) programme)

*2) Working group*

Participants of the meeting in Magglingen, Switzerland<sup>39</sup> (November 2006), other interested parties

<sup>37</sup> <http://www.proneteurope.eu/>

<sup>38</sup> <http://www.intarese.org/>

<sup>39</sup> [http://www.euro.who.int/hepa/projects/20060918\\_1](http://www.euro.who.int/hepa/projects/20060918_1)

Possible partners

British Heart Foundation Health Promotion Research Group

Work steps

	<b>By when</b>
In depth analysis of 6-12 national programmes and approaches	Spring 2009
Follow-up meeting of the working group in Örebro, Sweden	Spring 2009
Exploration of possibilities for a cross-country study on knowledge and attitudes of decision makers and stakeholders towards physical activity and sports promotion in European countries	Autumn 2009
Exploration of needs and possibilities for a European exchange platform	Autumn 2009

**5.5 HEPA promotion through primary care practice**Aim of the activity

Promote information sharing and the coordination across the Region of research and developmental activities aimed at the promotion of HEPA through primary care practices.

In charge / participants

In charge: Raphaël Bize, Department of Community Medicine and Public Health, University Outpatient Clinic, Lausanne, Switzerland

Participants: Mr. Stjepan Heimer, University of Zagreb, Croatia; Ms. Mina Aittasalo – UKK Institute for Health Promotion Research, Tampere, Finland; Mr. Jean-Michel Oppert – University Pierre et Marie Curie, Paris6, France; Paolo Emilio Adami. SIAF-FiAF, Italy; Mr. Narcis Gusi, University of Extremadura, Spain; Mr Matti Leijon, Linköping University, Sweden; Ms. Rebekka Surbeck – BASPO, Switzerland

Possible partners

Members of the advisory group, other partners to be defined by the working group

Work steps

	<b>By when</b>
Synthesis of parallel workshop at the 4 <sup>th</sup> annual meeting and feedback of the participants	End of 2008
Proposal for the content of a report (finalize concept, scope and purpose and approach, based on conclusions of the workshop)	Spring 2009
Identify working group members contributing sections to the report	Spring 2009
Writing of the sections	Autumn 2009
Presentation of the work	5 <sup>th</sup> annual meeting 2009

## 5.6 Sport clubs for health

### Aim of the activity

The project aims at the establishment of a dedicated working group, to continue the development of the Sports Club for Health programme of European Sport for All Network (ESFAN)/Trim and Fitness International Sport for All Association (TAFISA).

### In charge / participants

In charge: Mr. Jorma Savola - Finnish Sport For All Association

Participants: Pekka Oja, former HEPA Europe network; WHO European Centre for Environment and Health, Rome office; HEPA Europe Steering Committee

### Possible partners

European Sport for All Network (ESFAN), International Sport and Culture Association (ISCA), European Nongovernmental Sport Organizations (ENGSO), European Confederation Sport and Health (CESS), DG Education and culture EAC - Sport unit, interested members of HEPA Europe

### Work steps

	<b>By when</b>
Invitation to interested parties to join the working group	Early 2009
Decision about necessity to create a core group, if confirmed creation of core group	Early 2009
Telephone conference of core group or entire working group: definition of next steps, decision about possible meeting of the working group	Spring 2009
Implementation of first work steps	Summer 2009
Presentation of state of work	5 <sup>th</sup> annual meeting 2009

## 5.7 Framework for physical activity promotion policy

### Aim of the activity

To develop an overall framework for physical activity promotion which is currently missing. This structure will also support defining the role of HEPA Europe within such a broader framework and it will thereby guide the future work (see also chapter 0).

### In charge / participants

In charge: Ms. Eva Martin-Diener and Mr. Urs Mäder, Swiss Federal Institute of Sports, BASPO, Switzerland

Participants: Steering Committee, WHO European Centre for Environment and Health, Rome office

Possible partners

Experts who can provide examples of existing models and similar input (e.g. Mr. Tom Schmid from the Centers for Disease Control and Prevention's Physical Activity and Health Branch, Mr. Adrian Baumann, University of Sydney).

Work steps

	<b>By when</b>
Submit amended version based on reviewers' comments	End of 2008
Finalize publication process	Summer 2009

### **5.8 Publication on currently used recommendations for health-enhancing physical activity**

Aim of the activity

The aim is to publish a short expert opinion paper which includes an overview of the recently proposed recommendations for health-enhancing physical activity and a discussion of the consequences to and possible action by the European HEPA community. The paper shall serve as a basis to assess the desirability and scope of establishing common European recommendations. The annual meetings of HEPA Europe will serve to explore the need and possibilities to reach a consensus on European level.

In charge / participants

In charge: Pekka Oja, Finland

Participants: Mrs. Fiona Bull – GAPPA; Mr. Mikael Fogelholm - Academy of Finland; Mr. Brian Martin – BASPO, Switzerland; participants at the annual meetings of the HEPA Europe

Possible partners

WHO European Centre for Environment and Health, Rome office and Steering Committee,

Work steps

	<b>By when</b>
Development of an amended draft manuscript of paper, reviewing the recommendations and guidelines by WHO, EC and the United States Department of Health. The paper will possibly also discuss the specific role of HEPA Europe.	Autumn 2008
Submission	Winter 2008/2009

## 10 Teaching and education

### 10.1 HEPA Europe exchange programme

#### Aim of the activity

Increasing collaboration as well as exchange of methods and experiences through an exchange of students and collaborators between selected centers working on physical activity and health.

#### In charge / participants

In charge: Mr. Winfried Banzer and Mr. Christian Thiel – University of Frankfurt, Germany  
 Participants: Ms. Janet Djomba, CINDI Slovenia; Mr. Urs Mäder – BASPO, Switzerland; Mr. Jean-Michel Oppert - University Pierre et Marie Curie-Paris 6, France; Mr. Michael Sjöström, Karolinska Institute, Sweden; representative of VU Medical Centre, the Netherlands

#### Possible partners

To be defined by the work group

#### Work steps

	By when
Define next steps	Spring 2009
Define selection process for applicants and host institutions	
Identify suitable funding source and apply for funding	
Launch exchange programme	
Evaluate exchange programme after 1 <sup>st</sup> year of implementation	

## 11 Activities to optimize the Network

### 11.1 Finalization of the impact model for HEPA Europe

#### Aim of the activity

To develop a model of how the stated aims of HEPA Europe shall be achieved (impact model). This includes an assessment of the most effective way to reach the formulated aims of the network and of its activities with regard to their contribution to these aims.

The impact model serves as basis to review current activities, to identify future main fields of activity and key partners as well as areas for further development and thus, the development of the future work programmes. The proposed framework for physical activity promotion policy (see chapter 0) will also be taken into account as a basis for the discussion.

The impact model has been developed in a series of guided brain storming sessions with the Steering Committee.

#### In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office, Steering Committee

Participants: -

#### Work steps

	<b>By when</b>
Dissemination of the final version (e.g. web site, brochure, visualization, possibly scientific publication)	Spring 2008
Integration of the conclusions based on the impact model in the next work programmes, and partner and members management	Continuously

## **11.2 Management and interaction with members and partners**

### Aim of the activity

To develop and implement a concept for coherent, effective and efficient management and interaction with members of the network as well as key partner institutions and organizations.

The impact model (chapter 0) will contribute to the development of the concept. This activity will also involve the development of a communication strategy as well as funding-related decisions and activities.

### In charge / participants

In charge: WHO European Centre for Environment and Health, Rome office and Steering Committee

Participants: Steering Committee, Information Outreach Department, WHO/Europe; communications departments/experts from other members of the Steering Committee

### Possible partners

Representatives of key partner institutions and organizations

Work steps

	<b>By when</b>
Development of a member and partner management strategy, definition of next steps	Spring 2009
Decision about update of the current version of the financing concept <sup>40</sup>	To be defined
Development of a communication strategy	To be defined
Development of a recruitment strategy: identification of the target audience(s) for recruitment; specification the activities to be carried out	To be defined
Presentation and discussion of the strategies	At the 5 <sup>th</sup> annual meeting

**12 Possible future activities****12.1 Development of a teaching course on physical activity and public health**Aim of the activity

Develop and conduct a European Region course on physical activity and public health, based on the experience from the course developed by the Centers for Disease Control and Prevention and the International Union for Health Promotion and Education (IUHPE).

In charge / participants

In charge: to be decided

Participants: Mr. Winfried Banzer, University of Frankfurt, Germany; Mrs. Fiona Bull, Loughborough University, United Kingdom / GAPA; Mr. Raphaël Bize, University Outpatient Clinic, Lausanne, Switzerland; Charlie Foster, University of Oxford, United Kingdom; Mr. Narcis Gusi, University of Extremadura, Spain; Ms. Flora Jackson – NHS Health Scotland, United Kingdom; Ms. Gerda Jimmy and Mr. Brian Martin, BASPO, Switzerland; Mr. Michael Sjöström, Karolinska Institute, Sweden; Mr. Manos Stamatakis, University College London, United Kingdom; Ms. Mimi Rodriguez – Federazione Italiana Aerobica e Fitnes, Italy; Mr. Harry Rutter - Obesity Observatory, United Kingdom; Mr. Malcom Ward, NHS Wales, United Kingdom; Sports Institute of Portugal (representative to nominated); WHO European Centre for Environment and Health, Rome office

Possible partners

European Master's Programme in Public Health Nutrition; Lifelong Learning Programme, European Commission/DG Education and Culture, WHO/Europe Noncommunicable Disease and Environment Unit (Copenhagen office); Centers for Disease Control and Prevention, USA; International Union for Health Promotion and Education (IUHPE)

<sup>40</sup> HEPA Europe – the European network for the promotion of health-enhancing physical activity: Financing concept for the period June 2005-March 2007. March 2006.



Work steps

	<b>By when</b>
Decision on definition of roles and time table	When chair nominated
Development and discussion of concept in working group	
Contact potential partners	
Decision about location and time for first course	
Clarify organizational details (e.g. venue and facilities, potential delegates and participants, funding and teaching staff)	
Advertise and promote course	
Running of the course	

**12.2 Information material for migrant populations**Aim of the activity

To develop information material targeted at migrant populations who are often most in need of tailored information products

In charge / participants

In charge: to be defined

Participants: Mr. Narcis Gusi – University of Extremadura, Spain; Mr. Brian Martin, BASPO; Ms. Mireille van Poppel, Free University Medical Center, the Netherlands

Possible partners

Turkish Ministry of Health, others to be defined

Work steps

	<b>By when</b>
Will be defined by participants if project is implemented	

**12.3 Occupational physical activity promotion**Aim of the activity

To promote physical activity in the workplace setting, including active commuting.

In charge / participants

In charge: to be defined

Participants: Ms Ingrid Henriksen, Netherlands Organisation for Applied Scientific Research TNO, the Netherlands

Possible partners

To be defined

Work steps

	<b>By when</b>
Will be defined by participants if project is implemented	

## ANNEX 7: LIST OF PARTICIPANTS

### **Austria**

Ms Sylvia Titze  
Associate professor, Institute of Sport Science

### **Czech Republic**

Dr Radim Slachta  
Vice dean, Faculty of Physical Culture, Department of Recreology, Palacky University Olomouc

### **Denmark**

Mr Peter Aagaard  
Head of Section, The National Centre for Health Promotion and Disease Prevention, National Board of Health

Professor Lars Bo Andersen  
Institute of Sport Science and Clinical Biomechanics, University of Southern Denmark

Mr Finn Berggren  
President, Gerlev P.E. & Sports Academy

### **Finland**

Dr Riitta Asanti  
Executive Director, Baltic Region Healthy Cities Association

Mrs Elina Karvinen  
Sector Manager, Health, Physical Activity and Functional Capacity of Older Adults, Age Institute

Mr Jukka Karvinen  
Development Manager, School Department, Nuori Suomi - Young Finland

Ms Liisamaria Kinnunen  
Development Manager, Fit for Life Program/KKI, LIKES Research Center for Sports and Health Sciences

Dr Jyrki Komulainen  
Program Director, Fit for Life Program, LIKES Research Center for Sport and Health Sciences

Dr Pekka Oja  
Speaker

Mrs Minna Säpyskä-Nordberg  
Programme Planner, Health Exercise Programme for Older Adults, Age Institute

Mr Jorma Savola  
Secretary General, Finnish Sport for All Association

Dr Tommi Vasankari  
Director, UKK Institute for Health Promotion Research

Mrs Elina Vuorjoki-Andersson  
Project planner, Health, Physical activity, Functional capacity, Age Institute

## **France**

Mrs Régine Devos  
Manager, Public Relations, FFEPGV

Dr Benjamin Comlavi Guinhouya  
Research Associate, Institute of Engineering in Health of Lille EA 2694: Public Health, University of Lille 2

## **Georgia**

Dr Levan Baramidze  
Deputy Director General, National Center for Disease Control and Public Health

## **Germany**

Dr Lutz Vogt  
Goethe-University Frankfurt, Dept. Sports Medicine

Ms Birgit Wallmann  
Sports Scientist, Centre of Health, German Sports University Cologne

## **Iceland**

Ms Gígja Gunnarsdóttir  
Project manager, Physical activity, Public Health Institute of Iceland

Ms Svandís Sigurdardóttir  
Assistant professor, Department of Physiotherapy, University of Iceland

## **Ireland**

Mr Peter Smyth  
Research Manager, Irish Sports Council

## **Italy**

Dr Alberto Arlotti  
Project Manager, Public Health, Emilia-Romagna Region

Dr Andrea Macaluso  
Associate Professor in Human Physiology, Department of Human Movement and Sport Sciences, University of Rome Foro Italico

Mr Paolo Emilio Adami  
FIAF-SIAF

Ms Mimi Rodriguez Adami  
FIAF-SIAF

## **Netherlands**

Mr Eddy L. Engelsman  
Ambassador Diet, Physical Activity and Health, Ministry of Health, Welfare and Sport

Dr Ingrid Hendriksen  
Researcher/consultant, Physical Activity & Health, Prevention and Health, TNO Quality of Life

Mr Hans Nijland  
Researcher , Ministry of Environment, Environmental Assessment Agency

Mrs Marian Ter Haar  
NISB

Mrs Anita Vlasveld  
Consultant, Physical Activity Promotion, Health and Active Lifestyle, NISB

## **Norway**

Mrs Heidi Tomten  
Senior Adviser, Departement of Physical Activity Promotion, Norwegian Directorate of Health

## **Portugal**

Ms Margarida Pereira  
MS Student, Research Centre of Physical Activity, Health and Leisure, Faculty of Sports, University of Oporto

Mrs Rute Santos  
PHD Student, Research Centre in Physical Activity, Health and Leisure, Faculty of Sports - University of Porto

## **Romania**

Mrs Flavia Rusu  
Assistant professor, Faculty of Physical Education and Sport, Babes-Bolyai University

## **Slovenia**

Mrs Janet Klara Djomba  
Health Education Organiser, Prevention Unit CINDI Slovenia

## **Spain**

Dr Pere A Borrás  
Professor, Physical education and sports, University of the Balearic Islands

Dr Narcis Gusi  
Professor, University of Extremadura, Faculty of Sports Sciences

Dr Montserrat Tobella Canals  
HETP Council

Dr Xavier Padilla

Dr Pere Palou-Sampol  
Balearic Islands University

Dr Eulàlia Roure  
Responsible for Primary Prevention of Health

Mr Josep Vidal-Conti  
Teacher, Physical Education, Balearic Islands University

## **Sweden**

Ms Camilla Bergholm  
Communications officer, The Swedish National Centre for Child Health Promotion, Örebro University

Mr Henrik Beyer  
Public Health Planning Officer, Unit for Health Behaviours, Swedish National Institute of Public Health

Dr Peter Schantz  
Associate Professor, Research Unit for Movement, Health and Environment, Astrand Laboratory, GIH

Mr Erik Stigell  
Doctoral Student, GIH, The Swedish School of Sport and Health Sciences

Johan Tranquist  
Administrativ Director, Swedish National Centre for Child Health Promotion, Örebro University

Ms Camilla Ulvmyr  
Project assistant, NCFE, Örebro Universitet

Ms Lina Wahlgren  
PH.D. Student, GIH, The Swedish School of Sport and Health Sciences

## **Switzerland**

Dr Raphaël Bize  
Department of Ambulatory Care and Community Medicine, University of Lausanne, Switzerland

Ms Gerda Jimmy  
Researcher, Federal Institute of Sport, Federal Office of Sport

Dr Brian Martin  
Professor, Physical Activity and Health Branch, Federal Institute of Sport Magglingen FISIM

Mrs Eva Martin-Diener  
Federal Institute of Sport, Federal Office of Sport

Mr Christoph Nützi  
Youth + Sports, Federal Office of Sport, Federal Institute of Sport Magglingen

Ms Miriam Wanner  
PhD student, research assistant, Federal Office of Sport, Federal Institute of Sport

Mrs Dorith Zimmermann  
Epidemiology-Bio-Statistician, Physical Activity and Health Branch, Federal Institute of Sport

## **United Kingdom**

Mr Andy Atkin  
PhD Student, School of Sport and Exercise Sciences, Loughborough University

Professor Fiona Bull  
Director BHF National Centre for Physical Activity and Health, School of Sport and Exercise Science, Loughborough University

Mr Nick Cavill  
Research Associate, Public Health, University of Oxford

Dr Andy Cope  
Director, Research and Monitoring Unit, Sustrans

Dr Frank Eves  
Sport and Exercise Sciences, University of Birmingham

Dr Samantha Fawkner  
Lecturer, Sport and Exercise Science, Heriot-Watt University

Dr Claire Fitzsimons  
SPARColl Project Coordinator, Scottish Physical Activity Research Collaboration (SPARColl), University of Strathclyde

Dr Charlie Foster  
Senior Researcher, Department of Public Health, University of Oxford

Mr Luke Garnham  
Project Assistant, Research & Monitoring Unit, Sustrans

Dr Christopher Gidlow  
Senior Research Officer, Centre for Sport & Exercise Research, Staffordshire University

Ms Denise Goodwin  
LAC Researcher & PhD Student, Sport and Exercise Sciences, Liverpool John Moores University

Ms Margaret Grant  
Head of Division of Physiotherapy, School of Health and Social Care, Glasgow Caledonian University

Ms Dan Jenkins  
Health Promotion Specialist - Healthy Weight, Public Health, NHS Highlands

Mr Chris Kelly  
Health Improvement (Acute Planning), NHS Greater Glasgow & Cycle

Mr Paul Kelly  
DPHPC, University of Oxford

Mrs Amanda Lewis  
PhD Research Student, Sport and Exercise Health Sciences, The University of Birmingham

Professor Ronan Lyons  
Professor of Public Health, School of Medicine, Swansea University

Professor Roger Mackett  
Professor of Transport Studies, Centre for Transport Studies, University College London

Dr Lisa Muller  
Senior Project Officer, Research and Monitoring Unit, Sustrans

Dr Norah Nelson  
Lecturer in Physical Activity for Health, Sport, Culture & the Arts, University of Strathclyde

Dr Ailsa Niven  
Lecturer, School of Life Sciences, Heriot Watt University

Ms Ellinor Olander  
Research Student, School of Sport and Exercise Sciences, University of Birmingham

Mr James Parkin  
Health & Recreation Policy Officer, Access, Recreation and Communications, Countryside Council for Wales

Ms Roz Pollock  
MSc student, Public Health, Edinburgh University

Dr Sarah Rodgers  
Lecturer in Spatial Epidemiology, School of Medicine, Swansea University

Ms María Romeo Velilla  
Department of Tourism and Leisure Management, University of Central Lancashire

Dr Harry Rutter  
Director, National Obesity Observatory, Supporting Public Health

Dr Emmanuel Stamatakis  
NIHR Fellow, Epidemiology and Public Health, University College London

Mr Malcolm Ward  
Principal Health Promotion Specialist, Public Health, National Public Health Service, Wales Centre for Health

Ms Jen White  
West Lothian on the Move Co-ordinator, Social Policy, West Lothian Council

## **REPRESENTATIVE OF OTHER ORGANIZATIONS**

### **European Commission**

Mr Michal Krejza  
Head of Unit, Sport Unit, European Commission

## **WORLD HEALTH ORGANIZATION**

### **Regional Office for Europe**

Dr Sonja Kahlmeier  
Acting Programme Manager, Transport and Health, European Centre for Environment and Health

Ms Lideke Middelbeek  
Technical Officer, diet and physical activity, Non-communicable Diseases and Environment

Ms Francesca Racioppi  
Acting Head of Office, European Centre for Environment and Health



**The WHO Regional Office for Europe**

The World Health Organization (WHO) is a specialized agency of the United Nations created in 1948 with the primary responsibility for international health matters and public health. The WHO Regional Office for Europe is one of six regional offices throughout the world, each with its own programme geared to the particular health conditions of the countries it serves.

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The 4th annual meeting of HEPA Europe, the European network for the promotion of Health-Enhancing Physical Activity (HEPA) was kindly hosted by the Scottish Physical Activity Research Collaboration (SPARColl) with the Strathclyde University in Glasgow, United Kingdom, and supported by the Scottish Government. The meeting took place on 10 September 2008 and was attended by 89 participants from 19 countries and a representative of the European Commission. It was convened to review and discuss recent, relevant international developments and experiences. Progress made in HEPA Europe's third year of existence was discussed, in particular in implementing the work programme. Participants discussed and adopted the activity report 2007 / 2008, the work programme 2008/ 2009 and amended objectives for HEPA Europe.

In addition, 33 new membership applications were confirmed and the Steering Committee was elected. Finally, activities to be continued and future projects to be undertaken by HEPA Europe were discussed including the establishment of a new working group on Sport Clubs for Health.

Back-to-back with the 4th annual meeting, the 1st HEPA Europe conference took place. It was attended by 222 participants from 22 European countries as well as from the United States of America and Australia.

## World Health Organization Regional Office for Europe

Scherfigsvej 8, DK-2100 Copenhagen Ø, Denmark

Tel.: +45 39 17 17 17. Fax: +45 39 17 18 18. E-mail: [postmaster@euro.who.int](mailto:postmaster@euro.who.int)

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