



**HEPA Europe
The European Network for the
Promotion of Health-Enhancing
Physical Activity**

1st meeting of the Network

**Gerlev, Denmark
26 - 27 May 2005**

Meeting Report

**Organized by the Gerlev Sports Academy,
Idrætshøjskole,
Denmark**

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1 Executive summary of the meeting

1.1 Introduction

The 1st Meeting of the HEPA Europe was convened to:

1. review and discuss recent, relevant international developments as well as national approaches with regard to physical activity (PA) promotion;
2. take the necessary steps and decisions for the formal establishment of the Network;
3. discuss possible mechanisms of contribution and funding; and
4. decide on future projects and activities of the Network.

The meeting was hosted by the Gerlev Sports Academy in Gerlev Idraetshojkskole, Denmark. It was attended by 26 participants from European organizations and institutions from Austria, Bulgaria, the Czech Republic, Denmark, Finland, France, Germany, Iceland, the Netherlands, Norway, Portugal, Sweden, Switzerland, and the United Kingdom. The meeting was chaired by Brian Martin from the Swiss Federal Office of Sports and assisted by the WHO European Centre for Environment and Health, Rome Office.

1.2 Presentation of international developments and experiences

The following international developments and activities were presented and discussed:

- WHO Global Strategy on Diet, Physical Activity and Health
- Pan-European Programme on Transport, Environment and Health (THE PEP)
- Children's Environment and Health Action Plan for Europe (CEHAPE)
- European Platform on Diet, Physical Activity and Health
- European Network for Public Health Nutrition; Networking, Monitoring, Intervention and Training (EUNUTNET) and the Physical Activity Task Force (PATF)
- Nutrition and Physical Activity (NPA) Network of DG Sanco
- International Union for Health Promotion and Education (IUHPE)
- International Institute for Health Promotion (IIHP)
- International Physical Activity and the Environment Network (IPEN)
- International Obesity Task Force (IOTF)

In addition, a number of national experiences and approaches were presented, and the ongoing Network-project on European examples of collaboration between physical activity promotion and the transport sector was introduced.

1.3 Setting up the Network

The participants:

- welcomed the draft Terms of References prepared by the Intermediate Steering Group and the Secretariat;
- adopted the following name for the Network: HEPA Europe - European Network for the Promotion of Health-Enhancing Physical Activity;
- discussed, amended and adopted the vision, goal, objectives and guiding principles of the Network;
- discussed, amended and adopted the proposed draft terms of references for the Network, the Steering Committee and the Secretariat;
- approved the transformation of the Intermediate Steering Group into the Steering Committee and agreed that formal elections shall take place at next year's meeting;

- agreed with the current composition of the Steering Committee, accepted an additional member and invited another one; and
- confirmed the invitation to the WHO European Centre for Environment and Health in Rome to host the Secretariat of the Network.

1.4 Contribution to the Network

The participants:

- took note of an initial cost estimate for the functioning of the network;
- agreed with the proposed types of membership and the related possibilities for contribution;
- invited the Steering Committee to develop an additional scheme with recommended voluntary membership fees of varying size; and
- accepted the proposal of the Intermediate Steering Group to become a member of Agita Mundo and to explore possibilities for closer cooperation with the Healthy Cities network.

1.5 Future projects and activities

The following future activities were identified:

a) for the Steering Committee and the Secretariat:

- Development of a leaflet and a standard letter to facilitate dissemination of information about the establishment of the network and invite applications and contributions to its activities
- Development of an advocacy booklet for policy makers
- Development of an inventory of existing approaches, policy documents, and targets related to physical activity promotion in different countries
- Development of a communication strategy and a recruitment strategy for Ministries of Health and other target organizations
- Development of ideas for and organization of a Network Conference (ideally in 2007), taking stock of the experiences of the former European HEPA network
- Development of a logo for HEPA Europe
- Development of a detailed financing concept

b) for working groups or as special projects:

- Ongoing project on "Collaboration between Physical Activity Promotion and the Transport Sector";
- Overview of ongoing international and European activities and networks relevant to HEPA Europe. This overview would provide the background for the identification and development of:
 - specific outcomes and deliverables for HEPA Europe
 - an overview of relevant policy statements; and
- Review of examples of national PA networks, if possible including inter-ministerial and -sectoral approaches and exploring the possibility and necessity to create a "network of national networks".

2 List of Participants

Name	Institution	Country
ROHRER, Eva	Austrian Health Promotion Foundation, Vienna	Austria
KOVACHEVA, Irina	Ministry of Health, Sofia	Bulgaria
KALMAN, Michal	Palacky University, Olomouc	Czech Republic
ŠLACHTA, Radim	Palacky University, Olomouc	Czech Republic
OSVALDOVÁ, Mariana	Palacky University, Olomouc	Czech Republic
BERGGREN, Finn	Gerlev Sports Academy, Slagelse	Denmark
OJA, Pekka	Retired - UKK Institute for Health Promotion, Tampere	Finland
VUORI, Ilkka	Retired - UKK Institute for Health Promotion, Tampere	Finland
OPPERT, Jean-Michel	Paris VII University/Department of Health, Paris	France
ABU-OMAR, Karim	Institute for Sport Science, Erlangen	Germany
ROEGER, Ulrike	Institute for Sport Science, Erlangen	Germany
RUETTEN, Alfred	Institute for Sport Science, Erlangen	Germany
KIRSTEN, Wolf	International Union for Health Promotion and Education, Berlin	Germany
SIGURDARDOTTIR, Svandis	University of Iceland, Reykjavik	Iceland
SVEINSSON, Torarinn	University of Iceland, Reykjavik	Iceland
KAHLMEIER, Sonja	WHO European Centre for Environment and Health, Rome	Italy
RACIOPPI, Francesca	WHO European Centre for Environment and Health, Rome	Italy
ANDERSEN, Lars Bo	Norwegian School of Sport Sciences, Oslo	Norway
TOMTEN, Heidi	Directorate for Health and Social Affairs, Oslo	Norway
RIBEIRO, Carla Gil	Sports Institute of Portugal, Lisbon	Portugal
DE KEYZER, Kees C	Network HEPA Switzerland, Magglingen	Switzerland
MARTIN, Brian	Swiss Federal Office of Sports, Magglingen	Switzerland
THOMMEN, Oliver	Institute of Social and Preventive Medicine, Basel	Switzerland
VAN POPPEL, Mireille	VU University Medical Center, Amsterdam	Netherlands
YEUNG, Belinda	Ministry of Health, Welfare and Sport, The Hague	Netherlands
RUTTER, Harry	Department of Health, South East Public Health Group, Guildford	United Kingdom

3 Draft minutes of the meeting

3.1 Introduction

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3.2 Welcoming of participants

The host of the meeting, Finn Berggren, welcomed the participants to the Gerlev Sports Academy. Brian Martin thanked the host for the organization of the meeting and the beautiful setting. All participants briefly introduced themselves.

3.3 Presentation of international developments and experiences

The following international activities were presented and discussed:

a) WHO Global Strategy on Diet, Physical Activity and Health

- International Union for Health Promotion and Education (IUHPE)

Wolf Kirsten presented the activities of the IUHPE in relation to the Global WHO strategy (see abstract in chapter 5.1) and the role of NGOs in promoting PA globally. The IUHPE has been existing for about 60 years and has around 2000 members worldwide (national organizations and universities as well as individuals)¹. Their headquarters are in Paris and they also have regional offices. In 2002, a cooperative agreement with the US Centers for Disease Control and Prevention (CDC) on health promotion was signed which includes the topic of PA in one module. Under this new agreement, an international meeting with around 25 participants from key organizations took place in Lisbon / Cascais, Portugal, on the role of NGOs in PA promotion globally. Strengths and weaknesses of NGOs were identified. An important lesson for HEPA Europe is to include relevant NGOs into the process, e.g. the World Heart Federation or consumer NGOs. Another main goal of the meeting was to develop strategies on how to implement PA in developing countries. As one of the main outcomes, the Global Alliance for Physical Activity was established for advancing PA globally² and to support WHO in the implementation of the PA aspects of the Global Strategy. Wolf Kirsten is coordinating this project for the IUHPE.

¹ <http://www.iuhpe.org/>

² http://www.iuhpe.org/English/projects_project3

IUHPE also publishes the quarterly Journal "Promotion & Education". A special issue on PA is in the pipeline.

- Meeting on the WHO Global Strategy on 23 March 2005 in Geneva

Brian Martin presented the main outcomes of this meeting, which agreed to develop a multi-stakeholder platform for collaboration in implementing the Global Strategy (including FIFA, IUHPE, World Heart Federation, consumer groups, industry, national experts and others). WHO is now in the process of setting up this platform, which explicitly addresses PA and nutrition on the global level. The report of the meeting will be made available on the HEPA website.

- European Union (EU) Platform on Diet, Physical Activity and Health

Jean-Michel Oppert presented this initiative of DG Sanco, which was formally launched on 15 March 2005. The main objective is to implement the Global Strategy at the European level³. The platform involves stakeholders from science, public health, NGOs, industry, business etc. Main topic so far has been obesity. The focus of present membership (mainly industry) seems to be more on nutrition as opposed to PA, which might, however, be included later through the obesity topic. This activity is meant to stimulate voluntary action of major stakeholders, by encouraging the definition of goals and objectives to which participants have to commit to. An evaluation of achievements will take place in a few years.

- Update on WHO activities

Francesca Racioppi presented an overview of the current relevant activities which include the setting up of an internal Task Force to coordinate the different WHO activities relevant for the implementation Global Strategy.

She also informed about the intention of the WHO to organize 15-17 November 2006 a Ministerial event on counteracting obesity which would tackle both PA and nutritional aspects (responsible Haik Nikogosian). Expected outcomes are: raising awareness and commitment, promote intersectoral approaches, promoting evidence based policy, and collaboration between WHO, international partners, NGOs and other stakeholders. A technical consultation on physical activity, which is be part of the preparation process of this conference will take place on the 18 June 2005 in Amsterdam, back to back with the annual meeting of the International Society for Behavioural Nutrition and Physical Activity – ISBNPA (see below). Member states will be asked to appoint national representatives Opportunities for HEPA Europe to contribute to this preparatory process include the participation of the HEPA Europe Chair, Brian Martin, in a consultative process with experts in nutrition and physical activity as well as contacts of HEPA Europe members with the national contact points that will be appointed by member states to participate in the preparation of the conference.

b) Other developments on the WHO European Region level

- Pan-European Programme on Transport, Environment and Health (THE PEP)

As Francesca Racioppi explained, this programme is led by European ministries of transport, health and environment and is being implemented through a number of specific projects, among them one on "*Promotion of safe walking and cycling in urban areas*"⁴ (see abstract in chapter 5.1). As part of the implementation, a task force has been established. Since the assessment of health effects of cycling and walking is an important aspect in this project, there is a strong opportunity for synergy with HEPA Europe. The re-establishment of the Network has been communicated at the last THE PEP Steering Committee and to members of the task force, with views of engaging the HEPA Europe scientific support in the further development of this project. She also notified the participants that all information supporting the reaching of a consensus on

³ http://europa.eu.int/comm/health/ph_determinants/life_style/nutrition/platform/platform_en.htm

⁴ <http://www.thepep.org>

appropriate health endpoints to be studied in cost benefit analyses of cycling and walking is most welcome.

She also informed participants on a new OECD/ECMT report on "National policies to promote cycling"⁵ and other recent international developments.

- Children's Environment and Health Action Plan for Europe (CEHAPE)

Francesca Racioppi also presented this programme which was adopted at the Ministerial Conference on Environment and Health in Budapest in 2004⁶ (see abstract in chapter 5.1). The CEHAPE contains commitments to protect children's health in key priority areas, including the decrease in morbidity from lack of adequate physical activity. The action plan also offered the opportunity to develop related activities under THE PEP (see above) especially a project on "Transport-related Health Effects with a Particular Focus on Children"⁷.

c) Developments in the European Union

- Physical Activity Task Force (PATF) within the European Network for Public Health Nutrition; Networking, Monitoring, Intervention and Training (EUNUTNET)

Pekka Oja introduced this EU initiative which is a research activity within the EUNUTNET network supported by DG Sanco. This network implements its activities through task forces, including one on Physical Activity which is coordinated by Michael Sjöström at the Karolinska Institute⁸. It consists of a number of experts (among them also Harry Rutter, Brian Martin, Jean-Michel Oppert, Oja Pekka, and the Director of the UKK Institute for Health Promotion Research, Tampere). The final products of the network are to be delivered by October 2006. The network and the task force represent a good opportunity for the HEPA Network to link to the European Public Health Programme and to gain support, e.g. through the submission of project proposals.

- Nutrition and Physical Activity (NPA) Network of DG Sanco

Jean-Michel Oppert reported about this network which is composed of experts designated by EU member states. The NPA network is acting as a think-tank for the Commission, advising it on the development of technical programs, the annual work plan etc.⁹. It also advises the EU Platform on Diet, Physical Activity and Health mentioned above.

d) Other developments and activities

- International Institute for Health Promotion (IIHP)

As Wolf Kirsten explained, the IIHP has been existing since 1995 and its host organization is American University in Washington DC¹⁰. Members are about 200 organizations from some 60 different countries. Recently, a shift to put the activities on a more regional basis has started through the establishment of regional offices (e.g. the University of Heidelberg/Institute for Sports Science). Even though the IIHP does not specifically identify PA as a main activity, many members are institutions and individuals dedicated to PA and there might be a natural link to HEPA as regards contents.

- International Physical Activity and the Environment Network (IPEN)

Mireille van Poppel presented this network which took up its activities 2004 in Heidelberg¹¹. The network's administration is based in San Diego. It consists of about

⁵ <http://www.oecdbookshop.org/oecd/display.asp?lang=EN&sf1=identifiers&st1=752004101p1>

⁶ http://www.euro.who.int/childhealthenv/policy/20020724_2

⁷ <http://www.herry.at/the-pep/>

⁸ http://europa.eu.int/comm/health/ph_projects/2003/action3/action3_2003_20_en.htm

⁹ http://europa.eu.int/comm/health/ph_determinants/life_style/nutrition/documents/ev_20030630_rd02_en.pdf

¹⁰ <http://www.american.edu/academic.depts/cas/health/iihp/index.html>

¹¹ <http://www.ipenproject.org/>

100 individual members from 24 countries, most of them scientists. The goal of the network is to increase communication and collaboration between researchers investigating environmental correlates of physical activity and to give guidance for policy development by building an extensive base of information on the role of the environment as determinant for PA. One focus of the activities is on the transferability of findings of research carried out mainly in the United States and Australia to European settings.

- International obesity Task Force (IOTF)

Jean-Michel Oppert also briefly presented this Task Force which is part of the International Association for the Study of Obesity (IASO), an NGO that represents 43 National Obesity Associations across the globe. The mission of the association is “to improve global health by promoting the understanding of obesity and weight-related diseases through scientific research and dialogue, whilst encouraging the development of effective policies for their prevention and management”. The Task Force also includes a group on PA which is, however, not very active at the moment.

- International meeting on lifestyle campaigns

Belinda Yeung informed on a recent international meeting involving Scotland, Sweden, USA, Norway, and the Netherlands. Recommendations for PA promotion were developed. The report of the meeting will be made available on the HEPA website.

Closing remark concerning international developments and experiences

Brian Martin informed the participants that the Intermediate Steering Group proposes to establish a working group to develop an overview on all these ongoing activities (and also others which do not have PA as main field but for whom this is an important topic such as the Heart Foundation, the transport sector or the “Countrywide integrated non-communicable diseases intervention (CINDI) programme”¹²) to facilitate the understanding on ongoing activities and the identification of synergies (see also “Future projects and organisation of working groups“ below).

e) Upcoming conferences and meetings

Francesca Racioppi asked the participants of these upcoming meetings to report to the secretariat about the main outcomes, preferably through a short email, so that the information can be distributed among the members of the Network.

With regard to the special issue of the IUHPE journal (see above), Wolf Kirsten also asked the participants to inform him about all relevant events taking place towards the end of 2005 and in 2006 (wk@wolfkirsten.com).

¹² <http://www.euro.who.int/eprise/main/WHO/Progs/CINDI/Home>

Events	Participants/Rapporteurs
Velo-City 2005 – Dublin 30 May-3 June 2005 (www.velo-city2005.com):	Francesca Racioppi
European Conference of the International Union for Health Promotion and Education IUHPE, Stockholm, Sweden, 1-4 June 2005 (http://www.bestpractice2005.se)	Wolf Kirsten
European Congress on Obesity (Eco 2005), 1-4 June, Athens, Greece (http://www.eco2005.gr/) Including a satellite symposium on PA (http://www.eco2005.gr/istos.chtm?prnbr=11191&locale=en)	Jean-Michel Oppert
4 th Annual Meeting of the International Society of Behavioral Nutrition and Physical Activity Amsterdam, the Netherlands, 16 – 18 June, 2005 (www.isbnpa.org/meeting.cfm)	Pekka Oja, Michael Sjöström, Alfred Rütten, Mireille van Poppel
10th Annual Congress of the European College of Sport Science, Belgrade, S&M, 13 – 16 July 2005 (www.ecss2005.com)	Willem van Mechelen
Walk21 Satellite Symposium on transport-related physical activity and health, Magglingen, Switzerland 18-20 September, 2005 (www.walk21satellite.ch/satellite)	Brian Martin, Francesca Racioppi, Sonja Kahlmeier
Walk 21 Everyday walking culture Zurich - Switzerland 23-25 September (www.walk21.ch)	Eva Martin, ev. Brian Martin
Pediatric Work Physiology Meeting (PWP) / Children and Exercise XXIII, 22-26 September 2005, Thun, Switzerland (http://www.bbscongress.ch/Kongresse/2005/pwp05/PWP05%20Vorpro.pdf)	Lars Bo Andersen
Annual Conference of the European Public Health Association (EUPHA), 10-12 November 2005, Graz, Austria (http://www.eupha.org/html/menu3_2.html)	Francesca Racioppi, ev. Eva Martin and Sylvia Titze
Healthy Cities Network Meeting, 21-24 September 2005, Bursa, Turkey (http://www.healthycitiesbursa2005.com/): explore the possibility of a workshop on PA	
Conference on Non-communicable diseases, National Public health Institute, Finland, December 2005 (organized in collaboration with CINDI programme) (www.ktl.fi)	Jožica Zakotnik
11 th Annual Meeting of the European College of Sport Sciences (ECSS), July 2006, Lausanne, Switzerland (http://www.ecss.de/html/Congresses/11Lausanne.htm) (probably including a session on public health approaches to PA promotion)	Brian Martin
Annual Conference of the European Public Health Association (EUPHA), 16 - 18 November 2006, Montreux, Switzerland (http://www.eupha.org/html/menu3_3.html): There is the possibility of organizing a HEPA event, e.g. pre-conference meeting or satellite symposium	Francesca Racioppi, Brian Martin

3.4 Poster-session and presentations of national approaches and experiences

a) Presentations

The following 4 posters on national experiences were presented and discussed (see separate annex document):

- HEPA Network Switzerland (Kees de Keyzer)
- Activities of the VU University Medical Center, Amsterdam, The Netherlands (Mireille van Poppel, see also abstract in chapter 5.1)
- National PA activities in the Netherlands (Belinda Yeung)
- Activities of the Austrian Health Promotion Fund (Eva Rohrer, see also abstract in chapter 5.1)

The subsequent national experiences were also presented:

- German experiences and recent developments (Alfred Rütten, Karim Abu-Omar) (see abstract in chapter 5.1)

The German ministerial structure always requires intersectoral work with regards to PA promotion, hampering quick progress. Recent developments are: negotiations for a law on health prevention and a related campaign (kick-off 29 May) on PA by inner city walking: "3000 steps a day"¹³. Related to the EU Platform on Diet, Nutrition and Physical Activity, a national platform "Ernährung und Bewegung" (PEB) was developed. The food industry is very much involved in this platform and Alfred Rütten will inform the Secretariat on experiences made. The German HEPA was initiated after the Magglingen HEPA meeting in 2004, but so far only quite limited number of organisations are involved. The main current issues are:

- How much means are needed? Where to find the funds?
- Which organisations should be approached?
- How can they be convinced to join a national HEPA network?
- How much political support is needed?

It would be most helpful to have a "best practice" guide for the development of a national HEPA network.

- Finish experiences and recent developments

As Ilkka Vuori explained, the main strength of the Finnish system of PA promotion is its solid legal foundation (e.g. Sports Act, latest version from 2000) which makes it largely independent of political changes. HEPA promotion is understood as being a responsibility of the whole society (state, communities, municipalities etc.), thus it has a very strong basis. On the other hand, lottery money is available for PA promotion e.g. by the sports organisations. Finland has also lobbied in the EU to use such funds for e.g. PA promotion and other social issues. A paper on the Finish experience will be made available on the HEPA website.

Recent developments: the so-called "Government Resolution" was presented as the main basis for the planning of the PA activities in the future. Under this new resolution, all ministries have committed to promote PA and Sports within their activities. The implementation program includes about 25 items. After the first 3 years, the government will make the necessary changes and extend the implementation program. Another recent emphasis is on the development of sports facilities near people (e.g. program on school yards that promote PA). In addition, a special program for HEPA research was started which is funded by various ministries and social system funds. Under the auspices of the "Young Finland System" an ethical code for the right of

¹³ <http://www.die-praevention.de/aktionen/index.html>

children to engage in PA and playing was developed, as well as another ethical code which should be followed by all sports organisations (“Fair Play”). The Move for Health Day is also an important umbrella event for various activities.

- Norwegian Action Plan for Physical Activity 2005-2009

A presentation on the Norwegian activities was distributed. The Norwegian Action plan on physical activity might serve as a good example for inter-ministerial cooperation: 8 ministries were involved and over 100 measures were defined. Each ministry had to make specific commitments to reach the aims.

- Icelandic activities

Two abstract on Icelandic projects and experiences were distributed, detailing e.g. the “Iceland on the Move” or “Walk in Iceland” projects (see abstract in chapter 5.1).

b) Discussion based on the presented national approaches and experiences

Main outcomes of the discussion were:

- The international programmes and initiatives can be used on the national level to create pressure to support national activities (e.g. THE PEP, the WHO Global Strategy, the EU Public Health Programme etc.).
- Even though national HEPA activities can often be started without additional resources, it was underlined that at least dedicated “manpower” is needed. If a network is to be expanded and to be put on a professional basis, additional means are needed. It might also represent the next important barrier for HEPA promotion to make policy makers understand that investments are needed for effective and sustainable PA promotion.

These common issues were identified:

- Inter-ministerial approach: how is their cooperation, how can it be improved?
- Food industry involvement: what are pros and cons, opportunities and risks?
- Environmental interventions for PA promotion: how can we integrate the topic better? How can city planners, architects etc. be involved?

3.5 Project presentation: "Collaboration between Physical Activity Promotion and the Transport Sector - Examples from European Countries"

The starting point of the project, as was explained by Oliver Thommen, was an earlier report on the “Effectiveness of Transport Interventions to Promote Human Powered Mobility or Daily Physical Activity“ with Swiss examples¹⁴. A main conclusion was that effects on PA were not evaluated in any of the projects since transport projects usually do not evaluate health effects but focus on transport effects.

The goal of the current project is to develop an overview of European experiences on cooperation between PA promotion and the transport sector (also if there is no data on health effects available). For this purpose, an electronic questionnaire was developed. Participants are invited to contribute to the project and to distribute the invitation to participate to other institutions. A detailed invitation letter is found in the annex.

¹⁴ http://www.hepa.ch/gf/reports/0310_transport_interventions.pdf

3.6 Setting up the Network

a) Name of the Network

The following name was endorsed: **HEPA Europe**, subtitle: European network for the promotion of health-enhancing physical activity.

b) Vision, goal and objectives (cornerstones of the Network)

Following the advice of WHO's legal department, participants agreed that the HEPA Europe will initially exist as a collaborative project, without a registration as NGO. The text concerning the cornerstones (right-hand side of the leaflet) was discussed, amended and endorsed. The amended version is attached.

c) HEPA Terms of Reference / criteria for membership (point 6)

The proposition of the Intermediate Steering Group not to make a membership fee a requirement for membership as well as the other criteria was supported by the participants. It should be added that the Steering Committee is accountable to the Network.

d) Terms of Reference of the Steering Committee

The participants authorize the transformation of the current Intermediate Steering Group into a Steering Committee without formal election. The formal election of the Steering Committee will take place at next year's meeting.

- The current members are:
 - Brian Martin, Federal Office of Sports, Switzerland (Chair)
 - Finn Berggren, Gerlev Sports Academy, Denmark
 - Mari Miettinen, Ministry of Health, Finland
 - Jean-Michel Oppert, Paris VII University/Department of Health, France
 - Francesca Racioppi, WHO Europe
 - Harry Rutter, South East Public Health Group, United Kingdom
 - Radim Šlachta, Palacky University, Czech Republic
 - Mireille van Poppel, Vrije Universiteit (VU) Medical Center, The Netherlands
 - Belinda Yeung, Ministry of Health, The Netherlands
 - Jožica Zakotnik, CINDI Programme, Slovenia
 - Representative(s) of EC Task Forces
(currently Michael Sjöström, Karolinska Institute, Sweden, and Pekka Oja, UKK Institute for Health Promotion Research, Finland – retired)
- Radim Šlachta from the Faculty of the Physical Culture, Palacký University, Olomouc, Czech Republic, expressed his interest in becoming a member of the Steering Committee. His interest was supported and he will join the Steering Committee as of now.
- In addition, Alison Giles from the British National Heart Forum will be invited to join the Steering Committee.
- The EU Platform on Diet, Physical Activity and Health is invited to participate in the meetings of the Steering Committee. They can decide on their representative(s).

e) Terms of Reference of the Secretariat

The invitation to the WHO European Centre for Environment and Health in Rome was confirmed. The further technicalities will be worked out by the Steering Committee and Secretariat. Francesca Racioppi underlined that it has only been possible to provide support so far due to dedicated resources made available by Switzerland. She expressed her gratitude for this support and also for the trust that the Network puts on WHO through this invitation.

3.7 Contributing to the Network

a) Financing

Cost estimates which are based on experiences of WHO and in view of the necessary tasks result in running costs of around 225'000USD (\approx 185'000EUR) per year, tentatively allotted as follows:

- ca. 165'000USD for cost of personnel, administrative support, travel costs, and 13% overhead
- ca. 30'000USD for grants for members from economies in transition (can also be incl. e.g. in budget for hosting a meeting)
- ca. 20-30'000USD for publications, satellite events, conference facilities, communication, translations (e.g. into Russian) etc.

As a rule, participants contribute by investing their own time and by covering their own costs. The Network aims, however, at being able to support Members from economies in transition.

The main focus for covering the additional costs of the Network will, however be on voluntary contributions or sponsors (usually based on a signed donor agreement between the donor and WHO). Other forms of contribution could consist in expertise and manpower, hosting meetings, provision of other services (e.g. translation, publications through available media services), or direct support of other members (e.g. those from countries in transition) by providing travel funds. As soon as the programme of work is developed, it will also be possible to earmark contributions.

The Intermediate Steering Group suggests the following types of membership which are also related to financing:

- Funding Members (threshold of a single contribution of 30'000EUR, a number of institutions could also join forces to become one Funding Member, status for 3 years);
- Contributing Members (single in-kind or other contributions of less than 30'000EUR, status for 3 years)
- Members
- Individual members (upon invitation by the Steering Committee)
- Observers

Contributions made to the Network would not imply a commitment for further contributions by the donors.

The proposed types of membership are adopted. It was the aim of the Intermediate Steering Group to organize the funding in a way which is as far as possible independent from the number of members. On the other hand, organizations similar to HEPA Europe usually have a membership fee which in general facilitates the fundraising on the institutional level. Therefore, the Steering Committee was invited to propose an additional scheme with recommended voluntary membership fees of varying size (e.g. 500/1000/5000/10'000 EUR) as one form of becoming a Contributing Member. It would be most welcome that countries are at least Contributing Members, but it was agreed that this should not be a prerequisite. Likewise, no time limit has been adopted for members to make a contribution.

In the long term, when a number of attractive products from the Network and the necessary resources are available, the Network will also be able to benefit from additional fund raising opportunities e.g. by submitting projects in response to calls from the European Commission of other relevant bodies. In an initial phase, however, the task will be to build a basis for the Network and to develop such products, based on other sources of funding.

Thus, a fund raising strategy will be developed by the Steering Committee. Participants were invited to inform the secretariat about suitable funding sources and useful websites.

b) Collaboration

The participants support the Intermediate Steering Group's suggestion to join Agita Mundo¹⁵. HEPA Europe will also support the idea to give the WHO Director General an award for his important contribution to the promotion of health-enhancing PA, for example at the opportunity of CDC's 2006 conference. The Steering Committee and the Secretariat will also develop ideas for closer collaboration with the Healthy Cities network (e.g. through the organization of a workshop on PA promotion at the next Healthy Cities conference).

3.8 Future projects and organization of working groups

a) Activities launched at the meeting:

1) Steering Committee and the Secretariat

Activity
Development of a leaflet and a standard letter to facilitate dissemination of information about the establishment of the network and invite applications and contributions to its activities
Development of an advocacy booklet for policy makers (supported by Ilkka Vuori)
Development of an inventory of existing approaches, policy documents, and targets related to physical activity promotion in different countries
Development of a communication strategy and a recruitment strategy for Ministries of Health and other target organisations
Development of ideas for and organization of a Network Conference (ideally in 2007), taking stock of the experiences of the former European HEPA network
Development a logo for HEPA Europe
Development of a detailed financing concept

2) Working Groups and other projects

The Secretariat will provide coordination and guidance for the working groups. Products are expected to be available until not later than one year from now. Each working group will work out an individual work plan and time line, supported by the Secretariat. Each working group should also identify events at which the respective products can be launched. The Secretariat will develop ideas in relation to important WHO events (e.g. European Environmental Health Committee / CEHAPE in 2006: PA and Injuries).

Activity	Members of the working group / contributors
Ongoing project on "Collaboration between Physical Activity Promotion and the Transport Sector"	Oliver Thommen, examples provided by / via participants
Overview of ongoing international and European activities and networks relevant to HEPA Europe. This overview would provide the background for the identification and development of: - specific outcomes and deliverables for HEPA Europe - an overview of relevant policy statements	Finn Berggren, Wolf Kirsten, Brian Martin, representative of EU Task Force
Review of examples of national PA networks, if possible including inter-ministerial and -sectoral approaches and exploring the possibility and necessity to create a "network of national networks"	Kees de Keyzer, Alfred Rütten (or delegate), Radim Šlachta, Ilkka Vuori (or delegate), Heidi Thommen, representative from the Netherlands

¹⁵ <http://www.agitasp.com.br/english/mundo5.asp>

b) Possible activities to be launched later

Possible activity	First steps
Review of examples of collaboration and developments with the Food Industry (including nutritional issues at large, obesity etc.) and related chances and risks	Finn Berggren: translation of ideas from the Danish Food Industry project Secretariat: contact European Heart Network

3.9 Closure of the meeting

a) Next years meeting

Participants were informed that the UKK Institute for Health Promotion Research in Tampere, Finland, has offered to host the 2nd Meeting of HEPA Europe. The proposition was enthusiastically welcomed and accepted. The exact date in May or June 2006 will be defined through the secretariat.

b) Next steps

- Production and distribution of the minutes of this meetings
- Formalisation of the membership (application form, declaration of interests, questionnaire etc.)
- Organisation of the work of the working groups
- Development of a new leaflet to explain the HEPA idea and an official letter for Ministries of Health and others
- Development of a logo

Participants were asked to provide the Secretariat directly with their feedback on the format of this meeting (e.g. poster presentations etc.) and any things that might be improved at next year's meeting.

Brian Martin thanked all participants for the constructive discussions, important contributions and the major steps forward that have been taken at this meeting, and specifically Finn Berggren for the hosting of the meeting.

4 Attached documents to the minutes

4.1 Updated cornerstones of the Network

Vision

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

Goal

- The European Network for the promotion of health-enhancing physical activity (HEPA) aims to strengthen and support efforts and actions that increase participation in and improve the conditions favorable to a healthy lifestyle, in particular with respect to health-enhancing physical activity.

Objectives

- The Network contributes to the development and implementation of policies and strategies for HEPA in Europe.
- It develops, supports, and disseminates effective strategies, programs, approaches, and other examples of good practice to promote HEPA.
- It supports and facilitates the development of multi-sectoral approaches to the promotion of HEPA.

Guiding Principles

- All activities of the Network are based on relevant policy statements, such as the WHO Global Strategy for Diet, Physical Activity and Health and corresponding policy statements from the European Commission.
- The Network focuses on population-based approaches for the promotion of health-enhancing physical activity using the best available scientific evidence.
- The Network emphasizes the importance of monitoring and evaluation; it encourages the development of standardized measurement methods and systematic research.
- The Network encourages the ongoing exchange, dissemination and sharing of experience and knowledge.
- Membership is open to organizations and institutions of regional, national or international importance willing to contribute to the goals and objectives of the Network.
- Network activities support cooperation, partnerships and collaboration with other related sectors, networks, and approaches.

4.2 Invitation letter for project examples on the collaboration between physical activity promotion and the transport sector



WORLD HEALTH ORGANIZATION
ORGANISATION MONDIALE DE LA SANTE
WELTGESUNDHEITSORGANISATION
ВСЕМИРНАЯ ОРГАНИЗАЦИЯ ЗДРАВООХРАНЕНИЯ

date: 16 June 2005

REGIONAL OFFICE FOR EUROPE
BUREAU REGIONAL DE L'EUROPE
REGIONALBÜRO FÜR EUROPA
ЕВРОПЕЙСКОЕ РЕГИОНАЛЬНОЕ БЮРО

To HEPA network

Out telephone: +39 06 4871545
Note reference: FRR@ECR.EURO.WHO.INT
User Zet label: HEPA
См. ваш номер: FRRng
HEPA_let04.doc

Your telephone:
Votre référence:
 Ihr Zet label:
 На Ваш номер:

Dear colleagues,

HEPA EUROPE EUROPEAN NETWORK FOR THE PROMOTION OF HEALTH-ENHANCING PHYSICAL ACTIVITY

PROJECT ON "COLLABORATION BETWEEN PHYSICAL ACTIVITY PROMOTION AND THE TRANSPORT SECTOR EXAMPLES FROM EUROPEAN COUNTRIES"

We would kindly invite you to contribute to a project on the collection of collaborative approaches to the promotion of physical activity. This project is carried out under the auspices of HEPA Europe as a contribution to the WHO/UNECE Pan-European Programme for Transport, Health and Environment (THE PEP). Its objective is the production of a report on examples of such collaboration from European countries.

The project is coordinated by the Institute for Social and Preventive Medicine (ISPM) at the University of Basel. The ISPM has developed a questionnaire for the collection of relevant projects, programmes, policies or implementation strategies in the mentioned field at the local, regional or national level. We would like to kindly invite you to

- submit case studies from your countries, and
- to distribute the information about the ongoing collection of examples through your own networks.

Kindly refer to the Annex for more information on the project and the submission process. We hope you will actively contribute to our first common endeavour.

Yours sincerely,

Francesca Racioppi,
Scientist, Accidents Transport and Health
WHO ECEH Rome

Encls: as mentioned.

Copies for information:

- ✓ *Oliver Thommen, Project coordinator, Institute of Social and Preventive Medicine, Dept. of Environmental and Health Sciences, University of Basel, Stehengraben 48, CH-4051 Basel, Switzerland*

ANNEX

HEPA EUROPE PROJECT ON "COLLABORATION BETWEEN PHYSICAL ACTIVITY PROMOTION AND THE TRANSPORT SECTOR: EXAMPLES FROM EUROPEAN COUNTRIES"



As one of its activities, HEPA Europe is implementing a project on the 'Collaboration between Physical Activity Promotion and the Transport Sector – Examples from European Countries'. This project intends to contribute to the implementation of the project "Promotion of safe cycling and walking in urban areas", in the framework of the WHO/UNECE Transport, Health and Environment Pan-European Programme (THE PEP). The project is coordinated by the Institute of Social and Preventive Medicine (ISPM), University of Basel, Switzerland.

WHAT THE PROJECT IS ABOUT

Experts active in health promotion, physical activity promotion, the transport or environmental sector, urban planners and others working in related sectors are invited to report examples of collaboration between different relevant sectors from their countries.

We are particularly interested in projects:

- that were carried out with the contribution from different sectors contributing to the promotion of health-enhancing physical activity, such as cycling and walking.
- that were accompanied by an evaluation, possibly including measures of health outcomes, modal shifts, changes in levels of physical activity in the target groups (however, this is not a necessary condition for inclusion of the case-study in the final report).

HOW IS THE PROJECT BEING IMPLEMENTED

A questionnaire to be used for reporting examples has been developed by the ISPM. It can be requested from the coordinator (details in header). This questionnaire allows entering the information on selected examples with the help of two standardized electronic forms. The scheme also includes three examples for illustration purposes.

TIME FRAME

Contributions should kindly reach the coordinator by **no later than the end of August 2005**.

5 Abstracts on ongoing activities

5.1 International level

a) International Union for Health Promotion and Education (IUHPE) – CDC Global Physical Activity Project

Wolf Kirsten

International Union for Health Promotion and Education, Berlin, Germany
www.iuhpe.org

The International Union for Health Promotion and Education (IUHPE) and the US Centers for Disease Control and Prevention (CDC) have initiated a project to promote physical activity and increase physical activity levels globally by outlining the role of non-governmental organizations (NGOs) and thereby complementing the WHO *Global Strategy on Diet, Physical Activity & Health*.

During a recent meeting of leading international and national NGOs as well as regional networks in Portugal (February, 2005) eight key tasks of NGOs were identified to help promote physical activity globally as well as recommendations made for developing countries. Tasks are in priority order. The top four are areas where NGOs should lead and the final three are areas where NGOs can contribute but will usually not lead:

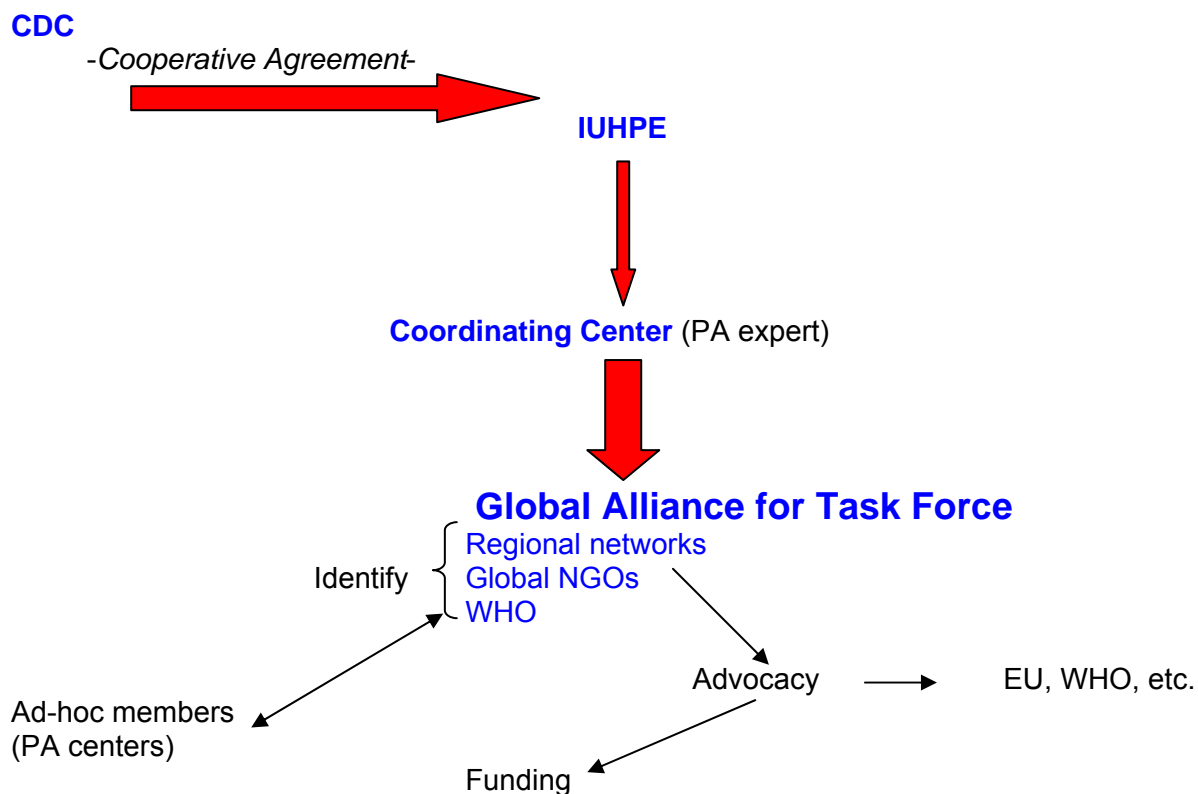
1. Advocacy
2. Communication
3. Dissemination
4. Networking
5. Fundraising
6. Policy development (e.g., national physical activity plan)
7. Policy implementation
8. Program implementation

Advocacy is the most important function of NGOs in promoting physical activity globally. In order to maximize advocacy efforts and become a unified and strong voice for physical activity the formation of a **Global Alliance for Physical Activity** was decided. This task force will have wide NGO representation but at the same time be made up of a small and conclusive group. This will be accomplished by bringing in NGO expertise and networks on an ad-hoc basis and keeping a small core permanently involved. It is envisioned that a highly visible spokesperson will defend the defined interests and goals, e.g., at European Commission meetings or the World Health Assembly. Prioritization of issues pertaining to increasing physical activity worldwide will be a major responsibility of the task force as well as fundraising. The IUHPE will convene the global task force as part of the CDC-IUHPE Cooperative Agreement that includes the designation of a coordinating center.

With regard to advancing physical activity in developing countries the group recommended the following actions:

1. Propose “interventionist” guidelines
2. Develop websites, power points, special messages, international forums
3. Build capacity (training courses)
4. Organize mega events = advocacy
5. Develop an evaluation kit and provide guidance
6. Support innovations with seed money.

The upcoming special issue of "Promotion & Education", the official IUHPE journal, which can be ordered at www.iuhpe.org, will focus on physical activity and highlight the outcomes of the Cascais meeting.



b) The Transport, Health and Environment Pan-European Programme (THE PEP) project on the promotion of safe walking and cycling in urban areas

Francesca Racioppi

WHO European Centre for Environment and Health, Rome, Italy

www.thepep.org

Introduction

The UNECE –WHO Transport, Health and Environment Pan-European Programme (THE PEP) was established by representatives of transport, environment and health Ministries in 2002 as a means towards integrating environmental and health aspects into transport policies. THE PEP provides a policy framework to take action on selected priority areas, including the integration of environmental and health aspects into transport policy, and the relationships between urban transport, health and the environment.

THE PEP Steering committee, at its third session held on 11-12 April 2006 endorsed a project for the “Promotion of safe walking and cycling in urban areas”. (Document ECE/AC.21/2005/7 EUR/05/5046203/7)

Project objectives

This project aims at:

- exchanging and disseminating existing good practices;
- promoting cost-benefit analyses of transport-related policies and infrastructures including the health benefits of walking and cycling;
- assessing the potential of walking and cycling in reducing the negative effects of road transport;
- developing guidance on estimating the costs of health effects in relation to walking and cycling for use in cost-benefit analyses, health impact assessments (HIA) and strategic environmental assessment (SEA).

Implementation

The project is being implemented by a Task Force, consisting of representatives from institutions and officers appointed by Ministries of health, transport and environment from 16 countries. In addition, representatives from three NGOs (Union International des Transports Publique, European Cyclists Federation and International Society of Doctors for the Environment) are participating. The Task Force will be assisted by the WHO/UNECE secretariat and draw from expert advice, including from the HEPA Network.

Expected next steps

- a) Develop a critical review of existing relevant studies and approaches to quantify the health effects related to changes in levels of cycling and walking and conduct cost-benefit analyses, taking stock from existing work and knowledge (see above paragraphs on “Recent developments”) – (Months 1-6);
- b) Convene a meeting of experts to identify possible common methodology, both concerning the identification of the health end-points and metrics to be used in assessing the effects of changing patterns of cycling and walking on health and the development of economic valuations to be used in cost-benefits analysis (Month 12);
- c) Develop and publish of a report with methodological recommendations and guidance on how to increase cycling and walking in urban areas (Month 18). Such a report would be published and disseminated through THE PEP Clearing House, with translation into Russian.

c) The Children's Environment and Health Action Plan for Europe (CEHAPE)

Francesca Racioppi

WHO European Centre for Environment and Health, Rome, Italy

<http://www.euro.who.int/document/e83338.pdf>

The ***Children's Environment and Health Action Plan for Europe*** (CEHAPE), was adopted by the 4th Ministerial Conference on Environment and Health (Budapest 23-25 June 2004) and endorsed by a WHO Regional Committee resolution EUR/RC54/R3 on "Environment and health".

The CEHAPE tackles the most important environmental risk factors for the health of European children, and contains commitments to be taken by European member States to protect children's health in key priority areas, addressing in particular water and health, air pollution, injuries and physical activity, chemical safety and other agents.

In particular, Regional Priority Goal II *"aims to prevent and substantially reduce health consequences from accidents and injuries and pursue a decrease in morbidity from lack of adequate physical activity, by promoting safe, secure and supportive human settlements for all children"*.

Among tools and strategy to achieve this goal, the CEHAPE refers to *"advocating, supporting and implementing child-friendly urban planning and development as well as sustainable transport planning and mobility management, by promoting cycling, walking and public transport, in order to provide safer and healthier mobility within the community"* and to

"providing and advocating safe and accessible facilities (including green areas, nature and playgrounds) for social interaction, play and sports for children and adolescents"

The CEHAPE refers specifically to addressing the problem of overweight and obesity among children by: *"implementing health promotion activities in accordance with the WHO Global Strategy on Diet, Physical Activity and Health and the WHO Food and Nutrition Action Plan for the European Region of WHO for 2000–2005; promoting the benefits of physical activity in children's daily life by providing information and education, as well as pursuing opportunities for partnerships and synergies with other sectors with the aim of ensuring a child- friendly infrastructure"*.

There are very strong synergies between the implementation of the CEHAPE and that of the Transport, Health and Environment Pan-European Programme (THE PEP).

5.2 National level

a) Physical Activity and Health

Mireille van Poppel

Department of Public and Occupational Health, Institute for Research in Extramural Medicine, VU University Medical Center, Amsterdam, The Netherlands
www.sgvumc.nl

At the Department of Public and Occupational Health, Institute for Research in Extramural Medicine at the VU University Medical Center, Physical activity and Health is one of the four research lines.

Since it is a well-known fact that approximately 60% of the population in the Netherlands is insufficiently physically active, effective methods to stimulate a physically active life-style are being investigated. This is taking place, in particular, in occupational health care, general practice, and rehabilitation centers. Research in this field also concentrates on the health consequences of various training programmes, for instance for the residents of long-term care facilities.

In 2002, the Body@Work Research Center on Physical Activity, Work and Health, a collaboration between VU University Medical Center (VUmc) and TNO, has been established. One of the two main areas of interest of the Research Center is physical activity and health, and Body@Work funds three studies in which physical activity is promoted.

Overweight is becoming an increasingly urgent problem for public health for which physical inactivity is a strong risk factor. In order to tackle this health problem, a Center of Expertise regarding the prevention of overweight and obesity has been installed within the EMGO-Institute. The Department of Public and Occupational Health is an important contributor to this Center of Expertise. The primary aim of this Center is to provide intermediary professionals with state of the knowledge regarding the prevention of overweight and obesity (see www.Overgewicht.org). Furthermore, several of studies on the prevention or reduction of overweight and obesity have started, focusing on working populations, adolescents, and pregnant women. In all these studies, the promotion of physical activity plays an important role.

From the public health perspective, the prevention of sport injuries is important. Research on the negative aspects of physical activity and sport is, for instance, directed towards the prevention of ankle injuries among volleyball players by introducing a special device (a balance board) for balance training. In 2002, a special grant of the Ministry of Health, Welfare and Sports as part of a larger programme that aims at stimulating sports medicine research in the Netherlands was obtained.

b) Physical Activity as a main topic in the Austrian Health Promotion Foundation „Fonds Gesundes Österreich“ (FGÖ): Abstract

Eva Rohrer

Fonds Gesundes Österreich, Vienna, Austria

www.fgoe.org

The new Fonds Gesundes Österreich (Fund for a healthy Austria) was created on the basis of the Health Promotion Act passed by the Austrian parliament in February 1998. It is related to the holistic concept of health of the Ottawa Charter for health promotion (WHO). Therefore the FGÖ wants to help make the various spheres of life and life styles of people in Austria healthier.

The FGÖ is solely responsible for the following in all its fields of action (practical and scientific projects, structural development, advanced and continuing training and education, networking/networks, information and public education):

- 1) Health promotion
 - Increase resources
 - Relational and/or behavioral approach
 - Holistic (bio-psycho-social) concept of health
- 2) Primary prevention with holistic concept of health (bio-psycho-social)
 - Related to risk factors
 - Relational and/or behavioral approach

Annually 7,25 Mill Euros are available to the Fund to fulfil its mission. The financing results from tax revenue of the Austrian republic.

Priorities

In the period of its three Year Program from 2003 to 2005, the FGÖ has set three subject priorities and three target group priorities in settings:

- Physical activity
- Nutrition
- Mental and emotional health
- Children and adolescents in non-school settings
- Employees at small and medium-size enterprises
- Older people in rural und urban settings

Physical activity – Activities in the Fund for a Healthy Austria

- Projects in different settings
- Brochure “Physical activity: Better living by awareness”
- Member and co-financier of the Austrian network of the “European Year of Education through Sport 2004”
- Lifestyle campaigns in the last years
- Physical activity campaign “It is never too late to make the first step” 2003/2004

Cooperation with Austrian organizations for Sports

Under the umbrella conception “Fit for Austria” a frame contract was placed between Fonds Gesundes Österreich and the Austrian Organizations for Sport (BSO), which aims to submit and realize health promotion projects for physical activity in the years 2005 and 2006. Based on a holistic concept of health, these projects shall provide for behaviorally and relationally oriented level.

“Fit for Austria” is an umbrella brand for a series of innovative projects, all themed “for life-long exercise in sports – sport as service provider in health system”.

“Fit for Austria” relies on an initiative of the Austrian State Secretary For Sport.

A programme of advanced training and further education, offered by FGÖ, will provide actors and operators of projects in phases of planning, implementation, performance and evaluation.

Contributions to CEHAPE and PEP

Fonds Gesundes Österreich co-funds projects that make contribution to CEHAPE and PEP. For example:

A pilot project in the field “school mobility management”, Austria’s share at the WHO ministers conference in Budapest 2004 “The future of our children”.

“Rad-freundliche Stadt”, a scientific study aiming for exploring coherences between individual, social and environmental factors and riding a bicycle as means of human powered mobility for adults (15 – 60 years) in the city of Graz. Basing on the results of the studies selective measure of intervention will be developed in order to improve the proportion in riding bicycle in modal split.

c) Policies for the promotion of HEPA: recent developments in Germany

Alfred Rütten, Karim Abu-Omar

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

<http://www.sport.uni-erlangen.de>

Compared to other nations, Germany has so far been reluctant to adopt national level policies for the promotion of HEPA. On a structural level, two inhibiting factors for the development of such policies seem to exist: (1) General responsibility for the promotion of physical activity lies on the state (Bundesländer) level, resulting in reluctance of federal ministries to engage in the promotion of HEPA. (2) Due to competencies of federal ministries, federal level actions for physical activity promotion would require intersectoral work between ministries, resulting in reluctance to engage in that topic.

Despite such inhibiting factors, new initiatives for the promotion of HEPA have been launched in Germany in the last year: The Ministry of Consumer Protection and Nutrition initiated a national "Platform" for nutrition and physical activity, targeting children and adolescents. The Platform has, with support of the food-industry, raised considerable funds for the prevention of obesity among the target group. The Ministry of Health and Social Security is currently preparing a campaign to promote inner-city walking among adults.

Other Ministries, such as the Ministry for Transportation and Urban Planning have, for the above cited reasons, been hesitant to consider physical activity as a major topic.

The ISS is currently preparing the foundation of a national alliance for the promotion of HEPA. Main goal of the alliance would be the exchange of information and international representation of existing state- and local level initiatives for physical activity promotion in Germany. First exploratory meetings with potential partners indicated, that a general interest for founding such an alliance exists, but that the general goals of the alliance would have to be more specific in order to attract partners.

d) Promotion of health enhancing physical activity (HEPA) in Iceland: “Biking to Work” 2005

Svandís J. Sigurðardóttir

Department of Physiotherapy, Faculty of Medicine, University of Iceland

<http://www.medicine.hi.is>

May 2nd – 13th 2005 “Iceland on the Move” (which is an educational and promotional project of the Icelandic Sports and Olympic Federation – ÍSí), organized for the third time the “Biking to Work” event. The main purpose of the event is to promote cycling as a healthy and economic transport that is friendly to the environment. Anybody who used his/her own energy to commute to and from work was a valid participant, i.e. biking, walking, line skating etc.

As the last year event, it was organized as a competition between work places and the participants were categorized according to the total number of employees of their work place. There were six categories, from 3-9 employees up to 400+ employees.

Altogether 488 teams from 254 work places participated in “Biking to Work”, a total of 5076 participants. Thus, participation has doubled from last year and it has increased tenfold over the last three years (started in 2003). Total days of participation were 28 024 (average 5.5 days/employee) and 173 762 km were covered which equals 130 laps around the country! This time 56% participants traveled by bike, 41% on foot, 1.7% by bus, 0.1% used inline skates.

The number of participants in this recent event is rapidly increasing. Next year the employees will bike to work May 2nd – May 15th.

5.3 List of presented posters (available as a separate annex document)

a) Network HEPA Switzerland

Kees de Keyzer
Network HEPA Switzerland, Magglingen, Switzerland
www.hepa.ch

b) Interventions for the promotion of HEPA in the Netherlands

Mireille van Poppel
Department of Public and Occupational Health, VU University, Amsterdam, The Netherlands
<http://www.sgvumc.nl>

c) Physical activity in the Netherlands

Belinda Yeung
Ministry of Health, The Netherlands
<http://www.minvws.nl/en/>

d) Physical Activity as a main topic in the Austrian Health Promotion Foundation „Fonds Gesundes Österreich“ (FGÖ)

Eva Rohrer
Austrian Health Promotion Foundation, Vienna, Austria
<http://www.fgoe.org> and www.gesundesleben.at