

The moderate physical activity leads to substantial health benefits

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***INSPIRES ADULTS OVER THE AGE OF 40 TO
INCLUDE PHYSICAL ACTIVITY TO THEIR DAILY
ROUTINES***



KKI

- To activate and help population to start active way of life
- To create permanent and easily accessible exercise services near people
- To improve environmental conditions to HEPA
- To give information about positive effects of exercise





OPETUSMINISTERIÖ
Undervisningsministeriet
MINISTRY OF EDUCATION
Ministère de l'Éducation



MINISTRY OF
SOCIAL AFFAIRS AND HEALTH
Finland



MINISTRY OF TRANSPORT
AND COMMUNICATIONS FINLAND



METSÄHALLITUS

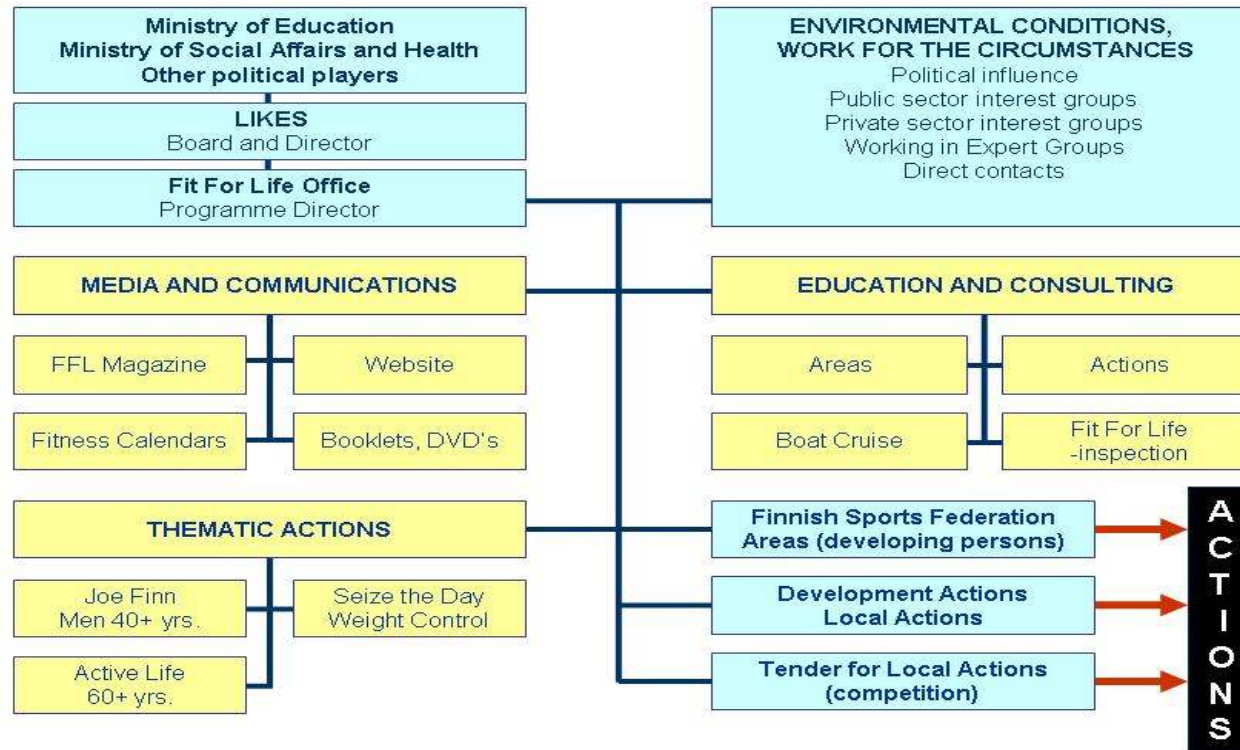


YMPÄRISTÖMINISTERIÖ
MILJÖMINISTERIET
MINISTRY OF THE ENVIRONMENT



KKI

“Fit For Life” Flow Chart



Finnish Government Resolution

On development guidelines for health-enhancing
physical activity and nutrition (2008)

Physical activity and nutrition have the most potential in the prevention of CVDs, diabetes, several cancers and musculoskeletal disorders.



Physical activity and well-being in Finland in the 2010s (2008)

- A national programme for sport and physical activity in a view of public steering
- In terms of welfare policy, **the key aim is to increase participation in physical activity among physically inactive population groups**
- Cooperation between the Ministry of Education and other administrative sectors **is proposed to be intensified to increase public resources for sport and physical activity**



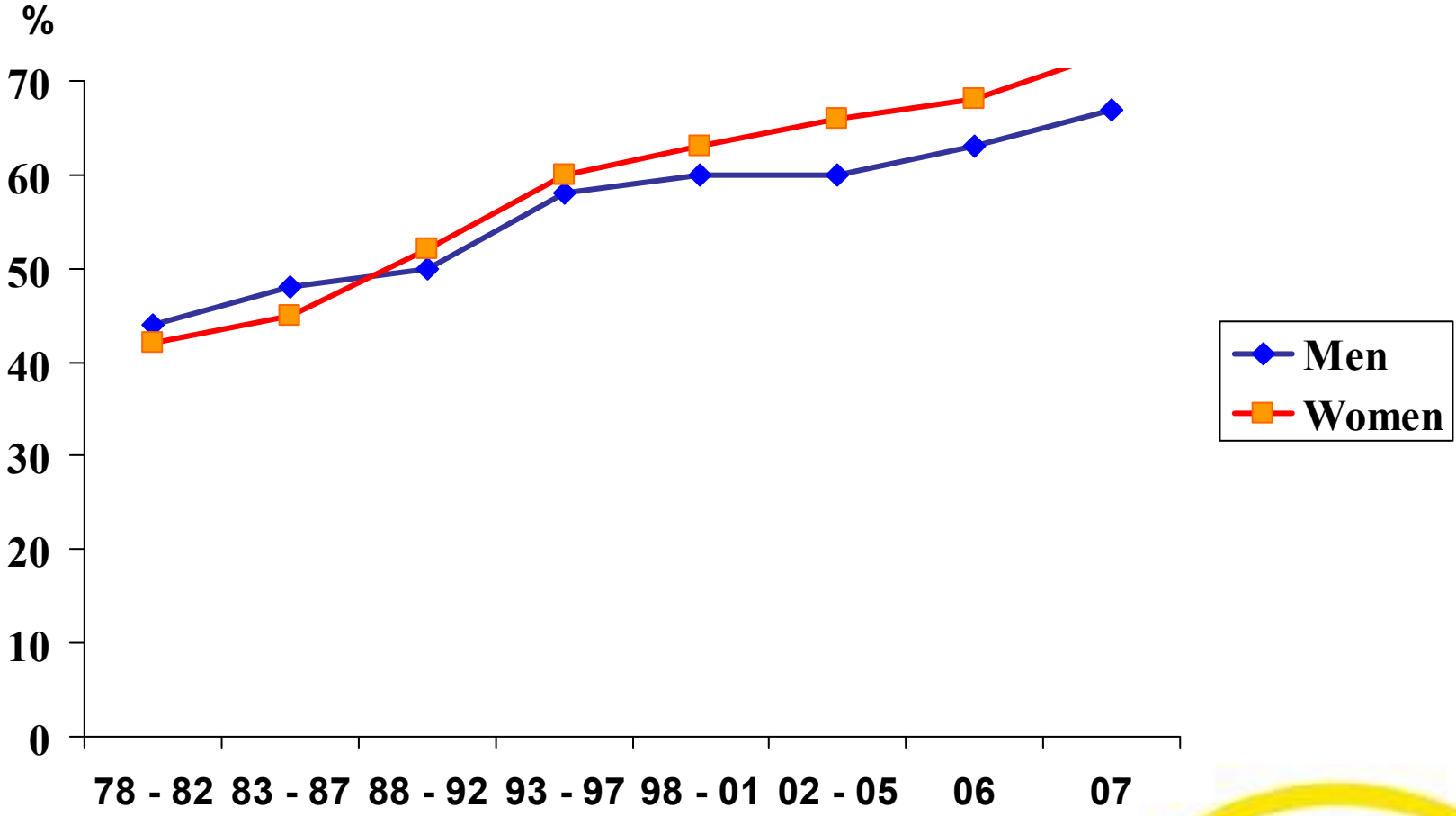
Finnish Government resolution on policies to develop HEPA

Integrating HEPA into the municipal welfare policy

- Municipalities include HEPA in their welfare strategies and strategies of different sectors.
- Support the co-ordination responsibility of municipal leadership and sports authorities in the development of HEPA, and strengthen the emphasis and status of HEPA within municipal sports division
- Integrate the promotion of physical activity into municipal health care, sports and youth service chains implemented by municipal bodies and non-governmental organizations



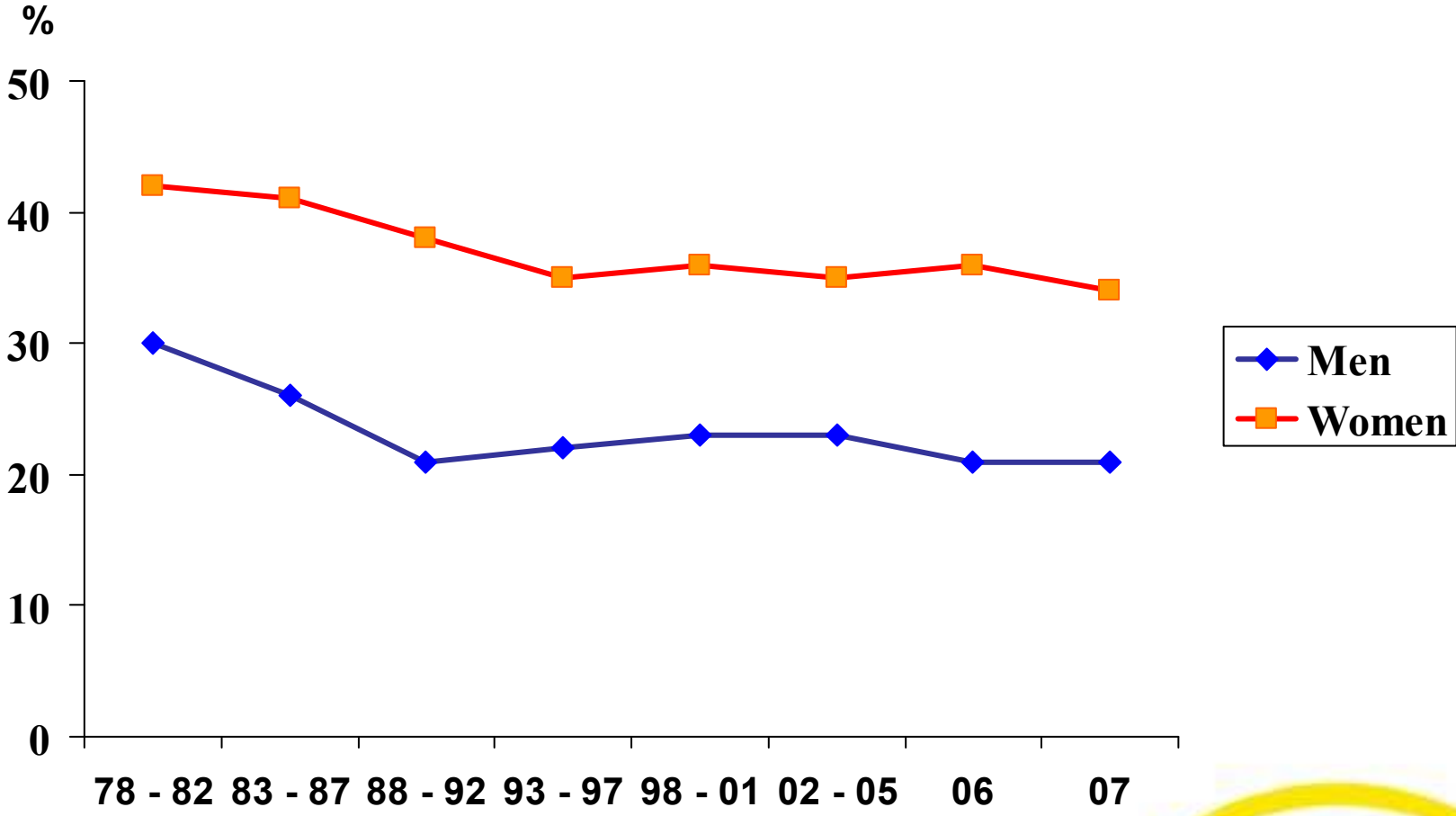
Participation in leisure time physical activity at least twice a week of Finnish adults during past decades (%)



National Public Health Institute 2007



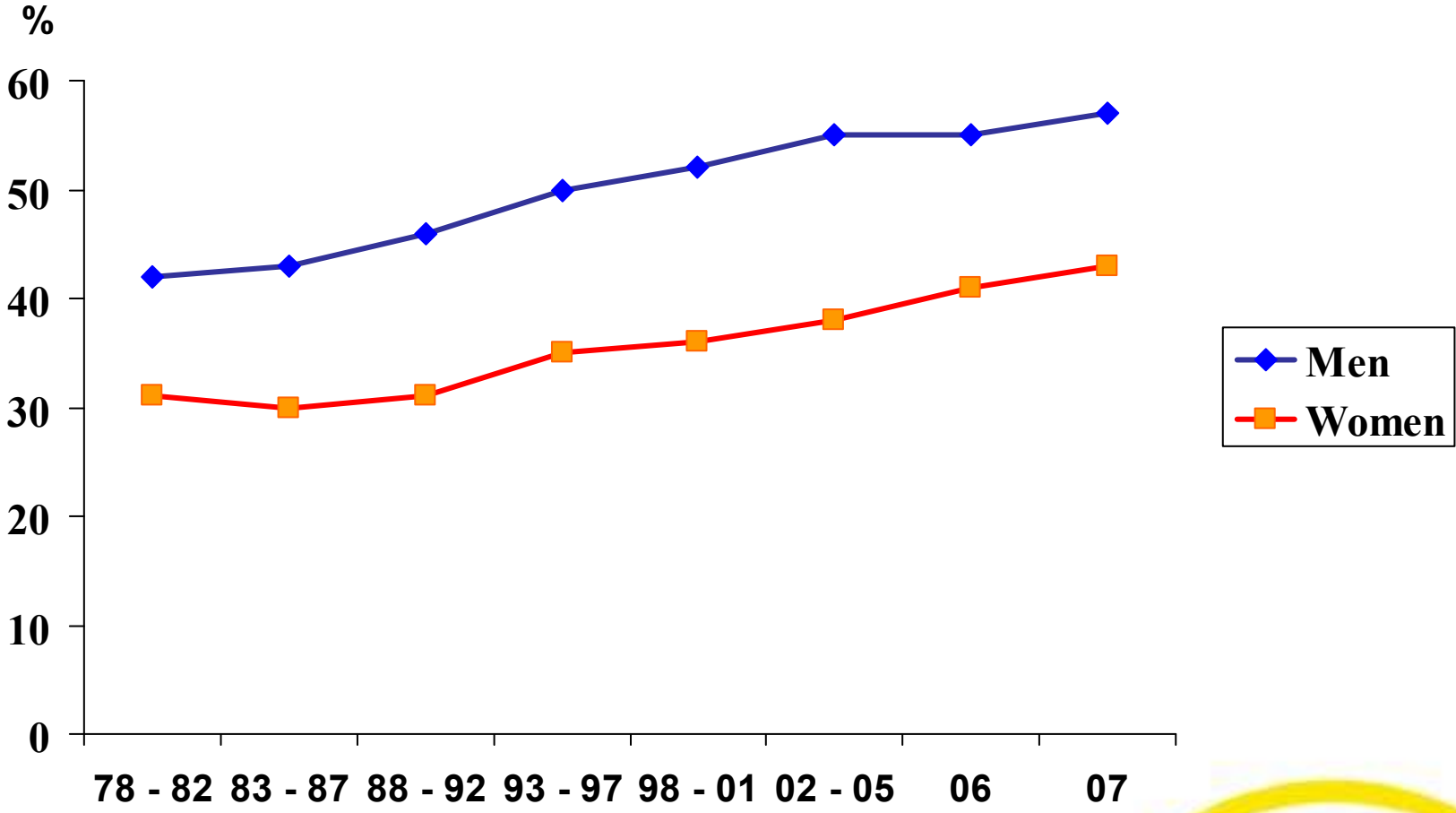
Commuting to job by biking or walking at least 15 minutes per day during past decades (%)



National Public Health Institute 2007

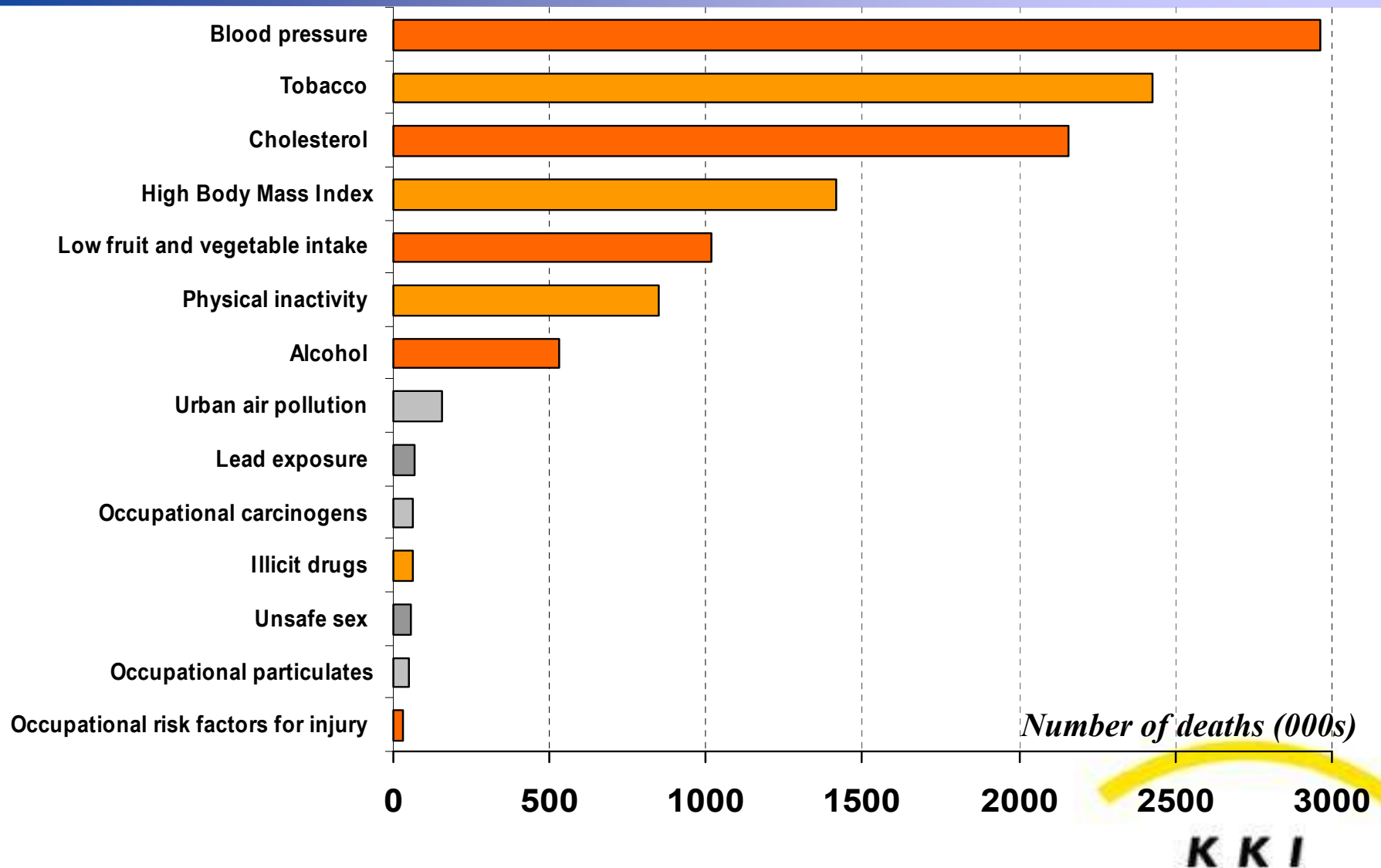


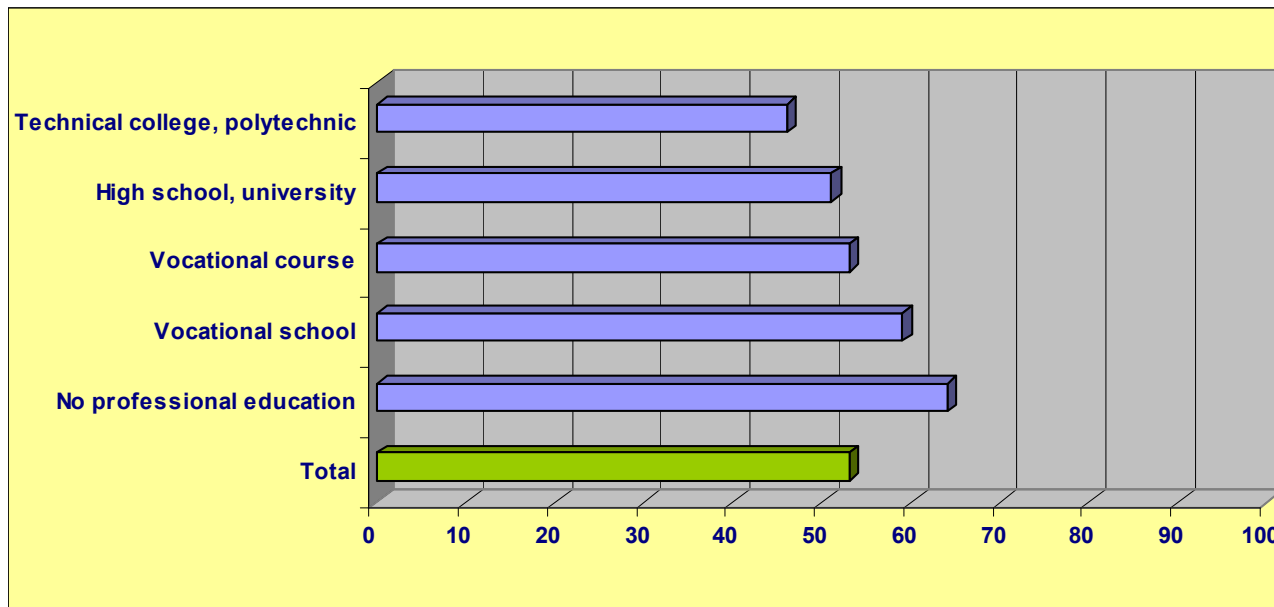
Percentage of slightly overweight Finnish adults (BMI > 25) during past decades (%)



Developed Countries Deaths in 2000 (Pekka Puska)

Attributable to Selected Leading Risk Factors





→ Tendency: better educated people exercise more.

Equal opportunities to engage in sport and physical activity

- **To be reached by all educational levels** not only the more educated parts of the population which are often also those parts already well aware of the importance of exercise and therefore are more active
- In the field of health promotion, failure to do so would actually lead to further increasing health inequalities

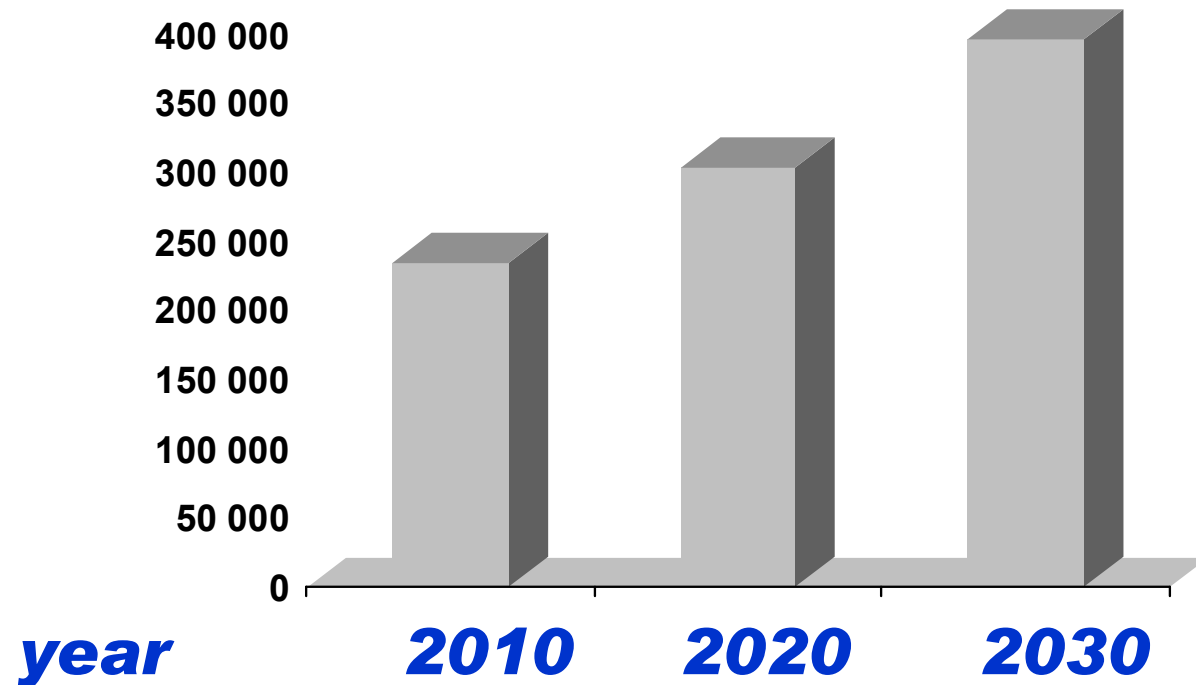


Sedentary behavior

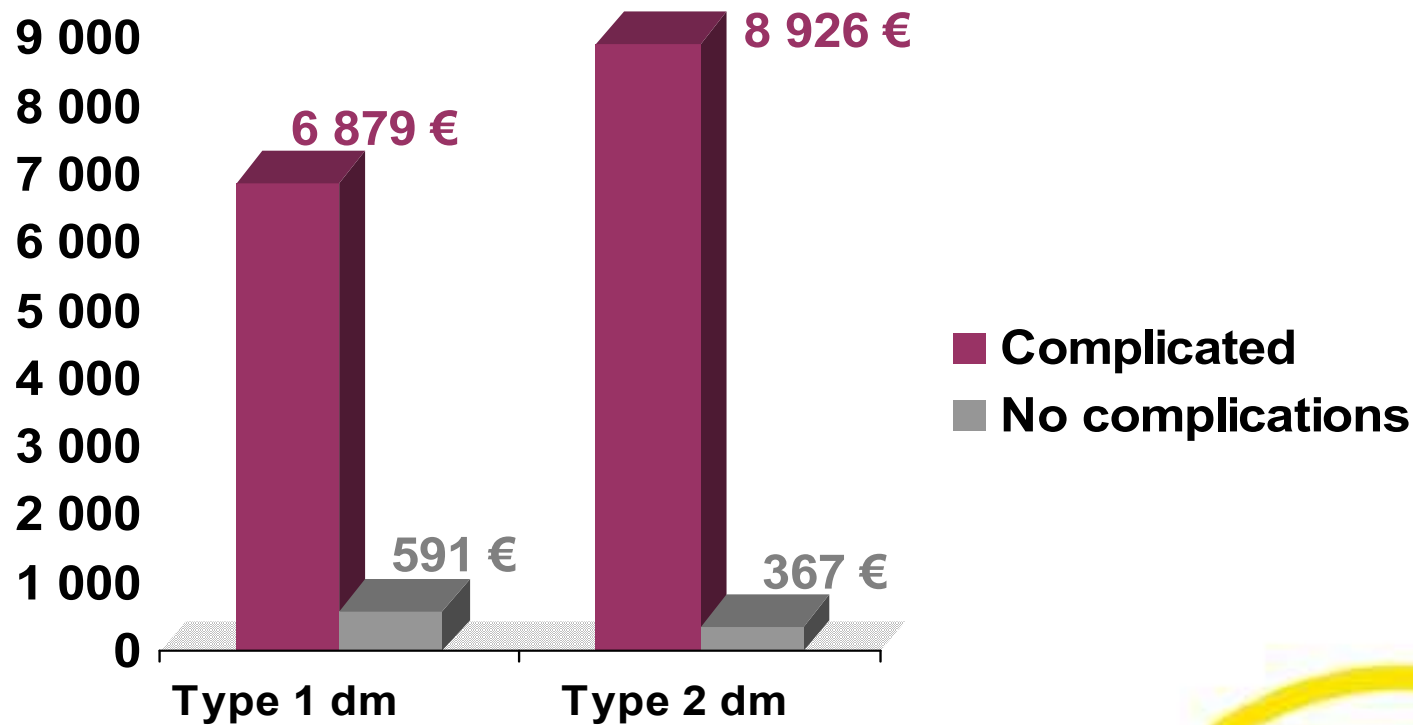
**Costs 400.000.000 €/year in
Finland**



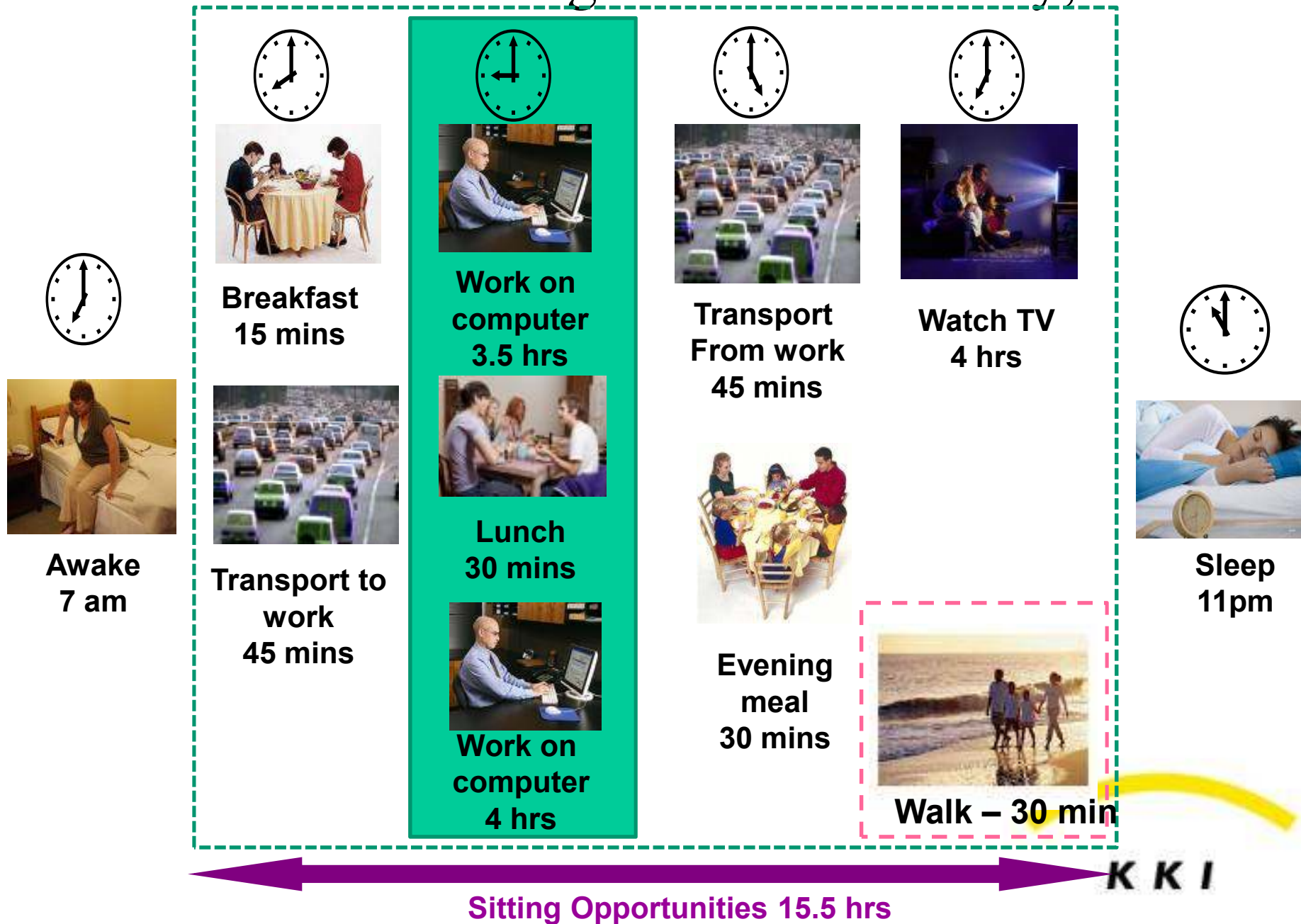
Estimated number of type 2 diabetes patients in Finland



The costs of uncomplicated and complicated diabetes in Finland (euro/person/year)



Our modern 'sitting orientated' society, D. Dunstan



Current Sedentary Behaviour Research at Baker IDI and the University of Queensland

Epidemiology

- AusDiab, Stand up Australia, PLACE
- NHANES

Interventions

- IDLE breaks study
- Clinical trial (acute and cumulative effects of sitting)
- Living Well With Diabetes (LWWD)
 - Adults with type 2 diabetes (Community)
- Stand up for Your Health
 - Older, non-working adults (Community)



Excessive sitting

Future physical activity guidelines may need to include recommendations addressing daily sitting time?



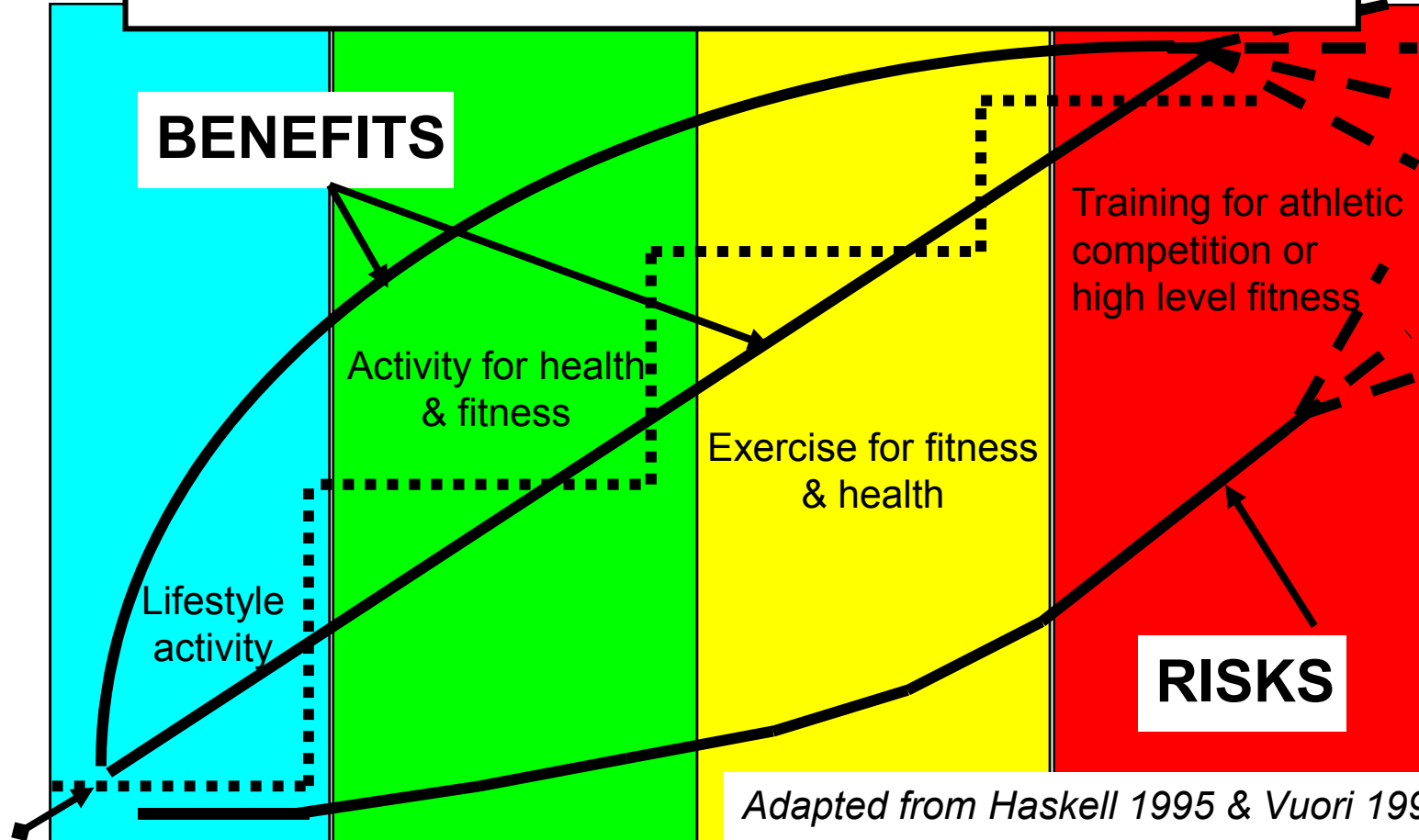
The Fact

Sufficient physical activity and
a healthy diet
improve your health.



Schem

- Guidelines are used to communicate general principles in a quick way that are easy to understand.
- They suggest a “threshold effect” or relationship.
- Guidelines don't closely follow the biology of adaptation



ous athletic

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Physical Activity guidelines for Americans, 2008



Physical Activity Prescription

- Physicians in primary-care and occupational health care
- Public-health nurses, occupational health-care nurses



Physical activity and exercise training for adults in sickness and in health

Current Care guideline 9.10.2008

The Finnish Medical society Duodecim



Purpose

To promote physical activity in adults in the prevention, treatment and rehabilitation of diseases by applying evidence-based scientific knowledge



Increased physical activity has few adverse effects when exercise prescription guidelines are followed

Suitable treatment in

- Musculoskeletal diseases
- Metabolic and cardiovascular diseases
- Cancer
- Depression



The Adventures of Joe Finn



- Information
 - Booklets
 - Netpages
 - Communications
- Entertainment
- Snacks
- Road show



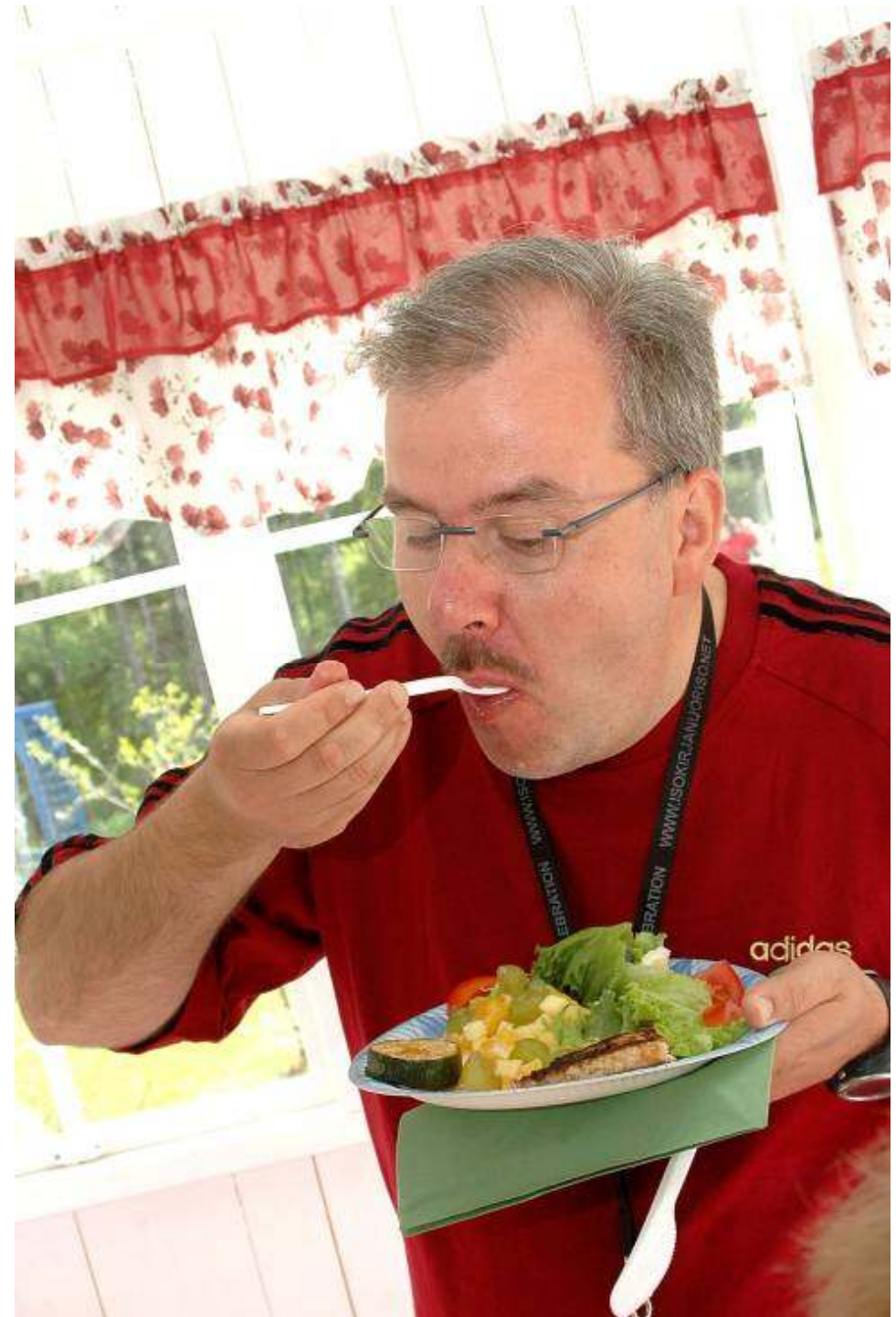
The adventure courses

- Men familiarize themselves with several forms of physical activity
- Free and easy practise under guidance of a professional instructor
- Courses are organized by areal sport associations and local sport clubs



Training and cooking courses

- Health-enhancing physical activity and how to cook healthy food
- Courses are organised by local civic organizations



The Adventures of Joe Finn

Road show

Test Laboratory at Lorry Tours



The Adventures of Joe Finn

Road show, health checks for 6100 men

Polar fitness test

- Heart rate and heart rate variability



The Adventures of Joe Finn

Road show



Power



The Adventures of Joe Finn

Road show

Body composition



- Body weight
- Fat %
- Muscle mass
- Visceral fat
- Muscle balance
- Swelling (water content)

- In addition, blood pressure and serum total cholesterol



The Adventures of Joe Finn

Road show

Feed-back



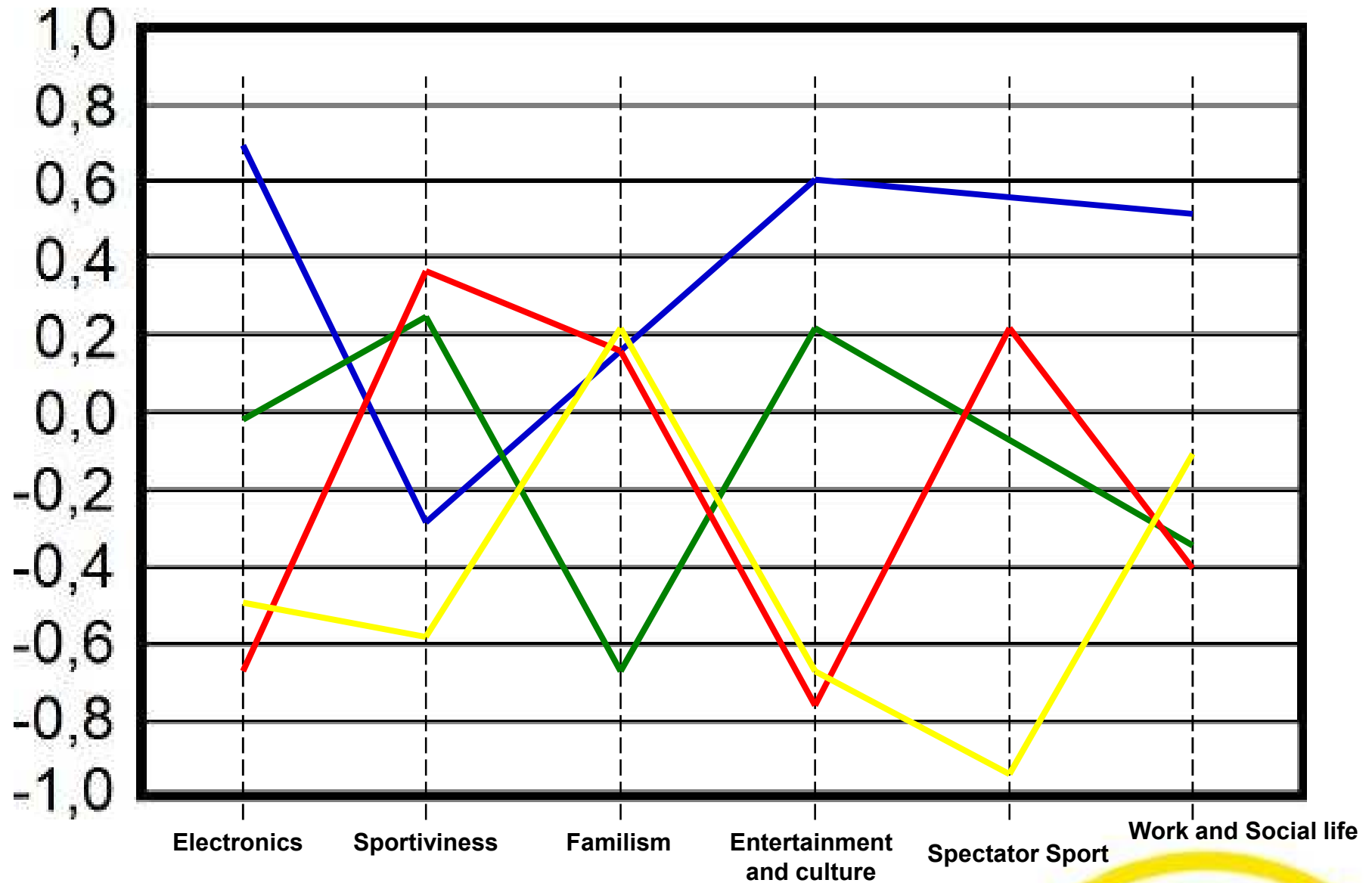
The Adventures of Joe Finn

Road show

Target group



Leisure time life-style profiles among Joe Finn men



Life-style groups



Socially Active



Entertaining



Passive



Sporting



K K I

TARTU TILAISUUTEEN

300.000 Physical activity and nutrition guide booklets



KKI



OMRON

POLAR

SIIJA LINE

The WHO Counteracting Obesity Award 2006, Istanbul 16.11.2006

- Population-wide program to promote physical activity by creating opportunities targeted to the needs of different people, involving public and private establishment in the community
- An excellent combination of health promotion and the creation of a supportive environment
- For promoting physical activity in adults Goes to The Fit for Life Program, Finland





KKI



KKI

pieni  *päätös päivässä*



Finnish Government resolution on policies to develop HEPA Community structure and every day settings promoting physical activity

HEPA environment committee coordinated by Fit for Life Program

- The importance and needs of HEPA are taken account in setting the goals for land use planning, in drawing up the plans and in the assessment of their impact
- The sport facilities most used by the population are developed in line with the objectives of HEPA
- The use of routes for bicycle and pedestrian traffic, public yards and parks as places of HEPA is intensified



HEALTH PHYSICAL ACTIVITY

TARGET

Society including everyday surroundings favouring conditions for physical activity

Guidance

- Norms
- Resources
- Information

- **Planning**
- **Building**
- **Maintenance**
- **Marketing**

Collective intention & coordination

Conditions for sustainable environment

Sports centres,
residential recreational areas

Nature, national and local
recreational areas

Cycle lanes and
pedestrian network

Ministry of Education

Ministry of Social Affairs and Health

Ministry of the Environment

Ministry of Agriculture and Forestry

Ministry of Transport and Communications

Metsähallitus Finnish Road Administration

Parties responsible

The Association of Finnish Local
and Regional Authorities

LIKES-Research Center
for Sport and Health
Sciences/ Fit for life

Finnish Sports Federation

The Young Finland Association

Finnish Sports for All Association

Suomen Latu - National
Association for Recreational
Sports and Outdoor Activities

Important messages

- A low threshold to start exercise
- Even minor physical activity is worthwhile
- Physical activity gives new meaning for life
- The fun and adventure-aspect are emphasized rather than health aspects



Supporting elements

- The materials and techniques, friends, family
 - Communications
 - Networking
 - The recruitment of target group => in case of Joe Finn, the pension insurance company Etera
 - KKI amends the network of stakeholders to involve the program
- => All relevant players are involved



Remember

Everything for everyone is
nothing to anybody!





Thank you!



www.sportforall2010.org

13th World Sport for All Congress
13^e Congrès mondial du Sport pour Tous

14–17 June 2010 14–17 juin 2010
Jyväskylä, Finland Finlande

1st Announcement
1^{ère} Annonce



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World Health
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— A I F —
Association Globale des Fédérations Internationales de Sports
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