



Promotion of an active lifestyle – responsibilities, networking and knowledge

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24th September 2020, Opening of the „European Week of Sport“ in Frankfurt

An active lifestyle is signified by routine physical activity

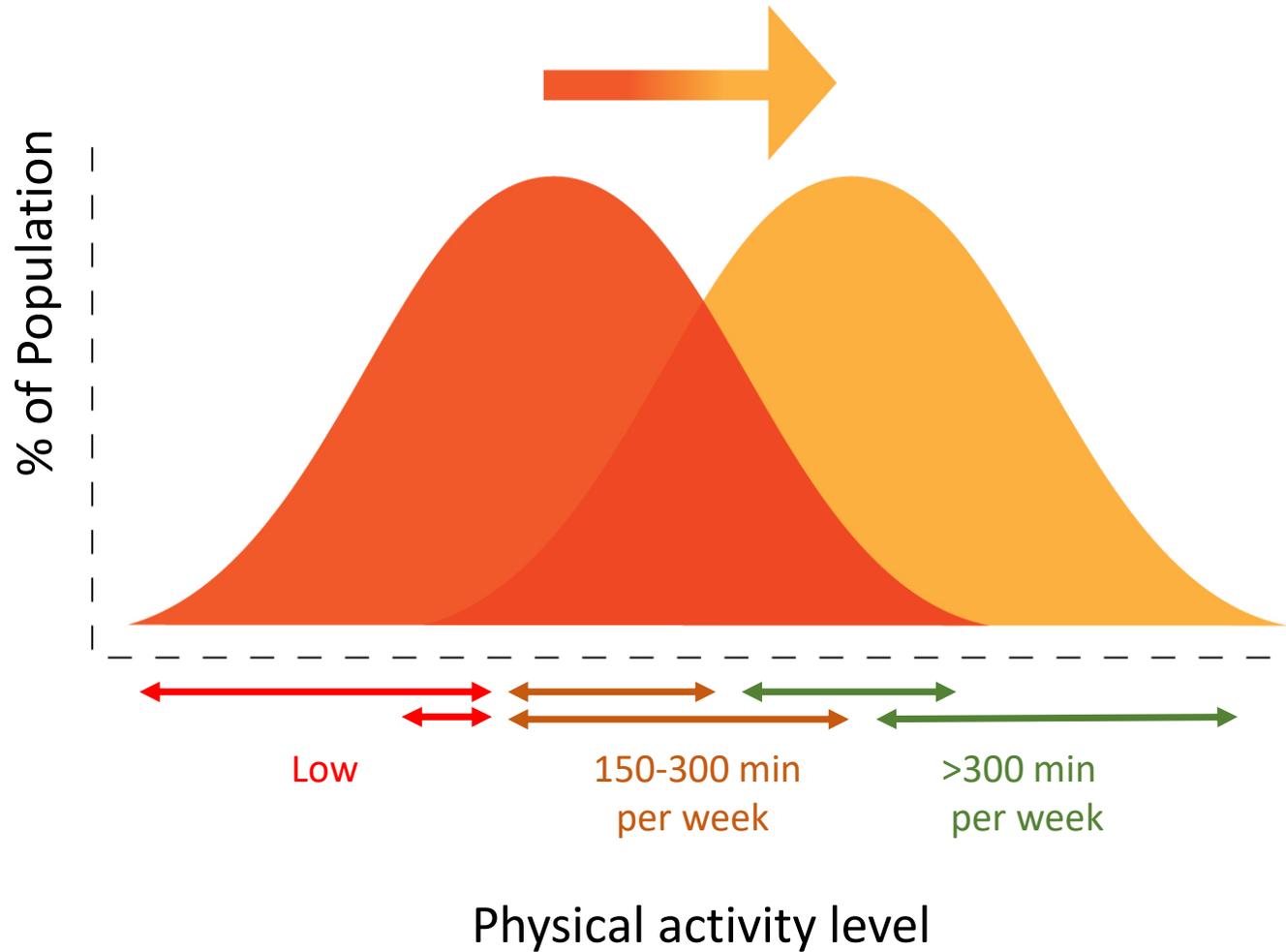
- Active commuting
and/or
- Leisure time physical activity





Which target group should we approach to raise the level of regular physical activity?

Public Health: Bell-Curve Shift in Populations



Based on Rose, G. (1985)



How can you contribute to the shift in populations?

Responsibility

Knowledge

Networking

Overview

- Simple versus complex interventions
- Complex interventions - successful examples (focus sports clubs)
 - Responsibility - Sport sector
 - Responsibility - Health sector
- Factors affecting implementation



Simple intervention

Geriatric Health Centres of the City of Graz + Institute of Sport Science

Every semester for 10 years!

Who, What, When, Where,
How often, With whom



GRATZ GESUNDHEITSCENTREN

Erstellt im JÄNIKER 2020 von Florian Fuchs, Thomas Hötter & Martin Sommer

KARL-FRANZENS-UNIVERSITÄT GRAZ UNIVERSITY OF GRAZ Institut für Sportwissenschaft

„DIE TÄGLICHEN SECHS“

1. Schulter-Kreisel 15 bis 20 Wiederholungen

Ausführung: Kreisen Sie beide Schultern gleichzeitig nach innen, „die Schultern gehen hoch und hinten runter“

2. Scheibenwischer 15 bis 20 Wiederholungen

Ausführung: Führen Sie mit Ihren Füßen eine „Scheibenwischer-Bewegung“ durch.

3. Daumen hoch 15 bis 20 Wiederholungen

Ausführung: Schauen Sie von der rechten Schulter zur linken Schulter und drehen Sie gleichzeitig den rechten Daumen zum Boden und den linken Daumen nach oben.

4. Bauchpresse 15 bis 20 Wiederholungen

Ausführung: Heben Sie das linke Bein, die rechte Hand wird auf das Knie gelegt. Hand und Knie drücken gegeneinander. Die Spannung für 3-5 Sekunden halten, dann das Bein waschen. Knie drückt nach oben. Hand drückt nach unten.

5. Auf und nieder / Der Kick 15 bis 20 Wiederholungen

Ausführung 1: Stehen Sie langsam und kontrolliert vom Stuhl auf und setzen Sie sich wieder hin.
Ausführung 2: Beugen und strecken Sie das Kniegelenk.

6. Brustschwimmen 15 bis 20 Wiederholungen

Ausführung: Beide Arme werden wie beim Brustschwimmen nach vorne gebracht. Anschließend werden die Arme nach hinten gezogen und wieder langsam nach vorne gebracht.

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Fit & Fun

GRATZ GERIATRISCHE GESUNDHEITSCENTREN

Complex intervention

Key features of complex interventions:

- Number of components (e.g. Physical activity, built environment, social norms)
- Number of groups targeted by the intervention (e.g. individuals, caregivers, medical staff)
- Number of outcomes (e.g. function, falls, memory)
- Degree of flexibility (e.g. contextual appropriate)

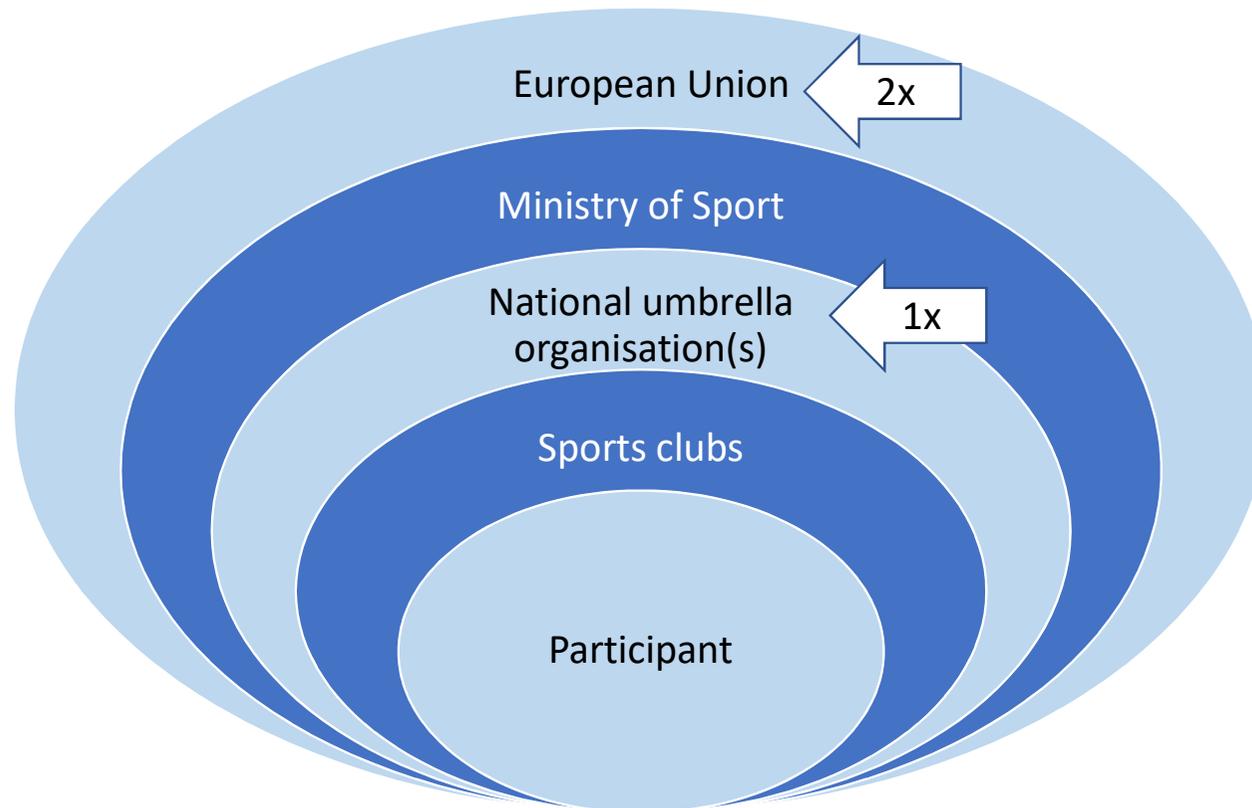
<https://mrc.ukri.org/documents/pdf/complex-interventions-guidance/>

Complex interventions - successful examples (focus sports clubs)

Become aware of **existing** evidence-based physical activity promoting interventions!

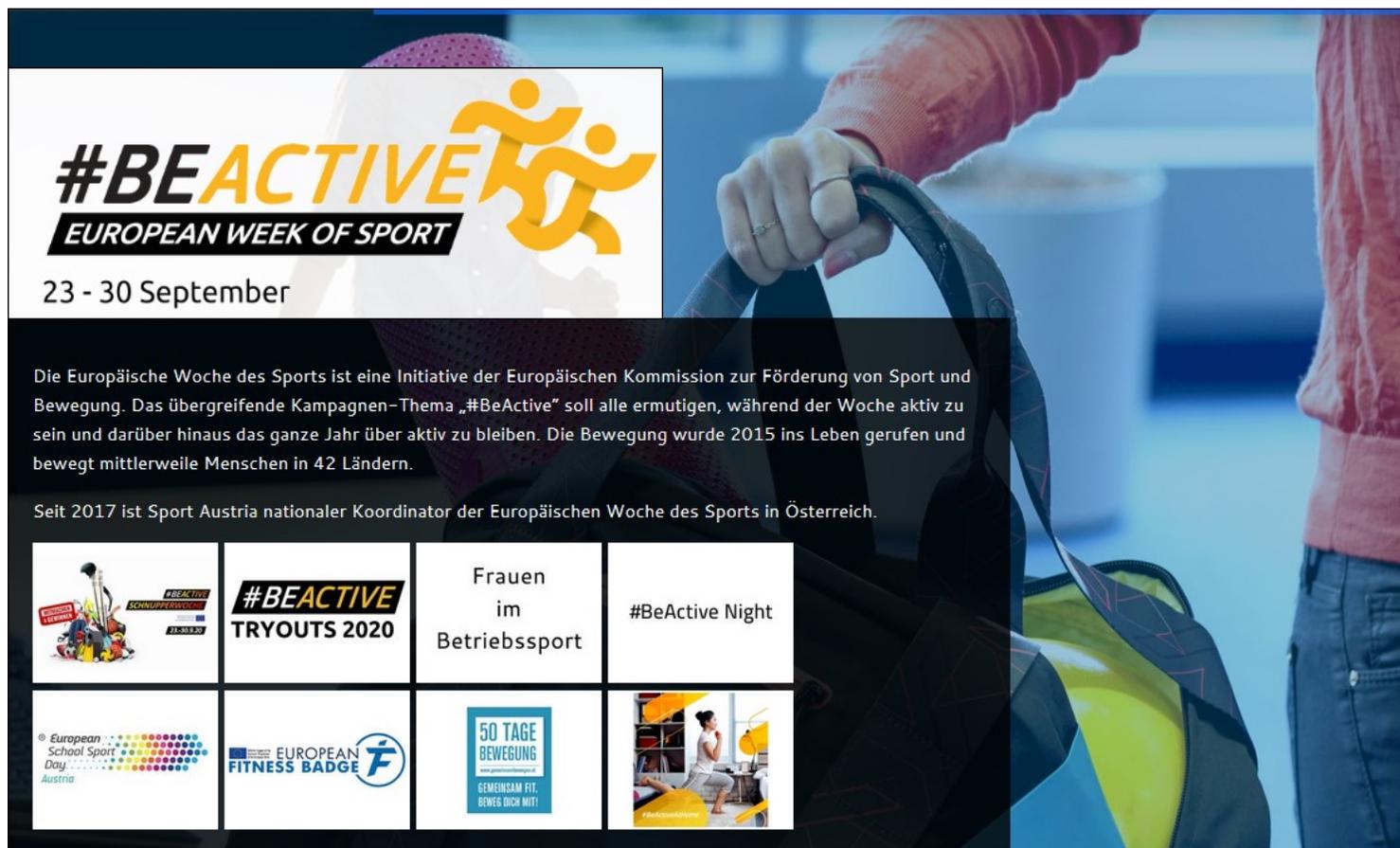


Responsibility by the sport sector



European Week of Sport 2020 in Austria

organized by Sport Austria, the central platform for coordination and consultation within the Austrian sports system



#BEACTIVE
EUROPEAN WEEK OF SPORT

23 - 30 September

Die Europäische Woche des Sports ist eine Initiative der Europäischen Kommission zur Förderung von Sport und Bewegung. Das übergreifende Kampagnen-Thema „#BeActive“ soll alle ermutigen, während der Woche aktiv zu sein und darüber hinaus das ganze Jahr über aktiv zu bleiben. Die Bewegung wurde 2015 ins Leben gerufen und bewegt mittlerweile Menschen in 42 Ländern.

Seit 2017 ist Sport Austria nationaler Koordinator der Europäischen Woche des Sports in Österreich.

		Frauen im Betriebssport	#BeActive Night
			

<https://www.beactive-austria.at/de>

Sports Club for Health (SCforH) movement

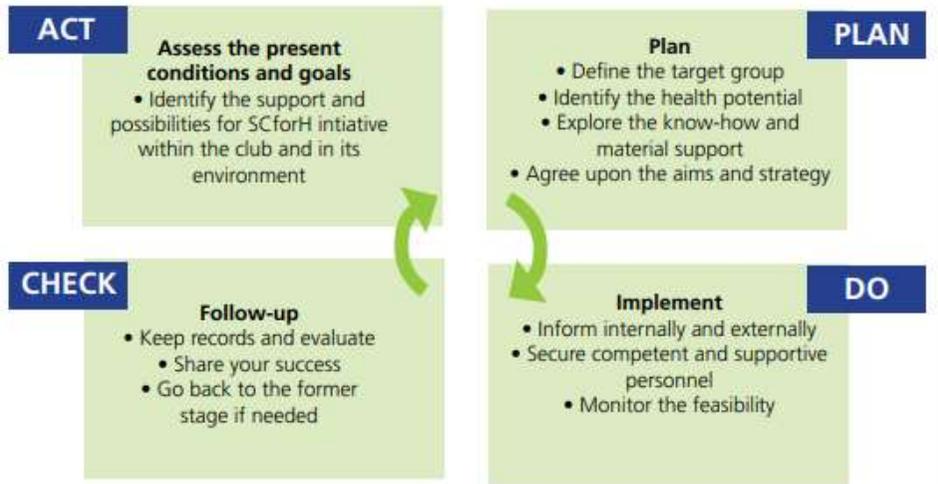
Supporting sports clubs and organizations to focus more on health-enhancing physical activity (HEPA)!



Slide provided by Željko Pedišić)

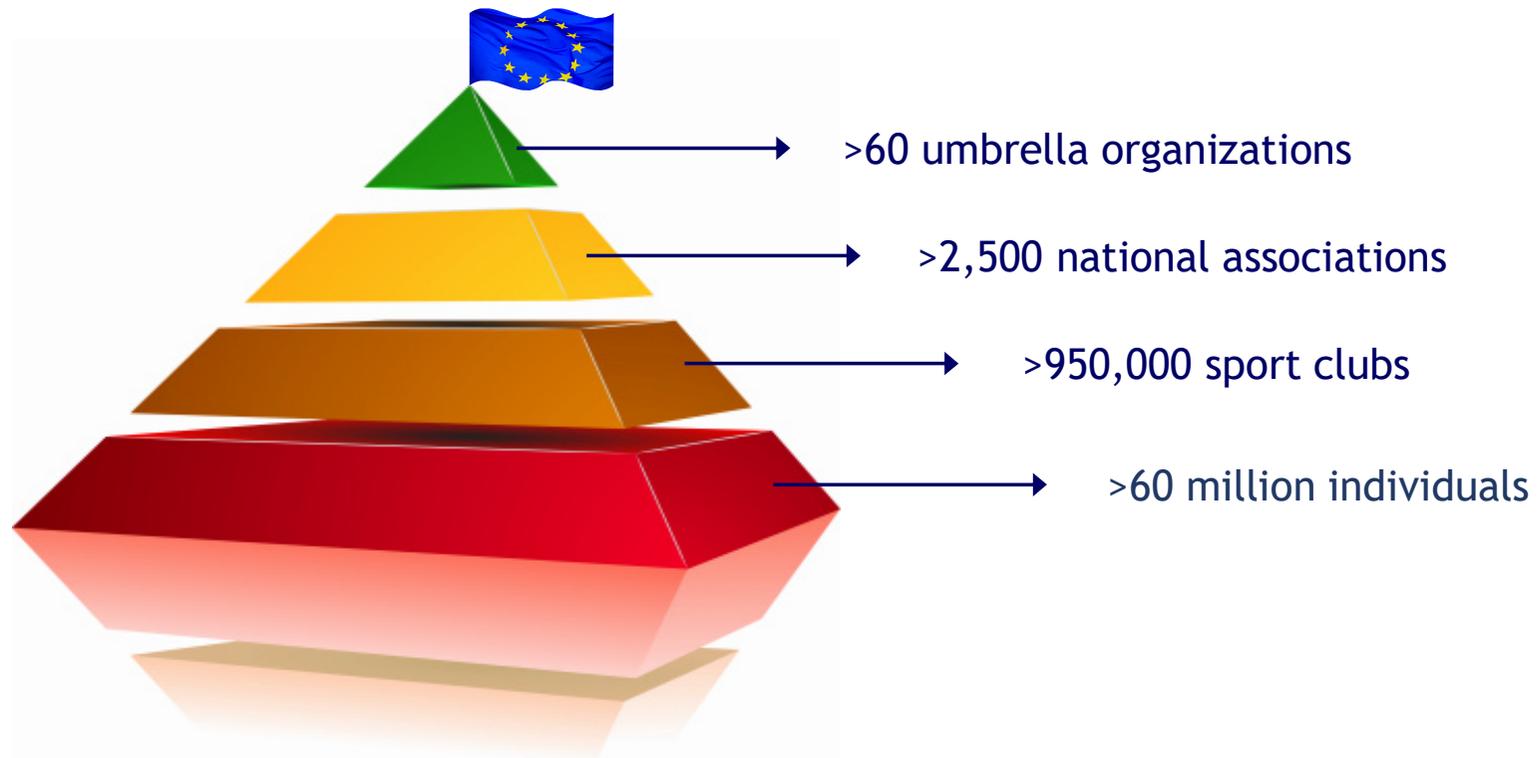


SCforH



https://www.scforh.info/content/uploads/2017/03/scfh2017_verkko.pdf, Koski et al. (2017)

EU sport system



Slide provided by Željko Pedišić

A 20-minute video about „How to run SCforH“ is coming soon

<https://www.scforh.info/sports-clubs/what-is-sports-club-for-health-scforh-approach/>

How do we reach people?

Football Fans in Training (FFIT) – developed in Scotland



The main aims of the programme are to:

- Improve lifestyle choices
- Increase physical activity amongst participants during the training
- Increase engagement in other physical activity
- Increase knowledge of diet and nutrition
- Reduce weight and waist measurements

SPFL = Scottish Premier Football League Trust



Introducing The SPFL Trust

IN 2009 THE SCOTTISH PREMIER LEAGUE TRUST WAS ESTABLISHED TO SEEK FUNDING FOR AND COORDINATE COMMUNITY INITIATIVES ACROSS THE 12 SPL TEAMS.

League reconstruction in 2013 brought together all 42 professional football clubs in Scotland under one entity – The Scottish Professional Football League.

As a result of this overhaul, the SPL Trust became the SPFL Trust, and now has a remit of engaging with all 42 professional football clubs in Scotland.

Since then, the SPFL Trust has secured funding for a range of initiatives delivered via clubs, and supported capacity building to help them deliver increased engagement in the communities they serve.



Engages with all 42 professional football clubs in Scotland.

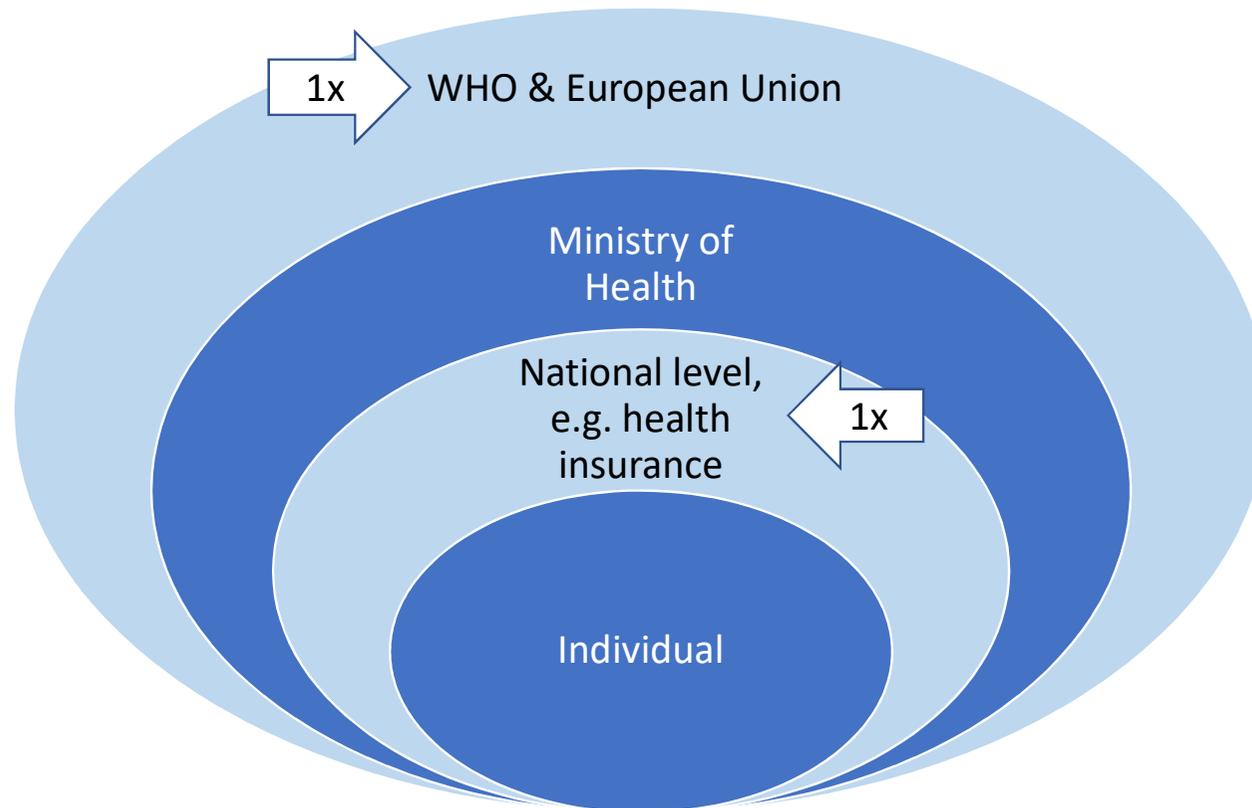
- FFIT for Men
- FFIT for Women
- FFITer Families



Multidisciplinary team

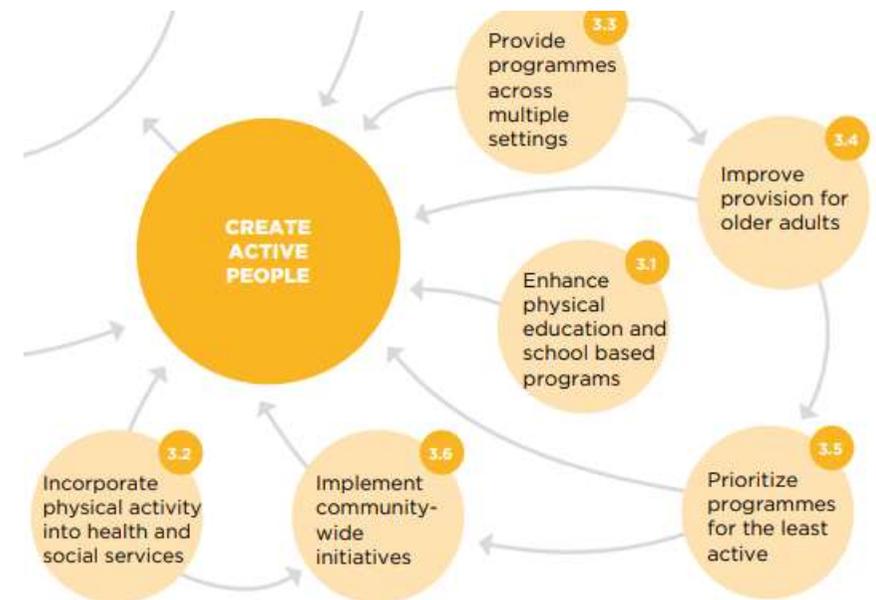
<https://www.fussballfansimtraining.de/>

Responsibility by the health sector



Global Action Plan on Physical Activity 2018 – 2030

WHO framework



WHO (2018)

Active. A technical package for increasing physical activity → 4 Policy Action Areas

How do we support a routine active lifestyle?



developed in Austria

Adults at risk in health resort specialised in the prevention of diseases through education and active engagement (1 to 3 weeks)



Standardized sports club programme close to where people live

After 1 semester → membership in the sports club



From 2015 to 2018 – Effectiveness/Feasibility

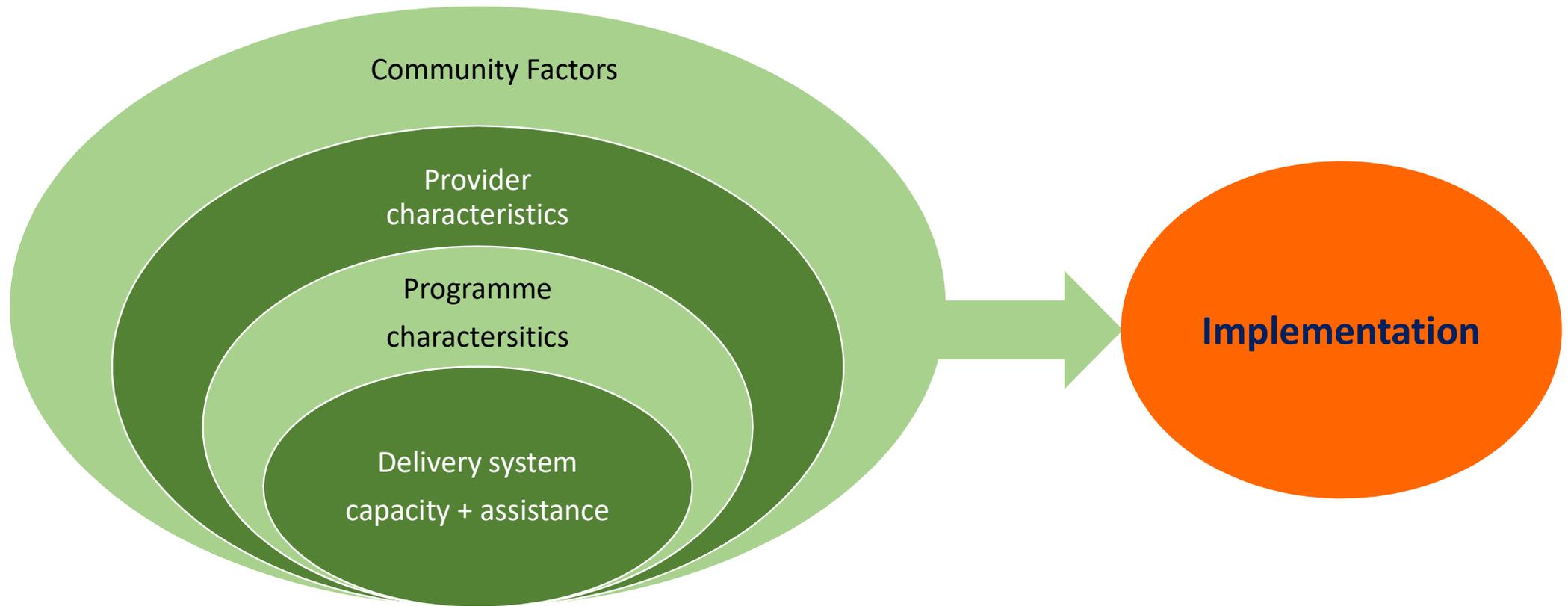
From 2019 to 2022 – Implementation

Titze et al. (2019)

Factors affecting implementation

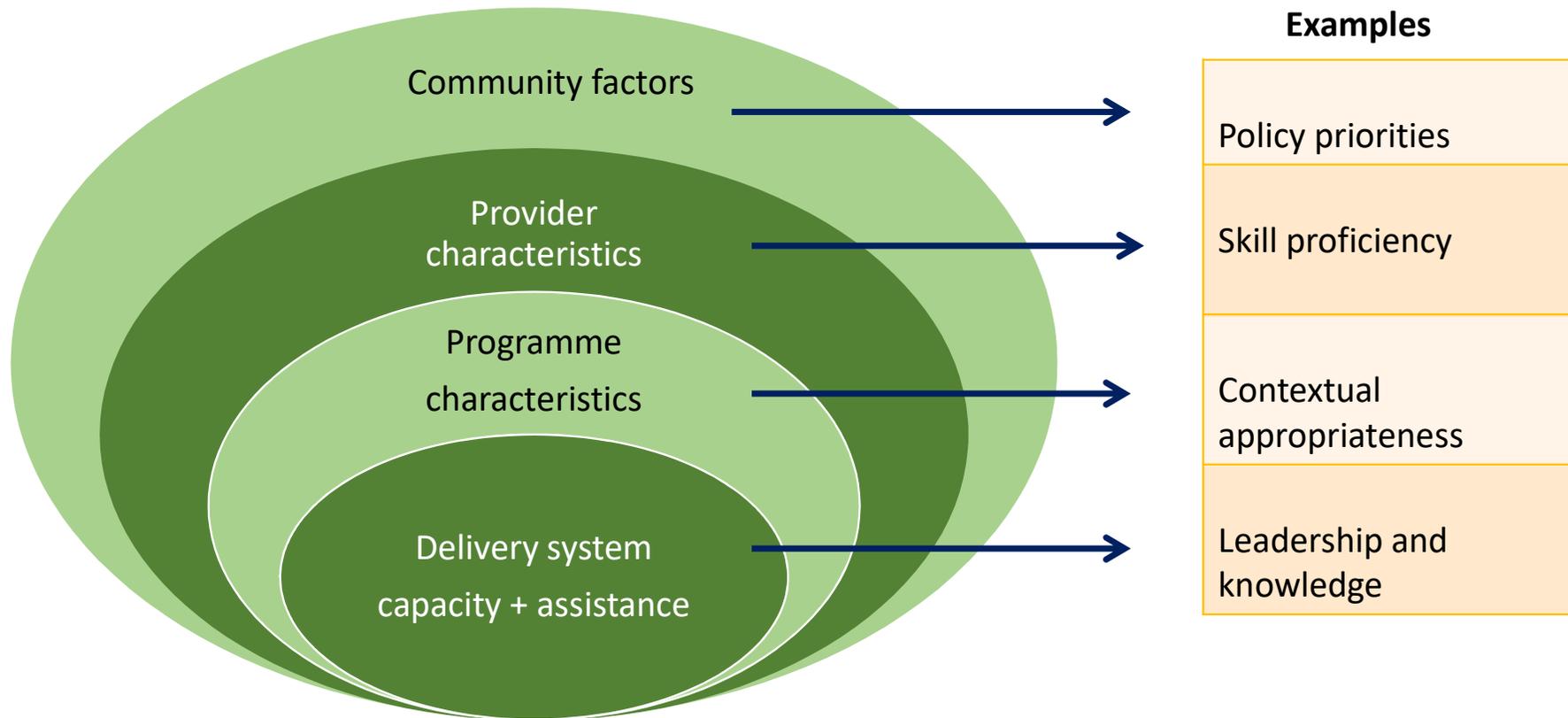


Framework for Effective Implementation



(based on Durlak & DuPre, 2008)

Factors affecting implementation



(based on Durlak & DuPre, 2008)

Conclusions

1.) For the promotion of an active lifestyle in populations we need ...

Financial responsibility

Scientific knowledge

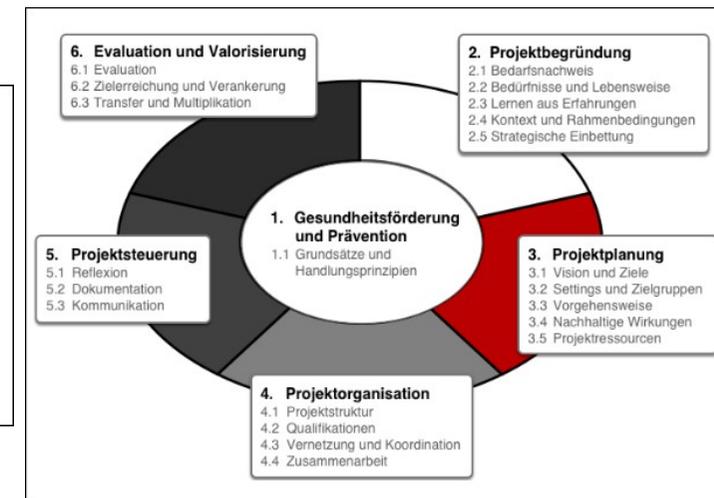
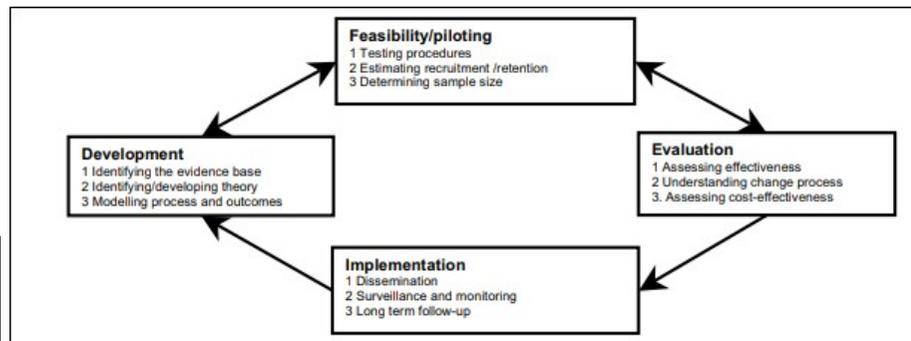
Inter-sectoral networking

AND enthusiasm



Conclusions

2. Value evidence-based interventions and implementation guidelines AND apply them!



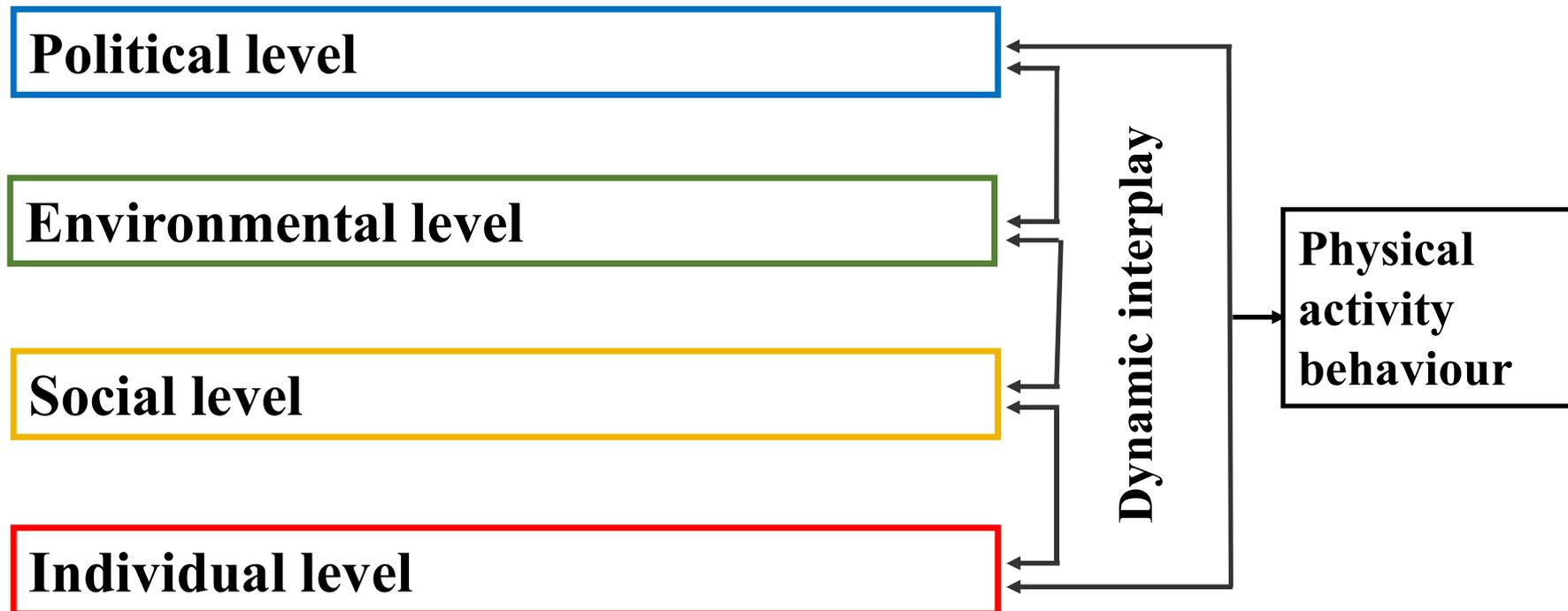
<https://www.dtb.de/pluspunkt-gesundheit/mehr-infos/qualitaetskriterien/> <https://gesundheit.dosb.de/angebote/sport-pro-gesundheit/>), [MRC-Framework: The development-evaluation-implementation process: https://mrc.ukri.org/documents/pdf/complex-interventions-guidance/](https://mrc.ukri.org/documents/pdf/complex-interventions-guidance/), <https://www.quint-essenz.ch/de/quality>; McKay et al. (2019) for further reading

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Framework

Actions needed to increase physical activity in populations



Titze (2003)