

# The Norwegian Action Plan on Physical Activity 2005-2009

IMPALA 8. Nov 2010

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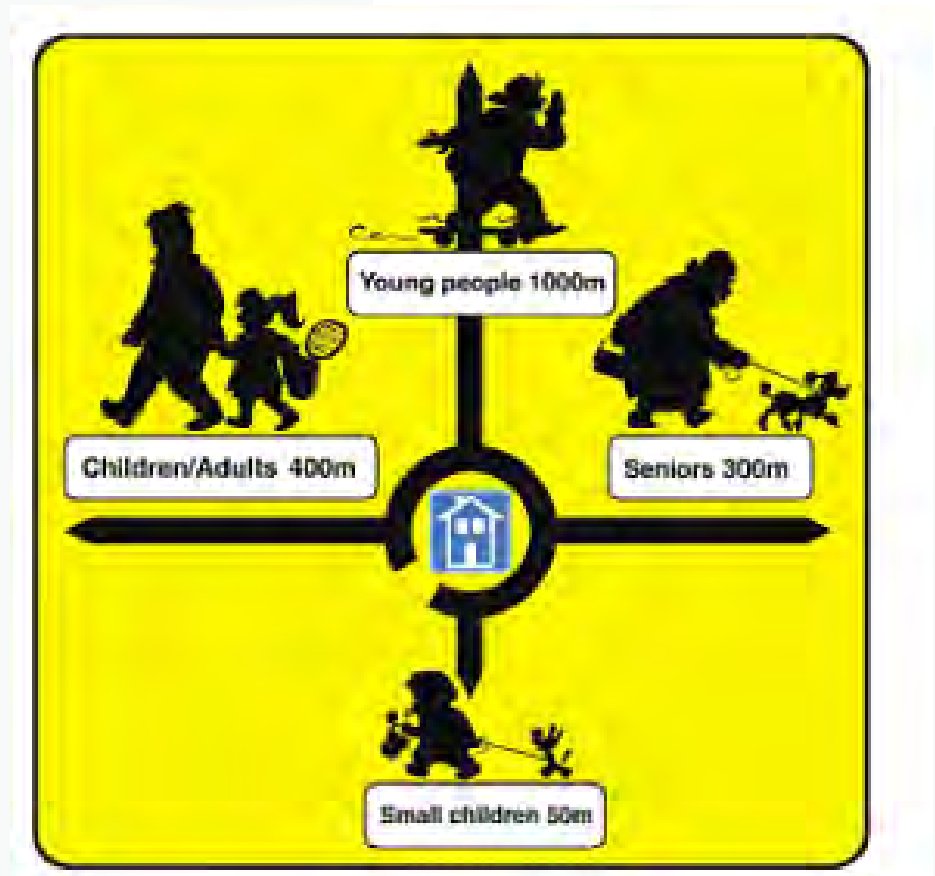
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# Content

- The Action Plan
- Evaluation
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**The range of which people move around varies with age.**



# Myths about Norway



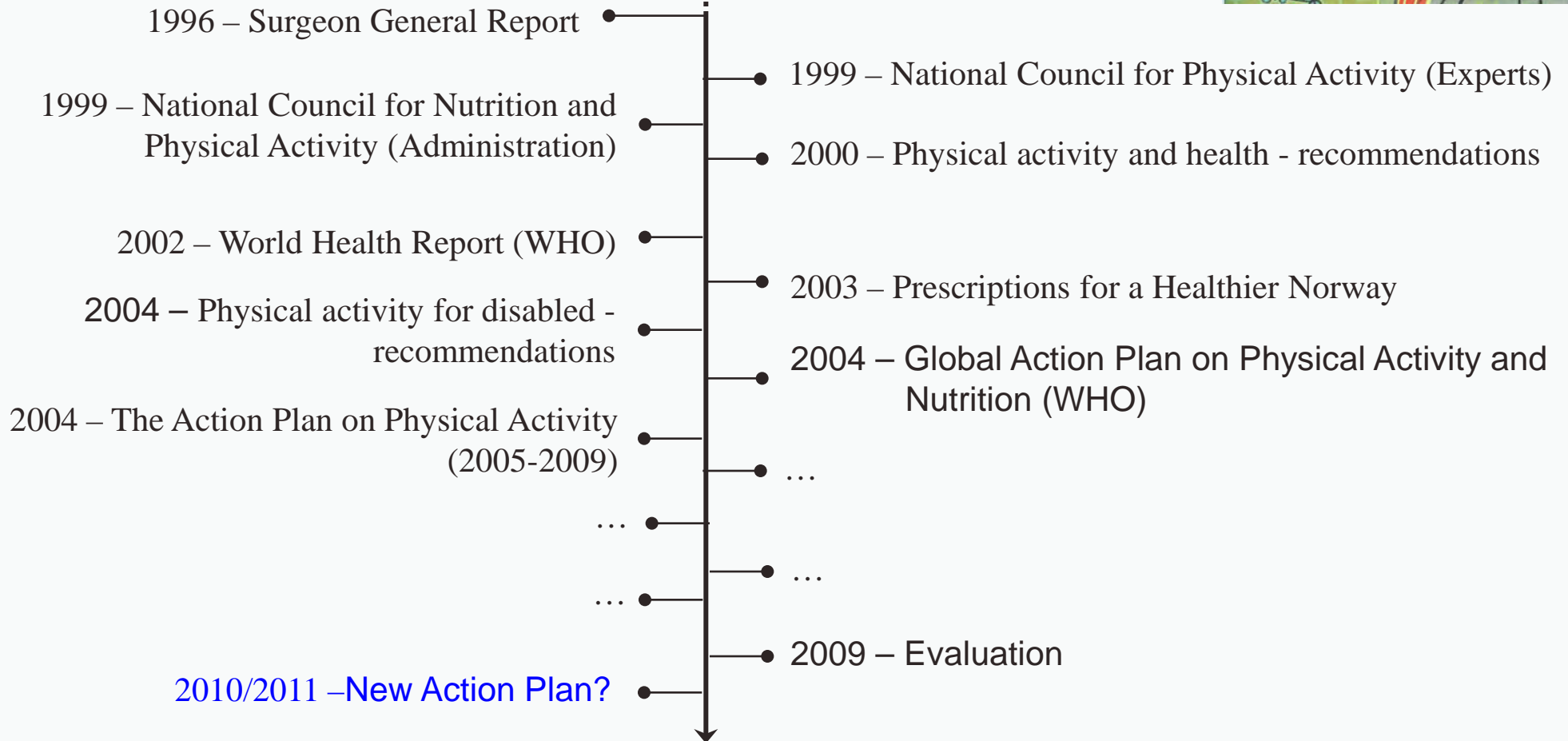
## Objective measures physical activity

- **Children and Adolescents - average 60 minutes every day (2005-2006)**
  - 91 % nine years old boys and 75% of the girls
  - ~ 50% of the 15 years olds
- **Adults - average 30 minutes every day (2008-2009)**
  - ~ 20% adults 20-69 years
  - 11% ♀ and 17% ♂ >70 years





# Background - Milestones



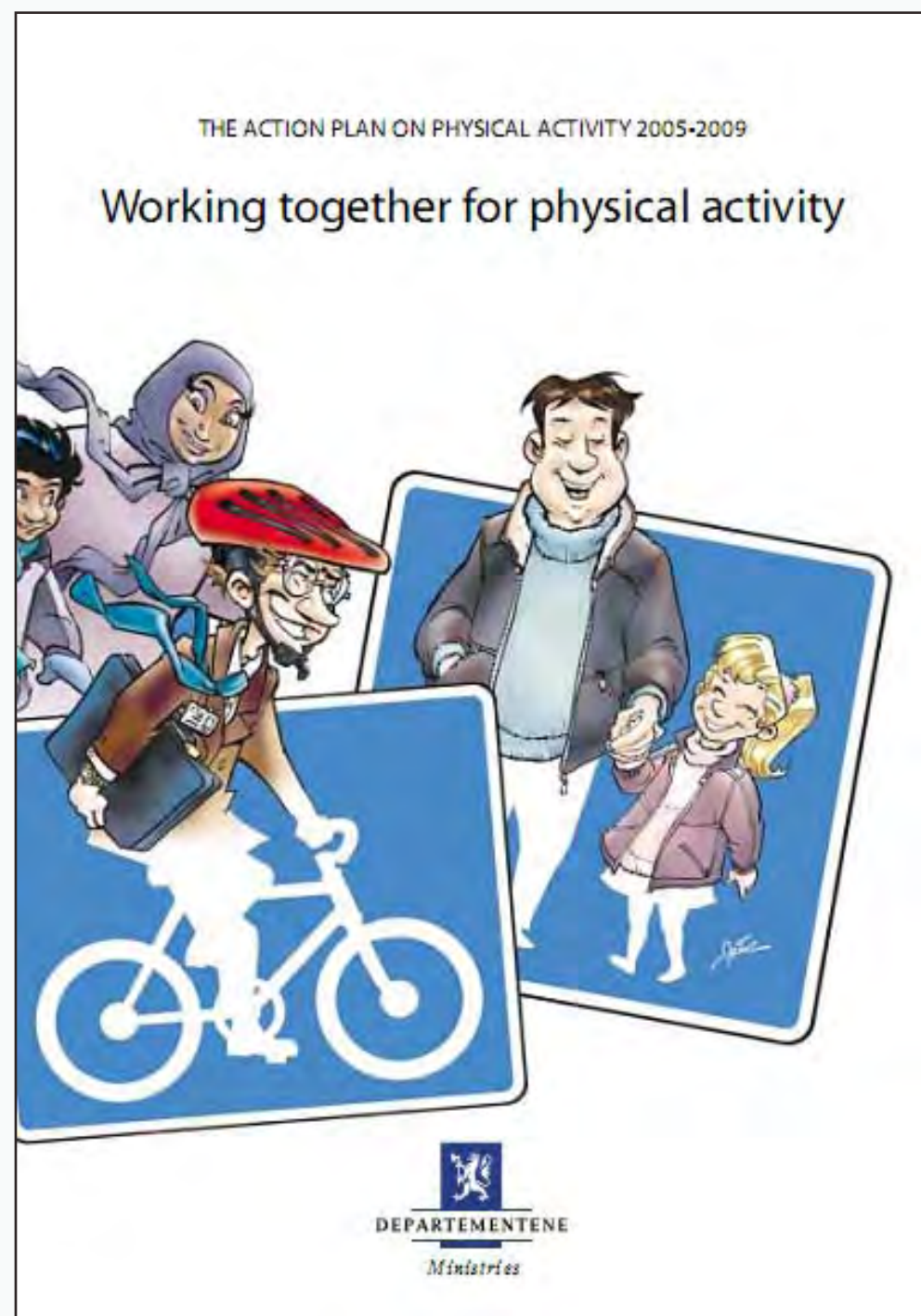
# The Action Plan on Physical Activity 2005-2009

Working together for  
Physical Activity

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The Action Plan on Physical Activity (2005-2009)



# Eight ministries



- **The Ministry of Health and Care Services were asked to prepare the action plan for the government**

The challenges connected to public health and physical inactivity can not be solved by the health sector alone

1. **Ministry of Health and Care Services**
2. **Ministry of Labour and Social Affairs**
3. **Ministry of Children and Family Affairs**
4. **Ministry of Local Government and Regional Development**
5. **Ministry of Culture and Church Affairs**
6. **Ministry of the Environment**
7. **Ministry of Transport and Communications**
8. **Ministry of Education and Research**

# Action Plan for Physical Activity - vision and goals



## **Vision:**

**Better health in the population through increased physical activity**

## ***Main goal no. 1:***

- **Increase the share of children and young people who are moderately physically active for at least 60 minutes every day**

## **Main goal no. 2:**

- **Increase the share of adults and elderly who are moderately physically active for at least 30 minutes every day**



# Areas of effort

## 1. Leisure time (n=29)

- Sports, Outdoor life & Low threshold activities

## 2. Daily life (n=17)

- Adolescence & Working life

## 3. Local surroundings (n=32)

- Considerations of health in planning, Local environment & Transport

## 4. PA in health- and social sectors (n=11)

## 5. Working together for physical activity (n=7)

## 6. A better foundation of knowledge (n=11)

- Research & education

## 7. Communication (n=1)

- [www.1-2-30.no](http://www.1-2-30.no)

**108 measures**

# All 108 measures



Measures	Responsible Ministry
<b>Sports – Chapter 3 “Active leisure time”</b>	
1. Contribute to the maintenance and the development of positive options of activity through organised sports via annual allocations to The Norwegian Sport Association and The Olympic Committee.	MCCA
2. Allocate means to activities and participation in clubs and organisations that organise sports and physical activity for children and adolescents.	MCCA
3. Allocate means to groups with special needs in order to contribute to the development of already existing activities and create new possibilities for persons with reduced functional ability to participate in sports and physical activities.	MCCA
4. Review allocations for development of activity and social integration in sports clubs. Allocations are earmarked projects and measures directed towards children and youth who are unable to participate in the common activity- and sport activities.	MCCA
5. Allocate means to the maintenance as well as construction of new sport arenas in the municipalities..	MCCA
6. Further development of information to the municipalities concerning systems of allocations to arenas for sports and physical activity through new guidelines.	MCCA
7. Further development of arrangements for arenas in the local environment adapted to individually organised activity.	MCCA

Measures	Responsible Ministry
<b>Research – Chapter 8 “A better foundation of knowledge”</b>	
97. Establish a system of monitoring the level of physical activity in the population.	MHCA
98. Consider the establishment of a research project run by The Norwegian Research Council within the area of physical activity and health.	MHCA
99. Contribute to an increased focus on the relation between physical activity and health in the national investigations on the population (the so-called Mother and child investigation, Cohort of Norway) as future research is concerned.	MHCA
100. Organise a "summary of knowledge" of the effects of measures aimed at the promotion of physical activity in the population.	MHCA
101. Develop a survey of physical activity applied by the health care services in connection with treatment and rehabilitation.	MHCA
<b>Education - Chapter 8 “A better foundation of knowledge”</b>	
102. Intensify the tuition on physical activity and health as part of a life long learning project for teachers and nursery school teachers.	MER

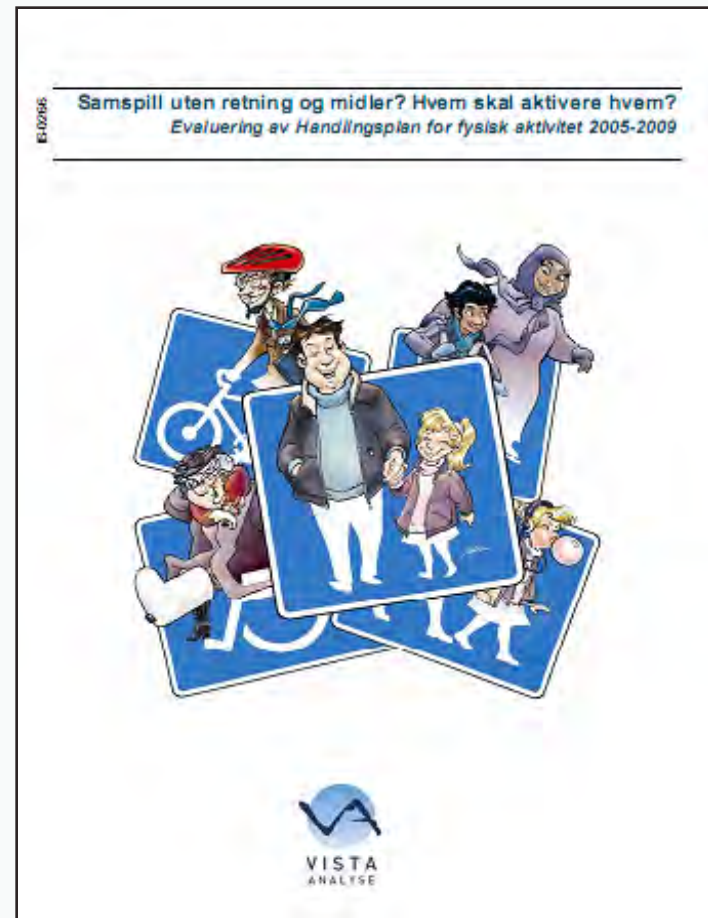
# Evaluation: "Teamwork without direction and funds?"



- **VISTA ANALYSE AS and ANALYSE&STRATEGI AS**
  - Oct. 2008- Oct 2009
  - 125 000 Euro

## Download

- [www.helsedirektoratet.no/fysiskaktivitet/fagnytt/handlingsplan\\_for\\_fysisk\\_aktivitet\\_er\\_evaluert\\_617974](http://www.helsedirektoratet.no/fysiskaktivitet/fagnytt/handlingsplan_for_fysisk_aktivitet_er_evaluert_617974)
- English version in 2010



# About the Evaluation



- **Document analysis**

- Whitepapers
- Evaluations of measures in the plan
- Reports and other relevant documents.

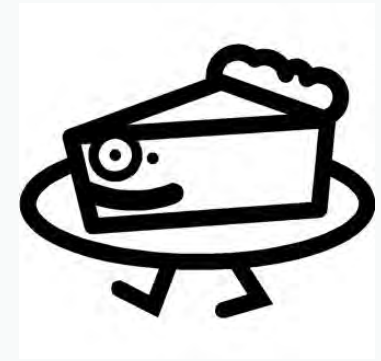
- **Surveys (electronic)**

- County governor and County authority
- Local and regional

- **Interviews**

- Ministries (n=3) and directorates (n=3)
- County governor (n=1)
- County authority (n=2)
- Voluntary organisations (n=2)
- Other national organisations
- Local sport organisations

- **Meetings**



# Results (1)

## Strengths

- **Multi-sectorial holistic approach**
- **Physical activity on the political agenda**
- **Understanding and knowledge about physical activity and health**
- **A important tool**
  - knowledge document local initiatives



# Results (2)

## Weaknesses

- Most of the instruments and measures were use even before the plan was established
- Many measures - without specific goals and priorities the follow-up regional and was random
- Placement of responsibility
- Diffuse target groups for some measures
- **MONEY!**

**... Many challenges have been recognised and addressed, but plan has failed to accord them appropriate priorities..**



# Recommendations

- 1. Influencing individual behaviour and lifestyle through public information and guidance through the health services**
- 2. Developing low-threshold activities and more opportunities for physical activity**
- 3. Planning and constructing the physical surroundings with the aim of making it easier for people to choose an active lifestyle**

**Cost effectiveness**

**Recommend a revision of the plan**

# Some thoughts



- In spite that the action plan has brought about some positive effects, there is still much to be done before the vision of the plan is realised and the goals achieved.
- The knowledge that has been gathered during the period covered by the action plan forms a solid foundation for making considerable progress in the years to come

# Some ongoing work...

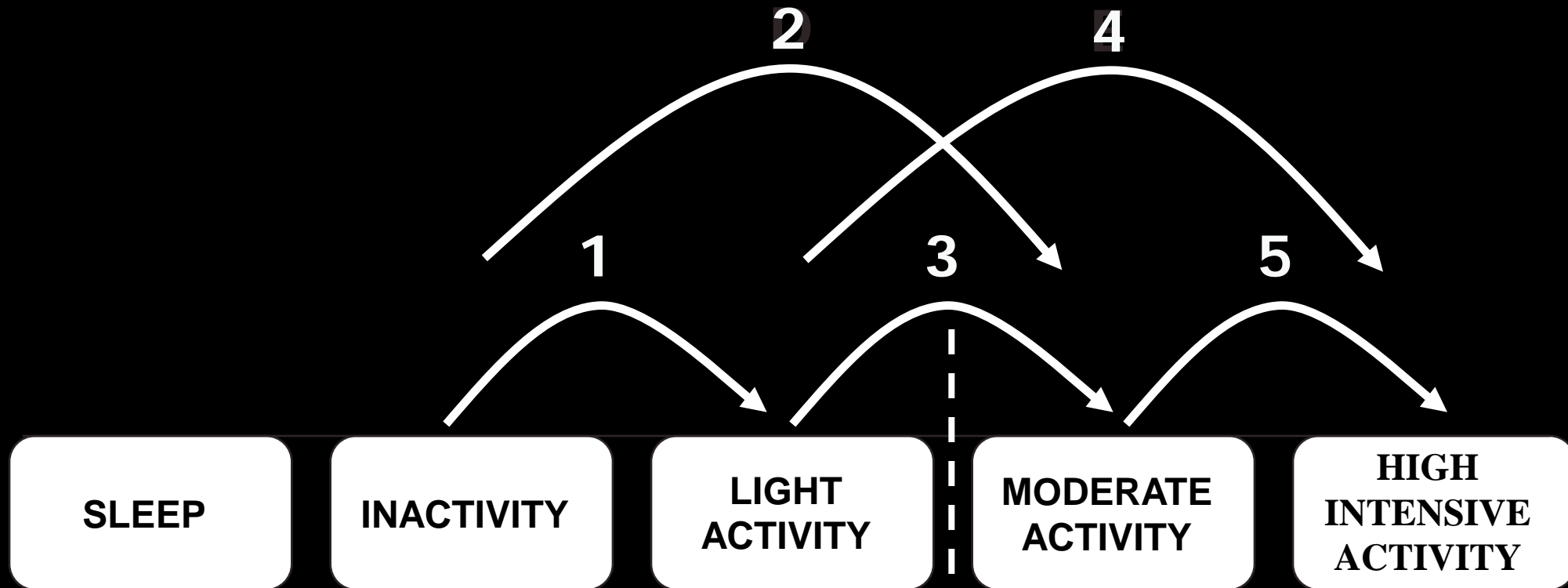


## The Government will make a decision

- **Norwegian Directorate of Health**
  - Trend Report
    - Public health work – The way to good health for all (Eng IS-1845)
- **The Ministry of Health and Care Services**
  - **New** healthcare act
  - **New** public health act
  - **New** health and healthcare plan
- **Norwegian Public Roads Administration**
  - **New** National walking strategy
  - Ongoing cycle strategy
- **The Norwegian Directorate for Nature Management**
  - **New** Action plan for recreation areas
- **The Ministry of Culture**
  - **New** White paper on Sports



# Reduce inactivity and increase activity



A) 1 & 2

B) 3, 4 & 5

