ABOUT THE PASS PROJECT

Taking inspiration from the Designed to Move international campaign, the PASS project – supported by the Erasmus+ Programme of the European Union - aims at shedding new light on the state of physical activity in Europe. With the support of 6 major European players (EUPEA, FESI, ISCA, ICSSPE, Spolint Institute and TAFISA), the Sport and Citizenship think tank is leading an important campaign on the current state of physical activity policy and practice in Europe. This 3-year project will end in December 2017.

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WORKSHOP 2

EDUCATIONAL CHALLENGES IN PROMOTING PHYSICAL ACTIVITY
INTRODUCTION

The relationship between physical activity and physical health is now established beyond doubt, and the awareness of the health costs of sedentary behaviours is so advanced that inactivity is now recognized as a major public health concern. For example, physical inactivity is the fourth leading risk factor for diseases. It is becoming clear that there is a trend for sedentary lifestyles across most of developed countries, too.

The challenges Europe is facing, like all continents, are both general and distinctive. The health risks associated with inactivity and sedentary lifestyles apply to all people, irrespective of their location and culture, but the social and environmental characteristics of living and working in Europe need to be understood as peculiar to that region.

Physical activity is important for people of all ages. So, it is concerning that available evidence suggests that activity levels, in Europe, are often low and even declining. The limited surveillance information on children suggests a similar pattern, and this is even more alarming as childhood represents a foundation for later health and activity behaviours. Research shows that around 210 million European citizens are inactive. This situation imposes economic costs of more than 80 billion euros per year to the EU-28 through four major non-communicable diseases (coronary heart disease, type II diabetes, colorectal and breast cancer) and through the indirect costs of inactivity-related mood and anxiety disorders.

Paradoxically, this situation has been quite documented throughout Europe. Unfortunately, not to the extent of acknowledging this public health risk as probably one of the most urgent challenges of the 21st century. It is claimed indeed that 66% of policymakers in Europe are unaware of the obesity levels in their country. Numbers go up to 84% for overweight. This gap in knowledge is detrimental for our economies, societies and well and has to be taken into account seriously. A number of policy documents have been produced at international, European and national levels, most notably thanks to the impetus of WHO and the European Union. A currently under-utilised resource there, has been the more local governmental agencies. They represent a level of administration that is closer to citizens and hold the competencies to animate their territories. Cities offer numerous opportunities to be physically active, and some have turned their built environment into a space that encourages health and activity for all. Active cities are walkable and cyclable. They are safe and well lit, with good public transport and appropriate management of obstacles and barriers. They represent an opportunity to create the conditions for European citizens to be physically active.
WORKSHOP AGENDA

DAY 1: 14.00 – 18.00

- Welcome speech – Martin HOLZWEG, EUPEA
- Presentation of project PASS – Maxime LEBLANC, Sport and Citizenship Think Tank
- Introduction of participants
- An insight into the project PASS preliminary results – Katrin KOENEN, ICSSPE and Martin HOLZWEG, EUPEA
- Physical education of children and youngsters/Challenges for the educational system – Dr. Daniel MÖLLENBECK, German Physical Education Teacher Association
- Physical activity in Europe – Prof. Dr. Herbert HARTMANN, Honorary Member, Deutscher Turner Bund (DTB)
- Physical Education and Nutrition – Mirko EICHNER, Platform Ernährung und Bewegung (PEB)
- Group discussion

DAY 2: 9.00 – 15.00

- Introduction to day 2 objectives
- Good practices reports
  - European Physical Education Association (EUPEA) - Rose-Marie REPOND
  - German Olympic Society Berlin; Kinder Bewegen Initiative (Gehrard JANETZKY)
  - German Physical Education Teacher Association: Schulsport bewegt alle! (Dr. Daniel MÖLLENBECK)
- Group work: challenges ahead for the education sector in promoting physical activity
- Group reports, conclusions
- Synthesis and path forward
BACKGROUND AND OBJECTIVES

The PASS project started in January 2015 with a clear and ambitious mission: to bring a contribution to the fight against the European physical inactivity epidemic.

The project consists of three main activities:

- A transnational study on the state and status of physical activity policy and practice across Europe
- Five topical workshops on health, education, grassroots sport, cities and sport industry
- A European-wide communication and awareness-raising campaign

After completing a study of the state and status of policy and practices on physical activity at European level (a study carried out by ICSSPE), the PASS partners are looking to engage with experts, academics, opinion and good practices leaders in a series of Member States.

The PASS partners approach is cross-sectorial, meaning that the contribution of different sectors/policy areas is seen as instrumental in the fight against sedentariness. This “settings” approach echoes the following areas: health, education, grassroots sports, sport industry and economy, cities and municipalities.

The workshops address a specific thematic field and provide for exchanges of best practices, knowledge and experience among partners, partner’s networks, associated partners and guest organisations.

The project consortium is composed of the following organisations:

- Sport and Citizenship Think Tank (project leader)
- The International Council for Sport Science and Physical Education (ICSSPE)
- Federation of the European Sporting Goods Industries (FESI)
- The European Physical Education Association (EUPEA)
- The International Sport and Culture Association (ISCA)
- The Association for International Sport for All (TAFISA)
- The SPOLINT Institute

Every partner organization is responsible for hosting one workshop on each of the five settings identified: health, education, industry, cities and grassroots sports.
WORKSHOP MINUTES

DAY 1 – 19 September

Introduction to the workshop

The workshop was opened by Martin Holzweg from EUPEA. After successfully completing the scientific work package, PASS members are now looking at external expertise and experiences to come up with pragmatic sectorial ideas to promote physical activity. This workshop is the second of a series of five, focusing on educational challenges within the remit of fighting against physical inactivity and sedentary lifestyles.

Presentation of the PASS narrative review

The workshop continued with successive presentations from Maxime Leblanc, Katrin Koenen and Martin Holzweg respectively on the PASS project mission and objective and on the PASS project scientific framework and intermediary results.

The presentations emphasised the distinctive contributions that physical activity can make, not only in terms of physical health, but also supporting intellectual, financial, social and other personal developments. The research conducted within the PASS project comprises a systematic review of EU physical activity policies, a narrative review of the state of physical activity in Europe, and finally identifying patterns, trends, and possible solutions.

Research primarily focused on the levels of participation in sport in EU countries as well as on the cost of physical inactivity.

To counter the physical inactivity epidemic, the project proposes to focus on different settings (schools, youth sports, families, workplaces, cities) with a major focus on the concept of Active Cities. It is indeed argued that local and regional authorities are the missing link to get more people active more often. Policy and research have tended to focus on the national level and overlook the more local level of administration.

To help fill this gap, the PASS project build a policy audit tool/questionnaire targeting municipalities to find out what they know and what they would need to improve their physical activity programmes. The first testing phase of the questionnaire is now finalised. The next phase will be using the updated questionnaire for a Europe-wide survey.

Round of keynote speakers
The second part of the workshop consisted in successive presentations on the relation between physical activity and physical education. Three guest speakers brought interesting insight to set the scene for debate.

**German PE Teacher Association**

Dr. Daniel Möllenbeck presented a research on students’ physical activity, health and well-being. The research focused on the following questions:

- Are students highly active?
- Are students healthier than average?
- Differences between active and inactive students - health resources, stress perception and coping, health and well-being

Responses show that

- Students who exercise more than 1h/week have significantly better developed physical and psychosocial health resources
- and have a significantly
  - better subjective health status
  - better habitual health status
  - less bodily complaints/ health problems
  - higher life satisfaction
  - lower stress perception

In short, the more students practice physical activity, the less they complain about their physical health, as their understanding of the benefits of physical activity grows. They have a better subjective health status: they feel better.

On the challenges facing health promotion through physical activity and physical education in the school context:

- Neither university students nor pupils are highly active; there are some severe health problems
- Motor skills of kids and youngsters have decreased in average by more than 10 % in the last 25 years (flexibility and endurance) (Bös 2003).
- Less PA in schools (vgl. BMG 2010)
- Physical activity improves cognitive and non-cognitive functions (Kempermann 2012)
- KiGGS-Study: 15 % of 3- to 17-year-olds show behaviour disorders (boys 18%, girls 12%); many boys are hyperactive or have problems with class-mates; girls have higher prevalence of emotional problems (Lampert et al. 2009).
- DAK-Study (2010): one third of all pupils suffer from psychosomatic complaints (girls 40%, boys 22%; one reason is physical inactivity during the day
- % of pupils like PE lessons- only 50% like going to school
German Platform on Nutrition and Physical Activity

The organisation was presented by Mirko Eichner. Peb (Platform Ernährung und Bewegung) is the biggest initiative on nutrition and exercise in Europe, created by politicians, associations and industries. It is the largest European network for the prevention of excess weight in children and youths with approx. 100 members.

The KIGGS study concluded that:

- 15 percent of children and adolescents in Germany are estimated to be overweight, and 6.3 percent even obese.
- In the last three decades, the frequency of cases of excess weight and obesity in children and adolescents has increased dramatically all over the world.
- Physical and motor performance in childhood has declined in some cases by more than 10 percent in comparison with children of the same age 25 years ago.
- Survey with 600,000 new school starters (Moß/Wabitsch 2011): Decline or stagnancy in nearly all federal states of Germany

Peb takes an educative and positive approach to the problem of overweight among children. Among many initiatives, Peb has launched a "Municipal Health Monitor" and works on the following principles:

- Qualifying to "Municipal Health Moderator": Network management and health promotion in the fields of nutrition and physical activity
- With the objective of: composition of municipal networks of overweight prevention and health promotion for children
- Single coaching for networking, setting goals and evaluation

Sports Clubs for Health Project II

The project was presented by Prof. Dr. Herbert Hartmann from the German Gymnastics Federation. The SCforH II project is an EU-funded initiative. During the first step of the project, guidelines for sports clubs to promote. Recently, the implementation of the SCforH programs was introduced as one of the 23 indicators to assess HEPA levels and policies in the EU member states.

So far, the extent of the implementation of the programs is unclear. Therefore, this second project aims:

1. To review and evaluate previous efforts and efficacy in implementing SCforH I programs and guidelines
2. To further promote national implementation of SCforH guidelines at both grassroots and governmental levels

This project presents a number of potential bridges with the PASS project in the sense that it is targeting both the local and national levels of administration.
Group discussion

The successive presentations led to several discussions, structured or not. Here is a (non-exhaustive list) of some of the highlighted ideas on the topic:

- The utilization of physical activity within school is an important topic. If teachers are not intended to be all trained as physical education teachers, physical activity remains a topic of transversal nature which could be used as a background for different disciplines.
- The prerequisite of creating partnerships with school is to understand the governance in schools as well as its agents: director/school principal, teachers, academy, ministry of education, regional authority, inspectors, etc…
- The engagement of physical activity in often a function of the offer of physical activity itself. When it comes to physical education, 2 objectives should be put forward: the notion of fun and the principle of pedagogy

DAY 2 – 20 September

The second day of the workshop brought together PASS project members and stakeholders from different backgrounds working in HEPA promotion (public institutions, private sector, sport movement, …) to collectively answer to a set of prepared questions:

1. How to engage with policy-makers in the education sector?
2. What can the sport sector expect from this collaboration? How can they help support our messages?
3. What obstacles can we anticipate while cooperating with policy-makers from the education sector?

Good practices reports

The second day started with a series of good practice reports linked to the issue of promoting physical activity in the school context and beyond.

Rose-Marie REPOND, EUPEA

For the first time in 2008, physical education was included in the HEPA guidelines, along the idea that it should be taught by trained professionals. Quality physical education teachers leads to quality physical education.

Rose-Marie presented the projects implemented by the municipality of Burgdorf, Switzerland. The basis of the model is 3-fold:
- Information about all the possibilities to participate
- Implementation and monitoring of the 3 hours PE per week
- School sport and sport for young people
The city of Burgdorf works for offering the inhabitants good infrastructures and environment to practice sport

- Infrastructure for training, competition, manifestation
- Material of sport in the sport hall for schools and clubs
- Maintenance of sport infrastructure

Several mobility programs have been carried out to promote walking and cycling to school for kids. The project members found out that there were several natural or build barriers which could be dangerous for the kids. It took 3 years to make the roads safe.

The city also offers an online self-evaluation tool for citizens to test their transportation behavior in terms of cost, time, health, environment, safety and comfort.

This example has been made possible thanks to continuous partnerships and exchanges between private and public institutions. The city promotes the contact and the exchanges of ideas between the clubs and the political authority in Burgdorf and the region to support the quality insurance in the sport offer.

(See Rose-Marie Repond’s powerpoint presentation for more details).

Gerhard JANETZKY, German Olympic Society Berlin

Mr. Janetzky was invited to present the "Kinder Bewegen Initiative". The starting point is that children lack physical activity in kindergartens. Also, teachers and carers do not necessarily have the required competence and training to engage in PA with them. With this programme, the German Olympic Society aims to bridge this gap.

27 kindergarten have participated to a relay for 3 to 6 year-old children. Former Olympic athletes support the events and the kids. The event is also the occasion to distribute a handbook on Olympic values.

For each kindergarten, the project ends with a test to evaluate their mobility and movement with objective measurement tools.

Evaluation has shown to associate this project with increased motoric and learning capacities for children who participated.

The project is 85/90 per cent funded by the German Olympics Society. In terms of funding, the major part comes from the private sector, including a lot of local building companies who want to promote a safe environment in their cities. This project is a successful example that counterbalances the absolute need for public funding.

Daniel Möllenbeck, German PE Teacher Association

The PASS group welcomed Daniel Möllenbeck again on day 2 for a presentation of several initiatives from the German PE Teacher Association.

The Association has structured itself on several project. All information is available on their website: www.dslv.de.
The Association has produced DVDs to convince tennis coaches to come and teach tennis in the school contexts to groups of 20-30 kids. The initiative received the support of the Ministry of Education and the land of Baden-Württemberg.

Group work conclusions

1. How to engage with policy-makers in the education sector?

- Multi-governance level approach is key.
- Identify which level of authority we must address and try to reach out to the right contact: Identify your CHANGE AGENT: the politician that can not only promise, but also deliver.
- Mapping politicians and policy areas, levels of governance
- Correlate this mapping with time resources: good timing and media strategy. Allocate adequate time depending of the political level
- Mapping of the coalition that we would go and present. Coalition of stakeholders, pick some key elements: ambassadors, key athletes
- Customize the message vis-a-vis the audience
- WHAT, WHY, HOW, WHEN, WHO
- Positive approach. Not deficits but opportunities.
- Use easy conversations like PASS for example.
- Use existing professional events to foster interest + role models

2. What can the sport sector expect from this collaboration? How can they help support our messages?

- Use PASS material
- Raise the profile of PA
- They can help us (“PA advocates”) understand what their needs are.
- Cahier des charges with clear objectives and an easy conversation to kick-start valid discussions
- Education of parent association on the benefits of PA – because they would have their messaging more powerful to go to schools and advocate.
- Evaluation methodology to truly have facts and figures that they can rely on.

3. What obstacles can we anticipate while cooperating with policy-makers from the education sector?

- Lack of responsibility
- Lack of resources
- Pressure from other disciplines
- Negative recognition of sport and professional media sports
- Go beyond the media barrier and engage different journalist audiences
- Take the message to pop culture and not only sports

**Group work conclusions**

While thanking the participants for their respective contributions, the PASS group decided that:

- The minutes of this workshop would be redacted and circulated to all the participants
- Participants which are not member of the PASS group should receive the PASS material for future use and dissemination
- This report will be summarised and adapted for the final deliverable which will include the recommendations from the 4 other topical workshops of the PASS project.
LIST OF PARTICIPANTS

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