



University of Zurich

Institute of Social and Preventive Medicine

# Physical activity promotion in health care and in other settings - experiences from a multicultural society

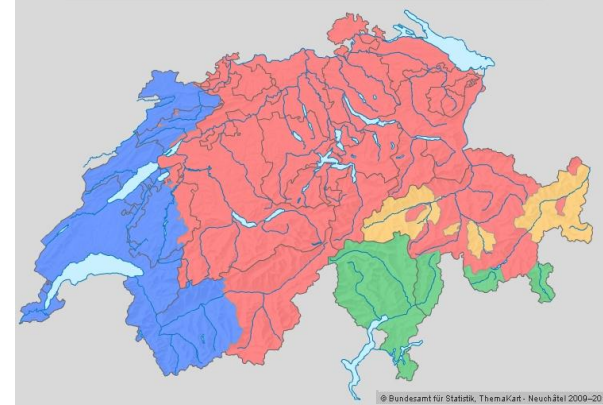
Brian Martin, MD MPH  
Head Physical Activity and Health Unit, Institute of Social and Preventive Medicine

European Initiative for Exercise in Medicine, 3<sup>rd</sup> Congress, Budapest, 15.09.2014



## Language Distribution in Switzerland (8 Mio inhabitants)

64% German 20% French 6% Italian 1% Rumansh 9% others



## National Physical Activity and Health Documents

German French Italian English

Activité physique et santé  
Document de base

Health-Enhancing Physical Activity  
Core Document for Switzerland

Gesundheitswirksame Bewegung  
Grundlegendokument

Muoversi fa bene alla salute  
Documento di base

[www.hepa.ch](http://www.hepa.ch)



## Differences in reported PA and sport behaviour

German French Italian



Remarque: nombre de personnes interrogées: 2000: 2058; 2008: 10 242; 2014: 10 622.

[www.sportobs.ch](http://www.sportobs.ch)

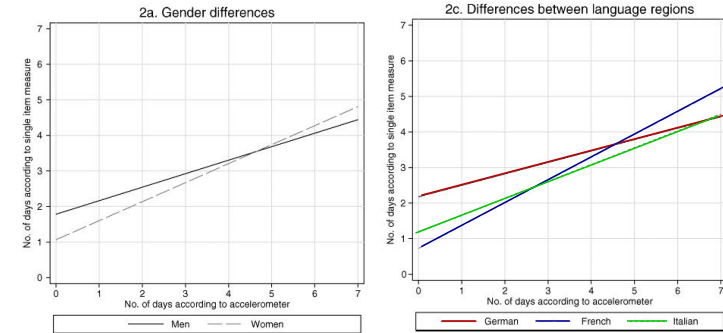
## What physical activity surveillance needs: validity of a single-item questionnaire

Miriam Wanner,<sup>1</sup> Nicole Probst-Hensch,<sup>2,3</sup> Susi Kriemler,<sup>1,2,3</sup> Flurina Meier,<sup>2,3</sup>  
Adrian Bauman,<sup>4</sup> Brian W Martin<sup>1</sup>

“A validation study was carried out within the second follow-up of a large Swiss cohort study (...), n=208) and included an additional convenient sample (n=110).  
(...) Correlation coefficients for the number of days with at least 30 min of moderate-to-vigorous physical activity according to the single item and different accelerometer activity outcomes ranged from 0.40 to 0.54.”

Wanner M, et al. *Br J Sports Med* 2013;0:1–7. doi:10.1136/bjsports-2012-092122

## What physical activity surveillance needs: validity of a single-item questionnaire



Wanner M, et al. *Br J Sports Med* 2013;0:1–7. doi:10.1136/bjsports-2012-092122



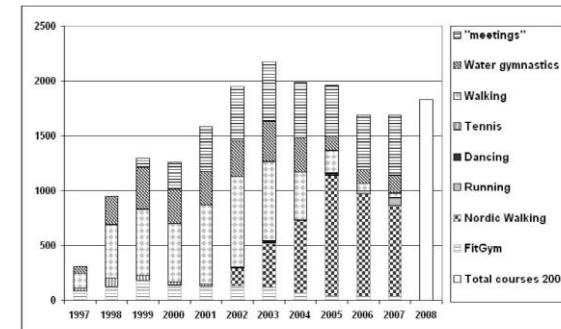
## The programme Allez Hop

- Weekly lessons during ten week courses, qualified instructors
- National programme, initiated in 1996 in the German speaking part (with a French name)
- At the beginning in collaboration with sports clubs and associations; later also with independent instructors

Wanner M, Martin-Diener E, Bauer G, Stamm HP, Martin BW. Allez Hop, a nation-wide programme for the promotion of physical activity in Switzerland: What is the evidence for a population impact after one decade of implementation. *Br J Sports Med*. 2011 Dec;45(15):1202-7.



## Course development 1997-2008

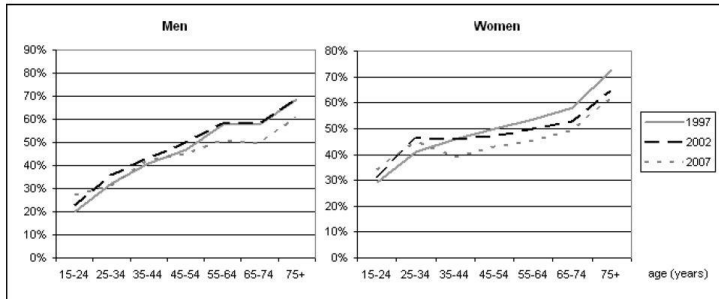


Wanner M, Martin-Diener E, Bauer G, Stamm HP, Martin BW. Allez Hop, a nation-wide programme for the promotion of physical activity in Switzerland: What is the evidence for a population impact after one decade of implementation. *Br J Sports Med*. 2011 Dec;45(15):1202-7.

## Population impact of a nation-wide physical activity programme with 200'000 participants

1997-2008

<1 „sweat episodes“ during leisure time reported in the Swiss Health Survey  
(1997: n=12'999; 2002: n=19'698; 2007: n=18'745)



Wanner M, Martin-Diener E, Bauer G, Stamm HP, Martin BW. Allez Hop, a nation-wide programme for the promotion of physical activity in Switzerland: What is the evidence for a population impact after one decade of implementation. Br J Sports Med. 2011 Dec;45(15):1202-7.

## The programme Allez Hop

- “Allez Hop as a nationwide programme for the promotion of physical activity was launched in (...)”
- “Allez Hop as a national implementation project was terminated at the end of 2008 and only the instructors’ training was integrated into the new concept ‘sports for adults’ of the Swiss Federal Office of Sport.
- Two regional organisations are continuing with the label Allez Hop in the Italian and the French speaking parts of Switzerland.”

Wanner M, Martin-Diener E, Bauer G, Stamm HP, Martin BW. Allez Hop, a nation-wide programme for the promotion of physical activity in Switzerland: What is the evidence for a population impact after one decade of implementation. Br J Sports Med. 2011 Dec;45(15):1202-7.



- Two regional organisations are continuing with the label Allez Hop in the Italian and the French speaking parts of Switzerland.”

Wanner M, Martin-Diener E, Bauer G, Stamm HP, Martin BW. Allez Hop, a nation-wide programme for the promotion of physical activity in Switzerland: What is the evidence for a population impact after one decade of implementation. Br J Sports Med. 2011 Dec;45(15):1202-7.

### Short reports

87

Jenny Pieth<sup>a</sup>, Matthias Grabherr<sup>b</sup>, Katja Navarra<sup>b</sup>, Osman Besic<sup>b</sup>, Brigit Zuppinger<sup>c</sup>, Anton Lehmann<sup>a</sup>, Brian W. Martin<sup>a,d</sup>

<sup>a</sup> Swiss Federal Institute of Sport Magglingen, Switzerland

<sup>b</sup> Swiss Red Cross, Bern, Switzerland


<sup>c</sup> Federal Office of Public Health, Bern, Switzerland

<sup>d</sup> Institute of Social and Preventive Medicine, University of Zurich, Switzerland

## Information material for migrant populations in Switzerland: the example of physical activity promotion

Schweizerische Zeitschrift für «Sportmedizin und Sporttraumatologie» 57 (2), 87–89, 2009

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Língua: [dropdown] Tema: [dropdown] Palavra-chave: [input]

**Alimentação & Movimento**

- Gravidez & bebé
- Saúde Infantil
- Idosos
- Doenças & prevenção
- Relações & vida sexual
- Psique, dependências e crise
- Sem Papéis
- Cuidados de saúde
- Trabalho & habitação
- Migração & sociedade
- Publicações especializadas
- Meios audiovisuais
- Bildungsunterlagen

**Movimento é Vida**

**Teor**  
A brochura é dirigida a pessoas com antecedentes migratórios de várias origens e de vários grupos etários, que no dia a dia se movimentam pouco ou nada. Fornece informações sobre o tema movimento e desporto e motiva a realizar mais movimento no dia a dia. A brochura parte dos motivos para se movimentar, oferece sugestões práticas e outras indicações para ofertas concretas e mostra formas de superar obstáculos.

**Autora/Autor**  
Jenny Pletli, Katja Navarra, Matthias Grabherr

**Tipo de meio**  
Brochura, 28 páginas, 2008

**Publicado por**  
BASPO, Eidg. Hochschule für Sport Magglingen, Schweiz, Rotes Kreuz, BAG  
[www.basposhop.ch](http://www.basposhop.ch)

Publicação 13 de 19


Cesto de compras  
Publicações: 0

Subscrever boletim  
Estar regularmente ao corrente de informações sobre saúde em várias línguas

Imprimir

## Motivos para se movimentar

«O movimento é, para mim, além da alimentação, ar e amor uma necessidade vital - sem movimento não há vida!»  
*Xhevat Hasani*




Todos sabemos que o movimento é um elemento importante da nossa vida. A motivação para se movimentar é, no entanto, diferente de pessoa para pessoa.

Alguns movimentam-se por vários motivos. Alguns movimentam-se para passar tempo com a família e amigos ou para combaterem outras pessoas. Outros apreciam o movimento ao ar livre, reduzem o stress e conseguem um equilíbrio físico e psíquico no dia-a-dia. Outros ainda gostam do desempenho físico ou movimentam-se para melhorar a sua saúde.

Em qualquer situação de vida, em qualquer idade e apesar de condições físicas diferentes, há uma série de opções de movimento. O movimento não significa apenas desporto, mas abrange todos os tipos de movimento, incluindo o movimento no dia-a-dia, trabalho físico, subir escadas ou brincar com as crianças.

O tipo de movimento por que nos decidimos depende dos nossos interesses, experiências, motivação e da forma como lidamos com possíveis obstáculos.

Imagine que pode fazer aquilo que quiser...



2 Movimento e vida Movimento e vida 3

## Fazer algo pela saúde

«Para mim, o movimento significa saúde física e psíquica. Movimento-me, dado que isso contribui para melhorar o meu humor e as minhas relações com os outros.»  
*Alícia Gamboa*

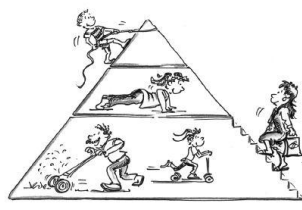
O movimento regular fomenta, de forma sustentável, a saúde. O risco de doenças cardiovasculares (p. ex., enfarto do miocárdio ou acidente vascular cerebral), diabetes, dores de costas, vários tipos de cancro, excesso de peso ou doenças psíquicas, tal como p. ex. depressões ligeiras, pode ser reduzido através da actividade física regular. Devido ao movimento, permaneces autónomo e capaz mesmo numa idade mais avançada e podes - após um acidente ou doença - voltar a fortalecer o teu corpo com actividades direccionadas. O movimento regular pode também ajuda-lo a mudar o seu estilo de vida, p. ex., emagrecer ou deixar de fumar.

Praticamente todas as actividades físicas regulares são saudáveis. Todas as sugestões mencionadas nesta brochura - desde comidas desportivas até aos secucanos momentos de movimento no dia-a-dia - são muito benéficas no que diz respeito à sua saúde a longo prazo.

**Recomendação**  
Observe a pirâmide do movimento. O primeiro degrau é o mais importante para a sua saúde. Representa os movimentos no dia-a-dia: cortar a relva, trabalho doméstico, subir escadas ou andar a pé. Comece com o primeiro degrau, a movimentar-se no dia-a-dia, no mínimo 30 minutos por dia. Pode também dividir esta meia hora em períodos de 10 a 15 minutos. Pode ainda contribuir para a sua saúde e bem-estar ao exercitar a sua resistência e força com actividades do segundo degrau, tal como correr regularmente ou musculação. O degrau superior da pirâmide é constituído por desporto de

competição (p. ex. no mínimo 5 horas de corrida por semana).

**Atenção!**  
O movimento e desporto são saudáveis, desde que respeite os seus limites individuais. Caso existam ou surjam problemas físicos, ou tiver preocupações em geral quanto à sua saúde, recomenda-se um aconselhamento por um especialista (médica de família, fisioterapeuta, etc.).




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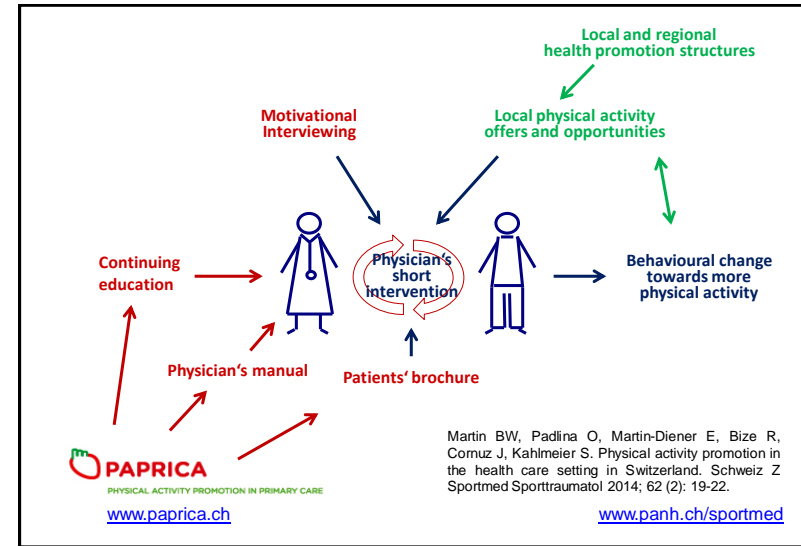
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Pregnancy & Giving Birth	0	french	(PDF)	free, from 11 brochures extra P&P
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Age	0	albanian	(PDF)	free, from 11 brochures extra P&P
Diseases & Prevention	0	english	(PDF)	free, from 11 brochures extra P&P
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Mental Health & Crisis	0	Portuguese	(PDF)	free, from 11 brochures extra P&P
Sans Papiers	0	Portuguese	(PDF)	free, from 11 brochures extra P&P
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Audiovisual media	0	turkish	(PDF)	free, from 11 brochures extra P&P
Bildungsunterlagen				

Kreuz, BAG

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## PA promotion in primary care

- Since 1990s development of interventions based on international experiences, but adapted to local situation
  - ➔ Good acceptance in patients, GPs and other primary care staff

Märki A, Bauer GB, Angst F, Nigg CR, Gillmann G, Gerhing TM. Systematic counselling by general practitioners for promoting physical activity in elderly patients: a feasibility study. *Swiss Med Wkly* 2006; 236: 482-488.

Allenspach EC, Handschin M, Kutlar Joss M, Hauser A, Nüscherer M, Grize L, Braun-Fahrlander C. Patient and physician acceptance of a campaign approach to promoting physical activity: the "Move for Health" project. *Swiss Med Wkly*. 2007 May 19;137(19-20):292-9.

Bize R, Surbeck R, Padlina O, Peduzzi F, Comuz J, Martin B. Promotion of physical activity in the primary care setting: The situation in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2008; 56 (3): 112–116.

## PA promotion in primary care

- Since 1990s development of interventions based on international experiences, but adapted to local situation
  - ➔ Good acceptance in patients, GPs and other primary care staff
  - ➔ Indications for effectiveness

Jimmy G, Martin BW. Implementation and effectiveness of a primary care based physical activity counselling scheme. *Patient Educ Couns* 2005; 56(3): 323-31

Märki A, Bauer GF, Nigg CR, Conca-Zeller A, Gehring TM. Trans-theoretical model-based exercise counselling for older adults in Switzerland: Quantitative results over a 1-year period. *Soz Präventivmed*. 2006;51(5):273-80.

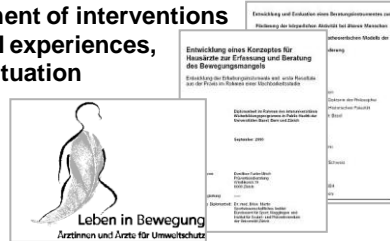
Sabtia Z, Handschin M, Kutlar Joss M, Allenspach EC, Nüscherer M, Grize L, C Braun-Fahrlander C. Evaluation of a physical activity promotion program in primary care. *Family Practice* 2010; 0:1-6.



## PA promotion in primary care

- Since 1990s development of interventions based on international experiences, but adapted to local situation

- Good acceptance in patients, GPs and other primary care staff
- Indications for effectiveness
- But: difficulty to recruit primary care partners



Bize R, Surbeck R, Padlina O, Peduzzi F, Comuz J, Martin B. Promotion of physical activity in the primary care setting: The situation in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2008; 56 (3), 112–116.

Martin BW, Padlina O, Martin-Diener E, Bize R, Comuz J, Kahlmeier S. Physical activity promotion in the health care setting in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2014; 62 (2): 19-22.

[www.panh.ch/hepa.ch/gf/khm](http://www.panh.ch/hepa.ch/gf/khm)



## PA promotion in primary care

- Development of professional communication materials and procedures for large scale implementation
- Joint project with Swiss College of Primary Care Medicine



- Testing in 19 primary care practices in French speaking and 6 in German speaking Switzerland
- Adaptation and development of final materials and procedures

Bize R, Surbeck R, Padlina O, Peduzzi F, Comuz J, Martin B. Promotion of physical activity in the primary care setting: The situation in Switzerland. *Schweiz Z Sportmed Sporttraumatol* 2008; 56 (3), 112–116.

[www.paprica.ch](http://www.paprica.ch)

- ½ day continuing education format developed by Policlinique Médicale Universitaire de Lausanne
- Until 2012 more than 200 physicians trained in French-speaking part of Switzerland, evaluation carried out

**Bewegungsförderung über die Arztpraxis  
PAPICA**

Bericht über die ärztliche Fortbildung vom 28./29.02.2012 in Zürich, durchgeführt gemeinsam mit dem move>med Swiss Olympic Medical Center an der Orthopädischen Universitätsklinik Balgrist, 27.04.2012



Dr. med. Janet Djomba<sup>1,2</sup>, Dr. med. Brian Martin, MPH<sup>1</sup>

<sup>1</sup>Arbeitsbereich Bewegung und Gesundheit, Institut für Sozial und Präventivmedizin

<sup>2</sup>Departement Public Health, Medizinische Fakultät der Universität Ljubljana

- ½ day continuing education format developed by Policlinique Médicale Universitaire de Lausanne
- Until 2012 more than 200 physicians trained in French-speaking part of Switzerland, evaluation carried out
- Adaptation of material and test training session for German speaking part of Switzerland in early 2012
- Overall material and format kept, adaptations in details:
  - Order of sessions in training course
  - Use of tools and materials
  - Additional tools for counselling

**French-speaking :**

- Theory
- Motivational interviewing
- Physical activity for GPs

**German-speaking :**

- Motivational Interviewing
- Procedures and material
- Physical activity for GPs

**Kanton St.Gallen  
Gesundheitsdepartement**



**Programm und weitere Angaben zur Fortbildung PAPICA**

22. November 2012, 13.30 bis 17.30 Uhr  
Athletikzentrum St.Gallen, Parkstrasse 2, 9000 St.Gallen

13.30 - 13.45 Uhr	Begrüssung PD Dr. med. Brian Martin, ISPM Zürich
13.45 - 15.00 Uhr	Gesprächsführung in der Bewegungsberatung Béatrice Jungo, Institut für Sozial- und Präventivmedizin Zürich
15.00 - 15.45 Uhr	Abläufe und Materialien PAPICA, Beantwortung von Hintergrundfragen Brian Martin
15.45 - 16.00 Uhr	Pause
16.00 - 17.00 Uhr	Selbsterfahrung im praktischen Training Sandro Galli, Uniklinik Balgrist Zürich, move>med
17.00 - 17.15 Uhr	Duschen, Umziehen
17.15 - 17.30 Uhr	Evaluation und Abschluss Brian Martin

**2014**



- Several related research and development projects

- About 350 physicians trained so far
- National programme structure in development
- Development of additional training formats in preparation
- Adaptation for Italian speaking part of Switzerland in preparation

Martin BW, Padlina O, Martin-Diener E, Bize R, Cornuz J, Kahlmeier S. Physical activity promotion in the health care setting in Switzerland. Schweiz Z Sportmed Sporttraumatol 2014; 62 (2): 19-22.



## Physical activity promotion in health care and in other settings - experiences from a multicultural society

- Differences in behaviour ✓
- Differences in measurement properties of instruments ✓
- Differences in implementation of projects ✓
- Implications for physical activity promotion in health care and in other settings
  - Development of interventions and materials with target population ✓
  - Adaptation of interventions for other cultures ✓

Schweizerische Gesellschaft für Sportmedizin  
Société Suisse de Médecine du Sport  
Società Svizzera di Medicina dello Sport

2/2014

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**Medicina e traumatologia dello sport**



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Guest Editor Bruce Martin

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**Thank you for your attention!**

Handout at [www.panh.ch](http://www.panh.ch)

Issue with articles from 2013WHO Expert Meeting at University of Zurich on Physical Activity Promotion in Health Care Settings at [www.pan.ch/sportmed](http://www.pan.ch/sportmed)