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Fitness academy - Zagreb



European Initiative for  
Exercise in Medicine  
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**Seminars for primary health care  
physicians on counselling and  
referring on HEPA  
(An EIM example from Croatia)**

# European Initiative for Exercise in Medicine

**ONE OF  
THE BASIC  
PUBLIC  
HEALTH  
PROBLEMS**



**CHRONIC  
NON-CONTAGIOUS  
DISEASES (CND)  
PREVALENCE**

**LAST AND FUTURE DECADES**

# European Initiative for Exercise in Medicine

**HEALTH RISK  
FACTORS, MOSTLY  
DEPENDING ON  
PERSON'S  
BEHAVEIOUR AND  
HEALTH HABITS.**

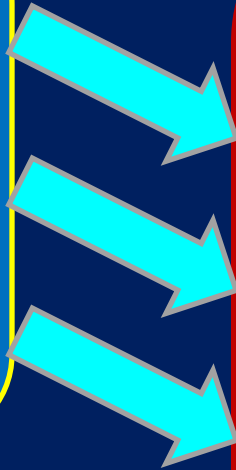
**BACKGROUND**

**CHRONIC  
NON-  
CONTAGEOUS  
DISEASES  
(CND)**

# European Initiative for Exercise in Medicine

**PHYSICAL  
INACTIVITY  
AS A HEALTH  
RISK FACTOR**

**BACKGROUND**



**THE GREATIST PUBLIC  
HEALTH PROBLEMS:  
CARDIO-VASCULAR DISEASES ,  
(ATHEROSCLROSIS,  
HYPERTENSION, CHD,  
STROKE), DIABETES TYPE 2,  
METABOLIC SYNDROM, COLON  
CANCER, MUSCULO-SKELETAL  
CONDITIONS (ARTHRITIS,  
OSTEOPOROSIS), ETC.**

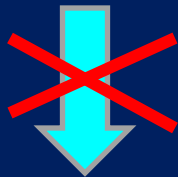
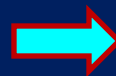
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MEDICAL STUDY

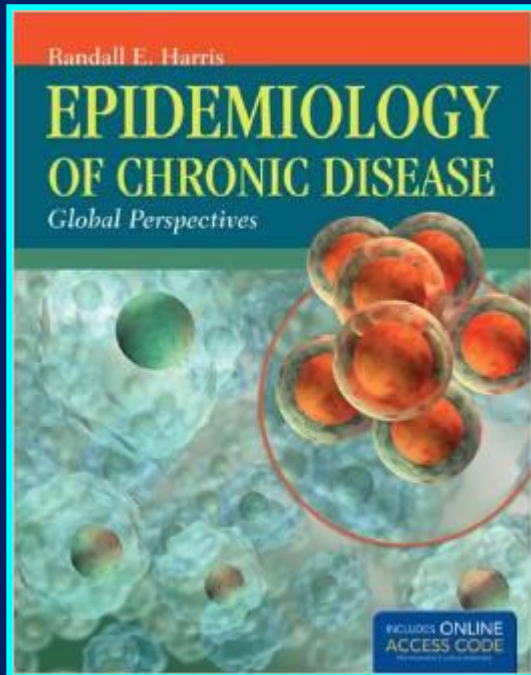


CLINICAL MEDICINE



PHYSICAL ACTIVITY

# European Initiative for Exercise in Medicine



So, physicians generally have limited knowledge about chronic diseases epidemiology and epidemiology of risk factors responsible for their development.

## European Initiative for Exercise in Medicine

Therefore, it is difficult to expect from PHC physicians and from health service in general, to have a satisfactory insight into the problem, particularly in physical inactivity, so it is hardly to expect from them to undertake appropriate contemporary preventive measures and cooperation with Sport for all and fitness system.

# The potential role of health service and PHC physicians



On the other hand, health personnel have more or less regular contact with their population.

# The potential role of health service and PHC physicians



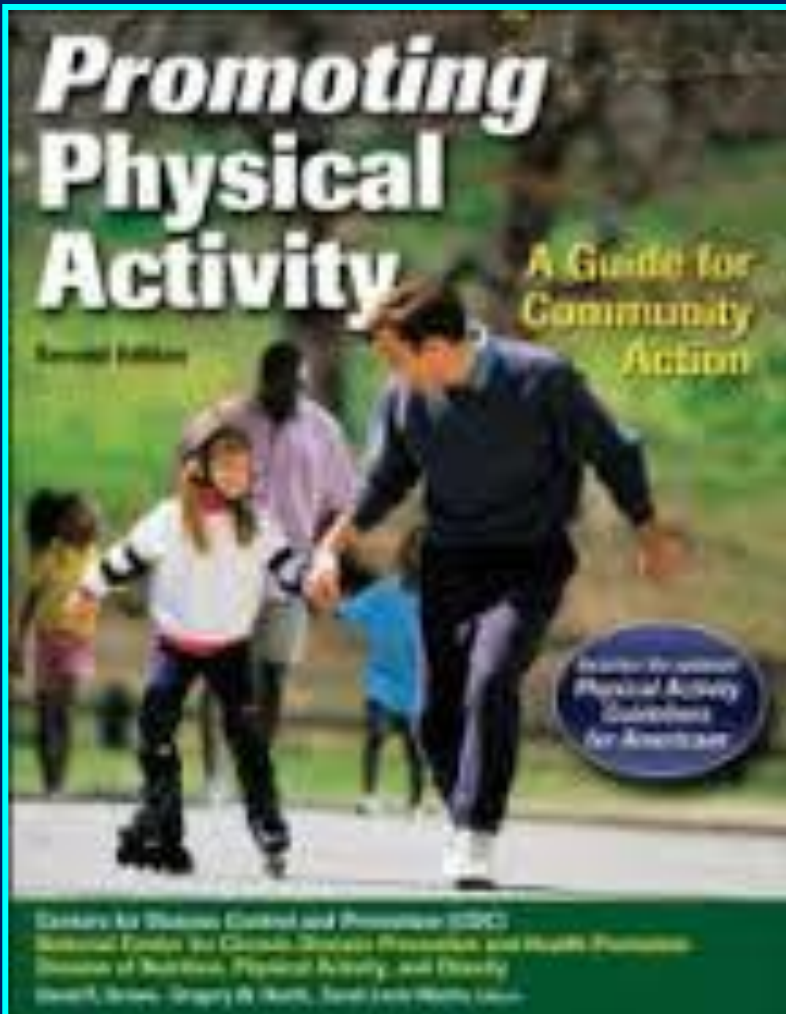
This contact should be used for providing information and education about the causes of disease and health level lowering, particularly in relation to lifestyle diseases which can be prevented.

# The potential role of health service and PHC physicians



It also helps to answer on important questions about what individuals can do personally to reduce the causes of disease.

# The potential role of health service and PHC physicians



PHC is an extremely important setting for promoting physical activity.

# The potential role of health service and PHC physicians



Physical activity should be presented in the form of occasional advice or encouragement, as well as deliberate and binding written "prescriptions".

# The potential role of health service and PHC physicians



A written recommendation has been shown to achieve **better results** when patients set their **own goals**, when the recommended **activities are individually adjusted** and when, after consultation with medical staff, individuals are **monitoring with qualified support.**

# Proposal for the education of PHC physicians in Croatia

Our project bears in mind the WHO recommendations concerning the place and role of health personnel to promote health-oriented physical activity and, with the main task of physicians' education, work on its implementation.

# Proposal for the education of PHC physicians in Croatia



Examples from European countries illustrate the need for unavoidable physicians education in promoting HEPA.

# Proposal for the education of PHC physicians in Croatia



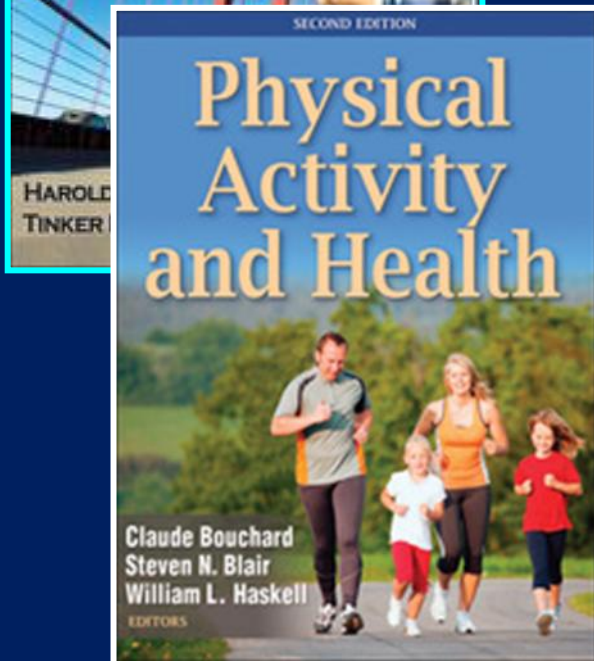
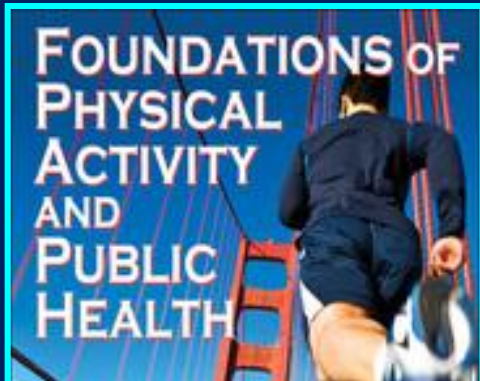
Because there is no other systematic education on HEPA counselling and referring, we suggest holding seminars for PHC physicians, especially for general practitioners.

# Proposal for the education of PHC physicians in Croatia



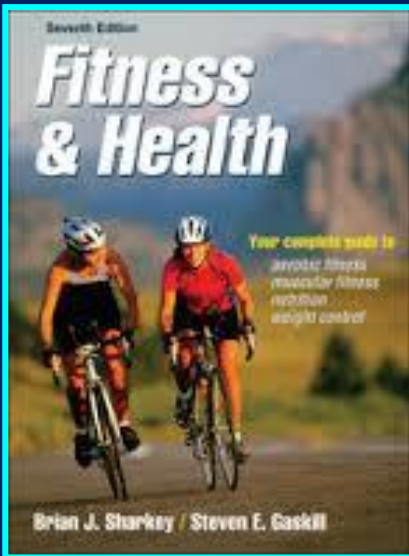
Seminars should be conducted for 12 hours during weekends and should embrace the following topics:

# Proposal for the education of PHC physicians in Croatia



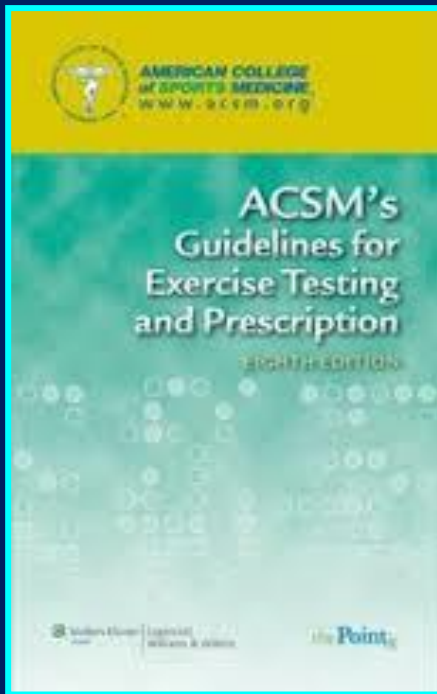
- Public-health aspects of physical activity and health
- Physical inactivity and chronic non-communicable diseases.
- Unhealthy lifestyle factors.

# Proposal for the education of PHC physicians in Croatia



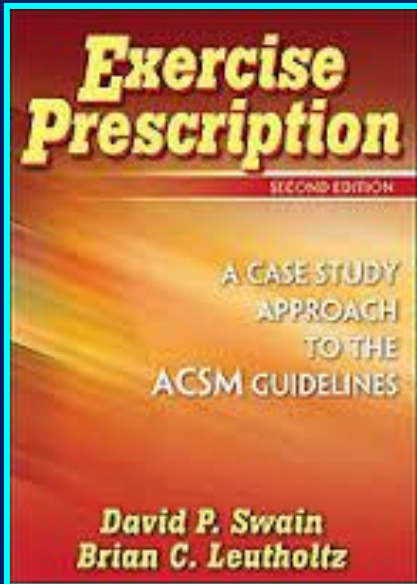
- **Physical activity, exercise and fitness.**
- Overview of health-oriented sports and recreational activities and exercise.
- **Counselling for PA in medical practice** (health benefits for patients; techniques of counselling; determining the motivation; individually tailored recommendations).

# Proposal for the education of PHC physicians in Croatia



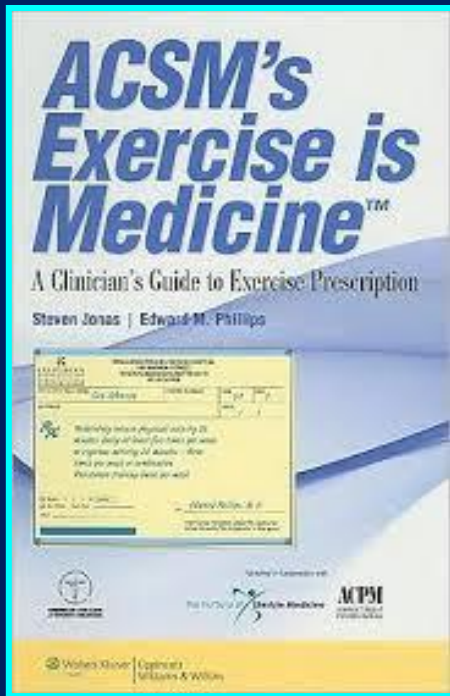
- Assessment of health and risk level for PA
- **Risk stratification**
- Measurement of fitness components

# Proposal for the education of PHC physicians in Croatia



- Determining the training goals.
- Prescribing exercise – (type, frequency, duration and intensity).
- Prescribing exercise for a variety of health conditions
- Prescription on receipt - PAR

# Proposal for the education of PHC physicians in Croatia



- Cooperation between physicians and kinesiologists
- EIM instructions for doctors, EIM instructions for kinesiologists
- Assessment of the quality of offered services and programs.
- Periodic changes monitoring

# Proposal for the education of PHC physicians in Croatia

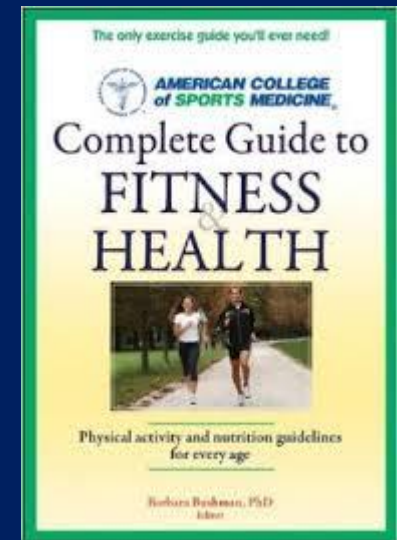
Seminars in the different parts of the country are planned to be organized and realized in cooperation with the regional and local institutes of public health with the appropriate lecturers and practitioners from the university, health institutes and fitness and Sport for all associations.

# Proposal for the education of PHC physicians in Croatia



Extensive written materials in Croatian language are foreseen.

The cost of seminars should be covered by health organizations, individual fees and sponsors.



ZAGREB



**THANK YOU FOR  
YOUR ATTENTION!**