Engaging youth for active transport

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CEHAPE Youth Network
WHO Healthy Cities Network

The project at a glance

WP1: Coordination
WP2: Dissemination
WP3: Evaluation

WP4: Guidance to promote PA in socially disadvantaged groups
WP5: Guidance to promote PA in youth
WP6: Exchange experience on tools to integrate PA into urban planning
WP7: Develop and refine tools to integrate PA into urban planning
WP7: Strengthen networking through HEPA Europe

Engaging youth: the goal

➢ To create a Blueprint for making physical activity appealing to youth in their every-day lives.
➢ To disseminate the Blueprint as a resource for guidance to physical activity promoters of all kinds across Europe.

Approach

1. Workshop with youth at the 5th Ministerial Conference on Environment and Health, Parma (27 youths from 19 countries) to gather input on:
   • What makes a positive or negative physical activity experience
   • What makes a physical activity project appealing or not

2. Summary of existing published research and case studies
   • To verify the input from the youth workshop (18 themes)
   • To provide examples for the Blueprint to illustrate the guidance points
Result: The blueprint

The Physical Environment
Location, Cost, Outdoor Activities, Air pollution, Walking and cycling, Equipment and facilities, Sports Clubs

The Social Environment
Activity culture, Healthy Competition, Mentors, Socialising, Health Awareness, Choice, National activities and famous personalities

The Experience of Participation
Independence and self-confidence, Relaxation, Too much activity and the possibility of injuries, Fun