

*THE PEP Workshop on safe and healthy walking and cycling in urban areas
Batumi, Georgia, 30 September – 1 October 2010*

Engaging the youth – A project on physical activity networking (PHAN)

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The views expressed herein can in no way be taken to reflect the official opinion of the European Union.



The overall project

➤ The challenge

- increasing prevalence of cardio-vascular diseases, partly due to inadequate levels of physical activity, inequalities

➤ The project

- promotion of networking and action on healthy and equitable environments for physical activity

➤ The goals

- Promote physical activity in disadvantaged groups
- Engage youth
- Develop, refine and exchange experience on tools for integrating physical activity into city planning
- Network and exchange on physical activity promotion



The overall project

➤ The main partners

- European Commission
- World Health Organization Regional Office for Europe
- Transport, Health and Environment Pan-European Programme (THE PEP)
- the European network for the promotion of health-enhancing physical activity (HEPA Europe)
- the CEHAPE Youth Network and the WHO Healthy Cities Network.



Engaging the youth: the goal

- To create a Blueprint plan for making physical activity appealing to a youth target group.
- To disseminate the Blueprint as a resource for guidance to physical activity promoters of all kinds across Europe.

The partners

- Children's Environment and Health Action Plan for Europe Youth Network
- Oxford University



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The method

How are we creating the Blueprint?

Data gathering

- Opinions of CEHAPE youth delegates at the Parma Youth Workshop
- Existing research
- Case studies



Parma Youth Workshop

10th of March 2010

5th Ministerial Conference on Environment and Health,
Parma, Italy

- 27 young people from 19 countries of European Region
- The aim of the workshop was to gather perspectives and input from the CEHAPE youth representatives on:
 - 1) What makes a positive or negative physical activity experience
 - 2) What makes a physical activity project appealing or not
 - 3) What aspects are important for future work

The Workshop Sessions

- In summary, the youth representatives made a lively and enthusiastic contribution to the workshop, considerably aided by the facilitators who were obliging and articulate. David Rivett, the WHO Children's Environment and Health Action Plan for Europe (CEHAPE) Youth Network Coordinator, reported that representatives described the workshop as interactive, engaging and useful.

Workshop analysis

- Thematic content analysis of workshop data
- 18 independent themes identified by youth delegates
- These themes used to direct case study investigation

Existing research

- Important to verify the data gathered at the Youth workshop
- Evidence from research is being searched, using reviews where possible
- Examples from research will be included in the Blueprint to illustrate each guidance point

Case studies

- Identified through contacts, networks and internet searching
- Range from full national projects to individuals working in PA with children (e.g. PE teachers)
- Data collection through telephone and email
- Aim to have representative geographical spread
- 6 completed case studies so far...

Results:

The physical environment

- Location – ease of access
- Cost – keep low or preferably free
- Outdoor Activities – include these if possible
- Air pollution – avoid polluted locations
- Walking and cycling – include these activities if possible
- Equipment and facilities – ensure high quality
- Sports Clubs – use if you can

Results:

The social environment

- Activity culture – promote positive attitudes
- Healthy Competition – focus on personal achievement
- Mentors – include these if possible
- Socialising – provide opportunities to develop friendships
- Health Awareness – emphasise the benefits
- Choice – include opportunities for this
- National activities/ famous people – include these if possible

Results:

The experience of participation

- Independence and self-confidence – aim to develop this
- Relaxation – include this as an outcome of your activity
- Too much activity – injuries? – think about activity intensity
- Fun – make sure your activity is enjoyable for target abilities and ages



Next steps

- Illustrate as many points as possible with real life case study examples
- Use further feedback and input from youth delegates to refine document
- Launch Blueprint in Oct 2011



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