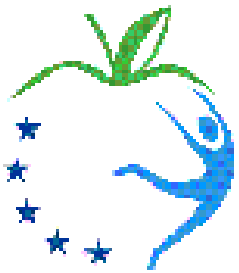


Physical Activity Promotion and Nutrition Education - examples from Danish experience

Brussels November 24th 2016

Ph.D. Gitte Laub Hansen
Danish Cancer Society



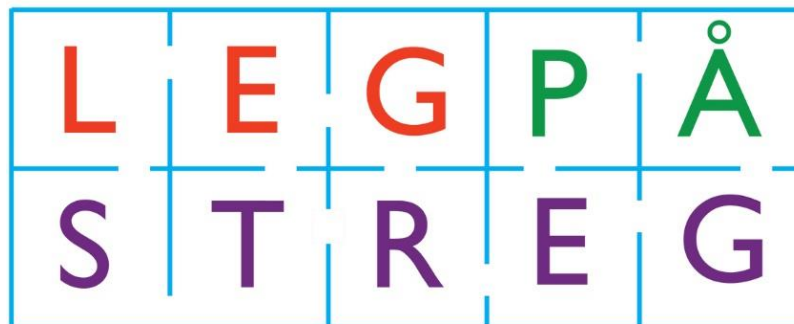
EU Platform on Diet,
Physical Activity and Health



Four projects

Physical Activity

- Go Cycling Denmark
- Play and Learn



Diet

- The Danish Wholegrain Partnership
- Calorie Accounting



Raising awareness and changing behavior to promote healthy lifestyles and prevent cancer

Go cycling Denmark! – a public-private partnership promotes active transport for a healthy lifestyle



TA'
CYKLEN
DANMARK



ODENSE
KOMMUNE



AARHUS
KOMMUNE



Middelfart
KOMMUNE



FREDERIKSBERG
KOMMUNE



diabetes
foreningen



DTU Transport
Department of Transport



HJERTEFORENINGEN

Bicycle culture and sedentary lifestyle

9 out of 10 Danes own a bike

The Danish Government has invested 188 mill. Euros in bicycle-infrastructure

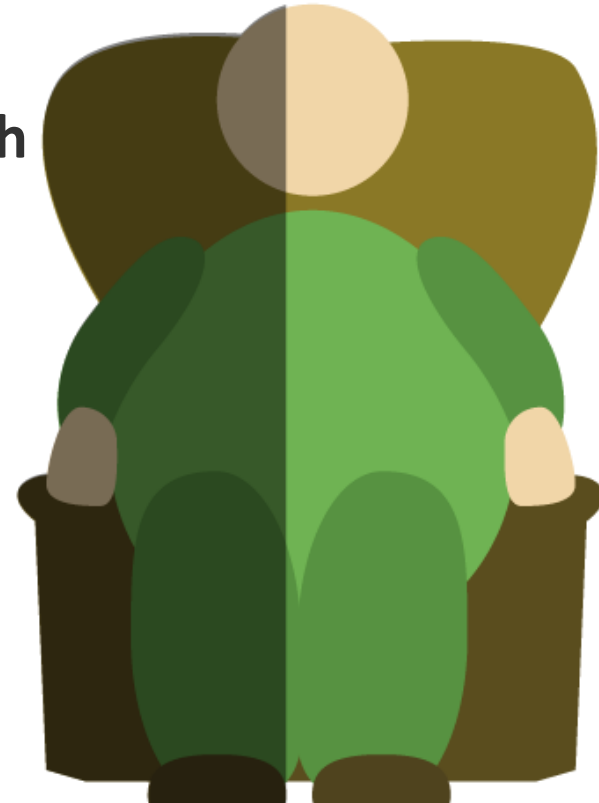
Denmark is flat – the highest spot is 147 m above sea-level

But outside the biggest cities, the Danes don't use their bikes enough

13 forms of cancer are preventable by daily physical activity

30-40% of the Danes are physically inactive

Active transport is one way to increase PA



Go cycling Denmark!

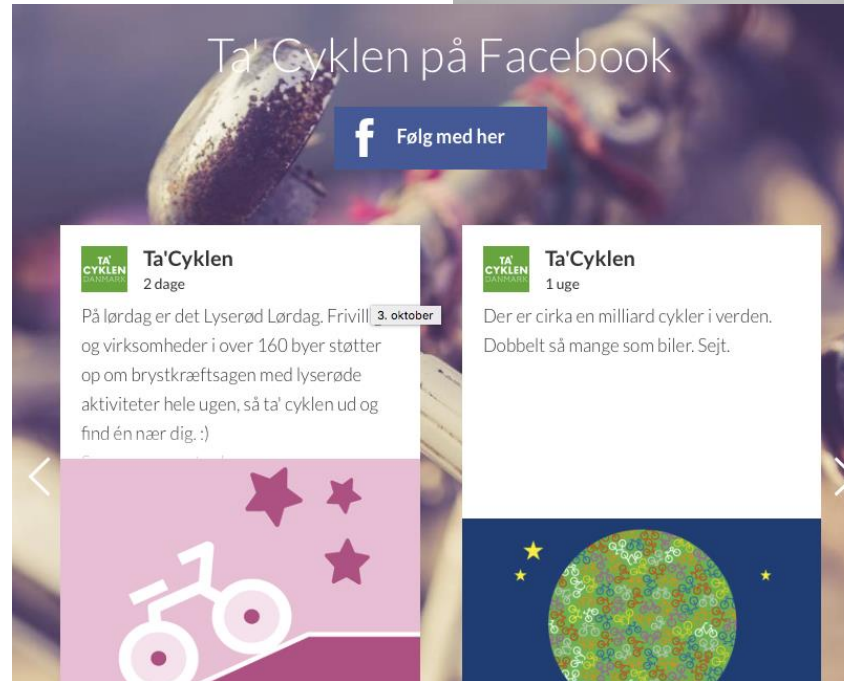
Common goal:

1% point more bicycle trips

Bicycling for health promotion

Campaign at multiple levels

- National awareness
- Local events
- Social media
- Digital bicycle coach



Play and Learn

Aim

Increase physical activity of schoolchildren
Age group 6-13 year-olds

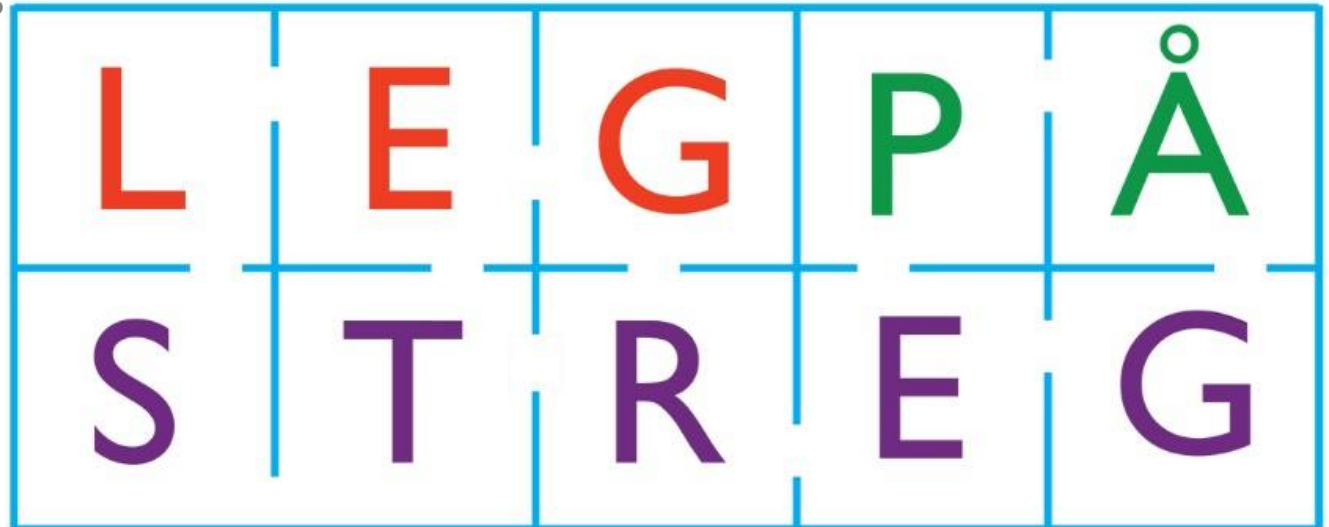
Goal

Implementation at 50% of the municipalities
and schools

The concept for school teachers

- A. Templates to draw three advanced hopscotch's in the schoolyard
- B. Inspiration catalog with over 100 activities
- C. Play and Learn materials
- D. Link to worksheets on website
- E. Instruction movies
- F. Courses for teachers

2012-18 funded by Nordeafonden



Number course

91	92	93	94	95	96	97	98	99	100	
81	82	83	84	85	86	87	88	89	90	
71	72	73	74	75	76	77	78	79	80	
61	62	63	64	65	66	67	68	69	70	
51	52	53	54	55	56	57	58	59	60	
41	42	43	44	45	46	47	48	49	50	
31	32	33	34	35	36	37	38	39	40	
21	22	23	24	25	26	27	28	29	30	
11	12	13	14	15	16	17	18	19	20	
0	1	2	3	4	5	6	7	8	9	10

Letter course

æ x s ö u
g p f j r q
å ø d l z
w b h c i ß k
m e v y
ä t n o ü a

Figure course

The diagram consists of several geometric shapes arranged in a grid-like pattern, each containing numbers and letters. The shapes are defined by dashed lines:

- Top row: A red dashed rectangle (left) and a green dashed rectangle (right).
- Second row: A red dashed triangle (left) containing 'y', 'm', '8', 'v'; a purple dashed circle (right) containing 'ø', 'g', '7', 'f', 'b'.
- Third row: A blue dashed square (left) containing 'e', 'j', '2', 'd', 'z'; a purple dashed circle (middle) containing 'å', 'r', '4', 's', 'ü'; a blue dashed square (right) containing 'i', 'q', '3', 'h', 'ö'.
- Fourth row: A red dashed triangle (left) containing 'a', 'k', '1', 'c'; a purple dashed circle (middle) containing 'o', 'p', '5', 'x', 'ä'; a blue dashed square (right) containing 'u', 'n', '6', 'w', 'ß'.
- Fifth row: A red dashed triangle (right) containing 'æ', 'l', '9', 't'.
- Bottom row: A green dashed rectangle (left) and a yellow dashed rectangle (right).

A red infinity symbol is located at the bottom right of the diagram.

Play and Learn features



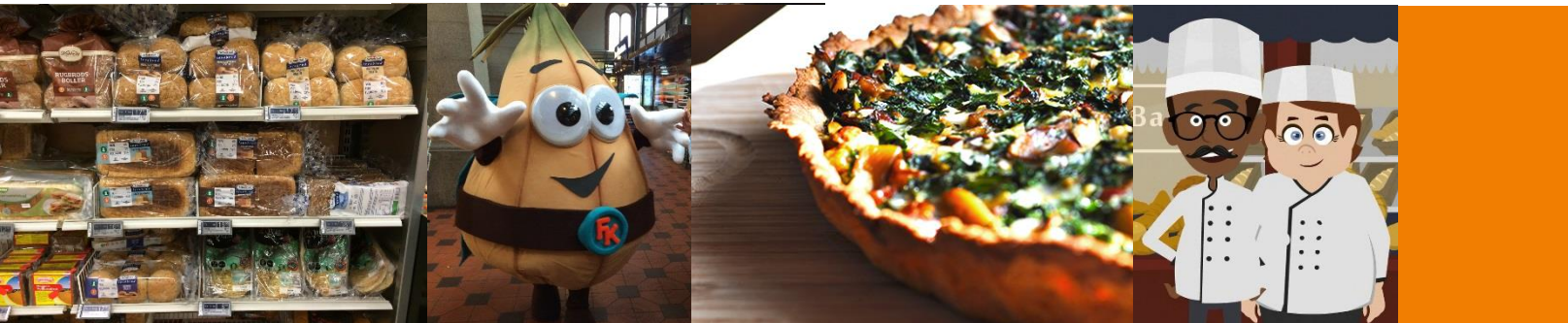
- Supports national goal of 45 minutes per day of PA at school
- A supplement to the traditional sedentary teaching
- A simple and inexpensive tool to integrate PA in teaching
- Developed for primary and middle schoolchildren
- Covers following subjects: Danish language, Math, Science and technology, English and German languages
- Easy to use activities, linking learning and PA in the schoolyard
- Each activity supports one or more curricular objectives within the current subjects
- Inspire teacher to development further activities and share them at FB
- Requires minimum of preparation time for the teachers



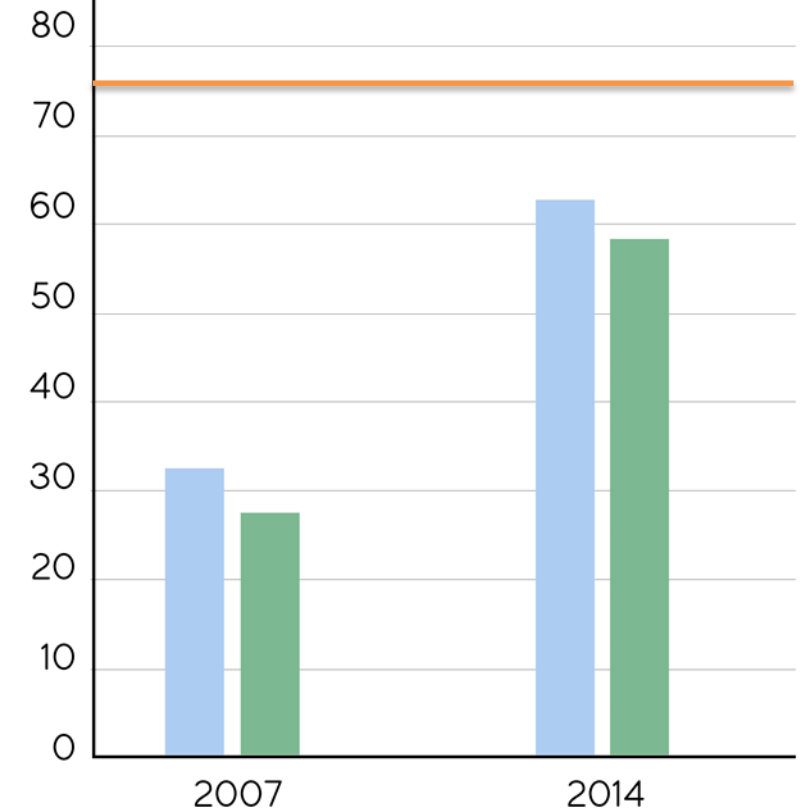
The Danish Whole Grain Partnership



An example of a successful multi-stakeholder partnership to drive change towards healthier eating



Whole grain grams pr. day ● Children (4-14) ● Adults

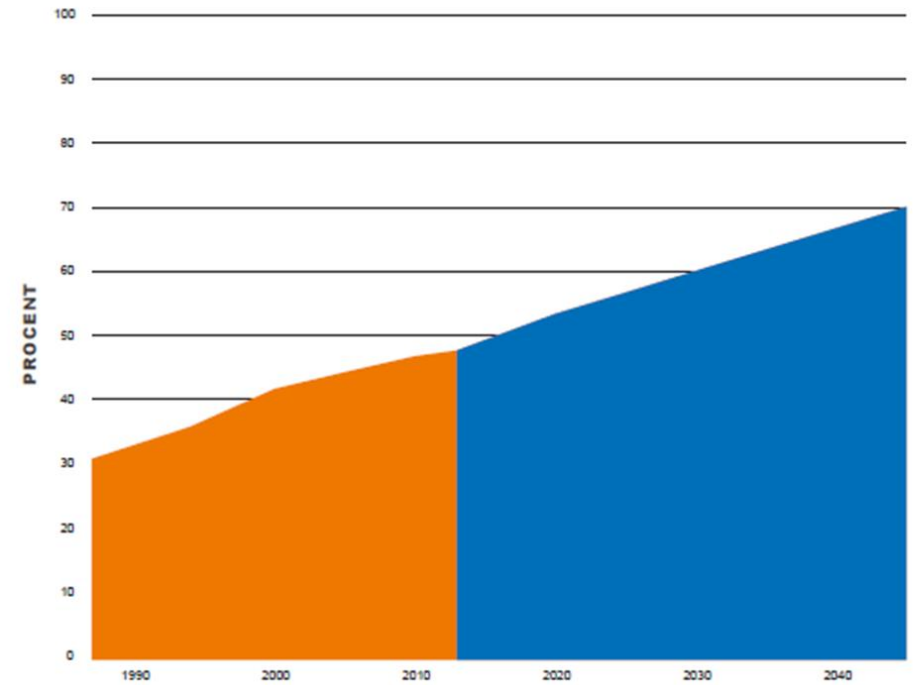


Background and partner contributions



Calorie Accounting – a research project

- Obesity is the cause of cancer
- Obesity prevalence is increasing
- Calorie Accounting are a tool for food industry
- Suitable for monitoring and prioritizing health interventions
- Developed in collaboration with Danish supermarket chains (2010-16)
- A research project in collaboration with Department of Food and Resource Economics, University of Copenhagen funded by TrygFonden



Interventions

- Reformulation
- Supermarket brochures (special offers)
- Shelf space management



	2012	2013	2014	2015
Index for Kcal turnover	100	110	120	131
Index for Dkr. turnover	100	114	126	137
% calorie reduction	0	3	4	5
Kcal reduction Billion Kcal	0	16,7	24,6	27,3



Take home messages

- Build on a theoretical framework
- Work evidence based
- Form Public Private Partnership
- Political support is an advantage
- Design intelligent interventions
- Ensure sustainable solutions
- Multiple level campaigns
- When possible make changes on a structural level
- Use the build environment
- Availability, Accessibility
- Develop incentives
- Take advantages of new media
- Ensure evaluation



Thank you for your attention



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