



Project
Actions for a healthy life



Seminar on "Active for life",
an Italian Ministry of Health-
Emilia-Romagna project on
physical activity promotion
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The integration process of Health Promotion and Sport Medicine work groups in the Marche Region

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Regione Marche



1,573,035
inhabitants

Capital: Ancona

Principal towns:

Pesaro-Urbino

Macerata

Fermo

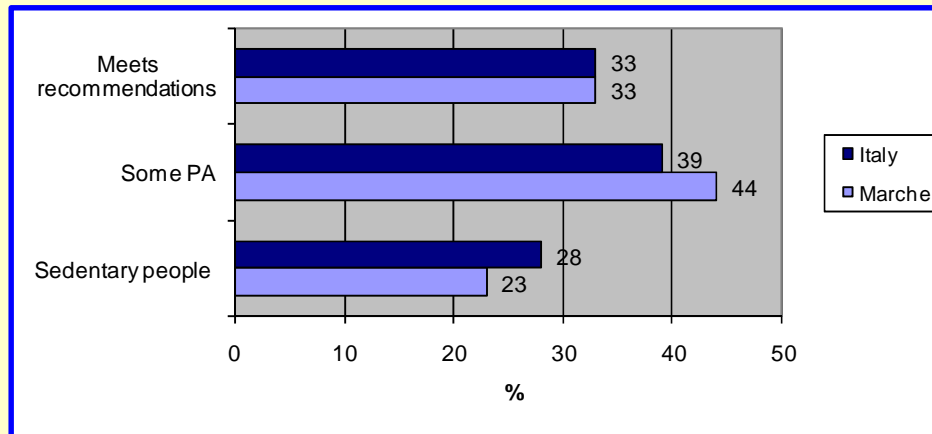
Ascoli Piceno



Marches Region

Progressi delle Aziende Sanitarie per la Salute in Italia (Passi)
The Italian behavioral risk factor surveillance system

Physical Activity Levels



Promotion of physical activity by health workers

% of health workers who ask: 34
% of health workers who advise: 33

Sedentary	23
Ages	
18 – 24	5,3
25 – 34	15,8
35 – 49	24,7
50 – 69	30,2
Gender	
Men	23,0
Women	22,2
Education	
None/primary	38,4
Secondary school	28,9
Further education	16,0
Degree	14,7
Economic difficulties	
Many	31,2
Some	23,1
None	19,8



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Marches Region



Organisational
steps

Characteristics
of the work
group



THE ORGANISATIONAL STEPS

- **Establishment of the Control Booth “Collective prevention”** (DRG 1566 27/12/07) to guarantee the synergetic development of actions by the Regional Health Plan 2007-09 and in particular of the Project Group on the safeguarding of sports activity and the promotion of motor activity.
- **Resolution “Gaining Health in Marches”** (DMRG n. 1045 22/06/09) Orientation lines for implementing health prevention/promotion programmes by the formalisation of the Regional technical/scientific Group operational coordination.
- **Creating an intraregional reference network** on motor activity to aid multidisciplinary systems and interconnecting with Schools, Local Authorities and civil society.
- **Joint Training Programmes** between workers in the Epidemiological Network of Marches, Health Promotion and Sport Medicine.
- **Regional Intervention Plan** for promoting motor activity for children and the elderly population.

THE WORK GROUP CHARACTERISTICS

- ✓ **multi-professionalism:**
(Sociology, Psychology, Sport Medicine, Epidemiology, Motor Science Graduates)
- ✓ **multi-disciplinarity:**
(health promotion, epidemiology, sport medicine, motor science)
- ✓ **multi-sectorialism:**
(health, associations, schools, social territorial settings, local authorities)



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Regional
Intervention
Plan for
promoting
motor activity



INTERVENTION AREAS

Promoting physical activity for children and young people

Mobility Game (Vaste Ancona Areas and Pesaro-Urbino)

Let's get moving (Vaste Macerata Areas and Ascoli P.)

Promoting physical activity for adults and the elderly

Paths for the heart and the memory (Central North Area)

Walking Groups for the Elderly (Central South Area)

Promoting physical activity with Experimental Projects

The flight of the Phoenix. Massage and Chinese physiotherapy for all ages (Central North Area)

Sailing school for the disabled (Central South Area)



Constructing alliances
and consciousness networks

LOCAL TEAMS

- **For health**, professionals from the Sport Medicine, Health Promotion and the Epidemiological Network of the Marche.
- **For universities**, professionals from the Faculty of Motor Sciences from the University of Urbino.
- **For the social area**, reference specialists from Social Territorial Settings and Provincial and City Council councillors for town planning, road systems, social policies, young people, education and sport.
- **For schools**, reference specialists from the Provincial Education Office, Head Teachers and teachers from primary and secondary schools, parents' representatives.
- **For the private social area and associations**, local representatives of UISP (Italian Union of Sport for All) and other Associations (Healthy Cities, Auser, Ada, Antea, etc.).

S.W.O.T. Analysis: Integration of Health Promotion and Sport Medicine work groups

I N T E R N A L	Strong Points (Strengths) <ul style="list-style-type: none"> •“Inside” knowledge of reasons for choices •Forming Consciousness networks •Cultural conceptions on coinciding health •Organised actions for promoting health and physical activity •Reinforcing “internal” alliances to aid health topics and not just about illnesses •Training and knowledge exchange between different professionals 	Weak points (Weaknesses) <ul style="list-style-type: none"> •Complexity •Health Promotion understood as incidental activity with little proven efficacy •Miscellaneousness of language and theoretical-methodological approaches •Difficulties in defining and sharing adequate, precise and rateable tools for measuring physical activity •Difficulties in guaranteeing continuity of action.
E S T E R N A L	Opportunities (Opportunities) <ul style="list-style-type: none"> •Capacity to highlight in the community the role played by sport medicine in promoting physical activity •Capacity to aid the development of motor activity with a political and environmental approach. 	Threats (Threats) <ul style="list-style-type: none"> •Problematic management of indirect aspects of control (town planning, road systems, community consensus...) •Risk of having to sacrifice professional identities or disciplinary dimensions.