



Project  
Actions for a healthy life

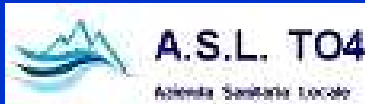


Seminar on "Active for life",  
an Italian Ministry of Health-  
Emilia-Romagna project on  
physical activity promotion

Bologna, 10th February 09



## PROMOTING PHYSICAL ACTIVITY IN THE PIEDMONT REGION



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**ASL TO4 –Sports medicine**  
**\* Regional Documentation and Health Promotion Centre**

University tradition : studies on the  
physiology of physical exercise at  
the time of A. Mosso (1846- 1910)  
physiologist and educationalist.

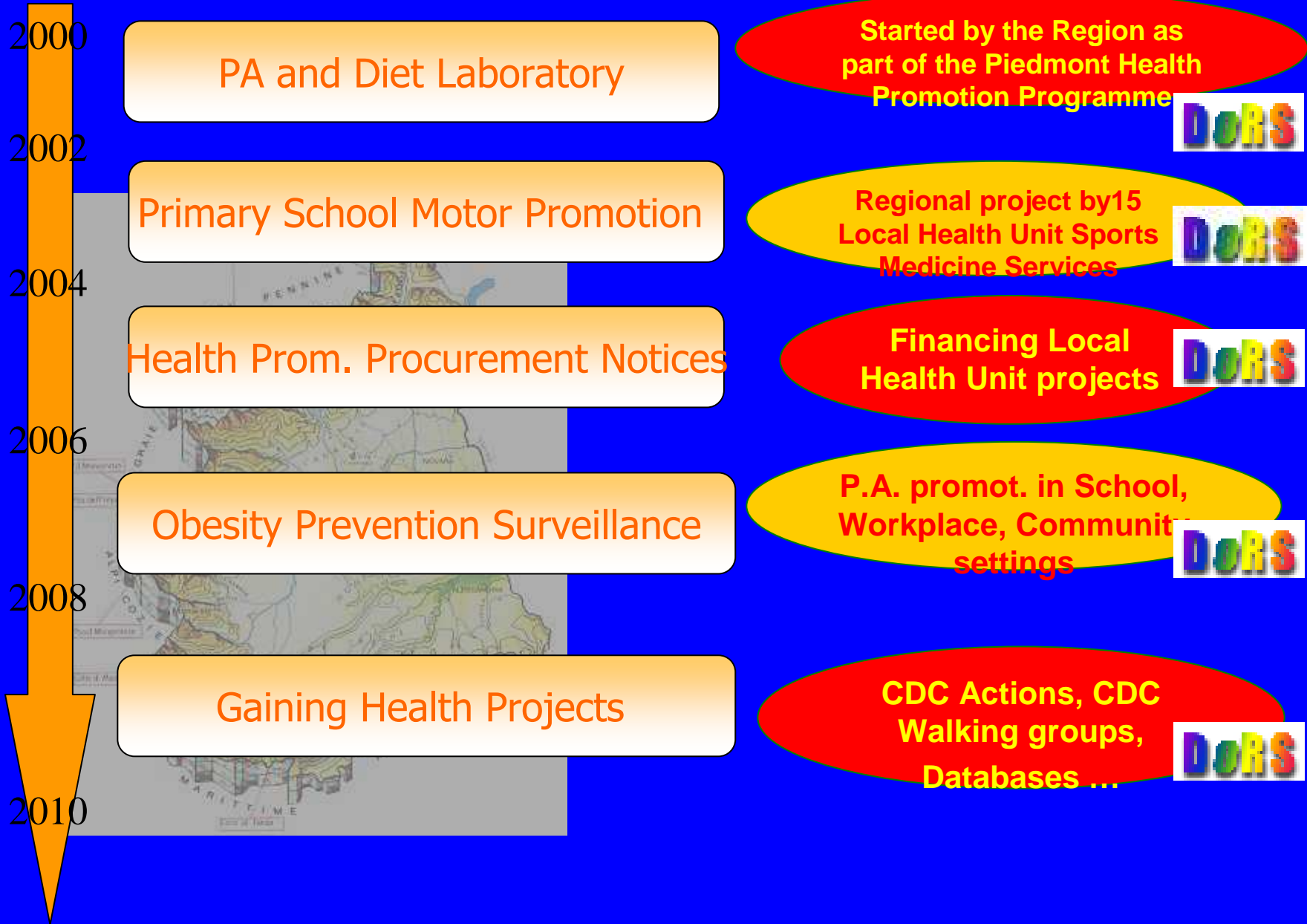
Turin Institute of Sport Medicine  
(1962): health checks on 10 - 11  
year old school students

Focus on the epidemiology of  
cancer and cardiovascular illnesses:  
communicative campaigns starting  
from 2000

The Piedmont Region establishes  
and finances DoRS, health  
promotion support institute for  
Local Health Units, Schools,  
Authorities... (1997)



# Chronology of initiatives





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## Piedmont Region



4,432,571  
inhabitants

25,399,83 km<sup>2</sup>

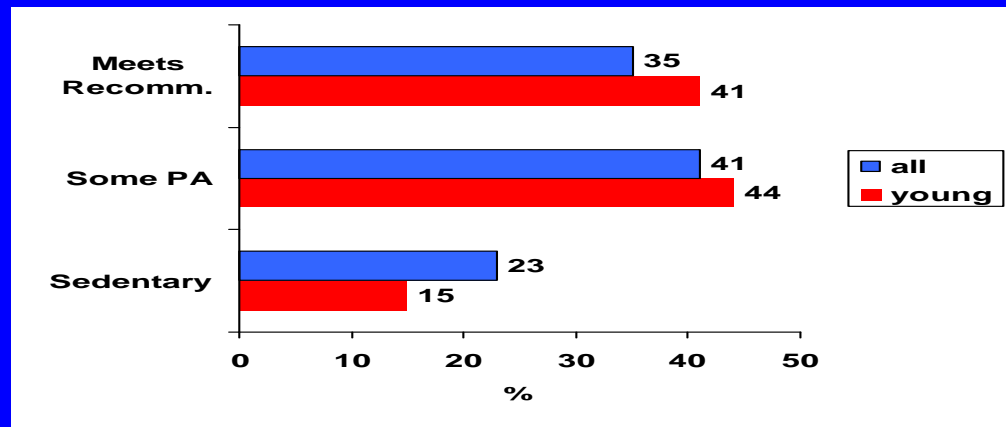
Capital: Turin

Principal Towns:  
Novara,  
Alessandria,  
Asti



# Piedmont Region

*Passi The Italian behavioral risk factor surveillance system  
(2007, 2008) Young: 18 - 24 ; All: 18 - 69*



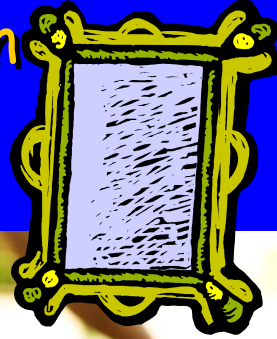
10-12 year-old school children in Turin: constant reduction in  $VO_2$  max 1980 - 90 (M 38.2 ; F 36.5 ml/kg min) with the lowest values vis a vis other European children, weight increases and reduction in muscle strength (IMS Turin, 1993 and 1997)

8-9 year-old children and Ragazzi 11 -15 year-old young people in Piedmont: only 10% do 60 min of P.A. per day;

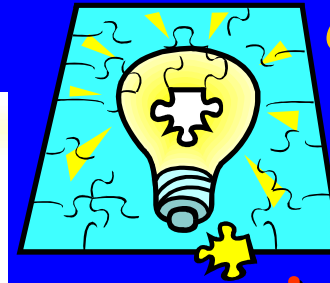
50% children and 40% young people do enough P.A. 3-4 times/week (Okkio and HBSC,2008)

*In recent years participatory “planning spaces” have been created using...*

Comparison  
among  
peers



literature



creativity

**Project groups, work  
groups, training, ...**



Tools and  
models



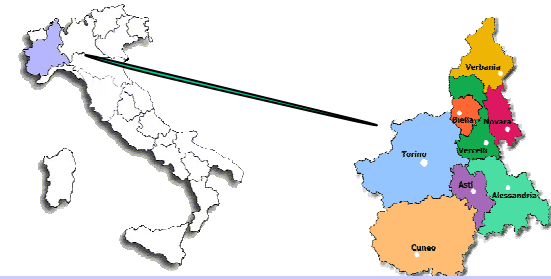
experimentation

experience



*... for professional growth  
and project quality*

## STRONG POINTS



Since 2000 around **160 training schemes** have been carried out for around **1200 employees** of Local Health Units, Hospitals, Local Authorities, Schools, Associations, ...

- GROWING INTEREST, DEVELOPMENT OF METHODOLOGICAL SKILLS WITH REGARD TO PROMOTING PHYSICAL ACTIVITY
- SHARING AND COMMUNICATING EXPERIENCE
- IMPLEMENTING "ROBUST" PROJECTS ON DIET AND PHYSICAL ACTIVITY
- FORMING PROJECT GROUPS IN THE INDIVIDUAL LOCAL HEALTH UNITS IN PIEDMONT

## WEAK POINTS

- HEALTH WORKER NETWORKING DIFFICULTIES
- DIFFICULTIES IN CONCILIATING PROJECT ACTIVITIES WITH SPECIFIC PROFESSIONAL ACTIVITIES
- EVALUTATING AND ENHANCING PROJECT RESULTS

# REGIONAL RESOURCES



Regional Documentation Centre for Health Promotion



FMSI Institute of Sports Medicine Turin

UNIVERSITÀ DEGLI STUDI DI TORINO  
ALMA UNIVERSITAS TAURINENSIS



Interfaculty University School in Motor Sciences

Regional Physical Activity Promotion Network

13 Local Health Units

8 Provinces  
1,206 Councils,  
Schools, Sports clubs, associations

