Physical Activity Programme
Physical inactivity in the headlines – what is the story?

The Helsinki City Strategy highlights the promotion of physical activity as a spearhead project, recognising that physical inactivity is one of the most significant factors contributing to the deterioration of wellbeing.

A growing proportion of residents of Helsinki engages in at least some sports or exercise. Also the percentage of people that do no recreational sports or exercise has steadily decreased. Finnish people also actively engage in outdoor activities. At the same time, people’s everyday lives have changed in such a way that physical activity is no longer a part of everyday life as it was before.

Physical inactivity is a concrete example of modern life’s wicked problem: rise in wellbeing and standards of living are also partially to blame for a new kind of ill-being. Physical inactivity is known globally to be the fourth most significant risk factor of premature death.

The Physical Activity Programme of the City of Helsinki broadens the perspective from promoting exercise to promoting physical activity and reducing sedentary time.
There are strong scientific grounds for promoting physical activity more effectively. Physical activity generates value across economic, health and wellbeing, social, environmental and overall monetary impact.

The growing awareness of wellbeing and health can also be seen in the growing demand for new kinds of services, conditions, business activities and digital innovations.
Helsinki is taking the promotion of physical activity seriously

The City of Helsinki is highlighting the promotion of physical activity as a strategic spearhead project. Physical activity is being integrated into the City of Helsinki’s basic operations, budget planning and divisional targets as part of the promotion of wellbeing and health.

Instead of pondering what should be done, the City of Helsinki’s Physical Activity Programme focuses above all on how it should be done.

The actions of the Physical Activity Programme are targeted at the overall system, community and environment, as well as the individual level. Over the next three years, approximately 60 actions will make physical activity a visible part of the everyday lives of residents.

**Community:**
Increasing awareness and understanding of the effects of physical activity, influencing the media and political decision-making, marketing communications

**System:**
Cross-administrative and multidisciplinary structures and operating methods, new innovations, utilisation of technology, knowledge management, participation, resident orientation

**Individuals:**
Identifying and acknowledging differences between individuals and target groups, targeted actions, listening to city residents and assessing resident satisfaction

**Environment:**
Urban physical activity, activation of everyday physical activity, safe and unhindered walking and cycling conditions, development of green areas, promotion of outdoor activities

Influencing physical activity, applied (GAPPA, WHO)
Physical activity is the common cause of the entire City of Helsinki and promoted in a bold and innovative manner. Each division of the City of Helsinki is responsible for tasks that either directly or indirectly affect the preconditions for the physical activity of Helsinki residents. Regular interaction between the City of Helsinki’s divisions will create broader actions and initiatives that cross divisional boundaries.
The premise of the programme is that the City of Helsinki should function as an active platform for actors and the self-motivated activity of residents. This is important because promoting physical activity has not conformed to administrative boundaries for a long time and there is no clear distinction between the public, private and third sectors. There is growing interest in the programme among companies, associations, researchers and international partners.
Over the next three years, approximately 60 actions will make physical activity a visible part of the everyday lives of residents. The Physical Activity Programme has 8 target areas.

The operational cultures in workplaces, schools, early childhood education and educational institutions will change and be challenged. The urban environment, infrastructure and services will be developed to promote wellbeing and physical activity in a variety of ways. There will be a broader understanding of the reasons for becoming more physically active.

The City of Helsinki’s personnel will be trained and encouraged to be physically active. Exercise offerings and conditions will be developed to better meet the needs of people with an illness, disability or limited capacity. Older people will be encouraged to engage in more physical activity through both sports and culture. The action plan will be developed and updated constantly.
Monitoring and indicators

The City of Helsinki’s Executive Board shall monitor the programme by means of three strategic indicators:

- Percentages of physical activity and sedentary time during the waking hours of Helsinki residents (motion measurement data by age group and gender)
- Children’s physical capacity (Move! measurements in fifth and eighth grades)
- Percentage of people engaging in recreational exercise

A realistic estimated timeframe for achieving more permanent changes in the physical activity behaviour of Helsinki residents is within approximately five years of the start of the actions.

The programme also offers an opportunity to create a new perspective for the evaluation of the long-term impact of physical activity with regard to, for example, the state of health, work and functional capacity, learning results, and social and mental wellbeing.
The Physical Activity Programme takes into account the following: the guidelines of the Helsinki City Strategy; key research, monitoring and assessment data on the physical activity of different age groups; and the current situation regarding the City of Helsinki’s activities regarding physical activity, including their strengths and main development needs.

Please be free to read the whole Physical Activity Programme attached.

**Further information:**

Minna Paajanen  
Project Manager  
+358 40 726 2623  
minna.paajanen@hel.fi  
City of Helsinki  
www.helsinkiliikkuu.fi  
#helsinkiliikkuu  
#helsinkionthemove
Many ways to be active in Helsinki

Population of Helsinki 648,042

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indoor sports facilities</td>
<td>818</td>
</tr>
<tr>
<td>Swimming halls</td>
<td>16*</td>
</tr>
<tr>
<td>Indoor skating rinks</td>
<td>14</td>
</tr>
<tr>
<td>Beaches</td>
<td>27</td>
</tr>
<tr>
<td>Winter swimming places</td>
<td>13</td>
</tr>
<tr>
<td>Moorings for leisure boats</td>
<td>12,000</td>
</tr>
<tr>
<td>Jogging tracks and footpaths</td>
<td>216 km</td>
</tr>
<tr>
<td>Dog parks</td>
<td>92</td>
</tr>
<tr>
<td>Outdoor recreation and excursion areas</td>
<td>63</td>
</tr>
<tr>
<td>Skating rinks and artificial ice rinks</td>
<td>169</td>
</tr>
<tr>
<td>Cycling routes</td>
<td>1,200 km</td>
</tr>
</tbody>
</table>

* including outdoor swimming pools and a sea pool