

Helsinki

Physical Activity Programme

A young boy with brown hair and blue eyes is smiling broadly, showing his teeth. He is wearing a red and black racket. The racket has 'REACTOR' and 'BY UNIHOC' written on the black part of the handle. The racket head is red with a grid pattern. The background is black.

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1

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.

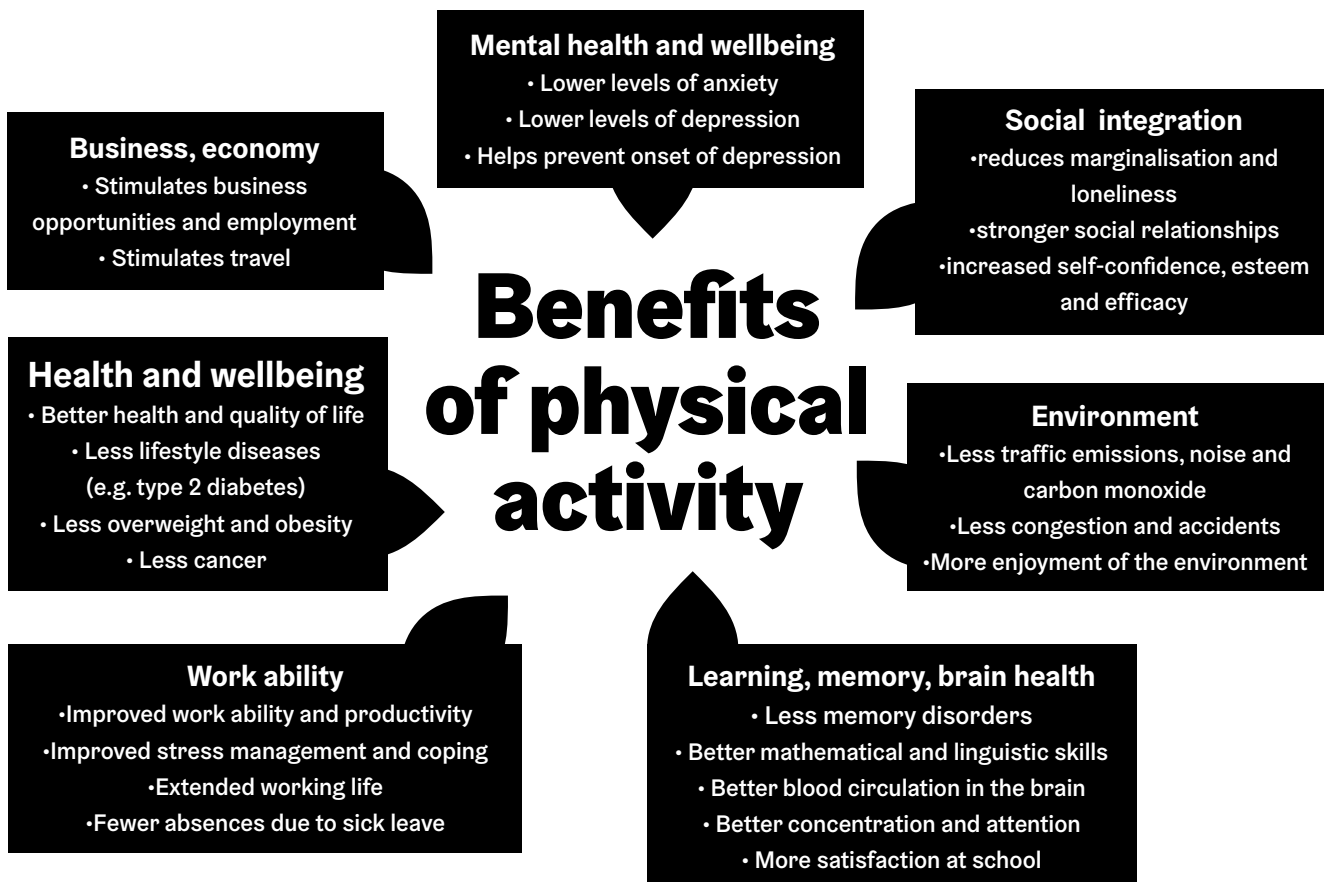
The Physical Activity Programme of the City of Helsinki broadens the perspective from promoting exercise to promoting physical activity and reducing sedentary time.

2

From severe consequences to personal benefits

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.



3 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.

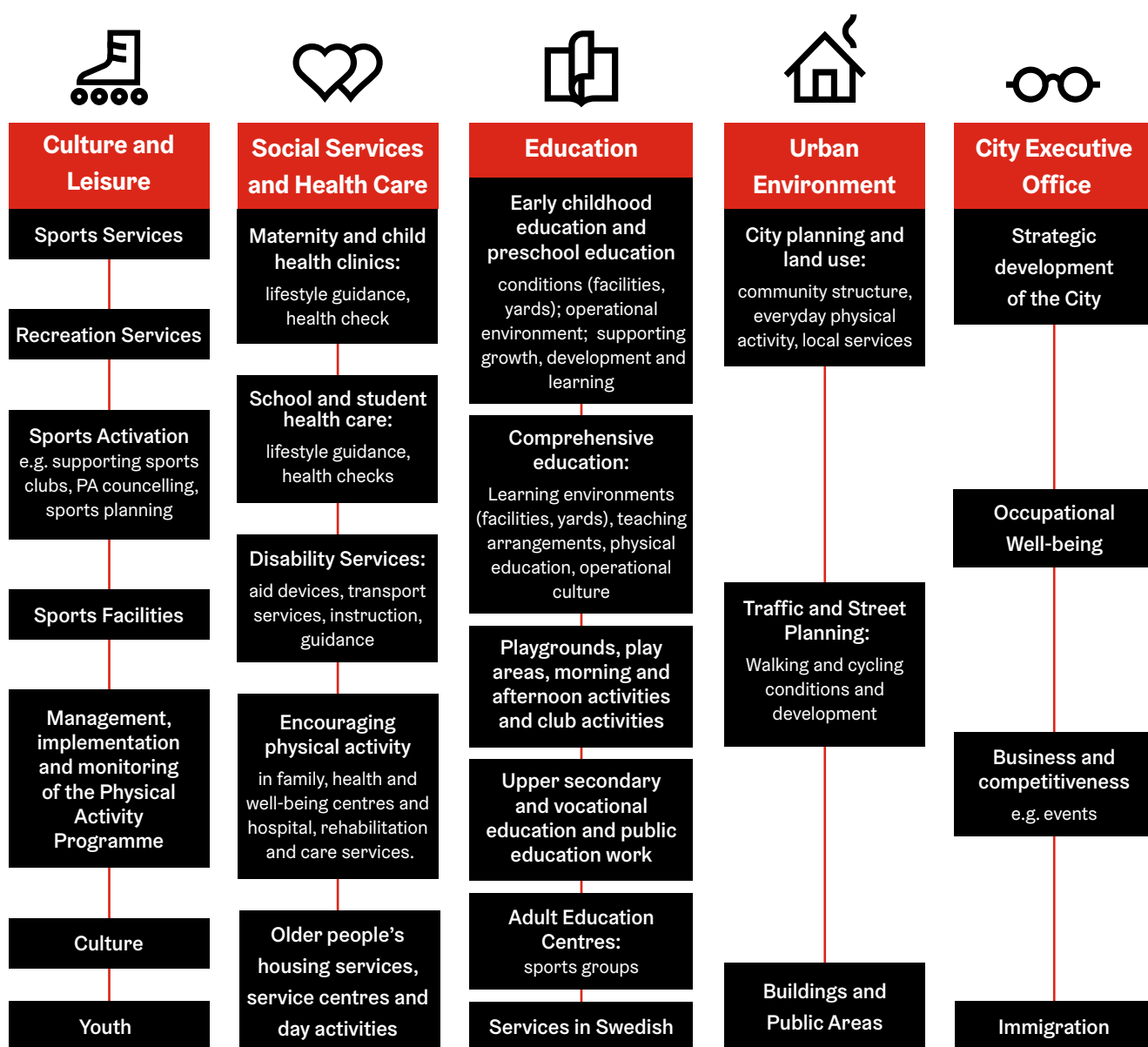


Influencing physical activity, applied (GAPPA, WHO)

4 City of Helsinki as a promoter of physical activity

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.



5

City as a platform



The premise of the programme is that the City of Helsinki should function as an active platform for actors and the self-motivated activeness 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.

6 Targets and actions 2018–2021



Awareness will be increased
(4 actions)



Small children will adopt
basic skills and habits
of physical activity
(4 actions)



Older people will be more
physically active
(6 actions)



Systemic change: together,
innovatively (11 actions)



Physical activity will be a part
of the life of children and
young people (8 actions)



Physical activity will be utili-
sed in the prevention
and treatment of illnesses
and rehabilitation
(7 actions)



The urban environment
will draw people to be physi-
cally active (11 actions)



The City's personnel will be
more physically active and
sit less (6 actions)

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.

7

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.



8 Background materials

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:

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Many ways to be active in Helsinki

Population of Helsinki 648,042



818

Indoor sports facilities



216 km

Jogging tracks and footpaths



16*

Swimming halls



92

Dog parks



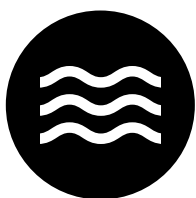
14

Indoor skating rinks



63

Outdoor recreation and excursion areas



27

Beaches



169

Skating rinks and artificial ice rinks



13

Winter swimming places



1,200 km

Cycling routes



12,000

Moorings for leisure boats

* including outdoor swimming pools and a sea pool

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