



ACTIVEFORHEALTH.EU

Delivering Effective Physical Activity Programmes

A Roadmap for Schools, Communities and Local Partnerships



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



Co-funded by
the European Union



Agenda

Introduction

The Challenge

Multi-setting Approach

Our Strategies

Checklists

Sustainability

Thank you

Project Team

 **Kinetic Analysis BV**

 **Sport Drenthe**

 **Unione Italiana Sport per Tutti**

 **Spor Istanbul**

 **Surpass Sport Systems Ltd.**



The Global Challenge

Over 80% of adolescents fail to meet the WHO recommendation of at least 60 minutes of daily physical activity.

Our Mission

To translate evidence-based innovation into actionable steps that increase movement and reduce sedentary time for children aged 6–12.

Educators, planners, and sports partners are essential in bridging the gap between "abstract messages" and "daily habits".



Co-funded by
the European Union



Multi-setting Approach



No "Magic Bullet"

High-quality reviews demonstrate that single-setting interventions are far less effective than comprehensive, combined strategies.



Integrated Settings

Sustainable success requires seamless coordination across schools, families, local communities, and policy makers.



Policy Support

Multi-sectoral policies (e.g., urban planning for dedicated bike lanes) are mandatory to support behavior change at scale.



ACTIVEFORHEALTH.EU



Co-funded by
the European Union



SportDrenthe



GENÇLİK
VE SPOR
HİZMETLERİ
DAİRESİ
BAŞKANLIĞI

SPOR
İSTANBUL

Strategy 1: Whole-of-School



Quality Physical Education

Regular, high-quality PE focusing on fun and skill-building (ideally 120–150 minutes per week).



Active Classrooms

Protect recess time with play markings, short "activity bouts" and standing desks during lessons.



Finnish Schools on the Move

A proven benchmark that integrates movement throughout the school day to increase engagement.

Strategy 2: Community and Environment



Inclusive Sports Options

Offer a broad menu beyond standard competitive sports, including dance, swimming, and non-competitive play.



Active Transport

Invest in safe crosswalks, bike lanes, and "walking school buses" to make active travel a default choice.



Parchi in Movimento

Utilise safe green spaces and offer free organized park activities to ensure accessibility for all.

Strategy 3: Behavior Change



Capability

Ensure participants possess both the physical motor skills and the psychological confidence to actively join in.



Opportunity

Leverage existing local spaces (parks, schoolyards, play streets) to create safe physical environments for action.



Motivation

Harness peer-to-peer inspiration and social activities to make physical movement genuinely fun rather than a chore.

Checklist for Delivering Quality Programs



ACTIVEFORHEALTH.EU



Co-funded by
the European Union

Planning and Design



✓ Identify Target Groups

Specifically target demographics with historically low participation rates, such as girls and children from low-SES backgrounds.



✓ Eliminate Financial Barriers

Are there subsidies, free equipment loan schemes, or vouchers for low-income families?



✓ Involve the User (Co-Design)

Has child input been used in choosing or designing the activities to ensure relevance?



✓ Promote Activity Variety

Does the program offer both structured (classes) and unstructured (free play) opportunities?



Checklist for Delivering Quality Programs



ACTIVEFORHEALTH.EU



Co-funded by
the European Union

Social Environment



✓ Positive Atmosphere

Is the emphasis on fun, self-improvement, and teamwork over competition and winning?



✓ Staff Training

Have coaches, educators and volunteers been trained in positive techniques that build confidence?



✓ Inclusive Language

Are services promoted as accessible and relevant to all children regardless of ability?



✓ Anti-bullying

Are there clear safeguards to prevent bullying or exclusion during play?



Checklist for Delivering Quality Programs



ACTIVEFORHEALTH.EU



Co-funded by
the European Union

Monitoring and Evaluation



✓ RE-AIM Framework

Is the program measuring Reach, Effectiveness, Adoption, Implementation, and Maintenance?



✓ Objective Tracking

Are digital tools (apps or pedometers) being used to provide children with feedback on active minutes?



✓ Act on Data

Are survey results used to identify "at-risk" sedentary youth for targeted support?



✓ Privacy First

Are there clear consent and data protection safeguards in place for monitoring?



Sustainability

Long-term Maintenance

- ✓ **Beyond the Pilot:** Transition from temporary projects to permanent school curricula.
- ✓ **Institutionalize PE:** Officially protect school timetable slots for PE and active recess.
- ✓ **Stable Funding:** Advocate for multi-year grant funding over short one-off grants.



ACTIVEFORHEALTH.EU



Co-funded by
the European Union



GENÇLİK
VE SPOR
HİZMETLERİ
DAİRESİ
BAŞKANLIĞI



Next Webinar

23 September 2026 12:00 CET

Effective Communication for Promoting Healthy Activity



Project Conference

27 October 2026, Verona (IT)

Educators, Capacity Planners, Policy Influencers and Municipal Sports Partnerships

Pilot Projects, Impact Results, Policy Recommendations.



Co-funded by
the European Union



GENÇLİK
VE SPOR
HİZMETLERİ
DAİRESİ
BAŞKANLIĞI



Thank you



ACTIVEFORHEALTH.EU

Key Takeaways & Action

Every Move Counts: Every stakeholder plays a crucial role in building lifelong healthy habits.

Immediate Action Step: Review your local programs against the Quality Checklists to identify priority areas for improvement.



Co-funded by
the European Union

