



### Le 5 avril, Genève bouge!

10h00 OMS (av. Appia 20)

12h00 OMS (av. Appia 20)

13h00 Rotonde, quai Wilson

13h30 quai Wilson - pl. Fusterie

14h30 promenade de la Treille

accueil du public par l'OMS: **exposés, projections, démonstrations**  
**coup d'envoi** de la marche par **Adolf Ogi**  
**ravitaillement et démonstrations**  
 les **YAMAKASI** en action le long du parcours  
**arrivée** de la marche, **démonstrations, animations, ateliers, stands**



### Editorial

#### An active life – day after day

Every person owns a sophisticated bodily system which needs to be cared for and used. To this purpose, physical activity is ideally suited. More even: physical activity enriches our life physically, mentally, and socially. In this way it impacts on health and the quality of life in general. Health Promotion Switzerland is a national institution which is engaged in the promotion of physical activity among other aspects. We focus on projects which aim to motivate inactive people to become more active. Our work is based on the recommendations of the World Health Organisation. We are pleased that the theme of this year's world health day was chosen to be "Move for health!". We look forward to a moving day on 7<sup>th</sup> April 2002.

Whether you decide to use the stairs instead of the lift, to cycle instead of driving, or to walk instead of taking the bus: what is important is that physical activity becomes a natural part of your daily life. Every day offers a variety of often unused opportunities to prevent your body from getting rusty and to actively contribute to your own health. You neither need special materials nor a lot of time to add more activity to your life, yet you may need a bit of will and attention.

To us, health promotion means combining physical activity, nutrition, relaxation, and social integration. In the name of the Federal Government, the cantons, and the health insurances we support a variety of projects. We would like to take this opportunity to thank every organisation, group, or person who is engaged in the promotion of physical activity. We hope that the World Health Day will signal the importance of physical activity to the world and that more and more people put the message into practice, 365 days of the year.

Bertino Somaini  
 Health Promotion Switzerland

### Table of content

- Editorial
- National activities
  - ARE
  - FOSPO
  - SFOPH
  - SFOE
  - FEDRO
  - Health Promotion Switzerland
- Project contest
- Activities in Geneva
  - «Allez Hop!»
  - Health Bus
  - Prevention Crossroad
  - Get moving... without your car!
  - Les HUG bougent !
  - Sports in Geneva
  - Plan Pietons
  - Santé-Jeunesse
  - "Sport yes, tobacco no"
  - Velo-city
- Support for projects
- Ten principles for Health Enhancing Physical Activity in Switzerland

### page

- 1
- 2
- 2
- 2
- 3
- 3
- 4
- 4
- 6
- 6
- 6
- 7
- 8
- 8
- 9
- 9
- 9
- 10
- 11
- 12

# National activities

## Leisure traffic at the Federal Office for Spatial Development (ARE)

The Federal Department of the Environment, Transport, Energy and Communications is committed to the principle of sustainability in its transport policy. Summer 2000 saw a range of measures evidencing this commitment, including the creation of the Federal Office for Spatial Development (ARE). The aim of the DETEC was to strengthen zoning policy and transport coordination at a federal level and to promote sustainable development. Leisure traffic is one of the key elements of the ARE's mandate. Half of all the non-commercial traffic on Switzerland's roads and railways is generated by leisure-related activities – and the trend is growing. Up to now, transport policy and planning strategies have focused primarily on commuter and long-distance traffic. It is now the task of the ARE, within the existing legal framework, to draw up a strategy that will bring players at all levels of government together with the private sector. The ARE will also work out action scenarios and how they might be put into practice. The objective is to give leisure traffic a sustainable profile, with as much as possible shifted to public and non-motorised transport. The first stage in implementing the strategy will be to develop and implement individual measures and measure packages as part of a comprehensive action plan. In doing so, findings from the latest traffic research and projects underway, such as SchweizMobil or the SAC's mobility campaign, can be taken into account. The ARE's leisure traffic policy involves close collaboration with a variety of federal agencies, such as the Federal Office of Sports and the Swiss Federal Office of Public Health, whose aim of promoting exercise is closely related to leisure travel.

Dr. Ulrich Seewer  
Federal Office for Spatial Planning ARE  
Bundeshaus Nord  
3003 Bern / Switzerland  
Tel 031 322 55 66  
Fax 031 322 78 06  
ulrich.seewer@are.admin.ch  
[www.are.admin.ch](http://www.are.admin.ch)



## The activities of the Swiss Federal Office of Sports and its Health Promotion Unit

The Swiss Federal Office of Sports has a long tradition of activities in sports for all (e.g. National Programme Youth+Sport, physical education in vocational training). Over the last few years, the promotion of physical activity in sedentary people has become a new task which is undertaken jointly with partner organisations. The evidence, the results and the experiences in this field have also influenced the "Concept for a National Sports Policy

in Switzerland" of the Federal Government with its first objective to increase the proportion of physically active people in the Swiss population.

The Federal Office of Sports FOSPO is a national centre of competence for health enhancing physical activity HEPA and has issued respective recommendations in co-operation with the Federal Office of Public Health and the Network HEPA Switzerland. In accordance with these recommendations, the Federal Office of Sports pursues the following aims for all age and population groups, traditionally emphasising sports education of the youth:

- Among inactive people the Federal Office of Sports promotes half an hour a day of moderate intensity physical activity.
- Among active people the Federal Office of Sports promotes exercise and sports training for sustainable health benefits
- The Federal Office of Sports promotes the use of physical activity and sports in the areas of social integration, therapy and rehabilitation.

The Health Promotion Unit engages in all three areas mentioned above. The first priority is the promotion of daily activities or sports in inactive people. A second priority lies with the promotion of an endurance, strength and flexibility training in active people.

The Health Promotion Unit takes measures in three major fields. The main element of the "Networking" strategy is the Network HEPA Switzerland with its office run jointly by the Federal Office of Sports and the foundation Health Promotion Switzerland. The members of the Network are more than 50 national organisations devoted to the promotion of health-enhancing physical activity. Other elements of the networking strategy are international contacts, support for selected projects and teaching activities. The second field of activity of the Health Promotion Unit refers to "HEPA background knowledge". International scientific results are reviewed and commented and applied research is conducted in areas of specific interest (epidemiology of physical activity in Switzerland, assessment of physical activity, exercise physiology). In the context of the third field, intervention models are developed and evaluated.

In 2002, it is encouraging to see that a whole number of organisations and institutions in Switzerland is active in the promotion of an active lifestyle. Nevertheless, great efforts will be necessary to slow down the epidemic of physical inactivity which still seems to be on the rise and to subsequently increase the number of people enjoying the benefits of health-enhancing physical activity. Within the context of the measures of the "Concept for a National Sports Policy in Switzerland" which will come into effect from 2003 on, the Federal Office of Sports will try to contribute to this development.

Swiss Federal Office of Sports: [www.baspo.ch](http://www.baspo.ch)  
Health Promotion Unit: [www.hepa.ch/gf](http://www.hepa.ch/gf)  
Network HEPA Switzerland: [www.hepa.ch](http://www.hepa.ch)



Office fédéral  
de la santé publique

## Support for mobility projects

The Health and Environment Unit has taken part in several mobility projects in recent years, including:

**"Cycling – highly recommended" brochure (in German "Velo fahren – eine herzliche Empfehlung" and French "Rouler à vélo—vivement recommandé"):**

Anyone who takes regular physical exercise feels better, handles everyday stresses and strains better and is quite simply more efficient. Half an hour of exercise is all it takes to stay healthy, and cycling is highly recommended!

**"Life in movement" ("Leben in Bewegung"):**

A scheme run through doctors and physiotherapists to offer brief, in-surgery consultations about patients' physical activity on a regular basis. The aim was to make the link between everyday environmentally-friendly mobility and regular physical activity.

**Xunderwäx:**

Action days to bring the benefits of exercise to the general public. Information on building exercise into everyday life was handed out in health centres and at doctors' surgeries. (Project took place in Thun in 2000.)

**à pied c'est mieux:**

Campaign to motivate parents and young children (pre/infant school) to change their mobility patterns and to reduce traffic volumes around schools. (Projects were carried out in 1999 and 2000 in Neuchâtel, La Chaux de Fonds and Le Locle.

Health and Environment Unit  
SFOPH  
3003 Bern / Switzerland  
Tel. 031/323 06 01  
[www.apug.ch](http://www.apug.ch)

## SwissEnergy of the Swiss Federal Office of Energy

SwissEnergy is a Swiss federal government programme for the promotion of renewable energy and a more efficient use of energy. It involves the collaboration of the cantons and of a great many local authorities as well as of the private sector, of various environmentalist and consumer groups, with the goal to reduce the emission of CO<sub>2</sub> as mentioned in the Kyoto contract.

Motorised transport is responsible for one third of the energy consumption in Switzerland and it causes nearly 50% of the CO<sub>2</sub> emissions (diesel: 9,3%; petrol: 28,1%; kerosene: 11,2%). Very significant reductions could be obtained in this sector, especially in traffic generated by the leisure mobility, which is responsible for 50% of all traffic kilometres.

SwissEnergy supports projects searching to promote physical activities, especially when human powered mobility is being considered. Public health wins on all stages: individually because of the health enhancing capacities of physical activities and for the collective because of the reduced impact on the environment. SwissEnergy has the financial resources to support projects and ideas that deserve it.



Website: [www.energie-schweiz.ch/bfe/fr/energieschweiz](http://www.energie-schweiz.ch/bfe/fr/energieschweiz)



**FEDRO**  
Swiss Federal Roads  
Authority

## Slow down, you move to fast

The German language has a particular collective term for all non-motorised means of getting from A to B – *Langsamverkehr*, literally "slow traffic". But the word also embodies the new trend towards slowing down in general to discover a new quality of life.

*Langsamverkehr* covers all methods of travel that are purely muscle-powered. Of all "journeys" taken in the daily lives and leisure time by people in Switzerland, just under half are made without motorised transport – at least to some extent. Activities such as walking and cycling – popular leisure pursuits yet often associated with a range of drawbacks in daily life – are to be promoted as the ideal means of covering short distances. They are energy efficient, environmentally friendly and improve health.

The specialist "Human-Powered Mobility" unit of the Swiss Federal Roads Authority has been making a particular effort to create favourable conditions for non-motorised traffic since 1999. It supports central planning and organisation in areas such as hiking, pedestrian traffic, cycling, as well as the cataloguing and maintenance of historical highways and byways.

The Federal Department of the Environment, Transport, Energy and Communications (DETEC) is currently drawing up guiding principles for the promotion of non-motorised forms of transport. These principles will provide an important basis for

the development of a cohesive transport policy for today and tomorrow. The Swiss Federal Government has set itself the task of improving the complex structural and economic conditions for non-motorised traffic in the context of a sustainable mobility policy. The long-term aim is to help bring about a change in national attitudes towards travel and transport. Non-motorised traffic is to be given equal status along with public transport and private cars and motorcycle.

Website: [www.astra.admin.ch](http://www.astra.admin.ch)



### Health Promotion Switzerland and the priority programme "Physical Activity, Nutrition, and Relaxation"

Health and well-being depend on a variety of factors, external and internal. Health Promotion Switzerland aims to fulfil the varying needs of as many people as possible. In order to do so effectively, activities in the following areas are undertaken: health promotion policy, international affairs, education and services, quality assurance and evaluation, communication and information, national campaigns. "Physical Activity, Nutrition, and Relaxation" is one of the three priority programmes of Health Promotion Switzerland, the other two being "Health and Work" and "Teenagers and young adults" .

#### Priority programme "Physical Activity, Nutrition, and Relaxation"

The aim of this priority programme is to help people improve their own health by engaging in regular physical activity, maintaining a healthy diet, and enjoying regular periods of relaxation.

#### Objectives:

- More people in Switzerland engage in regular physical activity
- Specific measures are taken to counteract the problem of increasing overweight in Switzerland
- People enjoy more periods of relaxation in a supporting environment
- The synergies between physical activity, nutrition, and relaxation are promoted

Health promotion Switzerland pursues these objectives in cooperation with government and non-government organisations. A number of national projects are supported, such as the following:

**Allez hop!** A national campaign with physical activity lessons for everyone who wants to become more active.

**Hepa.ch** A network of organisations which collaborate to promote health enhancing physical activity.

**Health and nutrition** A national agenda set by the Federal Office of Public Health and Health Promotion Switzerland in order to coordinate activities to promote a healthy diet.

**Nutrinet.ch** A network of organisations which collaborate to promote a healthy diet

**Fourchette Verte** A project to improve the availability of healthy dishes in restaurants and canteens in French-speaking Switzerland.

Promotion Santé Suisse  
Dufourstrasse 30  
Postfach 311  
CH-3000 Bern 6  
tel. 031 350 04 04  
Fax 031 368 17 00  
office.bern@promotionsante.ch  
[www.gesundheitsfoerderung.ch](http://www.gesundheitsfoerderung.ch)

## Project contest

In co-operation with the Federal Office of Sports and Health Promotion Switzerland, the Network HEPA Switzerland promotes health enhancing physical activity HEPA in the Swiss population. The members of the Network are organisations supporting HEPA, among them the Concordia health insurance. The 2001 HEPA Switzerland Project Contest, sponsored by Concordia, was won by the SlowUp campaign of the foundation „Cycling in Switzerland“ and the Asphalt Movies by Menel Rachdi. Both these projects are excellent examples of how attractive and entertaining promotion of physical activity can be!

#### Winner 2001 in the national category: SlowUp

SlowUps are human powered mobility events for 10'000 to 50'000 people in regions of geographical interest that can be easily reached by public

transport. 20 to 50 kilometres of local and regional roads, ideally without any relevant slopes, have to be closed for motorised transport to allow for all forms of non-motorised transport as well as attractions from the local gastronomy, culture and sports.

The first SlowUp around the lake of Morat or Murten in autumn 2000 attracted between 20'000 and 30'000 people, one year later there were

Cycling in Switzerland  
project SlowUp,  
mailbox 8275, 3001 Berne,  
tél. 031 307 47 40,  
fax 031 307 47 48  
info@suisse-a-velo.ch  
[www.slowUp.ch](http://www.slowUp.ch)

already between 40'000 and 50'000 participants. Both events were organised by the foundation „Cycling in Switzerland" in the context of the «Human Powered Mobility» project of the Swiss National Exposition Expo.02.

After the SlowUp's remarkable success, other comparable projects are being prepared all over Switzerland. SlowUp is on its way to become one of the most important public events of our country!

**Winner in the "innovation" category: Asphalt Movies by Menel Rachdi**

Menel Rachdi is an artist who paints on canvas as other painters do. But sometimes, he also paints movies - on asphalt. That is when Menel Rachdi is

on the road again, usually in the company of dozens of children.

In order to watch an Asphalt Movie, the spectator is the one who has to move. Doing it above the pictures on the ground and at a pace of about 5 to 7 kilometres an hour, the patterns begin to change and flow and finally a movie is being projected. Menel Rachdi hopes that watching his pieces of art by moving along them becomes a happening by itself that can attract a wide range of people. At last there is a way where no one has to choose between either going to the movies or getting some exercise!

Menel Rachdi  
Painter / Designer  
4950 Huttwil  
tél./fax: 062 962 24 40

## Project contest 2002 of the Network HEPA Switzerland and the Concordia



### Goal

The contest has the goal to identify and reward the best and most innovative HEPA promotion projects in Switzerland

### Categories

National: activities of national scope or touching at least 4 cantons  
Regional: activities of local reach

### Applications

Applications are accepted by the office of the Network HEPA Switzerland beginning from 1 May to 30 June 2002 and should include the following information:

- objectives of the project
- target population
- measures taken
- organisations and institutions involved
- finances
- evaluation results
- contact person for further inquiries

### Criteria

The jury applies the following criteria in judging and ranking the projects:

- ingenuity of the approach
- efficacy
- geographical coverage
- generalisability
- success in reaching the different target groups

### Jury

Antoine Casabianca (Dipartimento delle opere sociali del cantone Ticino)  
Prof. Bernard Marti, M.D. (Swiss Federal Office of Sports Magglingen FOSPO)  
Brian Martin, M.D. (FOSPO)  
Jean-Charles Rielle, M.D. (CIPRET Genève)  
Bertino Somaini, M.D. (Health Promotion Switzerland)  
Ursula Ulrich (Swiss Federal Office of Public Health)  
Ursula Zybach (CONCORDIA, Health Promotion)

### Rewards

The best projects in each category are presented at the Annual Conference of the Network HEPA Switzerland on 12 September 2002, in the newsletter and on the website of the Network as well as through the communication channels of the Concordia health insurance.

The financial reward in the category national is 5000 Swiss Francs, the one in the regional category 2500 Swiss Francs.

Information  
Federal Office of Sports FOSPO  
Network HEPA Switzerland  
2532 Magglingen  
Tel 032 327 61 23  
Fax 032 327 64 05  
Email: info@hepa.ch  
Internet: www.hepa.ch

# Genève s'active



“Allez Hop!”

“Allez Hop!” is a national campaign to encourage people to exercise, addressed mainly to those who lead a sedentary lifestyle. The programme has been underway in Switzerland since 1996, with the support of the following partners: Promotion Santé Suisse, Helsana, Concordia and the Swiss Olympic Association. Over 20,000 “couch potatoes” have been finding their feet again each year by taking part in one of the following five activities:

- **Walking and Nordic Walking:** This is a new form of exercise based on power walking. Very effective in improving stamina, this kind of training is ideally suited to sedentary types of all ages.
- **Aqua:** Enjoy a physical activity combining swimming and gymnastics which does not make you sweat or leave your body aching. Suitable for both swimmers and non-swimmers.
- **Discoveries:** A course for all locations and all seasons, based on outdoor games and pursuits.
- **Fitgym:** The equipment available in a gymnasium provides the ideal framework for a varied, balanced work-out to improve fitness.
- **Dance:** Dance is a physical activity which can be practised in a friendly group atmosphere. It is also a complete form of exercise, building stamina and improving coordination and suppleness.

Each course consists of between 10 and 12 weekly sessions lasting from 60 to 90 minutes and costing a maximum of 6 francs.

For World Health Day, “Allez Hop!” instructors from Geneva will be in attendance to organise the official march, which leaves the WHO building at noon and is scheduled to arrive at the Town Hall at 2.30 p.m. In front of the Town Hall, there will be a “Allez Hop!” information stall, with presentations and demonstrations of the different activities.

Website: [www.allez-hop.ch](http://www.allez-hop.ch)



**Health Bus conducts research on the physical exercise taken by Genevans**

The Health Bus is Geneva canton's epidemiological observatory. Each year, a representative sample of the general population, aged between 35 and 74, is drawn by lot and invited to take part in the research conducted by the Health Bus. As a result, some 1000 people a year fill in questionnaires (about physical exercise, diet and health generally); and their weight, height, cholesterol level and blood pressure are measured. A blood sample is taken for the purpose of measuring lipids and examining genetic information which relates to cardio-vascular diseases.

Over the last ten years, more than 10,000 people have taken part in the Health Bus surveys. This unique epidemiological observatory thus makes it possible to monitor the development, month by month, of the main risk factors in cardio-vascular diseases and cancers.

The results gathered by this process are used for two main purposes. Firstly, they enable the public health services to assess the development of risk factors in the population. Prevention measures can then be introduced by the authorities when changes in such risk factors occur, before there are any outward signs of deteriorating health in the population at large.

The second purpose is scientific research. Aware of the importance of physical exercise as a health factor, the Health Bus team has developed a specific questionnaire on this subject. Since 1997, participants have been responding to this questionnaire, which gives a detailed picture of the exercise taken by Genevans. Thanks to the information thus gathered, it is not only possible to give a detailed description of people's exercise regimes and the way they are changing, but the Health Bus is also in the vanguard of scientific research into the effects of physical exercise. It has been shown that a large majority of Genevans (aged 35 to 74) do not take enough exercise (57% of men and 70% of women). At the present time, a specific study is being conducted to investigate the relationship between exercise and blood lipid levels, in relation to certain genetic determinants. Early results have been published in the international scientific press.

The Health Bus is run by a multi-disciplinary team of public health technicians and others belonging to the Clinical Epidemiology Division. After undergoing specific training, their task is to take precise, standardised measurements of the various risk factors. The recruitment of participants requires careful organisation: stratified sampling by sex and

age, contact by letter and telephone in accordance with the schedule determined by the participant, sending out questionnaires, checking that they have been completed properly, coding and inputting of data. Once the information has been gathered, the files are passed to the data managers, then on to the statisticians and analysts, who work with the epidemiologists in interpreting the results.

Where can we find the data gathered by the Health Bus?

The data gathered as a result of the Health Bus surveys are published in scientific periodicals and by the Cantonal Statistics Office.

Health in figures. Compendium of social and health statistics for Geneva canton. Cantonal Statistics Office, 2001. This volume contains the data gathered by the Health Bus between 1996 and 1999.

Information about the Health Bus and an exhaustive bibliography of scientific publications are available at [www.bus-sante.ch](http://www.bus-sante.ch)

## Focus on Carrefour Prevention

In October 1994, the FEGPA (Geneva Federation for the Prevention of Alcoholism), CIPRET-Genève (Information Centre of the Association for the Prevention of Addiction to Smoking) and the AdIGE (Geneva Dieticians' Association) set up CARREFOUR PREVENTION (**Prevention Crossroad**). They were soon joined by the Fourchette Verte Association, the Stress Management Information Centre (CIMS) and, more recently, Rien ne va Plus (Centre for preventing problems caused by excessive gambling).

CARREFOUR PREVENTION defines itself as a "ginger group" for prevention and health promotion activities. It offers people a wide range of information and documentation, and guidance about problems associated with addiction, diet and stress. This information is also available on the web at [www.prevention.ch](http://www.prevention.ch). In addition, Opération Nez rouge and the secretariat of the alco-line service (0848 800 808) have their offices on the premises of Carrefour Prévention.

The establishment of this organisation makes it easier for the people of Geneva to access the various prevention, advice and care networks in these different fields. Many professionals working in education, the social services, the health service and business, as well as in sport and culture, make use of its services when they need documentation or when setting up prevention projects. As a result, concerns relating to health promotion are more widely disseminated, especially among young people.

Over the last ten years, CIPRET-Genève and the FEGPA have been pursuing a policy of sports and cultural sponsorship, the aim of which is to associate prevention with a positive message of

enjoyment and to create an environment favourable to a better quality of life. The partnerships created at sports and cultural events enable these associations to reach beyond the "converted" and give prevention activities a more positive image, getting away from the connotations of kill-joy moralising. Moreover, the message is more credible when it is presented by sportsmen and women acting as ambassadors for health promotion. The associations concerned are striving to take the ground formerly occupied by cigarette and alcoholic drinks advertisers.

The sponsorship policy began with the Vernier-sur-Rock Festival. This event is a particularly good example of the link between prevention (in the widest sense of the term) and improved quality of life. It gives more than a hundred young people the opportunity to develop or acquire skills, and helps some of them to escape from their marginalisation. The range of these partnerships is very broad. To mention just a few, they are supported by the many-times Swiss badminton champion Santi WIBOWO, the athlete Kevin WIDMER, the great hope of Swiss motocross Julien BILL and the cyclist Stéphanie FISCHER. And let us not forget the boatsmen Dominique WAVRE and Michèle PARET and the young members of the CER (regatta training centre), led by Etienne DAVID and Jean-Marc MONNARD. Year by year, they have distinguished themselves in the Tour de France and in sailing the boat Ville de Genève-Carrefour Prévention. A number of sporting events are also sponsored as part of this scheme as are, in the cultural field, some very eclectic musical evenings, as well as the Festival de la Bâtie, the Undertown, etc.

Having conceived Prevention Village 2000 at the Geneva Trade Fair, with support from the City of Geneva Department of Social Action and Health, Carrefour Prévention did not intend to rest on its laurels in 2001. Indeed, with help from the Department of the Interior, Agriculture, the Environment and Energy, they were more ambitious, organising Prevention and Environment Village 2001. More than a hundred associations involved in prevention, consumer affairs and sport took part in this event, which also featured an environment-and-energy pavilion and an agriculture pavilion. Overlooking the village square was a Fourchette Verte restaurant, where people could try dishes from the Mediterranean area, Africa, Asia, South America and Geneva. In this setting, the various associations staged a large number of activities.

### CARREFOUR PREVENTION

Rue Henri-Christiné 5  
CP 567 – 1211 Genève 4  
Tél. 321 00 11 – Fax 329 11 27  
[carprev@iprolink.ch](mailto:carprev@iprolink.ch)  
[www.prevention.ch](http://www.prevention.ch)

## Get moving... without your car!

Traditionally celebrated on 22 September in hundreds of European towns, this year the special day on the theme of "In town, without my car!" falls on a Sunday. The City of Geneva will again be participating and is already making plans for a number of events. Special attention will be given to making people aware of the close connection between environment-friendly ways of getting around and good health.

Why not turn your daily journeys into a way of shaking a leg and getting some exercise? Go to work by bicycle, take your children to school on foot, use public transport when doing your shopping rather than take the car – all ways of getting the half-hour of daily exercise so beneficial to good health.

Decide that, whenever possible, you will get around on foot, by bike, by public transport or on roller skates... It's good for your health and for the environment.

Meet us in the town centre on 22 September to find out more and try out various environment-friendly ways of getting around – and have a good time.

For further information, visit our web site at [www.ville-ge.ch/sansmavoiture](http://www.ville-ge.ch/sansmavoiture)



## Les HUG bougent!

Project for the promotion of physical activity and sustainable modes of transport in the context of the Canton Hospital of Geneva.

The "Hôpital cantonal de Genève" (Canton Hospital of Geneva) has a tradition of health promotion activities, particularly in the non-smoking campaign «hôpital sans fumée, pas sans fumeurs» (hospital without smoke, but not without smokers). Over the last few years, scientific research has shown that physical inactivity is the second cardiovascular risk factor after smoking. In addition, physical activity has positive effects on a number of diseases and conditions like hypertension, diabetes, osteoporosis and some forms of cancer. So the "Hôpital cantonal" wants again to give the good example and launch a campaign.



The programme will run for one year at first and be evaluated twice – before and after the campaign – in order to best meet the needs of individuals at the start and to continually improve the programme. In a first phase, awareness for the problem of physical inactivity should be created (among others using a self-evaluation tool). In a second phase, information about existing possibilities will be distributed (opportunities for walking in daily life, climbing stairs, use of walking and cycling paths, sports grounds...) and supplemented with dynamic and playful actions that are repeated and updated, with workshops, tests and presentations.

Both the hospital and the intervention are situated in the Cluse-Roseraie part of Geneva, which is undergoing major urban planning changes and reconstruction since about two years. This fact has made it possible to create new possibilities for human powered mobility in a public and safe environment. During the year of 2002, an awareness-raising programme concerning these possibilities for the area and the individuals using the hospital is also planned by the "Service d'urbanisme" in charge of the urban planning project.

These two approaches should create multiple synergies by addressing both health and environment issues at different levels, using information and infrastructural means and joining the forces between both institutions.

Project objectives:

1. Evaluation of the hospital employees, both before and after the intervention
2. Raising awareness for the problems of physical inactivity and the importance of a healthy lifestyle
3. Information about possibilities for physical activity

4. Suggestions for physical activity offers and exercise programmes
5. Exploration of the possibilities for a local physical activity and exercise facility (e.g. gymnasium or fitness room)
6. Raising awareness and information about sustainable transport and the modes and urban planning measures in favour of it

Website: [www.hug-ge.ch](http://www.hug-ge.ch)

## Sports in Geneva

Round-up of sports activities.

Sport for relaxation, sport for health. The sports office (BUSPO)

weekly or one-off sporting activities available for students and members of the university community  
Examples of activities organised by BUSPO :  
Contact – A sense of belonging

BUSPO establishes and maintains useful contacts with various regional, national and international institutions.

Sports competitions

BUSPO organises inter-faculty competitions  
BUSPO encourages participation in university competitions at all levels

### Sports Office of the University

4 rue de Candolle, 2. Floor  
1211 Genève  
tél. 022 705.77.22  
tél. 022 320 24 10  
sports@unige.ch

[www.unige.ch/dase/sports](http://www.unige.ch/dase/sports)

### Sports Service of the city of Geneva:

[www.ville-ge.ch/geneve/sports\\_securite/service\\_sports.html](http://www.ville-ge.ch/geneve/sports_securite/service_sports.html)

Further Information can be also found at:

<http://www.geneva-city.ch/sports/>



## Geneva, a city taking big strides to improve the health of its people

Since 1995, the City of Geneva (Switzerland) has been concerned to make life more pleasant for

pedestrians, by improving air quality, reducing the pollution caused by motor vehicles, making streets safe, attractive and friendly places to be, improving the quality of life in residential areas, and making life healthier for local people and visitors alike.

Encouraging people to go on foot, improving the urban environment in each district, making it easier for pedestrians to get around, introducing traffic-reducing measures in residential areas – these are the main aspects of the wide-ranging action plan being implemented by the City of Geneva. At the same time, a full-scale awareness campaign targeting both local inhabitants and visitors has been in progress since 1995.

Every year in June, as part of this effort, the City of Geneva promotes a new urban itinerary, marking out and improving the route and publishing a brochure in French and English.

Each itinerary has a special theme. In 1996 (“From Estate to Estate”), the idea was to discover how the estates of the old patrician families had been transformed over the years; in 1997 (“From Site to Museum”), the theme was the history of Geneva and its museums; in 1998 (“From Quay to Runway”), the focus was on the development of urban transport; in 1999 “From City to City”, the subject was water in all its forms; in 2000 “Walking Downstream”, the connections between technology and water; and in 2001 (“From Here and Afar”), the transition from work to leisure along the banks of the Arve, whose waters come from France. The brochures have been a great success, with 40,000 copies requested each year.

This year’s walk (“from body to heart”), due to be inaugurated in June, is concerned with the theme of health in relation to the individual human being, the city and its immediate environment. The itinerary will be seven kilometres long, beginning at the World Health Organisation (WHO) building and following the lakeside as far as the Maison des Sportifs in the park of Eaux-Vives. Based on the World Heart Federation’s concept of “Sli Na Slainte”, or “Health Trail”, each kilometre of the itinerary will be marked by a bench featuring a text encouraging locals or visitors to consider their physical, mental and social well-being.

Is not walking a way of creating a path suited to one’s body, lung capacity and mind?

For further information in French or English:

[www.ville-ge.ch/plan-pietons](http://www.ville-ge.ch/plan-pietons)

## The “Pyramids” Campaign to promote physical exercise and a balanced diet in Geneva’s schools, 2002

Department for Young People’s Health, Department of Public Education, Youth Office, Geneva

Concerned about the sedentary way of life many people now lead and the increase of obesity in the

school population, a multi-disciplinary group from Geneva's Department for Young People's Health consisting of health professionals (public health nurses, dieticians, doctors and psychologists), in conjunction with school teachers, the leisure department and paediatricians, have created a poster and teaching materials concerned with physical exercise and diet. The material is based on the concept of two pyramids.

The poster, which will be displayed in all Geneva's schools (4,500 posters) during the week following World Health Day, features two pyramids (representing diet and physical exercise) and advice in the form of new-style graphics which will appeal to school children. The messages it conveys are about sitting around less, doing more daily exercise, eating more fruit and vegetables and cutting down on fatty foods.

All the texts were drafted on the basis of our experience with Genevan school children, then reviewed and corrected by the pupils themselves. The graphics were designed by a Genevan graphic artist (Aloys, Studios Lolo), who has a very original style and a lot of experience with prevention campaigns.

The poster will also be published in A3 format in the centre fold of the "L'école" newspaper (51,000 circulation), so that it can be pulled out and displayed at home. The pyramid theme will again be exploited to produce an educational brochure for the use of nurses, dieticians and doctors.

We hope that this campaign will make school-age children more aware of the need to adopt a healthy lifestyle. We are also hoping that an initiative on the theme of physical exercise will become an annual event.

Website: [www.sante-jeunesse.ch](http://www.sante-jeunesse.ch)



## "Sport yes, tobacco no"

"Sport yes, tobacco no" is the slogan chosen by the World Health Organisation for World No-Smoking Day on 31 May 2002.

On 31 May 2002, Geneva, Zurich and Fribourg will be entering into a twinning arrangement, under the patronage of the WHO, the OFSP (Federal Office of Public Health) and the AT (Swiss Association for the Prevention of Tobacco Addiction), to send a clear signal that preventing tobacco addiction is both a national and an international issue.

There will be a programme of events in each of the three towns, with well-known sports personalities taking part. Sports clubs in the three cantons will be

invited to adopt a charter, and they will be allowed to display the WHO logo should they decide to adopt it.

The tobacco addiction information and prevention centres of the three cantons (CIPRET-Genève, Zürich Rauchfrei and CIPRET-Fribourg) are particularly pleased with the WHO's choice of slogan, which associates prevention with the enjoyment of practising a sport.

So, on 30 May, get your basketball boots on – and put out your fags.

Dr Jean-Charles Rielle  
Rue Monnier 7  
CH-1206 Genève  
natel (+41) 0 79 436 80 20  
tel.-fax (+41) 0 22 346 26 08  
jcrielle@prolink.ch  
[www.prevention.ch](http://www.prevention.ch)

## La Velo-Cité (Velo-city)

### Referendum of 4th June 1989

The programme of infrastructures supporting the use of bicycles is based on the results of a referendum where 82% of the people voted for the realisation of a cycle network of 100 km length within 5 years. Geneva's street network reaches a total length of 180 km.

### The reach of the network

Presently, about 65 km of streets provide cycle lanes. Experience has demonstrated that it is possible to complete the work for 3 to 7 km per year. Unfortunately, it has become more and more difficult to act on the major routes, where the needs for safety would be highest.

### Increase of cycling

Bicycles have been counted at 30 intersections every two years since 1987. There is a spectacular increase in cycling in the whole city. The average increase between 1991 and 1999 was 8.5% every year, more than double in 10 years.

Did you know that half an hour of daily physical activity, even if accumulated through several shorter bouts, is sufficient but necessary to maintain physical health?

Seeing that cycling is a very appropriate activity to improve one's health, the Council of Geneva asked more than 500 medical doctors, physiotherapists, and pharmacists to make the newest edition of the cycling map available to their patients. More than 160 health professionals placed the maps in their

## **Promoteurs d'activités physiques en Suisse romande : RECEVEZ UNE SOMME D'ENCOURAGEMENT DE 1'000.-**

Promotion Santé Suisse et l'Office fédéral du sport ont mis au point plusieurs stratégies ayant pour objectif commun d'encourager le mouvement dans la population. L'octroi de sommes d'argent aux personnes privées qui par leur action invitent la population inactive au mouvement en est un excellent exemple.

Il est particulièrement intéressant que les initiatives locales émanant de petites structures puissent trouver une visibilité meilleure et que leurs promoteurs voient leurs efforts reconnus. D'autant que l'encouragement au mouvement des personnes inactives passe le plus souvent par des personnes ou associations fonctionnant sur le principe du bénévolat.

La promotion locale de projets d'activités physiques en Suisse Romande consiste en un soutien financier. Celui-ci doit donner aux personnes privées qui mettent en place des activités physiques la possibilité de faire le point et d'améliorer leur fonctionnement. Le mot "seed-money" traduit bien l'idée que la somme octroyée doit permettre à une petite structure bénévole de grandir.

A cet effet, sur la base d'un appel d'offre relayé par un partenaire média, une somme de 10'000.- est prévue pour être distribuée en Suisse Romande, à raison de 1000.- par organisation ou initiative individuelle.

Les 10 projets seront retenus dans la mesure où ils répondent aux exigences suivantes:

- Inviter au mouvement des personnes inactives.
- Mettre en relation le mouvement et les effets bénéfiques pour la santé.
- Fonctionner sur une base de bénévolat.
- Etre innovatif dans la proposition comme dans l'action.

L'Office fédéral du sport et Promotion Santé Suisse tiennent, avec le projet "seedmoney" pour la Suisse Romande, à créer un lien d'entente et d'enrichissement mutuel entre les acteurs locaux de promotion de la santé et les institutions.

Le concours sera lancé lors de la journée mondiale pour la santé du 5 avril 2002 à Genève. Le délai d'inscription est le 31 avril 2002.

Renseignements et dépôts de candidature:  
Réseau santé et activité physique suisse  
OFSPo Macolin  
tél032 327 61 23  
[www.hepa.ch](http://www.hepa.ch) (rubrique : projets)



*The 5<sup>th</sup> edition of the map of Geneva has just been edited in cooperation with the world of health.*

waiting rooms or on their information desks. Some even used it as a tool to promote physical activity. Close to 15'000 maps were distributed through health professionals during one year from autumn 2000 onwards.

This pilot project of the Council of Geneva was supported by Health Promotion Switzerland as well as the Federal Office of Public Health. It was presented at the international congress "Velo-City 2001" in Scotland and generated a high interest. It is very likely that it will serve as an example for other cities in Europe and overseas.

### **Service entretien du domaine public**

Rue François-Dussaud 10  
1227 ACACIAS  
tél. +41 22 418 42 00  
fax +41 22 418 42 01  
barbara.pillonel@voi.ville-ge.ch  
[http://www.ville-ge.ch/geneve/amenagement/prest\\_piste\\_cycl.htm](http://www.ville-ge.ch/geneve/amenagement/prest_piste_cycl.htm)

# *Ten principles for Health Enhancing Physical Activity in Switzerland*

## **Principle 1:**

More than one third of the population of Switzerland is not sufficiently active or completely inactive. Inactivity seems to be on the rise, particularly in women, in elderly persons, in low-income groups and in the French speaking and in the Italian speaking parts of the country.

## **Principle 2:**

Each year, physical inactivity causes at least 2000 premature deaths and 1.4 million cases of disease in Switzerland and is an extensive burden to public finances and to the health insurance system in particular.

## **Principle 3:**

Regular physical activity and exercise annually prevents a good 3,300 deaths and already 2.3 million cases of disease in Switzerland. There is sound evidence for the epidemiological and physiological importance of physical activity for health. A range of studies confirm the fact that physically active people are healthier and more independent than inactive people. Regular physical activity can induce a cascade of positive health effects.

## **Principle 4:**

It is never too late to take up physical activity. Older people who have not been active so far can still reap the health benefits of physical activity by building regular physical activity into their lives.

## **Principle 5:**

The risks of inactivity on a population level by far outweigh the potential unwanted effects of activity. Risk control and accident prevention are essential elements of state-of-the-art health promotion.

## **Principle 6:**

Half an hour a day of moderate intensity physical activity is sufficient to benefit one's health and quality of life.

## **Principle 7:**

People who already attain this level can further increase their well-being and health by taking up an endurance, strength and flexibility training.

## **Principle 8:**

At a training volume equivalent to approximately 50 kilometres of jogging or 5 hours of swimming per week the maximal benefit is attained. People who train at this level should get advice from exercise specialists.

## **Principle 9:**

The recommendations issued by the Federal Office of Sports, the Federal Office of Public Health and the Network HEPA Switzerland are guidelines on a population level (inactive, active and trained people). Recommendations for individuals or specific groups need to be adapted in content and language to the target population. They should be easily understandable and address practical issues as well as specific motives and barriers.

## **Principle 10:**

For a sustainable improvement of physical activity behaviour at the population level, a close co-operation between the organisations working in the field is essential. Health enhancing physical activity is an integral part of healthy public policy; physical activity is an integral part of people's daily life.

The complete HEPA Switzerland Manifesto including further explanation and illustration of the principles is available in German, French and Italian on the website of the Network HEPA Switzerland [www.hepa.ch](http://www.hepa.ch).



Impressum:

Martin Rumo  
HEPA Network  
Office  
2532 Macolin  
Tél: 032 327 61 23  
E-mail: [info@hepa.ch](mailto:info@hepa.ch)