Promotion of health equity through physical activity – experience of City of Turku

Karolina Mackiewicz
Pärnu, 6 June 2014
Main points of the presentation

How physical activity can help promote health equity?

Examples from City of Turku:

1. Power Action – intervention for young people;
2. Kimmoke – intervention for low-income and unemployed people;
Main points of the presentation

How physical activity can help promote health equity?

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1. Power Action – intervention for young people;

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How physical activity can help promote health equity?

- There is no “unique disadvantaged group”
- More intensive support at all stages is required
- Interventions need to combine a variety of actions
- Evidence-based planning is a key
- Integration of peers and local facilitators
- The duration should be realistic
- Environmental modifications should be included
How physical activity can help promote health equity?

- Improves general health conditions
- Helps reducing risk of obesity
- Reduces risk of CVDs and type 2 diabetes
- Improves wellbeing and mental health
- Improves social networks and social inclusion
- Make people more active in the labour market
A settlement health map
(by Barton, Grant)

www.marebalticum.org
Main points of the presentation

How physical activity can help promote health equity?

Examples from City of Turku:

1. Power Action – intervention for young people;
2. Kimmoke – intervention for low-income and unemployment people;
Examples from City of Turku

Unemployed

People with only comprehensive education

Immigrants

Health inequalities didn’t decrease in Turku. There are big differences between the city districts.
Examples from City of Turku

Cross-sectoral cooperation
Equity
Empowerment
Sustainable development
Main points of the presentation

How physical activity can help promote health equity?

Examples from City of Turku:

1. **Power Action** – intervention for young people;

2. **Kimmoke** – intervention for low-income and unemployed people;

3. **Gym at home!** – intervention for older people.
After School Physical Activities for Youth

Poweraction is developed to offer young people possibilities to maintain and increase physical activity, try something new, without previous skills in a non-competitive way.

- Drop-out from sport NGOs / clubs around 14 years of age
- Teen-age – need to be more independent, wish to try different things, role of parents decreases;
- Being with friends is more important than belonging to one specific sport club
Young people value different things than adults in PA

1. Physical activity is good for health
2. I enjoy competition
3. I can be in touch with nature
4. I enjoy physical stress
5. Physical activity improves working and functional capacity
6. I can be together with my friends
• For 13 – 19 years old (from 7th grade to the end of gymnasium)

• Free of charge for participants, no pre-registration for shifts

• Weekly curriculum (Mon-Sun), currently 28 shifts and 14 different activities

• Instructor always present and advising, equipment available / can be borrowed

• Following school year (Autumn/Spring) schedule and additional activities during the summer
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Most popular ones
- Floorball
- Futsal
- Oriental shifts

Not very typical ones
- Lacrosse
- Parapara
- Wing Tsu
- Coordinated by City of Turku Recreational Services department

- **City** compiles the curriculum and co-operates with the NGOs / clubs and provides the marketing materials (posters, passports, website etc.)

- City pays **15 EUR / hour** to the NGOs / clubs

- Special attention on the **disadvantaged city areas** = more activities / shifts

- Sport teachers distribute “**a passport**“ to everyone in target group and market the action – passport includes curriculum
• Important to come with friends – difficult to predict what comes popular

• Sport NGOs / clubs see this as a possibility to enhance young people in their activities – they want to continue and develop Poweraction

• Marketing depends on the activity of sport teacher

• Involvement of young people in planning will be increased

• More attention to multicultural actions
Main points of the presentation

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Examples from City of Turku:

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KIMMOKE - a ticket for sport and cultural activities for people in weakest economical situation

- Available for people who receive certain social benefits (e.g. are unemployed or in low income)
- Marketed by social service workers
- Start: September 2013
- Over 1200 tickers bought until today
KIMMOKE - a ticket for sport and cultural activities for people in weakest economical situation

• For 39 EUR for 6 months an owner can use the sport and cultural facilities of City of Turku (i.e. visit gyms, swimming halls, museums)
• Additionally the owners are invited to the sport and cultural events if there are free seats left (e.g. football or ice-hockey games, theater plays, philharmonic concerts)
• The invitations are sent by SMS system, operated by the City of Turku Recreational Services Unit
Harrasta liikuntaa kaupungin uimahalleissa ja kuntosalilla sekä nauti kausittaisista kulttuurielämäksistä ja urheilun huippuhetkistä.

Musiikkia ja kirjastoseikkailua

**Valokuvasuunnistusta pääkirjastossa**
Turun kaupunginkirjasto järjestää kaikille kimmokelaisille koko perheen tapahtuman 22.5. klo 15–18. Tapahtumassa valokuvasuunnistusta, musiikkia sekä herkuttelua.

Rannekkeella kulttuuria

**Kimmokkeella museokäynnille**
Turun museokeskus tarjoaa yhän enemmän kulttuurielämäksiä Kimmoke-asiakkaille huihkuuasta lähtien. Väinö Aaltosen museoon ja Biologiseen museoon on vapaapääsy rannekkeella.

Tekstiviestillä kausietuja

**Kutsu Viehäysvoimaa-konserttiin**
Liikuntapalveluiden lisäksi Kimmoke-rannekkeella pääsee nauttimaan kulttuurista ja urheilunhuippuhetkistä. Näihin etuihin rannekelaiset kutsutaan tekstiviestillä.
Main points of the presentation

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Gym at Home!
Physical Activity intervention of older people

- Encourages elderly people, + 70-years-old, to be more physically active
- The main target group are people who live alone and/or in are at risk of becoming isolated
- Balance control and muscular strength in the lower limbs are in the focus of the programmes
Gym at Home! Targeting the elderly

1. Programmes, counselling (leaflets)
   - 1000 x 4 = 4000
   - 5X week = 6500

2. TV programs
   - 32500 x 40 weeks = 1,300,000 viewers/yr

3. Events, Happenings
   - 2-3X in a year

4. Training the professionals
   - 4c Peer support for outdoor activities
   - 20X 10 = 200
   - 200X 10 = 2000

5. NGOs Elderly organisations
   - 50
   - 50X 10 = 500

6. Media, articles
   - 2X 10,000 = 20,000

4a. "Valssi" (active in daily activities)
   - 20X 10 = 200

4b. "VoITas" (muscle strength)
   - 20X 10 = 200

- 2X/year
Programs for different functional capacity levels of the elderly

• 9 TV shows and 4 leaflets
• Programs are distributed continuously and individually in Primary Health Care and Recreational Services departments always together with individual counselling

Turku-TV broadcasted the programs 5 days / week
• 15 min at a time, approx. 40 weeks/year

Regular training for professionals and jointly organized events give an excellent opportunity to distribute these materials.
Thank you for your attention!

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