

# Let's Get Moving!

Physical Activity Programme  
of the City of Helsinki



Helsinki

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# 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.

Physical inactivity has made the headlines at a time when up to 80–90 percent of children and young people say they engage in at least some sports or exercise.<sup>1</sup> With regard to adults, the percentage of people that do no recreational sports or exercise has steadily decreased to around a fifth of the population.<sup>2</sup> Finnish people also actively engage in outdoor activities, 2–3 times a week on average.<sup>3</sup> The public, private and third sectors are continuously creating more and more forms of sports and exercise, as well as services and conditions to support them.

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 – partly by necessity. With urbanisation and technological and digital developments, everyday activities can be done effortlessly without physical activity, getting out of breath or breaking into a sweat.<sup>4</sup> Physically strenuous work has to a large extent been replaced by office work in front of a computer monitor. Lifts and escalators have replaced taking the stairs. Travel to school, work and hobbies can be done by car. Various appliances help with housework. Smart devices allow you to meet friends, engage in recreational activities and shop online.<sup>5</sup>

The change has been dramatic compared to the time when strenuous physical activity was achieved through manual labour, obtaining food and using one's muscles to move from place to place. Up until the 20th century, people were naturally physically active. Separate physical exercise was not needed to maintain health and functional capacity.<sup>6</sup> Physical inactivity is a concrete example of one of the complex problems of modern life: how the rise in wellbeing and standards of living are also partially to blame for a new kind of illbeing.

Currently, Finnish people spend most of their waking hours sitting or lying down: adults 8 hours 40 minutes and comprehensive school pupils 7 hours 27 minutes on average.<sup>7</sup> Only a fraction of people in Finland and Helsinki get enough physical activity to support their health.<sup>8</sup> The increase in recreational sports and exercise has not been nearly enough to guarantee sufficient physical activity to maintain health.<sup>9</sup> Not even all children taking part in regular, supervised sports activities get enough physical activity to support their health. The severity of the problem of low physical activity is not alleviated by the

fact that recreational exercise is strongly polarised between individuals, escalating the health inequalities related to socio-economic factors in particular.

Insufficient physical activity and extensive sedentary time are detrimental to people's vital functions and are already creating numerous problems both for individuals and the community. Noncommunicable diseases are becoming more common and already account for over 70 percent of deaths globally.<sup>10</sup> Physical inactivity is known globally to be the fourth most significant risk factor of premature death.

The current operating models to promote physical activity have proven to be insufficient in reversing this trend. Projects aimed at promoting physical activity often engage people who are already active. The importance of recreational exercise, especially for promoting social wellbeing and networks, self-improvement, invigoration and physical fitness, is indisputable in many ways yet limited in solving the problem of physical inactivity.

Influencing people's lifestyles is always difficult, but it is especially challenging when it comes to physical activity. The challenge is to replace the physical activity that previous generations accumulated naturally through work, travel and obtaining food with physical activity for which there is no immediate necessity or motive. In addition, attention must be paid to excessive sedentary time, which has been recognised as a health risk factor irrespective of recreational exercise. In other words, the problem of physical inactivity cannot be solved simply by increasing exercise. The Physical Activity Programme of the City of Helsinki broadens the perspective from promoting exercise to promoting physical activity and reducing sedentary time. This calls for new forms of motivation, more awareness, positive coercion and incentives. Even a little everyday physical activity has health and wellbeing benefits, especially for people who get little exercise.<sup>11</sup>

<sup>1</sup> Borodulin K. & Jousilahti P. (2012); Merikivi J. 2016

<sup>2</sup> National Institute for Health and Welfare, Aikuisten terveys-, hyvinvointi- ja palvelututkimus [Regional Health and Wellbeing Study] (ATH).

<sup>3</sup> Luonnon virkistyskäyttöä – Ulkoilutilastot 2010 [Recreational Use of Forests – Outdoor Recreation Statistics 2010].

<sup>4</sup> see e.g. Salasuo M. (2012); Helajärvi H. et al. (2015)

<sup>5</sup> see e.g. Salasuo M. (2012); Helajärvi H. et al. (2015); Ministry of Social Affairs and Health and Ministry of Education and Culture (2013).

<sup>6</sup> see e.g. Paffenbarger R., Blair S. & Lee I-Min (2001). Salasuo M. & Ojajärvi A. (2014).

<sup>7</sup> Husu P. et al. (2018).

<sup>8</sup> Husu P. et al. (2018).

<sup>9</sup> Tieteelliset perusteet varhaisvuosien fyysisen aktiivisuuden suosituksille [Scientific justification for the recommendations for physical activity in early childhood] (2016); Lasten ja nuorten liikunnan tulostiedote [Finland's Report Card 2016: Physical Activity for Children and Youth] (2016); Soini A. et al. (2012). Sääkslahti, A. (2016). Results of the Skilled Kids research (2016). Unpublished report; Kokko S. & Mehtälä A. (eds) (2016); Husu P. et al. (2018)

<sup>10</sup> Itkonen H., Lehtonen K. & Aarresola O. (2018); World Health Organization (WHO).

<http://www.who.int/news-room/fact-sheets/detail/noncommunicable-diseases>

<sup>11</sup> Helajärvi H., Lindholm H., Vasankari T. and Heinonen O. J. (2015)



## From severe consequences to personal benefits

There are strong scientific grounds for promoting physical activity more effectively. The most indisputable evidence concerns the health benefits of exercise. Physical activity is a basic biological characteristic of humans, and it is vital for maintaining physical health and functionality. Sufficient physical activity creates the basis for a healthy and functional life – physically, mentally and socially – considered good by human standards.

Regular exercise and physical activity have been proven to be beneficial in the prevention, treatment and rehabilitation of numerous long-term diseases, such as arterial diseases, obesity, diabetes, degenerative musculoskeletal disorders, obstructive lung diseases, memory disorders and several types of cancer.<sup>12</sup> Correspondingly, the problems caused by low physical activity and excessive sedentary time are manifested in economic costs, especially in terms of the costs of medical care, incapacity for work, sick leave and premature death. In Finland, these costs are estimated to add up to at least 3 billion euros annually.<sup>13</sup> Moreover, direct healthcare costs are expected to increase by 29% by 2030 and 58% by 2040 compared to the costs in 2014.<sup>14</sup>

Residents of Helsinki engage in more recreational exercise than people in Finland on average. The situation in Helsinki is also better than the national average in terms of many health and wellbeing indicators. Nevertheless, the same global health trends can be seen in part in Helsinki. For example, the number of reimbursements for type 2 diabetes medicines in Helsinki increased from 15,893 to 22,503 between 2012 and 2017<sup>15</sup>; the number of overweight young people has increased at all educational levels<sup>16</sup>; and over 13 percent of adults living in Helsinki are overweight.<sup>17</sup>

For many residents of Helsinki, physical activity and exercise involve friends, colleagues and social networks. Physical activity in a meaningful social environment reduces marginalisation and loneliness. Physical activity has a positive impact on mood and reduces anguish and anxiety. A moderate amount of exercise may improve mental health and reduce the risk of developing depression.<sup>18</sup> Those who engage in little physical activity also suffer from depression more often than those who are physically very active.<sup>19</sup> Among adults living in Helsinki, 29 percent had suffered symptoms of depression during the previous year.<sup>20</sup>

A physically active lifestyle provides good conditions for success at school and work. Exercise has a positive impact on brain health, memory, and mathematical and linguistic skills. Basic motor skills are also connected to physical activity,

cognitive skills and academic ability. Physical activity in schools has also been shown to be conducive to better concentration and a peaceful and pleasant learning environment.<sup>21</sup>

Regular physical activity has a positive impact on work performance and work ability, helps to manage work stress and relax, reduces sleeplessness, and improves self-esteem and life management.<sup>22</sup> The physically active lifestyle of working age people has a proven connection to fewer absences due to illness, reduced healthcare expenses, improved productivity and longer careers.<sup>23</sup>

Physical activity maintains and improves the health and functionality of the ageing population in particular. Although exercise does not prevent ageing, it does help maintain and improve muscle strength, balance, motion and the ability to walk. Facilitating physical activity and functionality increases the realisation of self-determination and opportunities for independence. In addition to physical activity, the company of others and doing things together are also required for a good and active life. Exercise also plays an important role in preventing falls.<sup>24</sup>

Walking and cycling are sustainable forms of physical activity and cost-effective ways of reducing greenhouse gas emissions that cause climate change and the other harmful environmental impacts of traffic, such as emissions that harm air quality (nitrogen oxides, particulates and carbon monoxide) and noise.<sup>25</sup>

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.<sup>26</sup> Companies also increasingly consider exercise to be a worthwhile investment and a way of attracting employees: nearly 90 percent of employers support workplace exercise.<sup>27</sup>

<sup>12</sup> Liikunta [Physical activity and exercise training for adults in sickness and in health]. Current Care Guideline; UKK Institute: Liikunnan vaikutukset [The effects of exercise]. [http://www.ukkinstituutti.fi/tietoa\\_terveysliikunnasta/liikunnan\\_vaikutukset](http://www.ukkinstituutti.fi/tietoa_terveysliikunnasta/liikunnan_vaikutukset); Vasankari T. & Kolu P. (eds) (2018)

<sup>13</sup> Vasankari T. & Kolu P. (eds).

<sup>14</sup> Global Burden of Disease Health Financing Collaborator Network (2017).

<sup>15</sup> Kela, Statistics and Data Warehousing Section

<sup>16</sup> Ranto S. and Högnabba S. (2017)

<sup>17</sup> THL, ATH study / Helsinki data 2013–2015.

<sup>18</sup> National Institute for Health and Welfare (THL). Hyvinvointi- ja terveyserot, liikunta [Health and welfare inequalities, exercise]. <https://thl.fi/fi/web/hyvinvointi-ja-terveyserot/eriarvoisuus/elintavat/liikunta>.

Referenced 6 May 2018; Liikunta [Physical activity and exercise training for adults in sickness and in health]. Current Care Guideline. Depression [Depression]. Current Care Guideline.

<sup>19</sup> Liikunta [Physical activity and exercise training for adults in sickness and in health]. Current Care Guideline. (Referenced 13 August 2018)

<sup>20</sup> Haapamäki E. and Alsuhalil F. (2016)

<sup>21</sup> Syväoja H. (2012)



<sup>22</sup> Finnish Institute of Occupational Health, Elintavat ja työhyvinvointi [Lifestyle and well-being at work]. <https://www.ttl.fi/tyoyhteiso/terveyden-edistaminen-tyopaikalla/elintavat-ja-tyohyvinvointi/>

<sup>23</sup> Vasankari T. & Kolu P. (eds). (2018)

<sup>24</sup> Itkonen H., Lehtonen K. and Aarresola O. (2018)

<sup>25</sup> Ministry of Transport and Communications (2018).

<sup>26</sup> Liikuntaliiketoiminnan ekosysteemin muutokset [Changes in the sports business ecosystem]. (2014)

<sup>27</sup> Aura O. et al. Strateginen hyvinvointi 2016 [Strategic wellbeing 2016].

**FIGURE 1: The benefits of physical activity**

# 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. The concrete objective is to permanently increase the proportion of physical activity and correspondingly reduce the proportion of sedentary time in the lives of the residents of Helsinki throughout their lifetimes.

Achieving this objective will require a more comprehensive understanding, promotion and coordination of physical activity than before. Promoting physical activity is the joint goal of the entire Helsinki City Group. 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. Customer orientation, data, knowledge management and international interaction are all challenging Helsinki to renew its methods and innovate. The key is to drive home the idea that physical activity is more important than exercise. Even a little everyday physical activity and a reduction in sedentary time have health and wellbeing benefits, especially for people who get little exercise. This realisation will help people understand that most of the obstacles to physical activity have to do with everyday social norms and various habits.

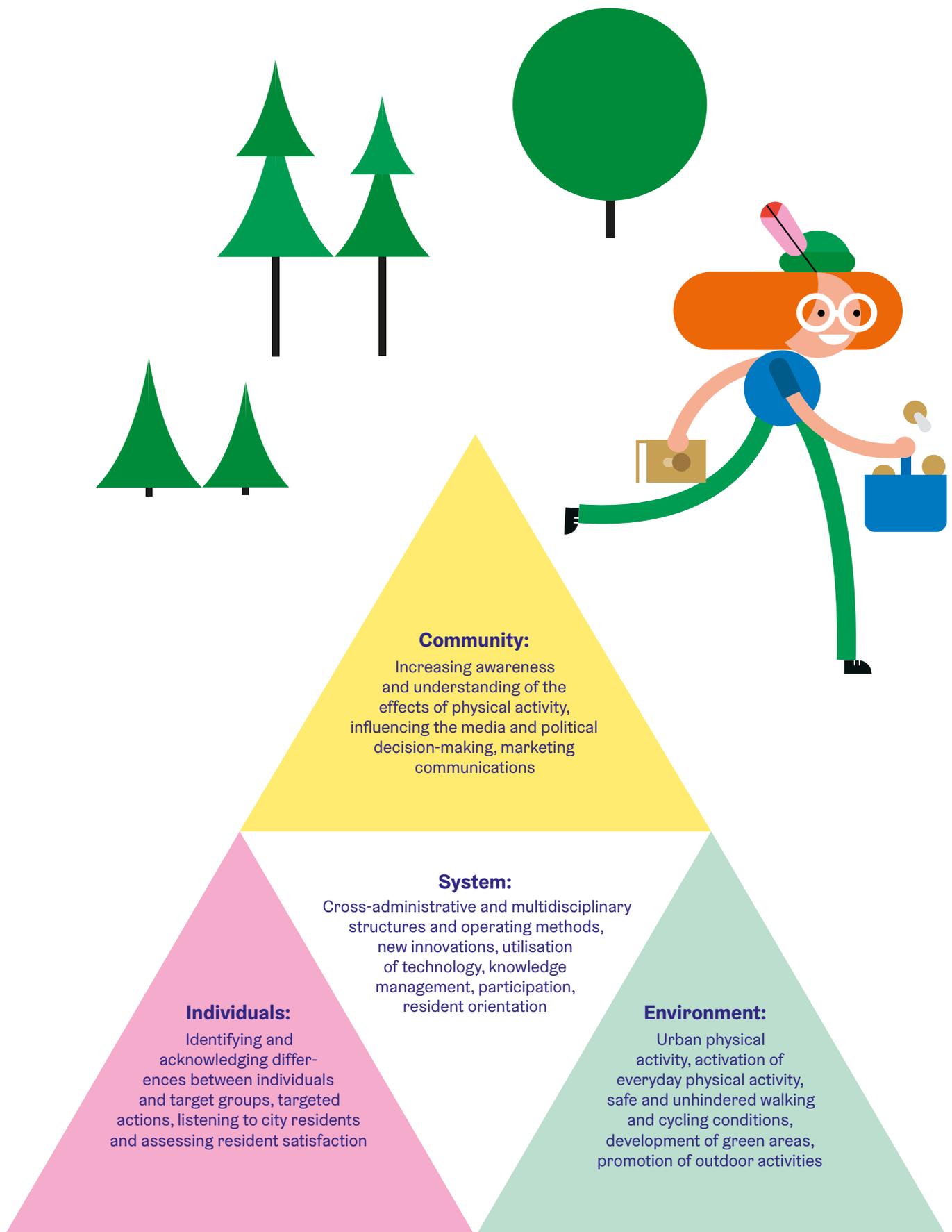
The premise of the programme is that the City of Helsinki should function as an active platform for actors and the self-motivated activeness of residents. This is important because promoting physical activity has not conformed to administrative boundaries for a long time and there is no clear distinction between the public, private and third sectors. There is growing interest in the programme among companies, associations, researchers and international partners.

The action plan for 2018–2021 is a concrete proposal prepared jointly by the City of Helsinki's divisions that describes the actions and trials required to take the status of promoting physical activity in Helsinki to a new level. The action plan 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.

The actions of the Physical Activity Programme are targeted at the overall system, community and environment, as well as the individual level. The programme has several points of contact with the Global Action Plan on Physical Activity 2018–2030 published recently by the World Health Organization<sup>28</sup> (see figure 1).

Over the next three years, approximately 60 actions will make physical activity a visible part of the everyday lives of residents. 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. Indeed, it can be assumed that, once the programme starts, some of the actions will be merged together, some will be abandoned altogether or something completely new will be created. Regular interaction between the City of Helsinki's divisions will create broader actions and initiatives that cross divisional boundaries. By 2021, the promotion of physical activity should be a conscious and natural part of the daily activities of the City of Helsinki. Each of us is free to be active!

<sup>28</sup> More active people for a healthier world. The global action plan on physical activity 2018–2030. Available online: <https://www.who.int/ncds/prevention/physical-activity/gappa>



**FIGURE 2: Influencing physical activity, applied (GAPPA, WHO)**



## Targets and actions 2018–2021

### Target 1:

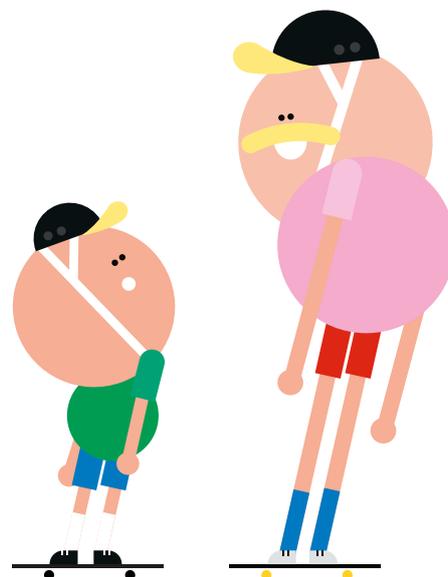
## Helsinki residents understand that everyday physical activity is more important than exercise.

#### What are the objectives?

- Awareness and understanding of the significance and benefits of physical activity shall increase.
- Information about opportunities and services related to physical activity shall be available to everyone.
- The mentality that ‘even a little activity helps’ shall eliminate obstacles to becoming physically active. Becoming physically active shall not be seen as a burden or sacrifice but rather as an easy and appealing everyday choice that is open to everyone. Everyday solutions that promote physical activity shall become more common.
- Practices that favour being sedentary shall be challenged.

#### Justification for actions:

- Even though the majority of Helsinki residents say they exercise in their free time, only a fraction exercise sufficiently in terms of their health. All age groups sit or lie down for most of their waking hours.
- It is commonly believed that only vigorous and strenuous exercise that involves sweating has health benefits. However, even small amounts of everyday physical activity are beneficial for health and wellbeing, especially for people who engage in little physical activity. The health benefits of physical activity start immediately. The most essential component of physical activity is regularity.
- The promotion of physical activity is primarily regarded as a matter for the Sports Department, but in fact all of the City of Helsinki’s divisions play an important role in creating favourable conditions for physical activity. Furthermore, the effects of increased physical activity can be seen in the strategic indicators of many divisions as a positive trend (health, wellbeing, quality of life, learning, reduced traffic emissions, business and association activities).
- Although there are many opportunities for physical activity, information about them is scattered across different websites, service systems and portals. This has been identified as a key challenge, especially among older people.



Action	Indicators	Timeframe and responsibilities
<p><b>Action 1:</b> Multichannel marketing communications (2018–2021) shall transform the Physical Activity Programme into concrete actions and movement. The campaign shall comprise crowdsourcing campaigns on social media (#HelsinkiLiikkuu), advertising on the City of Helsinki’s digital surfaces, events, the opinions of influencers, content production for various channels, and a series of promotional actions.</p>	<p><b>The target value for media coverage of the Physical Activity Programme is 800,000 euros per year.</b></p> <p><b>The organic reach of social media channels (Facebook, Instagram, Twitter) shall increase by 30 per cent a year. At least one post shall reach 150,000 users.</b></p> <p><b>An indicator will be developed to assess the change in awareness among residents.</b></p>	<p><b>When:</b> 2018–2021</p> <p><b>Who is in charge:</b> Communications and Marketing Service of the Culture and Leisure Division, advertising agency Dynamo&amp;Son + marketing agency Mellakka Helsinki</p>
<p><b>Action 2:</b> A website shall be created for the Physical Activity Programme (<a href="http://www.helsinki.fi/liikkuu">www.helsinki.fi/liikkuu</a>) compiling all the currently scattered opportunities, services and conditions for physical activity, as well as information and tips, in a customer-oriented and appealing manner. The website shall be utilised in the exercise and lifestyle guidance provided by different services.</p>	<p><b>Objective of 40,000 visitors during the first year.</b></p> <p>Information source: Culture and Leisure Division communications monitoring (monthly).</p>	<p><b>When:</b> 2018</p> <p><b>Who is in charge:</b> Communications and Marketing Service of the Culture and Leisure Division and Evermade</p>
<p><b>Action 3:</b> Information and lectures shall be provided about physical activity and the Physical Activity Programme. Events shall be organised internally within the Helsinki City Group, as well as for external partners and target groups.</p>	<p><b>The actions and reach of influencer communications by division and interest group.</b></p>	<p><b>When:</b> 2018–2021</p> <p><b>Who is in charge:</b> Culture and Leisure Division</p>
<p><b>Action 4:</b> The long-recognised communications challenges concerning the physical activity of older people shall be resolved by a joint working group of the City of Helsinki’s divisions, with Senior Info and by utilising the results of the Harvard-Bloomberg development project (see objective 7). In 2019, older people will be the target group for the programme’s marketing communications.</p>	<p><b>The monitoring and reach of concrete communications actions.</b></p>	<p><b>When:</b> 2018–2021</p> <p><b>Who is in charge:</b> Working group for the physical activity of older people, all divisions</p>

## Target 2:

# Physical activity is the common cause of the entire City of Helsinki and promoted in a bold and innovative manner.

### What are the objectives?

- Physical activity shall be the common objective of the entire Helsinki City Group. The effects of decisions shall be assessed from the perspective of physical activity.
- The significance of physical activity shall be recognised when examining the City of Helsinki's key strategic objectives (e.g. prevention of marginalisation, combating global warming, promotion of health and wellbeing).
- The capacity and skills of employees for promoting physical activity shall be strengthened.
- The City of Helsinki shall serve as an active and easy-to-use platform for organisations, clubs, companies and residents.
- Services and conditions shall be developed on the basis of customer focus, non-discrimination and equality.
- Digitalisation, data and research shall steer the development work.
- International networks challenge us to renew.
- Ideas shall be processed systematically and lead to decisions and actions.

### Justification for actions:

- The promotion of physical activity has been viewed primarily in terms of exercise and sports and therefore regarded as a matter for the Sports Department. However, promoting everyday physical activity and reducing sedentary time should be taken into consideration in all operations. Cross-administrative cooperation to promote physical activity has been done in the past, but mostly on a random basis.
- Many conditions, services, projects and programmes involve physical activity. Stronger coordination is required to gain a better understanding of the big picture.
- Municipalities have a statutory obligation to assess the impact of decisions on people's health and wellbeing in advance by means of ex-ante evaluations. The preliminary assessment of decisions should also increasingly be conducted from the perspective of physical activity as a core factor affecting wellbeing and health.
- Many residents are motivated to be physically active and get together by pensioners' associations, patient organisations, social affairs and healthcare associations, local associations, youth organisations, wellbeing, health and sports companies, sports and exercise clubs, residents' associations and numerous other actors. Ideally, the City of Helsinki should function as an active platform, enabler and remover of barriers for external stakeholders.
- The physical activity habits of individuals are affected by age, sex, motivation, skills, experiences, values and attitudes. Identifying and breaking down perceived obstacles to physical activity entails meeting people, a resident-oriented approach and more accurate profiling.
- There is plenty of information about physical activity, but it is so scattered that it is difficult to utilise. We do not know enough about the physical activity of specific age groups, especially small children and older people.
- Physical inactivity is a global health problem. There are many international and national examples of action plans addressing this issue. Actively testing and utilising them would save time and resources.

Action	Indicator	Timeframe and responsibilities
<b>Action 5:</b> Targets, actions and indicators for increasing physical activity shall be set for the City of Helsinki in its budget.	<b>The number of entries for physical activity shall be increased in the City of Helsinki's budget and action plans.</b>	<b>When:</b> 2018–2021 <b>Who is in charge:</b> All divisions, Physical Activity Programme, expert group on the promotion of wellbeing and health
<b>Action 6:</b> Physical activity shall be included in the ex-ante evaluations of the wellbeing and health impacts of decisions.	<b>The perspective of physical activity is included in ex-ante evaluations.</b>	<b>When:</b> 2018–2021 <b>Who is in charge:</b> Physical Activity Programme, City Executive Office, expert group on the promotion of wellbeing and health
<b>Action 7:</b> The relative proportion of actions that are implemented by multiple divisions shall be increased.	<b>The relative percentage of actions implemented by multiple divisions has increased.</b>	<b>When:</b> 2018–2021 <b>Who is in charge:</b> All divisions, Physical Activity Programme
<b>Action 8:</b> The significance of physical activity in achieving the strategic objectives of the City of Helsinki shall be recognised, for example in the areas of sustainable transportation, the promotion of health and wellbeing, and the prevention of marginalisation. A regularly convening network shall be created between the strategic spearhead projects (the Mukana project for youth social inclusion, the Helsinki Maritime Strategy Project, Health and Welfare Promotion Project), statutory programmes (e.g. Helsinki's senior programme) and other development projects (e.g. Töölönlahti, Helsinki's integration programme, the Sutjakka Stadi obesity programme).	<b>A cooperation network is created between the projects.</b>	<b>When:</b> 2018–2021 <b>Who is in charge:</b> City Executive Office, Urban Environment Division, Culture and Leisure Division, HSL, Port of Helsinki
<b>Action 9:</b> The skills of personnel as promoters of physical activity shall be strengthened.	<b>The number of organised training events and participants.</b>	<b>When:</b> 2019 <b>Who is in charge:</b> Social Services and Health Care Division
<b>Action 9.1:</b> The Physical Activity Programme shall be integrated into the Social Services and Health Care Division's centralised education plan for 2019.	<b>The number of organised training events and participants, percentage of participating staff.</b>	<b>When:</b> 2018–2021 <b>Who is in charge:</b> Education Division, Culture and Leisure Division, Finnish National Board of Education
<b>Action 9.2:</b> Staff in early childhood education, comprehensive education and afternoon activities shall be trained to serve actively as role models for an active lifestyle.	<b>The number of organised training events and participants, percentage of participating staff.</b>	<b>When:</b> 2018–2021 <b>Who is in charge:</b> Education Division, Culture and Leisure Division, Finnish National Board of Educa
<b>Action 10:</b> The equality and non-discriminatory nature of services shall be improved. Customer orientation and participation shall be strengthened in the development of services and conditions. Particular attention shall be paid to residents who are not very physically active and who face clear and identifiable obstacles to becoming more active.	<b>Monitoring of the number of customer profiles and resident encounters.</b>	<b>When:</b> 2018–2020 <b>Who is in charge:</b> Culture and Leisure Division

Action	Indicator	Timeframe and responsibilities
<p><b>Action 11:</b> The Physical Activity Programme shall be integrated into the Social Services and Health Care Division's digital plan #Stadin sotea digisti 2018–2020, for example from the perspective of developing the Omaolo service and remote group rehabilitation. The Social Services and Health Care Division personnel's knowledge of new digital solutions that promote physical activity and a healthy lifestyle shall be mapped and developed. An additional objective is to support the digital competence of customers.</p>	<p><b>The Physical Activity Programme is integrated into the actions of the Social Services and Health Care Division's digital plan.</b></p>	<p><b>When:</b> 2019–2020 <b>Who is in charge:</b> Social Services and Health Care Division</p>
<p><b>Action 12:</b> Partnerships shall be actively sought with organisations, clubs, businesses and associations.</p>	<p><b>The number of organised events and the number and profile of participants.</b></p>	<p><b>When:</b> 2019–2021 <b>Who is in charge:</b> Physical Activity Programme, Culture and Leisure Division</p>
<p><b>Action 12.1:</b> A digital exhibition shall be organised in 2019 for companies in the health, wellbeing and exercise sectors, as well as a trial search where businesses have the opportunity to present their solutions for guiding customers towards an active lifestyle in partnership with the City of Helsinki.</p>	<p><b>A company event / digital exhibition / trial search is organised in 2019 (yes/no).</b></p>	<p><b>When:</b> 2019 <b>Who is in charge:</b> Social Services and Health Care Division, City Executive Office, Culture and Leisure Division</p>
<p><b>Action 13:</b> Cooperation with researchers shall be increased with a particular focus on strengthening the knowledge base regarding the physical activity of small children and older people.</p>	<p><b>The number and content of research projects.</b></p>	<p><b>When:</b> 2018–2021 <b>Who is in charge:</b> Culture and Leisure Division</p>
<p><b>Action 14:</b> Cooperation shall be initiated with new, international expert networks and working groups.</p>	<p><b>Monitoring of international cooperation.</b></p>	<p><b>When:</b> 2018–2021 <b>Who is in charge:</b> Culture and Leisure Division</p>
<p><b>Action 15:</b> The implementation of ideas shall be made more effective. A trial working group shall be launched for the Physical Activity Programme.</p>	<p><b>Permanent monitoring of ideas and stages of implementation.</b></p>	<p><b>When:</b> 2018–2021 <b>Who is in charge:</b> Culture and Leisure Division</p>

# Target 3:

## The entire urban environment and the range of sports and culture offerings encourage and entice people to be physically active.

### What are the objectives?

#### **The experience of residents regarding their opportunities for physical activity and any obstacles they face shall be studied by age and population group**

- An indicator shall be developed

#### **The proportion of journeys made by walking shall increase from approximately 35 to 45 percent by the end of 2021**

- The report on the travel habits of the residents of Helsinki (Helsinkiäisten liikkumistottumukset) by the City of Helsinki (every year), the National Travel Survey by the Finnish Transport Agency (every six years) and HSL's Travel Survey (every six years)

#### **The proportion of journeys made by bicycle shall increase from 10 to 15 percent by 2020.**

- The report on the travel habits of the residents of Helsinki (Helsinkiäisten liikkumistottumukset) by the City of Helsinki (every year), the Cycling Barometer (Pyöräilybarometri) by the City of Helsinki (every other year), the National Travel Survey by the Finnish Transport Agency (every six years) and the HSL's Travel Survey (every six years)

#### **The amount of cycling shall increase at electronic counting points.**

- Statistics from the City of Helsinki's counting points

### Justification for actions:

- Physical activity always takes place in physical conditions – in either a built or unbuilt environment. Accordingly, the physical environment is one of the key factors that determines everyday activity.
- Parks, schoolyards, pedestrian and cycle paths, outdoor routes, playgrounds, nature trails, sports grounds and local sports facilities are all relevant environments for physical activity. There is no district-specific situational picture of the quality and coverage of the conditions for physical activity and exercise.
- The safety, noise levels and appeal of the environment have a fundamental impact on everyday activity.
- The accessibility of the environment has been systematically developed, but work is ongoing and there are still a lot of room for improvement.
- For pedestrians, the development needs include the construction of pavements and walkways, winter maintenance (snow clearing, gritting) and improvements to traffic safety and appeal for pedestrians (clear pedestrian crossings and intersections, pedestrian streets). Obstacles to walking are highlighted among the target group of people with physical disabilities.
- The amount of cycling is growing, but its percentage as a mode of transport has remained at 10 percent for a number of years. According to studies, residents of Helsinki would cycle more if bicycle stands and parking areas were better protected from vandalism and theft, the cycling route network was more comprehensive and connected, cycling was safer and the condition of cycling routes and construction-time arrangements were improved. More than a third of residents estimate that they would cycle more if the winter maintenance of routes was improved. As many as 45 percent of residents would cycle more if taking bicycles on public transport was made easier.
- A significant number of the schoolyards in Helsinki do not support physical activity based on their condition, equipment and appeal.

Action	Indicator	Timeframe and responsibilities
<p><b>Action 16:</b> In 2019 the Culture and Leisure Division will create long-term planning principles for building the conditions for culture and leisure. Conditions refer to indoor and outdoor sports facilities, boat spaces, school buildings, youth centres, outdoor recreational areas, event spaces and training facilities. Perspectives to be considered in the work include, in particular, the equal treatment of areas, population growth, diversification of the population structure and new residential areas. Based on these principles, a long-term plan will be created concerning the conditions for culture and leisure.</p>	<p><b>Completion of planning principles.</b></p>	<p><b>When:</b> 2019</p> <p><b>Who is in charge:</b> Culture and Leisure Division</p>
<p><b>Action 17:</b> Schoolyards will be developed to encourage physical activity. The functionality and versatility of schoolyards will be reviewed by utilising the schoolyard survey of the Regional State Administrative Agency of Southern Finland and the Finnish Schools on the Move programme's evaluation of the current state of schools. A scheduled plan for restoration measures will be created, paying attention to the needs of breaktime activities, lessons, afternoon activities and recreational use, as well as the preconditions for independent use by children, young people and families also outside of school hours. The conditions for physical activity in ten schoolyards will be improved with additional funding granted for 2019.</p>	<p><b>Completion of the survey, percentage of schoolyards in need of restoration, number of restored schoolyards per year.</b></p>	<p><b>When:</b> 2019</p> <p><b>Who is in charge:</b> Urban Environment Division, Education Division, Culture and Leisure Division</p>
<p><b>Action 18:</b> The Cycling Promotion Programme shall be updated.</p>	<p><b>Completion of the programme.</b></p>	<p><b>When:</b> 2019–2020</p> <p><b>Who is in charge:</b> Urban Environment Division</p>

Action	Indicator	Timeframe and responsibilities
<b>Action 19:</b> By the end of 2021, 3000 new bicycle stands shall be installed along public streets.	<b>The number of bicycle stands that have been installed.</b>	<b>When:</b> 2018–2021 <b>Who is in charge:</b> Urban Environment Division
<b>Action 20:</b> By the end of 2021, 75 kilometres of the target inner-city cycling route network and Baana network shall be built.	<b>Number of kilometres built.</b>	<b>When:</b> 2018–2021 <b>Who is in charge:</b> Urban Environment Division
<b>Action 21:</b> The number and use of city bikes shall be increased.	<b>The number of city bikes and usage indicators.</b>	<b>When:</b> 2018–2021 <b>Who is in charge:</b> Urban Environment Division, HSL
<b>Action 22:</b> The EU’s Horizon 2020 project (Handshake) shall be implemented, in which the three ‘capitals’ of bicycle traffic – Amsterdam, Copenhagen and Munich – shall share their knowledge with ten other European cities, Helsinki among them.	<b>Number of best practices applied in Helsinki.</b>	<b>When:</b> 2018–2022 <b>Who is in charge:</b> Urban Environment Division
<b>Action 23:</b> The maintenance of bicycle routes shall be improved in accordance with the recommendations in the bicycle route winter maintenance trial report.	<b>The opinions of residents concerning the state of winter maintenance (cycling barometer).</b>	<b>When:</b> 2018–2022 <b>Who is in charge:</b> Urban Environment Division
<b>Action 24:</b> HSL shall carry out its Marketing Strategy for Walking (2018–2025) with the objective of making the Helsinki region the walking capital of the world.	<b>The campaign’s monitoring indicators.</b>	<b>When:</b> 2018–2025 <b>Who is in charge:</b> HSL
<b>Action 25:</b> HSL shall implement a cycling campaign in 2016–2020.	<b>The campaign’s monitoring indicators.</b>	<b>When:</b> 2016–2020 <b>Who is in charge:</b> HSL
<b>Action 26:</b> The capacities of different age groups for active mobility and physical activity shall be improved. This entails raising awareness, providing training and guidance, and improving the accessibility of the environment and services, as well as traffic safety. City-level cooperation between the Physical Activity Programme, accessibility working group and traffic safety coordination group shall be increased.	<b>Accessibility indicators.</b> <b>Road safety indicators.</b> <b>Monitoring of organised training events and actions.</b>	<b>When:</b> 2019–2021 <b>Who is in charge:</b> All divisions, accessibility working group and traffic safety coordination group

# Target 4:

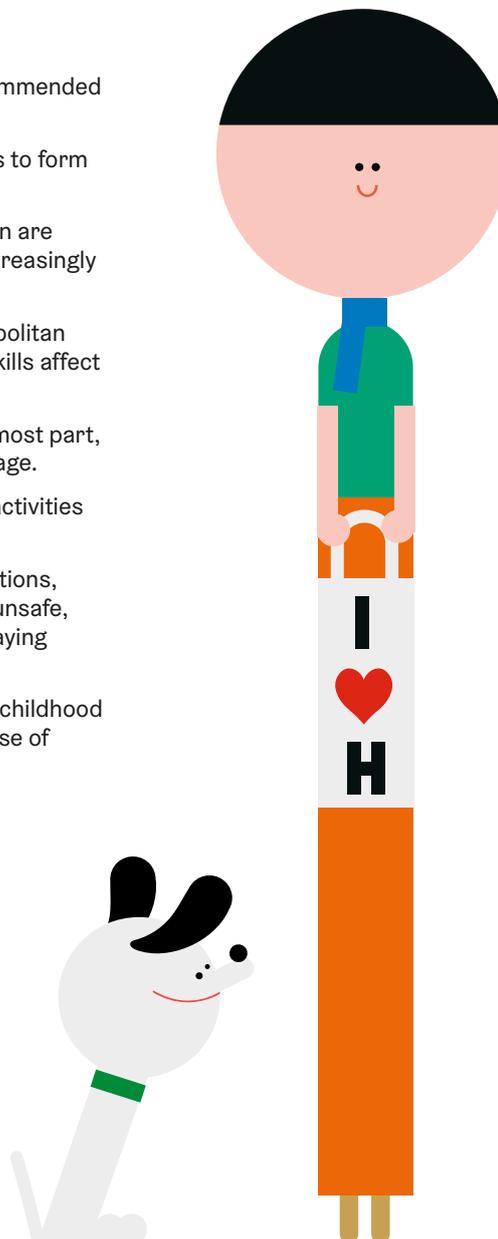
## Young children have the basic skills and habits required for physical activity.

### What are the objectives?

- The percentage of preschoolers engaging in physical activity in accordance with recommendations shall increase from the current 10–20 percent to 40 percent within the next five years. (Note: The starting point is based on the national situational picture, and the target level may be further specified)
- Sources: Lasten terveys, hyvinvointi ja palvelut (Children's health, wellbeing and services, LTH), other research projects. Indicator to be developed: objective motion measurement data on children's physical activity and sedentary behaviour
- The basic motor skills of young children shall improve in the national comparison.

### Justification for actions:

- Only 10–20 percent of preschoolers get the recommended amount of physical activity.
- The habit of being active or inactive usually starts to form around the age of three.
- Supervised recreational sports for young children are common (approx. 40–50%) and start from an increasingly early age.
- The motor skills of children in the Helsinki metropolitan area are lower than the Finnish average. Motor skills affect children's physical activity at a later age.
- Everyday routines are physically passive for the most part, and there is a lot of sedentary behaviour on average.
- Families in Helsinki engage in everyday physical activities together less than elsewhere in the country.
- Unnecessary prohibitions, inhibitions and restrictions, as well as seeing the environment and traffic as unsafe, reduce children's natural physical activity and playing outdoors.
- The facilities, yards, gear and equipment of early childhood education units do not entirely support an increase of physical activity.



Action	Indicators	Timeframe and responsibilities
<p><b>Action 27:</b> All early childhood education units in Helsinki shall be included in the national Joy in Motion programme by the end of 2021. The programme develops physical activity in early childhood education from the perspective of facilities, equipment, supervised activities, staff skills, participation and play, for example. Practical tools for the programme will be piloted in the project “Liikkuvan arjen rakenteita varhaiskasvatukseen” (Structures of physically active everyday life for early childhood education). The supportive role towards everyday physical activity of physiotherapists working in early childhood education will be strengthened, paying particular attention to children with problems with basic motor skills or controlling their own activity.</p>	<p><b>The number and percentage of early childhood education units participating in the Joy in Motion programme.</b></p> <p><b>Results from the current evaluation of the Joy in Motion programme by section.</b></p> <p><b>Monitoring indicators from the “Liikkuvan arjen rakenteita varhaiskasvatukseen” project.</b></p> <p><b>The number of physiotherapist visits to daycare centres and the percentage of daycare centres in which physiotherapists have worked.</b></p>	<p><b>When:</b> 2018–2021</p> <p><b>Who is in charge:</b> Education Division, Culture and Leisure Division, Social Services and Health Care Division</p>
<p><b>Action 28:</b> All playground activities for different ages shall include an element of physical activity.</p>	<p><b>The plans and implementations are included in the units’ action plans.</b></p>	<p><b>When:</b> 2018–2021</p> <p><b>Who is in charge:</b> Education Division, Urban Environment Division, Culture and Leisure Division</p>
<p><b>Action 29:</b> Two areas in Helsinki shall receive a service tray of culture and leisure services for daycare centres and schools in 2019 and all areas in 2020.</p>	<p><b>Effects of the service tray on the piloted areas.</b></p>	<p><b>When:</b> 2019</p> <p><b>Who is in charge:</b> Culture and Leisure Division, Education Division</p>
<p><b>Action 30:</b> The use of the national Smart Family card shall be increased in the lifestyle guidance provided to families by maternity and child health clinics.</p>	<p><b>An indicator will be developed and implemented during 2019.</b></p>	<p><b>When:</b> 2019</p> <p><b>Who is in charge:</b> Social Services and Health Care Division</p>

# Target 5: Sufficient physical activity is part of the everyday life and learning of children and young people.

## What are the objectives?

**The percentage of primary school children engaging in physical activity in accordance with recommendations shall increase from approximately 45 to 60 percent within the next five years.**

- Sources: LIITU survey by the University of Jyväskylä and UKK Institute (every other year), School Health Promotion study by the National Institute for Health and Welfare (every other year)

**The percentage of lower secondary school students engaging in physical activity in accordance with recommendations shall increase from approximately 20 to 30 percent within the next five years.**

- Sources: LIITU survey by the University of Jyväskylä and UKK Institute (every other year), School Health Promotion study by the National Institute for Health and Welfare (every other year)

**The percentage of upper secondary and vocational school students engaging in physical activity in accordance with recommendations shall increase from 20 to 30 percent within the next five years.**

- Sources: School Health Promotion study by the National Institute for Health and Welfare (every other year), Students on the Move programme monitoring

**The national physical capacity measurement results shall improve and rise above the national median results (e.g. endurance, strength, body motion)**

- Sources: The national Move! measurements (every year), the Finnish National Board of Education and the National Sports Council

## Justification for actions:

- The majority children and young people in Helsinki feel well, almost all have a hobby, and the state of health is generally considered good. Nevertheless, many children and young people suffer from various problems, such as school burnout, anxiety, unhealthy lifestyles, loneliness and fatigue.

- Exercise is the most popular hobby among children and young people. Up to 60 percent of those under the age of 14 are involved in a sports club, and almost 40 percent engage in physical activity independently on a daily basis. Compared to the entire country, the physical activity of children and young people in Helsinki is more polarised – there are more who are active daily, but also more who are seldom active.
- Around a third of children and young people in comprehensive school meet the exercise recommendations set for their age group: approximately 40% among primary school and 15% among secondary school students.
- Comprehensive school students spend more than half of their waking hours in place, either sitting or lying down.
- Exercise and physical activity are decisively reduced with age. Secondary school students engage the least in exercise and physical activity and correspondingly sit the most.
- The current assessment of the Finnish Schools on the Move programme shows that the operational culture of schools has developed in a more physically active direction, but there is room for improvement in terms of the participation of students, active use of school facilities, activation of school journeys, equipment and more active teaching.
- The polarisation of physical activity is highlighted in upper secondary and vocational schools. Helsinki has a larger percentage of young people who do not engage in any physical activity than the entire country. Of those studying for a vocational degree, 15 percent engage in at least one hour of physical activity each day of the week, while 13 percent do not on any day. Approximately 15–20 percent of upper secondary and vocational school students meet the minimum requirement of engaging in at least one hour of physical activity daily.
- Upper secondary school students engage in a lot of sedentary behaviour: 9 hours a day on average.
- The percentage of overweight young people has increased at all school levels. More than a quarter of boys studying for a vocational degree are overweight.

Action	Indicator	Timeframe and responsibilities
<p><b>Action 31:</b> The national Finnish Schools on the Move project and continuing programme has been implemented in comprehensive schools since 2010. All comprehensive schools in Helsinki are participating in the programme. The effects and results of the programme stage are being assessed at the turn of the year 2018–2019 for both the physical activity in the schools' operational culture and the physical activeness of children and young people (gender, grades, special groups). The analysis will utilise the current assessment of the Finnish Schools on the Move programme, Finland's Report Card 2018: Physical Activity for Children and Youth and exercise indicators for children and young people. Further actions will be directed towards the key development needs with attention paid to the state of the activities and the physical activity needs of the target group.</p>	<p><b>Completion of the analysis and further actions.</b></p>	<p><b>When:</b> 2018–2021</p> <p><b>Who is in charge:</b> Education Division, Culture and Leisure Division</p>

Action	Indicator	Timeframe and responsibilities
<b>Action 32:</b> Units with afternoon activities shall offer daily physical activity and outdoor activities for schoolchildren.	<b>The plans and implementations are included in the units' action plans.</b>	<b>When:</b> 2018–2021 <b>Who is in charge:</b> Education Division
<b>Action 33:</b> School healthcare will be developed and methods tested for supporting a good everyday rhythm and healthy lifestyle suitable for upper secondary school students with attention paid to digitalisation and participation. In autumn 2019, two schools will hold planning workshops on how physical activity could be increased in the school's everyday operations in cooperation with students and teachers.	<b>ISO-BMI (overweight) and Koulun hyvinvointiprofilin (school wellbeing profile, mental wellbeing of children and young people).</b>	<b>When:</b> 2018–2021 <b>Who is in charge:</b> Social Services and Health Care Division
<b>Action 34:</b> The percentage of schools with physically active recreational activities shall be increased. This development work shall be based on the development of current low-threshold services (e.g. youth services, EasySport, FunAction and NYT sports) and the inclusion of new actors. Active cooperation will be undertaken with the Mukana project, the goal of which is a permanent systemic change in the prevention of youth marginalisation.	<b>The percentage of schools with physically active recreational activities.</b>	<b>When:</b> 2018–2021 <b>Who is in charge:</b> Education Division, Culture and Leisure Division
<b>Action 35:</b> An Activity ePass shall be created together with the Ministry of Education and Culture to help children and young people find an enjoyable hobby.	<b>Introduction of the ePass.</b>	<b>When:</b> 2019 <b>Who is in charge:</b> Culture and Leisure Division
<b>Action 36:</b> New methods will be developed for the low-threshold recreational activities of children and young people and the physical activity of residents together with non-governmental organisations in Helsinki. Three-year projects that develop new services will be subsidised with approximately 900,000 euros annually.	<b>The content of new operational models and the number of projects.</b> <b>The number of participants in subsidised projects.</b>	<b>When:</b> 2018–2020 <b>Who is in charge:</b> Culture and Leisure Division
<b>Action 37:</b> The Students on the Move programme shall expand from three piloting upper secondary schools to six in the 2019–20 school year. In 2021, all of the City of Helsinki's upper secondary schools will participate in the programme. An active sports day will be implemented once every school year in all educational institutions, either as an independent event or a joint event with other institutions.	<b>The number of upper secondary schools in the programme and the development of the activities (current analysis of the programme).</b> <b>Realisation of sports days.</b>	<b>When:</b> 2019–2021 <b>Who is in charge:</b> Education Division, Culture and Leisure Division
<b>Action 38:</b> Regarding vocational education, the Students on the Move programme shall expand to all five campuses by the end of 2019. Students on the Move activities in 2021 shall be conducted in all locations. An active sports day will be implemented once every school year in all educational institutions, either as an independent event or a joint event with other institutions.	<b>The number of Helsinki Vocational College units in the programme and the development of the activities (current analysis of the programme).</b> <b>Realisation of sports days.</b>	<b>When:</b> 2018–2019 <b>Who is in charge:</b> Education Division, Culture and Leisure Division

# Target 6:

## Employees of the City of Helsinki shall be more physically active and sit less during their workdays.

### What are the objectives?

**The amount of everyday activity shall increase. (The starting position shall be determined first, after which the objectives shall be set)**

- An indicator shall be developed for the Occupational Health Survey, Occupational Health Helsinki (every other year)

**The amount of sedentary time shall decrease. (The starting position shall be determined first, after which the objectives shall be set)**

- An indicator shall be developed for the Occupational Health Survey, Occupational Health Helsinki (every other year)

**The percentage of people who engage in no recreational exercise (once a week or less) shall decrease**

- Occupational Health Survey, Occupational Health Helsinki (every other year)

### Justification for actions:

- Regular physical activity has a positive impact on work performance and work ability, helps manage work stress and relax, reduces sleeplessness and provides a restful sleep, and improves self-esteem and life management.
- The total activity (everyday physical activity, recreational exercise, sedentary time, muscle training) of the City of Helsinki's employees or their physical activity in accordance with recommendations have not yet been studied.
- Approximately a quarter of the City of Helsinki's employees engage in regular exercise that causes them to sweat and get out of breath. Approximately 35 percent of employees engage in recreational exercise once a week at most.
- 55 percent of employees are at least somewhat overweight.
- In 2017, 144,600 people in Finland received a disability pension. The main groups of disorders causing incapacity for work were mental health disorders (42%), musculoskeletal disorders (26%), neurological disorders (9%) and cardiovascular diseases (6%). The percentage of mental health disorders was the largest since 2000.
- The number of absences due to illness has decreased among employees of the City of Helsinki in the 2000s. The most absences due to illness occur in the 50–59 age group: 18.07 per person year for women and 13.78 per person year for men (2016).
- Workplaces can promote work ability and a healthy lifestyle in many ways. In particular, support for working ability should be given to employees who have physically strenuous jobs, who are in a poor physical condition, who are inactive or who have an early risk of a reduction in work ability.
- The City of Helsinki offers a wide variety of exercise options for employees. However, the concept of everyday activity and the means for increasing it both at work and in the everyday life of individuals are not yet sufficiently well recognised.



Action	Indicator	Timeframe and responsibilities
<p><b>Action 39:</b> Liikkuva työpaikka (Workplace on the Move) activities shall be initiated with the objective of supporting work communities in increasing activity in everyday life and during the workday and decreasing excessive sedentary time. People's professional roles, professional identities and workplace conditions shall be taken into account in the preparation work.</p>	<p><b>An indicator shall be developed for the Occupational Health Survey 2019.</b></p>	<p><b>When:</b> 2019–2021 <b>Who is in charge:</b> City Executive Office, Culture and Leisure Division</p>
<p><b>Action 40:</b> An exercise app for work breaks shall be acquired for all employees.</p>	<p><b>App acquired and introduced.</b></p>	<p><b>When:</b> 2019–2021 <b>Who is in charge:</b> City Executive Office</p>
<p><b>Action 41:</b> New service path models for sports guidance (individual training to improve work ability) shall be created between occupational healthcare and sports services. The objective is to improve the fitness, health and work ability of physically inactive employees.</p>	<p><b>Initial and final surveys: the change in amount of exercise activity (e.g. activity wristband, change in fitness level).</b></p>	<p><b>When:</b> 2019–2021 <b>Who is in charge:</b> Occupational Health Helsinki, Culture and Leisure Division</p>
<p><b>Action 42:</b> The communality of employees and being physically active together shall be promoted with a campaign, in connection with which a Liikkuvien työpaikka ("Most Active Workplace") contest shall also be held. The winner shall be determined on the basis of jointly created indicators.</p>	<p><b>Implementation of the campaign and contest (yes/no).</b></p>	<p><b>Milloin:</b> 2019–2021 <b>Who is in charge:</b> City Executive Office, Culture and Leisure Division</p>
<p><b>Action 43:</b> The amount of physical activity shall be increased during "Wellbeing at work" days.</p>	<p><b>A monitoring indicator shall be created for the content monitoring of "Wellbeing at work" days.</b></p>	<p><b>When:</b> 2019–2021 <b>Who is in charge:</b> All divisions</p>
<p><b>Action 44:</b> Wellbeing and work ability training shall be developed from the perspective of everyday activity. Wellbeing and work ability training lectures shall be made more widely available.</p>	<p><b>The initial and final surveys of the training.</b></p>	<p><b>When:</b> 2018–2019 <b>Who is in charge:</b> City Executive Office, Occupational Health Helsinki, Culture and Leisure Division</p>

# Target 7:

## The everyday activity of older people shall increase as their differentiated needs are taken into account.

### What are the objectives?

**Objectively measured data on the physical activity of older people shall indicate an increase in physical activity and a decrease in sedentary behaviour. (A discussion about objective motion measurements has been initiated with researchers.)**

**The percentage of those engaging in physical activity in accordance with recommendations shall increase from approximately 5 to 20 percent within the next five years.**

- An indicator shall be developed

**The percentage of people engaging in everyday physical activity for several hours per week shall increase (for those over the age of 65)**

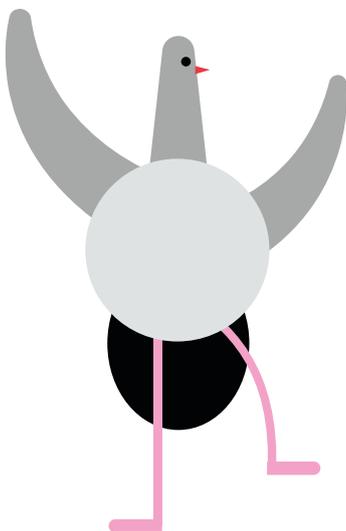
- Source: FinHealth, THL (every other year)

**The percentage of people engaging in fitness exercise for several hours per week shall increase (for those over 65 years).**

- Lähde: Finterveys, THL

### Justification for actions:

- The differences between the functional capacity, perceived health and participation of older people are vast.
- There is no objectively measured, comprehensive monitoring data on the total activity of older people.
- Physical activity in accordance with recommendations is poorly realised among older people. According to the survey data collected in the ATH study among respondents over the age of 75 (N=6625), 11.5 percent met the endurance exercise recommendation and only 2.5 percent met the entire recommendation including muscle strength and balance exercises.
- Approximately 84% of people between the ages of 55–74 can walk half a kilometre without stopping, compared to just over half of people over the age of 75.
- Falls are common in the older population. Nearly three out of four falls happen to older people who engage in little physical activity. The maintenance of a good physical capacity and especially exercise that trains muscle strength and balance help reduce the risk of falling.
- Physical activity in a meaningful social environment reduces marginalisation and loneliness. Facilitating physical activity and functionality increases the realisation of self-determination and the opportunities for independence.
- Services for older people are organised by several different actors. Cooperation between administrative departments and actors requires clarification. The services do not currently reach their heterogeneous target group in the best possible way and do not meet the different needs of older people.
- Particular challenges in the target group of older people include the fragmented nature of information and communications challenges.



Action	Indicator	Timeframe and responsibilities
<p><b>Action 45:</b> An innovation project on the physical activity of older people shall be implemented with the Bloomberg Philanthropies foundation and Harvard University.</p>	<p><b>The innovation project is implemented.</b></p>	<p><b>When:</b> 2018–2019</p> <p><b>Who is in charge:</b> City Executive Office, all divisions</p>
<p><b>Action 46:</b> Everyday activity and exercise among older people shall be increased with a more comprehensive approach than at present. This work is being prepared by a working group comprising representatives of all City of Helsinki divisions and key stakeholders (researchers, organisations, expert institutes). The working group shall work in close cooperation with the Elderly Citizens Council, Council on Disability, Veterans Affairs Advisory Board, Helsinki’s senior programme, Liikkuvat network and key development projects, such as Sutjakka Stadi and GeroMetro.</p>	<p><b>The working group’s performance reports 2019–2021.</b></p>	<p><b>When:</b> 2018–2021</p> <p><b>Who is in charge:</b> Subgroup for older people and applied exercise</p>
<p><b>Action 47:</b> By recognising the differentiated needs, wishes and everyday challenges of older people, a functional and solid service chain shall be created to promote everyday activity and support functional capacity. The service path shall take into account the urban environment and conditions, local services, transportation, advisory and assistant services, aid devices and recreational activities on the whole.</p>	<p><b>The working group’s performance reports 2019–2021.</b></p>	<p><b>When:</b> 2018–2021</p> <p><b>Who is in charge:</b> Subgroup for older people and applied exercise, all divisions, organisations, expert institutes</p>
<p><b>Action 48:</b> The roles and responsibilities in producing sports services for older people shall be clarified between the City of Helsinki’s actors, partners and interest groups.</p>	<p><b>The working group’s performance reports 2019–2021.</b></p>	<p><b>When:</b> 2018–2021</p> <p><b>Who is in charge:</b> Subgroup for older people and applied exercise, all divisions, organisations, expert institutes</p>
<p><b>Action 49:</b> The use of the physical activity agreement in home care services shall be expanded, so that at least 70% of regular customers of home care services shall have a physical activity agreement. In 2017, a physical activity agreement had been drawn up for 44% of customers of home care services. The method of calculating the physical activity agreement shall be clarified in the autumn of 2018.</p>	<p><b>Percentage of regular customers of home care services with a physical activity agreement.</b></p>	<p><b>When:</b> 2019</p> <p><b>Who is in charge:</b> Social Services and Health Care Division</p>
<p><b>Action 50:</b> Selected areas in the north and west shall participate in the Strength in Old Age Programme in 2018. For 2019, a plan covering the entire city shall be made to expand the good practices of the programme.</p>	<p><b>Assessment of whether the plan has been made and the operations expanded.</b></p>	<p><b>When:</b> 2018–2019</p> <p><b>Who is in charge:</b> Social Services and Health Care Division, Culture and Leisure Division</p>

# Target 8:

## Physical activity shall be better utilised than at present in the prevention and treatment of illnesses and rehabilitation. Actions shall be targeted at resident groups with special support needs.

### Why is this important?

- Low physical activity is a risk factor in many chronic illnesses. Exercise is a positive factor in the prevention and treatment of illnesses and rehabilitation.
- Nationally, the implementation of exercise guidance in basic healthcare is lacking, and information about the health and economic effects of exercise guidance is inadequate.
- The benefits of exercise treatment include an improvement in the physical fitness of chronically ill patients, a reduction of pain especially with many musculoskeletal disorders, a slower rate of progression especially with cardiometabolic diseases, a reduction in depression, an improvement in general wellbeing and, with some illnesses, extended life expectancy.
- According to the FinHealth 2017 study, the national trend is that adult obesity and depression are becoming more common and many are at risk of heart disease and diabetes. Even though there are somewhat fewer overweight young people in Helsinki at all levels of education compared to the entire country, the percentage of overweight young people has increased at all levels of education. More than half of Finnish adults are overweight. An estimated 60,000 working age people in Helsinki are overweight.
- The improvement in functional and work capacity has slowed down. The wellbeing and health of the residents of Helsinki are becoming polarised. The differences between gender and education groups are even reflected as differences in mortality and life expectancy.
- Disability, illness and restrictions in functional capacity are commonly identified obstacles to recreational exercise. Approximately 15–20% of the Finnish population fall within the scope of applied exercise. In Helsinki, this means around 100,000–140,000 residents.

Action	Indicator	Timeframe and responsibilities
<b>Action 51:</b> The Social Services and Health Care Division shall organise workshops for the City of Helsinki's employees, customers, experience experts and cooperation partners in which they will seek new solutions to promote everyday activeness and physical activity in social and health care services.	<b>The workshops have been implemented and their content utilised in further preparations.</b>	<b>When:</b> 2018–2019 <b>Kuka vastaa:</b> Social Services and Health Care Division

Action	Indicator	Timeframe and responsibilities
<p><b>Action 52:</b> The Social Services and Health Care Division shall pilot and activate the electronic Omaolo service in 2019. The service includes, for example, a wellbeing check-up and training. Reporting on the physical activity training section shall be developed in 2019. Reporting on the use of the physical activity training section in the electronic wellbeing training of Omaolo shall be secured with SoteDiggi in a way that ensures that information shall be obtained about people who have taken the exercise training and its possible effect on changes in exercise habits. When utilising the Omaolo wellbeing check-up and training programmes, particular attention shall be paid to physical activity as a part of the support model for those in need of special support.</p>	<p><b>The number of health checks (1769 electronic health checks in 2017) and number of people who chose exercise training (142 people in 2017).</b></p>	<p><b>When:</b> 2019 <b>Who is in charge:</b> Social Services and Health Care Division</p>
<p><b>Action 53:</b> In adult social work, more attention shall be paid to encouraging physical activity as a part of social rehabilitation, the evaluation of service needs and the customer plan. In 2019, a new procedure shall be developed and introduced to raise the subject, support physical activity and refer customers to services that promote everyday activity, such as low-threshold physical activity and culture services.</p>	<p><b>The new procedure has been developed and introduced. Social services and health care actors have created new kinds of partnerships with sports and culture actors.</b></p>	<p><b>When:</b> 2019 <b>Who is in charge:</b> Social Services and Health Care Division</p>
<p><b>Action 54:</b> The perspective of physical activity shall be strengthened in interventions for customers in need of special support.</p>	<p><b>An indicator shall be surveyed and implemented during 2019.</b></p>	<p><b>When:</b> 2019–2021 <b>Who is in charge:</b> Social Services and Health Care Division</p>
<p><b>Action 55:</b> Hospital patients shall be encouraged to engage in everyday physical activity on the wards and in connection with discharge.</p>	<p><b>An indicator shall be investigated and implemented during 2019.</b></p>	<p><b>When:</b> 2018–2019 <b>Who is in charge:</b> Social Services and Health Care Division</p>
<p><b>Action 56:</b> The Sutjakka Stadi programme shall be implemented.</p>	<p><b>E.g. the percentage of overweight four-year-olds, percentage of overweight pupils, adult obesity by education group (%).</b></p>	<p><b>When:</b> 2015–2020 <b>Who is in charge:</b> Social Services and Health Care Division</p>
<p><b>Action 57:</b> A functional service path shall be created to promote the everyday activity and exercise of people with a disability, illness or other decrease of functional capacity or difficulties in participating due to their social situation. The objective is that the environment and conditions, transportation, advisory and assistant services, aid devices and recreational activities fully support the physical activation of the target group.</p>	<p><b>The working group's performance reports 2019–2021.</b></p>	<p><b>When:</b> 2018–2021 <b>Who is in charge:</b> Subgroup for older people and applied exercise, all divisions, organisations, expert institutes</p>

# 5

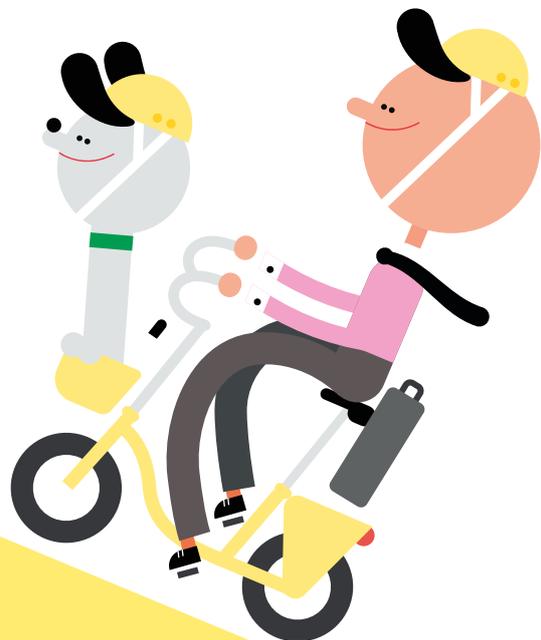
## Monitoring and indicators

The realisation of the objectives of the Physical Activity Programme shall be monitored from three perspectives. The City of Helsinki's Executive Board shall monitor the programme by means of three strategic indicators:

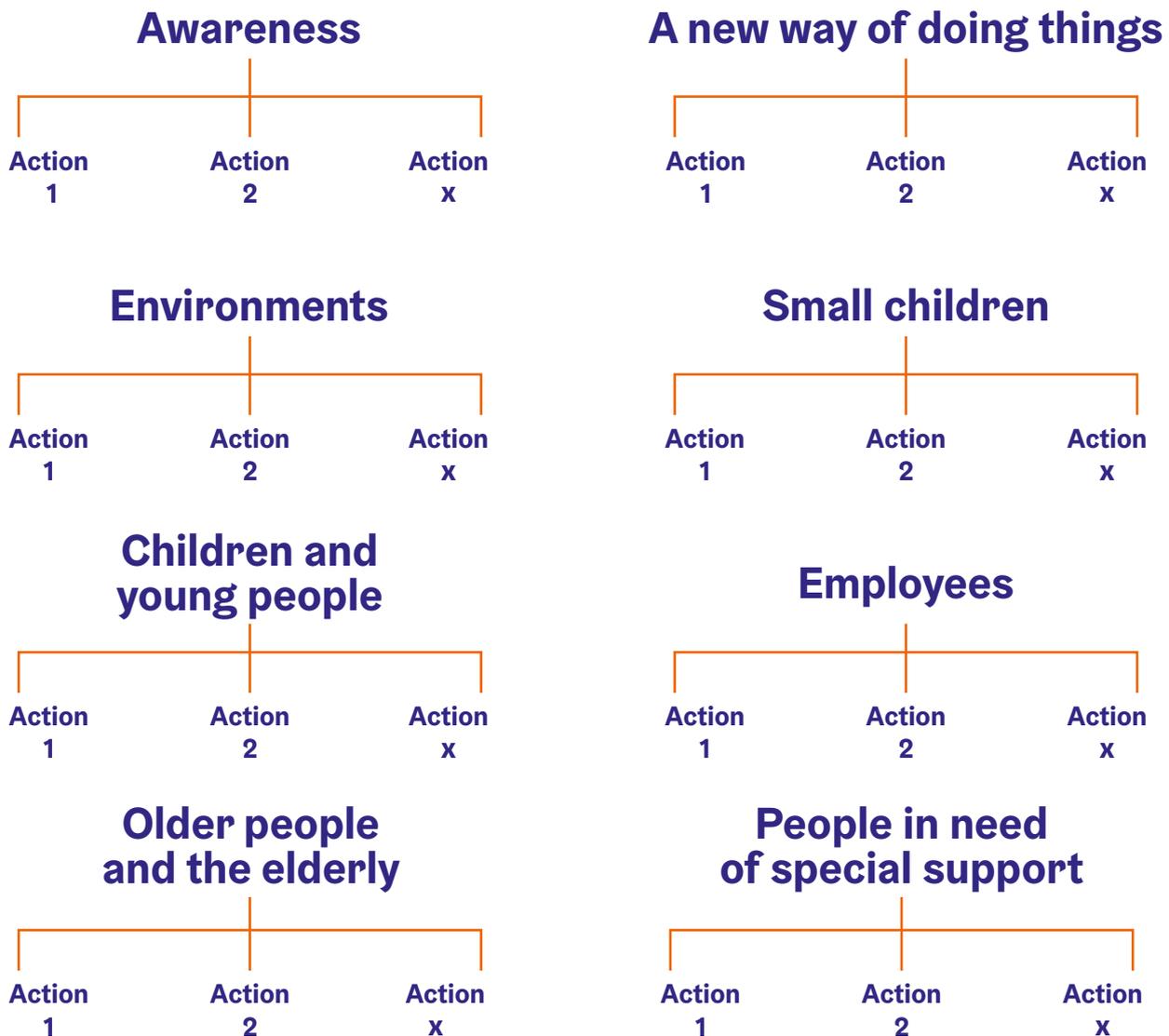
- Percentages of physical activity and sedentary time during the waking hours of Helsinki residents (motion measurement data by age group and gender)
- Children's physical capacity (Move! measurements in fifth and eighth grades)
- Percentage of people engaging in recreational exercise

The management and project groups of the Physical Activity Programme shall monitor the realisation of the objectives and actions using the indicators listed in the programme. Monitoring the Physical Activity Programme requires the systematic development of research and monitoring materials and cooperation with researchers and city actors.

The implementation, effects and influence of the programme can be evaluated in terms of the short term and longer term. Actions have been planned for the next three years while keeping in mind that the programme will evolve and be updated as it is implemented. 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 (see figure 3).



## Timeframe for actions 1–3 years



## Timeframe approximately 5 years

- Percentage of physical activity during waking hours will increase.
- Percentage of sedentary behaviour during waking hours will decrease.
- Percentage of people engaging in recreational exercise will increase.

## Timeframe over 10 years

- Perceived quality of life
- Perceived work ability
- Absences due to sickness
- Social wellbeing
- Traffic emissions
- Learning
- Physical capacity
- Being overweight, obesity
- Perceived health
- Noncommunicable diseases

FIGURE 3: Logic and timeframe of the Physical Activity Programme's targets and indicators

# 6

## Background materials and grounds

### 6.1 Entries in the City Strategy

In accordance with the City Strategy, Helsinki shall create the cooperation structures needed for promoting health and wellbeing and set out to highlight increased physical activity – the Physical Activity Programme – as a pilot project in its promotion of health and wellbeing. The entries in the City Strategy shall indicate that this is not a recreational exercise programme but rather a means of reintroducing physical activity as a natural part of everyday life, everyday practices and life habits. In accordance with the City Strategy:

- Physical activity shall be promoted in an increasingly comprehensive manner in the services produced by the City of Helsinki and in cooperation with different non-governmental organisations, communities, sports clubs, companies and residents.
- Physical activity and becoming physically active shall be made attractive and easy. The City of Helsinki shall also launch a marketing communications campaign to inspire residents to increase their physical activity.
- The urban environment and the provision of sports and cultural offerings shall be developed to encourage exercise and everyday physical activity in all districts alike. The city shall be planned and built in a way that takes different kinds of users into account.
- Differences between population groups shall be identified, and services shall be targeted at people in need of special support and high-risk target groups.
- Children and young people shall increasingly have to engage in physical activity as a part of their everyday life in early childhood education and at schools.
- Helsinki shall also actively invite older people to be physically active in terms of both exercise and culture.

The City Strategy as a whole contains numerous significant objectives – such as the promotion of health and wellbeing, the reinforcement of learning, the prevention of marginalisation, the promotion of economic, social and ecological sustainability, and the reinforcement of vitality – that also strongly support the promotion of physical activity.<sup>29</sup>

The preparation of the Physical Activity Programme was decided on at a meeting of the City of Helsinki's Executive Board on 27 November 2017. After this, project and management groups were assembled for the preparation, planning and monitoring of the programme.

The project plan of the programme has been prepared on the basis of existing knowledge about the state of the physical activity, health and wellbeing of the residents of Helsinki. A physically active lifestyle and the obstacles to physical activity have been analysed with the help of research, customer data collected from services and international examples.

A key starting point for the preparation work was to identify the City of Helsinki's current basic operations, services, conditions and development activities with sufficient accuracy. National and international examples of the promotion of physical activity and reduction of sedentary behaviour were utilised for drafting the actions.

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<sup>29</sup> Towards More Physical Activity in Cities. Transforming public spaces to promote physical activity – a key contributor to achieving the Sustainable Development Goals in Europe. WHO.

# Entries in the City Strategy supporting physical activity

- Helsinki shall create the cooperation structures needed for promoting health and wellbeing in the city.
- A Maritime Strategy shall be created to advance the recreational opportunities of Helsinki residents.
- Socio-economic and regional variations in health and wellbeing shall be reduced.
- Helsinki shall actively create partnerships with non-governmental organisations and all those interested in developing and enlivening the city.
- Every child and young person shall have a recreational hobby.
- Each resident of Helsinki – whether young, older or with limited functional capacity – shall have the opportunity to lead a quality life full of experiences.
- The Baana pedestrian and bicycle corridor and Töölönlahti area shall be made into a high-quality and internationally recognised centre of culture and recreation.
- The share of sustainable transport as a form of transport shall be increased.
- Children and young people in Helsinki shall have safe and healthy learning environments.

FIGURE 4: Entries in the City Strategy

**Evidence of the impact  
of the actions**

**International  
and national  
benchmarking**

**Objectives of  
the City Strategy**

# Analysis

**Exercise habits of the  
residents of Helsinki**

**The City of Helsinki's  
basic tasks and current  
development activities**

**Physical activity in  
different stages of life**

FIGURE 5: Background material for the project plan

## 6.2 How and how much do Helsinki residents engage in physical activity?

The exercise and physical activity habits of the general population and Helsinki residents shall be studied in many different ways, for example in terms of the forms, amount, duration, frequency and strain of physical activity. Research data has improved significantly in recent years. Ten years ago, the exercise habits of the population were still largely studied with questionnaires. The focus of these questionnaires has generally been on leisure-time recreational sports and fitness exercise.

In recent years, however, the scope of research has expanded from recreational exercise to overall physical activity, as well as the amount of sitting and sedentary behaviour. At the same time, questionnaires have gradually been substituted with objective motion measurement devices, giving significantly lower results for the amount of physical activity compared to questionnaires. Respondents have a tendency to over-report their physical activity, so to speak, meaning that they give a more active and healthier picture of themselves and their lifestyle than the reality of the situation.<sup>30</sup>

### Key concepts:

- **Sedentary behaviour** is, in addition to sitting, any waking behaviour (in a sitting, reclining or lying posture) with low energy expenditure.
- **Physical activity** is any movement produced by muscle power that exceeds energy expenditure at rest. It can be classified according to its intensity as light, brisk or vigorous activity.
- **Exercise** is physical activity engaged in for certain reasons or effects and usually as a hobby.<sup>31</sup> Exercise is used to achieve predetermined goals and the performance required by these goals, as well as to achieve the experiences obtained through the activity.
- **Physical activity in accordance with recommendations and sufficient for health and wellbeing:** Recommendations are applied to different age groups with specified minimum levels for the intensity, amount and duration of exercise in order to achieve health and wellbeing benefits. The current recommendations for different age and population groups are largely based on brisk and vigorous exercise. However, health benefits are starting to be identified in even light and short-term physical activity, especially among people who engage in little moderate or vigorous exercise.<sup>33</sup>

Below is a description of key data on the physical activity of Helsinki residents by age group. Due to differences between research methods, the results are not entirely directly comparable within or between age groups. Also, the results of all population-level studies cannot be examined on a local level in Helsinki. If no results are available specific to Helsinki, the results are reported on the national level.



<sup>30</sup> Husu Pauliina et al. (2010). Suomalaisen fyysisen aktiivisuus ja kunto [Physical activity and fitness of Finns]. Publications of the Ministry of Education and Culture 2011:15.

<sup>31</sup> Liikunta [Physical activity and exercise training for adults in sickness and in health]. Current Care Guideline. Working group appointed by the Finnish Medical Society Duodecim and the Executive Board of Current Care.

<sup>32</sup> Suni Jaana et al. Liikunta on osa liikkumista – paikallaanolon määrittelyä täsmennetään parhaillaan [Exercise is a part of physical activity – the definition of sedentary behaviour is currently being specified]. Liikunta ja tiede 51, 6/2014.

<sup>33</sup> 2018 Physical Activity Guidelines Advisory Committee. 2018 Physical Activity Guidelines Advisory Committee Scientific Report. Washington, DC: U.S. Department of Health and Human Services, 2018.

## 6.2.1 Children under school age

There is currently no national monitoring study on the physical activity of small children under school age. The National Institute for Health and Welfare (THL) has initiated the study Lasten terveysterveys, hyvinvointi ja palvelut (Children's health, wellbeing and services, LTH), which will produce monitoring data on the health, wellbeing, use of services and service experiences of young children and families. The survey is implemented every other year, targeting alternately 3- to 4-month-old babies and 4-year-old children and their families. The data described below is based on individual research projects and their results. The newest and more precise measurement methods suggest that the image of small children being "constantly and always moving and playing" is at least partially misleading.

- Play is a natural part of a child's everyday life. By playing, children learn to understand their own body, use their motor skills and develop interaction skills.
- The age of three years has proven to be a significant age when a physically active lifestyle starts to form.
- The general observation that "small children are always on the move" does not seem to be accurate based on objective motion measurements. Not many children are physically active enough to meet the target amount in accordance with recommendations. Boys are more physically active than girls on average. The differences between genders also increase with age.
- Children in need of special support are less physically active on average.
- A significant portion of the time children spend in early childhood education is physically very light.
- Supervised recreational exercise begins at an earlier age than before. Approximately 40–50 percent of children under school age participate in supervised exercise.

- A little over half of children engage in outdoor activities after a day at daycare. Approximately a tenth of children do not get to play outside in the evening.
- International research results indicate that the percentage of children with weak motor skills has increased over the past 30 years. In the Helsinki metropolitan area, children's motor skills are weaker than in Central and Northern Finland. Ball games were particularly difficult for many. It has been observed that basic motor skills are connected to both increased physical activity and cognitive capacity, such as numeracy and literacy, deduction skills and school performance.
- The amount of physical activity of three-year-old children is only slightly different during the week and weekends, but the difference becomes clearer the older children grow. Children's activity decreases during the weekend.
- The significance, example and encouragement of families, parents and guardians are crucial in promoting the physical activity of young children.



<sup>34</sup> Tieteelliset perusteet varhaisvuosien fyysisen aktiivisuuden suosituksille 2016 [Scientific justification for the recommendations for physical activity in early childhood 2016]. Ministry of Education and Culture 2016:22.; Lasten ja nuorten liikunnan tulokortti 2016 [Finland's Report Card 2016: Physical Activity for Children and Youth]. LIKES Research Centre; Soini et al. Kolmevuotiaiden päiväkotilasten mitattu

## Everyday physical activity

**10%**

of a day in daycare is brisk physical activity.

**60%**

of a day in daycare is physically passive activity.

**57%**

of daycare-aged children are taken to daycare by car.

## Recreational exercise

**Over 50%**

participate in some form of supervised exercise. Participation is more common in the Helsinki metropolitan area.

**40%**

participate in supervised activities every week.

**Over 50%**

engage in outdoor activities after a day in daycare.

## Physical activity/sedentary time

On average, children engage in physical activity

**1–2 hours per day,**

of which 1 hour is brisk exercise. Most of the time is spent on low-energy physical activity, sitting and walking.

**10–20%**

of children under school age engage in physical activity in accordance with recommendations.

Children under school age should engage in physical activity at least three hours per day (light physical activity, brisk outdoor activities and very high-energy physical activity). Sitting for more than one hour at a time should be avoided, and there should be breaks even during short sedentary times.

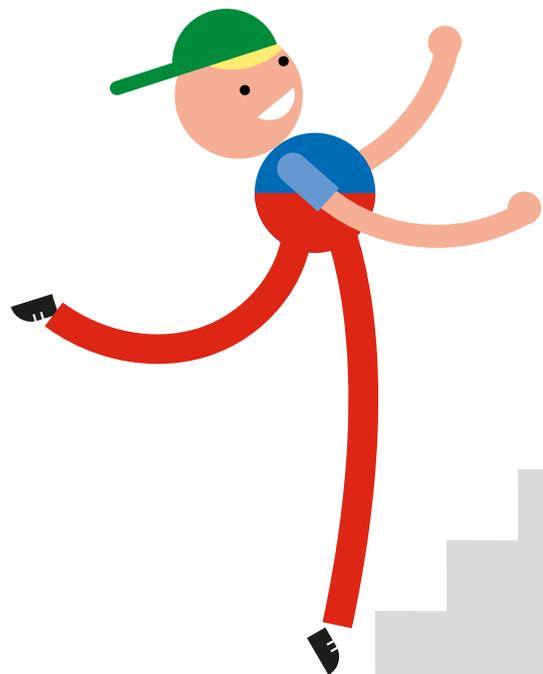
FIGURE 6: Summary of the physical activity of small children<sup>34</sup>

## 6.2.2 School children and young people (ages 7–15)

The exercise habits of children and young people in comprehensive school have been monitored and studied the most comprehensively and systematically of all age groups using both questionnaires (School Health Promotion Study, Finnish School-age Physical Activity Study LIITU, HBSC Study and Young People's Leisure Activities Study) and objective motion measurements (LIITU 2016 and 2018 studies).

The results on the national level indicate that school children and young people spend over half their waking hours in a sitting, reclining or lying posture, while only a tenth of their time is spent doing brisk or vigorous physical activity. Motion measurement results specific to Helsinki were collected for the first time in the spring and early autumn of 2018 in connection with the latest LIITU study.

- The physical activity of children and young people in Helsinki decreases and sedentary time correspondingly increases with age. In primary school, 45% of children engage in at least one hour of physical activity each day, the percentage being only 21% in secondary school. Older age groups engage in brisk and vigorous physical activity significantly less than younger groups. As children progress from primary to secondary school, the requirements of school work grow, social circles may change, the requirements of a possible sports hobby increase, and interests in life naturally change.
- A positive change is that the percentage of those who engage in the least physical activity has decreased in Helsinki in recent years. The percentage of those who engage in a maximum of one hour of weekly recreational exercise that causes them to become out of breath has decreased the most among secondary school students, where the percentage of young people engaging in little physical activity is now 22%.
- Compared to the entire country, the physical activity of children and young people in Helsinki is more polarised – there are more who are active daily, but also more who are seldom active.
- Physical activity during school days is especially important to children who engage in the least physical activity.
- Boys exercise more actively than girls at all education levels. Boys also engage in more brisk and vigorous physical activity than girls. Girls, in turn, engaged in light physical activity, stood up and took breaks from their sedentary time somewhat more than boys.
- In Finland, exercise and sports clubs engage almost nine out of ten children and young people aged 9–15 and, currently, almost two thirds participate in their activities. According to a study by Taloustutkimus, two thirds of Helsinki residents aged 6–14 engage in exercise in clubs, whereas the proportion of young people aged 15–17 exercising in clubs is two fifths. Sports club activities are started at a younger age than before, and the activities are characterised by focusing on a single sport and competing.
- Children and young people mostly consider themselves to be competent in terms of physical activity. However, there is major variation in physical capacity and basic motor skills. Basic motor skills and the experience of ability are core factors explaining exercise habits.
- The support of parents and friends in physical activity has a connection to the exercise activity of children and young people.
- The connection between a family's wealth and the socio-economic status of parents on the one hand and their children's exercise activity on the other is very strong in Finland.
- Children and young people go to school mostly by bicycle or on foot, but the percentage decreases in the winter.
- Among children and young people with limited functional capacity, boys are more physically active than girls.
- The percentage of overweight young people has increased at all school levels in Helsinki. Compared to the entire country, however, the percentage is somewhat lower in Helsinki. In comprehensive school, 12 percent of girls and 18 percent of boys in the eighth and ninth grades are overweight.



<sup>35</sup> Kokko Sami & Hämylä Riikka. Lasten ja nuorten liikuntakäyttäytyminen Suomessa 2016 [The Physical Activity Behaviours of Children and Adolescents in Finland 2016]. Available online: [http://www.liikuntaneuvosto.fi/files/438/LIITU\\_2016.pdf](http://www.liikuntaneuvosto.fi/files/438/LIITU_2016.pdf); School Health Promotion study. Kouluterveyskysely 2017 – katsaus Helsingin tuloksiin [School Health Promotion study 2017 – review of the results of Helsinki]. Tilastoja 2017:15. Available online: [https://www.hel.fi/hel2/tietokeskus/julkaisut/pdf/17\\_10\\_02\\_Tilastoja\\_13\\_Hognabba\\_Ranto.pdf](https://www.hel.fi/hel2/tietokeskus/julkaisut/pdf/17_10_02_Tilastoja_13_Hognabba_Ranto.pdf); Lasten ja nuorten tulostkortti [Finland's Report Card 2016: Physical Activity for Children and Youth]. LIKES Research Centre. Available online: <https://www.likes.fi/filebank/2501-tulostkortti2016-web.pdf>; Nuorten vapaa-aikatutkimus [Studies of young people's leisure activities] 2015 and 2016; Miksi murrosikäinen luopuu liikunnasta? [Why does an adolescent give up exercise?] Available online: <http://www.liikuntaneuvosto.fi/files/252/murrosika.pdf>.

## Everyday physical activity

**Approx.  
70%**

of children and young people in comprehensive school go to school by bicycle or on foot.

**Children under  
the age of 18**

travel by car as passengers more than any other group of people.

**Nearly 100%**

of primary school children spend their breaks outdoors,

**but only 50%**

of secondary school students.

The majority of the school day is sedentary: for secondary school students, as much as

**46 minutes**

per hour.

## Recreational exercise

**Approx.  
60%**

of children and young people in comprehensive school engage in physical activity at exercise or sports clubs.

**39%**

of eighth and ninth grade students engage in independent physical activity almost daily.

**40%**

of children aged 9–15 participate weekly in activities organised by sports companies and

**23%**

in club activities at school.

## Physical activity/sedentary behaviour

**50%**

of waking hours are spent lying or sitting down.

**10%**

spent in brisk or vigorous physical activity.

**A third of children and young people in comprehensive school engage in physical activity in accordance with recommendations. The most physically active are 9-year-old boys (46%) and the least active are 15-year-old girls (13%). Almost all children exceed the recommended screen time.**

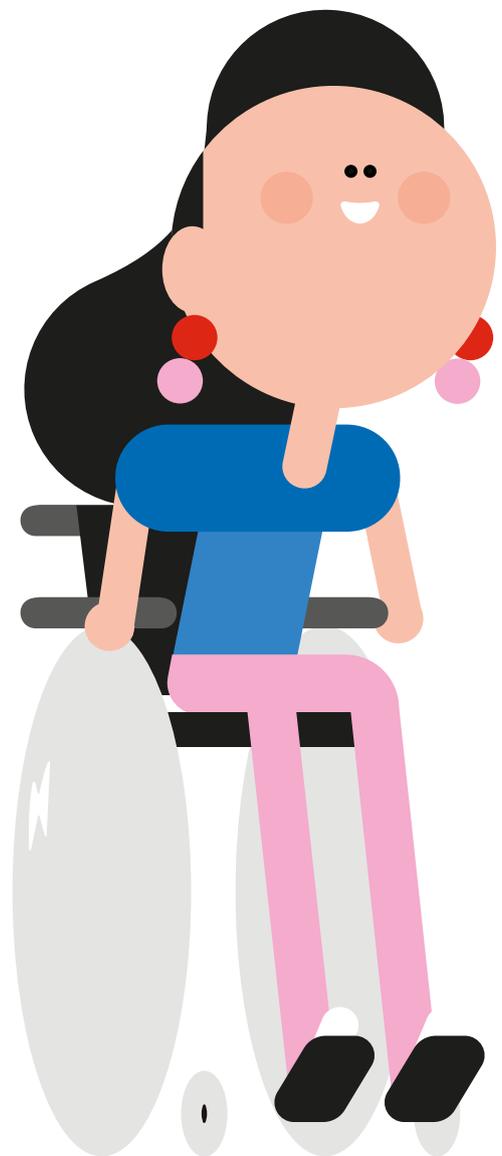
Children and young people aged 7–18 should engage in physical activity at least 1–2 hours per day in a versatile and age-appropriate manner. Sitting for more than two hours at a time should be avoided. Screen time with entertainment media should be limited to a maximum of two hours per day.

FIGURE 7: Summary of the physical activity of school children and young people<sup>35</sup>

## 6.2.3 Vocational and upper secondary school students

After comprehensive school, data on physical activity is being gathered for vocational and upper secondary school, primarily in connection with the School Health Promotion Study. Objective motion measurement data on the total amount of physical activity and sedentary behaviour has been gathered mostly from independent studies.

- The polarisation of physical activity is highlighted in upper secondary and vocational schools. Helsinki has a larger percentage of young people who do not engage in any physical activity than the entire country. Of those studying for a vocational degree, 15 percent engage in at least one hour of physical activity each day of the week, whereas 13 percent do not do so on any single day.
- The material gathered in the Students on the Move Programme indicates that 22 percent of upper secondary school students engage in physical activity in accordance with the minimum requirement, i.e. at least an hour per day. According to the School Health Promotion Study, 14.7 percent of vocational school students and 13.6 of upper secondary school students engage in an hour of physical activity per day.
- The percentage of those that engage in the least physical activity has decreased in Helsinki in recent years. Nevertheless, the percentage of people that engage in vigorous recreational exercise that causes them to become out of breath for no more than one hour per week is still 24 percent of upper secondary school students and as much as 41 percent of vocational school students.
- Upper secondary school students engage in a lot of sedentary behaviour: 9 hours a day on average. 72 percent of upper secondary school students feel that exercise supports their studies. Over 80 percent of upper secondary school students would find it very sensible to develop conditions in upper secondary schools towards increasing physical activity and to have the opportunity to use sports facilities during the school day.
- Vocational school students report having less resources for recreational exercise, such as money and exercise equipment. Observations of the negative effects of exercise on the rest of their lives are more prevalent among vocational school students than among upper secondary school students.
- According to the School Health Promotion Study (2017), approximately 16 percent of boys and 11 percent of girls in upper secondary school were overweight. In vocational school, the corresponding percentages were 27 of boys and 20 percent of girls.



<sup>36</sup> Lisää liikettä opiskelun tueksi. Tuloksia lukiolaisten fyysisestä aktiivisuudesta ja ajatuksista liikkumisen lisäämisestä [More movement to support studies. Results of the physical activity of upper secondary school students and thoughts on increasing physical activity]. Available online: [https://liikkuvakoulu.fi/sites/default/files/lisaa\\_liiketta\\_opiskelun\\_tueksi\\_tutkimustiiivistelma.pdf](https://liikkuvakoulu.fi/sites/default/files/lisaa_liiketta_opiskelun_tueksi_tutkimustiiivistelma.pdf); School Health Promotion study. Kouluterveyskysely 2017 – katsaus Helsingin tuloksiin [School Health Promotion study 2017 – review of the results of Helsinki]. Tilastoja 2017:13. Available online: [https://www.hel.fi/hel2/tietokeskus/julkaisut/pdf/17\\_10\\_02\\_Tilastoja\\_13\\_Hognabba\\_Ranto.pdf](https://www.hel.fi/hel2/tietokeskus/julkaisut/pdf/17_10_02_Tilastoja_13_Hognabba_Ranto.pdf); YTHS Korkeakouluopiskelijoiden terveystutkimus 2016 [FSHS Student Health Survey 2016]. Available online: [http://www.yths.fi/tutkimukset/korkeakouluopiskelijoiden\\_terveystutkimus](http://www.yths.fi/tutkimukset/korkeakouluopiskelijoiden_terveystutkimus)

## Everyday physical activity

**Approx. 75%**

percent of vocational and upper secondary school students go to school by bicycle or on foot.

On average, upper secondary school students have an

**hour**

more of sedentary behaviour a day than secondary school students.

## Recreational exercise

**Nearly 50%**

of upper secondary school students and

**31%**

of vocational school students participate in supervised recreational exercise monthly.

**35%**

of upper secondary school students and

**30%**

of vocational school students engage in independent recreational exercise almost daily.

## Physical activity/sedentary time

**14,7%**

of vocational school students and

**13,6%**

of upper secondary school students engage in an hour of daily physical activity.

On average, upper secondary school students are sedentary for over

**9 hours** per day.

**Approximately one fifth of vocational and upper secondary school students engage in physical activity in accordance with recommendations.**

Children and young people aged 7–18 should engage in physical activity for at least 1–2 hours per day in a versatile and age-appropriate manner. Sitting for more than two hours at a time should be avoided. Screen time with entertainment media should be limited to a maximum of two hours per day.

FIGURE 8: Summary of the physical activity of vocational and upper secondary school students<sup>36</sup>

## 6.2.4 Young adults

Research data on the young adult age group is gathered but seldom separately reported as a part of the adult population's health and wellbeing monitoring. The health behaviour of higher education students has long been studied through FSHS surveys.

- A third of higher education students engage in sufficient physical activity to support their health. A quarter of students do not meet the recommendations for either area of exercise (endurance exercise or muscle fitness/body control).
- In Helsinki, forms of exercise popular among young people (those under the age of 30) include running, yoga, pilates and dance.
- Higher education students sit a lot. The median of sedentary time based on the survey is almost 11 hours (men 11 hours, women 10.25 hours). Only 16% of students spend less than 8 hours per day sedentary. 45% percent of men and 34% percent of women estimate that they spend 12 hours or more sedentary. Substantial sedentary time is more common among students of universities of applied sciences (polytechnics) than university students.
- According to the Finnish Student Health Survey (2016), half of students engage in everyday physical activity for at least half an hour per day, women more commonly than men (men 42%, women 54%). Everyday physical activity includes, for example, getting to university, hobbies, work or shopping, walking the dog, cleaning and gardening. The percentage of students who engaged in everyday physical activity for over one hour per day was 17% in universities of applied sciences (polytechnics) but 12% in universities. Of men, 13% spent less than 15 minutes per day on everyday physical activity. In particular, male students at universities have reduced everyday physical activity compared to four years ago.



## Everyday physical activity

**50%**

of students engage in everyday physical activity (traveling from place to place, walking the dog, cleaning, gardening) for at least half an hour per day.

The percentage of students who engage in everyday physical activity for over an hour per day is

**17%**

at universities of applied sciences (polytechnics) and

**12%** at universities.

## Recreational exercise

**60%**

of students in higher education engage in recreational fitness exercise at least two times per week.

The majority of students exercise independently and alone:

**77%**

The percentage of those who engage in very little or no fitness exercise is

**11%** of students.

## Physical activity/sedentary time

Higher education students spend a great deal of time sedentary: the median amount of sedentary time is almost

**11 hours** per day.

**A third** of higher education students engage in physical activity in accordance with recommendations.

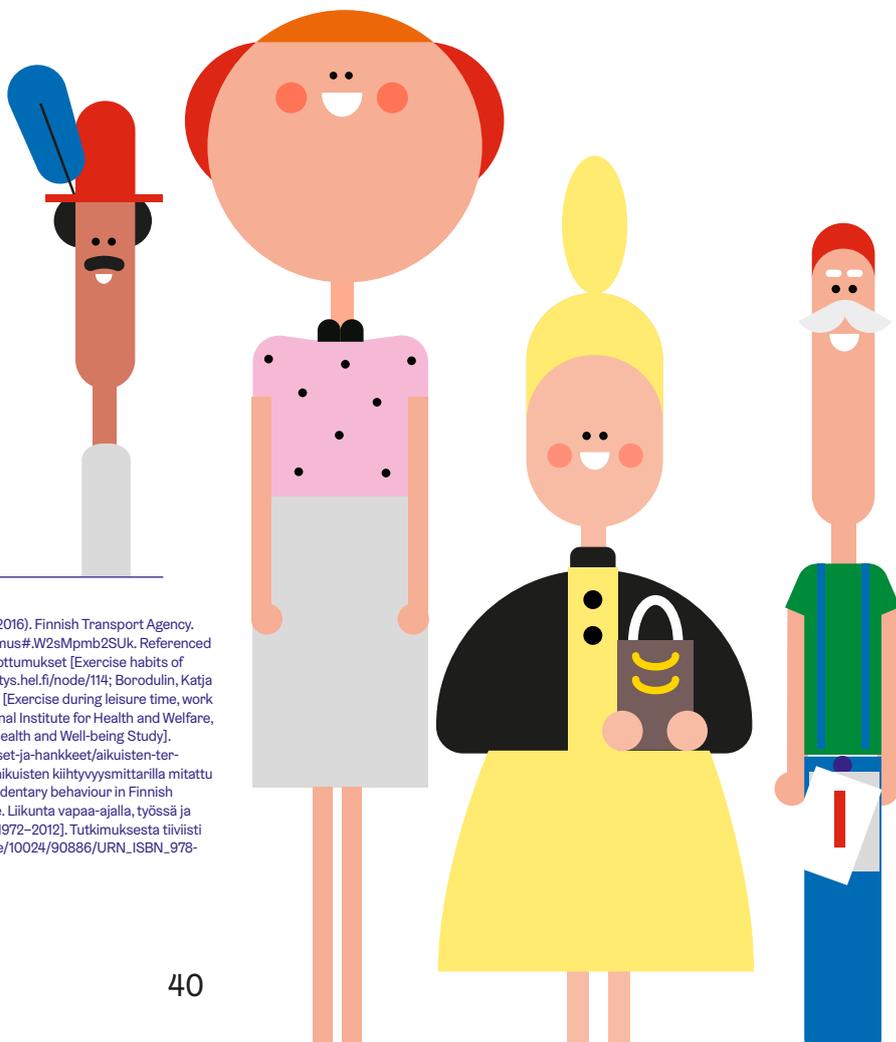
People aged 18–64 should engage in at least 2 hours and 30 minutes of brisk or 1 hour and 15 minutes of vigorous physical activity per week. Muscle fitness and body control should be focused on at least twice per week.

FIGURE 9: Summary of the physical activity of young adults<sup>37</sup>

## 6.2.5 Adult population

The exercise activity of the adult population is primarily monitored in connection with national health and wellbeing studies, where physical activity habits are monitored as one lifestyle factor. In 2011, the first national study based on objective motion measurements was conducted on the total physical activity of the adult population (Health 2011).

- The adult population in Helsinki engages in regular fitness exercise more commonly than Finnish people on average. Men engage in fitness exercise more often than women. If physical activity is examined more broadly, there are no differences between genders.
  - Almost all (91%) of Helsinki residents report that they engage in at least some kind of physical activity.
  - Walking is the most common form of exercise. Cycling, walking in nature, swimming, gym and gymnastic workouts are also popular forms of exercise.
  - On the national level, physically active commuting decreased especially among men in the 1970s and 1980s, after which the changes have been relatively insignificant. Physically active commuting is more common among women and people living in the Helsinki metropolitan area.
  - Physical strain during work has steadily decreased since the 1970s and continues to decrease. People in the youngest age group (25–34) most often spend their working hours sedentary. The physical strain of work is highest among the least educated.
- In a survey by Taloustutkimus, 26% of women and 31% of men living in Helsinki responded that they participate in volunteer or civic activities related to sports. Among all respondents, 17% reported belonging to a sports club. The percentage of people who are sufficiently physically active to support their health seems to be larger on average among people who engage in exercise in clubs and people who use private sports services. The Regional Health and Wellbeing Study (ATH) of the National Institute for Health and Welfare (THL) indicates that a little over 30% of Helsinki residents actively participate in exercise and sports club activities.
  - The overall activity of the population has decreased significantly. Adults spend the majority of their waking hours sitting or lying down. Most physical activity is light. The percentage of brisk or vigorous physical activity in adults is marginal. The total activity among Helsinki residents is being studied with objective measurement methods for the first time in the KunnonKartta study, the results of which will be available in 2019.



<sup>38</sup> Valtakunnallinen henkilöliikennetutkimus [Finnish National Travel Survey] (2016). Finnish Transport Agency. Available online: <https://www.liikennevirasto.fi/tilastot/henkiloliikennetutkimus#.W2sMpmB2Suk>. Referenced on 8 August 2018.; Keskinen, Vesa and Mäki, Netta. Helsinkiäisten liikuntatottumukset [Exercise habits of the residents of Helsinki] 25 January 2017. Available online: <http://tilajakehitys.hel.fi/node/114>; Borodulin, Katja and Jousilahti, Pekka. Liikunta vapaa-ajalla, työssä ja työmatkalla 1972–2012 [Exercise during leisure time, work and commuting 1972–2012]. Tutkimuksesta tiivistä 5, November 2012. National Institute for Health and Welfare, Helsinki.; Aikuisten terveys-, hyvinvointi- ja palvelututkimus ATH [Regional Health and Well-being Study]. Results available online: <https://thl.fi/fi/tutkimus-ja-kehittaminen/tutkimukset-ja-hankkeet/aikuisten-terveys-hyvinvointi-ja-palvelututkimus-ath>; Husu, Paullina et al. Suomalaisen aikuisten kiihtyvyyttämittailla mitattu fyysinen aktiivisuus ja liikkumattomuus [The level of physical activity and sedentary behaviour in Finnish adults]. Suomen Lääkärilehti 2014; National Institute for Health and Welfare. Liikunta vapaa-ajalla, työssä ja työmatkalla 1972–2012 [Exercise during leisure time, work and commuting 1972–2012]. Tutkimuksesta tiivistä 5, November 2012. Available online: [https://www.julkari.fi/bitstream/handle/10024/90886/URN\\_ISBN\\_978-952-245-793-6.pdf?sequence=1](https://www.julkari.fi/bitstream/handle/10024/90886/URN_ISBN_978-952-245-793-6.pdf?sequence=1). Referenced 13 August 2018.

## Everyday physical activity

The daily commutes of residents of the Helsinki metropolitan area are the shortest in the country.

**19%**

of commutes and

**8%**

of business trips are made by bicycle or on foot.

Physical strain during work has decreased on average.

## Recreational exercise

**35%**

of people aged 20–54 engage in fitness exercise for several hours per week.

**25%**

of men and

**21%**

of women aged 20–64 engaged in no exercise in 2016.

## Physical activity/sedentary time

**60%**

of the waking hours of the adult population involves sedentary behaviour. Most physical activity is light.

**1/10**

of waking hours is spent on brisk or vigorous exercise.

**Approximately one in five adults engages in physical activity in accordance with recommendations.**

People aged 18–64 should engage in at least 2 hours and 30 minutes of brisk or 1 hour and 15 minutes of vigorous physical activity per week. Muscle fitness and body control should be focused on at least twice per week.

FIGURE 10: Summary of the physical activity of adults<sup>38</sup>

## 6.2.6 Elderly population (ages 65+)

The elderly population refers to people who have reached the age of eligibility for old-age pension. Older person refers to “a person whose physical, cognitive, mental or social functional capacity is impaired due to illnesses or injuries that have begun, increased or worsened with high age or due to degeneration related to high age” (Act on Supporting the Functional Capacity of the Older Population and on Social and Health Care Services for Older Persons 980/2012, Section 3). No comprehensively generated national monitoring data has been collected on the amount, intensity and manners of exercise and physical activity of older people.

- The target group of older people represents a heterogeneous target group in terms of physical activity and exercise. The variation in physical activity between individuals is much larger than in younger age groups.
- The majority of older people lead good and satisfying lives. The target group of older people is healthier, more educated, wealthier and more active than previous generations. Approximately 85% of people aged 55–74 manage daily activities without help, as do approximately 67% of people aged 75 or above.
- Differences in wellbeing are large, however. A little over a half (53%) of Helsinki residents over the age of 63 felt that their health was average or below average in 2013 (56% in the whole country).
- Physical activity in accordance with recommendations is poorly actualised among older people. According to the survey data collected in the ATH study among respondents over the age of 75 (N=6.625), 11.5% met the endurance exercise recommendation, while only 2.5% met the overall recommendation including muscle strength and balance exercises.
- Approximately 84% of people aged 55–74 can walk half a kilometre without stopping, whereas only a little more than half of people over the age of 75 can do this.

- Falls are common in the elderly population, and one in two of people in the poorest condition fall annually. A safe environment, preventing falls and maintaining functional capacity improve the capacity to manage everyday activities.
- According to THL’s Regional Health and Wellbeing Study, approximately one in ten Helsinki residents feel lonely.



<sup>39</sup> Aikuisten terveys-, hyvinvointi- ja palvelututkimus [Regional Health and Well-being Study] (ATH). Results available online: <http://www.terveytemme.fi/ath/tulokset/index.html>; Ikääntyminen ja liikunta [Ageing and exercise]. UKK Institute. Available online: [http://www.ukkinstituutti.fi/tietoa\\_terveysliikunnasta/liikkumaan/aloittajan\\_liikuntaopas/ikaantyminen\\_ja\\_liikunta](http://www.ukkinstituutti.fi/tietoa_terveysliikunnasta/liikkumaan/aloittajan_liikuntaopas/ikaantyminen_ja_liikunta); Ikääntyneet Helsingissä [Older people in Helsinki]. Available online: <http://ikaantyneethelsingissa.fi/etusivu>.

## Everyday physical activity

No comprehensive data is available for the everyday physical activity of older people.

## Recreational exercise

# 16,8%

of people aged 55–74 engage in fitness exercise for several hours per week.

## Physical activity/sedentary time

People aged 70–84 spend

# 7,4 hours

per day sitting or lying down.

Kevyttä liikkumista

# 2,7 hours

per day is spent doing light physical activity and approximately

# 40 minutes

per day doing brisk exercise.

# Only a few percent

of older people engage in physical activity in accordance with both endurance and muscle fitness recommendations. The amount of strength and balance training in particular is too low.

FIGURE 11: Summary of the physical activity of older people<sup>39</sup>

## 6.3 Observations specific to population groups

- Clear variations can be observed between genders and education groups in the wellbeing and health of Helsinki residents<sup>40</sup>, which are reflected as differences even in mortality and life expectancy. The mortality of less educated people and people with employee status is significantly higher in Helsinki than that of the corresponding groups elsewhere in Finland.
- The number of single-parent families is high in Helsinki. Single-parent families face challenges due to an accumulation of problems (poverty, lack of support networks, the parent's exhaustion, immigrant background).
- Health and wellbeing differences can be seen not only between population groups, but also between places of residence. For example, high unemployment rates and low income and education levels are localised within the same areas in Helsinki.
- There is great variation in Finland in terms of engaging in recreational exercise, active commuting and fitness exercise, particularly based on socio-economic status. Age, gender, marital status, place of residence and ethnic background also account for large differences in recreational exercise. The reasons for not engaging in exercise can also be related to individual factors, experiences and values. A lack of time, laziness, a perceived insufficiency of exercise skills, a disability, an illness or reduced functional capacity are commonly known reasons for not starting or quitting recreational exercise. Some people feel that they do not have the opportunity to engage in exercise due to a lack of exercise options, high costs or excessive competitiveness.
- Boys engage in more physical activity and more intensively than girls. The difference can already be seen in children in early childhood education and is at its highest in primary school before narrowing again in teenage years. Men get more brisk and active exercise than women, whereas women get more light exercise.
- Young people with immigrant backgrounds engage in physical activity to a significantly lesser extent and less frequently than young people of the same age with Finnish backgrounds. Differences between genders are also often highlighted in the physical activity of immigrants.
- Disability, illness and restricted functional capacity are commonly known obstacles to recreational exercise. Approximately 15–20% of the Finnish population fall within the scope of applied exercise. In Helsinki, this equates to 100,000–140,000 residents.

### Conclusions:

- Recreational exercise is engaged in more commonly in Helsinki than elsewhere in the country, and the percentage of people who do not exercise is lower than in the rest of the country.
- The majority of Helsinki residents do not engage in sufficient physical activity to support their health.
- Objective motion measurement data of the total activity of Helsinki residents was gathered for the first time in 2018. The national studies published so far show that the waking hours of Finnish people are spent mostly sitting or lying down. The amount of brisk or vigorous physical activity is marginal.
- The greatest benefits of health promotion will be achieved if

the people who are the least physically active increase their physical activity to some extent. It is justifiable to attempt to increase light everyday physical activity especially for those that do not meet the recommendations.

- Excessive, prolonged sitting and sedentary behaviour should be reduced for the majority of Helsinki residents of all ages – even those who engage in recreational exercise or even meet the current exercise recommendations.
- It is cost-effective to remove obstacles to recreational exercise for people who would like to engage in physical activity but cannot for some reason.

## 6.4 Influencing a physically active lifestyle

Influencing a physically active lifestyle involves two aspects: personal choice and opportunities. Ultimately, each individual makes choices based on their lifestyle and habits. Through its own operations and active partnerships with organisations, communities, companies, clubs and research institutes, the City of Helsinki creates conditions and incentives for the opportunities of residents to make physically active choices both in everyday life and leisure time. The creation of an influential and effective ecosystem requires a sufficiently comprehensive understanding of the factors affecting physical activity from the perspectives of conditions, services, instruction and guidance (figure 12).

Highly developed societies have encountered the paradox of physical inactivity in a situation where the development of the health and wellbeing of the population has been positive, the existing services are more diverse and of higher quality than before, and the standard of living and quality of life have generally improved.

Physical inactivity is a complex phenomenon, in face of which public administration has been powerless in many instances. Viewed from a broad perspective, physical activity does not observe any borders between administrative sectors. Instead, the public sector has become accustomed to approaching matters one action, programme or target group at a time. Securing the physical activity opportunities of individuals, in turn, does not observe the borders between administrative sectors. International reports and studies<sup>42</sup> indicate that the following aspects are the key foundations for the successful promotion of physical activity:

- The promotion of physical activity requires a cross-administrative and multidisciplinary perspective that engages stakeholders on a broad basis.
- The main starting points for cross-administrative programmes promoting physical activity are non-discrimination and equality throughout the course of life, a policy of knowledge management, recognising the needs of critical age and population groups, engaging decision-makers, communities and individuals, and network-like cooperation.

<sup>40</sup> See e.g. Borodulin Katja & Jousilahti Pekka (2012); Haapamäki Elise and Alshail Faris (2016); Högnabba Stina and Ranto Sanna (2017); Keskinen Vesa and Mäki Netta (2017) and Turpeinen, Salla (et al) (2017).

<sup>41</sup> Mäki-Opas, Tomi et al. Terveystieteellinen näkökulma liikunnallisen elämäntavan polarisoitumiseen – valinnat vai mahdollisuudet [A health sociological perspective on the polarisation of physically active lifestyle – choices or opportunities]. Yhteiskuntapolitiikka 80 (2015:3). Available online: <https://www.julkari.fi/bitstream/handle/10024/127048/maki-opas.pdf?sequence=1>. Referenced 15 August 2018.

<sup>42</sup> Health, Gregory W et al (2012) Evidence-based intervention in physical activity: lessons from around the world. *Lancet* 2012; 380: 272–281.

- The promotion of physical activity is connected to significant socio-political goals, such as sustainable development and the prevention of inequality and segregation.
- The promotion of physical activity shall be connected to the development of those everyday and operational environments and cultures where people spend their time. These include school and early childhood education institutions, among others.
- The Health in all Policies approach is also applicable in the promotion of physical activity. The effects of the decisions of different sectors on the physical activity of

- the population should be pre-assessed more comprehensively than currently.
- Evidence of cost-effectiveness and information on the effectiveness and impact of different actions are still scattered. A general observation is that the actions often reach people who are already physically active. There are many successful individual interventions, but these have not often been successfully implemented more broadly. With numerous interventions, the desired effect, i.e. increased physical activity, ceases once the intervention is over.



FIGURE 12: The factors determining a physically active lifestyle<sup>41</sup>

## 6.5 City of Helsinki as a promoter of physical activity

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 (figure 13).

Within the City of Helsinki's organisation, it is the task of the **City Executive Office** to function as a general planning, preparation and executive body of the City Council and the City Board, as well as to be in charge of the development of the city. The City Executive Office is also responsible for the planning and development of occupational wellbeing, as well as matters concerning immigration, business and competitiveness.

**The Culture and Leisure Division** maintains and improves the opportunities of Helsinki residents of all ages regarding wellbeing, learning and active citizenship. The service areas of the division include culture, youth and sports. Sports Services

are responsible for the planning, coordination and monitoring of the Physical Activity Programme.

**The Urban Environment Division** is responsible for the planning, building and maintenance of the urban environment. City planning generally defines the appearance of the community structure, locations of different functions, traffic networks, housing, services and places of employment. The Urban Environment Division is also responsible for walking and cycling conditions in terms of traffic planning, construction and maintenance.

**The Education Division** is in charge of early childhood education, preschool and comprehensive school education, upper secondary school education, Finnish-language vocational education and public education. Through teaching and training content, the division influences the exercise skills, awareness and ability of residents to absorb new information. Educational learning environments are also notable communities and environments in enabling physical activity.

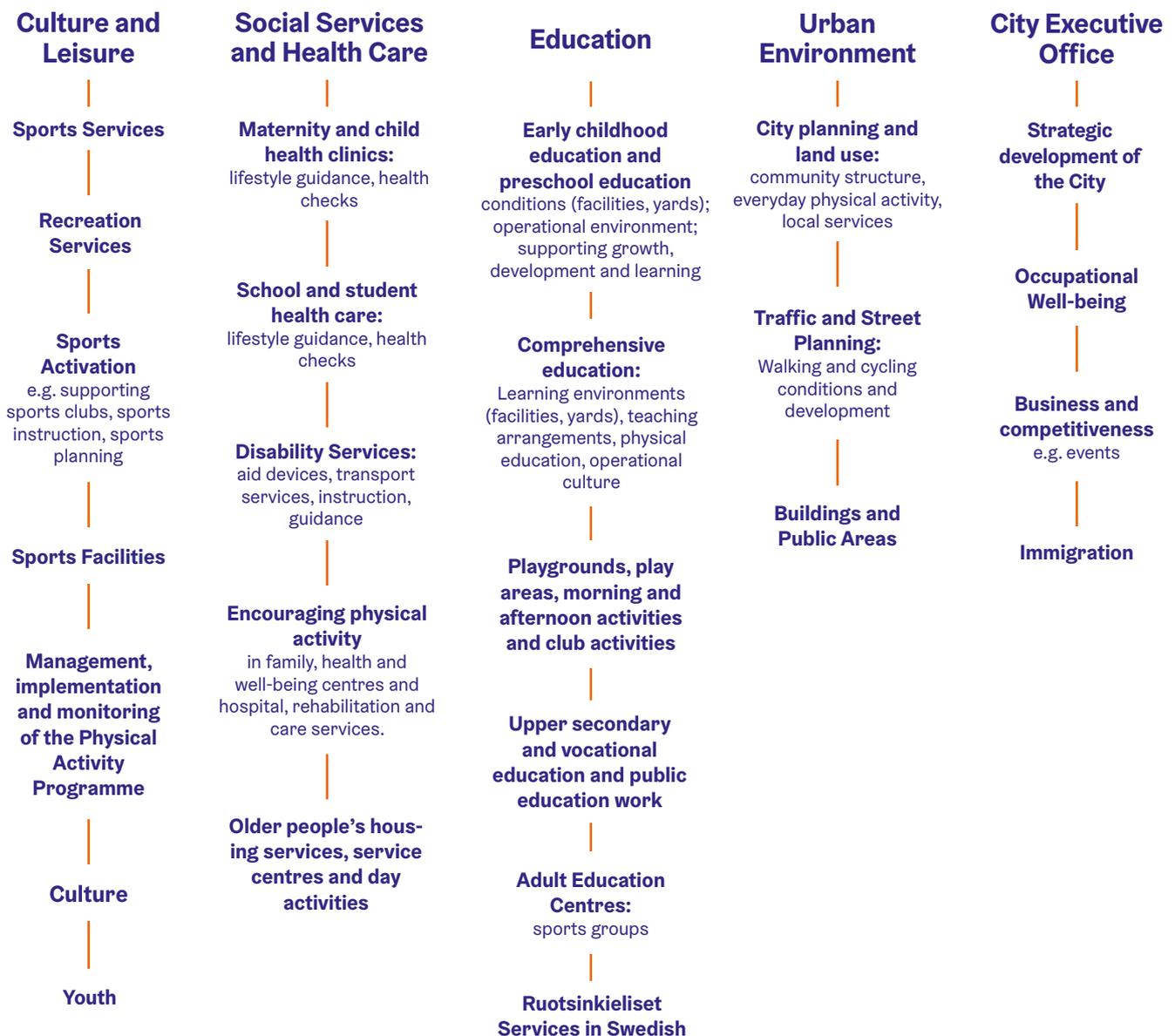


FIGURE 13: Connection of the City of Helsinki's operations to the promotion of physical activity.

**The Social Services and Health Care Division** is responsible for producing wellbeing, health and social security for the residents of Helsinki. The division's service areas include family and social services, health and substance abuse services, and hospital, rehabilitation and care services. Family and social services (such as maternity and child health clinics, school and student health care), health and substance abuse services (such as health stations) and hospital, rehabilitation and care services (such as comprehensive service centres, home care and physiotherapy) offer support, advice and guidance that promotes physical activity as a part of the promotion of a healthy lifestyle, treating illnesses and rehabilitation. The physical activity habits of children, young people and families are monitored, for example, in connection with health checks for different age groups. The operations of the Social Services and Health Care Division are highlighted in the physical activity of older people and people in need of special support.

## 6.6 Existing services and conditions promoting physical activity

In preparing the Physical Activity Programme, a need was identified to map the City of Helsinki's current actions to promote physical activity as comprehensively as possible. Although there are many individual services, conditions and projects, exact statistics on the volume or scope of the activities are far from being fully available.

### 6.6.1 Sports Services

There are a total of approximately 2100 public **sports facilities** in Helsinki (LIPAS database). Over 1500 of these are maintained by the City of Helsinki: Sports Services manage over 500 and other communities of the Helsinki City Group almost 1000 sports facilities. Almost a quarter of sports facilities are managed by companies in the sports industry.

The City of Helsinki's Sports Services manage about 70 sports halls or gyms, including three ice rinks, four swimming halls and one horse riding hall, for example. The City of Helsinki has 12 gyms and five weightlifting training halls around Helsinki, as well as several outdoor gyms. Outdoor sports options include sports parks, sports fields, local sports facilities, outdoor swimming pools, beaches, tennis courts, jogging tracks, natural and refrigerated skating rinks, cross-country ski trails and winter swimming facilities. These sports facilities are used by approximately four million people annually.

**In 2017, the City of Helsinki supported a total of 360 exercise and sports clubs** with operating and facility grants or grants from other communities promoting exercise, totalling approximately 7.4 million euros. Approximately 100,000 people exercised in the supported clubs. The support policies focus on sports for children and young people. Sports Services also manages reservations for the City of Helsinki's sports facilities and school gyms, which can be used during the evenings, weekends and holidays.

In 2017, more than **4500 exercise groups** were organised for residents of all ages and fitness levels. Sports Services also organises local exercise services, fitness testing, personal

fitness programmes at gyms, fitness equipment guidance and sports guidance and produces exercise instructions and brochures. Sports Services participates in mass sporting events like the Naisten Kymppi fun run and Helsinki City Marathon. **Sports for special groups** refers to exercise that promotes health and functional abilities and, thereby, facilitates as independent a daily life as possible. Special sports are intended for disabled people, adults suffering from a long-term illness and older people whose diminished functional abilities make participation in other sport activities impossible. Available activities include gymnastic exercise classes and both independent and supervised gym and pool training, for example.

### 6.6.2 Outdoor activities, nature and recreation

**The nature, parks and forests** close to the city are open to all for a wide variety of recreational activities. In the heart of the city, the large Keskuspuisto park opens up to the north. In addition, there are around 5000 hectares of recreational areas in their natural state in the neighbouring municipalities. In the summer, free-of-charge guided park walks are organised in different parts of Helsinki. The City of Helsinki is investigating opportunities for establishing a national city park in Helsinki. Sports Services manages archipelago areas and maritime recreational parks in and around the city. These areas are open to all, either freely or by reservation. The cities in the Helsinki metropolitan area organise guided nature trips for their residents. Water traffic to the recreational islands is divided into regularly scheduled traffic and small cruise lines, which are managed by private operators. Boat harbours are managed by Sports Services and several boat clubs and associations. The city's guest harbours are located in Katajanokka, Suomenlinna, Pihlajasaari and Valkosaari. The City of Helsinki owns 14,600 hectares of sea area off the coast and in the nearby municipalities. These areas can be used for fishing by anyone with a valid fishing licence.

### 6.6.3 Promotion of walking and cycling

The **promotion of walking** is a key component in the development of the transport system. Objectives for its promotion are recorded, for example, in the development programme for transport in Helsinki (Helsingin liikkumisen kehittämissuunnitelma, 2013). The master plan for the central pedestrian zone was approved in 1989, subsequent to which pedestrian streets and extensions of pedestrian areas have been implemented in stages. Following the approval of **accessibility guidelines** in 2012, the planning guidelines for street areas, for example, have been developed to improve accessibility. The development programme for traffic safety in Helsinki (Helsingin liikenneturvallisuuden kehittämissuunnitelma, 2015) set several actions to improve pedestrian safety. In 2016, the City of Helsinki published a planning manual for bicycle traffic (Pyöräliikenteen suunnitteluohe), which has helped to improve unsafe pedestrian crossings and the building of underpasses and overpasses for pedestrians and cyclists. Helsinki's public transport operator HSL also offers a cycling and walking journey planner. HSL and the municipalities in the Helsinki municipal area aim to make the metropolitan area the walking capital of the world. Throughout the year, walking tours with various themes are arranged in Helsinki.

The **cycling** promotion programme was approved in 2014, and the planning manual for bicycle traffic in 2016. Helsinki has 1200 kilometres of cycle lanes and almost 30 city cycling routes. The smoothly flowing cycling routes have been compiled in the cycling and walking journey planner, and all cycling routes in the entire Helsinki metropolitan area are included in the cycling map. The number of **city bikes** has increased steadily. In summer 2018 there were 2550 city bikes. The Bike Centre at the Narinkkatori square in Kamppi offers advice and assistance to residents on bicycles from spring to late autumn. The prevalence of cycling has been studied and monitored in various studies (e.g. Cycling Barometer, Helsinkiläisten liikkumistottumukset and HSL's Travel Survey) and at counting points for bicycle traffic. There is also a lot of civic action related to the promotion of cycling. The [pyorailymetropoli.fi](http://pyorailymetropoli.fi) website gathers together material connected to cycling.

## 6.6.4 Promotion of physical activity in children, young people and families

**Maternity and child health clinics** engage with almost all expecting families and families with children. The guidance related to physical activity during pregnancy and breastfeeding and guidance given to families with children are based on national recommendations for children under school age and during and after pregnancy. Each periodic check performed at maternity and child health clinics, and especially the extensive checks performed once during pregnancy and three times during childhood, include the promotion of a healthy lifestyle. There is no exact data on the status of the realisation of exercise guidance in maternity and child health clinic activities. During early childhood, child health clinics emphasise the child's exercise and the family's physical activity together in addition to the parents' exercise. Maternity and child health clinics use the Smart Family cards developed by the Finnish Heart Association. The City of Helsinki has been involved in supporting the media education material produced by the Mannerheim League for Child Welfare. Discussing the use of this media contributes to the physical activity of families. At the health checks for 3 year olds in the child health clinic at daycare model, parents have the option of choosing exercise as one of the topics for group discussion.

Helsinki has almost **70 playgrounds**. Most playgrounds feature a paddling pool, playing field and various climbing frames. Some playgrounds feature playing fields that are transformed into skating rinks during winter. The equipment and activity options vary by playground. Supervised outdoor and indoor activities are organised at the playgrounds for children, families with children and pre-teens for 7–8 hours during weekdays. The outdoor areas of the playgrounds are freely available for use during evenings and weekends. The playgrounds organise outdoor-oriented afternoon activities for school children after school days, during holidays and in the summer. In addition to the playgrounds, there are over **200 play sites** in Helsinki with no supervised activities.

**The national Joy in Motion programme** includes 89 early childhood education units in Helsinki (altogether there are 328 City daycare centres with 26,499 children and 126 private daycare centres with 3519 children). The programme offers tools to early childhood education personnel to increase physical activity and develop their own work based on VASU2017

and recommendations on physical activity during the early years. The programme is implemented on the basis of each early childhood education unit's own starting points, with the ideology of small steps and utilising the model of continuous development. The units register for the national programme and conduct a self-evaluation of the current state of their operations. The goals are set together with families and personnel.

**Forest kindergarten** is a form of activity where the child's learning environment is nature and the whole city. The activities are organised in the City of Helsinki's other premises (museum, library, swimming pool, etc.) if necessary due to weather conditions. Children gain experiences and adventures in versatile group activities through play, physical activity, artistic experience and expression, and exploration.

**Morning activities** in accordance with the Basic Education Act have been organised since August 2018 in all of the City of Helsinki's comprehensive schools with a needs-based approach. The activities are targeted at pupils in first and second grade, plus pupils in third and fourth grade in need of special support. The activities are held before actual classes. The activities are based on spending time together on the children's terms, where free-form and partly instructed activities (play, games, outdoor activities, etc.) support a good start to a functional school day. **The afternoon activities of comprehensive education** are an established service where children in the first two grades of comprehensive education or in need of special support have an opportunity to participate in outdoor play and diverse art, culture and physical activities after school days.

The implementation of **the Finnish Schools on the Move programme** began in the autumn of 2012 in Helsinki's comprehensive schools. By the end of 2016, all of the City of Helsinki's schools were registered in the programme. The cooperation between the Culture and Leisure Division and the Education Division has been continuous. The focus of the actions of Sports Services has been on the activation of pupils who engage in little physical activity and the development of services for pupils in need of focused actions. In addition to these actions, low-threshold exercise groups have been created in cooperation with exercise clubs operating in Helsinki that are available to all pupils in comprehensive education. A new initiative in 2017 has been the **School PT activity**, the purpose of which is to offer personal exercise guidance and instruction to those secondary school students whose physical capacity or exercise skills appear to be inadequate.

In the autumn of 2017, the **Students on the Move** activities spread to vocational and upper secondary schools. The Finish-language upper secondary schools of the City of Helsinki participating in the Students on the Move programme of the Finnish National Board of Education include the Helsinki Upper Secondary School of Languages, Helsingin kuvataidelukio and Kallio Upper Secondary School of Performing Arts. Correspondingly, the units of the Helsinki Vocational College participating in the programme are the Kullervonkatu, Sturenkatu and Savonkatu units. Mäkelänrinne Upper Secondary School has been granted a national development task of increasing the daily exercise of upper secondary school students. The actions in the project concern all students in the institution. The objective is to invest in the operational culture of the pilot targets in such a way that the threshold of trying exercise is as low as possible. In addition to tangible service models, the administrative departments of Helsinki have cooperated in developing a wellbeing report connected to planning work on the wellbeing of children and young people.

Health guidance is included in all health checks carried out by **school and student healthcare**, as well as in their other activities. Exercise guidance is included in health guidance. As a promoter of physical activity, the nurse identifies, supports and guides activities that support a physically active lifestyle. The aim is to encourage people to take care of their physical capacity independently. Students are called to periodic health checks annually. School healthcare uses the Smart Family method developed by the Finnish Heart Association, which offers professionals a good method and tools for the lifestyle guidance of families with children. EasySport-startti exercise and weight management groups are organised for primary school students and their parents in cooperation with other operators. School healthcare is included in the Finnish Schools on the Move programme.

**In student healthcare**, first year students in vocational and upper secondary schools are called to a health check by the school nurse. Students at universities of applied sciences (polytechnics) fill in an electronic health check form, based on which the student is called to a health check. Students in vocational education will work in fields where the significance of good work ergonomics, the correct working positions and restorative exercise is highlighted.

**EasySport** activities are reasonably priced or free activities for primary school pupils that are organised in collaboration with Helsinki-based sports clubs. In 2016, EasySport activities attracted 21,000 primary school pupils and nearly 67,000 visits. **FunAction recreational exercise** aims to offer low-threshold exercise opportunities for secondary school students between the ages of 13–17 with various sports and friends without competitive goals. In 2017, these activities attracted 16,000 students and over 28,000 visits. In 2018, the aim is for FunAction to be extended to cover the entirety of Helsinki with special funding. **NYT sports**, launched in 2013, are intended for young adults aged 18–29 and aim to offer low-threshold sports with a diverse weekly offering and exercise guidance. Individual exercise guidance is also offered, especially for those young people who have not particularly exercised before. There have been approximately 29,000 visits to the activities in recent years. The activities will continue in 2018 as part of the City of Helsinki's permanent activities, during which the activities have also become subject to a fee. The objective of the **LET'S MOVE** project is to increase the participation of asylum seekers and to support the integration preconditions of immigrants through sports. In collaboration with young people, **Youth Services** produce a variety of cultural and recreational services, promote young people's public participation and provide young people with support and

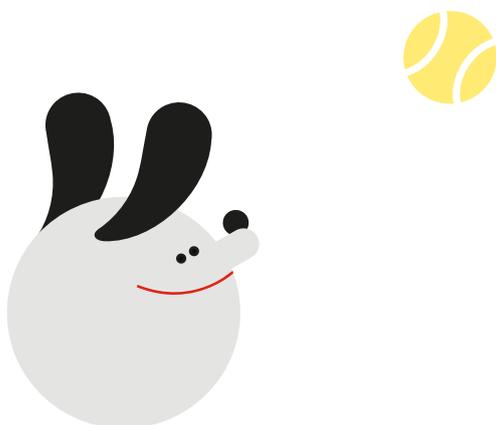
advice. The youth work is carried out at youth centres and other service locations, as well as in the form of various projects. **Boosti** is a form of sports-oriented targeted youth work in Helsinki. The activities are intended for children aged 12–18 living in Helsinki. The activities are particularly targeted at young people and groups who engage in little physical activity and require special support.

## 6.6.5 Exercise among adults and the City of Helsinki's personnel

The City of Helsinki's **sports services for personnel** include special supervised sports groups. The City of Helsinki's personnel are entitled to a discount on admission fees to the Sports Services' gyms and the Sports Services' and Urheiluhallit Oy's swimming halls, as well as services offered by some private sports service providers. Active commuting is encouraged with the Työmatkalla website, national campaigns and the personnel's joint team in the Kilometrikisa contest. The UP! – Aktiivisempi päivä intranet page offers tips for reducing sedentary time and a more active working day, with the UP computer alarm offering encouragement. **Wellbeing and work ability training** is early-stage rehabilitation. The processes include a start at a rehabilitation centre. The wellbeing training includes six months of remote training, and work ability training includes a one-year follow-up process led by occupational healthcare professionals. The objective is to incorporate lifestyle changes into the participants' everyday life and thereby achieve permanent work ability benefits.

The promotion of exercise beneficial to health is a part of the preventive and corrective services of social services and healthcare. The tasks of professionals include discussing, instructing and providing motivation for physical activity. Health stations function on a low-threshold principle, and they are used as a meeting place for groups, such as the Terve elämä (Healthy life) groups, which encourage everyday physical activity through peer support. Each group member creates a personal physical activity programme, and an exercise diary can be kept in the groups. The group members are actively guided to the City of Helsinki's sports services, such as the Aktiivix and Liikkujax exercise guidance services.

Each health station is equipped with a **self-care point**, where customers can measure their own blood pressure, weight and waist line and receive a diverse range of information to support



self-care. Furthermore, the health stations are used for organising various information campaigns on health-related themes. The Social Services and Health Care Division website and electronic services support self-care and promote everyday physical activity. The self-care website offers information and support for the advancement of personal wellbeing and health.

Helsinki residents also have the opportunity to perform the **virtual health check** created and maintained by Duodecim. The health check provides a report on the results and guidelines for further actions. **Virtual health coaching** provides the opportunity to set lifestyle goals and monitor personal progress. To support change, there are coaching programmes for weight management, exercise, nutrition and sleep, for example. The virtual health check is intended for all residents of Helsinki over the age of 15. All men turning 40 in a given year also receive a recommendation to perform the virtual health check.

Multidisciplinary solutions are provided, if necessary, for the service needs of the customers of Health and Wellbeing Centres (THK), for example together with a physiotherapist. The **Sutjakka Stadi** programme for the prevention and treatment of obesity will be advanced in networks. The promotion of physical activity is a part of the programme.

## 6.6.6 Exercise among older people and the elderly

**Senior Sports Services** are intended for people aged 63 or over. The objective of these services is to maintain and develop physical fitness levels, improve functional ability and provide joy and recreation. People with a front-line, front-soldier or front-line service badge and disabled war veterans are given free access to supervised exercise groups and the gyms and swimming halls of the City of Helsinki.

Many older people living at home need company, encouragement and support to go outdoors and be physically active. The City of Helsinki organises training, which improves preparedness and provides practical tips on becoming a buddy for the physical activity for an older person, especially one over the age of 65.

There are **16 service centres** in Helsinki that produce sports services on their own and also provide facilities for activities organised by other operators. The goal of these activities is to support living at home and provide motivation and encouragement for the physical activity of particularly those customers who need the most support. The functional capacity of service centre customers varies. The efforts of Social Services and Health Care personnel are targeted at the customers in need of more support, whereas volunteers and other operators produce services for active customers. Most service centres include a gym, where fitness circles and balance groups are organised for customers with different fitness levels. Groups offer various exercise options, such as chair and balance exercises, body maintenance, dance groups, asahi, yoga, walking floorball and table tennis. Afternoon dances provide both exercise and the opportunity to listen to music and watch others dance. Walks are taken in the nearby environment.

The service centres are involved in **remote rehabilitation**. Currently, remote rehabilitation is used with customers of the home care services who receive remote care from the Helsinki

Service Centre. Customers also have the opportunity to use remote devices to participate in service centre activities, such as group exercise and activities with a programme. In addition, the diverse service centres run discussion groups via remote devices, and the devices may also be used to participate in day activity groups. Remote rehabilitation is also given to rehabilitation patients being discharged from hospital, which is a case of goal-oriented rehabilitation. Service centre activities affect everyday activity because they ensure customers get out of the house and are active. A large number of customers come to the service centre several times per week. In 2017, over 15,000 customers had a Service Centre Card, and the services were used over a million times. Exercise groups were used 277,548 times.

**Home care services** support the functional capacity of customers. A care and service plan is drawn up with the customer, with attention paid to the customer's everyday activity, for example in the form of a physical activity agreement.

**Physical education at the Helsinki Adult Education Centre** aims to provide residents with information, skills and ideas for taking care of their own fitness. The teaching mainly consists of various dance, yoga and body maintenance courses. In addition, special exercise courses are organised for men, older people and immigrants. The exercise groups usually gather at comprehensive school facilities around the city and the Adult Education Centre's own sports facilities.



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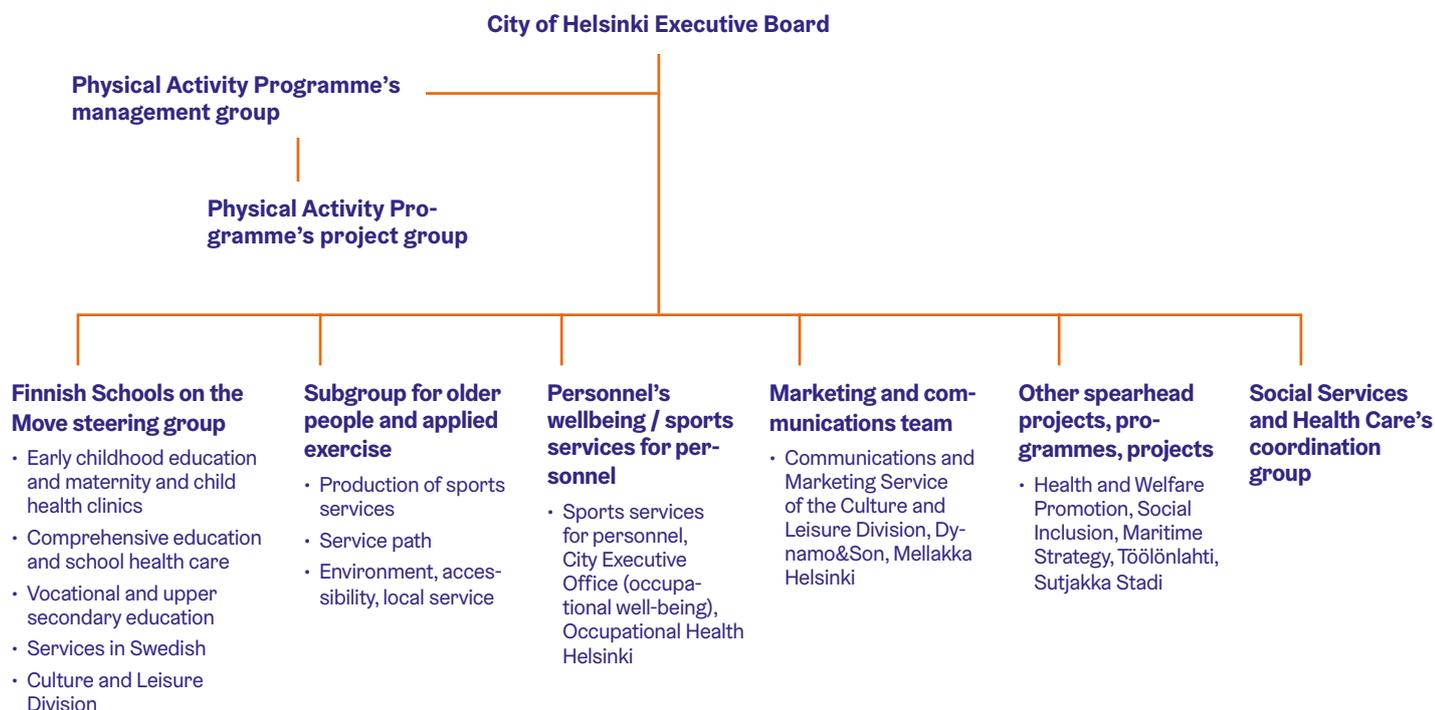
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# Appendix 1:

## Organisation of the Physical Activity Programme



### Physical Activity Programme's management group:

Loikkanen, Tarja	Sports Director, Culture and Leisure Division (chairperson)
Arvo, Tuija	Head Nurse, Social Services and Health Care Division
Haavisto, Tuula	Cultural Director, Culture and Leisure Division
Hankonen, Nelli	Assistant Professor, University of Helsinki
Johansson, Mikko	Coordinator, Culture and Leisure Division
Järvenkallas, Satu	Director of Early Education and Care, Education Division
Eranka, Essi	Head of Communications and Marketing, Culture and Leisure Division (from 16 August 2018 onwards)
Nystrand, Claudia	Managing Director, Monaliiku – Wellbeing and Sports for Multicultural Women
Paajanen, Minna	Project Manager, Culture and Leisure Division (secretary)
Putkonen, Reetta	Director of Transport and Traffic Planning, Urban Environment Division
Salospohja, Tuuli	Sports Services Director, Culture and Leisure Division
Vasankari, Tommi	Director, UKK Institute
Vatka, Mikko	Director of Youth Affairs, Culture and Leisure Division
Vänttinen, Katri	Director of Library Services, Culture and Leisure Division

### Physical Activity Programme's project group:

Paajanen, Minna	Project Manager, Culture and Leisure Division (chairperson)
Hjort, Niklas	Project Planner, Culture and Leisure Division, Boosti development project
Jyrkiäinen, Pekka	Special Planning Officer, Culture and Leisure Division
Keisanen, Reetta	Cycling Coordinator, Urban Environment Division
Kyntölä, Laura	Special Planning Officer, City Executive Office
Laine, Kaisa	Project Coordinator, Culture and Leisure Division
Loikkanen, Tarja	Sports Director, Culture and Leisure Division
Malvela, Miia	Development Manager, Fit for Life programme
Palve-Kaunisto, Leena	Service Manager, Education Division
Räsänen, Jenni	Development Specialist, Culture and Leisure Division
Saarinen, Tarja	Special Planning Officer, Social Services and Health Care Division
Salospohja, Tuuli	Sports Services Director, Culture and Leisure Division
Soini, Tytti	Sports Planning Officer, Culture and Leisure Division





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