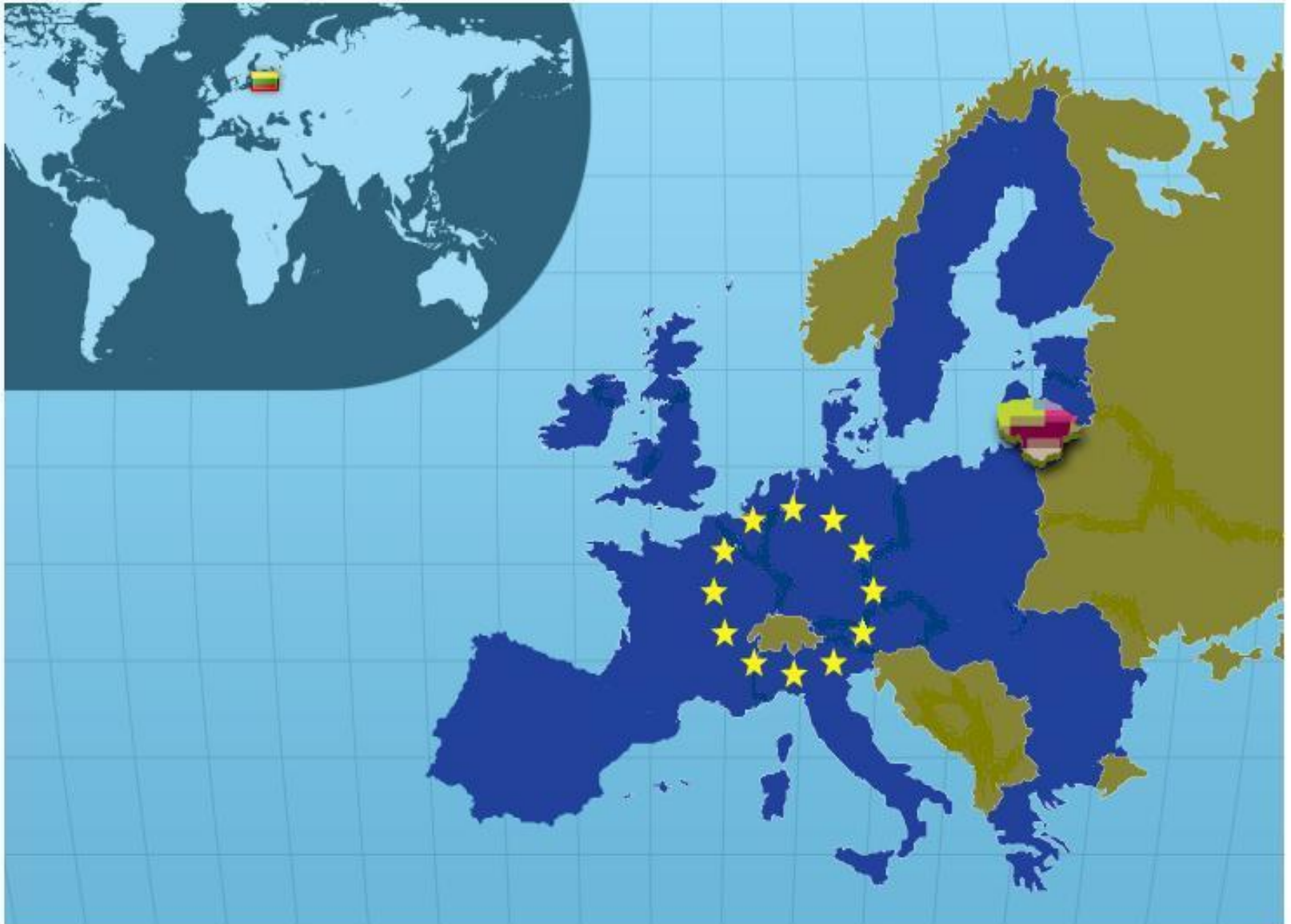


Training of HEPA promoters (Bachelors and Masters in Public Health) in Lithuanian Academy of Physical Education

Rasa Jankauskiene,
SANTE project
Cassino, 2011



The politics of HEPA promotion

- ▶ In soviet times sports politics was highly oriented towards achievement sport.
- ▶ After Lithuanian Independence the politics of sport was oriented the same direction despite the efforts to foster HEPA
- ▶ Lithuania is between other countries who do not have national documents for HEPA promotion (http://www.euro.who.int/hepa/projects/20061113_5)

HEPA promotion in Europe Region

Journal of Physical Activity and Health, 2009, 6, 805-817
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Promotion of Physical Activity in the European Region: Content Analysis of 27 National Policy Documents

Signe B. Daugbjerg, Sonja Kahlmeier, Francesca Racioppi, Eva Martin-Diener,
Brian Martin, Pekka Oja, and Fiona Bull



Table 1 Overview of the 49 Identified Documents on Physical Activity Promotion From 24 Countries^a (as of April 2007)

Country	National and subnational policy documents on physical activity and—			
	health promotion	sport	transport	environment
Albania				
Andorra				
Armenia				
Austria			1	
Azerbaijan				
Belarus				
Belgium	1			
Bosnia & Herzegovina				
Bulgaria				
Croatia				
Cyprus				
Czech Republic			3	
Denmark	1			
Estonia	1	1		
Finland	1			
France	2		1	
Georgia	1			
Germany	1		1	
Greece				
Hungary	3			
Iceland	1			
Ireland	1			
Israel				
Italy	2			
Kazakhstan				
Kyrgyzstan				
Latvia				
Lithuania				
Luxembourg	1			
Malta				
Monaco				
Montenegro				

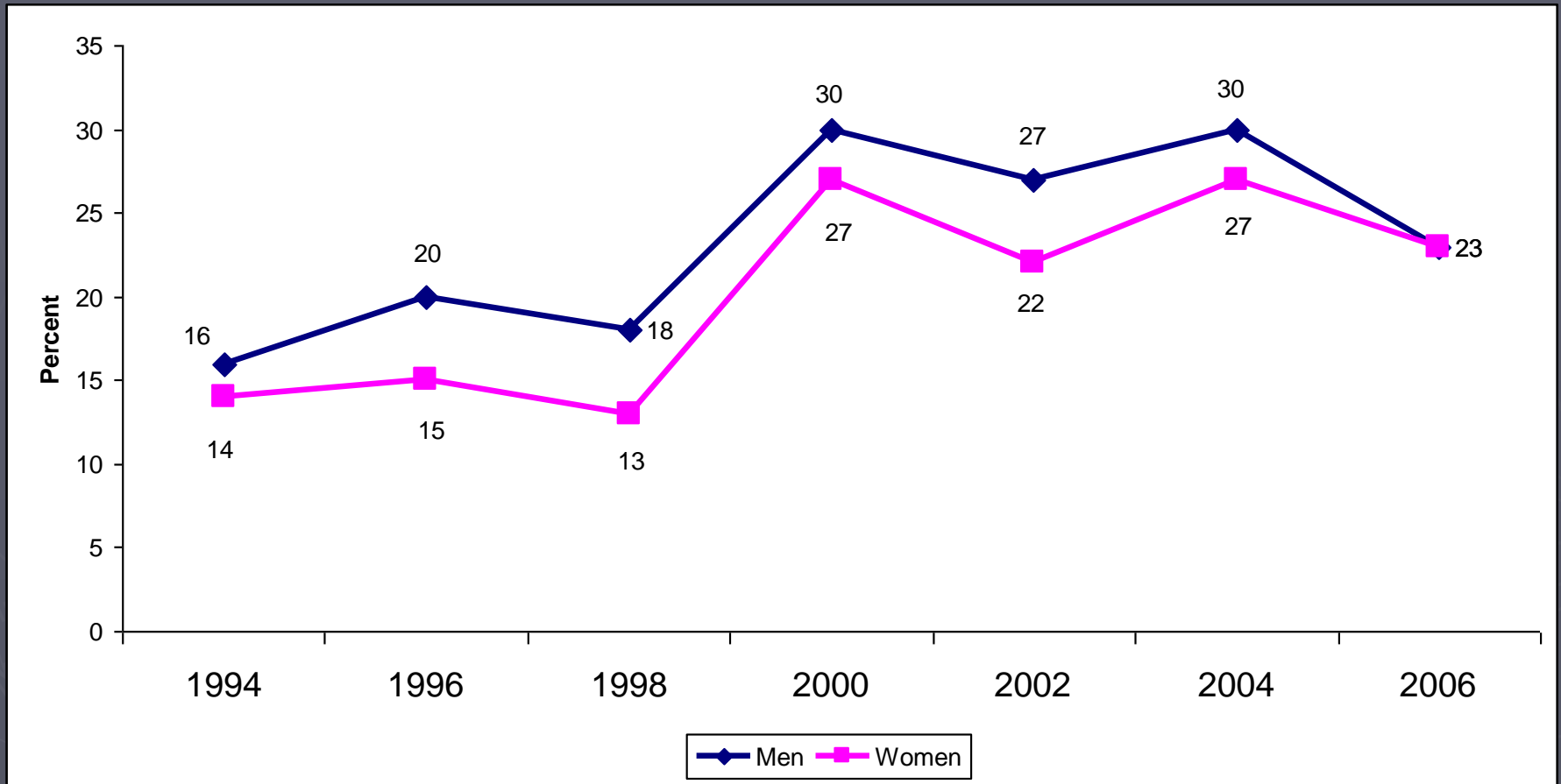
Table 1 *continued*

Country	National and subnational policy documents on physical activity and—			
	health promotion	sport	transport	environment
Norway	3		1	1
Poland	1			
Portugal	2			
Republic of Moldova				
Romania				
Russian Federation				
San Marino				
Serbia				
Slovakia		1		
Slovenia	1			
Spain	1			
Sweden	2			
Switzerland		1	2	
Tajikistan				
The former Yugoslav Republic of Macedonia				
Turkey				
Turkmenistan				
Ukraine				
United Kingdom	1	1	3	
Uzbekistan				
Total	29	7	12	1
for Member States in the WHO European Region				

^a Includes policy documents, recommendations, and guidelines.

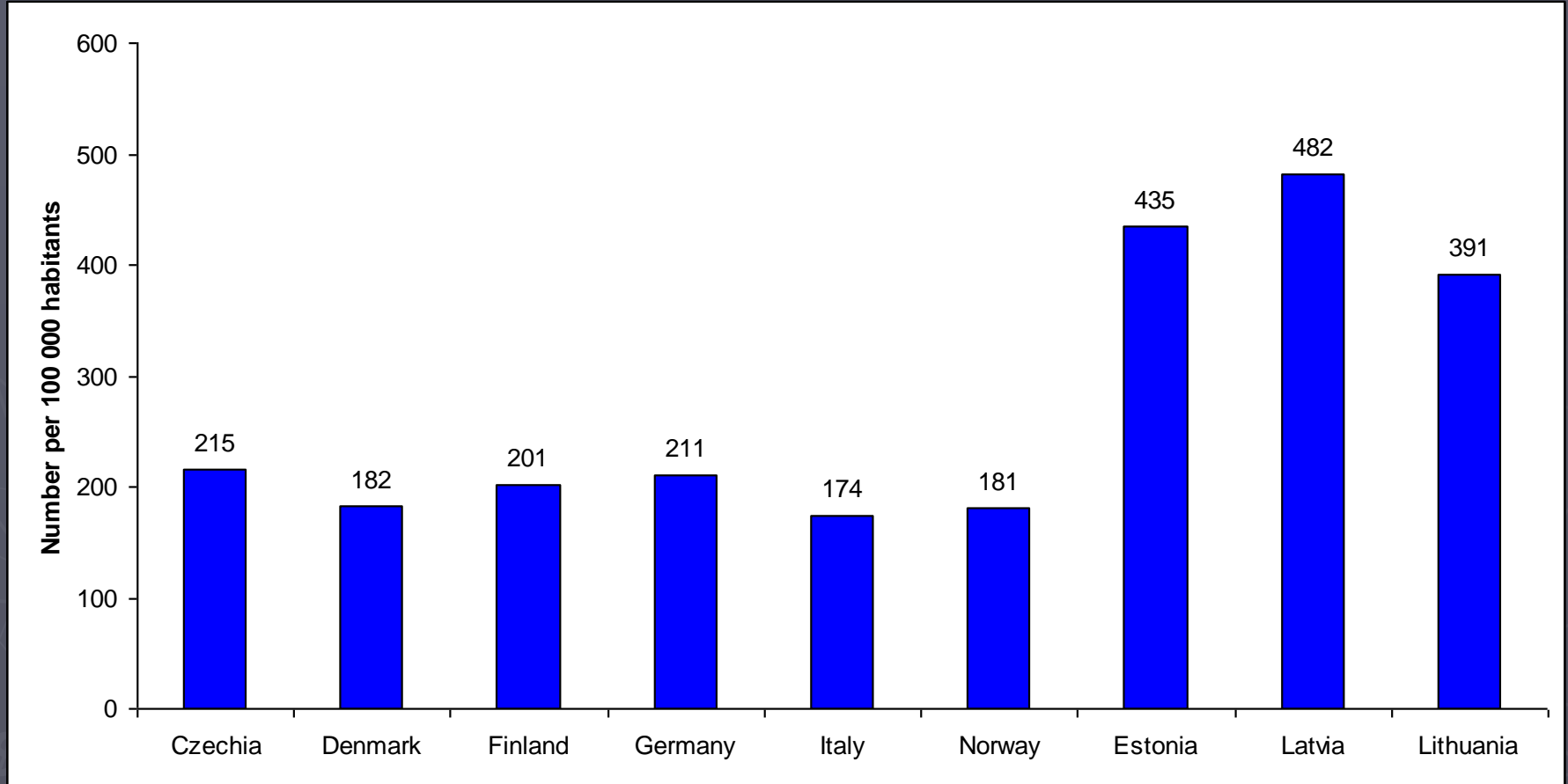
The outcomes

- ▶ No clear strategy and measurement of effectiveness of ongoing programs
- ▶ Not sufficient funding for PA friendly environments, *Sport for All* movement
- ▶ The lack of health literacy in PA domain, the lack of PA monitoring
- ▶ Victim – blaming position of decision makers
- ▶ Not enough municipalities' fitness facilities, private sector does not have tax concessions. Fitness services are enormously expensive.
- ▶ Poor sport facilities at schools, PE oriented towards competitive sport, resistance to exercise among adolescents, schools' PE organization
- ▶ Information giving approach in school's HE



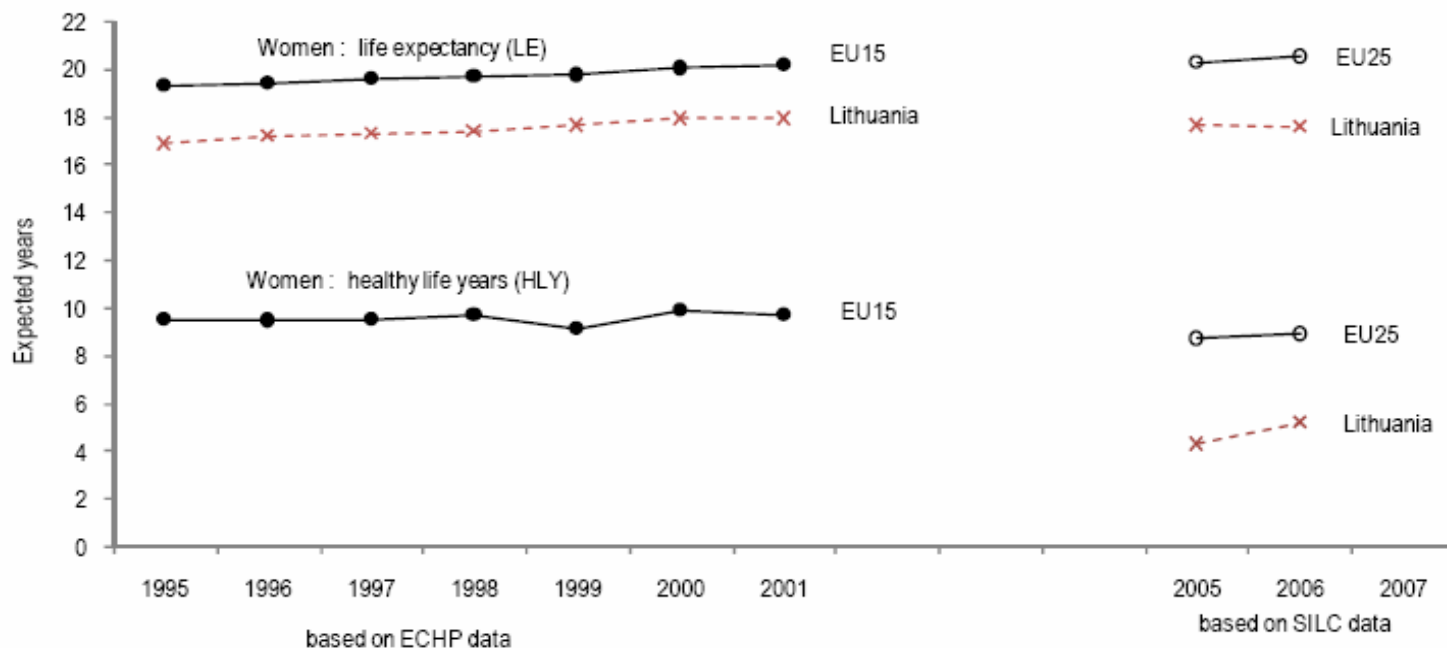
Prevalence of leisure exercise at least 2 times per week
 (Grabauskas V, Klumbienė J, Petkevičienė J, Šakytė E, Kriaučionienė V, Paalanen L, et al.
 Suaugusių Lietuvos žmonių gyvensenos tyrimas, 2006. (Health Behaviour Among Lithuanian
 Adult Population, 2006.) Helsinki; 2007, p. 154

Deaths from CVD per 100 000 habitants

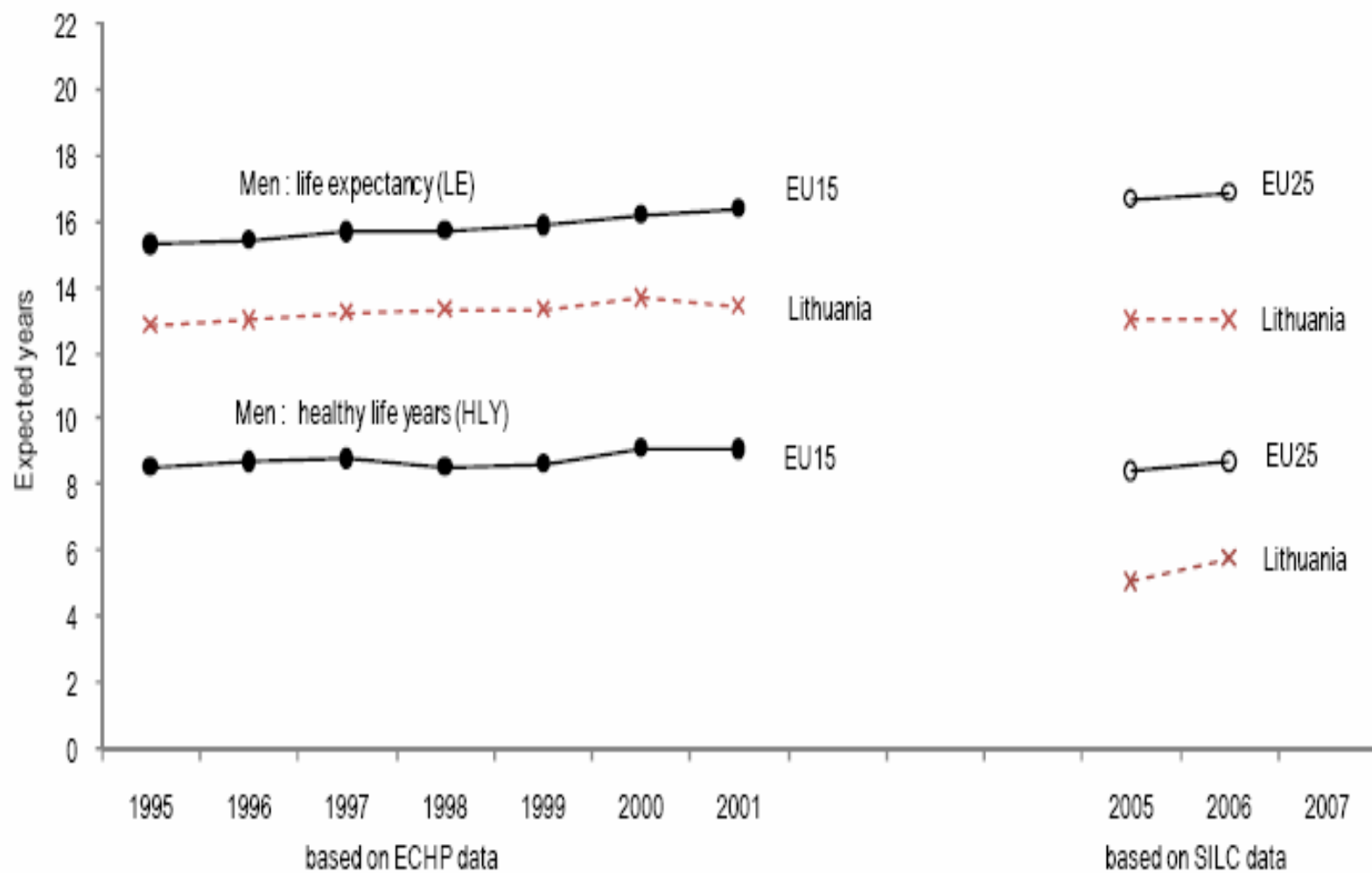


HALE is average number of years that a person can expect to live in "full health" by taking into account years lived in less than full health due to disease and/or injury.

Life expectancy (LE) and Healthy Life Years (HLY) at age 65 for Lithuania and the European Union (EU15 and EU25) based on ECHP (1995-2001) and SILC (2005-2006)



Lithuania	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Women : LE	16.9	17.2	17.3	17.4	17.6	17.9	17.9				17.6	17.6	
Women : HLY											4.3	5.2	
% HLY/LE											24%	29%	



Lithuania	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Men : LE	12.9	13.0	13.2	13.3	13.4	13.7	13.5				13.0	13.0	
Men : HLY											5.1	5.8	
% HLY/LE											39%	45%	

**European Network
For The Promotion Of
Health-Enhancing
Physical Activity
(HEPA) – since 2006**



HEPA Europe

European Network for the Promotion of
Health-Enhancing Physical Activity



www.euro.who.int/hepa

World Health Organization Regional Office for Europe
Scherfigsvej 8, DK-2100 Copenhagen Ø, Denmark
Tel.: +45 39 17 17 17. Fax: +45 39 17 18 18. E-mail: postmaster@euro.who.int
Web site: www.euro.who.int

Brussels, 10 October 2008

EU Physical Activity Guidelines

Recommended Policy Actions in Support of Health-Enhancing Physical Activity

3.2.1. Public health sector

For physical activity promotion to become a priority in health policies there is a need to focus on physical activity in a broad sense, with a large-scale, population-based, comprehensive and sustainable approach. Health systems can facilitate multilevel coordinated action by making physical activity an effective part of primary prevention, by documenting effective interventions and disseminating research, by demonstrating the economic benefit of investing in physical activity, by advocating and exchanging information and by connecting relevant policies to facilitate links between the health and others sectors to ensure that public policies will improve opportunities for physical activity.

Lithuanian PA Strategy

Lithuanian Strategy for HEPA Promotion 2008-2020

- Communication of several ministries and Sport Department
- Focus on PA friendly environment changes and HE
- Community – based PA promotion
- PA monitoring and measurement of effectiveness
- Involvement of public health and sport for all sectors.



**LITHUANIAN
ACADEMY OF PHYSICAL
EDUCATION**

- ▶ Bachelors in HEPA promotion since 2006
- ▶ Masters in HEPA promotion
Since 2004

Motives:

Scientific evidence

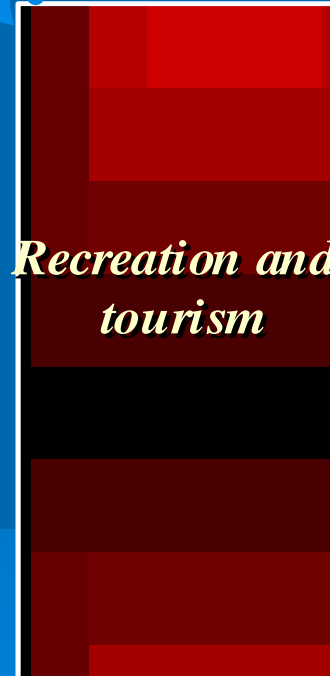
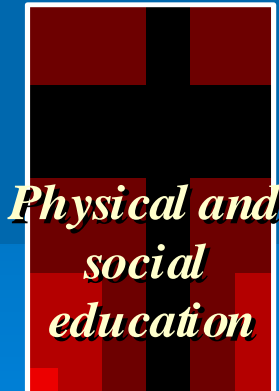
Need for HEPA literacy improvement

Higher mortality from CVD and not – communicable diseases

Need for professionals (specialists in municipality public health bureaus, schools)

First level study programs

New programmes



Bachelor of sports

Bachelor of public health

Bachelor of recreation

Bachelor of rehabilitation

Bachelor of management



Description of occupation

HEPA promoter possesses competencies to deliver professional products aimed at improving communities' health. The professional PA promoter acts in the area of primary prevention. The main forms of interventions are physical activity and healthy lifestyle promotion. This interventions take place within the settings: municipality public health bureaus, communities, schools, kindergartens, the work setting.

Occupations:

Public health specialist in municipality public health bureaus

Public health specialist at schools

PA and healthy lifestyle promoter in work places

Bachelor of Public Health

240 ECTS

Master in Public Health – 120 credits (2 years)

4 years

Common study
Subjects
21 credits

Background subjects
of study area
100.5 credits

Subjects of special training
118.5 credits

Foreign language
ICT
Philosophy of Science
Anthropology
Ecology
etc.

Anatomy
Human genetics, biology and microbiology
Physiology
Exercise Physiology
General and analytical chemistry
Biochemistry
Health Physics and Genetics
Environment, public and personal health
Micro and Macroeconomics
Strategic Planning and Social Marketing
Epidemiology and Statistics
Health Sociology
Health Management and Law
First aid and management of extreme situations
Health and PA Psychology

Nutrition and Food Safety
Testing and Evaluation of Personal and Community PA
Economics of PA and Health
HEPA Technologies
Bioethics and Professional Ethics
Methodology of HE and HP
PA in Ageing
Recreational PA
Internships (schools)
Internships (public health bureaus)
Course work
Final Thesis (15 credits)

Elective subjects (36 credits)

Professional qualification?

International accreditation
in 2007

25-40 students per year



EU Physical Activity Guidelines

Recommended Policy Actions in Support of Health-Enhancing Physical Activity

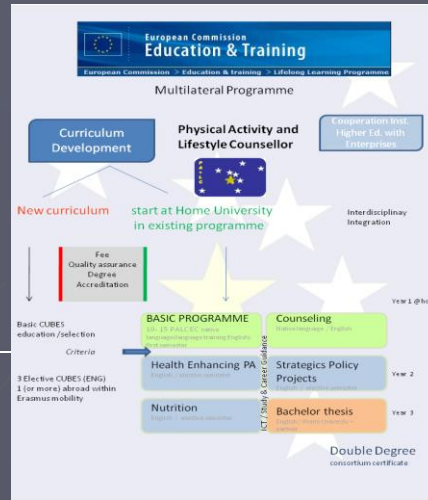
3. POLICY AREAS	11
3.1. Sport.....	11
3.1.1. Central Government	12
3.1.2. Regional and local government	13
3.1.3. Organised sport sector	14
3.1.4. Non-organised sport and physical activity	15
3.2. Health.....	17
3.2.1. Public health sector	17
3.2.2. Health care sector	18
3.2.3. Health insurance providers	19
3.3. Education.....	23
3.3.1. Physical activity promotion at school	23
3.3.2. Education and training of health professionals	25
3.4. Transport, environment, urban planning and public safety	26
3.5. Working environment.....	29
3.6. Services for senior citizens.....	31

EDUCATION AREA

SPORT AREA

HEALTH AREA

Public health level
HEPA
promotion



The University of Rome
"Foro Italico"

Personal level
HE and Counseling
European bachelor PALC

Identity change

Personal level
Fitness

PE

HEPA literacy
Community HE and HP
PA Epidemiology
PA monitoring
Accessibility of PA facilities
PA friendly environment
Intervention mapping

Sport for All

What we need for success?

- ▶ Competences – based learning
- ▶ Modules – based reconstruction of study program (i.e. 10-30 credits)
- ▶ Student – centered teaching
- ▶ Social partners participation
- ▶ Final projects vs. final thesis
- ▶ Communication and friendships

Our students abroad



Thank you for your attention!



AEHESSIS European level qualification 2004	European Qualification Framework 2009	Employee
1.General	1	
2. Entry	2	
3. Foundation	3	Fitness Instructor
4. Technician	4	Health Trainer
5. Expert technician	5	Public Health Specialist
6. Expert Higher Education EDI	6 Bachelor	Public Health Specialist Counselor, educator (PALC)
7. Master Higher Ed. EDIII	7 Master	Public Health Specialist European Master in Health and PA
8. Specialist Higher Ed. ED III	8 PhD	

Project

European Bachelor in PA and Lifestyle Counseling (PALC) (www.palc.eu)



EUROPEAN BACHELOR
in **PHYSICAL ACTIVITY AND LIFESTYLE COUNSELLING**

510029-LLP-1-2010-1-NL-ERASMUS-ECDSP *Erasmus Curriculum Development-Development of study programmes*

A consortium of 8 European partner Universities is working towards a 3 year course for a new profession in the field of Healthy Ageing: **Physical Activity and Lifestyle Counsellor**

Features:

-  3 year: 180 ECTS
-  consortium of 7 Universities plus ENSSEE 
-  7 European countries
-  in the English language (TOEFL 550)
-  compulsory semester abroad
-  6 semesters (a complete course) can be started in 7 countries each semester (30 ECTS) available as a minor
-  double degree + consortium certificate
-  mobility of knowledge, staff and students
-  employability "combined intervention"
-  www.palc.eu



The Netherlands	Hanze University Groningen University INHolland Haarlem
Lithuania	University of Kaunas
Denmark	Syddansk University Odense
Great Britain	University of Worcester
Portugal	ESDRM of Rio Maior
Italy	University of Rome Foro Italico
Germany	ENSSEE

Basic semester	Counselling professional semester
Health Enhancing Physical Activity professional semester	Nutrition (abroad) exchange semester
Strategy, Policy exchange semester	Thesis

PANSAS. Counselling of Physical Activity, Nutrition, Smoking, Alcohol, Stress. Project management, monitoring.

1. Work as a professional
2. NL + LIT 4th year "internship"
3. Master study

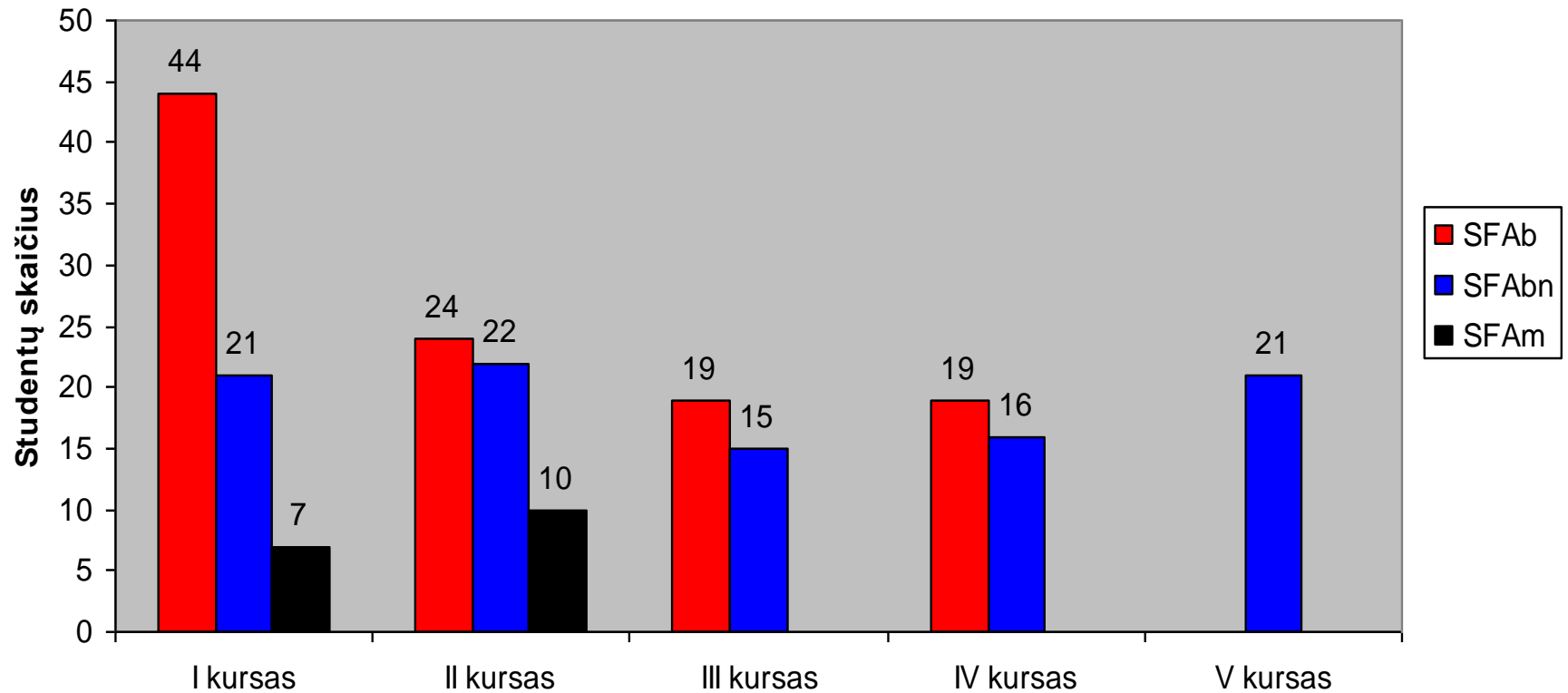
P A + L

The Physical Activity and Lifestyle Counsellor possesses competencies to deliver professional products aimed at improving the client's health. The professional PALC operates in the areas of primary, secondary and tertiary prevention.

The main forms of interventions applied are physical activity, lifestyle and behavioural change. This intervention takes place within the settings: recreation/sport, the work setting, and care setting.

Contact Hanze University: b.dikkeboer@pl.hanze.nl

Studentų skaičius (218)



Antros pakopos studijų programos “Sveikata ir fizinis aktyvumas” absolventų skaičius (70)

