



DFIF

**Dansk
Firmaidrætsforbund**

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Green Paper:

"Promoting healthy diets and physical activity: a European dimension for the prevention of overweight, obesity and chronic diseases".

Based on the experience Dansk Firmaidrætsforbund ("Danish Company Sports Confederation") has gathered on health issues, we hereby submit our proposals with regard to points V2, V4, V6 and V7 of the Green Paper.

A driving force for a better quality of life

The vision of the Danish Company Sports Federation (Dansk Firmaidrætsforbund - DFIF) is to collate and be a driving force for efforts in favour of a better quality of life through sports, physical exercise and being together. Since 2002, our efforts have been aimed at areas of sports and physical exercise, such as

- **Motion på arbejdspladsen ("Physical Exercise at Work"), point V4**
- **Livsstileklubber i Danmark ("Danish Lifestyle Clubs"), points V2, V4, V6, V7**

With its initiatives "Physical Exercise at Work" and "Danish Lifestyle Clubs", DFIF wishes to help raise the general level of public health in Denmark, thereby creating model solutions to be applied throughout the EU.

Nutrition, physical activity and grown-ups as role models

With "Physical Exercise at Work" and "Danish Lifestyle Clubs" we focus on the importance of physical exercise and a healthy diet as means of achieving a better quality of life and a more healthy lifestyle, as well as the importance of adults becoming role models to children and young people.

The importance of networks and learning

In order to realise the above, DFIF has created a network with a learning potential via:



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- partnerships between organisations
- cooperation between education organisations
- cooperation between trained professionals in the health sector and instructors in the voluntary sports organisations.

Thus, it is important to bring several actors into play and make sure they form a network. This makes the establishment of electronic networks especially important with a view to quick feedback mechanisms.

The workplace

DFIF has experience in fostering health and physical exercise at Danish workplaces, and with a view to point V4 of the Green Paper, we suggest that the following be present at all workplaces:

- a health policy
- a fruit scheme
- health check-ups available to employees
- physical exercise programmes available during breaks, and "e-mail exercise" (e-mails with instructions for physical exercise)
- exercise equipment available in corridors etc. for use during working hours.

For larger workplaces we also suggest that the following is available:

- an exercising room with a trained instructor
- a canteen with healthy food with an emphasis on wholemeal bread, green products, healthy fats and less sugar.

Campaigns for physical exercise

We have considerable experience in the implementation of country-wide physical exercise programmes in Denmark, and we therefore suggest the following campaigns:

- Vi cykler til arbejde ("We cycle to work")
- Tour de Pedal – cycling campaign targeting leisure time
- Motion på arbejdspladsen ("Physical exercise at work")
- Physical exercise after working hours implemented as local initiatives in collaboration with voluntary organisations
- Gå med skridttæller ("Walk with a pedometer")
- Bevæg dig mindst 30 min. om dagen ("Be physically active for at least 30 minutes a day).

Recommendation

We suggest that the experience we have gained from "Physical exercise at work" be included in concepts for dissemination in other EU-countries.

Livsstilsklubber i Danmark ("Danish Lifestyle Clubs")

Lifestyle clubs - an initiative under "folkeoplysningsloven" ("the act on popular education") – address themselves to all overweight adults with an offer concerning diet, physical exercise and motivation.



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Lifestyle clubs do not offer a cure, but a change of lifestyle based on "self-help", whereby the participants acquire healthier habits with regard to diet and physical exercise in networks with other people who also fighting against excess weight.

The change of lifestyle is achieved through a rearrangement of diet and by adopting a regimen of physical exercise giving the participants the joy and the physical and mental well-being associated with a healthy body. Together with the joy of being physically active, the participants obtain useful knowledge about diets and join a social network which can support them in their daily lives and in the future, thereby reducing the risk of relapse.

Lifestyle clubs are found in various parts of the country, see www.dfif.dk/livsstilsklub

Consumer training

Consumer training built on civil society. Training should be given locally, basic knowledge should be disseminated via "learning-by-doing".

In lifestyle clubs, there are diet instructors and exercise instructors, and training is provided via civil society in networks of educational institutions.

The lifestyle clubs provide knowledge and training on:

- healthy food
- physical activity and physical exertion
- energy intake and energy consumption
- product information
- losing weight
- maintaining weight loss and keeping up motivation

Local lectures are offered on:

- physical activity
- energy intake and energy consumption
- product information
- losing weight
- maintaining weight loss and keeping up motivation.

Courses are offered on:

- physical exercise and overweight with an emphasis on the emotional factor with regard to overweight
- diet, physical exercise and diabetes.

In the lifestyle clubs, networks and learning facilities have been created through:

- team creation within the individual clubs
- learning between overweight people
- user networks in the lifestyle club
- networks of lifestyle clubs
- networks of lifestyle club leaders.



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Partnerships and cooperation

- partnerships have been established between voluntary organisations – Diabetesforeningen (The Diabetes Association) and DFIF with regard to the education of club leaders, diabetes, diet and physical exercise.

Cooperation has been established with psychologist counsellors Recke on development, training, psychology and overweight.

Housing association, municipality and lifestyle club

On an experimental basis, a lifestyle club has been established in Hastrup in close cooperation between club, housing association and municipality. The lifestyle club has been established in the multipurpose building of the housing association; its purpose is to:

- strengthen public health in the Municipality of Køge with a view to addressing the problems of inactive population groups especially at risk
- introduce the participants to the importance of physical exercise, a healthy diet and self-esteem for a healthy life.

We suggest imposing requirements for the establishment of childcare networks where children can also be looked after in their own homes. This would also enable single parents to take part in health programmes offered by lifestyle clubs in the evening.

Recommendation

We suggest that the experience gained from our lifestyle clubs be included in concepts for dissemination in the other EU countries.

Labelling of food

We suggest that "unhealthy food" be labelled with regard to its content of:

- fat (specified as saturated and unsaturated)
- sugar
- colorants
- genetically modified components.

Sections for healthy food in supermarkets, and health professionals in food stores

In food stores, it should be possible to find healthy food easily and quickly; therefore special sections should be made available for these products, and they should be placed foremost in the stores. Every store should have a section that could be categorised as a "health department". Stores should also hire health professionals specialising in nutrition to guide its customers in choosing healthy food.

Information on healthy food

We suggest the launching of TV campaigns.

We suggest that a new subject, "Sundt liv" ("Healthy living") be introduced in kindergartens and primary schools, and that health professionals specialising in food and physical exercise be hired to give these lessons.



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Socio-economic inequalities

Every new housing association established should be required to:

- have an indoor activity area comprising a room of at least 150 m² for physical exercise,
- have an outdoor activity area with outdoor exercising equipment, footpaths and a meeting area with benches and a campfire site,
- hire a health advisor to be attached to the housing association.

Easy access to information about exercise facilities in every municipality

Every municipality should have a list of facilities for physical exercise; this list should be easily accessible and cover all facilities offered in the municipality. We recommend that all associations, clubs and other promoters of physical exercise draw up a list of the facilities and help they can offer.

Below are links to some of our leaflets documenting the practical implementation of "Physical exercise at work" and "Danish Lifestyle Clubs".

<http://www.dfif.dk/billededatabasen/Billeder/2005/01/1538a.pdf>

<http://www.dfif.dk/billededatabasen/Billeder/2006/02/3130a.pdf>

<http://www.dfif.dk/billededatabasen/Billeder/2006/02/3136a.pdf>

Yours sincerely,

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