Physical Activity Promotion and Nutrition Education - examples from Danish experience

Brussels November 24th 2016

Ph.D. Gitte Laub Hansen
Danish Cancer Society
Four projects

Physical Activity
• Go Cycling Denmark
• Play and Learn

Diet
• The Danish Wholegrain Partnership
• Calorie Accounting
Raising awareness and changing behavior to promote healthy lifestyles and prevent cancer

Go cycling Denmark! – a public-private partnership promotes active transport for a healthy lifestyle
Bicycle culture and sedentary lifestyle

9 out of 10 Danes own a bike

The Danish Government has invested 188 mill. Euros in bicycle-infrastructure

Denmark is flat – the highest spot is 147 m above sea-level

But outside the biggest cities, the Danes don´t use their bikes enough

13 forms of cancer are preventable by daily physical activity

30-40% of the Danes are physically inactive

Active transport is one way to increase PA
Go cycling Denmark!

Common goal:
1% point more bicycle trips
Bicycling for health promotion

Campaign at multiple levels
• National awareness
• Local events
• Social media
• Digital bicycle coach
Play and Learn

**Aim**
Increase physical activity of schoolchildren
Age group 6-13 year-olds

**Goal**
Implementation at 50% of the municipalities and schools

**The concept for school teachers**
A. Templates to draw three advanced hopscotch's in the schoolyard
B. Inspiration catalog with over 100 activities
C. Play and Learn materials
D. Link to worksheets on website
E. Instruction movies
F. Courses for teachers

2012-18 funded by Nordeafonden
Play and Learn features

- Supports national goal of 45 minutes per day of PA at school
- A supplement to the traditional sedentary teaching
- A simple and inexpensive tool to integrate PA in teaching
- Developed for primary and middle schoolchildren
- Covers following subjects: Danish language, Math, Science and technology, English and German languages
- Easy to use activities, linking learning and PA in the schoolyard
- Each activity supports one or more curricular objectives within the current subjects
- Inspire teacher to development further activities and share them at FB
- Requires minimum of preparation time for the teachers
The Danish Whole Grain Partnership

An example of a successful multi-stakeholder partnership to drive change towards healthier eating
Background and partner contributions

Commercial partners
- Millers
- Bread, rice, pasta producers
- Retailers
- Craft bakeries
- Cereal producers

Health
- Danish Food Administration and Health NGO’s
  - Danish Cancer Society
  - The Heart Foundation
  - The Diabetes Association
  - Copenhagen Hospitality College

Business
- The Danish Whole Grain Partnership
  - Secretary
  - Campaigns

Availability
- Product development
- On pack communication

Credibility, dietary guideline
- Research, PR, knowledge
- New Norms

External contributors
Calorie Accounting – a research project

- Obesity is the cause of cancer
- Obesity prevalence is increasing
- Calorie Accounting are a tool for food industry
- Suitable for monitoring and prioritizing health interventions
- Developed in collaboration with Danish supermarket chains (2010-16)
- A research project in collaboration with Department of Food and Resource Economics, University of Copenhagen funded by TrygFonden
## Interventions

- Reformulation
- Supermarket brochures (special offers)
- Shelf space management

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Take home messages

• Build on a theoretical framework
• Work evidence based
• Form Public Private Partnership
• Political support is an advantage
• Design intelligent interventions
• Ensure sustainable solutions
• Multiple level campaigns

• When possible make changes on a structural level
• Use the build environment
• Availability, Accessibility
• Develop incentives
• Take advantages of new media
• Ensure evaluation
Thank you for your attention

Gitte Laub Hansen
PhD executive project manager
Danish Cancer Society
Prevention and Information
Strandboulevarden 49
DK- 2100 Copenhagen Ø
Phone + 45 3525 7547
Mob. + 45 3065 1014
glh@cancer.dk