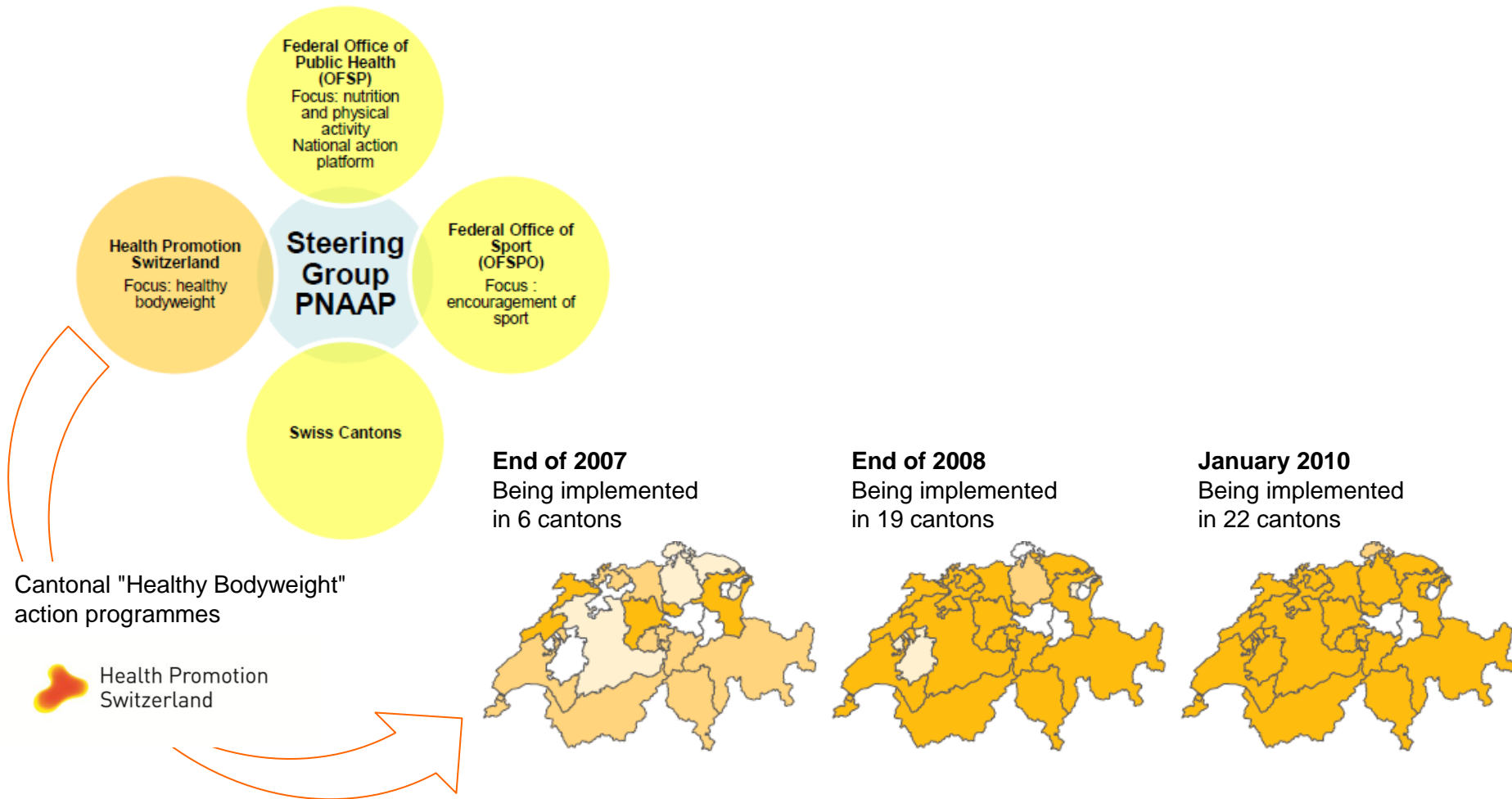


Swiss Public Health Conference 2012, Lausanne

B4: Is public health policy informed by scientific evidence?
The example of obesity prevention in children & adolescents

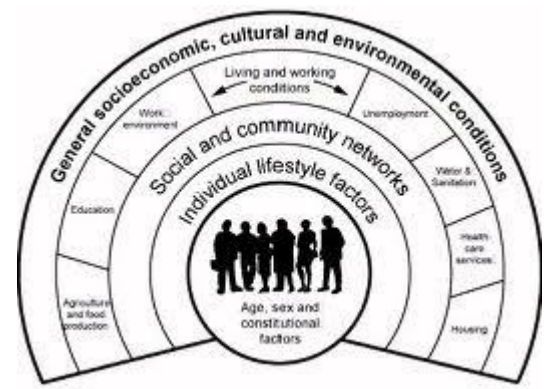
2) Implementation of the national policy on healthy bodyweight at the cantonal level

Policy-making organization chart for health promotion in Switzerland



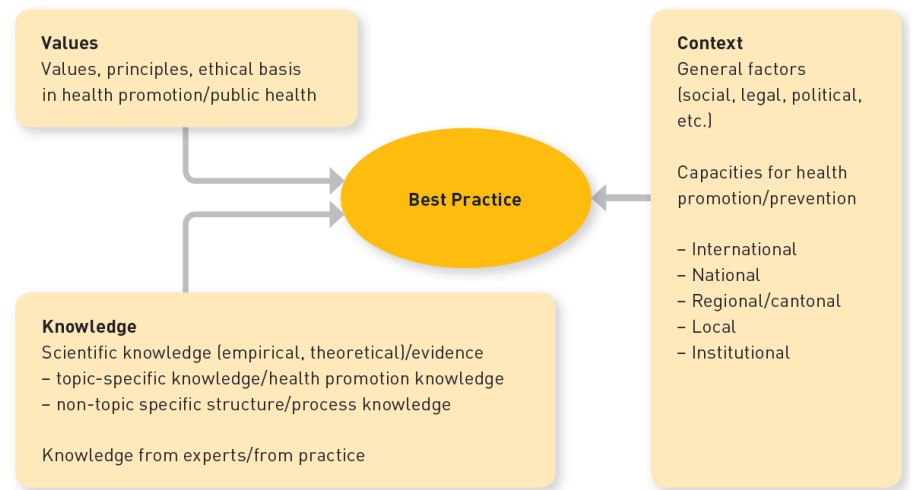
Regulatory framework of Health Promotion Switzerland

Health determinants

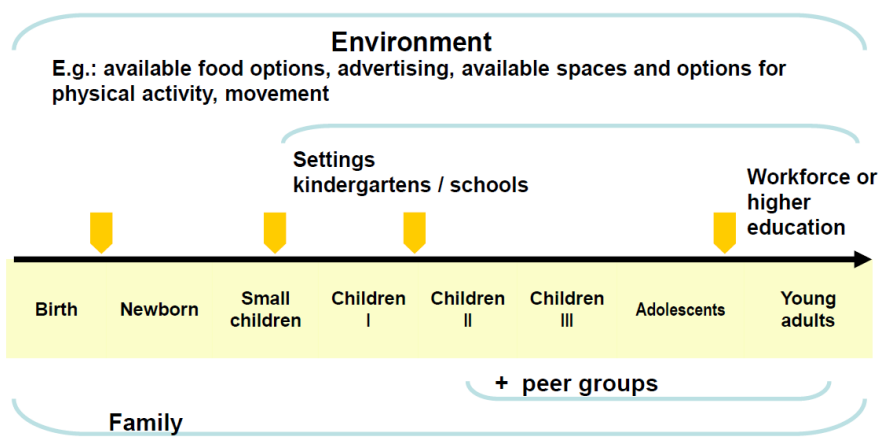


Source : Dahlgren and Whitehead's (1991)

Best practice criteria




Life Phases



Source : Health Promotion Switzerland

Source : Health Promotion Switzerland



From a review of scientific literature to a national health promotion programme :
the approach of  Health Promotion
Switzerland

1st An observation: The scientific evidence is not clear and is highly context-dependent

- "Midnight Basketball" Project > (USA, effect on reducing crime vs. Switzerland, insignificant effect on physical activity and crime is not an important issue).

2nd A choice: To extract from of the available scientific literature (state of the art) the main factors to be considered in the strategy and the projects (measures) adopted for its application :

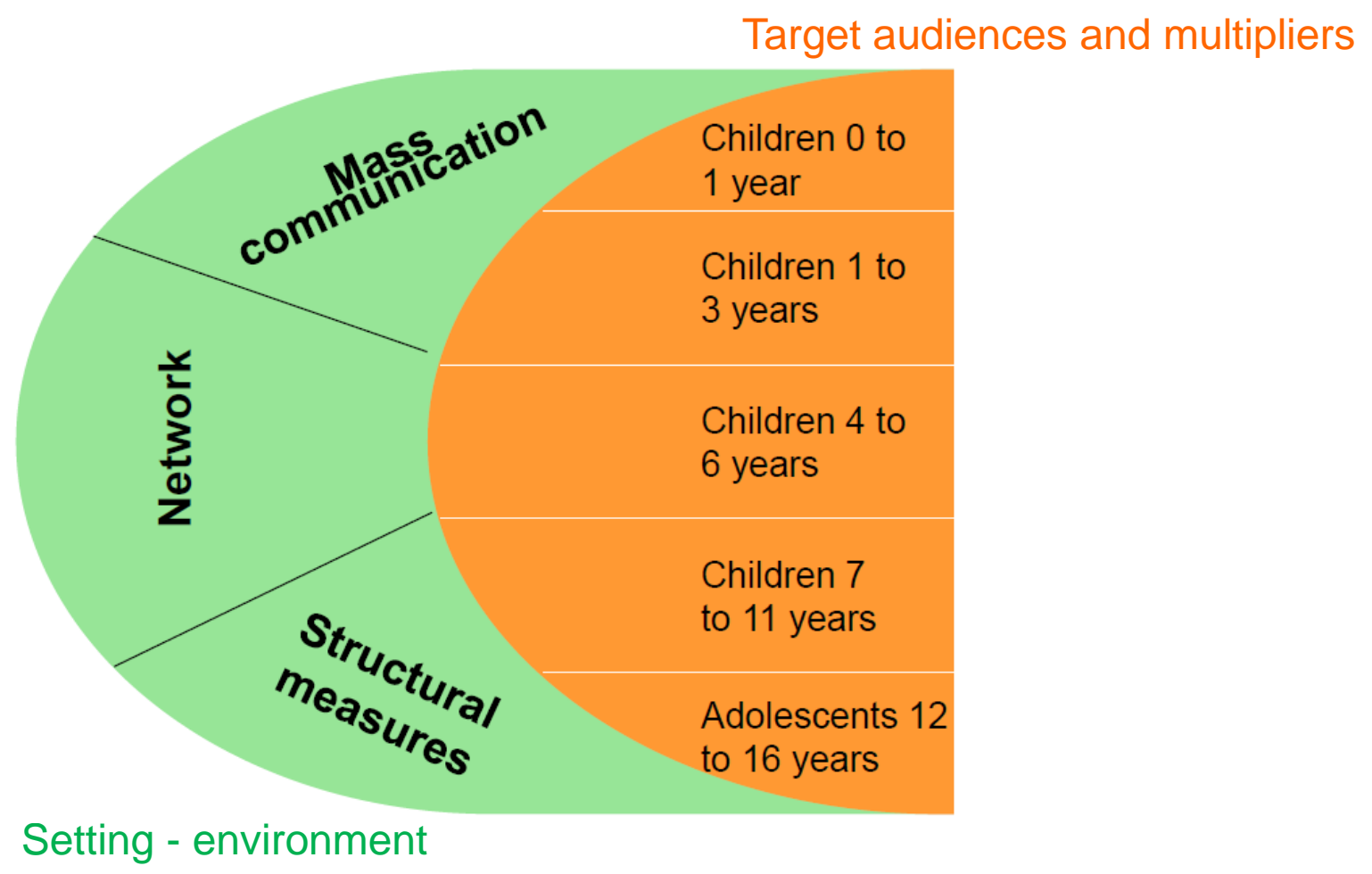
- Kamath 2008 (long-term action is the most effective)
- Flodmark 2006, Katz 2009 and Katz 2008 (combining the promotion of movement and more regular physical activity)
- WHO 2009 (SOTA Cap. 2.2) (action in schools positively influences knowledge, attitudes and behaviour patterns)
- Salmon 2007 (promoting body education and pauses with movement in schools and commitment of the family) ...

3rd Recommendations : On the basis of these factors and other criteria (quality, experience), a committee of experts has drawn up a list of recommended measures that are best suited for adaptation and multiplication by the cantons according to the following criteria:

- Long-term action (National Action Programme for healthy bodyweight - 12 years)
- Avoiding topic-specific measures and focusing work on living conditions (environment)
- Promoting measures that integrate and combine movement and eating habits
- Focusing on measures tailored to the school setting (good potential for effectiveness)
- Involving parents as the priority target audience for multipliers
- Giving priority to informing on the benefits of household tap water vs. soft drinks.

A set of measures developed simultaneously and consistently is what makes a programme effective.

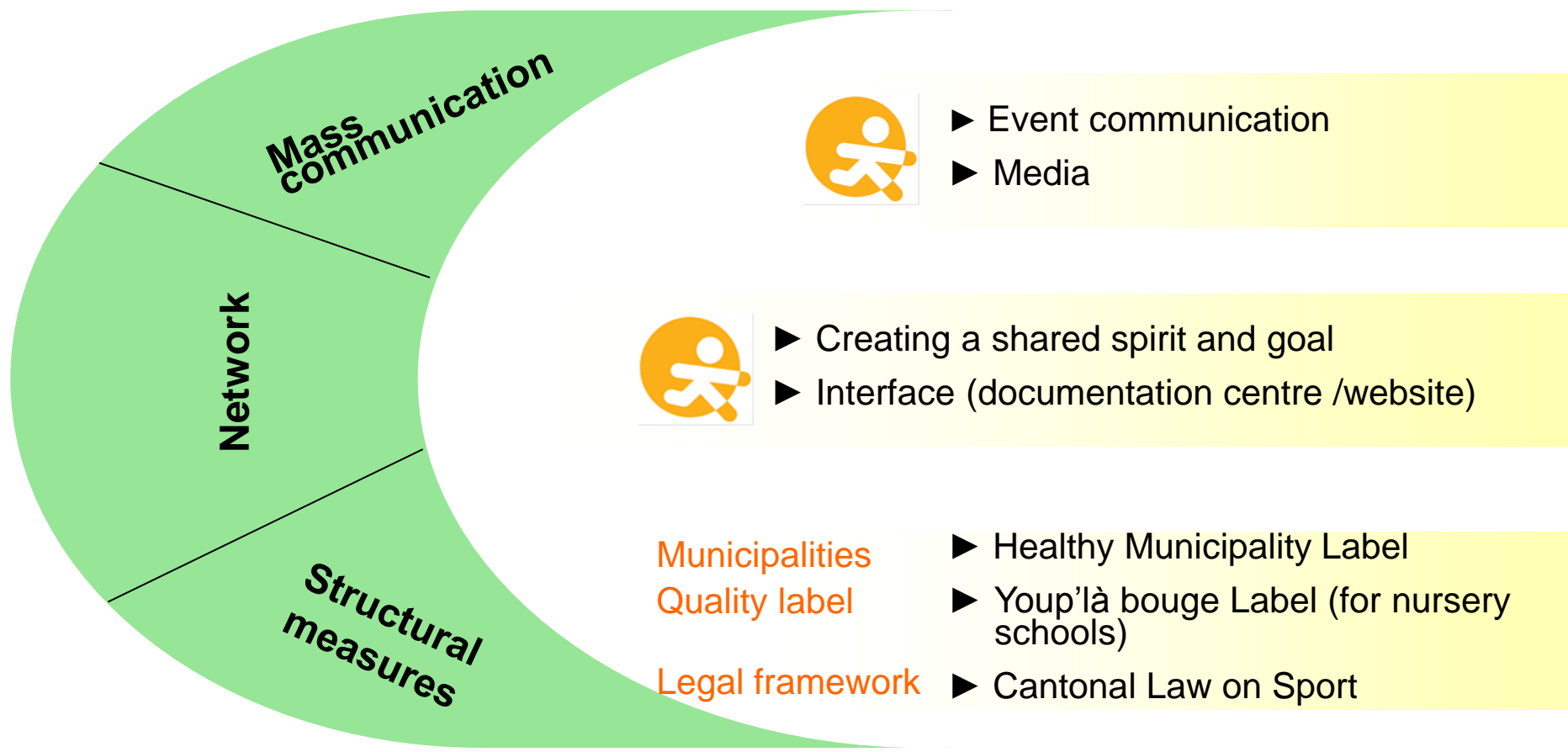
The 4 thrusts of the "Healthy Bodyweight" strategy adopted by Health Promotion Switzerland :
Multiple responses to a complex and multifactorial issue:



Cantonal "Healthy Bodyweight" action programmes: the example of Valais (2008-15)

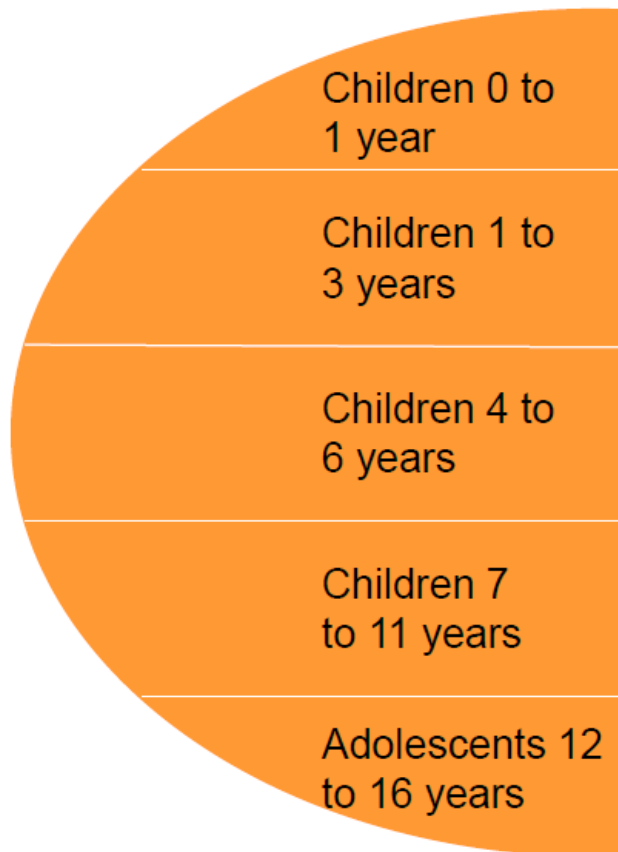


Measures impacting setting and environment





Measures impacting target audiences and multipliers





An example of good-practice implementation in Switzerland (1/2)

1st A concept promoting physical activity and healthy diet in kindergartens in German-speaking Switzerland

2004 - 2006 : The Burzelbaum pilot project in Basel-Stadt canton was rated as a "success story" and had the following goals:

- Suitably adapted safe space with an environment conducive to movement;
- Staff (and parents) trained to understand the importance of movement for young children;
- Movement is an integral part of everyday life.

Since 2007, coaching for project leaders in kindergartens



2nd Health Promotion Switzerland recommends Burzelbaum within the framework of cantonal Action Programmes.



In 2008, Youp'la bouge coaching (nursery schools) in French-speaking Switzerland.



An example of good-practice implementation in Switzerland (2/2)

3rd "Transmutation" of "Burzelbaum" in German-speaking Switzerland to "Youp'là bouge" in French-speaking Switzerland

Since 2008: Working group in 3 French-speaking cantons (NE-JU-VD) to adapt the concept:

- Identical objectives in a different setting - kindergartens vs. nurseries (400);
- Creation of their own distinctive concept (training-coaching-tools-equipment);
- Establishment of their own intercantonal organization (a French-speaking Swiss lady was hired as coordinator);
- Scientific assessment of the impact on children, parents and professionals in the nursery schools.



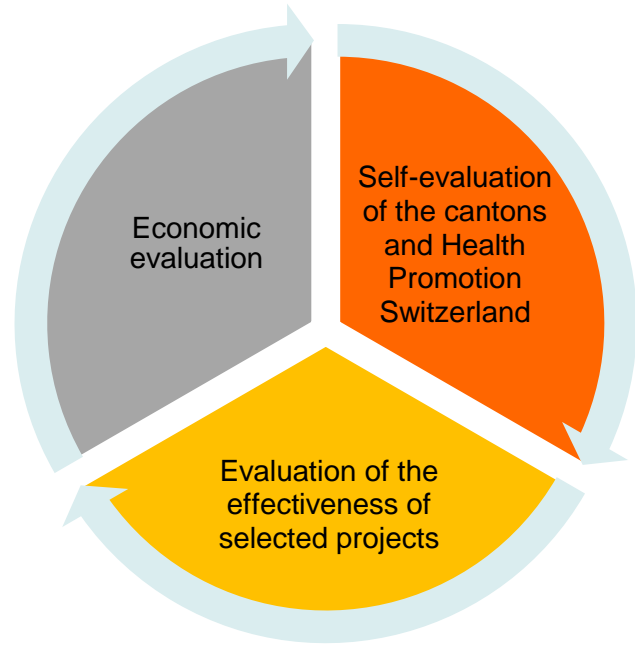
2010 : Inclusion of a new canton (VS)



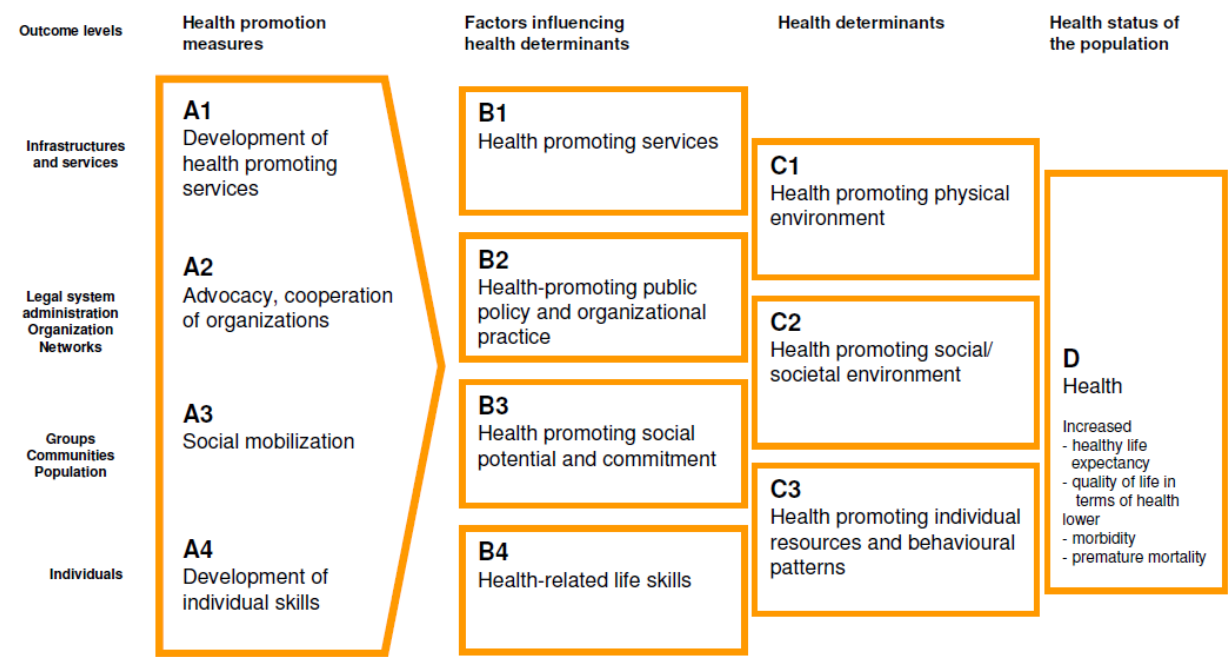
2011 : Enhancement of services: 1st day of ongoing training for French-speaking Swiss users

2012 : Enhancement of services: 1st day of refresher training by canton and launch of the "Youp'là bouge" label.


Evaluation and outcome overview



Overview of the Swiss Model for Outcome Classification in Health Promotion and Prevention (SMOC)



Authors: Cloetta, Bernhard; Spencer, Brenda; Ackermann, Günter; Broesskamp-Stone, Ursei; Ruckstuhl, Brigitte; Spörri-Fahrni, Adrian
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Improvement measures proposed on the basis of evaluations by «what we have learned since 2007 in Switzerland»  Health Promotion : Switzerland

General priorities:

- Focus on promising measures in terms of dissemination, impact and sustainability (non topic-specific),
- Give more weight to measures involving context-related elements affecting the child's environment.

Priority:

- Take better advantage of synergies between cantons for documentation

Priority:

- Integrate Municipalities in a common approach to community health

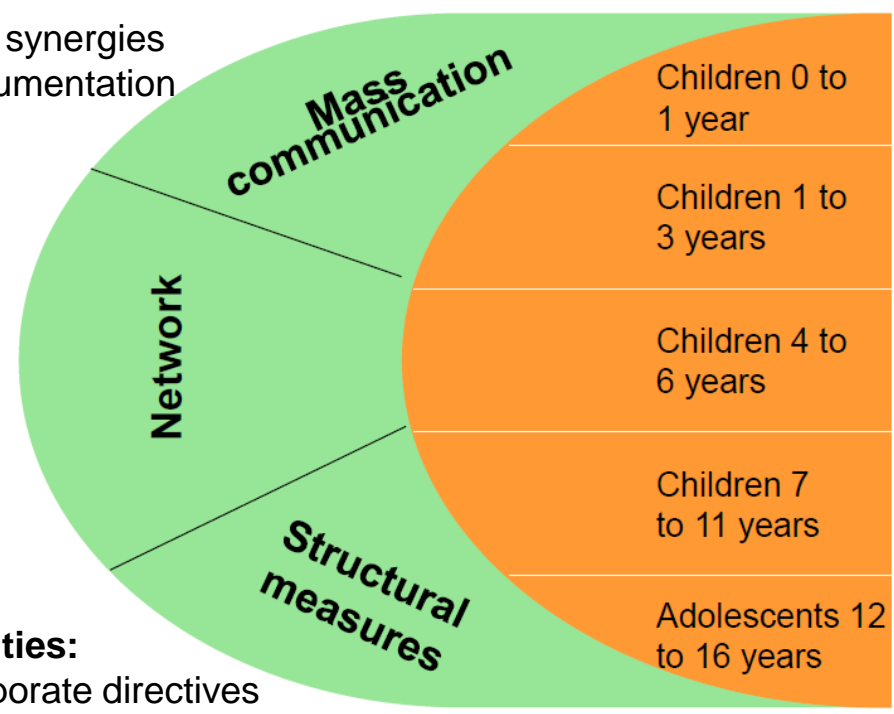
Priorities:

- Incorporate directives
- in school curricula
- in training

Target audiences and multipliers

Priorities:

- 0-4 years and multipliers (childhood educators)
- School setting and parents
- Socially disadvantaged groups and overweight children
- Link ongoing education to multipliers



Setting - environment