



BALTIC REGION HEALTHY CITIES ASSOCIATION



WHO Collaborating Centre
for Healthy Cities and Urban Health
in the Baltic Region

Promotion of health equity through physical activity – experience of City of Turku

www.marebalticum.org

Karolina Mackiewicz
Pärnu, 6 June 2014

**Promoting Health
of the Cities**



Main points of the presentation

How physical activity can help promote health equity?

Examples from City of Turku:

1. Power Action – intervention for young people;
2. Kimmoke – intervention for low-income and unemployed people;
3. Gym at home! – intervention for older people.



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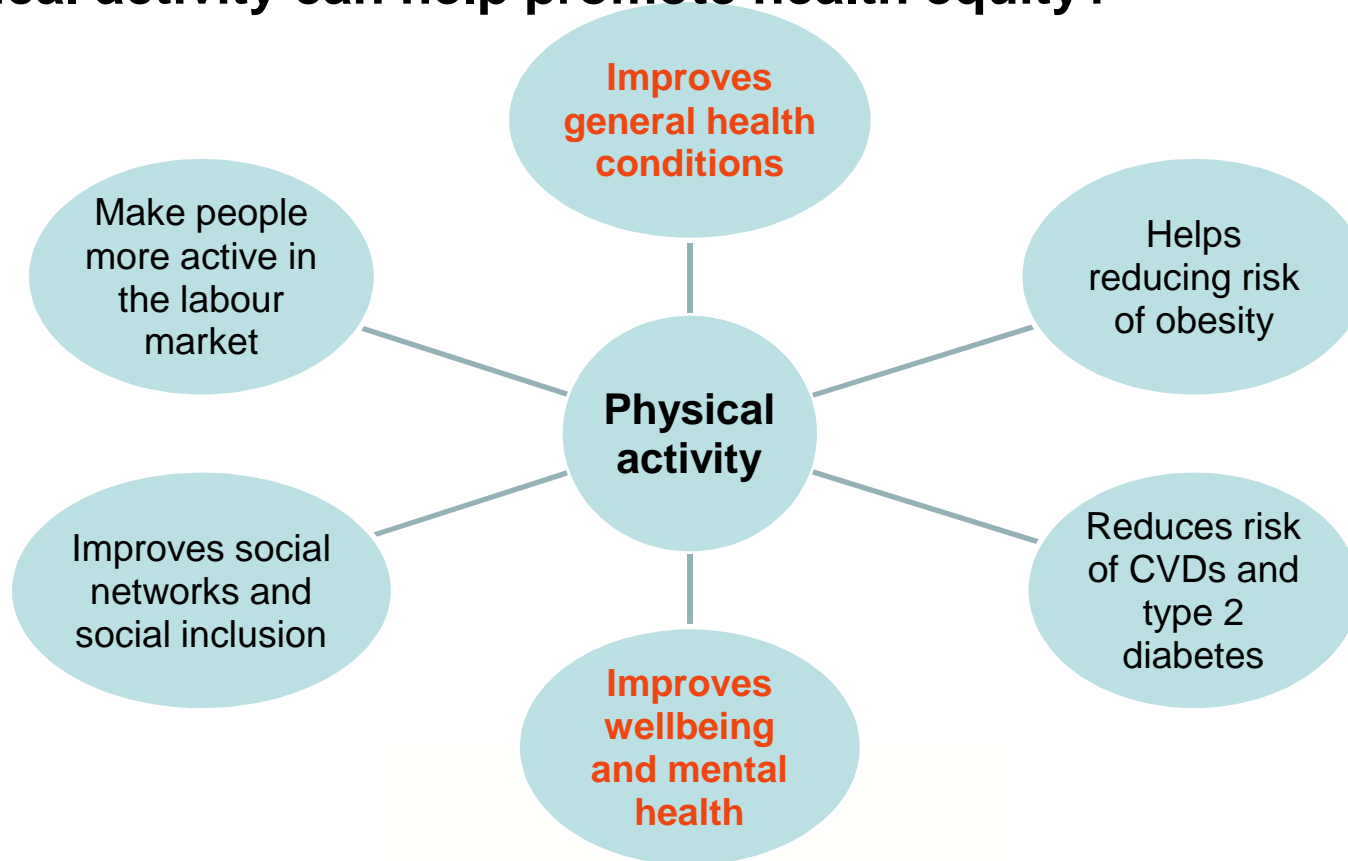


How physical activity can help promote health equity?

- There is no “unique disadvantaged group”
- More intensive support at all stages is required
- Interventions need to combine a variety of actions
- Evidence-based planning is a key
- Integration of peers and local facilitators
- The duration should be realistic
- Environmental modifications should be included



How physical activity can help promote health equity?





A settlement health map (by Barton, Grant)





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Examples from City of Turku



Unemployed



**People with only
comprehensive
education**



Immigrants

**Health inequalities didn't decrease in Turku.
There are big differences between the city districts.**

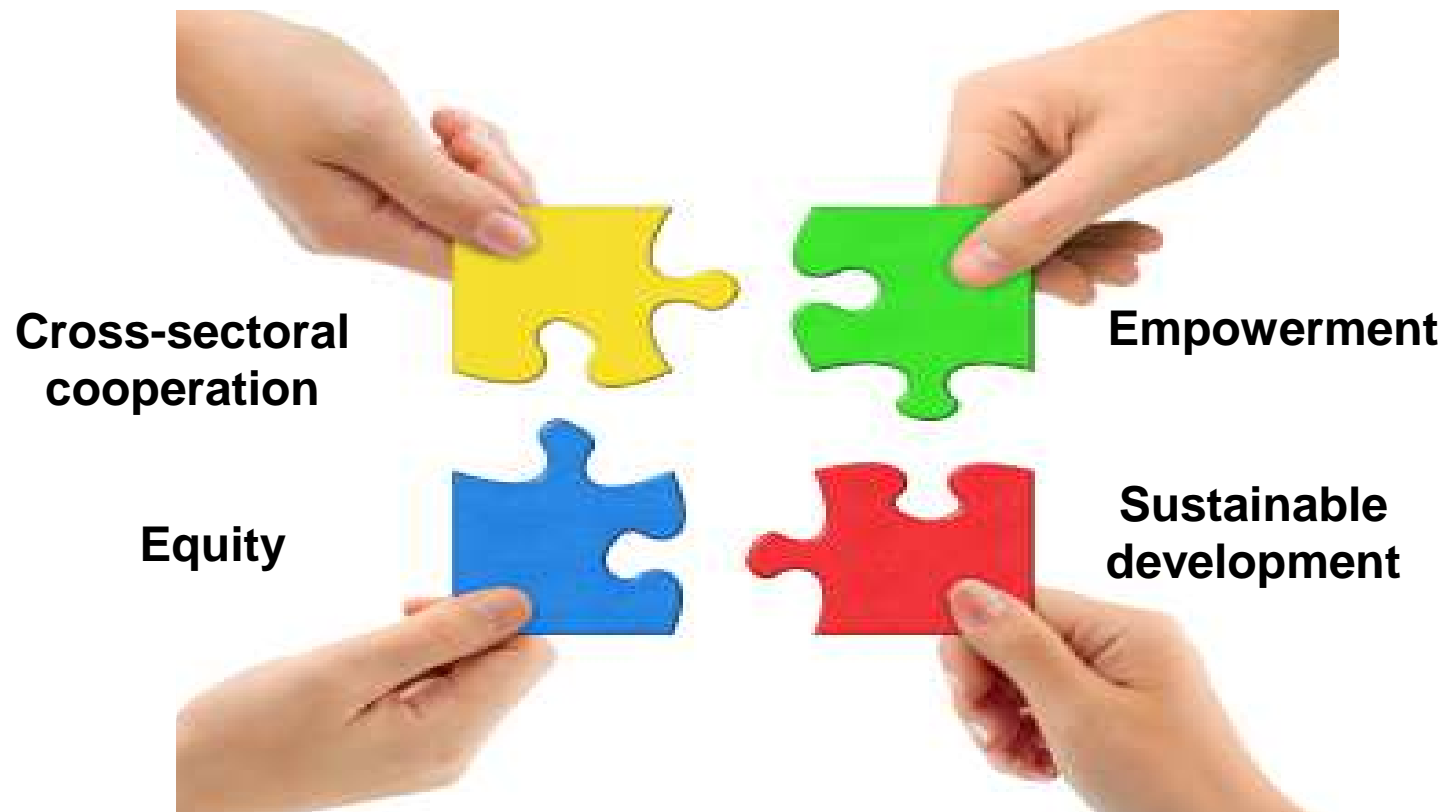


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Examples from City of Turku





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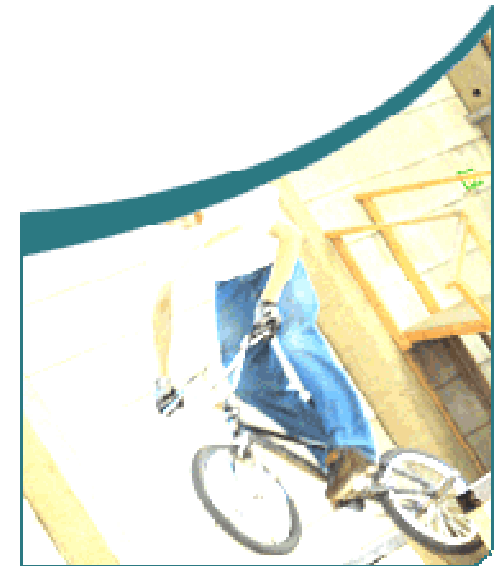
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After School Physical Activities for Youth

Poweraction is developed to offer young people possibilities to maintain and increase physical activity, try something new, without previous skills in a non-competitive way.

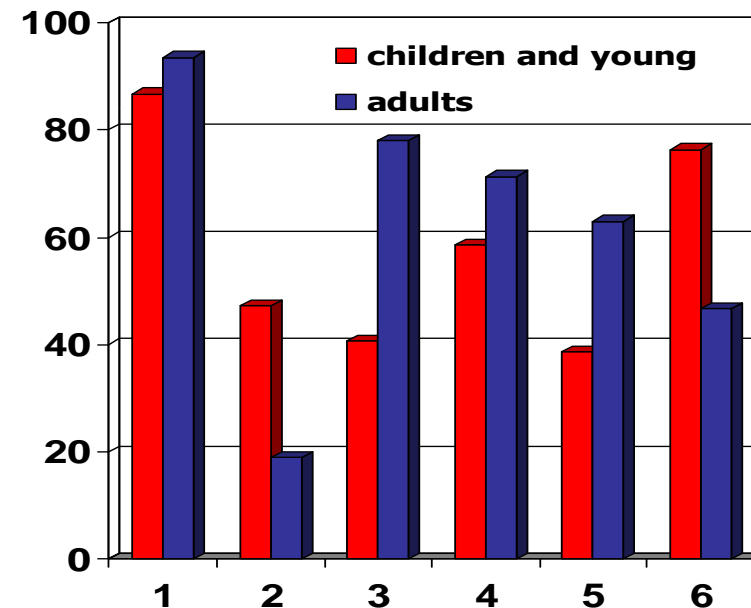
- Drop-out from sport NGOs / clubs around 14 years of age
- Teen-age – need to be more independent, wish to try different things, role of parents decreases;
- Being with friends is more important than belonging to one specific sport club





Young people value different things than adults in PA

1. Physical activity is good for health
2. I enjoy competition
3. I can be in touch with nature
4. I enjoy physical stress
5. Physical activity improves working and functional capacity
6. I can be together with my friends





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- For 13 – 19 years old (from 7th grade to the end of gymnasium)
- Free of charge for participants, no pre-registration for shifts
- Weekly curriculum (Mon-Sun), currently 28 shifts and 14 different activities
- Instructor always present and advising, equipment available / can be borrowed
- Following school year (Autumn/Spring) schedule and additional activities during the summer



turku.fi » Poweraction.net » Power-lukkari

Hae
 Palvelut Kaikki
 Tarkennettu haku Yhteystietohaku

Tekstin koko: a a a a

- Lajiesittelyjä
- Lajit ja paikat
- Meillä Powerilla
- Mikä on Poweraction.net?
- » Power-lukkari
- Tietoa urheiluseuroille
- Toiveet ja palautteet



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 Liikuntapalvelukeskus
 Blomberginaukio 4 /
 Hippoksentie 6, 20720 Turku
 puh. (02) 330 000
 faksi (02) 262 3255



Poweraction-lukkari, lukuvuosi 2009-2010

(tämä lukkari on tulostettavassa muodossa)

Maanantai

15.00 - 16.00	Kuntosali	Kupittaaan urheiluhalli	Kupittaaankuja 1
16.00 - 17.00	Dance	Turun normaalikoulu	Annikanpolku 9
17.00 - 18.00	Futsal	Kellonsoit.kadun koulu	Kellonsoittajankatu 9-11
17.00 - 18.00	Sähly (Uusi vuoro!)	Paattistalon sali	Paattistalonkatu 1
17.00 - 19.00	Kuntosali	Jäkärän kuntosali	Arkeologinkatu 9
17.30 - 18.30	Sähly	Pansion koulu	Pernontie 29
20.00 - 21.00	Dancemix	Jäkärän liikuntasali	Arkeologinkatu 9

Tiistai

16.00 - 17.00	Futsal	Varissuon koulu	Kuopuksenpolku 1
17.00 - 18.00	Sähly, Tytöt	Lausteen koulu	Raadinkatu 4
18.00 - 19.00	Ultimate	Ilpoisten palloiluhalli	Lauklähteenkatu 13
19.00 - 20.00	Power Dance	Moision liikuntasali	Moision koulutie 2
19.00 - 20.00	Lacrosse	Impivaaran jalkapallohalli	Eskonkatu 1

Keskiviikko

15.00 - 16.00	Keilailu (vuoro peruttu 5.4 astil)	Kupittaaan keilahalli	Kupittaaankuja 1
16.00 - 17.30	Sähly	Aurajoen koulu	Papinkatu 4
16.00 - 17.30	Sähly	Härkämäen palloiluhalli	Rahjapolku 4
16.30 - 17.30	Keilailu	Kupittaaan keilahalli	Kupittaaankuja 1
17.00 - 18.00	Sähly	Lausteen koulu	Raadinkatu 4
20.30 - 22.00	Wing Tsun	Shaolin dojo	Nahkurinkatu 8

Torstai

16.00 - 17.00	Koripallo	Turun normaalikoulu	Annikanpolku 9
16.30 - 17.30	Keilailu	Kupittaaan keilahalli	Kupittaaankuja 1
18.00 - 19.15	Taekwondo	Saippua-Center	Kirstinkatu 1
18.05 - 19.00	Aerobic (UUSI LAJII)	Energym	Vähäheikkiläntie 56
19.00 - 20.00	Sähly	Aunelan palloiluhalli	Opintie 1
19.30 - 20.30	Sähly	Jäkärän liikuntasali	Arkeologinkatu 9

www.turku.fi » Poweraction.net - Microsoft Internet Explorer

Tiedosto Muokkaa Näytä Suosikit Työkalut Ohje

Edellinen Etsi Suosikit

Osoite http://www.turku.fi/public/default.aspx?contentid=81682

poweraction.net

turku.fi » Poweraction.net

Hae

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Tekstin koko: a a a a

« Takaisin edelliselle sivulle

Tuesday

When	What	Where, venue	Address
16.00 - 17.00	Futsal	Varissuon koulu	Kuopuksenpolku 1
17.00 - 18.00	Sähly, Tytöt	Lausteen koulu	Raadinkatu 4
18.00 - 19.00	Ultimate	Ilpoisten palloiluhalli	Lauklahteenkatu 13
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turku

Verkkopalvelun opaste | Sivukartta | Palaute ja asiointi | Tulosta sivu | Media | Tekstiversio

Most popular ones

- Floorball
- Futsal
- Oriental shifts

Not very typical ones

- Lacrosse
- Parapara
- Wing Tsu

Internet



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- Coordinated by City of Turku Recreational Services department
- **City** compiles the curriculum and co-operates with the NGOs / clubs and provides the marketing materials (posters, passports, website etc.)
- City pays **15 EUR / hour** to the NGOs / clubs
- Special attention on the **disadvantaged city areas** = more activities / shifts
- Sport teachers distribute “**a passport**“ to everyone in target group and market the action – passport includes curriculum



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- Important to come **with friends** – difficult to predict what comes popular
- **Sport NGOs / clubs** see this as a possibility to enhance young people in their activities – they want to continue and develop Poweraction
- **Marketing** depends on the activity of sport teacher
- **Involvement of young people** in planning will be increased
- More attention to **multicultural actions**



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KIMMOKE - a ticket for sport and cultural activities for people in weakest economical situation

- Available for people who receive certain social benefits (e.g. are unemployed or in low income)
- Marketed by social service workers
- Start: September 2013
- Over 1200 tickers bought until today





KIMMOKE - a ticket for sport and cultural activities for people in weakest economical situation

- **For 39 EUR for 6 months** an owner can use the sport and cultural facilities of City of Turku (i.e. visit gyms, swimming halls, museums)
- Additionally the owners are invited to the **sport and cultural events** if there are free seats left (e.g. football or ice-hockey games, theater plays, philharmonic concerts)
- The invitations are sent by **SMS system**, operated by the City of Turku Recreational Services Unit





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Harrasta liikuntaa kaupungin uimahalleissa
ja kuntosaleilla sekä nauti kausittaisista
kulttuurielämyksistä ja urheilun huippuhetkistä.



Musiikkia ja kirjastoseikkailua

Valokuvasuunnistusta pääkirjastossa

Turun kaupunginkirjasto järjestää kaikille kimmokelaisille koko perheen tapahtuman 22.5. klo 15–18. Tapahtumassa valokuvasuunnistusta, musiikkia sekä herkuttelua.



Rannekkeella kulttuuria

Kimmokkeella museokäynnille

Turun museokeskus tarjoaa yhä enemmän kulttuurielämyksiä Kimmoke-asiakkaille huhtikuusta lähtien. Wäinö Aaltosen museoon ja Biologiseen museoon on vapaapääsy rannekkeella.



Tekstiviestillä kausietuja

Kutsu Viehätysvoimaa-konserttiin

Liikuntapalveluiden lisäksi Kimmoke-rannekkeella pääsee nauttimaan kulttuurista ja urheiluhuippuhetkistä. Näihin etuihin rannekelaiset kutsutaan tekstiviestillä.



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Gym at Home!

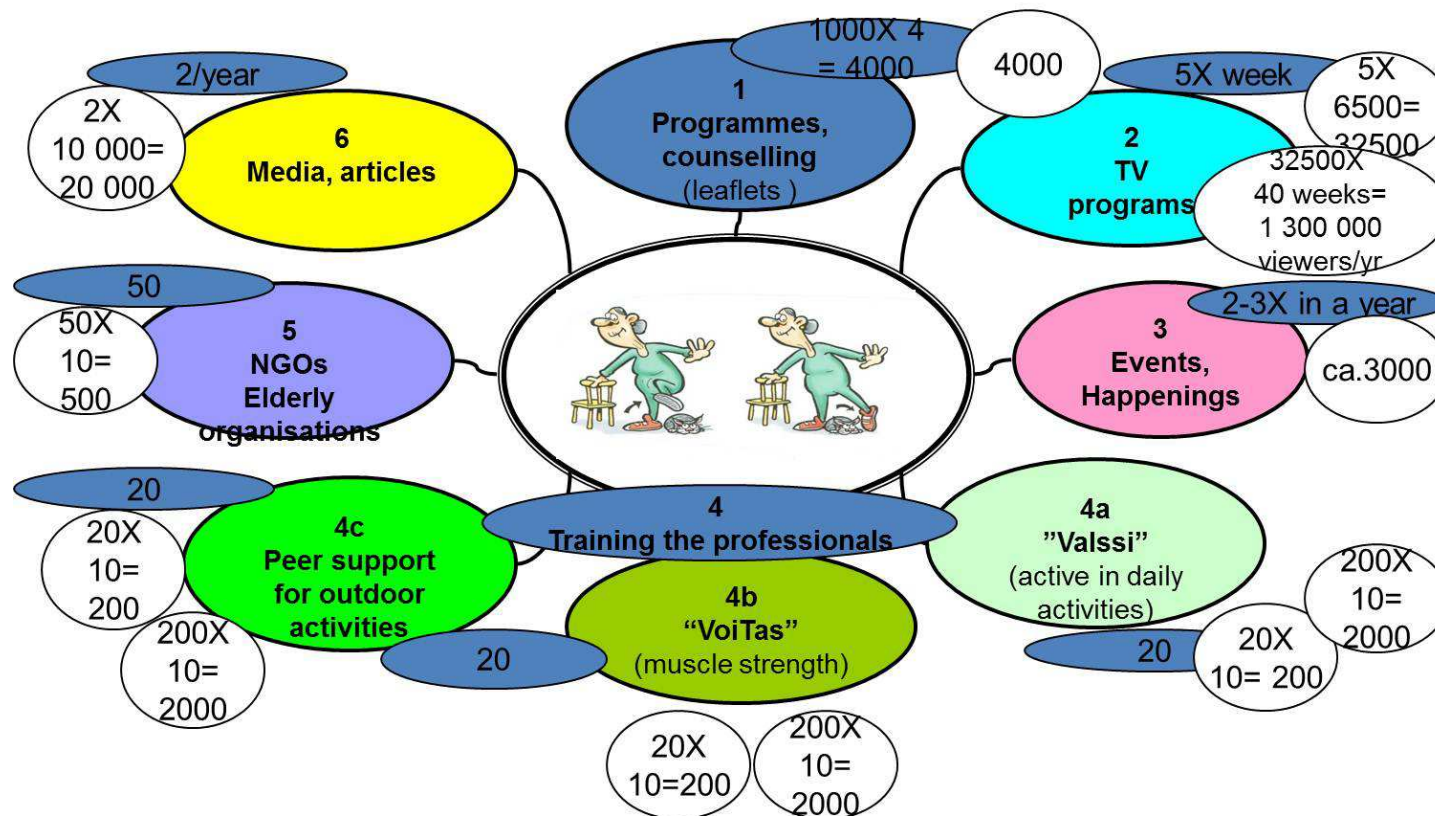
Physical Activity intervention of older people

- Encourages elderly people, + 70-years-old, to be more physically active
- The main target group are people who live alone and/or in are at risk of becoming isolated
- Balance control and muscular strength in the lower limbs are in the focus of the programmes





Gym at Home! Targeting the elderly





Programs for different functional capacity levels of the elderly

- 9 TV shows and 4 leaflets
- Programs are distributed continuously and individually in Primary Health Care and Recreational Services departments always together with individual counselling

Turku-TV broadcasted the programs 5 days / week

- 15 min at a time, approx. 40 weeks/year

Regular training for professionals and jointly organized events give an excellent opportunity to distribute these materials.

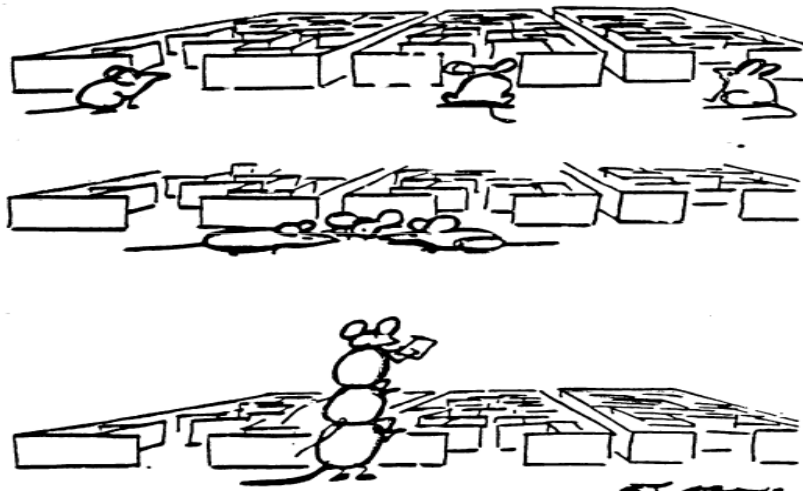




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Thank you for your attention!

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