

# HEPA Policy Audit Tool (PAT)

## Dissemination template

19.12.2016

### Call for tender

We are seeking an experienced designer / design company to develop a “dissemination template” to communicate information on national physical activity policy to policy makers. The template will summarise information captured by the HEPA Policy Audit Tool (PAT) (further details below) and should be editable in commonly used software (e.g. Powerpoint, Publisher or a user-friendly, open-source Software) such that countries can add their own information into the template.

The anticipated steps and timeframe are outlined below.

### Background

The Health-Enhancing Physical Activity (HEPA) Policy Audit Tool (PAT) provides a protocol and method for the detailed, standardized compilation of country-level policy responses on physical inactivity. The PAT was originally developed with and tested in 7 pilot countries through a group of experts in close collaboration with the WHO Regional Office for Europe. Based on the feedback and experiences, an improved version 2 of the PAT was launched in 2015. It comprises 28 items, addressing:

- Background information and country context
- Leadership and partnerships
- Policy documents
- Policy scope, content and implementation
- Recommendations, goals and targets
- Surveillance
- Evaluation
- Funding and commitments
- Capacity-building through a national network
- Experience of policy implementation, progress and remaining challenges
- Summary of how the HEPA PAT was completed

The tool and more information on the development process, the PAT template as well as examples of completed PATs (version 1) can be found at [www.euro.who.int/hepapat](http://www.euro.who.int/hepapat).



## Tasks

Whilst the PAT is a well-respected and established tool for policy audit, a recent survey with previous users has shown that there is a wide gap between the perceived potential of PAT and its impact to date. Currently, the PAT country results are contained in a full report ranging between 20-40 pages each, as well as in a 2 to 3 page summary plain text Word version (example see Annex 2). Results of the survey showed that these products were not widely used. Thus, the aim of the current work is to develop a more appealing, user friendly template to communicate the PAT results, to increase dissemination and impact in terms of political support and practice of physical activity policy.

### The tasks for this tender are:

- Design an editable template for the PAT results which can be populated with content by countries.
- The template should be provided in commonly used software. It should not be complicated or require advanced technical skills (IT or graphic) for completion.
- A likely maximum length of the template is 4 pages. Whilst the structure and main elements of the template should be 'fixed', countries may need to add more or less text for different sections, thus there should be some flexibility in layout and spacing.
- Layout, colour, icons etc should be used to make the template appealing. Mandatory elements are the EU flag and project logo, which will be provided.
- A fixed list of sections/ sub-headings to be included on the template will be provided. In Annex 1 there is an example of the content available from summarizing PAT contents.
- The template will include a general introductory box (provided by project group) to explain the general importance of physical activity and the key international policy frameworks. This should be an editable element to which users can add country-relevant information.
- The main content should be structured into 4 main topics: Institutions involved; Policies & key actions; Recommendations, Goals and surveillance; and Successes and challenges. The dissemination tool could likewise be structured into these 4 main sections, or tailored differently to better meet the interests of the target groups.
- Icons and color solutions should be provided to reflect the different stages of development of physical activity policy within a country (e.g. differently colored/shaded icons for the existence/absence of key elements of physical activity policy. It is foreseen to have at least one bar chart (levels of physical activity) and possibly one graph.
- The template should be full colour, with the possibility to also print in black and white and to use in print as well as online (pdf).
- Photos are not a foreseen element as it would pose undue burden on country teams to find high-quality royalty free pictures.
- A possible template could include elements from the three examples provided in Annex 2, in terms of amount of text, icons, use of colors, boxes, etc., (Annex 2 also includes the PAT team's appraisal of the pros and cons of these example tools).
- The template should be supported with an easily understandable, brief "how to use" guide document for users.
- During the development process, a final draft template will be tested by 10-15 users in countries; feedback should be used to amend the tool into the final version (see timeline below).
- A detailed briefing on the contents will be provided to the successful tenderer through phone conference. Further input for the work is available from a user survey and a review of good practice dissemination tools (examples see Annex 2). Initial ideas for sections of the template are also described in a workshop report (available upon request).

**Primary audiences** for a PAT dissemination tool are:

- Medium to high-level administrators of different sectors of national and sub-national governments (health, sport, education, transport/ environment, planning, work, youth, etc.) across Europe

**Secondary target audiences** are:

- Medium to high-level employees of NGOs and the private sector across Europe

Assume a professional education but lack of detailed knowledge on the topic, design for medium reading age. Assume that English may not necessarily be their first language (although the templates will be in English)

## **Work steps**

**(please note extended deadline for submission!)**

- Publication of the call for tenders: 13 December 2016
- Deadline for proposals NEW: 23 January 2017
- Selection of tenderer: 30 January 2017
- Briefing (phone conference): 6 February 2017
- 1<sup>st</sup> draft template: 24 February 2017
- Feedback (expert team and country experts): 17 March 2017
- 2<sup>nd</sup> draft template: 31 March 2017, including a brief “how to use” guide
- Application of draft template by 10-15 country leads: May 2017
- Feedback country leads: mid-June 2017
- Final version and final “how to use” guide: latest 31 August 2017

Payment schedule: 50% upon delivery of 1st draft, 50% upon completion of final version (in Euros).

Regular correspondence will be maintained throughout the duration of the project by email, phone and any other means deemed suitable.

## **Proposals are to include**

- Outline of the foreseen approach and technical implementation
- Experience and examples of previous relevant work
- Costs: total costs and broken down by task (in Euros)
- Any clarifications needed from the project team

The proposal with the most convincing approach, demonstrated understanding of the task at hand and best value for money will be selected. No details of the selection procedure will be provided and there is no possibility for appeal.

## **Proposals are to be sent by 23 January 2017 to:**

Sonja Kahlmeier, PhD, MSc ETH Environ. Sc.

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University of Zurich, Switzerland

Tel: +41 44 634 43 71, Email: [sonja.kahlmeier@uzh.ch](mailto:sonja.kahlmeier@uzh.ch)

(Note: please also email to [sonja.@kahlmeier.ch](mailto:sonja.@kahlmeier.ch) from 23 December to 8 January and expect delays during the Christmas week)



## **Annex 1: Example of content that is derived from PAT**

Please note that the items presented here differ from those foreseen for inclusion into the dissemination template; these are listed in Annex 1 above. The information in Annex 2 is meant as illustration. Further examples and full PAT reports can be found at [www.euro.who.int/hepapat](http://www.euro.who.int/hepapat).

### **Example Norway, 2013**

#### **Background**

The Storting is the Norwegian Parliament. In Norway seventeen ministries are represented in the Government. The Ministry of Health and Care Services has the overall responsibility for government policy on health and care services, as well as physical activity. The majority of the seventeen ministries have a responsibility for public health work in general and physical activity in particular.

#### **Policy development and documents**

There are a number of important policy documents related to physical activity in the different sectors. Below are some of the sectors and documents listed (-04.2011).

- Environment: The Outdoor Recreation Act establishes the universal right of free access to and passage through uncultivated land in the countryside - a right that applies regardless of ownership.
- The Planning and Building Act (2009) is important for urban development and design of our physical surroundings, which will affect the opportunities for physical activity. White Paper No.39 (2000-2001) Outdoor recreation (Friluftsliv) - A way to better the quality of life (2001). The white paper intends to facilitate that everyone to engage in outdoor activities where they live, with a view to better health and a sense of wellbeing. The Government's Environmental Policy and the State of the Environment in Norway (2005) describes the policy on outdoor recreation, securing recreational areas and environmental issues related to physical activity such as active transportation.
- Transport: White Paper No. 16 (2008-2009) National Transport Plan (2009). As a part of the Plan there exists a National Cycling Strategy.
- Sport: White Paper No. 14 to the Storting (1999) Sport in a State of Change - About the State's relationship to sport and physical (1999). Strengthening the voluntary, local work for sport is a priority in the white Paper. The primary target groups for the state's engagement in sport, as outlined in the white Paper, are children and young people.
- Working Life: The Working Environment Act (2006). The Act was amended in 2006 to clarify employers' obligations with regard to physical activity.
- Health: The Parliament White Paper No.16 (2002-2003) Prescription for a healthier Norway (2003) brought physical activity onto the political agenda. White Paper No. 47 (2008-2009) The Coordination Reform Proper treatment – at the right place and right time (2009). Preventive work is mentioned as a key role in the reform. A new municipal role emphasising prevention, early intervention efforts and low threshold work.
- Intersectorial work: The Action Plan on Physical Activity 2005–2009 - Working together for physical activity (2004). The action plan was an important document that brings together the inter-sectorial work to promote physical activity, and showed how the different sectors influence physical activity. The plan is the result of collaboration between eight ministries and contained 108 measures to increase the physical activity.

## **National recommendations**

The first Norwegian recommendations for physical activity were published in 2000 and were updated in 2004. Children and adolescents should be active a minimum of 60 minutes of physical activity every day. Adults and older adults are recommended to take at least 30 minutes of moderate and/or vigorous physical activity every day. The activity can probably be divided into shorter intervals of physical activity during the course of the day.

## **National goals and performance indicators**

There are no clear indicators. In The Action Plan on Physical Activity 2005-2009 the following targets were mentioned.

- Main target no.1 in the Action Plan - An increase in the number of children and youth who are physically active for at least 60 minutes per day.
- Main target no.2 in the Action Plan - An increase in the number of adults and elderly people who are moderately physically active for at least 30 minutes per day.
- The national goal in the National Cycling Strategy is to increase the share of cycling trips out of the total number of trips from 5% to 8% before 2019.

## **National action plans outlining a clear implementation strategy**

The Action Plan on Physical Activity 2005-2009 was a national mobilisation intended to promote improved public health through increased physical activity.

The Action Plan aims to increase and strength factors that promote physical activity in the population and reducing factors that lead to physical inactivity. Increased physical activity will be attained through a total strategy that includes measures in diverse areas of society – in kindergartens, in schools, at work, in transport, in the local environment and in leisure. This initiative requires cooperation between different sectors and levels of administration.

## **Communication and branding**

There was a communication strategy in The Action Plan on Physical Activity 2005-2009. The target groups of the strategy were decision makers and professionals in various sectors, Non Governmental Organisations and the media. A website was developed, [www.1-2-30.no](http://www.1-2-30.no). The slogan for the whole communication campaign was: "Better health in 1-2-30".

## **Evidence of political commitment**

Physical activity is put on the political agenda and mentioned in a lot of strategies. But it is difficult to assess political commitment to the promotion of physical activity in Norway, because the answer one receives depends on whom one asks. While some are satisfied with the current political commitment to increasing the level of physical activity in the country, others are far from being so.

## **Coordination and stewardship for HEPA promotion**

The Action Plan on Physical Activity (2005-2009) had an interministerial coordination group that followed the work, with meetings twice a year. The Ministry of Health and Care Services had overall responsibility for physical activity and chaired the group.

## **Surveillance or health monitoring system**

In Norway, there is no national public health surveillance system that annually monitors the level of physical activity in the population. In The Action Plan for Physical Activity 2005-2009, it was intended to develop a system to monitor the level of physical activity among the Norwegian public. During the implementation of the Action Plan, two comprehensive surveys of the level of physical activity were carried out using accelerometer and questionnaires.

### **Evaluation of policy implementation**

The Action Plan on Physical Activity 2005-2009 has been evaluated. The objective of the evaluation was to establish a foundation of knowledge on which to continue developing the work to improve public health through increased physical activity in the population.

### **Main successes and challenges**

Bicycle initiatives in towns in the southern region have is reported as a successful action. The education sector reports the project on physical activity and school meals in 400 primary schools as another successful project.

There are some challenges in the work with upgrading the competence related to physical activity in different sectors. Overall over the whole country, it's difficult to achieve an improvement in the operation and maintenance of pedestrian paths and bicycle routes.

