

GetFitSwitzerland

A Public Health Project Promoting Healthy Nutrition and Physical Activity Habits

Projekt: 367

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Introduction

In Switzerland, the lack of physical activity as well as unhealthy nutrition habits, bring out an increasing public health problem.

Goal

To counteract this trend „GetFitSwitzerland“ was setup, a new Public Health Project. After the successful implementation within a pilot phase, the project was now expanded throughout four agglomerations (Basel, Luzern, Zug and Winterthur). The effect of the intervention on nutrition knowledge as well as on nutrition and physical activity habits and BMI were to be studied.

Methods

Thanks to a newly developed efficient network (fitness park chain, pharmaceutical company and organisations in the area of health promotion) participants aged 18-64 years were able to be recruited through a marketing campaign in a very short time. The intervention (for a fee of 31CHF) contained a 1-month fitness park entrance, personalized introduction training, a pedometer with personal internet based feedback, 1-month access to health relevant seminars as well as an incentive program (prizes for successful participation).

The nutrition knowledge and the nutrition- & exercise habits were assessed via questionnaires before and after the intervention. The BMI was asked for before and 3 & 6 months after the intervention. For the sustainability of the intervention concerning physical activity, the buying of a fitness subscription was fixed as parameter.

Results

A total of 302 people took part at the intervention. 50% of the participants improved on their nutrition knowledge and 53% respectively 91% of the respondents reported, that their nutrition respectively exercise habits have changed in a positive way. 10.6% of the participants bought a one year fitness center subscription at the end of the intervention. There was no influence on BMI.

Conclusions

After the successful implementation of the project in 4 different Swiss regions and the promising results achieved, the plan is to initiate a federal public health program in Switzerland for the year 2009.

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