

FINLAND – COUNTRY INSIGHT

01 NATIONAL STRATEGIES

Title of strategy	Year	Author	Themes
Ministry Of Education And Culture - Strategy 2030	2019	Finnish Ministry of Education and Culture	Education, Inclusion, Economy, Environment, Health
Orientation document for the management of physical education	2020	Finnish Ministry of Education and Culture	In Finnish

02 PRACTICAL INITIATIVES

Title of strategy / event / programme / campaign	Year	Author	Short description
Health & Wellbeing			
Different ages together on the go! -campaign	2019	OC Finland	PA for all ages - true stories of people of all ages moving together.
Movement for jobs	Since 2012	OC Finland	Implement exercise in the workplace

The strength in old age		Age Institute	The “Strength in old age” health exercise programme for older adults promotes the autonomy and quality of life of adults aged > 75 years with decreased functional capacity but who live independently. The programme provides counselling on exercise, guided strength and balance exercises and opportunities for daily and outdoor exercise. It is implemented by municipalities, supported by the Age Institute.
Fit for Life	Since 2012	UKK Institute	Counselling of sedentary adults in Finland on physical activity started in 2012 as part of a larger programme coordinated by the “Fit for life” programme and the UKK Institute. It is funded by the Ministry of Education and Culture and the Ministry of Social Affairs and Health and covers lifestyle counselling in hospitals, in collaboration with primary health care, sports and nongovernmental organizations working in the health sector. Training of health professionals in physical activity is integrated into several courses, but the number of hours depends on the university or polytechnic.
Star club		OC Finland	Star club” is a quality assurance programme for improving sports clubs in Finland. It gives a star symbol to sports clubs that deliver high-quality physical activity programmes according to set criteria. It covers all sports associations in Finland, comprising those for children, adolescents, adults and elite sport. The guiding principles of “Sports clubs for health” are those of the quality assessment to which national and regional associations, including sports clubs, are committed.

Education

On the move	since 2010		Initiated in 2010 to establish a physically active culture in Finnish comprehensive schools. The schools and municipalities that participate in the programme make their own plans to increase physical activity during the school day. Active breaks and before and after school activities are key elements.
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			The programme is funded by the Ministry of Education and Culture and coordinated by the National Board of Education and LIKES Research Centre for Sport and Health Science
Active Cities			
Heia Heia app	Since 2019		<p>HeiaHeia is a game-based wellness app in which the user collects wellness points by logging exercises and wellness activities.</p> <p>The city of Kemi bought a HeiaHeia licence for all of its citizens to promote health and exercise services in particular for several health campaigns. In Kemi, the app has been active for a year and it already demonstrated its effectiveness: HeiaHeia has been used by 10 % of Kemi's citizens. It was used over 167 000 times, recorded 48 000 exercise entries and 25,000 wellness acts. The App recorded approximately 18,000 friends' connections and people cheered for others 129,000 times. The most popular activities were walking, cycling, mobility exercises, running, and yoga.</p>
Environment			
Management of environmental issues in municipal sports activities and national sports organizations	2014	State Sports Council Finland	Environnement / Active Cities
Gender Equality			
VLN: Equality and equality are key starting points in exercise and sports	2017	State Sports Council Finland	Importance of equality in sports

Social Inclusion

Equality and equality work in state sports policy	2016	State Sports Council Finland	Social inclusion through sport
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