

The New Health ‘Lifestyle is Medicine’ Programme

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New Health: Stimulating Sustainable Healthy Lifestyles

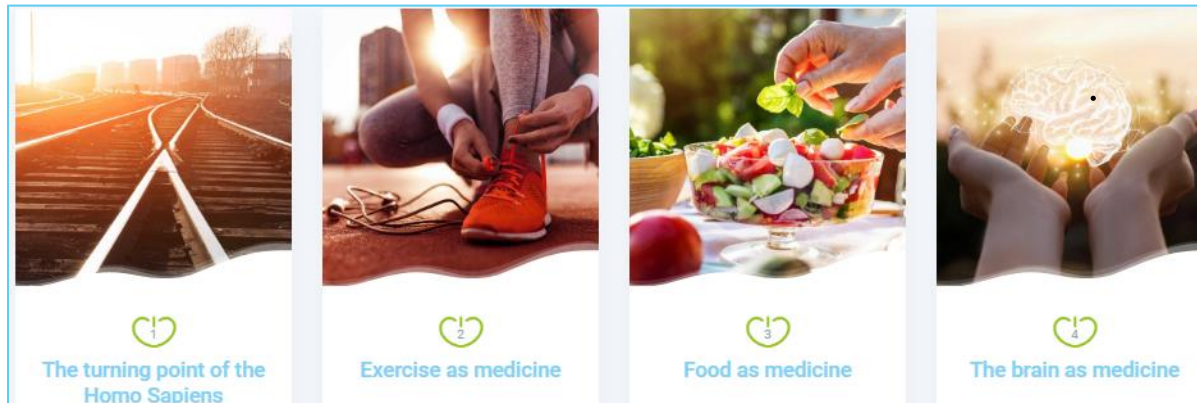
- ▶ ‘Encourage participation in sport and physical activity’ - active living, healthy eating, mental health
- ▶ the improvement of the quality of life and health of the European citizens, the battle against overweight, obesity and inactivity
- ▶ In line with WHO and EU Physical Activity Guidelines and the Tartu Call for a Healthy Lifestyle



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New Health goals

- ▶ Create a European network of volunteers and professionals to raise awareness of the benefits of a healthy lifestyle - **Healthy Lifestyle Promoters**
- ▶ Increase the knowledge and skills of professionals and consumers about scientific proven healthy lifestyle prevention
- ▶ Improve dialogues and interaction between people and between organisations
- ▶ Provide healthy lifestyle tools: health- and prevention library of active living, healthy eating, mental health and positive health library for consumers and professionals



A common cause

- ▶ 2022 Eurobarometer on Sport and Physical Activity reveals that 45% of Europeans never exercise or play sport
- ▶ European Commission Vice-President Margaritis Schinas and Commissioner Mariya Gabriel underscored that it is of crucial importance to increase support for promoting physical activity and healthy lifestyles



GOAL TO REDUCE PHYSICAL INACTIVITY

BY 2025
10%

BY 2030
15%



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STRENGTHS

Currently, Europe is the industry's most innovative continental market worldwide

Due to various factors, the European sector is in relatively good shape post-pandemic

Industry leadership during the pandemic generated collaboration across legacy and new stakeholder groups

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WEAKNESSES

Still attributes of an immature sector when it comes to general support for trade associations and common standards

Excessive focus on aesthetics rather than holistic health, due to historical roots in bodybuilding

Sporadic understanding of the professional prerequisites of being part of society's preventive health mix

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THREATS

Market uncertainty caused by disrupted global logistics, energy costs and inflation

Tech-based offerings potentially make the physical 'third space' of the club superfluous in the eyes of consumers

Public disregard for our industry as an essential health solution, due to the industry's presentation of itself as a leisure

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OPPORTUNITIES

Public health policy forced to move towards prevention and health-enhancing physical activity

Strong consumer demand for personal health and wellness services

New market opportunities related to mental and social health and wellbeing, in addition to physical health



EUROPEACTIVE'S 'MOVING FORWARD TOGETHER'
STRATEGY AND WORK PROGRAMME FOR 2022 - 2025

EuropeActive Sectoral Manifesto

.....we believe that it is our societal responsibility in the coming years to be providers of physical activity which also supports social and mental health and wellbeing, and in combatting the pandemic of physical inactivity and other lifestyle diseases for which science proves that fitness and exercise is an effective medicine



**THE ECONOMIC AND SOCIAL
IMPACT OF PROMOTING ACTIVE
LIVING AFTER THE COVID-19 CRISIS.**

*Physical Inactivity
conservatively cost
healthcare systems
around the world \$53.8
billion dollars in 2013
(Ding et al. 2016)*