PAPRICA – Physical Activity Promotion in Primary Care – The Approach of Switzerland

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Physical inactivity in men 15+ years


Physical inactivity in women 15+ years

PA promotion in primary care

- Since 1990s development of interventions based on international experiences, but adapted to local situation
  - Good acceptance in patients, GPs and other primary care staff
  - Indications for effectiveness
  - But: difficulty to recruit primary care partners


PA promotion in primary care

- Development of professional communication materials and procedures for large scale implementation
- Based on existing experiences, expert opinion, qualitative and quantitative research


"Barriers to counseling – (...) most important ones: lack of time, competition between the different topics of health promotion and preventive medicine, lack of reimbursement, lack of clear guidelines, lack of knowledge about downstream structures, lack of structural support to facilitate behavioral changes in patients (architectural and in town planning), or physician’s fear to be perceived as a «health moralist» (...)"

Opinions and Attitudes of a Sample of Swiss Physicians about Physical Activity Promotion in a Primary Care Setting


Atitudes towards Physical Activity Promotion in Primary Care
HEPA survey Switzerland 2004, n=811

"For you, how relevant is your GP’s advice concerning your individual physical activity behaviour?"

<table>
<thead>
<tr>
<th>Desire for advice</th>
<th>Importance of advice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much welcomed</td>
<td>47.5 % 50.5 %</td>
</tr>
<tr>
<td>Rather welcomed</td>
<td>32.0 % 30.8 %</td>
</tr>
<tr>
<td>Indifferent</td>
<td>7.1 % 10.5 %</td>
</tr>
<tr>
<td>Rather disapproved</td>
<td>5.9 % 4.2 %</td>
</tr>
<tr>
<td>Clearly disapproved</td>
<td>7.5 % 4.0 %</td>
</tr>
</tbody>
</table>

PA promotion in primary care

• Development of professional communication materials and procedures for large scale implementation
• Based on existing experiences, expert opinion, qualitative and quantitative research
• Joint project with Swiss College of Primary Care Medicine

College's decision based on evidence based approach and possibility to participate in elaboration of final product


www.panh.ch/hepa.ch/pf/khm

PA promotion in primary care

• Development of professional communication materials and procedures for large scale implementation
• Based on existing experiences, expert opinion, qualitative and quantitative research
• Joint project with Swiss College of Primary Care Medicine
• Testing in 19 primary care practices in French speaking and 6 in German speaking Switzerland
• Adaptation and development of final materials and procedures

• More than 200 physicians trained in French-speaking part of Switzerland, evaluation carried out
• Physicians’ training begun in German-speaking cantons, adapted with support from University of Ljubljana
• Launch at the national level by Swiss Society for Sports Medicine and Swiss College of Primary Care Medicine October 2012, Interlaken

Outlook
• Partnerships for implementation over the following years
• Quantification of effects
• Collaboration with other health professionals
• International exchange and collaboration