





How to move the Dutch?

Netherlands Institute for Sport and Physical Activity (NISB)

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The focus today

- Introduction NISB
- Physical activity: Dutch situation
- NISB campaign strategy
- Examples, photo's, films
- Across the borders



Juul van Rijn

Senior communications advisor

-Working on campaigns since 2004-



NISB Nederlands Instituut
voor Sport & Bewegen



What is NISB?

Knowledge- and innovation
institute which motivates people
to exercise and play sports

To enhance:

- *Participation in society*
- *Quality of life*
- *Health*





Target groups NISB



children

employees



elderly



youth



Chronically ill



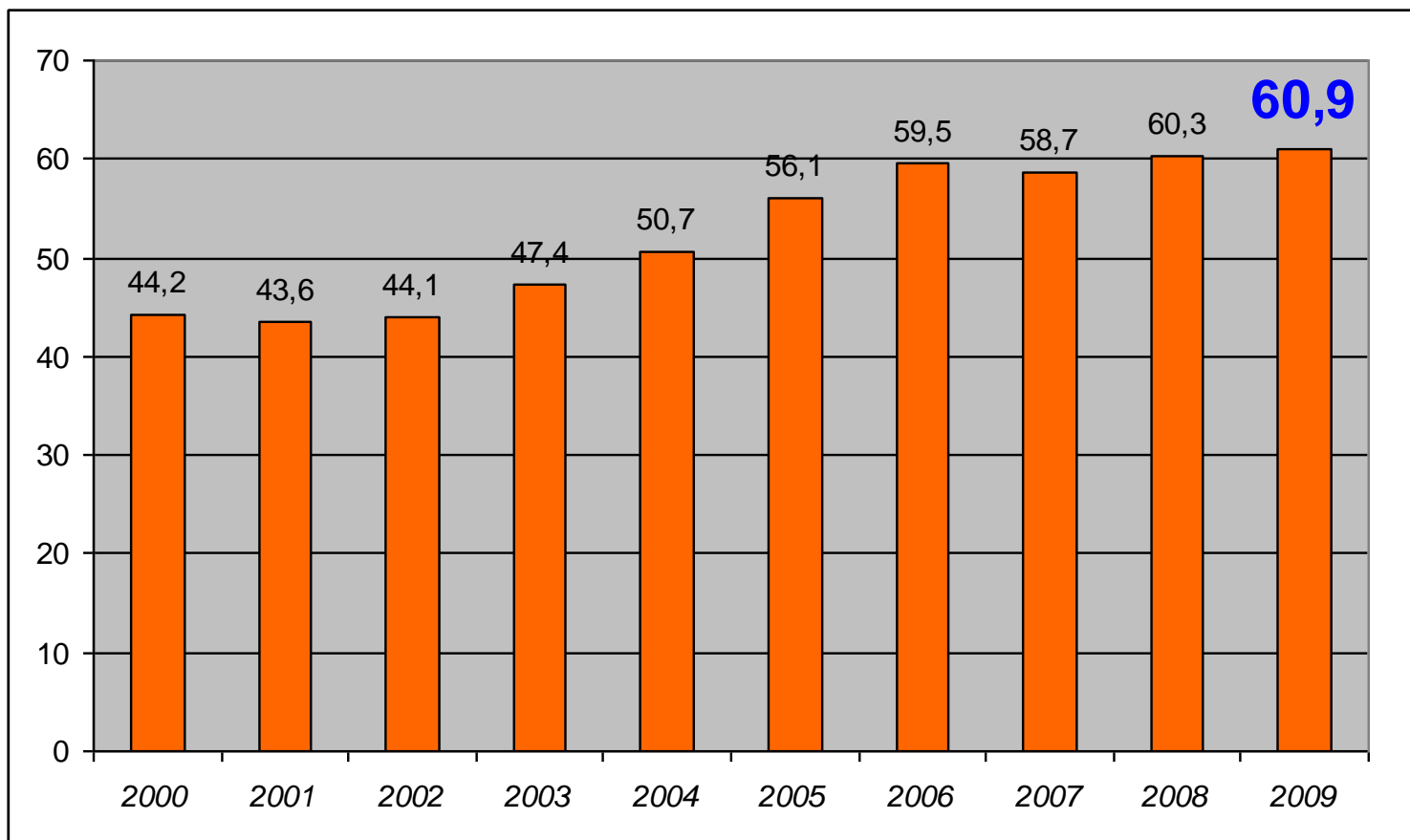


Our current situation.....

135 swimming pools with fat
in the Netherlands



% People Dutch standard





What's the problem?

- 39% (adults) does not reach the international 30 minutes standard
- Only 22% youth (0-18) reach the 60 minutes standard
- Massive and growing overweight (40% overweight, 10% obese). 14% of Youth

NISB calls for a broad social front to get in the grip all aspects of food, sports, daily exercise and exemplary behavior

In line with Michelle Obama's Let's Move: overweight to be approached on the highest level



Daily exercise ...



Daily physical
exercise is very
important





Targets Netherlands

Outcome 2012

- 70% adults standard active
- 50% youth standard active
- Inactivity max. 5%

Output 2010

- 50% knows about the 30-standard
- 50% knows about the campaign
- Smart goals per target group



Health behavior

How to change (habitual) behavior?

How to help people to make the right choices?

Behavioral determinants affect final behavior

How to change behavior?

- knowledge (93% knows about 30-standard)

- intention

- attitude (reflection and appreciation)

- self-efficacy

- physical environment

- family and friends (social environment)

Behavior change: **unaware / aware**



Health behavior

NISB works on this behavioral changes,
with projects, advice, lobby to decision makers,
coaching experts, gather knowledge and
distribute this,

commissioned by the ministries of sports, traffic,
agriculture and business, other organizations.

And ... with campaigns!



What's the answer?

Multi layer approach

The values of campaigning for NISB

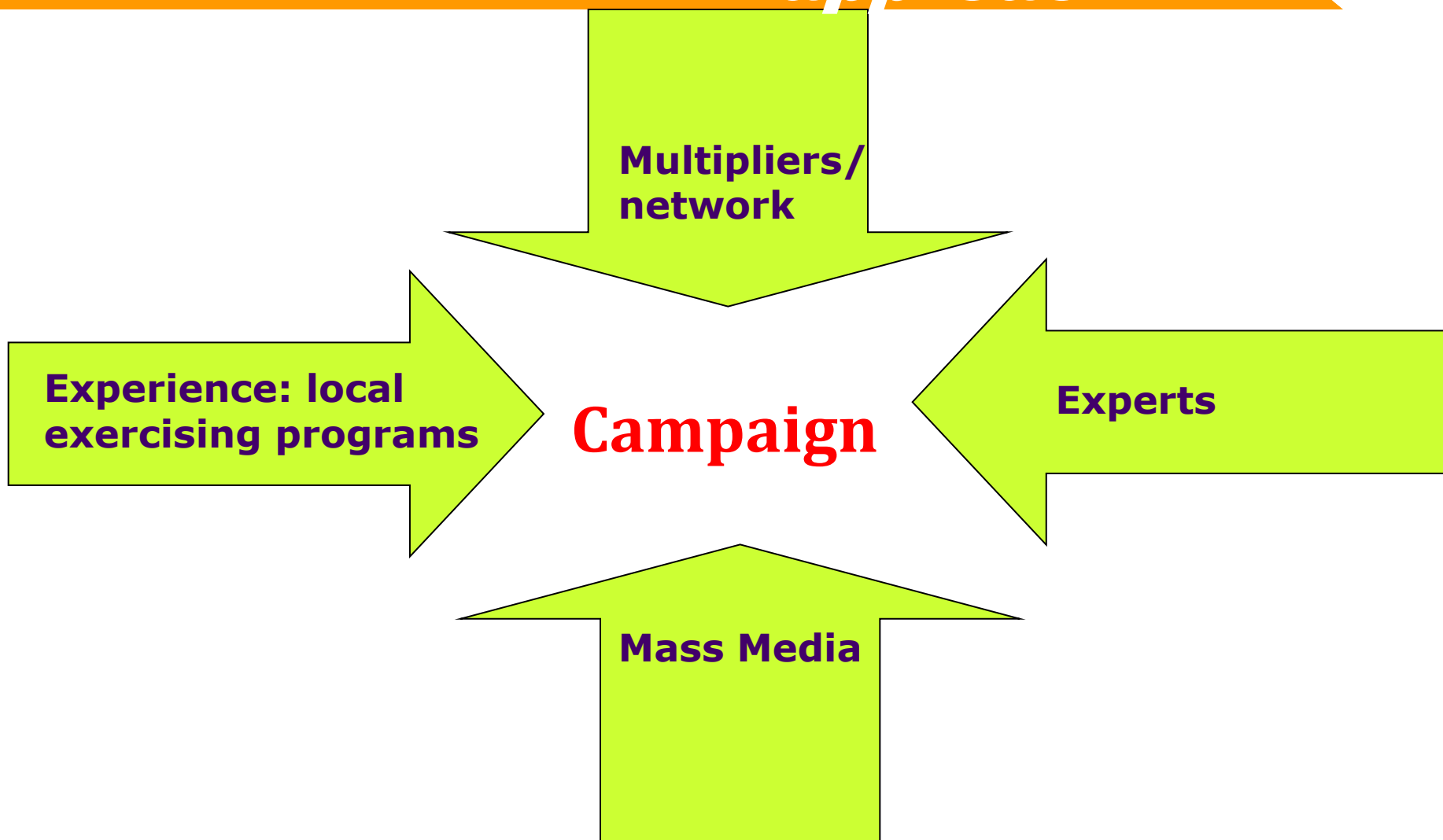
National Action plan Sport and Physical Activity for structural and effective projects on a local level

Campaigning for:

- Raising of consciousness
- Seducing for behavior-change
- Agenda setting
- Influencing physical and social environment



Succes of multi layer approach



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Campaign EVENT

Short course in neighborhood



Internet



Community sign



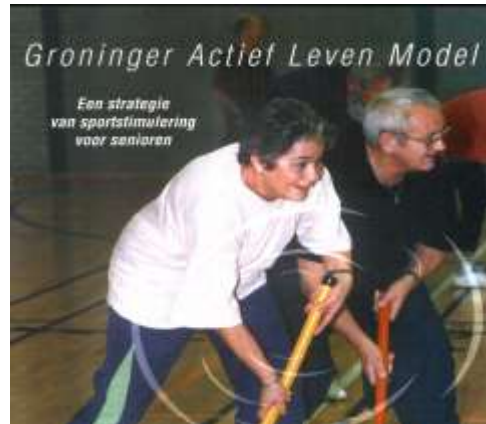


The power of the network





Connect national with local



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The logo = the Message

Daily exercise for energy balance
is a daily choice





Campaign 30minutenbewegen



Dubbel30 Energy Tour



Heel Nederland beweegt
3 april 2008

www.30minutenbewegen.nl

Ik wil bewegen	Ik voer campagne
<p>Snel naar:</p> <ul style="list-style-type: none">• Beweegt u voldoende? Doe de test!• Nu verkrijgbaar, de StartFitKit• Zo kom ik aan mijn 30minutenbewegen• Dubbel30 <p>Go naar: Ik wil bewegen</p>	<p>Snel naar:</p> <ul style="list-style-type: none">• 30minutenbewegen in 1 land• Campagnemateriaal• Lokaal campagnevoeren• Dubbel30 <p>Go naar: Ik voer campagne</p>

67,7% van de Nederlanders heeft van de campagne gehoord. Hiervan weet 42,6% waar de campagne voor staat.

Ruik eens aan...

Start met
1 maart t/m 24 april 2009

Start met



Campaign 30minutenbewegen

100% of communities know campaign

81% of professionals know website



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Olga en Duco

27,3% adults knows what the standard stands for



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Campaign Heel Nederland Fietst



Nov '09: kick off prince Pieter-Christiaan

31-3- 2010: world record attempt



&





New campaigns, NISB...

- & Consument & Veiligheid: fall prevention
- & Diabetesfederatie: Diabetes
- & Voedingscentrum: Parents with kids 0-4 to give a good example food and sports





NISB in Corpus Experience

Since October 13th 2010





Wateetenbeweegik-Bus

Xx visitors on xx locations in xxx years





Box primary school

Campina Dairy Food loyalty program





Dubbel30 Energy Tour

Celebrity Ali B on secondary schools



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Film



Results

Outcome in 9 years :

3,7% less inactive, 17% more standard-active

Output: 65% knows campaign
“30minutenbewegen”

27% knowledge of 30-standard

Media-value: 1:7 (investment versus
return on investment, due to free publicity)

(measured by official surveys on public and professionals)





Film



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What's next?

Across borders
for an international campaign
to promote physical activity and sports?



Thank you

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