

# THE 12TH NORDIC PUBLIC HEALTH CONFERENCE

Public health in welfare societies undergoing changes  
– How do we create socially sustainable solutions?

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## The thematic area of abstract

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**Title:** To increase physical activity and the joy of movement among pre-schoolers.

- Early educators perceptions of the methods used in the campaign “Hoppa på”.

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**Keywords:** physical activity, pre-school, joy of movement

**Special learning/special success:** A partnership with public broadcasting television can be a component that increases the engagement in a campaign aimed to increase physical activity among pre-schoolers.

### ABSTRACT

**Objectives:** Feelings of joy and success are important determinants for being physically active. The aim was to evaluate which components in the physical activity (PA) campaign “Hoppa på” was perceived as those which increased PA and the joy of movement among children, and which material and methods sustained in the preschool environment eight months after the campaign.

**Methods:** The “Hoppa på” campaign was conducted in winter 2015 as collaboration between the Swedish speaking public broadcasting television, YLE, and Folkhälsan health promotion. The target population was children and early educators at Swedish speaking preschools. The campaign included a weekly television program for children (10 episodes), half day training for early educators, 19 movement parties for preschools, and materials to preschool; a CD (song with dance movements), a poster and movement cards. A questionnaire, pre-answered and open ended questions, was sent electronically to all 464 Swedish speaking preschools in December 2015.

**Results:** 298 early educators from 174 preschools answered the questionnaire. 181 of 264 reported that they still had “Hoppa på” activities in their preschool. The movement cards (217 of 245) and the song (172 of 245) were perceived as the most useful. The perception was that the campaign had increased the enjoyment of PA among children (201/235), increased children’s PA (120/235), and decreased sedentary behaviour at preschool (83/235). How the campaign had encouraged children to enjoy PA and in which way the campaign was still a part of the activities in preschool was reported as open ended answers by 167 early educators. The partnership with YLE was reported as a component that increased the engagement in the campaign

**Conclusions:** The evaluation increased knowledge about useful models and methods for increasing enjoyment of PA among children. The open answers about how the campaign material is used and what has sustained in the activities is valuable knowledge that can be further used in planning of PA interventions in a preschool setting.

See more details about the campaign: [www.folkhalsan.fi/hoppapa](http://www.folkhalsan.fi/hoppapa)