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## “Getting Switzerland to move”: evaluation of a new “Sport for All” programme

### Summary

**Objectives:** Even though sports participation in Switzerland appears to be quite elevated, recent research suggests that only about a third of the population are doing enough sports from a health perspective.

**Methods:** Against this background several Swiss health insurance companies together with the Swiss Olympic Association have recently developed a novel approach to get people to start physical exercise: Under the label of «Allez Hop!» sport clubs offer training and information courses aimed at motivating and helping previously inactive people to take on regular exercise.

**Results:** The paper presents results from an interdisciplinary evaluation of the first three years of the «Allez Hop!» campaign. Starting from an overview of the basic idea and features of the campaign it asks whether «Allez Hop!» has reached its self-declared goal of “getting Switzerland moving”. Available evidence on the social background of participants and their further activities shows that by systematically avoiding any reference to conventional notions of sport and by stressing the health and fun aspect instead, «Allez Hop!» has indeed managed to mobilise an important group with under-average levels of activity (particularly middle-aged women). In addition, on average the level of physical exercise of participants appears to have increased. Yet, the number of participants is below the original target values and, contrary to the campaign’s initial goal, participants are reluctant to leave the programme after one course to take up an independent activity or to join a club.

**Conclusions:** The paper explores the achievements and problems of the campaign so far and offers an explanation of recent problems which can also serve as a basis for the implementation of similar programmes in other countries.

**Key-Words:** Health promotion – Sport – Physical activity – Evaluation study – Longitudinal comparison – Switzerland.

Switzerland has often been regarded as a successful example of the “Sport for All” idea. As early as 1969, six years before the Council of Europe introduced its “Sport for All” charter, the Swiss Association for Sport, the governing body of Swiss sport clubs and associations, had created a special “Sport for All” commission which subsequently started to develop programmes and coordinate activities between different regions and federations. These programmes were mainly aimed at popularising sports and opening the somewhat rigid system of the clubs for new members and new kinds of activity (e.g. leisure and health sports as opposed to competitive sports). Even though the “Sport for All” campaign together with other developments at both the level of society and sports appears to have led to a democratisation of the Swiss sport system and increasing levels of participation<sup>1</sup>, recent surveys indicate that only a minority of the population are doing *enough* sports from a health perspective. According to the European Network for the Promotion of Health Enhancing Physical Activity (HEPA), people should engage in physical activities of at least 30 minutes per day and at medium levels of intensity to achieve a substantial health benefit<sup>2</sup> (see also<sup>3–6</sup>). The 1997 Swiss Health Survey shows, however, that about a third (31%) of the Swiss population must be classified as completely inactive with respect to physical activity<sup>7</sup>. According to a more recent survey on physical activity in Switzerland the share of inactive people amounts to 37% of the population<sup>8</sup>. Even more strikingly, the proportion of inactive people appears to have increased since 1992 when the first Swiss Health Survey was carried out<sup>7, 9</sup>.

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In addition, and despite the democratisation process in sport, according to recent research on physical activity and sports in Switzerland<sup>7,8,10–18</sup>, there are still some important social differences in activity levels. The most important persisting differences refer to the well-known gender and age dimensions in the sense that women and elderly people are on average somewhat less active than men and younger people. There is also a very marked difference between language regions in the sense that sports activity is considerably higher in the German speaking part of Switzerland than in the French and Italian speaking parts. And finally, there are also differences with respect to education, occupational status, nationality (immigrant workers) and parenthood.

Against this background, the focus in "Sport for All" campaigns has shifted during the past few years. The issue at hand was no longer to provide equal opportunities for sport participation – a task quite successfully performed by earlier "Sport for All" campaigns and political interventions –, but to convince people to do sports, or more generally to engage in regular physical activities to increase their health and quality of life<sup>18</sup>.

One of the initiatives undertaken to achieve this goal was the establishment of the so-called «Allez Hop!» campaign in 1995 in a joint effort of three Swiss health insurance companies (Konkordia, Helsana and Wincare) and the Swiss Olympic Association (SOA). The basic idea of the campaign was to "get Switzerland to move" («Allez Hop!» translates as "Get moving!") by bringing people together with qualified coaches in the framework of specially designed courses aimed at giving them an initial push to do more exercise and keep it up. The campaign involved an innovative co-operation of sports clubs and their coaches, sport associations and private sector companies. The courses were to be held in the well-established framework of existing sport clubs whose coaches underwent special training courses organized by the SOA and some selected sport associations<sup>1)</sup>. Thus, the organisational tasks at the grass-roots level were assigned to the sport associations and clubs whereas the insurance companies took over duties in the marketing and financing of the campaign and the SOA coordinated the effort.

The core of the campaign consists of moderately priced, low level physical education courses for people who do not do enough or any sports at all or want to increase their

level of activity. In terms of the transtheoretical model of change<sup>20–23</sup>, the target group was defined as "precontemplators", "contemplators" and "preparators"<sup>2)</sup> which should be motivated to reach the stages of "action" and "maintenance" of regular, health enhancing physical activity. The courses include 10 weekly lessons in which participants are not only taught physical activities, but also learn relaxation techniques and are given information regarding the connection between health and physical exercise. The basic idea is to provide participants with a full package of activities and information that helps them to understand the benefits of physical exercise and to integrate these activities into their daily lives. Importantly, however, sport is only one of several possible ways to achieve the health benefits associated with physical activity in the «Allez Hop!» programme. Rather than convincing people to do sports in a regular fashion, «Allez Hop!» encourages them to take up daily physical activities which may or may not be defined as sport. Therefore, «Allez Hop!» with its focus on physical activity rather than sport does not constitute a "Sport for All" initiative in the traditional sense of the word but rather a new and somewhat broadened combination of "Sport for All" with health related issues.

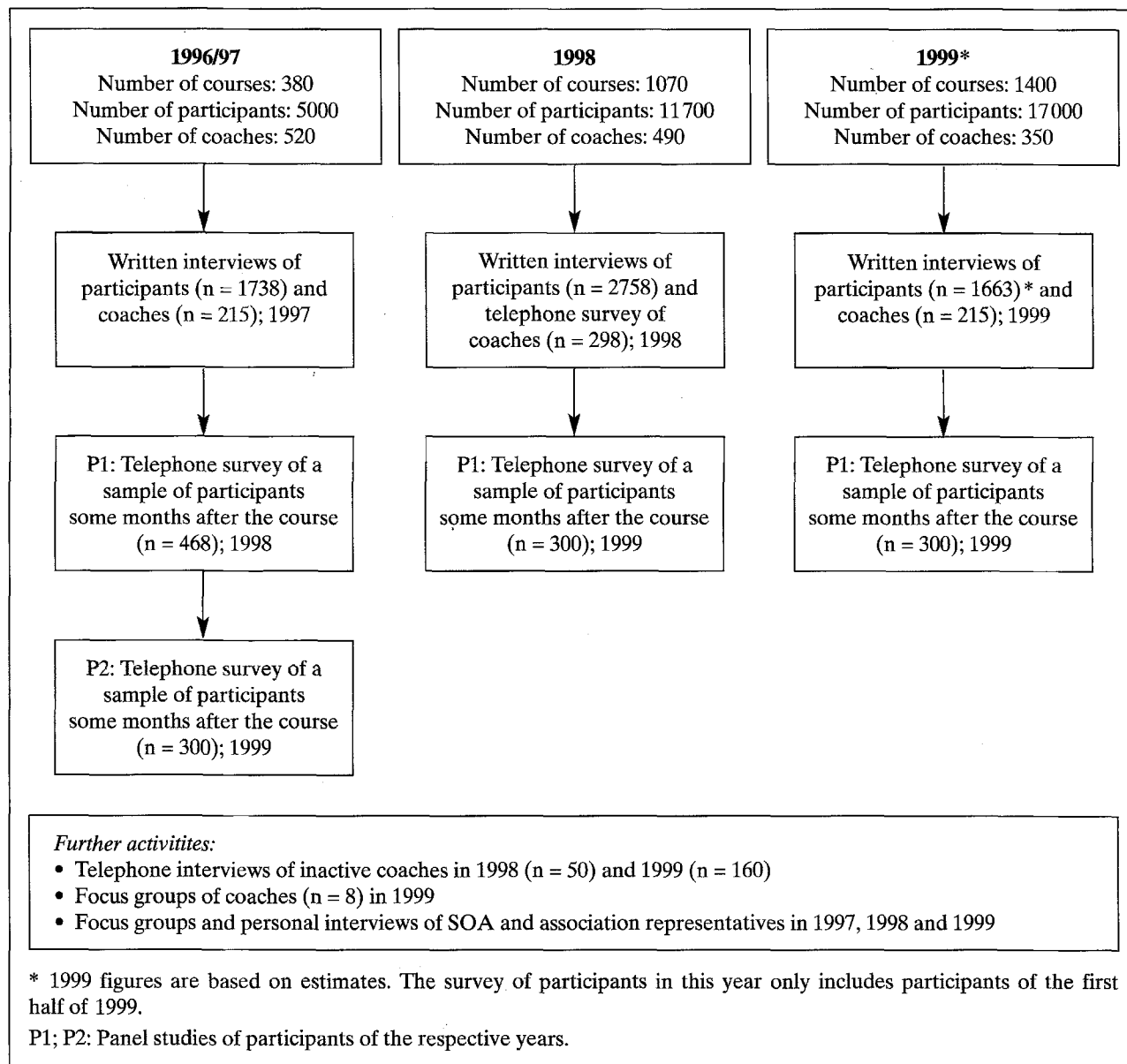
As this new initiative with its focus on health enhancing physical activity rather than sport and its innovative co-operation between different actors may well be of a wider interest, the paper discusses some of its achievements and problems. After a short description of the research methodology in the following section we shall focus on two main questions: First, whether the campaign is on target, i.e. whether it has successfully mobilised previously inactive persons and, second, whether it has induced a lasting change of behaviour. The final section offers a discussion of the findings as well as short assessment of achievements and future challenges for the «Allez Hop!» campaign.

## Methods

The data used in this paper comes from an interdisciplinary evaluation study on the «Allez Hop!» campaign carried out between 1997 and 1999. Due to the multitude of potential problems and actors (insurance companies, sport federations, clubs, coaches, and participants), the evaluation study carried out from 1996 onwards had to take into account different perspectives and issues. Starting from general research findings on levels of physical activity in Switzerland, important target groups were identified. On this basis, the evaluation took a closer look at participants, coaches and representatives of the involved associations. In doing so, the evaluation was divided into several phases which roughly cover calendar years (see Fig. 1).

<sup>1)</sup> Switzerland has about 27000 sports clubs that could be involved in the campaign<sup>19</sup>. For organisational reasons, the campaign started with clubs from only four associations (Athletics, Swimming, Tennis and the Swiss Workers' Gymnastic and Sport association) including roughly 3000 clubs for which special formats were developed ("Walking", "Water fun", "Play" and "Indoor fun"). Later on, the Swiss Gymnastic Association (6100 clubs) also joined the campaign and the framework was also opened for clubs from other associations.

<sup>2)</sup> Recent studies show, however, that there are not too many "precontemplators" in the true sense of the word in Switzerland. Most people know quite well that physical activities are health enhancing<sup>8, 24, 25</sup>.



**Figure 1** Summary of data gathering efforts in connection with the evaluation of the «Allez Hop!» campaign

The basic design of the evaluation study involved interviewing samples of participants before, immediately after and a few months after the course to assess mid-term effects (P1). In one instance, a further interview was carried out more than a year after the course which gives an indication of longer term effects (P2). Whereas the first interviews were done with a written questionnaire handed out by the coaches, further contacts were made by telephone. In these follow-up studies, random samples of participants were interviewed regarding the assessment of the course and one's own physical activity levels.

As can be seen from Figure 1, initial response rates from participants were quite low. In 1996/97 there was a response rate of about 35% which dropped in 1998 (24%) and 1999 (about 20%, only data from the first half of 1999 available). These low response rates are mainly due to coaches' reluctance or negligence to distribute and gather the questionnaires.<sup>3)</sup> In addition, at later stages of the campaign courses became

<sup>3)</sup> A number of coaches reported that there was too much "paperwork". Apart from general administrative duties and the participant questionnaires they also had to administer and evaluate short medical questionnaires at the beginning of the course.

increasingly occupied with participants who had already gone through one or more earlier courses (see also below) and who may not have felt inclined to answer the same questions all over again. Still, if one compares the characteristics of participants who have answered with general assessments by the coaches and association representatives there do not appear to be any systematic distortions in the sample of participants.

As can be seen from Figure 1, the evaluation study also involved interviews, focus groups and in-depth interviews with coaches (both active and inactive) and association as well as SOA representatives. Due to space limitations, the results of these data gathering efforts will not be discussed in detail, however. Starting from a short overview of general data relating to the reach of the campaign we shall confine the analysis to participants by addressing the questions whether the campaign has reached its target group of "(pre)contemplators" and "preparators" and whether participants managed to reach the levels of "action" and "maintenance". Further information on these results as well as on coaches' and associations' perceptions can be found in a number of other reports published in connection with the «Allez Hop!» campaign<sup>25-27</sup>.

## Results

### *Reach of the campaign*

As with other new initiatives, the development of the course format and the training programmes for coaches took more time than initially planned. In addition, the recruitment of associations, clubs and coaches also involved some problems in the initial phase of the programme so that the campaign started with some delay in late 1996. In that year only about 100 coaches were trained and the number of courses (about 10) and participants (about 200) was very low. Even though 1997 saw a substantial increase in the number of coaches (about 400), courses (about 400) and participants (5000) it was still below initial target values. In 1998, however, the campaign finally seemed to pick up momentum. During that year, a total of about 1070 courses with a total of about 11 700 participants had been held (see Fig. 1). In 1999 this number further increased to about 1400 courses and 17 000 participants. Two important qualifications are in order, however. First, it must be noted that the regional coverage of the campaign was very uneven. Whereas there are some regions in the core of the German speaking part of Switzerland with quite a good coverage, the mountain regions and particularly the French and Italian speaking parts of the country have been only marginally integrated into the campaign. In 1998, only 10% of all courses were held outside of the German part of

Switzerland. Even though this figure increased to 15% in 1999 it is still far below the share of the Italian and French speaking population in the total population (the six mainly French and Italian speaking cantons have a share of about a quarter in the total population of Switzerland)<sup>28</sup>.

A second qualification relates to so-called "multiple participants", i.e. the fact that the goal of the campaign to motivate participants to become active on their own or as a member of a sports club after one course is increasingly threatened by a tendency of participants to sign up for another course once the first course had finished. In fact, in 1999 only 57% of the sample of participants interviewed some months after the course reported that they had only been in one course. A further 22% claimed to have visited two courses and the remaining 21% were in three or more courses. Thus, the numbers referring to participants cited above would have to be corrected substantially and would only include about 10 000 persons in 1999, or a total of about 20 000 to 25 000 persons for the period 1996 through 1999.

### *Target groups*

Against the background of the general findings regarding social differences in sports and physical activity levels, it is easy to identify a number of important "target groups" for «Allez Hop!». These would have to include women, elderly people, people with a comparatively low degree of education, a low occupational status, immigrant workers and people with kids. In addition, the campaign should focus on the French and Italian speaking parts of Switzerland, where activity levels are lower.

With respect to language regions in Switzerland we have already mentioned that the campaign has not yet managed to get a strong foothold in the regions which are characterised by lower average levels of physical activity. If we look at the socio-demographic and socio-economic profile of participants in Table 1, we can conclude that «Allez Hop!» is on target, however. About 90% of the participants are women of an average age of about 50 years. About half of these women live with children – another important factor hampering regular physical activity. And even with respect to educational status we find that the highest, generally more active levels are somewhat underrepresented. It should be noted, however, that the data in Table 1 only refer to a small sample of all participants who were asked additional questions regarding education and life situation in a telephone survey (P1). The more general surveys of participants described above only included age and gender. With respect to these two dimensions, however, the results from different surveys are largely identical. In this connection it is also noteworthy that participants appear to be very similar to

Proportion of women (percentage)	90.3
Average age (in years)	48.4
<b>Highest educational degree (percentage)</b>	
Compulsory school	12.3
Vocational training	70.3
Junior college, university	16.0
No answer	1.3
<b>Life situation (percentages)</b>	
living single	7.7
living with partner without kids	32.7
living with partner and kids	56.0
other settings	3.7

**Table 1** Social profile of «Allez Hop!» participants (sample of 300 participants of 1998)

	(1997) n = 1738	(1998) n = 2758
<b>Level of activity (15 minutes or more):</b>		
- less than once a week	14.6	6.3
- at least once a week	23.0	21.9
- at least three times a week	42.8	44.0
- daily	19.6	27.8
<p>Note: Additive index from the responses to the question: "How often did you do the following kinds of sport or physical exercise for at least 15 minutes during the past month (please do not count your work and the present «Allez Hop!» course). The activities asked included swimming, cycling, various kinds of walking, gymnastics and fitness training, tennis and similar games as well as an open category for other sports."</p>		

**Table 2** Physical activities outside of the courses (percentage, comparison of 1997 and 1998)

their coaches: According to a survey of active coaches, 78% of the coaches were women, 91% were married and the average age was 45 years in 1998.

Of course, the data in Table 1 only gives an indication of the social profile of the target group but does not tell us whether the participants really belong to the group of previously inactive people. Even though there are no direct measures of activity levels before the course, a general assessment can be derived from a number of questions referring to the frequency of several physical activities such as cycling, walking or gymnastics. The figures in Table 2 give an indication of how often participants of 1997 and 1998 engaged in such activities outside of the course.

The table shows that the proportion of truly inactive people, i.e. people active less than once a week, is quite small and has even diminished from 15 to 6% between 1997 and 1998. On the other hand, the proportion of regularly active participants is surprisingly high and has clearly increased over time.<sup>4)</sup> The data in Table 2 thus suggests that more than half of all participants must clearly be defined as physically active (i.e. "action" or "maintenance" phase of the transtheoretical

model). Even if "middle-aged women" exhibit under-average activity levels at the level of the general population, a large proportion of the participants of «Allez Hop!» does not qualify as "(pre)contemplators" or "preparators" in the sense of the transtheoretical model.

However, it is also important to note that «Allez Hop!» does not just advocate regular activity but would rather like to see participants become active on a daily basis. Thus, if we look at Table 2 we can see that only a minority of a fifth to a quarter of participants exhibit this level of activity.

### Changes in behaviour

Inducing a stable change of behaviour towards higher activity levels regardless of initial activity levels is a main aim of «Allez Hop!». To test whether this goal has been achieved one can use the panel data from participants who attended their (first) course in 1997 and were then interviewed again in 1998 (P1) and 1999 (P2) on their current activity levels.

One question in these interviews directly asked whether participants had increased their level of physical activity as a result of the courses. In the panel study of participants which had finished their courses a year earlier (P2), over half of the respondents (59%) answered that they had in fact integrated more physical activity into their lives, and a further third (37%) reported stable activity levels. Only five persons (2%) in this sample of 300 earlier participants claim that they have reduced their activity. These numbers confirm findings from earlier panel interviews with participants some months after the courses (P1).

Of course, self-declared changes of behaviour may be distorted by effects of social desirability and wrong estimates of one's own activity. Against this background, Table 3 presents the results of another analysis that was performed on the basis of reported activities outside of the courses. The data refer, once again, to people who entered the «Allez Hop!» campaign in 1997 and were subsequently interviewed two times on the extent of their physical activity. Table 3 shows activity levels at different points in time for the same group of respondents, i.e. before, immediately after, and some months (P1) to over a year (P2) after the course. In addition, the lower half of the table includes an overview of whether respondents' activity levels have increased or decreased between the different surveys.

A first noteworthy result in Table 3 is the strong increase in activity between 1997 and 1998 which, however, is to some extent due to different measurements of activity levels between the written (1997) and the telephone surveys (1998, 1999). Still, even if one keeps these differences in mind, one can conclude that activity has increased. Most important, however, are the findings between the second and the third

<sup>4)</sup> It should be noted, however, that this finding is to some extent due to the fact that in 1998 the sample included a great number of people who had already gone through several courses and had thus already reached higher stages of activity.

	Beginning of course 1997	Immediately after course 1997	Some months after course 1998 (P1)	One year after course 1999 (P2)
<b>Level of activity (15' and more):</b>				
- less than once a week	7.0	10.3	4.0	3.0
- at least once a week	20.3	19.3	12.7	10.7
- at least three times a week	50.7	46.3	37.7	40.0
- daily	22.0	24.0	45.7	46.3
<b>Changes between the different survey waves:</b>				
- reduction in the level of activity	-	19.7	13.3	20.7
- stable level of activity	-	61.0	42.7	35.7
- increase in the level of activity	-	19.3	44.0	23.7
* In 1997 1738 participants have answered a written questionnaire, 476 of which (27%) were part of a random sample of telephone interviews in 1998 (P1). In 1999, a sample of 300 of these earlier participants (64% of P1, 17% of the original sample) have once again been contacted by telephone (P2). The table only reports the findings from participants who contributed to all three interviews. As sample sizes had been fixed in advance in P1 an P2 the rate of "panel mortality" cannot be calculated.				

**Table 3** Activity levels and change in activity levels at different points in time (percentages, panel of participants\*)

wave which show that activity levels tend to increase slightly even one year after the course.

This is also evidenced in the lower half of the table: Most respondents report a stable level of activity, whereas about 20% either report an increase or a decrease in activity between 1998 and 1999. In this connection it should be noted that the comparatively big proportions of people who show stable or even decreasing activity levels is mainly due to the elevated initial activity levels of many participants, that is: if somebody is already in the highest category he or she can at best remain stable or go down. As over 80% of respondents in the first panel study of 1998 already belonged to the two higher groups, the potential for a further increase was a lot more limited than the potential for a decrease. Against this background, the high proportion of people with a stable level of activity in the latest study is not surprising and can thus be interpreted in a positive way.

### Discussion

The results shown in section 3 point to positive as well as negative aspects of the «Allez Hop!» campaign which also have some important implications for its future and similar initiatives.<sup>5)</sup>

A first problematic finding is the slow start of the campaign and its relatively low number of participants. «Allez Hop!» started from somewhat uncertain territory, and therefore it is clear that there were several organisational problems at the outset. Still, an estimated figure of about 20 000 to 25 000 persons (corrected for multiple participants) having participated in the campaign until the end of 1999 is still very low compared to a total of maybe four million inhabitants which are estimated as not engaging enough in physical activity. As Roger Staub, one of the former directors of the campaign,

has calculated provocatively in a meeting of coaches in February 1999, at this rate it would take «Allez Hop!» several decades or even centuries to reach its target of "getting Switzerland to move". As a consequence, there appears to be a need to step up the campaign and to increase "turnover" of participants, i.e. attracting new participants and creating incentives for "multiple" participants to leave the campaign.<sup>6)</sup>

Against the background of an increasing number of "multiple" participants, it could be argued that the stable or increasing levels of activity reported in section 3 are rather due to a continuous participation in «Allez Hop!» than to effective changes of behaviour at the level of the individual. This does not seem to be the case, however. If one compares the group of people whose last course ended at least a year earlier with the group who is either still involved in «Allez Hop!» or has attended their last course during the past few months, no substantial and significant differences in activity levels emerge. From this finding one can conclude that, on the one hand, «Allez Hop!» does lead to a change in behaviour after the first course, and that, on the other hand, these behavioural effects appear to remain stable in the long-run. Thus, if «Allez Hop!» induces positive changes in behaviour, it becomes even more promising to step up and to extend the campaign to further target groups. In this connection, an important issue at hand is the fact that the campaign has not done very well in the French and Italian speaking parts of the country up to 1999. As several recent studies have shown<sup>7,8)</sup> that these regions exhibit average levels of physical activity that are considerably lower than the ones found in the German speaking part, this finding is very problematic. The more so, because the regional differences in coverage

<sup>5)</sup> For an international comparison of current programmes see<sup>2)</sup>.

<sup>6)</sup> As a means to correct this development, «Allez Hop!» has recently introduced a new, intermediate format for people which have already participated in a course but would like to stay within the campaign. For such people, special "meeting opportunities" are organised on a weekly basis. Another possibility would be to create special training environments within the sports clubs.

only partially reflect a time-lag associated with the fact that the campaign was initially developed in the German speaking part of Switzerland. Another reason for this finding might be cultural conflicts between the regions of Switzerland which induce a certain reluctance of the French and Italian speaking populations to join a campaign that is perceived to be a typically Swiss German initiative. Thus, there appears to be a need for culture specific adaptations of the campaign. By improving public relations in the French and Italian speaking parts of Switzerland and recruiting additional personnel in this region the SOA has made an important step into this direction in 1999. Consequently, the coverage rate for these regions started to improve in 1999.

In a similar way target group specific adaptations must also be considered. As the results show, «Allez Hop!» has been a quite exclusive "middle-aged women's thing". This achievement must not be underestimated because this group has certainly not attracted its due share of attention in earlier "Sport for All" campaigns. Yet, up to now the campaign has not managed to attract other social groups on a large scale. From the observation that «Allez Hop!» primarily attracts participants who are very similar to their coaches one would have to conclude that a possible strategy to increase the reach of the campaign would lie in context specific courses and the recruitment of "different" coaches (e.g. men, older people etc.).

Despite these problems, the campaign offers a promising format for promoting health enhancing physical activities. Even though the campaign has not yet fully reached its target group of inactive people, it has attracted considerable attention in selected groups and shown favourable effects on the participants' levels of activity in the short and the long run. Important challenges for the future refer to increasing the reach of the campaign with respect to different geographical regions as well as additional social groups beyond the important group of "middle-aged women".

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## Zusammenfassung

### „Wir bewegen die Schweiz“: Erfahrungen mit einer neuen „Sport für Alle“-Kampagne

**Fragestellung:** Obwohl in der Schweiz im internationalen Vergleich relativ viel Sport getrieben wird, zeigen neue Untersuchungen, dass im Hinblick auf die positiven Gesundheitseffekte körperlicher Bewegung nur gerade ein Drittel der Bevölkerung genügend aktiv ist.

**Methoden:** Vor diesem Hintergrund haben verschiedene Schweizer Krankenversicherungen und der Schweizerische Olympische Verband (SOV) vor einigen Jahren eine neue Bewegungskampagne mit dem Titel «Allez Hop!» entwickelt: Im Rahmen dieser Kampagne veranstalten Sportvereine Bewegungs- und Informationskurse, mit denen inaktive Personen dazu motiviert werden sollen, sich regelmässig körperlich zu betätigen.

**Ergebnisse:** Der vorliegende Beitrag fasst einige Resultate einer interdisziplinären Evaluation der ersten drei Jahre der «Allez Hop!»-Kampagne zusammen. Ausgehend von einem Überblick über die grundlegenden Ansätze und Merkmale der Kampagne wird untersucht, ob «Allez Hop!» das selbstgesteckte Ziel, „die Schweiz zu bewegen“, erreicht hat. Die verfügbaren Daten zum sozialen Hintergrund und den Aktivitätsprofilen der TeilnehmerInnen der Kurse zeigen, dass die Kampagne mit ihrer Betonung von Spass und Gesundheit tatsächlich eine wichtige Gruppe von unterdurchschnittlich aktiven Personen – insbesondere Frauen mittleren Alters – erreicht hat. Überdies ist bei den TeilnehmerInnen auch mittelfristig ein Ansteigen der körperlichen Aktivität zu beobachten. Gleichzeitig fällt jedoch auf, dass die Anzahl TeilnehmerInnen bislang deutlich unter den Erwartungen liegt. Zudem steht das Verhalten vieler TeilnehmerInnen im Widerspruch zu den Vorstellungen der Kampagne, die die TeilnehmerInnen dazu animieren möchte, nach einem oder zwei Kursen eine eigenständige Aktivität aufzunehmen oder einem Sportverein beizutreten.

**Schlussfolgerungen:** Der Beitrag liefert Erklärungen für die aktuellen Probleme der Kampagne und kann damit durchaus auch Anhaltspunkte für die Implementation anderer, ähnlich gelagerter Initiativen liefern.

## Résumé

### „Faisons bouger la Suisse“: evaluation d'une nouvelle campagne „Sport pour tous“

**Objectives:** Bien que les Suisses fassent relativement beaucoup de sport en comparaison internationale, de nouvelles études montrent qu'un tiers seulement de la population fait de l'exercice physique de manière suffisante à avoir des effets bénéfiques sur la santé.

**Méthodes:** Etant donné ces informations plusieurs assurances maladies suisses ainsi que l'Association Olympique Suisse (AOS) ont développé une nouvelle campagne, intitulée «Allez Hop!», pour inciter les gens à faire de l'exercice physique. Dans le cadre de cette campagne, des clubs de sport organisent des cours d'information et d'entraînement, afin de motiver les personnes inactives à entreprendre régulièrement des activités physiques.

**Résultats:** Cet article présente les résultats d'une évaluation interdisciplinaire des trois premières années de la campagne

«Allez Hop!». A partir d'un survol des caractéristiques principales de la campagne, le but est de savoir si «Allez Hop!» a atteint son objectif de „faire bouger la Suisse“. Les données sur le milieu social et le profil d'activité des participants aux cours montrent que, en insistant sur le côté plaisir et santé plutôt que sur les aspects traditionnels du sport, la campagne a effectivement mobilisé un groupe de personnes auparavant peu actives (en particulier des femmes d'âge moyen). De plus, le niveau moyen de pratique d'exercice physique a augmenté chez les participants aux cours. Cependant, le nombre de participants au programme est resté nettement inférieur au but fixé; d'autre part, contrairement aux objectifs de la campagne beaucoup de participants aux cours ne quittent pas le programme après un ou deux cours pour entreprendre une activité sportive indépendante ou pour s'inscrire dans un club de sport.

**Conclusions:** L'article analyse les problèmes actuels de la campagne et propose des points de repère pour la mise en oeuvre d'autres initiatives similaires.

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