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Physical activity promotion – New Approaches and Interventions



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Abstract. Nowadays, many countries are facing the epidemic of obesity and lack of physical activity problem. Therefore, there is a need to create necessary skills and competency for responsible care for health, especially among children. In this context, physical activity and health promotion should be an important part of school-based activities. There are some recommendations how to implement the physical activity and diet in school settings (WHO 2009, CDC 2011). The most important one is to use multi-component approach, which means e.g. to involve family members in such intervention. There are also models concerning “causes of causes” strategy which allow to explain people’s health behaviour. The purpose of this study is to show: (1) recommendations, strategies, for effective programmes promoting physical activity at school setting (“what works”), (2) proposals of implementation those strategies prepared within 3 projects. The first one is the European project called *DEDIPAC - Determinants of Diet and Physical Activity*. This 15-week intervention is called *Juniors for Seniors* and covers children and their parents. The second one is *Active not only on-line* – where were used electronics bands to motivate schoolchildren for collecting more daily steps. The thurst one is the *Brain-Break project*, where children participated in active break during school routine every day.

Biography. Dr Ida Laudanska-Krzeminska specializes in health education and health promotion. Her research interest and expertise revolves around the didactic of health education, health promotion programmes and interventions. Since 1993 she has been actively involved in research onto changes in health behaviour patterns among children, youth, adults, disabled people. She has been involved as an expert in projects funded by the European Union eg. internal evaluator, implementer in the project *Health(a)ware an experienced-based learning and teaching approach for physical and health education*, national coordinator in the project – *HELLP - Health as a Longlife Learning Process*, expert – trainer in *Trainers Programme for Sports and Physical Education Teachers in Kosovo*, expert in *DEDIPAC - Determinants of Diet and Physical Activity. Knowledge Hub to integrate and develop infrastructure for research across Europe*; expert in the project *BOOST - Building social and emotional skills to BOOST mental health resilience in children and young people in Europe* (founded in HORIZONT 2020 UE grant). She was also involved in such projects like: *Global HOPSports On-Line-Streaming Brain Break Content Creation in the Class Room* - as executor and national coordinator; *Active not only on-line* – as co-executor. She was a member of the board of Regional Health Promoting Schools Network. She has participated in many national and international scientific conferences, where she has presented papers, including those as invited speaker or invited delegate, eg *Global Forum for Physical Education Pedagogy* in 2012 (Velen, Germany), in 2014 (Potchefstroom, South Africa), in

2016 (Ankara, Turkey); 7th Asia Pacific Conference on Exercise and Sports Science in 2016 (Manav Rachna International University, India); XII The European Network of Sport Science, Education & Employment (ENSSEE) Forum in 2013 (Groningen, Nederland). She is a scientific advisor in Global Community Health Foundation. Through her lecturing, her written works (e.g. peer-reviewed original research, book chapters, topical reviews of the literature), her research, and her involvement with professional societies she has sought to improve health education programs in different settings and groups.