



Ten thousand steps for Health:

a Regional project for the promotion of physical activity



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INTRODUCTION

To spread awareness about risks linked to a sedentary lifestyle, the World Health Organization has identified ten thousand steps as the minimum level of physical activity an individual should undertake on average in a day. Health Services and local Health Authorities should promote more physical activity, both indoor and outdoor in safe and well marked spaces of predetermined difficulty.

AIM OF THE PROJECT

The lack of the public spaces in which to practice physical activity safely is one of the main factors that discourages people from exercising. Our aim is to remove this external component in order to tackle sedentary behaviour and encourage physical activity and a correct lifestyle for the citizens of Friuli Venezia-Giulia.

METHODS

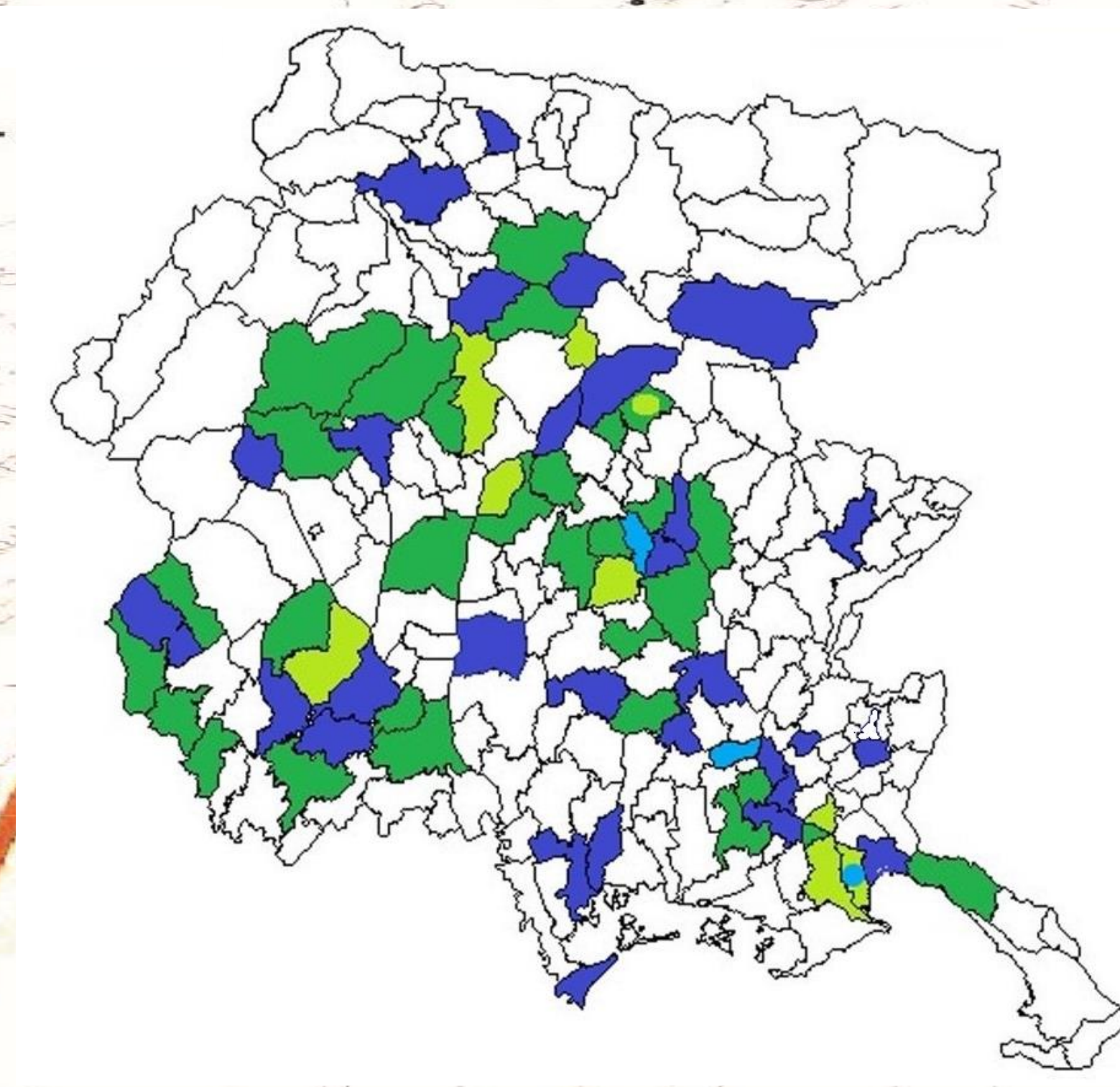
With the promotion and implementation by Regione Friuli Venezia Giulia and Federsanità ANCI FVG alongside with the collaboration of Direzione Centrale Salute and PromoTurismo FVG, several walking routes within the regional territory have been redeveloped and improved by the addition of plentiful signage. In order to better reach out to the various communities about this project, an advertising campaign about the routes themselves and the importance of the exercise was started on a variety of websites as well as the most popular social media platforms.

METHODS 2

- walking groups from different municipalities interested in the project have been directly involved;
- training courses have been set up in conjunction with volunteer doctors and professionals with a degree in Physical Education to inform people about specific muscle exercises that will target the general well-being.

RESULTS

- Fifty-nine routes have been created in all Friuli Venezia-Giulia;
- the project has reached a great percentage of the population and is used by many people, according to the statistical analysis conducted by University of Udine;
- weekly walking groups are organized with doctors and P.E. professionals in all the Region;
- the project has attracted the attention of other Italian Regions, and also of other European Countries.



- Involved Municipalities**
- Aiello del Friuli, Amaro, Andreis, Artegia; Azzano Decimo, Bicinicco, Brugnera, Budoia, Campoformido, Campolongo-Tapogliano, Caneva, Casarsa della Delizia, Cavazzo Carnico e Bordano, Cervicento, Cervignano del Friuli, Clauzetto e Vito d'Asio, Duino Aurisina, Fagagna, Farra d'Isonzo, Fiume Veneto, Frisanco, Gemona del Friuli, Lestizza, Lignano Sabbiadoro, Majano, Medea, Meduno, Monfalcone, Montenars, Mortegliano, Moruzzo e Martignacco, Muzzana del Turgnano, Osoppo, Ovaro, Palazzolo dello Stella, Palmanova, Pagnacco, Pavia di Udine, Pordenone, Polcenigo, Povoletto, Reana del Rojale, Resia, Ruda Sacile, San Daniele del Friuli e Ragogna, San Pietro al Natisone, San Quirino e Cordenons, San Vito al Tagliamento, San Vito al Torre, Sedegliano, Spilimbergo, Tavagnacco, Tolmezzo, Tramonti di Sopra, Tramonti di Sotto, Tricesimo, Turriaco, San Pier d'Isonzo, San Canzian d'Isonzo e Staranzano, Udine, Verzegnis, Verzegnis, Visco, Zoppola. Santa Maria la Longa e Trivignano udinese.

CONCLUSIONS

- Walking represents one of the best physical activity for its ease and reproducibility and for its cardiovascular and metabolic benefits. The presence of redeveloped routes and organized walking groups help reaching the threshold of ten thousand steps, and furthermore it encourages geographical and cultural discovery of the Regional territory and citizens sociability.
- «Ten thousand steps for Health» thus encourages the adoption of a correct lifestyle and the achievement of a better psycho-physical well-being.



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