

Good practices in HEPA

NAME OF THE ACTIVITY

Brand "Pluspunkt Gesundheit"

LEADING ORGANISATION

DTB

COUNTRY

 Germany

HEPA-RELATED TOPIC

HEPA for NCD prevention

TYPE OF ACTIVITY

Award, promotion

TARGET GROUP

Sports clubs

OBJECTIVES

DTB started dealing with health, physical activity and sport in the 1990s. The aim was to convince our clubs to introduce health-oriented offers to address inactive people and motivate to a sustainable active lifestyle.

ACTIVITIES

To achieve its aims, DTB set out to develop standardised health sports programmes, to develop an evaluation system, to train trainers to execute the standardised programmes, to develop a special brand as quality mark for our clubs so that they can connect their activities with the health system and increase public awareness of their qualified physical activity offers. A detailed description of the quality criteria for offers in the

field of prevention and rehabilitation can be found here in German.

RESULTS / EVALUATION

Advantages for sport clubs include a competitive advantage over other providers, endorsement from doctors, science, health insurance companies and politicians, advertising with the possibility of partial reimbursement of the course fees for certain courses for participants by the health insurance company (optional, not mandatory!), and public image improvement. The quality mark provides evidence of high-quality offerings and expertise, proof of competent and well-trained trainers and can attract new target groups to the club. It can be a tool for negotiation with partners and sponsors, thereby improving the financial situation of the clubs.

TIPS & TRICKS

The quality criteria must be clear and realistic. The name of the quality mark or brand must be understandable so that everyone immediately knows what it is about! The application process must be very easy and online – not requiring much effort. The quality mark must be awarded with publicity.

WEBSITE

www.dtb.de/pluspunkt-gesundheit

CONTACT

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