

TRANSCRIPT

ISCA HEPA E-COURSE MODULE 2: GOOD PRACTICE PRESENTATION BY PIA PAULY

The Deutscher Turner-Bund (DTB) "Pluspunkt Gesundheit" Quality Seal – Case study

What does the Pluspunkt Gesundheit stands for?

00:00:06

Pia Pauly: Thank you, Andrea, for introducing me and thank you that I have the opportunity to to present our Seal of Quality. We call it in German "PlusPunkt Gesundheit". And it stands for well-educated trainers for certified health sport programmes for small groups, for regular exercises, and for promotion and network.

The challenge DTB faced in Germany regarding NCD prevention

00:00:39

Pia Pauly: The biggest challenge for me was to put all this in five minutes. This was the biggest challenge. But our challenges we had three target groups in our challenges. First, our clubs to activate them because they had two less offers, HEPA offers in their programme. The inactive people and the health insurance companies or our health care system.

00:01:09

Pia Pauly: So our clubs and we wanted to push them to deal with the topic HEPA and to increase their offers. And we knew if we want to do this, we will need good reasons to convince them. And so and we needed something like a competition advantages or an improving of the image of the clubs, something like this. For the inactive people, we wanted to draw the attention of inactive people to the offers of our clubs and not to go to other providers. And for the health care system, we wanted to convince them to work with us, with our clubs, with the quality, with the offers of our clubs, and not to build up their own system because they were on their way to build up their own system of physical exercise courses and so on. So this was our challenge.

The Pluspunkt Gesundheit solution developed by DTB: Lightning presentation of the practice

00:02:30

Pia Pauly: We developed the Seal of Quality for clubs, for HEPA offers and defined quality standards for health sport programmes and be provided standardised certificate, proven health programmes and special education for our trainers and instructors. Concerning the public, we presented a Seal of Quality with publicity. We invited mayors, doctors, the health insurance companies, all people around to present them what we are doing and to present the seal of quality and to rouse the attention for HEPA and the clubs of us. And concerning the health system, at first we learned their language because they have another language than the sports sector. They have other tools. And so we have to learn this like evaluation, prove of effectiveness, standardization and certification. This was very important for us, and

we built a network with sport scientists, the physicians as well as the health insurance companies.

00:04:00

Pia Pauly: Key success factors: very, very easy.

1. Ask for help.
2. Build a network with sport science or public health people who are very interested. They are very interesting and very helpful for us. We work together with marketing experts to choose the name of our seal of quality. As a first step define quality criteria for trainers for the trainer education and for the health sport programmes to start realistic and increase the requirements. It's very it's very important make it simple to apply for sale of for the sale of quality must be very easy for our clubs because they have no time and it must be very easy and fast.
3. Do good and talk about it. Present a Seal of Quality with pride. It's an access for our clubs and everybody should know this.
4. And be patient. Development processes takes time.

What does the future look like for Pluspunkt Gesundheit?

00:05:24

Pia Pauly: Our Pluspunkt Gesundheit was the first seal of quality in Germany. It was later adopted by our umbrella organisation, by the German Olympic Sports Federation, and they named it Sport for Health. Both exist parallel and we work together. And today we have a very strong relationship partnership with the health system. And we are strong because we work together in the sport system and we have a big great network with all the other partners and stakeholders.

00:06:04

Pia Pauly: Thank you very much.

*Note: the video was recorded on the occasion of the ISCA HEPA masterclass in Brussels, Nov 2022
The following material is the powerpoint used for detailed presentation of the initiative during the ISCA HEPA webinar
from January 2023*

**How to muscle up your game and help
tackling the no. 1 epidemic in the world?**

Good practice „Pluspunkt Gesundheit“

01

WHY – BACKGROUND

02

WHAT AND HOW

03

IMPACT, PITFALL AND
SUCCESS FACTORS

Policy of the DTB - our objectives

The DTB as organisation is only so strong as our members.

It is important for us, that our clubs are attractive for all target groups, and they deal with social issues.

to act as service provider for our regional federations and clubs.

to be a strong, influential organization for lobbying, networking and public perception.

We observe **social developments, new trends**, take them up, draw our conclusions for the further strategic orientation of the association and **define focus topics**.

For these focus topics we develop concepts, measures and activities together with our regional federations.

Social development:

growing inactivity of the population and the associated consequences and risks

The objective:

- to activate people and to bind them to the training, the group and the club in the long term.
- to establish the DTB and his members as expert for fitness and health.

Decision of the board/the general assembly as an important field of action and focus topic.

- raise awareness of the issue of inactivity and opportunities for club development

- support the clubs and enable them to make offers for inactive people.

Development and implementation of the action
**PLUSPUNKT
GESUNDHEIT**

We needed knowledge and advisory:
- built a network with sport and public health scientists
- cooperate with the health care system

01

WHY – BACKGROUND

02

WHAT AND HOW

03

IMPACT, PITFALL AND
SUCCESS FACTORS

The Pluspunkt Gesundheit is...



**Pluspunkt
Gesundheit** 
DEUTSCHER TURNER-BUND

... a seal of quality to award health sport programs.

It stands for well educated trainers, small groups and regular training.

THE PLUSPUNKT GESUNDHEIT IS...

...for the DTB



themed based possibility to stay in contact with its clubs



bundling health sports based subjects offered by the DTB



marketing tool -> using the seal of quality to draw the attention to the clubs



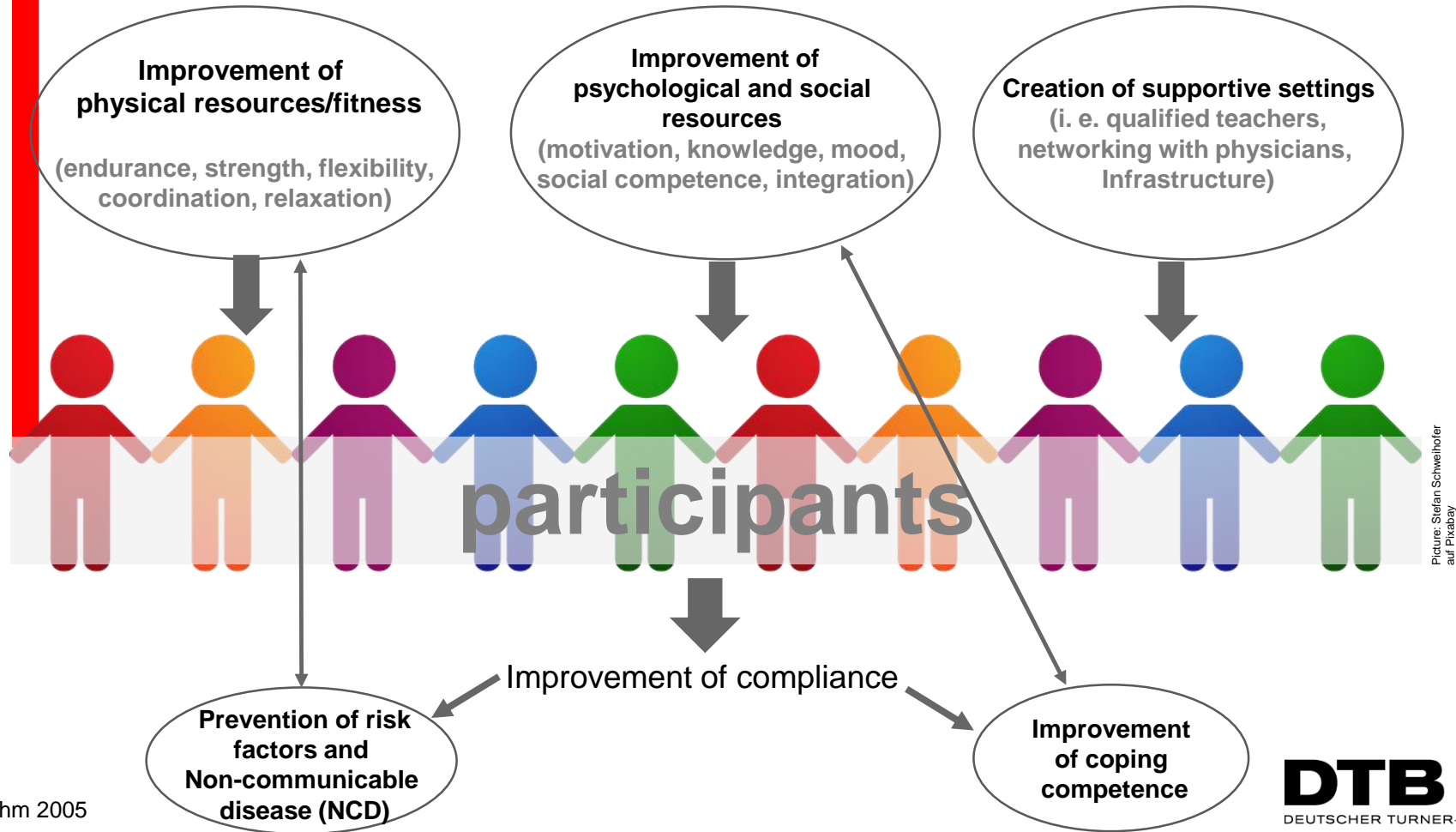
possible quality improvement by providing standardized programs



possibility to include the requirements of the health system in the conditions of the sports clubs



BASIC AIMS OF HEALTH EXERCISE PROGRAMS



Picture: Stefan Schwehofer auf Pixabay

THE SEVEN SEQUENCES OF HEALTH EXERCISE PROGRAMS

1. Opening Sequence (about 5 minutes)
2. Warming-Up Sequence (about 10 minutes)
3. Endurance Sequence (about 20 minutes)
4. Muscular Strength and Flexibility Sequence (about 25 minutes)
5. Relaxation Sequence (about 10 minutes)
6. Final Activating Sequence (about 10 minutes)
7. Information Sequence (max 10 minutes, combined with one of the sequences 1 - 6)



THE PLUSPUNKT GESUNDHEIT
IS...

...for the clubs



possibility to present their
skilled trainers



proof of high quality
programs



possibility to cooperate with
health insurance



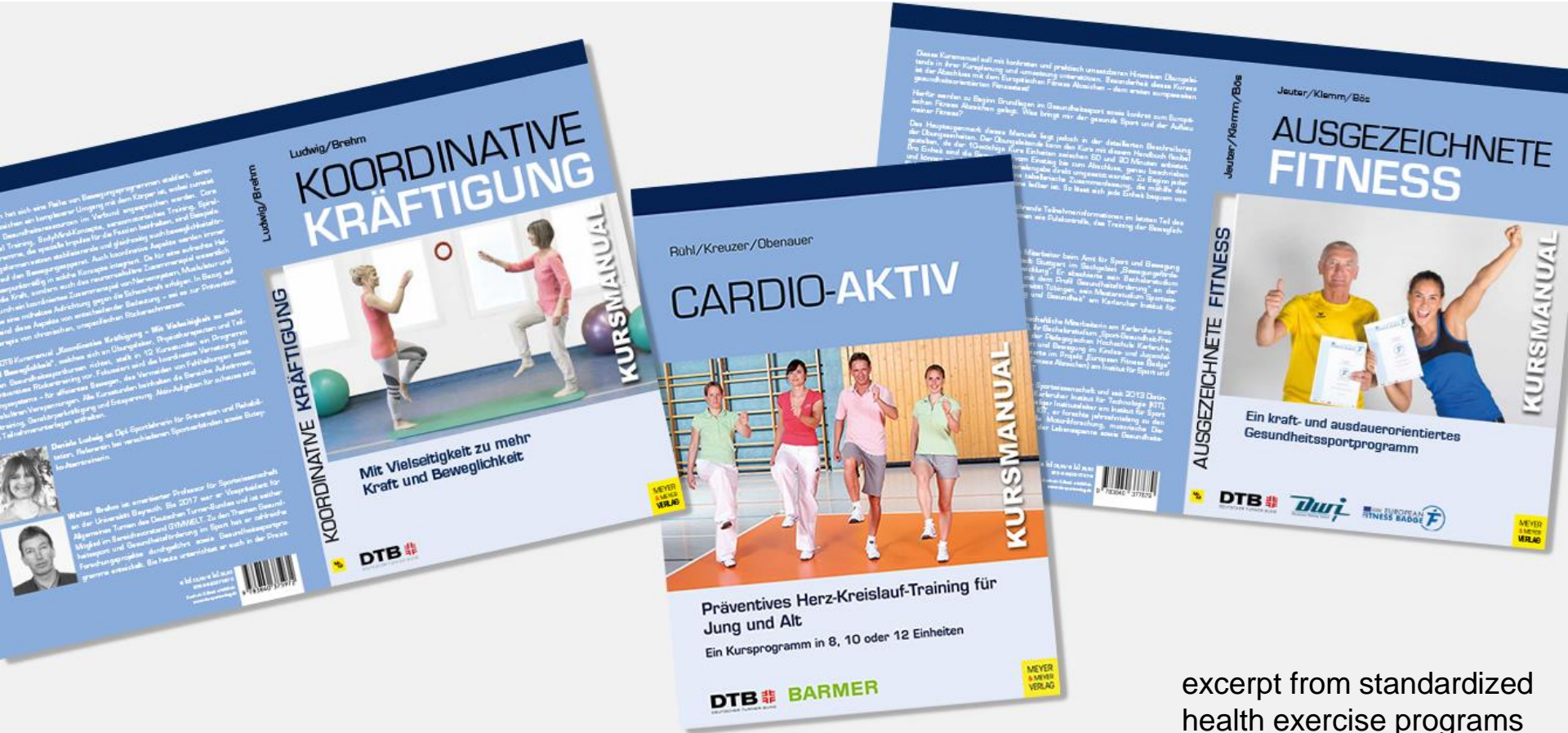
marketing tool -> using the seal
of quality to draw the attention
to the club and its programs



**Pluspunkt
Gesundheit**

DEUTSCHER TURNER-BUND

THE PLUSPUNKT GESUNDHEIT IN THE CLUBS



excerpt from standardized health exercise programs



Wir wünschen
allen Mitgliedern, Fans,
Helfern und Sponsoren
ein gutes und sportlich
erfolgreiches Jahr

2023

- STARTSEITE
- DER VEREIN
- SPORTGRUPPEN
- ABTEILUNGEN
- KURSE
- KIBS
- KONTAKT

Die Kurse werden nach und nach wieder aufgenommen

Montag

Funktionsgymnastik

8.15 - 09.15 Uhr
9.25 - 10.25 Uhr
10.35 - 11.35 Uhr
Ursula Hather
DGH Bogenweiler



Kräftigen u. Dehnen

Präventionskurs, 10 Wo.
ab 19.12.2022

9.15 - 10.15 Uhr
Christine Hagmann
Krafraum Hallenbad



Bewegen statt schonen, Pilates für Einsteiger

Präventionskurs
findet z.Zt. nicht statt

Dienstag

Lungensport

11.00 - 12.00 Uhr
Imrgard Lutz
DGH Bogenweiler

Rückenschule

Kurs, 10 Wo
ab 22.11.2022

18.15 - 19.15 Uhr
19.15 - 20.15 Uhr
Diane Scheike
Krafraum Hallenbad

Zumba

Kurs, 10 Wo
ab 06.11.2022

Mittwoch

Hatha-Yoga auch für Anfänger

Kurs, 10 Wo ab 11.01.2023

08.15 - 09.45 Uhr
Christa Menz
Krafraum Hallenbad

Fit in den Morgen für Jedermann

9.00 - 10.00 Uhr
Christine Hagmann
DGH Bogenweiler



Lungensport

15.00 - 16.00 Uhr
Yvonne Klein
DGH Bogenweiler

aktiv für den Rücken

Präventionskurs, 10 Wo.
neuer Kurs ab: steht noch nicht fest
Krafraum Hallenbad

17.00 - 18.00 Uhr

Donnerstag

Walking

zur Zeit kein Angebot

Fit in den Morgen für Jedermann

08.15 - 09.15 Uhr
Christine Hagmann
DGH Bogenweiler



Yoga

09.30 - 11.00 Uhr
Hildegard Homnhöfer
DGH Bogenweiler

Sport nach Krebs

15.30 - 16.30 Uhr
Monika Weis
Brigitte Lupberger



Freitag

starke Mitte, mobile Extremitäten für Fortgeschrittene

Präventionskurs
z.Zt. kein Angebot

z.Zt. kein Angebot

Lungensport

17.45 - 18.45 Uhr
Silvia Lettner
Berufszentrum

Funktionsgymnastik/ Rückenschule

18.45 - 20.15 Uhr
Silvia Lettner
Berufszentrum

orthopädische Reha-Gymnastik

20.15 - 21.15 Uhr
Silvia Lettner
Berufszentrum

usage of the
Pluspunkt Gesundheit
logo in a sports club's
program schedule

BELIEBTESTE BEITRÄGE
#pluspunktgesundheit

tsv_warthausen Folgen

Pluspunkt Gesundheit
DEUTSCHER TURNER-BUND

TSV WARTHAUSEN

Präventionskurs

Herbst & Winter

GESUNDHEITSSPORT

Stärke Deinen **RÜCKEN**

Mobilisation, Kräftigung, Entspannung

montags, 7:30 - 8:45 Uhr

Boehringer Ingelheim
BSG-Übungsraum G41, 2. OG

Termin 1 12.09.2022
Termin 2 19.09.2022
Termin 3 10.10.2022
Termin 4 17.10.2022
Termin 5 24.10.2022
Termin 6 31.10.2022
Termin 7 07.11.2022
Termin 8 14.11.2022
Termin 9 21.11.2022
Termin 10 12.12.2022

Trainerin / Anmeldung **JULIA RIMMELE**
Präventionstrainerin

GYMWELT

WWW.TSV-WARTHAUSEN.DE

Gefällt 9 Mal

tsv_warthausen Wir stärken Dir den Rücken!
Gemeinsam verbessern wir Deine #beweglichkeit und #koordination und kräftigen gezielt Deine... mehr

TSV HACHMÜHLEN
von 1922 e.V.
100 JAHRE

Einladung zum Tag der Gesundheit
am Sonntag, den 21. August 2022
in der Sporthalle Hachmühlen

Pluspunkt Gesundheit
DEUTSCHER TURNER-BUND

Viele Tipps zum Thema Bewegung und Ernährung

Unser Programm

- 10:30 Uhr Eröffnung und Begrüßung durch den Vorstand
Präsentation „Pluspunkt Gesundheit“
- 10:45 Uhr Frühstück – gesunde Snacks (auch vegan)
- 11:15 Uhr Infos zum Thema „Gesunde Ernährung“
- 11:45 Uhr Unsere Sportgruppen präsentieren sich
bis ca. 13:30 Uhr

Während der gesamten Veranstaltung stehen die Übungsleitenden als Ansprechperson für Interessenten zur Verfügung.

Deine Meinung ist uns wichtig! Über jeden bei der Veranstaltung ausgefüllten Feedbackbogen freuen wir uns.

Komm und mach mit!

#SPORT VEREINT UNS

LIEBLINGS VEREINIGTE Komm und mach mit beim TSV Hachmühlen AKTION MENSCH

usage of the Pluspunkt Gesundheit logo in a program advertisement (back work out)

usage of the Pluspunkt Gesundheit logo in an event announcement (Invitation for a day of health)



Certificate presentation shown here online because of covid 19

01

WHY – BACKGROUND

02

WHAT AND HOW

03

IMPACT, PITFALL AND
SUCCESS FACTORS

IMPACT OF THE INITIATIVE

The Pluspunkt has evolved from a marketing tool to a seal of quality.

Everybody in the DTB knows the PLUSPUNKT - it is a well-known trademark.

Impact at political level and lobbying

- DTB and the clubs are accepted and known for its efforts to promote physical exercise and health.
 - we were asked to take over the national coordination of the EWoS
 - we were asked to implement projects to promote physical activity and received the funding

facts and figures

- Over the last 5 years we certificated
 - over 10.000 Pluspunkt offers
 - 3.500 trainers for the health programs

PITFALLS AND SUCCESS FACTORS

- **Pitfall** – how to reach inactive people?
with a cross-sectoral cooperation on the local level

The local cooperation of the clubs consists of

- health insurance companies
- social services, charities
- workplaces, quarter management

The partners must be persons of trust and very close to the target group. The clubs have to offer physical activities in the settings where people live.

- **Networking and Cooperation are our most important success factors on all levels - nationwide**
 - with the sport - and public health science
 - German Olympic Sports Confederation
 - with the health care system, health insurance companies
 - with Ministries for Sport and Health

For a good network and cooperation

- you need similar objectives – the goal must be clear so that there is a win-win-situation for every partner
- the competences of the partners should complement each other
- a network, a cooperation has to be maintained, has to grow and needs time.