

spectra

69



sport and violence

2 More everyday physical activity for kids

Today's children only have one hour's physical activity a day, compared with three to four hours in the 1970s. As a result of this lack of movement, about one fifth become obese – a handicap that remains with many of them throughout their lives. A variety of projects have been set up to encourage children to engage in more physical activity – on their way to school, at school or on Saturday nights – in a way that is fun but does not lecture.

4 Increasing laxity about protection

The GaySurvey study has brought unsettling figures to light. Men who have sex with men are becoming increasingly careless about protecting themselves with condoms. The trend is the same regardless of whether they indulge in casual sex or are in a steady relationship. Even steady relationships cannot totally rule out the risk of infection. About 40% of respondents had unprotected sex with their steady partner even though they did not know their serological status. And about two thirds of men in a steady relationship had sex with casual partners.

4 Football fans and sex workers

A humorous approach to HIV/AIDS prevention. Five rules promoting «fair play in paid sex» have been drawn up for sex workers' clients who have come to Switzerland for EURO 2008. The Swiss AIDS Federation's «Don Juan» project has been promoting increased prevention awareness among men who use sex workers' services for several years. A campaign that directly addresses clients is being launched in various towns and cities in conjunction with the LOVE LIFE STOP AIDS campaign.



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Around midnight: promoting sport the modern way



Sport and youth work. It's a recognised fact: besides being healthy, sport can also help promote integration and prevent violence. But how can this potential be exploited if, despite enjoying exercise, large numbers of young people have no interest in joining traditional sports clubs? The «Midnight Basketball» project fills this recreational gap and offers young people of both sexes an opportunity to play late-night Saturday basketball in public gyms.

There are numerous projects such as «bike2school» or «schule.bewegt» (see box) that try to encourage children and teenagers to engage in more physical activity – and it's not always about physical health. Above all, the «Midnight Basketball» project sets out to provide young people with a night-time alternative to simply «hanging around».

Most successful open-to-allcomers sport offering

Basketball games intended to attract young people off the streets were first introduced at several gyms in Zurich's 4th district in 1999. The service was launched as part of an addiction and violence prevention project targeting 13–17 year olds who were still on the streets after 10 p.m. at weekends and could not afford to go to concerts, bars or discos. It was a big hit, and Midnight Basketball is now the most successful open-to-allcomers sport offering for young people. In 2007, 42 000 young people played late-night basketball in 49 gyms throughout the German-speaking part of Switzerland. In January 2008, a branch of Midnight Basketball was opened in Berne and preparations made for a foothold in the French-speaking region.

Playing and also taking responsibility

Any girl or boy aged between 13 and 17 is entitled to join in. There is no obligation to register in advance and no admission fees. It was decided that there would be no referees so that the young people could learn for themselves how to find constructive solutions when conflicts arise. The «junior coaches» are

key elements of the project. These are young people who, as project assistants, are assigned specific responsibilities on the courts, at the door or outside the gyms. These tasks are intended particularly to motivate young people considered to have no interest in sport. After all, the only way that some girls and boys can draw attention to themselves if they do not shine at sports or in the latest outfits is to «behave badly». As soon as they put on a coach T-shirt, however, their behaviour changes immediately. A total of 126 young people were initiated into the responsibilities of a junior coach in 2007. In addition, further training in teamwork and conflict intervention was provided at seven locations. Besides the project teams, which consist of 2–5 paid members depending on the location, some 450 volunteers participated in the events.

Helping integration in the cities, preventing substance abuse in rural areas

Midnight Basketball was originally intended as a youth project for urban neighbourhoods with a high proportion of young migrants. In the meantime, many villages with primarily Swiss young people have also opened their gyms to Midnight Basketball. In Niederweningen in the Canton of Zurich, a village with 2000 inhabitants, for instance, over 100 boys and girls take part in the basketball games on Saturday evenings. While the focus in the urban setting tends to be on integration, promotion of physical activity and prevention of smoking, the rural regions concentrate more on issues such as alcohol prevention, vandalism and girls being forced out of public spaces.

Start-up assistance from the Midnight Projects Switzerland Association

The Midnight Projects umbrella association provides support for new project groups developing Midnight Basketball events and guides them through the first planning sessions. The project group then takes over the work of planning and shaping the pilot phase, and running events at the local level once they pass the pilot phase. Midnight Projects receive financial support from munici-



palities, private foundations, the cantonal and federal Foundations for Health Promotion, the Federal Office for Sports and the Federal Office of Public Health.

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schule.bewegt

Schule.bewegt – 20 minutes' physical activity a day

Many children lack the space to give full rein to their natural need for physical activity. Besides contributions from parents, playgroup and kindergarten teachers, paediatricians and politicians, there is a particular need for schools to create a physically lively environment for children and show them behaviour that is healthy in terms of physical activity. The «schule.bewegt» (literally: the school moves/persuades) programme was launched in connection with the International Year of Sport and Sport Education in 2005. It aims to persuade classes and schools throughout Switzerland to

make physical activity part of their everyday routine. All the schools and classes taking part undertake to engage in at least 20 minutes of physical activity a day for a period of three months. The activity may take place on the way to or from school, before or after classes or during lessons. Each class decides for itself what kind of daily activity it will engage in. All classes receive ideas and material from the «schule.bewegt» project to help them make the physical activity units interesting and flexible. For more information and to register, go to: www.schule.bewegt.ch.

bike2school

bike2school

«bike2school» is a nationwide open-to-all campaign organised by Pro Velo Switzerland for schoolchildren from the 4th grade upwards and for their teachers. The participants are required to cycle to school as often as possible within four individual weeks of their choice and thus win points in the competition for attractive team prizes. The campaign is motivated by the growing number of overweight children in Switzerland (around 20%) and the lack of physical activity. Nowadays, 6–10 year olds only have one hour's physical activity a day, compared with three to four hours in the 1970s. What is more, cycling has been on the decline for years among children and adolescents – despite all the efforts

made to provide good cycling infrastructure and the marked decline in the use of mopeds. According to a study conducted by the Federal Roads Office (FEDRO), the number of times children cycle to and from school almost halved between 1994 and 2005. What is more, fear of traffic risks meant that many parents deliberately kept their children off the streets. The «bike2school» campaign aims to counteract these developments in a fun way. If children ride a bike, they are healthier, better able to learn and less frequently ill – and they find out how to behave in traffic. For more information and to register, go to: www.bike2school.ch.

There's something in the air: smoke-free is becoming the order of the day in Switzerland

Tobacco control. The beginning of May saw the launch of the Federal Office of Public Health's new tobacco prevention campaign under the banner «Less smoke, better lives». With a touch of humour, the campaign presents the many life-affirming facets of living without cigarettes and, like its predecessor campaign «Bravo», aims to promote the view of a non-smoking society as the norm.

The «Less smoke, better lives» campaign is aimed at both smokers and the non-smoking population and clearly brings home the advantages of a smoke-free lifestyle to both groups. The goal of the campaign is to endorse the abstinence of non-smokers while encouraging smokers to make the attempt to quit; not by pointing the finger, but by using wit, the promise of improved quality of life and scientific facts. For example, those who give up smoking can «be of good heart»: even one year of abstinence reduces shortness of breath and cuts the risk of cardiovascular disease by 50%. The new campaign consists of three series of posters and advertisements which will be run between May and November.

Help in giving up: the smokers' quitline

It is a proven fact that professional support can substantially increase the chances of smokers both quitting and staying off cigarettes in the longer term. The campaign ads have thus been expanded to include information about the smokers' quitline (0848 000 181), which gives professional and personal advice to help make giving up easier. The quitline is run by the Swiss tobacco control association and the Swiss Cancer League.

Tobacco claims 20 victims a day in Switzerland

A glance at the statistics shows that tobacco prevention remains a pressing issue. Half of all regular smokers die prematurely – and half of these die before the age of 70. In Switzerland, more than 8 000 people die premature deaths every year from the consequences of smoking. This equates to more than 20 premature deaths every day. 47% of these deaths are due to smoking-related cardiovascular disease, 22% to lung cancer, 17% to respiratory disease and 12% to other forms of cancer. The global picture for smoking-related mortality is equally grave. About four million smoking-related deaths were registered worldwide in 1999. According to a WHO forecast, 10 million people will be dying every year from the consequences of smoking by 2030. Such a figure would exceed every other mortality rate due to a single disease (malaria and AIDS included) and would constitute one-sixth of all deaths. The WHO rightly regards tobacco as a special issue: the



cigarette is «the only consumer product which kills when consumed as indicated».

Change in attitude towards passive smoking

In 2006, 71% of the Swiss population aged between 14 and 65 were non-smokers; however, 27% of them became involuntary passive smokers for at least one hour a day. The worst environments in this regard were restaurants, cafés and bars. Adolescents and young adults were more heavily exposed to cigarette smoke than older people: 42% of 14- to 19-year-olds were exposed for at least one hour a day, and this figure rose to 65% for 20- to 24-year-olds. According to estimates for Switzerland as a whole, several hundred non-smokers die every year as a result of passive smoking. The tobacco control campaign is not targeted solely at cutting smoker numbers. It is also endeavouring, for example, to achieve a fundamental change in people's attitudes towards passive smoking: one of the campaign's goals is to convince 80% of the population that passive smoking is dangerous and that appropriate protective measures are essential. Currently, 64% are already in favour of a general smoking ban in restaurants, cafés and bars.

Successful «smoke-free campaigns»

Pleasingly, localised tobacco prevention campaigns in the wake of the national campaigns are becoming more and more common and are contributing to the creation of a smoke-free environ-

ment in all spheres of life. The «arbeitsplatz.rauchfrei» campaign offers companies that guarantee their workers a smoke-free working environment the opportunity to win money – participating firms already number 1 900. The «Experiment Nichtrauchen» campaign is aimed at motivating school classes in the 6th to 9th grades to stay smoke-free for at least six months. A national campaign is also under way in the sporting world: Smoke-free sport is part of the «cool and clean» project, the biggest ever prevention programme involving sport in Switzerland.

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Links
www.bravo.ch Small posters (A3 size) can be ordered free of charge from the online shop.
www.tabak.bag.admin.ch
www.sportrauchfrei.ch
www.experiment-nichtrauchen.ch

Credits

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At first hand

Both in the media and in the public's perception, an increasingly close and frequent link is being made between sport and violence. Elaborate security arrangements for preventing or controlling violent clashes between fanatical supporters are now a regular feature of major sporting events. As a survey of the Swiss population (Sport Switzerland 08) shows, just over 10% of interviewees identify spectator violence at sporting events as one of the most serious problems in sport today. The problem of violence among actual sportsmen and women was rated as much less serious (5%).

However, most people appear to focus on the beneficial effects of sport, and it enjoys an excellent image in Switzerland: almost all interviewees (98%) consider that sport makes a positive contribution to development in children and young people. Its preventive and beneficial effects should therefore also be deployed to combat violence and persuade passionate but passive fans to engage actively in sport.

Besides promoting the integration of minorities and bringing people of different nations together, sport and physical activity are also particularly conducive to good health. They have a wide range of beneficial effects on both mind and body, improving wellbeing, enhancing performance and creating more quality of life. Regular physical activity therefore helps prevent a range of physical and mental illnesses. Specific forms of physical activity are also an effective approach to treating cardiovascular diseases. This does not necessarily mean following a daily training programme lasting several hours – general health can be improved simply by stepping up everyday physical activity.

Hence, as one of life's most appealing pastimes, sport should be promoted more vigorously and its benefits put to a variety of uses. What's more, exercise and sport have a further important and positive side effect: they are quite simply good fun!



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Homosexuals increasingly disregarding safer sex

GaySurvey 2007. The survey of gays conducted last year for the eighth time shows that men who have sex with men (MSM) are increasingly dispensing with protection against HIV/AIDS. In particular, they are not systematically using condoms in casual sexual encounters.

«GaySurvey» is a regular survey conducted by the University of Lausanne's Institute of Social and Preventive Medicine. Its aim is to gather data on the sex lives and preventive behaviour of men who have sex with men. The survey is part of the Swiss HIV monitoring programme that serves as a tool for the Federal Office of Public Health to observe the behaviour of MSM in relation to HIV/AIDS. The questionnaire, which is available on the Internet or from gay organisations, was completed by 2 953 MSM in 2007.

Many casual contacts

The initial findings of GaySurvey 2007 indicate that the sexual activities of MSM have stabilised at a relatively high level: more than half the respondents reported having more than five sexual partners in the twelve months prior to the survey. About three quarters of them had sexual contact with anonymous or known casual partners, and almost 70% had a steady partner (50% at the time of the survey). Steady partnerships that do not exclude casual contacts are very widespread: two thirds of respondents

who had been in a steady relationship for more than a year reported having one or more casual contacts in the twelve months prior to the survey.

Further increase in risk exposure

The growing number of MSM who exposed themselves to the risk of contract-

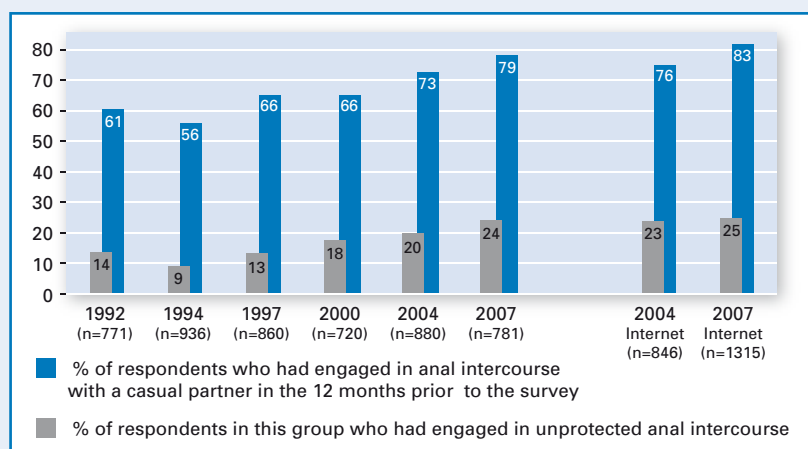
ing HIV is worrying. 16% reported having unprotected intercourse with a man whose serological status was either unknown or different (1994: 11%). Half of these claimed to have engaged in unprotected intercourse more than once in the preceding twelve months. A third of these stated that their most recent ex-

perience of unprotected intercourse had been with an anonymous partner. Anal intercourse with casual partners also showed a steady increase: 79% of respondents answered this question with a «yes» in 2007, compared with 61% in 1992. At the same time, there was an increase in the percentage of respondents who did not systematically use a condom in such situations (1992: 14%; 2007: 24%, see chart). Various reasons were given for not doing so: either because they knew the partner, or they did not have a steady partner, or they were HIV-positive themselves.

Even steady partnerships are unsafe

As expected, condoms are used much less systematically with a steady partner than with casual contacts. As experience has shown, prevention strategies based on trust, agreements and/or mutual knowledge of serological status are applied in relatively stable partnerships. It is, however, surprising that 40% of respondents in a steady relationship were unaware of their partner's serological status or did not say anything about it. More than a third of the respondents (39%) had engaged in unprotected sex with their steady partners under these circumstances. The risk of HIV infection within a steady partnership should therefore not be underestimated.

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Many HIV tests – and many positive diagnoses

According to GaySurvey 2007, the number of HIV tests was satisfactory: the large majority of respondents had been tested once in the course of their lives, while one third had been tested in the twelve months prior to the survey. However, the results of many HIV tests were less satisfactory. The percentage of respondents who tested positive for HIV was between 6% (online questionnaire) and 12% (printed questionnaire).

The growing failure of MSM to take precautions is also reflected in the new increase in HIV-positive diagnoses that has been observed in Switzerland in the last few years. These results indicate that preventive strategies need to be reviewed. However, they should under no circumstances have a discouraging effect on primary prevention efforts, particularly among young MSM who are just embarking on their sex lives

«For the sexiest games ever»

Rules for sex workers' clients at EURO 2008. With support from the LOVE LIFE STOP AIDS campaign, the Swiss AIDS Federation and ProCoRe are launching a special «Don Juan» project to coincide with EURO 2008: they've drawn up five rules for sex workers' clients which promote «fair play in paid sex».

In the framework of their «Don Juan» prevention programme, the Swiss AIDS Federation and ProCoRe (Prostitution Collective Reflection) are running a campaign to promote fair play at the «less-er» venues of the big EURO football party. Since the party will also extend to the night life of the host cities, this means sex – including the paid kind. Prevention teams from the regional branches of the Swiss AIDS Federation in Basel, Berne, Chur, Geneva and Zurich will be distributing condoms and informative postcards designed to put a smile on clients' faces.

Five rules for sex workers' clients

The campaign is intended to remind punters at EURO 2008 that the following rules apply to paid sex:

- Courtesy, respect and a well-

groomed appearance will open every door for you.

- Alcohol may take away your inhibitions, but also reduces your ability.
- Keep your word. Stick to what you've agreed, including prices.
- Is the sex worker performing against her will or is she under pressure to do so? You can get advice on this here: www.don-juan.ch.
- Condom or condom? You have the choice – of the right size. But never do it without one.

The campaign aims to reach more men than would be possible if they were targeted in the usual «Don Juan» activities.

The «Don Juan» project

About 350,000 men in Switzerland use the services of a prostitute at least once a year – in other words almost one man in five between the ages of 20 and 65. They do not differ from other men in terms of education, nationality or religion. Frequenting prostitutes is still a taboo in Swiss society, and men fear discrimination and sanctions if they admit to being clients. «Don Juan» aims to remove the stigma from clients and their existence and help bring about the re-



cognition that payment for sexual services provided by adults is a fact of life. Acceptance of this is the basis of effective prevention. «Don Juan» services are intended to raise prevention awareness among clients and thus help reduce the number of new infections with sexually transmitted diseases in the heterosexual population. The services include a website offering online advice for clients, direct contacts with clients in the sex worker environment and prevention

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