



FINNISH
GOVERNMENT

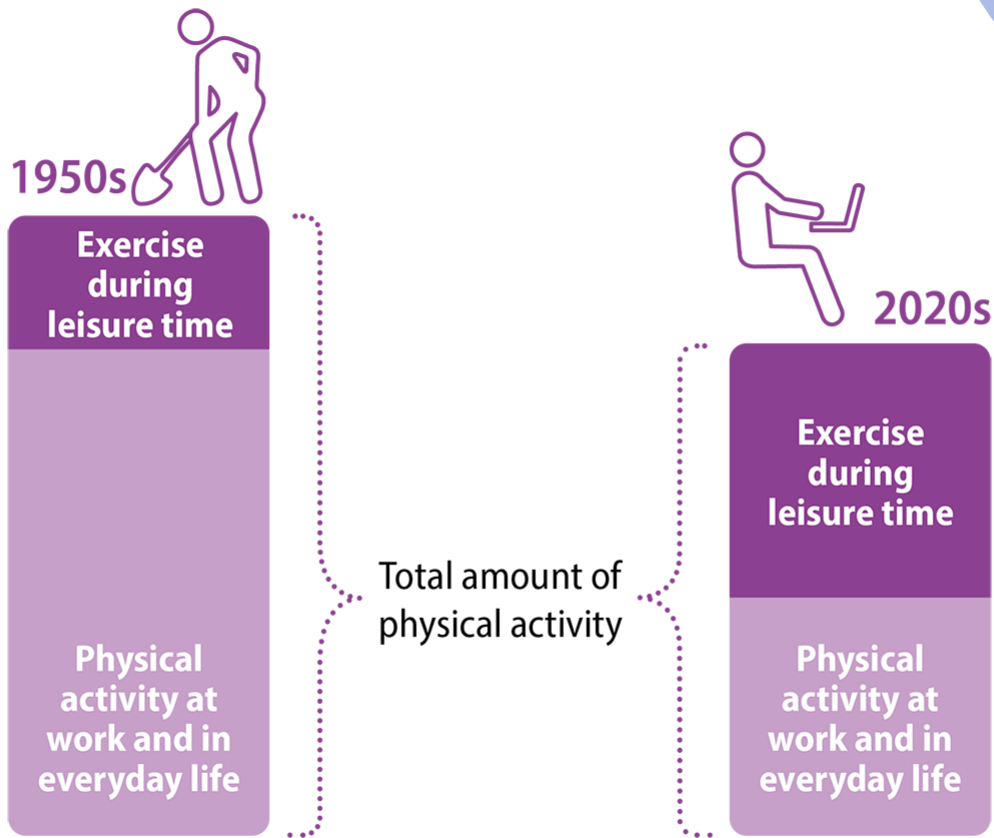


**Get Finland Moving
programme**

Get Finland Moving programme

2023–2027 Mid-term review

Change in total physical activity in recent decades.



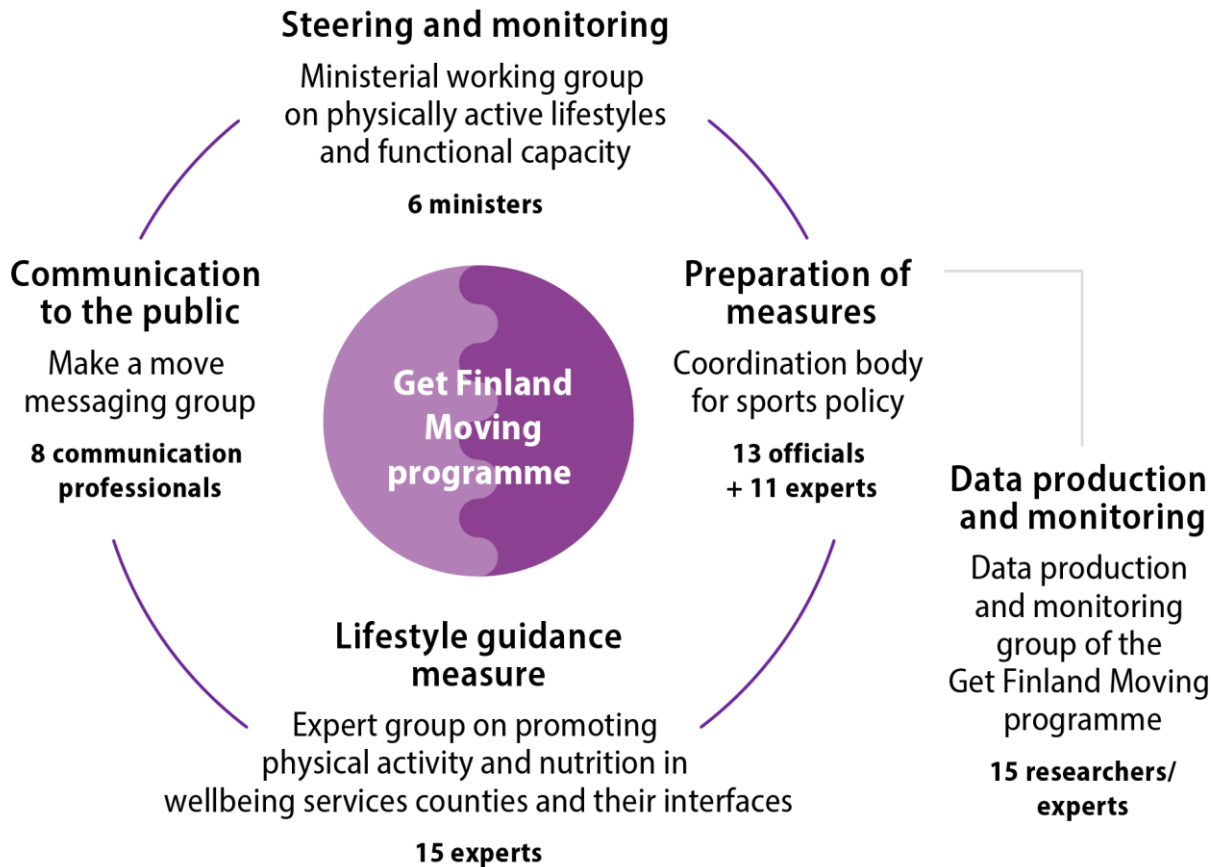
Get Finland Moving programme of Prime Minister Petteri Orpo's Government

- The Government's aim is to increase physical activity in every age group.
- A sum of EUR 20 million per year has been allocated to the programme for the duration of the government term (total EUR 80 million .
- The Ministerial working group on physically active lifestyles and functional capacity steers and monitors the implementation of the Get Finland Moving programme.



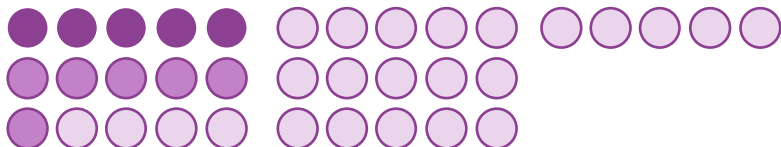
Make a
move.
getfinlandmoving.fi

Working groups

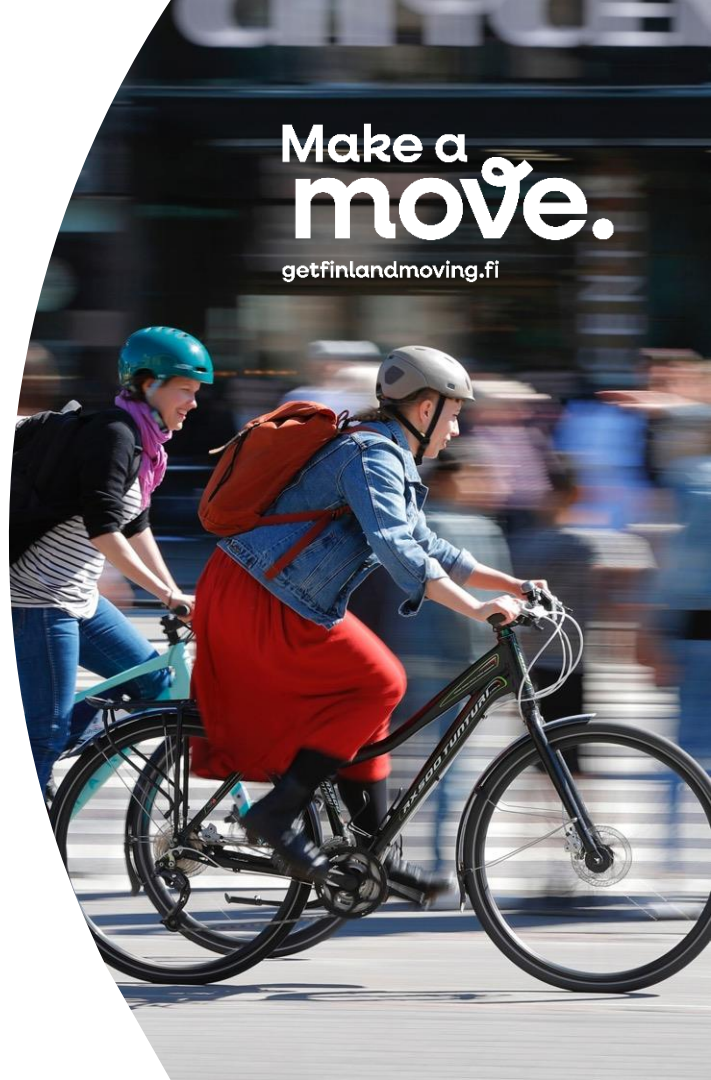
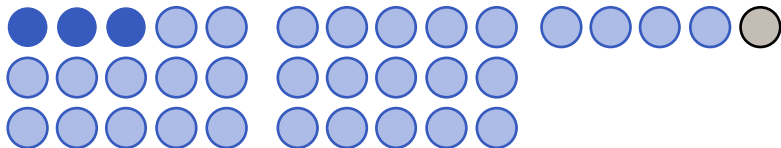


Get Finland Moving programme of Prime Minister Petteri Orpo's Government

- The 16 entries in the government programme's Get Finland Moving programme include 35 measures:
 - 5 structural actions
 - 6 reports or plans
 - 23 development and promotion actions



- 3 measures completed, 31 ongoing, 1 will not be implemented



Make a
move.

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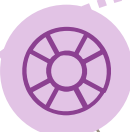
**Induividuals and
communities
choose physical
activity**



**Organisations
choose to
promote
physical activity**



Physical activity
counselling



Conditions of
physical activity



**Structures
create the
prerequisites
for physical
activity**

Physical
activity
competence



**Get Finland
Moving
programme**



Physically
active
operating
culture



Communication
and influencing

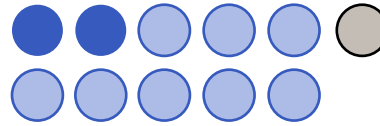
Taxation that
encourages
physical activity







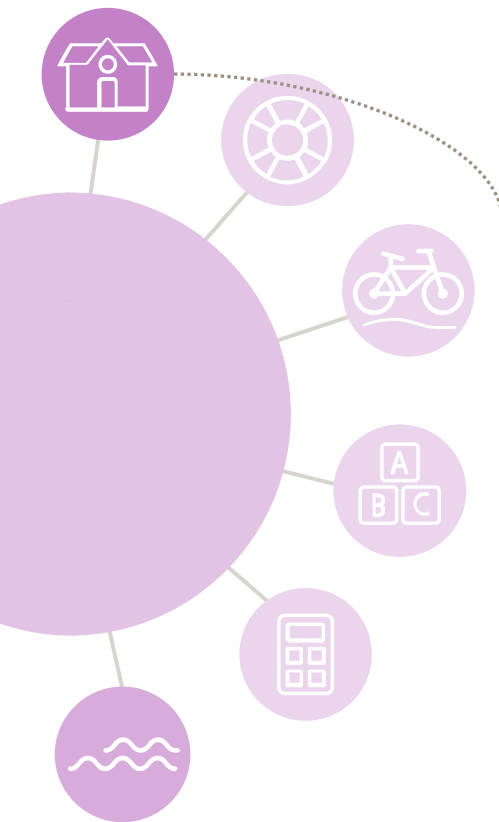
Physically active operating culture



11 measures:

2 measures have been completed, 8 are ongoing,

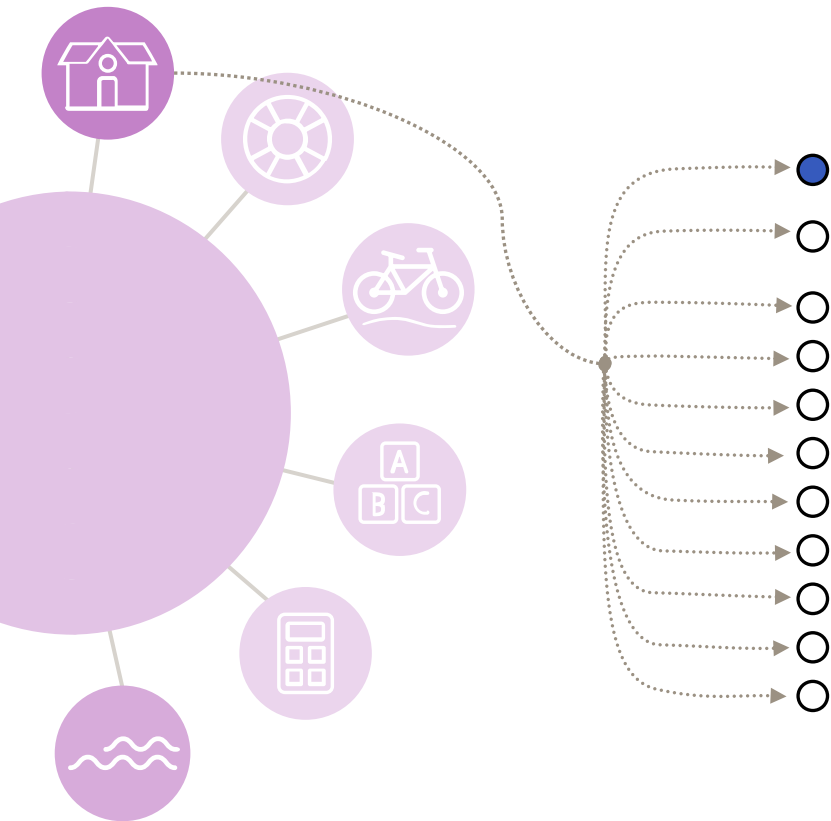
1 will not be implemented



Physically active operating culture

- ➔ ● 1. Basic Education Act
- ➔ ● 2. Competence of teaching staff
- ➔ ● 3. Day-care centres and schools
- ➔ ● 4. Secondary level, physical education
- ➔ ● 5. Studies on the Move, higher education institutions
- ➔ ● 6. Call-ups
- ➔ ● 7. Working life
- ➔ ● 8. Occupational health care
- ➔ ● 9. Functional capacity of older people
- ➔ ● 10. Right of older people to outdoor recreation
- ➔ ● 11. Deduction for household expenses for older people

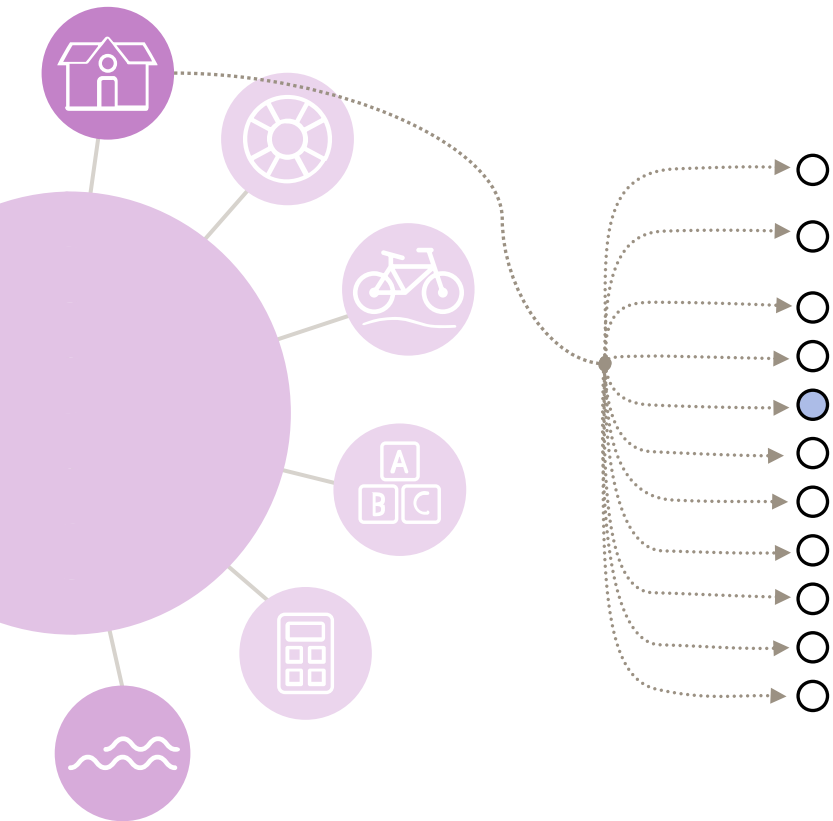
Physically
active operating
culture



1. The promotion of a physically active lifestyle to be added to the Basic Education Act (Ministry of Education and Culture)

- On 30 December 2024, Prime Minister Petteri Orpo's Government submitted a proposal to Parliament on an amendment to the Basic Education Act, in which an entry will be added to section 2 Objectives of teaching: Pre-primary and basic education must also promote a physically active lifestyle.

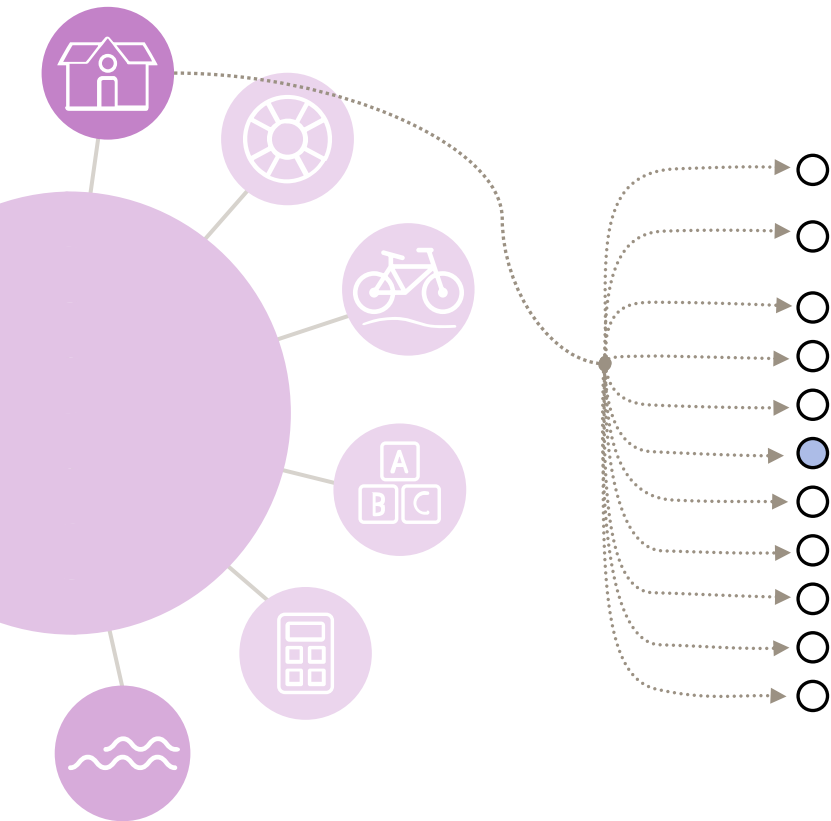
Physically
active operating
culture



5. An effort to get all higher education institutions to join the Studies on the Move programme (Ministry of Education and Culture)

- Development grants for higher education institutions to implement Studies on the Move measures EUR 729,000 / 8 projects, 17 higher education institutions (2024).
- The target for participants in projects provided grants is approximately 200,000 students and staff from higher education institutions.
- Support measures for Studies on the Move to higher education institutions

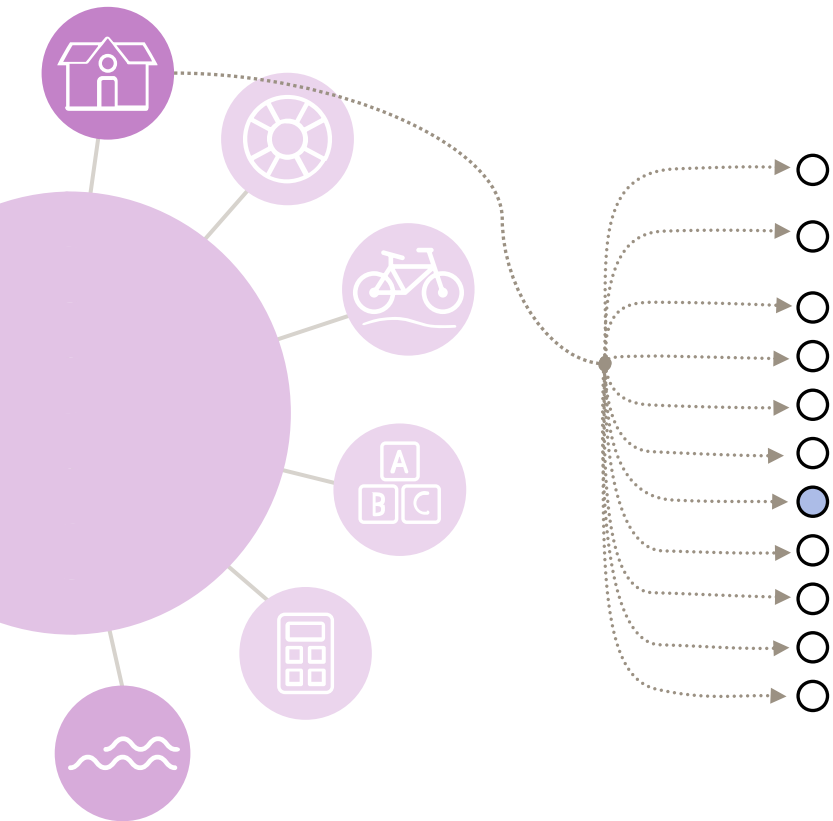
Physically
active operating
culture



6. Promotion of physical activity and functional capacity as part of the content of call-ups (Ministry of Economic Affairs and Employment)

- Permanent operating models will be created to improve the functional capacity of young people of call-up age and to reduce interruptions in military service.
- For example, Development of the MarsMars application, communication and increasing cooperation between local actors, such as municipalities, sports clubs and entrepreneurs in the sports sector.

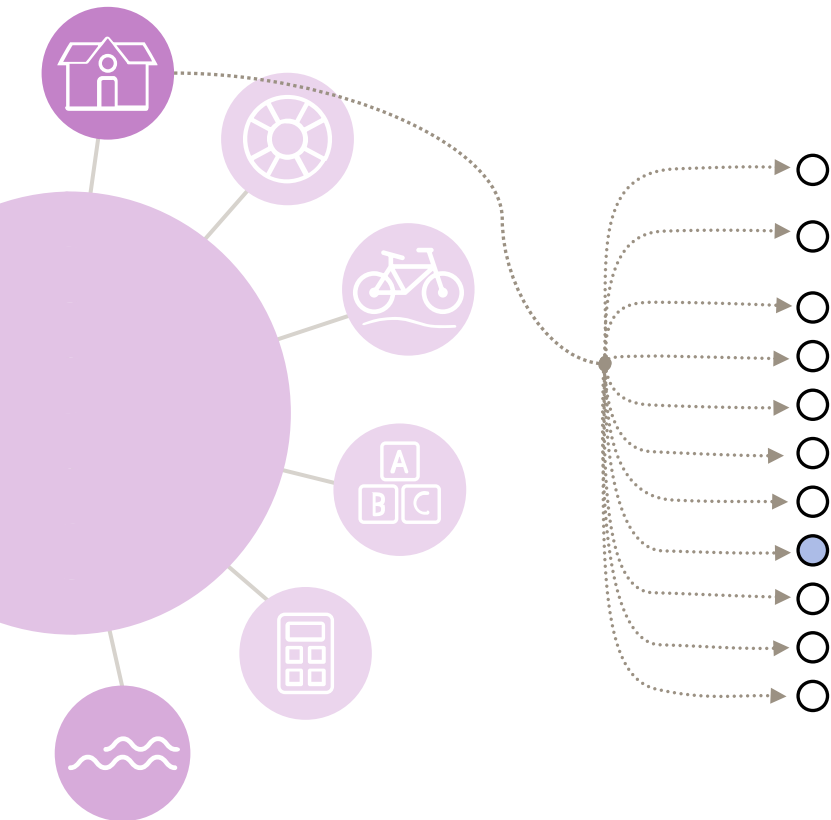
Physically
active operating
culture



7. Support for coping at work by making physical activity a key part of developing work ability and working life (Ministry of Social Affairs and Health, Ministry of Employment and the Economy)

- The aim is to integrate physical activity into working life strategies and practices.
- For example, Future dialogues and development of management

Physically
active operating
culture

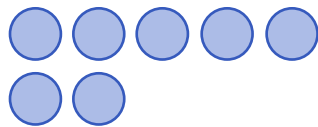


8. Identification of the most effective ways for employers to promote the physical activity of employees in cooperation with occupational health care (Ministry of Social Affairs and Health, Ministry of Employment and the Economy)

- A summary of employers' most effective means of promoting the physical activity of employees in cooperation with occupational health care.
- Training of physical activity coordinators for workplaces and developing cooperation between the workplace and occupational health care to promote physical activity.

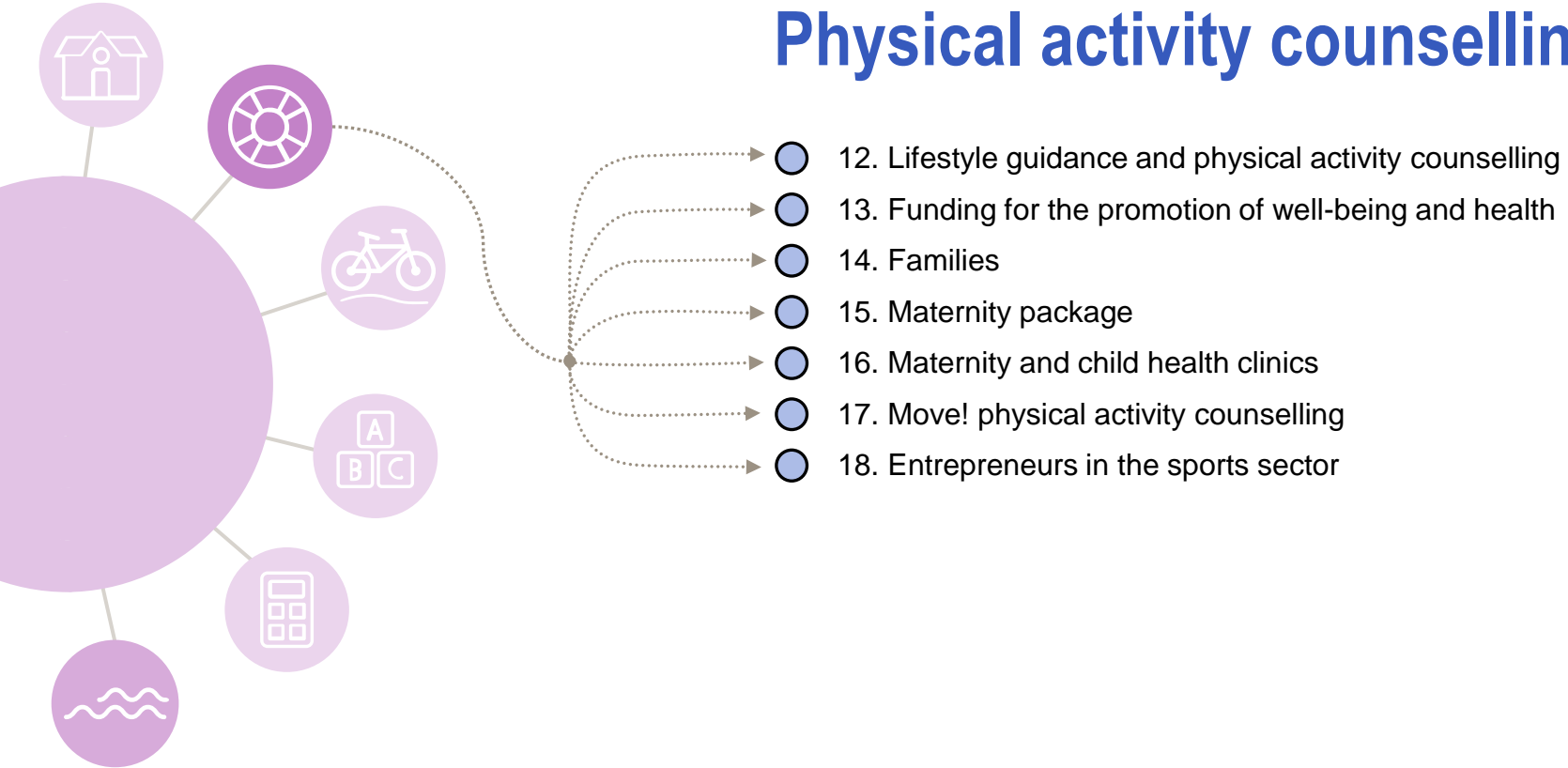


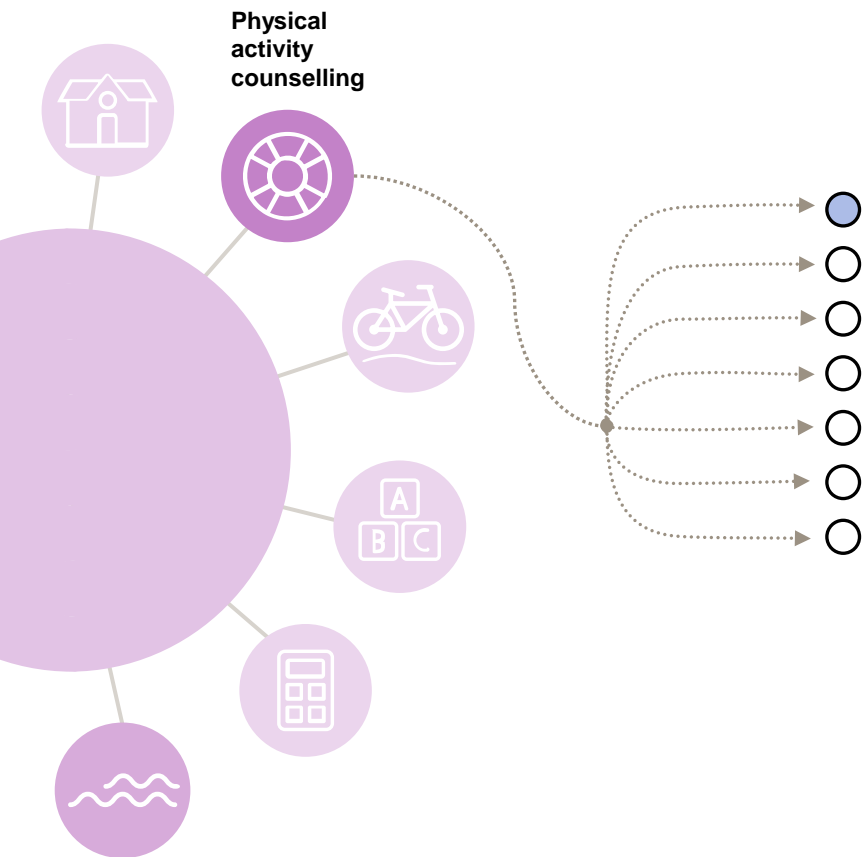
Physical activity counselling



7 measures:
All ongoing

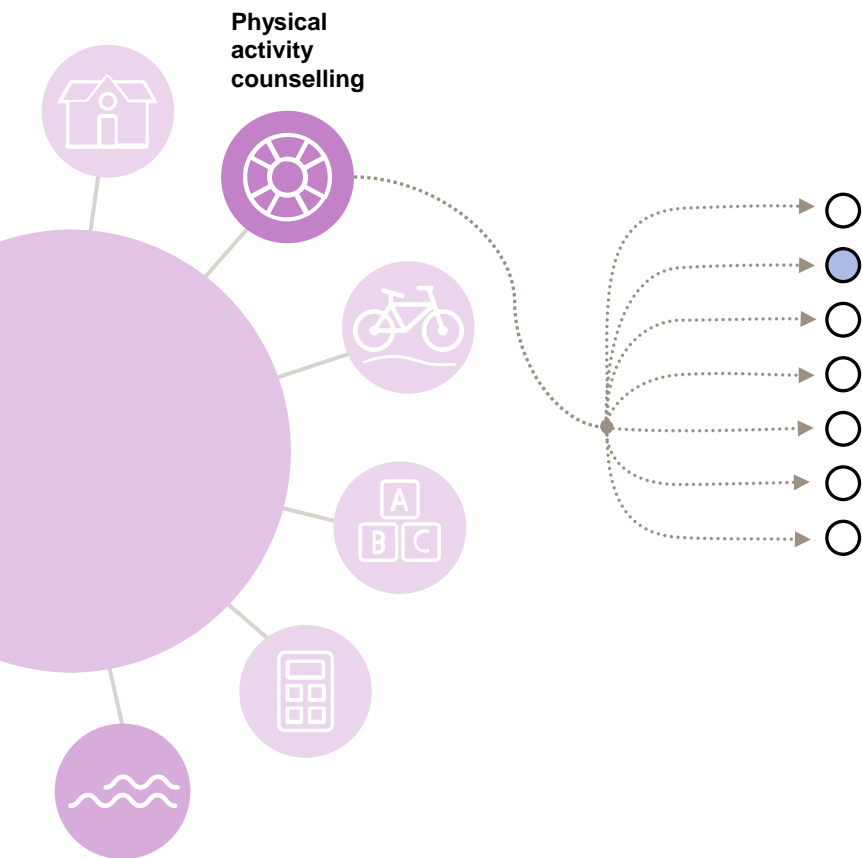
Physical activity counselling





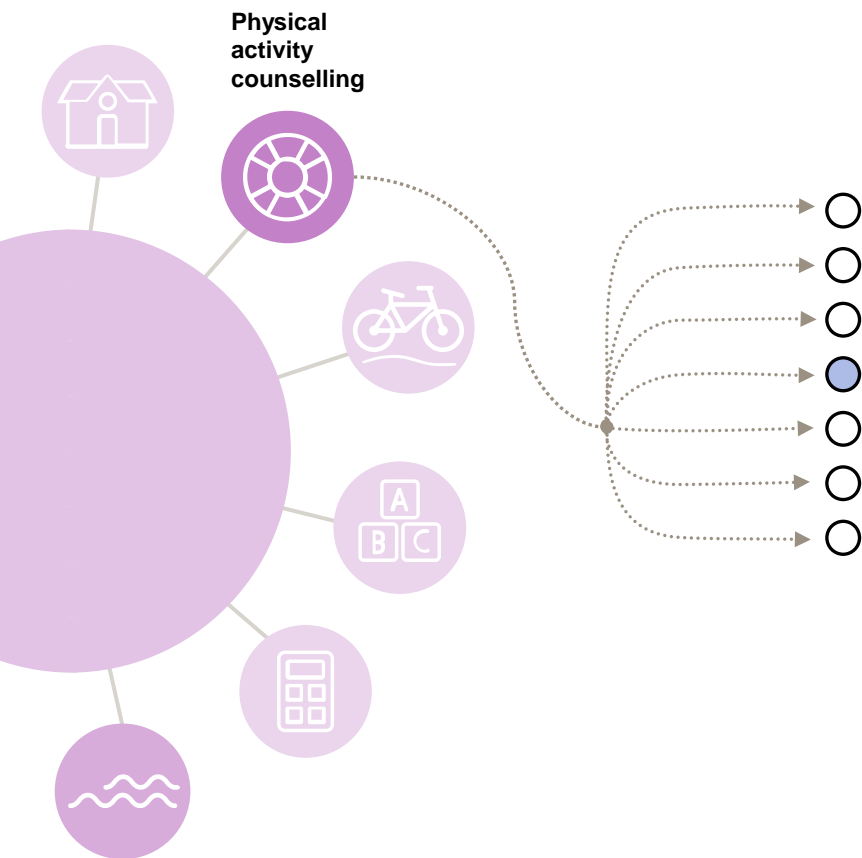
12. Improvements to lifestyle guidance and physical activity counselling in municipalities and wellbeing services counties while utilising the opportunities offered by health technology (Ministry of Education and Culture, Ministry of Social Affairs and Health)

- Ensuring well-functioning cooperation structures and operating practices in wellbeing services counties and their interfaces, improving the competence of professionals through basic and continuing education, supporting the adoption of evidence-based recommendations and operating models, and monitoring the implementation and effectiveness of the promotion of physical activity and nutritional health.
- Local physical activity counselling projects allocated € 1.9 M/52 projects (2024) and € 2.8 M/98 projects (2025).
- The Adults on the Move measures support and develop.



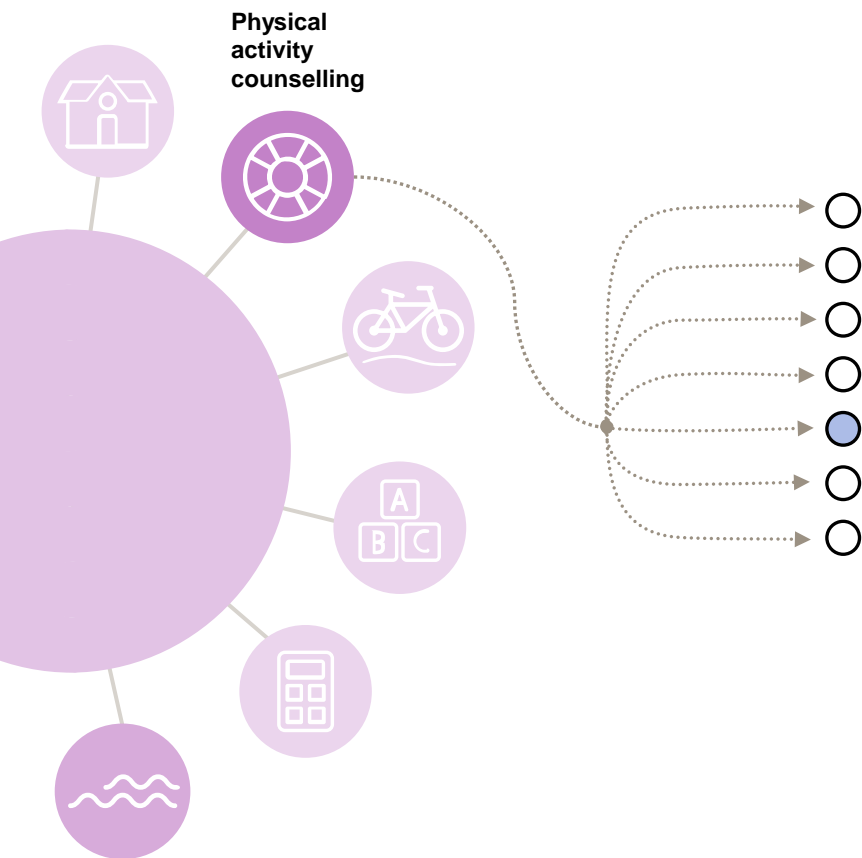
13. An assessment of the allocation of funding intended for the promotion of wellbeing and health in municipalities and wellbeing services counties (Ministry of Finance, Ministry of Social Affairs and Health, Ministry of Education and Culture)

- It is proposed that the share of funding allocated for promoting well-being and health be increased to 1.5% of health and social services funding. In addition, it is proposed that the calculation method of the coefficient for the promotion of well-being and health be specified in a manner that is more encouraging for the regions.



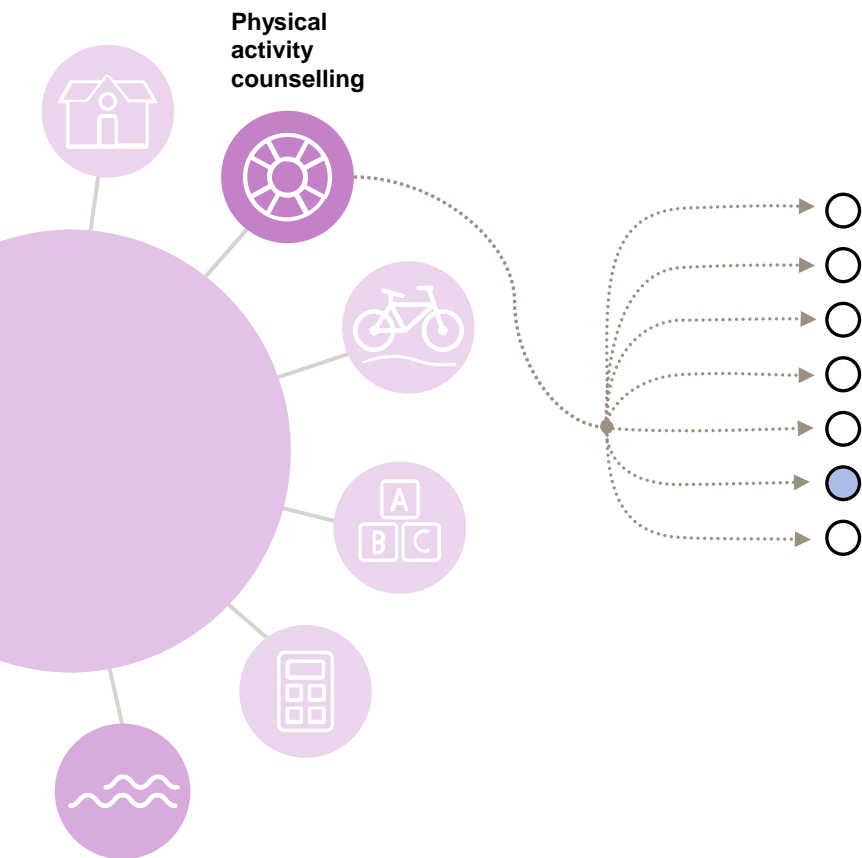
15. A ball will be added to the maternity package (Ministry of Social Affairs and Health)

- KELA has put the procurement of the ball out to tender. A ball will be included in the maternity package starting in 2026.



16. Family physical activity counselling will be added to services provided at maternity and child health clinics (Ministry of Social Affairs and Health, Ministry of Education and Culture)

- A brochure on the importance of physical activity in early childhood and in families is being prepared for distribution at child health clinics. The brochure serves as a tool for bringing up the issue.
- Of the projects for the development of physical activity counselling, 17 projects will be targeted at developing physical activity counselling for families in 2025. In addition, 25 projects will involve physical activity for families as a development target.
- The On the move measures support and develop.

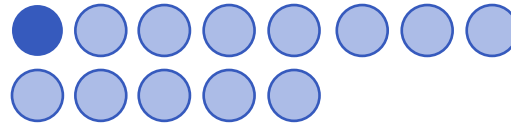


17. Personal physical activity counselling and guidance are provided during extensive health examinations in comprehensive school based on the pupil's Move! results (Ministry of Social Affairs and Health, Ministry of Education and Culture)

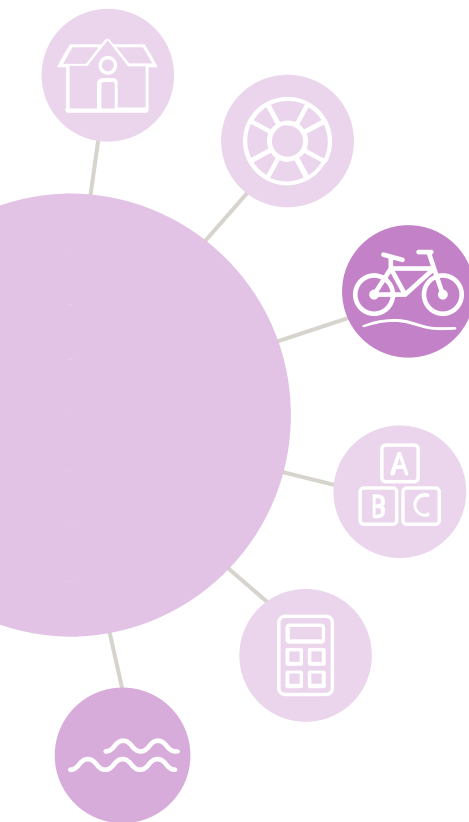
- Municipalities were given development grants for physical activity counselling in the Move! process amounting to approximately EUR 1.9 million, for 107 projects (2024).
- Municipalities develop support measures for pupils when they note that the pupil is experiencing difficulties in physical functional capacity.
- The Move! development measures are linked to the Schools on the Move measures that promote a physically active operating culture in schools.



Conditions of physical activity

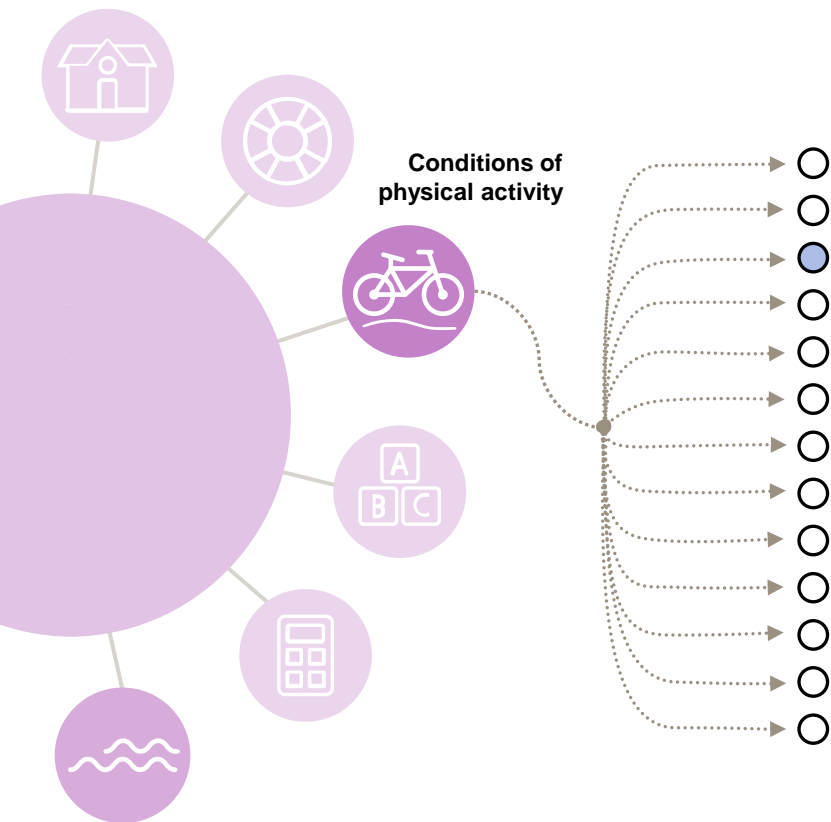


13 measures:
1 completed, 12 ongoing



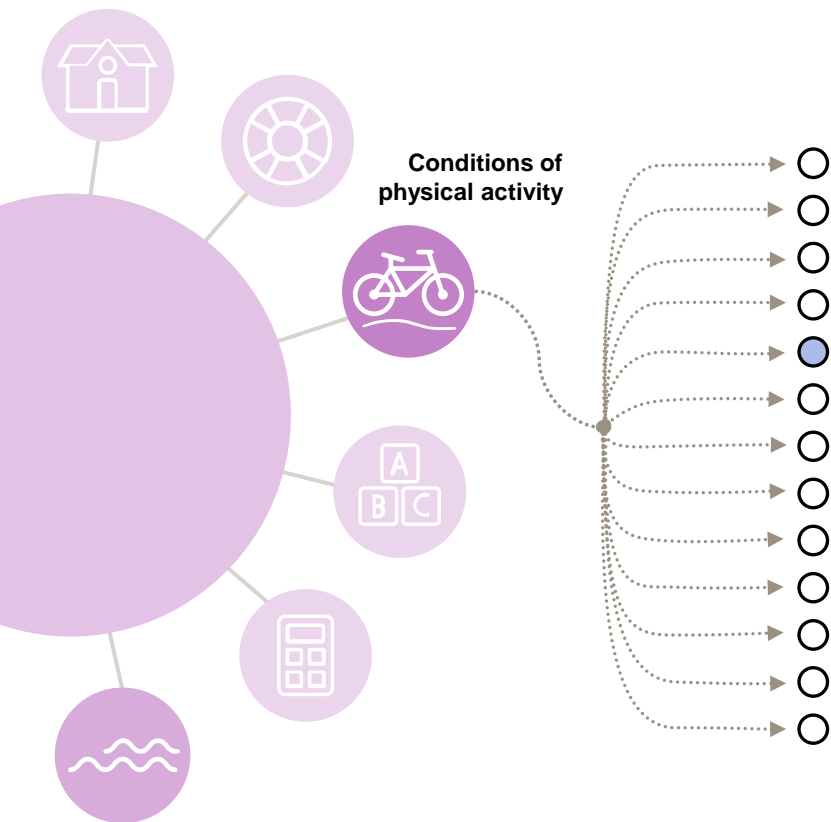
Conditions of physical activity

- 19. Yards of day-care centres and schools
- 20. Facilities for students in municipalities
- 21. Day-care and school days, active modes of transportation
- 22. Finnish Model for Leisure Activities
- 23. Sport as leisure activity
- 24. Establishing leisure activity trials
- 25. Programme for the promotion of walking and cycling
- 26. Safe school routes
- 27. Land use legislation
- 28. Land use, housing and transport agreements
- 29. Recreational use of nature, nature tourism
- 30. Outdoor Recreation Act
- 31. Hunting, wilderness activities, pets



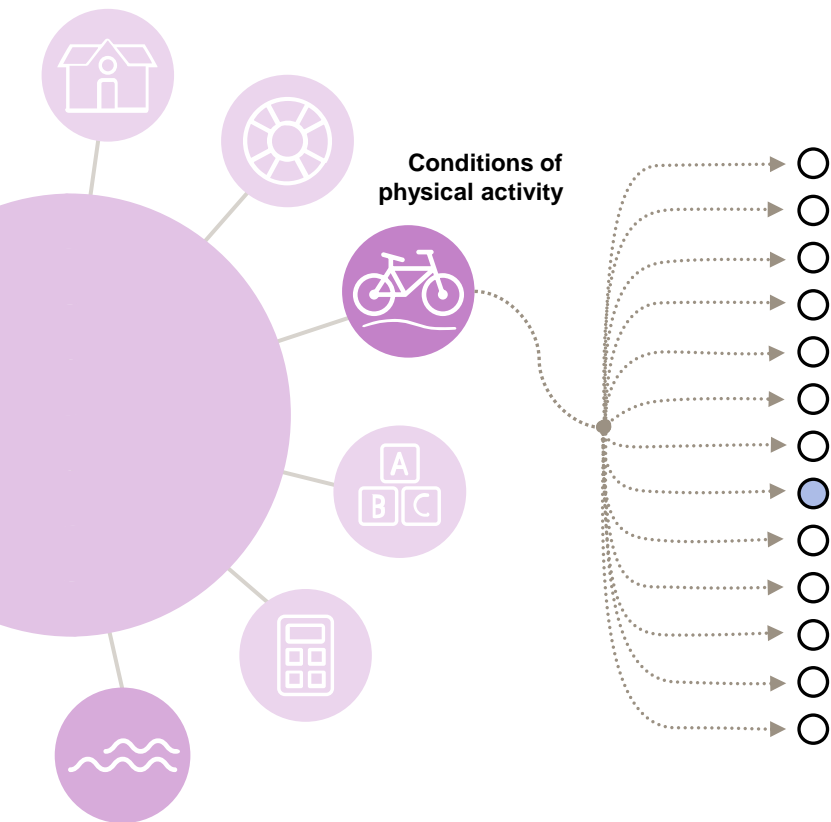
21. Increase physical activity during day-care centre and school days and on school commutes (Ministry of Education and Culture)

- Approximately EUR 2.4 million was allocated to 111 projects for the local development measures of Schools on the Move activities. Some of the projects also developed physical activity counselling for the Move! process.
- Early Childhood Education and Care on the Move, Schools on the Move, Studies on the Move, Families on the Move and Active way to School measures.



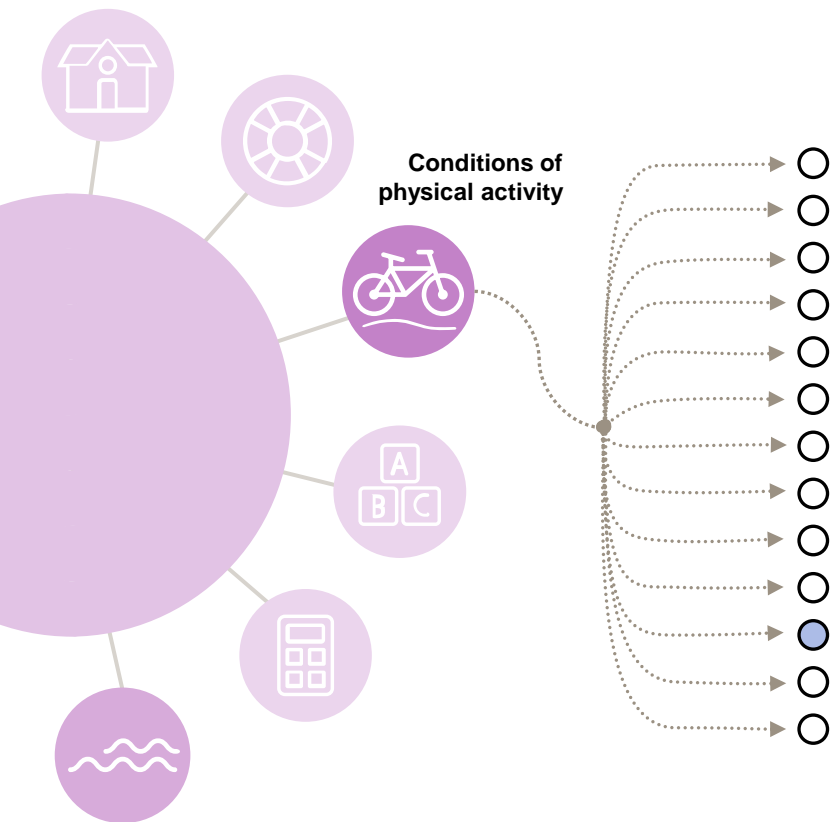
23. A trial on different means for implementing physical activity as a leisure activity after the school day, such as a recreational voucher (Ministry of Education and Culture)

- There are three trial and innovation projects (2024) aiming to develop physical activity in leisure activities after the school day.
- EUR 2.6 million has been reserved in 2025 for the Finnish Model for the path from leisure activities from physical to club activities development projects.



26. Particular attention will be given to safe school routes and increasing opportunities for physical activity (Ministry of Transport and Communications, Ministry of Education and Culture)

- EUR 3 million has been reserved for 2025 to promote the safety and physical activity of school commutes.
- The projects will improve the traffic safety of the areas surrounding schools and of school routes and support everyday physical activity.



29. Promoting recreational use of nature and nature tourism (Ministry of the Environment, Ministry of Agriculture and Forestry, Ministry of Economic Affairs and Employment)

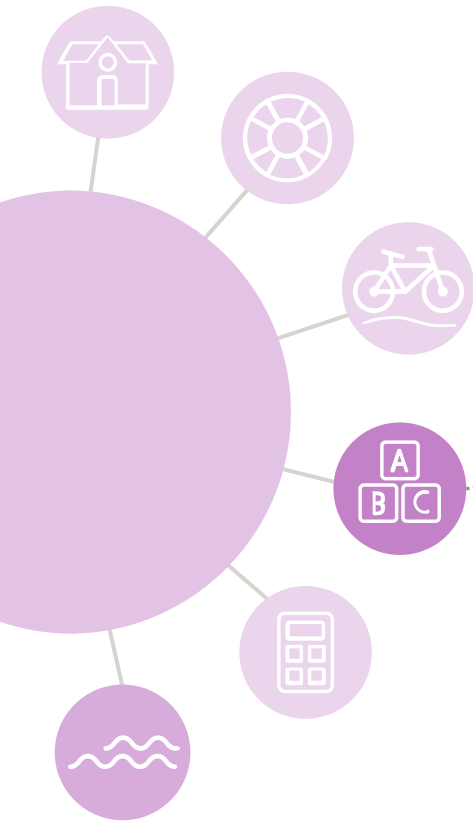
- EUR 2.5 million for the restoration and development of local recreational areas in municipalities (decisions on awarded appropriations in spring 2025).
- Implementation of the national Strategy for the Recreational Use of Nature 2030 (Action Plan 2023–2025).
- EU rural funding (CAP) for the development of recreational use of nature and nature tourism (in 2024–2025, € 2.7 million in total).



Physical activity competence

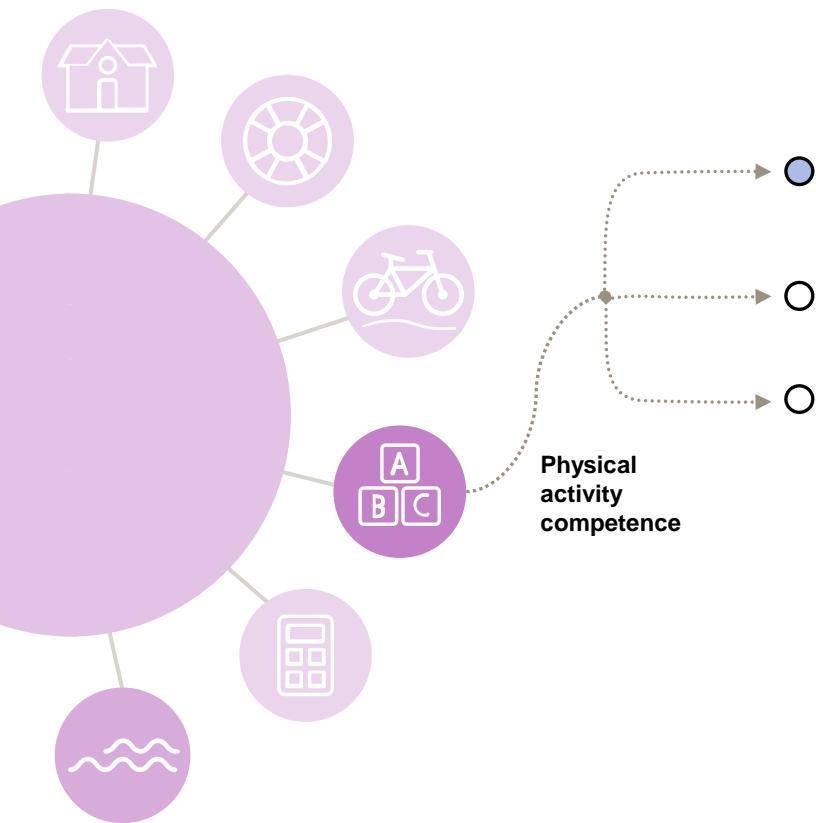


2 measures:
Both ongoing



Physical activity competence

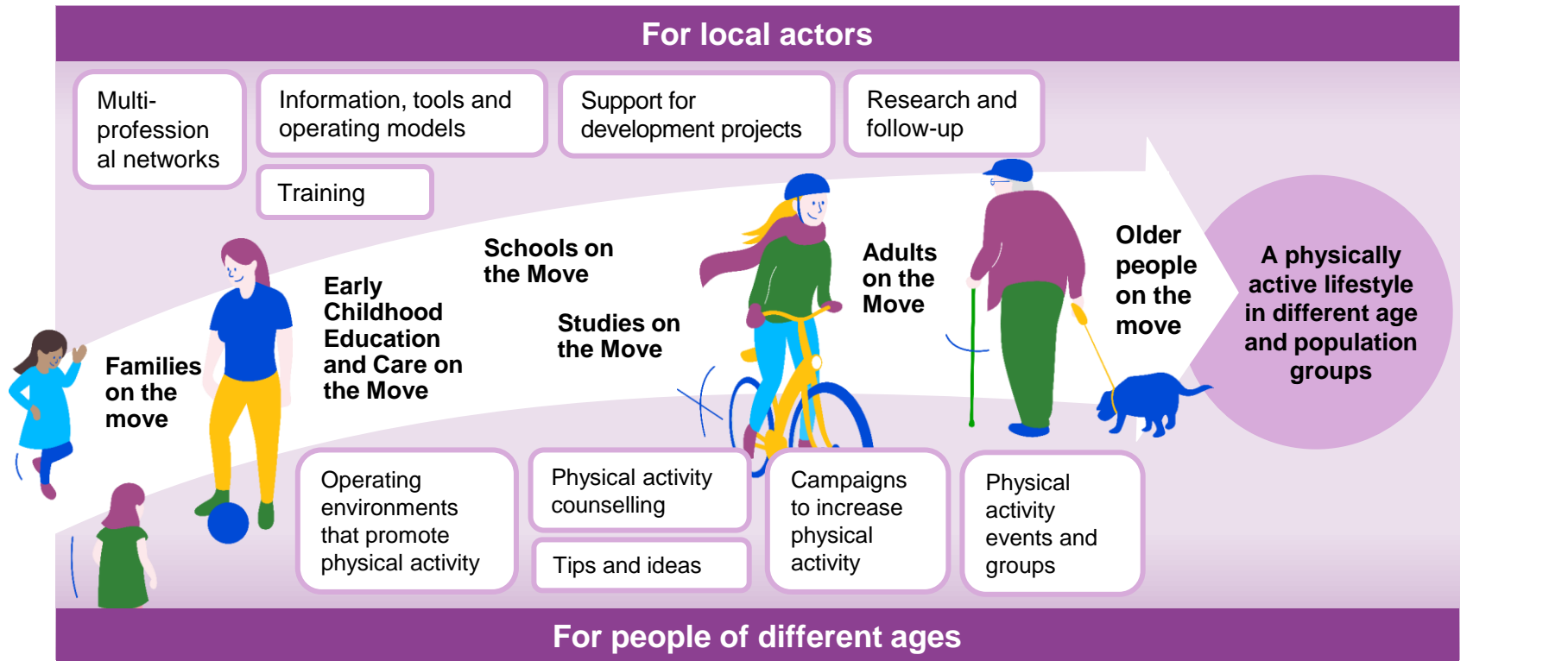
- 32. Physical activity competence in different education sectors
- 33. Cross-administrative approach in the strategies of municipalities and wellbeing services counties
- (2). Competence of teaching staff



32. Strengthening physical activity competence in different education sectors, such as health and social services and education (Ministry of Education and Culture, Ministry of Social Affairs and Health)

- As part of the measures promoting physical activity and nutrition in wellbeing services counties and their interfaces, professional competence is developed through basic and continuing education.
- Pilots through the Teacher Education Forum on developing the competence of the functional teaching methods of teacher students.
- The On the Move entity's measures involve training professionals working in education as well as in health and social services.

On the Move programmes

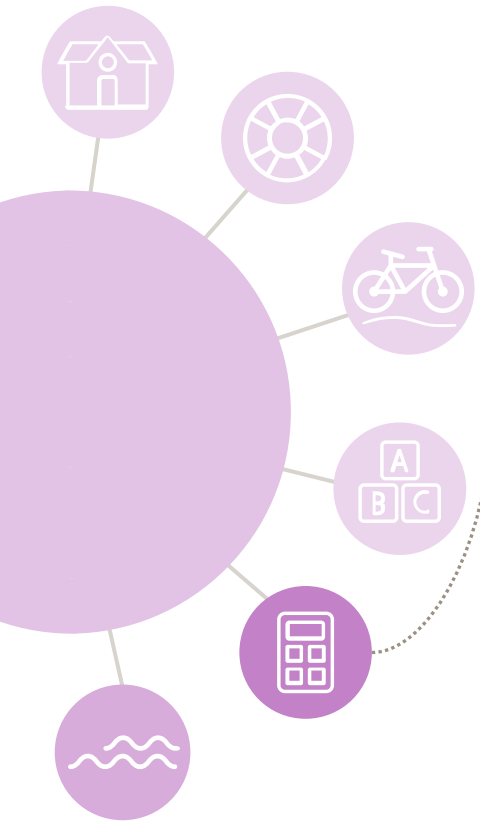




Taxation that encourages physical activity

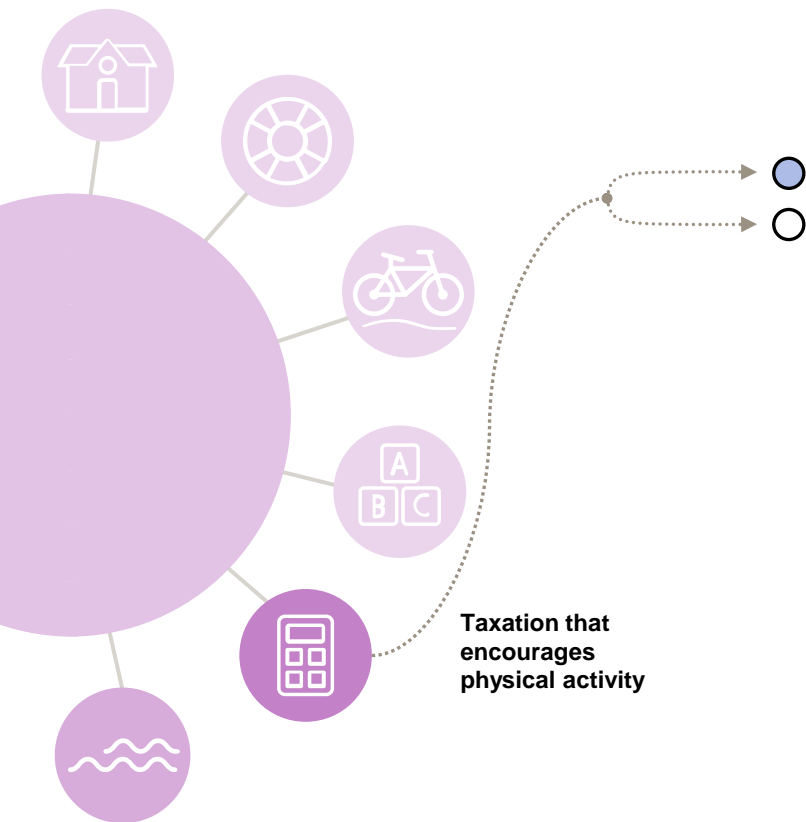


2 measures:
Both ongoing



Taxation that encourages physical activity

- 34. Tax instruments
- 35. VAT



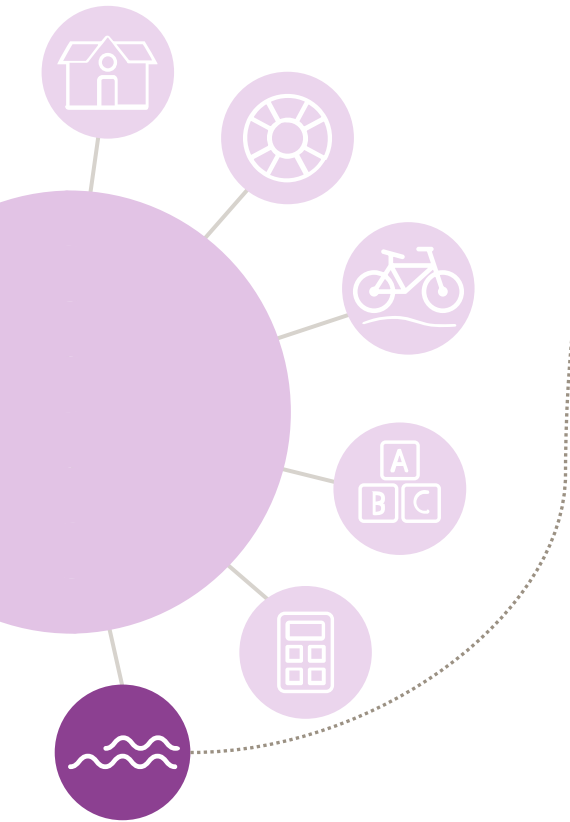
34. An examination and assessment of the possibilities of supporting physical activity through taxation (Ministry of Finance, Ministry of Education and Culture)

- A report on international taxation models for mobility, physical activity, physical activity and sport will be completed in May 2025.
- A national study was launched in 2025.

**Anna laitteille
lepopäivä.**



**Communication
and influencing**

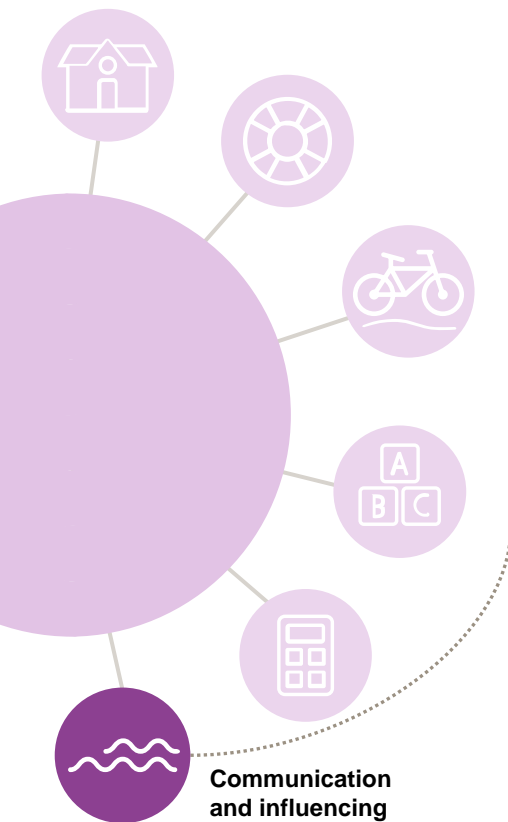


Communication and influencing

- Citizens
- Stakeholders

**Make a
move.**

getfinlandmoving.fi



● Encourages citizens to engage in daily physical activity

- Information and tips on Instagram and at www.getfinlandmoving.fi
- Give devices a day off media campaign

● Stakeholders promote mobility together

- Make a Move idea bank and moment and shared media campaign materials.
- Current communications: newsletter, LinkedIn, press releases, speeches and events.



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Taking note of adapted physical activity in measures

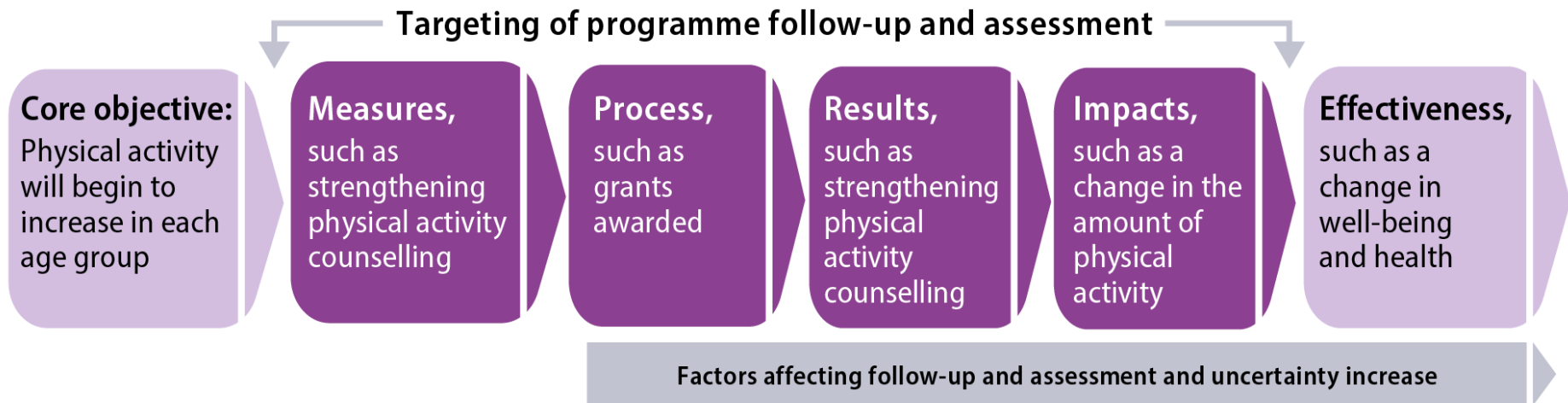
- The national adapted physical activity education and research workgroup issued six recommendations to the Get Finland Moving programme on how adapted physical activity should be taken into account in the programme's measures.
- The criteria for applications for development aid emphasise the promotion of equality and non-discrimination and increasing physical activity in population groups where special support is needed.
- In 2025, a separate call for applications for Get Finland Moving (EUR 800,000) will be targeted from the Ministry of Education and Culture for the development, try-out, and innovations of adapted physical activity.
- In 2025, an idea competition will be organised in cooperation with the Paralympic Committee and the Finnish Society of Sport Sciences' Adapted Physical Activity Network, in which people whose movement is limited due to illness, disability, age or impaired functional capacity will be asked for tips on physical activity and breaks suitable for everyday life.





Follow-up and assessment of the Get Finland Moving programme

Targeting of programme follow-up and assessment



Follow-up of measures

CATEGORY	TARGET GROUP	ASSESSMENT OF THE POTENTIAL TO PROMOTE PHYSICAL ACTIVITY	SUB-OBJECTIVES	IMPLEMENTATION INDICATORS	PROCESS INDICATORS	PERFORMANCE INDICATORS/ QUALITATIVE ASSESSMENT OF RESULTS	IMPACT INDICATOR/ QUALITATIVE ASSESSMENT OF THE IMPACTS
<p>A. Structural action</p> <p>B. Report or plan</p> <p>C. Practical development or promotion measures</p>	<p>A. Population group: e.g. health and social services personnel or children and young people</p> <p>B. Operator level: e.g. central government, agency or municipalities</p>	<p>A. What share of the population will be affected?</p> <p>B. How directly/indirectly can the measure possibly promote physical activity?</p>	Dismantling the measure and concretising it into sub-objectives	Follow-up on whether an easy to verify structural measure or report has been implemented (yes/no).	Follow-up of the measures taken and their implementation (e.g. number of measures taken or awarded discretionary government grants).	Follow-up of the programme's results and qualitative success (e.g. schoolyards are local sports facilities that inspire physical activity or the number of municipalities that provide physical activity counselling).	Follow-up of the impacts of the programme, i.e. the changes brought about by the measures (e.g. the prevalence of support for the physical activity of personnel at workplaces or the impact of the legislative amendment on the curricula for basic education).

Monitoring of the core objective

- **Core objective: Physical activity will begin to increase in each age group**
 - Amount of physical inactivity in different age and population groups (PIILO, LIITU and Kunnonkartta surveys)
 - Amount of light, brisk and strenuous physical activity in different age and population groups (PIILO, LIITU and KunnonKartta studies)
 - Share of people who meet the physical activity recommendations in different age and population groups (PIILO, LIITU, Kunnonkartta and Healthy Finland surveys)
 - Physical functional capacity of children and adolescents (Move! measurements)
 - Endurance and muscle fitness of men who have started military service (Conscripts' fitness tests)
 - People who experience great difficulties in walking and a six-minute walking test (Healthy Finland and KunnonKartta surveys)



FINNISH
GOVERNMENT



**Get Finland Moving
programme**

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