

Make a Move: Implementing the Get Finland Moving Programme

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Purpose: The “Get Finland Moving” programme aims to enhance physical activity across all age groups. It promotes physical activity through a cross-ministerial collaboration with a phenomenon-oriented approach. The programme spans the years 2024–2027.

Description: The programme focuses on creating societal frameworks that encourage daily physical activity and inspire behavioural changes. The measures are categorised in five key areas: 1) Physically active operational cultures; 2) Physical activity counselling; 3) Conditions for physical activity; 4) Physical activity competencies; and 4) Incentivising taxation. Thus far, the programme has driven initiatives such as:

- Submission of a proposal to Parliament to amend the Basic Education Act, emphasising that pre-primary and basic education must promote a physically active lifestyle.
- Enhanced lifestyle and physical activity counselling within municipalities and public healthcare.
- Assessment of international models for taxing physical activity and sports, with the aim of preparing a national study on taxation’s role in encouraging physical activity.
- Integration of physical activity and functional capacity promotion into conscription call-ups.
- Support for municipalities in renovating and developing nearby recreational areas.
- Inclusion of a ball in the maternity package and distribution of brochures in child health clinics highlighting the importance of physical activity in early childhood and family settings.
- A ball will be included in the maternity package, along with a brochure designed to initiate discussions at child health clinics about the importance of physical activity in early childhood and family life.

The programme is systematically monitored and evaluated according to a monitoring model, in which each measure is tracked using implementation, process, output, and impact indicators. To date, the most significant challenges have arisen in the implementation of work life-related and tax-related measures.

Conclusion: The programme has successfully advanced cross-ministerial collaboration and garnered strong political support. The cross-sectoral implementation approach has been made possible by the fact that different ministries are responsible for various measures, and the programme’s funding is allocated to different ministries. The “Make a Move” communication campaign further empowers individuals and communities by showcasing the accessibility, benefits, and importance of incorporating physical activity into daily life.

