



Success story

National Action Plan 'Nederland in Beweging'



Initiative type: National policy | System-based physical activity action plan

Sectors: Health | Transport | Urban planning | Environment

Target group: General population, with particular focus on children, older adults, people with disabilities and people with chronic diseases

Implementation stage: Evaluation phase

Transferability: Partly

▶ About the initiative

The National Action Plan 'Nederland in Beweging' recognises physical activity promotion as a complex, long-term policy challenge requiring continuous attention rather than short-term interventions.

The action plan focuses on:

- Creating a healthy living environment
- Increasing awareness of the benefits of physical activity
- Keeping physical activity on the policy agenda
- Encouraging initiatives that enable more people to be more physically active

The approach deliberately combines short- and long-term objectives, without expecting immediate measurable changes in adherence to physical activity guidelines.

▶ What is making it successful?

A key strength is its system-based approach. Rather than relying on individual programmes or expecting rapid changes in behaviour, the initiative recognises that sustainable increases in physical activity require changes across the wider environment, policies and systems.



▶ What could other countries learn?

The main condition is that a system-based approach must be accepted as an appropriate way of addressing physical activity promotion, including recognition that meaningful population-level change may take time.



Key challenges to promote HEPA

► Netherlands' wider challenge for physical activity promotion

The key challenges are unclear leadership, insufficient alignment between national and local initiatives, and the absence of structural funding.

Without continuity, initiatives risk having to effectively restart every 4–5 years rather than building progressively on an established system.

► Country-level barriers to advancing HEPA

The following barriers are most persistent to advancing HEPA policy in the country.



BARRIER

IMPACT

Limited funding/resources	MODERATE
Weak intersectoral coordination	MODERATE
Lack of workforce capacity	MODERATE
Regional/local implementation gaps	MODERATE
Inequities in participation/access	MODERATE
Public engagement challenges	MODERATE
Political prioritisation	MINOR
Insufficient monitoring/data	MINOR
Limited research translation into policy	MINOR
Other	MINOR

► What is needed?

The Netherlands identifies structural, long-term funding as a critical requirement for maintaining and strengthening a system that supports physical activity promotion.

This would provide continuity and allow policies and initiatives to develop over time rather than being repeatedly reset.



► How can the HEPA Europe Network help?

HEPA Europe could advocate for the importance of structural funding and system-based approaches, helping demonstrate why sustained investment and long-term policy continuity are essential for population-level physical activity promotion.



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