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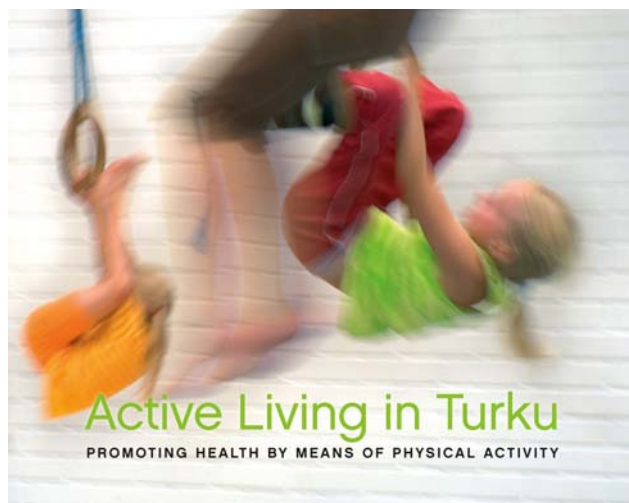
## **Active Living in Turku – Promoting Health by Means of Physical Activity**

Helander Niina, Revonsuo Satu (editors)

**The successful health-enhancing physical activity (HEPA) practises from the City of Turku (Finland) are gathered into one package.**

The City of Turku is a forerunner - in Finland and Europe - of developing physical activity services for the citizens. Active Living in Turku book is based on almost fifteen years of experience in citizen-driven HEPA promotion. It presents efforts fuelled by a desire to improve the well-being of all inhabitants of the city.

New approaches and rapid reacting to the possibilities of physical activity as a health-promoting factor of all population groups has secured the city a reputation as a pioneer of Active Living. Turku's journey of becoming an expert in HEPA includes the choices that supported success and the numerous HEPA products encouraging thousands of citizens towards an active lifestyle.



According to the experiences of Turku it is essential to develop a long-term strategy and management in physical activity promotion. The multi-sectoral collaboration at the city level as well as the innovative and enthusiastic solutions to find the sedentary people are crucial for success. The publication contains the best practices of Turku and the successful HEPA products presented as a kind of cook-book: what are the necessary preparations, which ingredients should be combined for best results, and how does a successful result look like. Also comments and thoughts of the citizens - children, working-aged and ageing population are included. The good examples are adaptable also elsewhere.

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