

## Title

**Green and Fit Collective (Groen en Fit Collectief) - health insurance company incentives to engage with nature**

## Short description

People with a 'Green and Fit Collective' health insurance of the Friesland Health Insurance Company receive a discount on the health insurance and a first year free membership of nature organisations, walking organisations and outdoor sports organisations. In this way people are encouraged to undertake activities in nature. In addition, € 15 per person is donated to a project that contributes to nature in the region, providing more opportunities to use green space nearby. Furthermore, people can use vitality services related to food, care, living, and relaxing activities. Aims are to get as many people as possible known with the benefits that nature provides for them; to provide accessible nature nearby now and in the future for all, and to make people feeling more responsible for their own health and living environment.

## Topic

Living/Green spaces: Improving availability, quality and use

## Characteristics (type, level)

Product, Regional

## Country/Countries of implementation

The Netherlands

## Aims and Objectives

- To get as many people as possible known with the benefits that nature provides for them
- To provide and accessible nature nearby now and in the future, for all
- To make people feeling more responsible for their own health and living Environment

## Target Group

General population

## Status

Ongoing (implemented on a continuous base)

## Start and Completion dates

This practice started in 2009 and is still ongoing.

## Lifestyle and Behavior Change

People with a 'Green and Fit Collective' health insurance of the Friesland Health Insurance Company receive a discount on the health insurance and a first year free membership of nature organisations, walking organisations and outdoor sports organisations. In this way people are encouraged to take activities in nature.

In addition, € 15 per person is donated to a project that contributes to nature in the region, providing more opportunities to use green space nearby, and attract people to undertake activities outdoors, in green space. It can also lead to more participation in voluntary work and in that way contribute to social activation, because people get known with nature/sports organisations mainly run by volunteers.

Furthermore, people can use vitality services related to food, care, living, and relaxing activities.

**Effects on:**

|                               |  |
|-------------------------------|--|
| <b>Health and Wellbeing</b>   | Green space can improve people’s wellbeing and provide clean air. Furthermore, green space attracts people to exercise and stimulates the mental and physical development of all, and contributes to a fitter life and resilience.   |
| <b>Vulnerable populations</b> | Not mentioned by the health insurance itself, but the discount on the health insurance and the free membership may in particular be attractive for economically vulnerable populations. It creates opportunities to become member of these organisations that they otherwise probably would not have money for and often are not known with. It stimulates them to become active in nature. Furthermore, being a part of these organisations may also provide new opportunities for social vulnerable groups to meet new people. |
| <b>Environment</b>            | The donation of money that contributes to nature in the region may stimulate the creation and maintenance of green space. If well-designed, this may have a positive effect on air pollution, noise, heat stress, flooding and CO2.  |

**Initiated and/or implemented by**

The practice was initiated by the health insurance company, together with nature organisations (e.g. ‘It Fryske Gea’), walking organisations and outdoor sports organisations. They believe that nature contributes to a fitter and healthier life. In that way it is preventive against disease/illness.

## Stakeholders and sectors involved

Health insurance company, nature organisations, walking organisations and outdoor sports organisations.

## Financial support

The health insurance company and the nature/walking/outdoor organisations.

## Evidence-base

No direct evidence is available of this product on the effects on behavior of the participants/change in use of green space/outdoor activities. It is difficult to quantify, and the nature/walking/outdoor organisations do not systematically count visitors. However, there is indirect evidence available from scientific literature on the positive effects of greenspace on the environment and health, and the determinants improve the use of green space. In addition, the positive effects of physical exercise on health are well known.

Furthermore, a questionnaire among more than 1000 Dutch people ('Buiten in het groen') showed that most people think there is a positive association between nature and health, that a visit to nature helps to solve mental problems and airway/lung diseases and that treatments outdoors have more effect than treatments indoors.

## Main activities

See 'Lifestyle and behaviour change'.

## Evaluation

N/A

## Main results

N/A

## Key success factors and barriers

Success factors:

The health insurance company mentioned in a telephonic interview the cooperation with the nature/walking/sports organization as a success factor. Also the discount for clients on this health insurance is a success factor. Furthermore, communication is a key factor- it is important to explain to people what nature can do for them in the right way.

Barriers:

Not mentioned.

## INHERIT Perspective

This project was selected because of the cooperation of a health insurance company with nature/outdoor sports/walking organisations, and because of the potential triple win. Donating money for new green spaces and offering more opportunities to use green space nearby contributes to clean air and attracts people to be physically active. It stimulates the mental and physical development of all, and contributes to a fitter life and resilience. bringing people in contact with nature/outdoor sports/walking organisations can motivate

people to undertake activities in green space. The discount on the health insurance and the free membership may attract low income groups.

### More information

<https://www.itfryskegea.nl/Steun-ons/Groen-fit-collectief/>

<https://www.defriesland.nl/consumenten/zorgverzekeringen/collectievezorgverzekeringen/groen-en-fit.aspx>

### Contact

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