

## **Title**

**Irún Sasoián – promoting physical activity**

## **Short description**

Irún Sasoián is an initiative led by the City of Irún that mobilizes the different local actors to promote favorable living conditions in the city. The initiative develops policies, programs and other initiatives that affect the living conditions of the Irunian population. It promotes sustainable interventions designed to last. The initiative is under the concept of physical activity in all policies. It engages citizen participation and community agents. It is primarily focused on the inactive population and incorporates the equity perspective.

## **Topic**

Moving

## **Characteristics (type, level)**

Neighborhood (municipality level)

## **Country/Countries of implementation**

Spain

## **Aims and Objectives**

Irún Sasoián aims to promote favorable living conditions in Irún city.

## **Target Group**

Although Irún Sasoián targets all population groups and incorporates the equity perspective it primarily targets inactive population.

## **Status**

Ongoing.

## **Start and Completion dates**

2013 – Not available

## **Lifestyle and Behavior Change**

The project aims to promote physical exercise, achieve environmental improvements, increase employment in the leisure, health and sports sectors and improve access and control spaces among society.

### Effects on:

<b>Health and Wellbeing</b>	Increasing physical activities and access to natural environment will improve mental health as well as obesity, and reduce risks related to respiratory and cardiovascular diseases. The change in habits can start in one area, for example food, and will then be extended slowly to capture other areas (active mobility and emotional health), in order to create a general improvement in well-being and health.	
<b>Vulnerable populations</b>	<p>There are many initiatives dealing with vulnerable people:</p> <ul style="list-style-type: none"> <li>• Some initiatives are directed to the elderly, other to children.</li> <li>• Some programmes are directed to people with pre-existing health issues (e.g. obesity, multiple sclerosis...)</li> <li>• Other actions aim at helping people at risk of social exclusion.</li> </ul>	
<b>Environment</b>	A healthy diet, especially when includes local or ecological production, and low meat consumption have direct effects on reducing CO2 emissions. Ecological production can have direct effects. Promotion of active mobility (using bikes or walking instead of cars, use of stairs instead of lifts) will reduce CO2 emission and energy consumption.	

### Initiated and/or implemented by

Sports Service of the City of Irún, Area of Culture and Sport. The Sports Service is made up of Councilor Delegate of Sports - Director of Culture and Sport - Responsible for Sports Activities - Sports Technician.

### Stakeholders and sectors involved

Irún municipality (Servicio de Deporte del Ayuntamiento de Irún, Área de Cultura y Deporte).

### Financial support

Irún municipality and many other supporters/donors.

### Evidence-base

Irún Sasoián is under the umbrella of the GOSASUN program which includes different initiatives. GOSASUN includes numerous experts on different disciplines and embraces more than 200 organizations of different types engaged in diverse initiatives with the common

objective of creating a healthier territory in the Basque Country. Each organization count on a personal profile identified in the web page [www.gosasun.net](http://www.gosasun.net), from where it can share the initiatives put in place with other agents and organizations, and at the same time learning from the experience gathered by other organizations through their initiatives.

### **Main activities**

The main activities include to open public schools out of opening times for people who want to use the sport facilities. To improve societal awareness about the importance of healthy lifestyles through promotional campaign, informative articles and materials, participation to conferences, by giving visibility and spreading the initiatives.

### **Evaluation**

Irún Sasoián is under the umbrella of the GOSASUN program. The certification GOSASUN Recognizes good practices. The recognition is given to those initiatives which have been particularly successful in stimulating the adoption of healthy lifestyles in the Basque Country. These initiatives are not part of regular/usual activity of the organizations involved, but they go beyond their responsibility regarding public health, and therefore represent an example to be followed by other organizations. Currently there are 20 initiatives recognized with the GOSASUN certification in the Basque Country.

### **Main results**

Society increases physical exercise, increase employment in the leisure, health and sports sectors and improve societal engagement in public initiatives.

### **Key success factors and barriers**

Some of the key success factors are the capability of generating confidence and trust among participants, to attain a considerable engagement of participants (willing to cooperate), to establish partnership with key agents and experts in the field. One key barrier is to attain a level of engagement and commitment of the organizations participating so that they become active agents in the promotion of healthy lifestyles. Collective effort could also be a barrier.

### **INHERIT Perspective**

This project is aligned with one of the priority areas of the Health Plan for the Basque Country 2013-2020 covering social environments and healthy lifestyles through inter-sectoral collaboration, engagement in local activities and community.

### **More information**

For more information, please see the following websites:

- <http://www.irun.org/IRUNKIROL/comunes/contenido.aspx?clave=15459&tipo=K&dedonde=noticias&idioma=1>
- [www.irun.org/](http://www.irun.org/)
- <https://es.slideshare.net/innobasque/irun-sasoian-claves-para-la-creacin-de-una-ciudad-activa>

## Contact

City Council of Irún.

[http://www.irun.org/irunkirol/irunkirol\\_1.aspx](http://www.irun.org/irunkirol/irunkirol_1.aspx)