



# **Get Finland Moving – a cross-administrative programme to promote physically active lifestyles and functional capacity**

Programme document



Publications of the Finnish Government 2024:24

# Get Finland Moving – a cross-administrative programme to promote physically active lifestyles and functional capacity

## Programme document

Minttu Korsberg, Päivi Aalto-Nevalainen, Tiina Kivisaari,  
Mikko Martikainen, Mari Miettinen

Finnish Government Helsinki 2024

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Finnish Government

Ministry of Education and Culture

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ISBN pdf: 978-952-383-723-2

ISSN pdf: 2490-0966

Layout: Government Administration Department, Publications

Helsinki 2024 Finland

## Get Finland Moving – a cross-administrative programme to promote physically active lifestyles and functional capacity

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#### Publications of the Finnish Government 2024:24

<b>Publisher</b>	Finnish Government		
<b>Author(s)</b>	Minttu Korsberg, Päivi Aalto-Nevalainen, Tiina Kivisaari, Mikko Martikainen, Mari Miettinen		
<b>Language</b>	English	<b>Pages</b>	37

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#### Abstract

In accordance with the Programme of Prime Minister Petteri Orpo's Government, the aim is to increase physical activity across all age groups. To achieve this goal, a cross-administrative Get Finland Moving plan will be drawn up to promote physically active lifestyles and functional capacity.

The aim of the Get Finland Moving programme is to ensure that the structures of society create better conditions for physical activity and that an increasing number of people seize the opportunities for physical activity. The programme promotes the physical activity of the population on a phenomenon basis, through measures taken by different ministries. The measures are related to the development of an operating culture that promotes physical activity, physical activity counselling, the conditions for physical activity, physical activity competence and taxation that encourages physical activity.

The programme document describes the background and need for the Get Finland Moving programme and provides a situational picture of physical activity and physical functional capacity in Finland. The programme measures as well as follow-up and assessment carried out in the programme are also described.

**Keywords** exercise, sport, physical inactivity, physical activity, functional capacity

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<b>ISBN PDF</b>	978-952-383-723-2	<b>ISSN PDF</b>	2490-0966
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**URN address** <https://urn.fi/URN:ISBN:978-952-383-723-2>

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## Suomi liikkeelle – liikunnallisen elämäntavan ja toimintakyvyn poikkihallinnollinen ohjelma Ohjelma-asiakirja

### Valtioneuvoston julkaisu 2024:24

**Julkaisija** Valtioneuvosto

**Tekijä/t** Minttu Korsberg, Päivi Aalto-Nevalainen, Tiina Kivisaari, Mikko Martikainen, Mari Miettinen

**Kieli** englanti

**Sivumäärä** 37

### Tiivistelmä

Pääministeri Petteri Orpon hallituksen ohjelman mukaisesti tavoitteena on kääntää liikkuminen kasvuun jokaisessa ikäryhmässä. Tavoitteen toteutumiseksi laaditaan liikunnallisen elämäntavan ja toimintakyvyn poikkihallinnollinen Suomi liikkeelle -ohjelma.

Suomi liikkeelle -ohjelman päämääränä on, että yhteiskunnan rakenteet luovat entistä paremmat edellytykset liikkumiselle ja yhä useampi ihminen tarttuu liikkumisen mahdollisuuksiin. Ohjelmassa väestön liikkumista edistetään ilmiölähtöisesti, eri ministeriöiden hallinnonalojen toimenpiteillä. Toimenpiteet liittyvät liikunnallisen toimintakulttuurin, liikuntaneuvonnan, liikkumisen olosuhteiden, liikuntaosaamisen ja liikkumiseen kannustavan verotuksen kehittämiseen.

Ohjelma-asiakirjassa kuvataan Suomi liikkeelle -ohjelman tausta ja tarve sekä tilannekuva liikkumisesta ja fyysisestä toimintakyvystä Suomessa. Lisäksi kuvataan ohjelman toimenpiteet sekä seuranta ja arviointi.

**Asiasanat** liikkuminen, fyysinen aktiivisuus, liikunta, terveys, hyvinvointi

**ISBN PDF** 978-952-383-723-2

**ISSN PDF** 2490-0966

**Julkaisun osoite** <https://urn.fi/URN:ISBN:978-952-383-723-2>

## Programmet Finland i rörelse – tväradministrativt program för en fysiskt aktiv livsstil och funktionsförmåga

### Programdokument

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#### Statsrådets publikationer 2024:24

<b>Utgivare</b>	Statsrådet		
<b>Författare</b>	Minttu Korsberg, Päivi Aalto-Nevalainen, Tiina Kivisaari, Mikko Martikainen, Mari Miettinen		
<b>Språk</b>	engelska	<b>Sidantal</b>	37

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#### Referat

Ett av målen i regeringsprogrammet för statsminister Petteri Orpos regering är att få alla åldersgrupper att motionera mer. För att uppnå målet utarbetas det förvaltningsövergripande programmet Finland i rörelse, med uppgiften att stöda en fysiskt aktiv livsstil samt funktionsförmåga.

Målet med programmet Finland i rörelse är att samhällets strukturer ska skapa bättre förutsättningar för att vara fysiskt aktiv och att allt fler människor ska ta vara på möjligheterna att röra på sig. I programmet främjas fysisk aktivitet bland befolkningen på ett fenomenorienterat sätt genom olika ministeriers åtgärder. Åtgärderna hänför sig till utvecklandet av en motionsinriktad verksamhetskultur, motionsrådgivning, motionsförhållanden, idrottskompetens och beskattning som sporrar till fysisk aktivitet.

I programdokumentet beskrivs bakgrunden till och behovet av programmet Finland i rörelse samt en lägesbild av motionerandet och den fysiska funktionsförmågan i Finland. Dessutom beskrivs programmets åtgärder samt hur programmet följs upp och utvärderas.

**Nyckelord** idrott, motion, fysisk inaktivitet, fysisk aktivitet, funktionsförmåga

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**ISBN PDF** 978-952-383-723-2 **ISSN PDF** 2490-0966

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**URN-adress** <https://urn.fi/URN:ISBN:978-952-383-723-2>

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## FOREWORD

The majority of the population in Finland does not engage in enough physical activity to promote their health and wellbeing. The decrease in physical activity in recent decades is particularly caused by changes in daily lives. Sitting and sedentary behaviours both at work and during leisure time have become increasingly commonplace as a result of new technologies, equipment, services and modes of transport.

A need for phenomenon-based work to promote physical activity has increased in recent years. In addition to the actual sports policy, the central government plays a key role in influencing physical activity in various sectors, such as education and training, and the transport, land use and social and health care sectors.

The Get Finland Moving programme aims to increase physical activity in all population groups. The objective is that the structures of society will create better conditions for physical activity and that more and more people will seize the opportunities for physical activity.

The physical activity of the population plays a major role in society. For individuals, physical activity is concerned with health, wellbeing, coping in everyday life and having a meaningful life. Meanwhile, for society, relevant areas often addressed include social and healthcare costs, work ability, and mental health and national defence capacity among the population. Now is the time to focus on promoting physical activity together, across all administrative branches.

In April 2024

**Sandra Bergqvist**

Minister of Youth, Sport and Physical Activity

Vice Chair, Ministerial working group on physically active lifestyles

**Sari Multala**

Minister of Science and Culture

Chair, Ministerial working group on physically active lifestyles



# 1 Introduction

According to the Programme of Prime Minister Petteri Orpo's Government, the aim is to increase physical activity in every age group<sup>1</sup>. To achieve this, the cross-administrative Get Finland Moving programme to promote physically active lifestyles and functional capacity is drawn up.

According to the government programme, the implementation of the programme will take place at the government level and a ministerial working group will be set up for the implementation and monitoring of the programme. A full-time secretariat will be appointed for the implementation with resources allocated for its communications. The effectiveness of the measures will be evaluated regularly, and the models found to be most effective will be established.

The programme will take into account the long-term nature of the measures. For each administrative branch, the programme will identify the key changes needed concerning methods, structures and thinking in order to maintain people's physical activity. As decreasing levels of daily physical activity present a growing problem, the programme seeks solutions for increasing daily physical activity. The opportunities offered by digitalisation will also be utilised in promoting a physically active lifestyle.

In accordance with the government programme, the Government will implement the programme in broad-based cooperation with parties in society, such as ministries, businesses, labour market organisations, civil society and the media. The programme will also make use of best international practices for increasing physical activity.

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1 A strong and committed Finland: Programme of Prime Minister Petteri Orpo's Government 20 June 2023. <http://urn.fi/URN:ISBN:978-952-383-763-8>

The ministries will draw up and implement measures for improving physical activity and functional capacity and select the appropriate indicators for them. The preparations will make use of the work of the National Sports Council and the cross-administrative Coordination Body for Physical Activity (LIPOKO), as well as the expertise of civil society organisations and sports clubs.

In its plenary session on 14 July 2023, the Government appointed the ministerial working groups of Prime Minister Orpo's Government. The ministerial working group on physically active lifestyles and functional capacity directs the implementation of the cross-administrative programme to promote physically active lifestyles and functional capacity and monitors the implementation of the programme. The ministerial working group also processes the other issues related to sports, physical activity and elite sports included in the government programme. Sari Multala, Minister of Science and Culture, was appointed the chair of the working group, and Sandra Bergqvist, Minister of Youth, Sport and Physical Activity, was appointed vice-chair. The other members appointed to the working group were Minister of Agriculture and Forestry Sari Essayah, Minister of Defence Antti Häkkänen, Minister of Social Affairs and Health Kaisa Juuso and Minister of Economic Affairs Wille Rydman. The ministerial working group will be chaired by the Minister of Science and Culture for the first two years of the government term and by the Minister of Economic Affairs for the subsequent two years.

The Ministry of Education and Culture is responsible for the secretariat and other support services. The Secretariat of the ministerial working group consists of: Minttu Korsberg, Ministerial Adviser, Secretary-General (Ministry of Education and Culture); Päivi Aalto-Nevalainen, Counsellor of Cultural Affairs, Deputy Secretary-General (Ministry of Education and Culture); Tiina Kivisaari, Director (Ministry of Education and Culture); Mikko Martikainen, Ministerial Adviser (Ministry of Economic Affairs and Employment); Mari Miettinen, Senior Specialist (Ministry of Social Affairs and Health); Saara Ikkela, Senior Specialist (Ministry of Education and Culture) (until 18 February 2024); Sari Virta, Senior Officer (Secretary-General until 31 December 2023).

EUR 80 million (EUR 20 million/year) has been allocated to the Get Finland Moving programme during the government term. The ministerial working group decides on the allocation of funding.

## 2 Background and need for the Get Finland Moving programme

Sports and exercise refer to physical activity that is carried out for certain reasons or effects (e.g. joy and pleasure from physical activity, improving health or enhancing fitness) and generally as a recreational activity<sup>2</sup>.

Physical activity includes all kinds of physical activity, such as physical activity that occurs during school and work days, independent physical activity during leisure time or in recreational sports or exercise or as a part of play, games and domestic chores and gardening, as well as walking up and down stairs, carrying shopping bags and moving from one place to another, for example, by walking, riding a bicycle or using a wheelchair<sup>3</sup>.

The concepts related to physical activity also include *everyday exercise/physical activity* and *incidental exercise/physical activity*, which refer to activities in which physical activity takes place as a “by-product” of other activities. A physically active lifestyle refers to habits, routines and behaviours that enable people to get a sufficient amount of daily physical activity through sports, exercise and physical activity.

Based on studies, people living in Finland are active in engaging in sports and exercise, and their enthusiasm has been increasing in recent decades<sup>4</sup>. At the same time, different services, equipment and technologies related to work and other aspects of day-to-day life have reduced people’s need for physical activity. As a whole, the increase in recreational sports and exercise has not been enough to compensate for the loss in the number of steps and muscle work in everyday life (Figure 1). In the past decades, physical activity was a natural part of people’s lives, whereas nowadays, physical activity increasingly involves making a conscious choice.

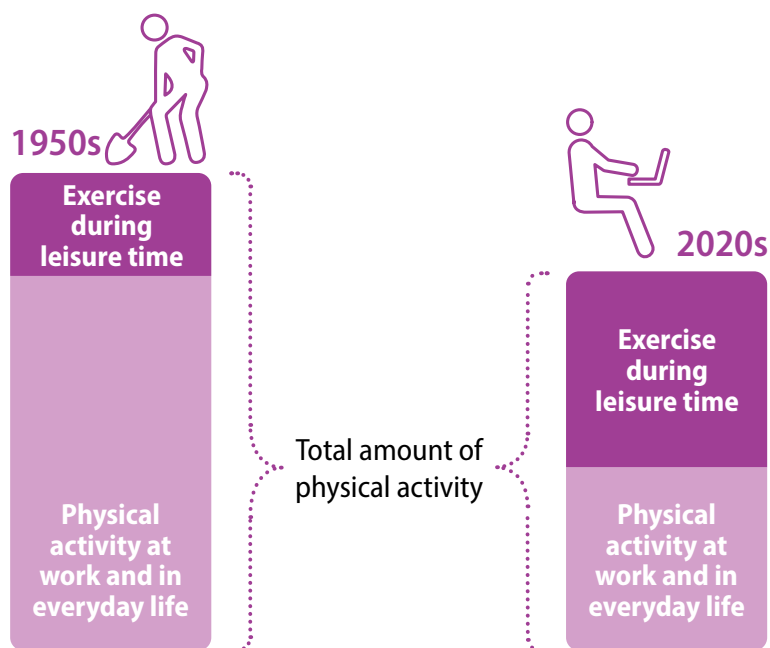
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2 Physical activity. Current Care Guideline. Finnish Medical Society Duodecim 2016. Adapted.

3 Recommendation on physical activity for children and adolescents aged 7 to 17 years. Ministry of Education and Culture publications 2021:19. Adapted.

4 Basic findings of the Regional Health and Wellbeing survey ATH and FinSote 2017–2018 studies. Finnish Institute for Health and Welfare.

**Figure 1.** Change in total physical activity in recent decades<sup>5</sup>.

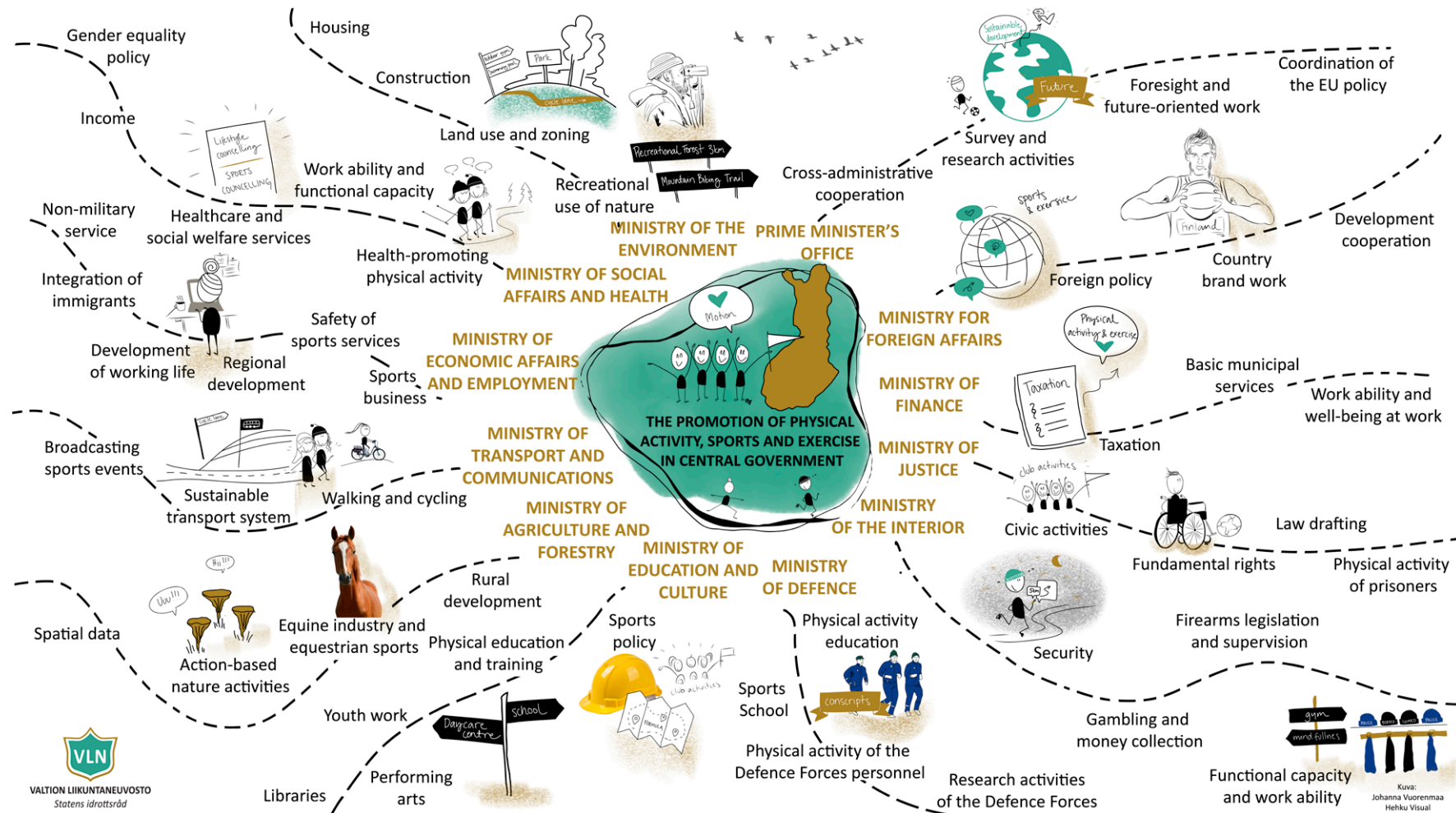


The Get Finland Moving programme relies on an understanding based on research evidence that the challenge of insufficient physical activity of the population cannot be solved by measures taken in the sports sector alone. The preconditions and opportunities for physical activity in people's day-to-day lives are created through measures of several administrative branches.

In the central government, the measures of all twelve ministries are linked to promoting physical activity (Figure 2). For instance, social and health care, education and training, transport and land use policy measures are particularly important for the physical activity of the population. The aim of the Get Finland Moving programme is to promote physical activity on a phenomenon basis through several simultaneous cross-administrative measures of the central government.

5 Pyykkönen & Kokkonen 2017. In Pyykkönen, T.: *Maailman istuin urheilukansa – ihmettelyjä liikuntapolitiikan labyrinteissa* [The world's most sedentary nation of sports enthusiasts – musings in the labyrinths of sports policy] Impulssi publication no 30, Finnish Society of Sport Sciences. Adapted, the figure dimensions are indicative.

**Figure 2.** The attachment points of the promotion of physical activity by different ministries<sup>6</sup>.



6 Visualisations of the roles of the ministries in promoting physical activity, exercise and sports. National Sports Council 2023.

## **3 Current status**

### **3.1 Recommendations for physical activity**

National recommendations for physical activity describe the amounts and forms of physical activity necessary for maintaining and promoting the wellbeing and health of different age groups.

## National recommendations for physical activity

### Children in early childhood education and care<sup>7</sup>

At least three hours of daily physical activity: one hour of vigorous physical activity and two hours of light exercise and brisk outdoor activities. Also more peaceful everyday activities as well as sufficient sleep and rest.

### Children and adolescents in basic education (7–17 years old)<sup>8</sup>

At least 60 minutes of versatile daily physical activity that is brisk and strenuous, age-appropriate and suitable for the individual. Excessive and extended sedentary activity should be avoided.

### Working-age adults (18–64 years old)<sup>9</sup>

At least 2 hours 30 minutes of weekly brisk physical activity or alternatively 1 hour 15 minutes of strenuous physical activity. Also physical activity that develops muscle fitness and coordination and balance at least twice a week.

### Older adults (65 years old and over)<sup>10</sup>

At least 2 hours 30 minutes of weekly brisk physical activity or alternatively 1 hour 15 minutes of strenuous physical activity. Also special attention to physical activity that develops muscle fitness and coordination and balance at least twice a week.

- 
- 7 Recommendations for physical activity in early childhood 2016. Joy, play and doing together. Ministry of Education and Culture 2016: 21.
- 8 Recommendation on physical activity for children and adolescents aged 7 to 17 years. 2021. Ministry of Education and Culture publications 2021:19.
- 9 UKK Institute. Weekly recommendation on physical activity for people aged 18–64. <https://ukkinstituutti.fi/liikkuminen/liikkumisen-suositukset/aikuisten-liikkumisen-suositus/>
- 10 UKK Institute. Weekly recommendation on physical activity for people aged over 65. <https://ukkinstituutti.fi/liikkuminen/liikkumisen-suositukset/liikkumisen-suositus-yli-65-vuotiaille/>

## 3.2 Physical activity and physical functional capacity in different age groups

### Children in early childhood education and care

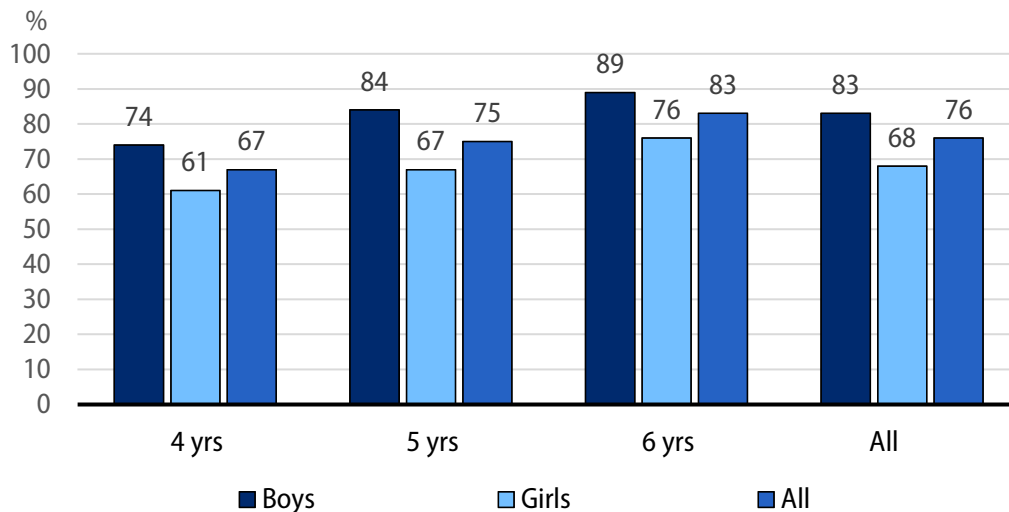
Studies show that adopting a physically active lifestyle starts early, already at around three years old<sup>11</sup>. Based on accelerometer data, in 2023, the physical activity of 76 per cent of 4–6-year-old children was in line with the recommendation for physical activity in early childhood (Figure 3). Meeting the recommendation was more common among boys than among girls (83% vs. 68%), among older children more often than younger children and in urban environments more often than in rural or built-up areas.<sup>12</sup>

According to a survey, 74 per cent of the parents of 4-year-old children estimated that their children (77% of boys, 70% of girls) engage in vigorous physical activity at home for more than an hour a day<sup>13</sup>.

- 
- 11 Sääkslahti, A. et al. 2013. Liikunnallisen lapsuuden askelmerkit asetetaan jo päiväkotiyössä [The groundwork for a physically active childhood is already laid in early childhood education and care] . *Liikunta & Tiede* 50, 2-3: 27–31.
  - 12 Mehtälä, A. et al. 2024. Small Children's Physical Activity, Motor Skills and Joy of Movement in Finland. Results of the Piilo 2023 Study. Publications of the Ministry of Education and Culture. 2024:10.
  - 13 Vuorenmaa, M. 2019. Wellbeing of young children and their families in 2018. Finnish Institute for Health and Welfare. Statistical report 10/2019.



**Figure 3.** Percentages (%) of children meeting the recommendation for physical activity in early childhood.<sup>14</sup>



### Children and adolescents in basic education (7–17 years old)

According to research data based on a survey, just over one third (36%) of 7–15-year-olds met the recommendation for physical activity in 2022. The rate of those meeting the recommendation decreases as their ages increase: the percentage of those meeting the recommendation is 46% for 7-year-olds while only 23% for 15-year-olds<sup>15</sup>

14 Mehtälä, A. et al. 2024. Small Children's Physical Activity, Motor Skills and Joy of Movement in Finland. Results of the Piilo 2023 Study. Publications of the Ministry of Education and Culture: 2024:10.

15 Martin, L. et al. 2023. Itsearvioitu liikunta-aktiivisuus, liikuntatilanteet, liikkumisympäristöt ja liikkumisen seurantalaitteet [Self-assessed physical activity, physical activity situations, physical activity environments and physical activity tracking devices]. In Sami Kokko and Leena Martin (eds.): Lasten ja nuorten liikuntakäyttäytyminen Suomessa. LIITU-tutkimuksen tuloksia 2022 [Children's and adolescents' physical activity behaviour in Finland. LIITU survey results 2022]. National Sports Council publications 2023:1 National Sports Council 2023.

The number of people meeting the recommendation for physical activity based on accelerometer data also drops dramatically after the transition from primary school to secondary school. According to accelerometer data, in 2022, 71% of 7-year-olds met the recommendation, whereas the proportion was only 10% among 15-year-olds<sup>16</sup>.

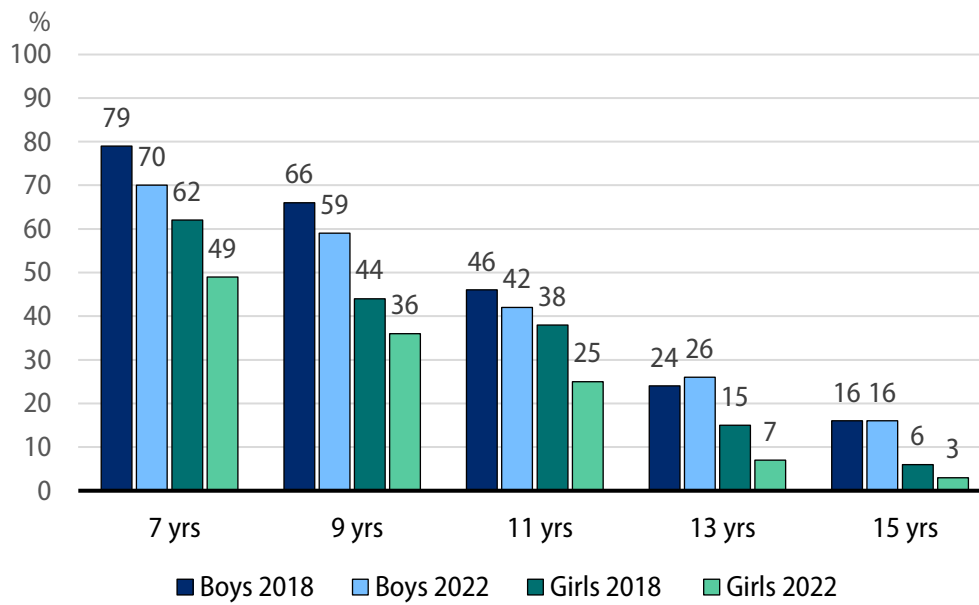
The amount of physical activity has decreased from 2018 to 2022 among girls and boys in all age groups, with the exception of the group of boys aged 13 in which the number of those meeting the recommendation has grown, and boys aged 15, in which the number has remained unchanged (Figure 4). In all the age groups, boys are more physically active than girls.<sup>17</sup>

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16 Husu, P. et al. 2023. Itsearvioitu liikunta-aktiivisuus, liikuntatilanteet, liikkumisympäristöt ja liikkumisen seurantalaitteet [Self-assessed physical activity, physical activity situations, physical activity environments and physical activity tracking devices]. In Sami Kokko and Leena Martin (eds.): Lasten ja nuorten liikuntakäyttäytyminen Suomessa. LIITU-tutkimuksen tuloksia 2022 [Children's and adolescents' physical activity behaviour in Finland. LIITU survey results 2022]. National Sports Council publications 2023:1.

17 Husu, P. et al. 2022. Itsearvioitu liikunta-aktiivisuus, liikuntatilanteet, liikkumisympäristöt ja liikkumisen seurantalaitteet [Self-assessed physical activity, physical activity situations, physical activity environments and physical activity tracking devices]. In Sami Kokko and Leena Martin (eds.): Lasten ja nuorten liikuntakäyttäytyminen Suomessa. LIITU-tutkimuksen tuloksia 2022 [Children's and adolescents' physical activity behaviour in Finland. LIITU survey results 2022]. National Sports Council publications 2023:1. AND UKK Institute. Email communication 22 June 2023. Based on the results of the 2018 Lasten ja nuorten liikuntakäyttäytyminen Suomessa (LIITU) [Children's and adolescents' physical activity behaviour in Finland] study.

**Figure 4.** Proportion of children and young people who met the recommendation for physical activity in different age groups in 2018 and 2022 (%)<sup>18</sup>.



### Working-age adults (18–64 years old)

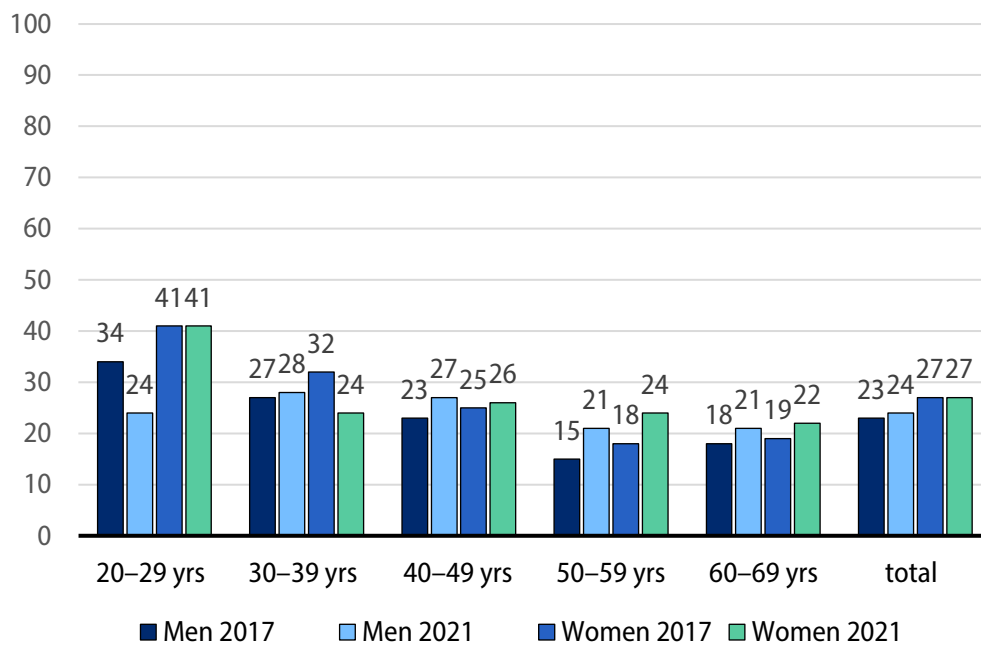
Based on survey data (2021), just over a quarter (26%) of adults meet the recommendation for physical activity. Women meet the recommendation slightly more often than men (27% vs. 24%). The share of adults meeting the recommendation for physical activity is one third (33%) in the youngest age group (20–29-year-olds) but just a little over one fifth (21%) in the oldest age group (60–69-year-olds).<sup>19</sup> (Figure 5.)

18 Husu, P. et al. 2022. Itsearvioitu liikunta-aktiivisuus, liikuntatilanteet, liikkumisympäristöt ja liikkumisen seurantalaitteet [Self-assessed physical activity, physical activity situations, physical activity environments and physical activity tracking devices]. In Sami Kokko and Leena Martin (eds.): Lasten ja nuorten liikuntakäyttäytyminen Suomessa. LIITU-tutkimuksen tuloksia 2022 [Children's and adolescents' physical activity behaviour in Finland. LIITU survey results 2022]. National Sports Council publications 2023:1. AND UKK Institute. Email communication 22 June 2023. Based on the results of the Lasten ja nuorten liikuntakäyttäytyminen Suomessa 2018 (LIITU) [Children's and adolescents' physical activity behaviour in Finland] study.

19 Husu, P. et al. 2022. Liikuntaraportti. Measured physical activity, sedentary behavior and physical fitness of Finns 2018–2022. Ministry of Education and Culture publications 2022:33. AND UKK Institute. Email communication 22 June 2023. Based on the results of the KunnonKartta 2017 survey.

Overall, the number of people meeting the recommendation for physical activity has remained nearly unchanged between 2017 and 2021. However, there have been changes in some age groups: for example, clearly fewer men aged 20–29 met the recommendation for physical activity (2017: 34% vs. 2021: 24%).<sup>20</sup>

**Figure 5.** The number of men and women who met the recommendation for physical activity in different age groups and in total in 2017 and 2021 (%)<sup>21</sup>.



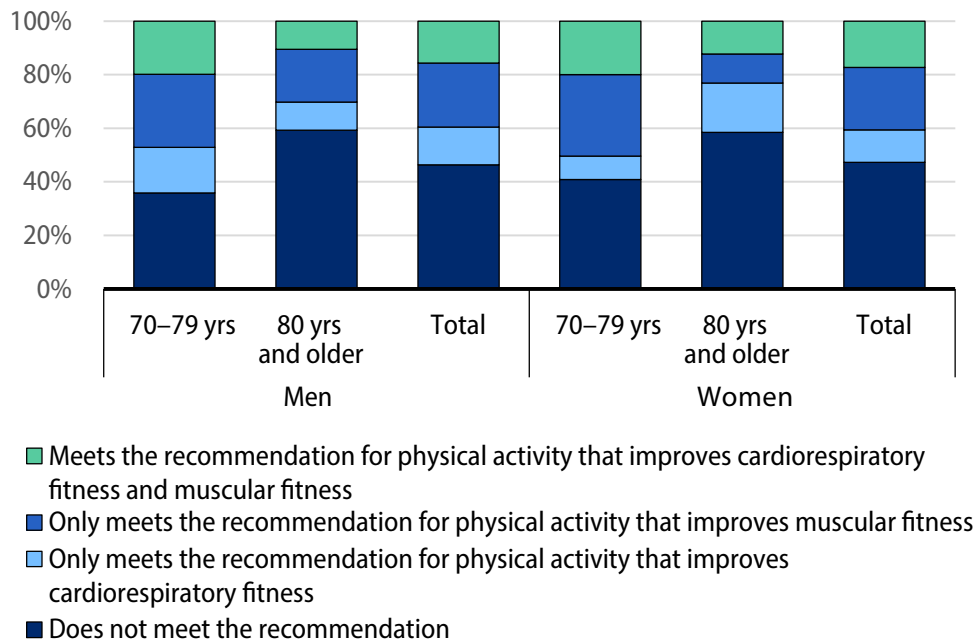
20 Husu, P. et al. 2022. Liikuntaraportti. Measured physical activity, sedentary behavior and physical fitness of Finns 2018–2022. Ministry of Education and Culture publications 2022:33. AND UKK Institute. Email communication 22 June 2023. Based on the results of the KunnonKartta 2017 survey.

21 Husu, P. et al. 2022. Liikuntaraportti. Measured physical activity, sedentary behavior and physical fitness of Finns 2018–2022. Ministry of Education and Culture publications 2022:33. AND UKK Institute. Email communication 22 June 2023. Based on the results of the KunnonKartta 2017 survey.

## Older adults (aged 65 or over)

According to survey data, 16 per cent of older people engage in physical activity according to the recommendation. There is little difference between men and women in the proportions of those who meet the recommendation. In the younger age group (70–79-year-olds), one fifth (20%) meet the recommendation for physical activity, whereas in the older group (80-year-olds) the share is only 11 %.<sup>22</sup> (Figure 6.)

**Figure 6.** Meeting the recommendation for physical activity by age and gender group according to survey data<sup>23</sup>.



22 Husu, P. et al. 2022. Liikuntaraportti. Measured physical activity, sedentary behavior and physical fitness of Finns 2018–2022. Ministry of Education and Culture publications 2022:33.

23 Husu, P. et al. 2022. Liikuntaraportti. Measured physical activity, sedentary behavior and physical fitness of Finns 2018–2022. Ministry of Education and Culture publications 2022:33.

## Physical functional capacity

The most comprehensive data on changes in the physical functional capacity of the population is obtained from conscripts' fitness tests. The endurance of young Finnish men has been declining considerably since the late 1970s and muscle fitness since the early 1990s. The most significant decline occurred in both areas in the late 1990s. In 2023, the average result of a 12-minute running test performed by conscripts at the beginning of their military service was 2,381 metres, compared to 2,760 metres at the peak level in the late 1970s.<sup>24</sup> (Figure 7.)

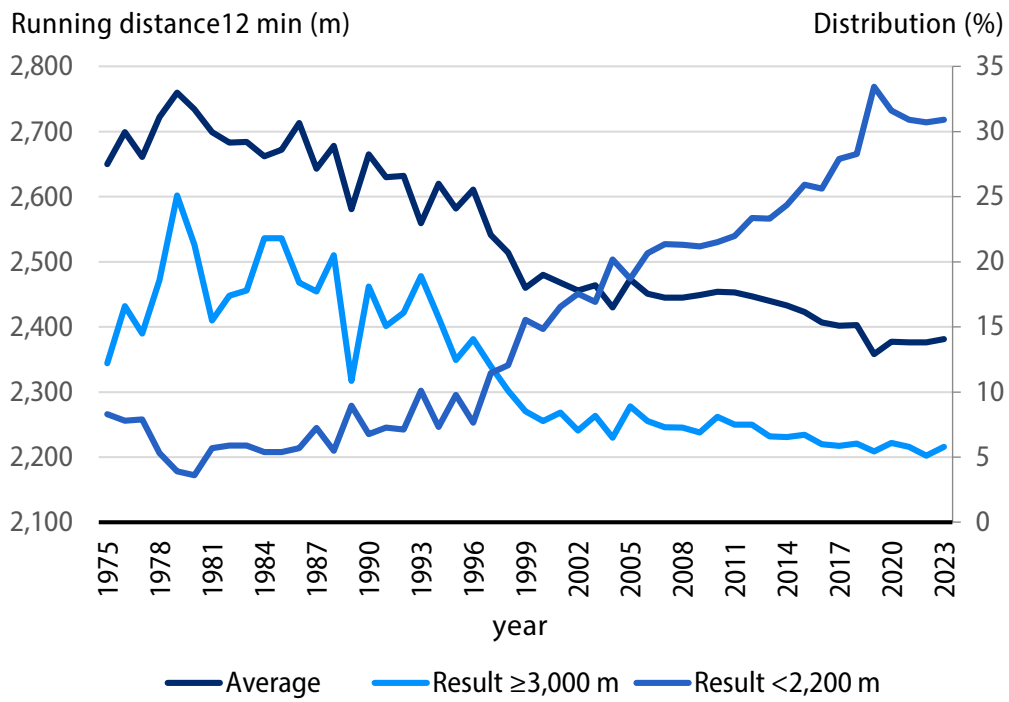
The proportion of those with good muscle fitness has also decreased slightly and the proportion of those with poor physical fitness has increased in recent years. In 2023, approximately 31 per cent received an excellent or good result in the muscle fitness test and about 23 per cent received a poor result. (Figure 8.) In less than 30 years (1993–2021), the average body weight of conscripts has increased from 70.8 kg to 78.7 kg.<sup>25</sup>

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24 Changes in the physical fitness, height and weight of young men who started their military service from the 1970s to the 2020s. Finnish Defence Forces 2023.

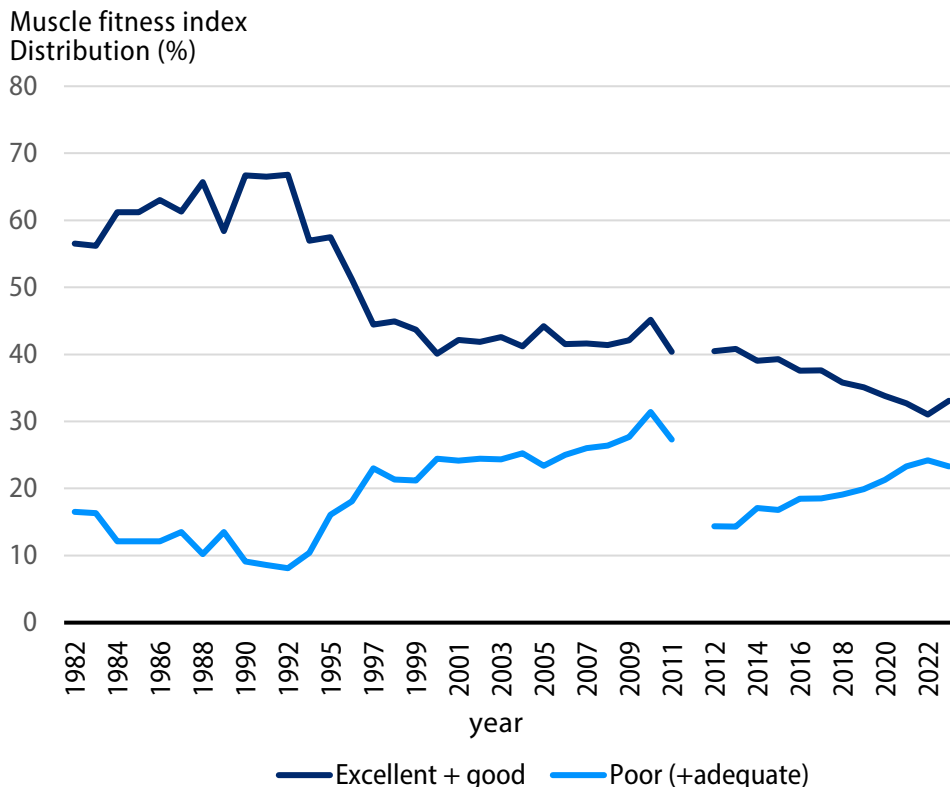
25 Changes in the physical fitness, height and weight of young men who started their military service from the 1970s to the 2020s. Finnish Defence Forces 2023.

**Figure 7.** The endurance of men who started their military service in the period 1975–2023<sup>26</sup>.



26 Changes in the physical fitness, height and weight of young men who started their military service from the 1970s to the 2020s. Finnish Defence Forces 2023.

**Figure 8.** The muscle fitness of men who started their military service in the period 1982–2023<sup>27</sup>. (A new test battery was introduced in 2011, so the results are not fully comparable with the pre-2011 results).



The Move! measurements performed as part of physical education in basic education have provided information on the physical functional capacity of pupils in years 5 and 8 since 2016 (comprehensively for pupils in year 8 since 2018). Based on the Move! measurements of 2023, the decrease in physical functional capacity of pupils in years 5 and 8 of basic education seems to have evened out and even started to increase to some extent at the national level. In 2023, an increasingly low number of boys had poor physical functional capacity, and their endurance and mobility have improved. Meanwhile, according to the 2023 measurement results, the physical functional capacity of girls seems to have remained unchanged or

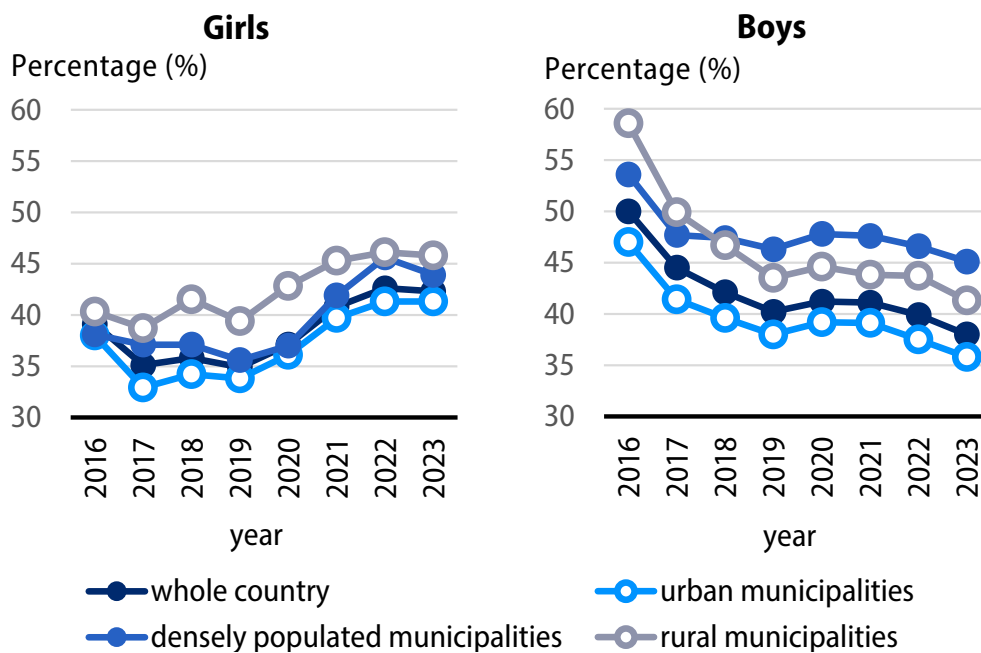
<sup>27</sup> Changes in the physical fitness, height and weight of young men who started their military service from the 1970s to the 2020s. Finnish Defence Forces 2023.



slightly improved compared to the previous year. Overall, the physical functional capacity of more than 38 per cent of pupils in years 5 and 8 is at a level that may undermine or harm their health and wellbeing.<sup>28</sup>

There are considerable regional differences in the physical functional capacity of pupils in years 5 and 8 of basic education. The pupils living in more densely populated urban areas have a clearly better functional capacity compared to those living in sparsely populated areas.<sup>29</sup> (Figure 9. / 8th grade pupils)

**Figure 9.** The overall result of the physical functional capacity of pupils in year 8 of basic education by municipality category. The proportion of pupils whose physical functional capacity may be at a level that undermines or harms their health and wellbeing.<sup>30</sup>



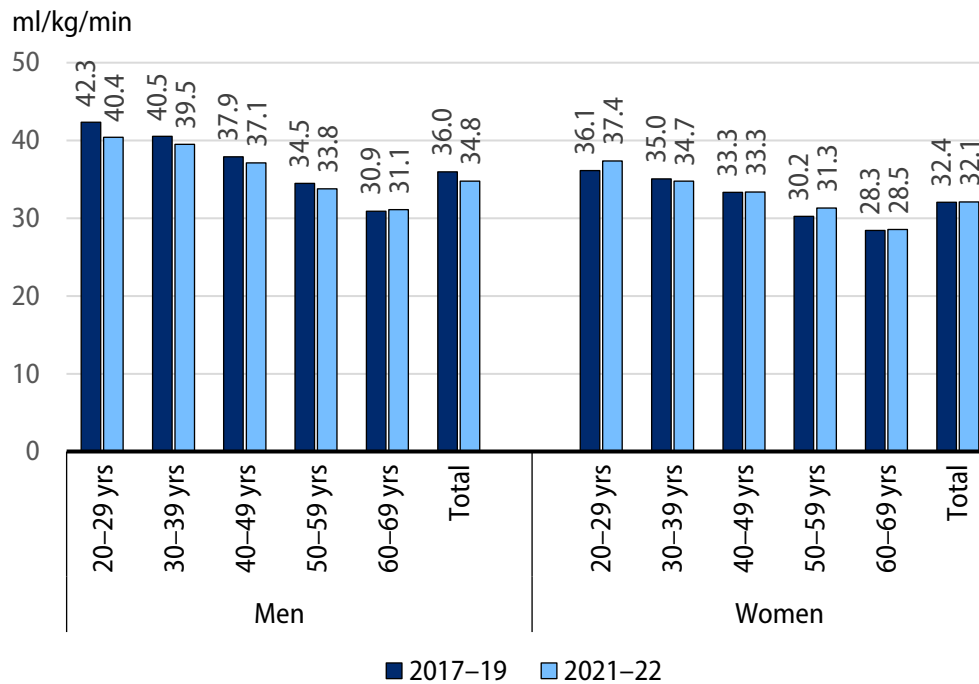
28 Move! physical functional capacity monitoring system. Results autumn 2023. <https://www.oph.fi/fi/koulutus-ja-tutkinnot/move-mittaustuloksia>

29 Move! physical functional capacity monitoring system. Results autumn 2023. <https://www.oph.fi/fi/koulutus-ja-tutkinnot/move-mittaustuloksia>

30 Move! physical functional capacity monitoring system. Results autumn 2023. <https://www.oph.fi/fi/koulutus-ja-tutkinnot/move-mittaustuloksia>

The KunnonKartta study examined changes in the physical fitness of the adult population by comparing data on the oxygen consumption rates formed based on a six-minute walking test from the periods 2017–2019 and 2021–2022. During the period, men’s endurance appears to have declined slightly, whereas women’s fitness appears to have remained unchanged. An examination by age group shows a decline in endurance especially among men aged 20–29 during the period.<sup>31</sup> (Figure 10.)

**Figure 10.** Endurance based on oxygen consumption rates (ml/kg/min) by age and gender in the KunnonKartta study, 2017–2019 and 2021–2022<sup>32</sup>.



31 Husu, P. et al. (2022). Liikuntaraportti. Measured physical activity, sedentary behavior and physical fitness of Finns 2018–2022. Ministry of Education and Culture publications 2022:33.

32 Husu, P. et al. (2022). Liikuntaraportti. Measured physical activity, sedentary behavior and physical fitness of Finns 2018–2022. Ministry of Education and Culture publications 2022:33.

According to the FinHealth study, the functional capacity of older people declines after the age of 80 based on many indicators. While a little over 80 per cent of 60–69-year-olds and more than two out of three 70–79-year-olds can cope with a 500-metre walk without difficulty, this is the case for less than half of men and less than one third of women aged 80 and over.<sup>33</sup> Around 51 per cent of those aged 75 and above had disabilities due to a health problem in 2022<sup>34</sup>.

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33 Borodulin, K. & Wennman, H. 2019. Physical activity in the adult population in Finland – the 2017 FinHealth Study. Statistical report 48/2019, Finnish Institute for Health and Welfare.

34 Healthy Finland survey 2022–2023. Disability due to health problem. Finnish Institute for Health and Welfare. [https://www.thl.fi/terveysuomi\\_verkkoraportit/ilmioraportit\\_2023/toimintarajoitteet\\_terveysongelman\\_vuoksi.html](https://www.thl.fi/terveysuomi_verkkoraportit/ilmioraportit_2023/toimintarajoitteet_terveysongelman_vuoksi.html). 6 November 2023.

## 4 Measures

The objectives of the Get Finland Moving programme can be divided into two areas (Figure 11). First, the objective is that the structures of society will create increasingly better conditions for physical activity. Second, the aim is to bring about changes in the behaviour of people and communities so that they increasingly make a conscious or unconscious choice to be physically active –, i.e. make use of the structures of physical activity. The second objective also includes that organisations want and choose to take more and more measures to promote physical activity.

**Figure 11.** The objectives and set of measures of the Get Finland Moving programme.



The government programme has determined 16 measures for the Get Finland Moving programme. These measures are divided into five sets (Physically active operating cultures, Physical activity counselling, Conditions of physical activity, Physical activity competence, Taxation that encourages physical activity) (Figure 11) and a total of 35 separate measures (see below; measure, *responsible ministry/ministeries and preliminary schedule*).

### Physically active operating cultures

1. Adding provisions on the promotion of physically active lifestyles to the Basic Education Act, *Education and Culture, 2025*
2. Supporting the work of education and teaching staff by sharing the best practices, *Education and Culture, 2023–27*
3. Encouraging municipalities to extend the On the Move programmes to all early education centres and schools, *Education and Culture, 2023–27*
4. Exploring the possibility of making physical education a weekly subject in upper secondary education, *Education and Culture, 2024–25*
5. Enabling all higher education institutions to apply for the Students on the Move programme, *Education and Culture, 2023–27*
6. Including the promotion of physical activity and functional capacity in the call-ups of conscripts, *Defence, 2024–27*
7. Supporting coping at work by making physical activity an integral part of developing work ability and workplaces, *Social Affairs and Health, Economic Affairs and Employment, 2023–27*
8. Exploring the most effective ways for employers to promote employees' physical activity together with occupational healthcare, *Social Affairs and Health, Economic Affairs and Employment, 2024–*
9. Promoting the functional capacity of older people and taking action to prevent falls, *Social Affairs and Health (Education and Culture), 2024–*
10. Exploring the possibility to guarantee a subjective right to outdoor recreation for older people, *Social Affairs and Health, 2024–*
11. Adopting a tax credit for household expenses to promote the functional capacity of people over 75 years of age and their ability to live at home by facilitating the purchase of sports and rehabilitation services, as proposed by the Finnish Innovation Fund Sitra, *Finance, Social Affairs and Health, 2026*

## Physical activity counselling

12. Improving lifestyle and physical activity counselling in municipalities and wellbeing services counties while taking advantage of the opportunities offered by health technologies, *Education and Culture, Social Affairs and Health, 2024–27*
13. Evaluating the allocation of financing intended for promoting health and wellbeing in municipalities and wellbeing services counties, *Finance (Social Affairs and Health, Education and Culture), 2025–26*
14. Supporting the promotion of physical activity in families, *Education and Culture, Social Affairs and Health, 2023–27*
15. Adding a ball to the maternity pack, *Social Affairs and Health, 2025–26*
16. Providing advice on physical activity for families at maternity and child health clinics, *Social Affairs and Health, Education and culture, 2024*
17. Providing personal physical activity counselling and guidance based on children's and young people's MOVE! test results as part of the health checks in primary and lower secondary education, *Social Affairs and Health, Education and culture, 2023–27*
18. Recognising the opportunities of sports sector businesses to provide services, *Social Affairs and Health, Economic Affairs and Employment, Education and culture, 2024*

## Conditions for physical activity

19. Encouraging municipalities to develop school yards and grounds at early education centres into diverse local sports facilities, *Education and Culture, 2023–27*
20. Encouraging municipalities to enable more extensive use of their facilities for the sports and exercise activities of student organisations, *Education and Culture, 2023–27*
21. Incorporating elements of physical exercise into the daily activities at early education centres and schools, including travel to school, *Education and Culture, 2023–27*
22. Improving opportunities to pursue an active hobby during the school day, *Education and Culture, 2023–27*
23. Testing a range of methods, such as hobby vouchers, for providing after-school activities that involve sports and exercise, *Education and Culture, 2024*
24. Establishing the resulting best practices in the Finnish model for leisure activities, *Education and Culture, 2026–27*

25. Updating the programme for promoting walking and cycling, *Transport and Communications, 2024*
26. Paying particular attention to ensuring safe routes to school and increased opportunities for physical activity, *Transport and Communications, Education and Culture, 2024–*
27. Taking the promotion of physical activity into account in the reform of land use legislation, *Environment, 2025*
28. Promoting walking and cycling as a part of land use, housing and transport (MAL) agreements, *Environment, 2024*
29. Promoting the recreational use of natural areas and nature tourism, *Environment, Agriculture and Forestry, Economic Affairs and Employment, 2023–27*
30. Reforming the Outdoor Recreation Act while taking account of the protection of property, *Environment, 2025*
31. Recognising the importance of activities such as hunting, wilderness excursions and keeping pets in increasing physical activity, *Agriculture and Forestry, 2024–*

### Physical activity competence

32. Enhancing exercise skills and competence in different fields of education and training, such as healthcare and social welfare and education sciences, *Education and Culture, Social Affairs and Health, 2024–*
33. Incorporating the promotion of physical activity and health into the strategies of municipalities and wellbeing services counties across administrative boundaries, *Education and Culture, Social Affairs and Health, 2023–27*
2. *Supporting the work of education and teaching staff by sharing the best practices, Education and Culture, 2023–27<sup>35</sup>*

### Taxation that encourages physical activity

33. Exploring and evaluating the options for promoting physical activity through taxation, *Finance (Education and Culture), 2024–25*
34. Clarifying the value added tax in the sports sector to encourage physical activity, *Finance (Education and Culture), 2024*

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35 measure also under physically active operating cultures

## 5 Monitoring and assessment

Pursuant to the government programme, the effectiveness of the measures of the Get Finland Moving programme will be evaluated regularly, and the models found to be most effective will be established. Monitoring and assessment are linked to all the measures taken in the programme.

The measures of the Get Finland Moving programme are monitored and assessed at the level of both measures and performance. Measure indicators are used to follow the implementation and qualitative success of the programme measures. Performance indicators are used to monitor the programme's impacts and effectiveness, i.e. the changes achieved through the measures in relation to the objectives set for the programme.

The monitoring of the programme will be carried out by integrating data production into all measures. The necessary production of research data will also be ensured. An assessment of the impacts and effectiveness of the programme as a whole will be implemented at the end of the government term.

A working group will be set up under the Coordination Body for Physical Activity (LIPOKO) for the information data production and monitoring of the programme. Below is a preliminary list of the measure and result indicators for the Get Finland Moving programme. The measure indicators are presented after each measure. The performance indicators are presented in two groups. The first group contains the performance indicators directly linked to the main objective of the programme. The second group contains the performance indicators related to different measures.

The data production and monitoring group to be established will specify and develop the indicators as the work on the programme makes progress. Follow-up indicators related to communications about the programme will also be set as programme work progresses.



## Preliminary measure indicators

1. **Adding provisions on the promotion of physically active lifestyles to the Basic Education Act**
  - Implemented yes/no
  - Qualitative assessment
2. **Supporting the work of education and teaching staff by sharing the best practices**
  - Number and extent of measures
  - Qualitative assessment
3. **Encouraging municipalities to extend the On the Move programmes to all early education centres and schools**
  - Number and proportion of municipalities covered by the activities
  - Number and proportion of units covered by the activities
  - Number and proportion of children and young people covered by the activities
  - Qualitative assessment
4. **Exploring the possibility of making physical education a weekly subject in upper secondary education**
  - Implementation of the survey yes/no
  - Qualitative assessment
5. **Enabling all higher education institutions to apply for the Students on the Move programme**
  - Number and proportion of higher education institutions covered by the activities
  - Number and proportion of students covered by the activities
  - Qualitative assessment
6. **Including the promotion of physical activity and functional capacity in the call-ups of conscripts**
  - Implemented yes/no
  - Implementation coverage
  - Qualitative assessment

7. **Supporting coping at work by making physical activity an integral part of developing work ability and workplaces**
  - Number and extent of measures
  - Qualitative assessment
  - Prevalence of measures to support the physical activity of employees at workplaces
  - Prevalence of surveys on activity to engage in sports and exercise in occupational healthcare
  
8. **Exploring the most effective ways for employers to promote employees' physical activity together with occupational healthcare**
  - Implementation of the survey yes/no
  - Qualitative assessment
  
9. **Promoting the functional capacity of older people and taking action to prevent falls**
  - Number and extent of measures
  - Qualitative assessment
  
10. **Exploring the possibility to guarantee a subjective right to outdoor recreation for older people**
  - Implementation of the survey yes/no
  - Qualitative assessment
  
11. **Adopting a tax credit for household expenses to promote the functional capacity of people over 75 years of age and their ability to live at home by facilitating the purchase of sports and rehabilitation services, as proposed by the Finnish Innovation Fund Sitra**
  - Introduced yes/no
  - Qualitative assessment
  
12. **Improving lifestyle and physical activity counselling in municipalities and wellbeing services counties while taking advantage of the opportunities offered by health technologies**
  - Number and proportion of municipalities offering physical activity counselling
  - Number of clients receiving physical activity counselling
  - Impacts of physical activity counselling

- 13. Evaluating the allocation of financing intended for promoting health and wellbeing in municipalities and wellbeing services counties**
  - Number of physical activity and functional capacity indicators in the health and wellbeing coefficient indicators (municipalities, wellbeing services counties)
  - Funding used for the promotion of wellbeing and health in municipalities and wellbeing services counties
  
- 14. Supporting the promotion of physical activity in families**
  - Number and extent of measures
  - Qualitative assessment
  
- 15. Adding a ball to the maternity pack**
  - Implemented yes/no
  - Qualitative assessment
  
- 16. Providing advice on physical activity for families at maternity and child health clinics**
  - Number and extent of measures
  - Number of client contacts
  
- 17. Providing personal physical activity counselling and guidance based on children's and young people's MOVE! test results as part of the health checks in primary and lower secondary education**
  - Number and proportion of municipalities with support measures based on the Move! results
  - Qualitative assessment
  
- 18. Recognising the opportunities of sports sector businesses to provide services**
  - Number and extent of measures
  - Qualitative assessment
  
- 19. Encouraging municipalities to develop school yards and grounds at early education centres into diverse local sports facilities**
  - Number and extent of measures
  - Qualitative assessment of the outdoor areas of day-care centres and schools from the perspective of physical activity

20. **Encouraging municipalities to enable more extensive use of their facilities for the sports and exercise activities of student organisations**
  - Number and extent of measures
  - Qualitative assessment
21. **Incorporating elements of physical exercise into the daily activities at early education centres and schools, including travel to school**
  - Number and extent of measures
  - Qualitative assessment
22. **Improving opportunities to pursue an active hobby during the school day**
  - Number and extent of measures
  - Number and proportion of municipalities, schools, clubs and pupils participating in the Finnish Model for Leisure Activities
  - Qualitative assessment
23. **Testing a range of methods, such as hobby vouchers, for providing after-school activities that involve sports and exercise.**
  - Number and extent of measures
  - Qualitative assesment
24. **Establishing the resulting best practices in the Finnish model for leisure activities**
  - Number and extent of established experiments
  - Qualitative assessment
25. **Updating the programme for promoting walking and cycling**
  - Implemented yes/no
  - Qualitative assessment
26. **Paying particular attention to ensuring safe routes to school and increased opportunities for physical activity**
  - Number and extent of measures
  - Qualitative assessment
27. **Taking the promotion of physical activity into account in the reform of land use legislation**
  - Implemented yes/no
  - Qualitative assessment

28. **Promoting walking and cycling as a part of land use, housing and transport (MAL) agreements**
  - Qualitative assessment
29. **Promoting the recreational use of natural areas and nature tourism**
  - Number and extent of measures
  - Qualitative assessment
30. **Reforming the Outdoor Recreation Act while taking account of the protection of property**
  - Implemented yes/no
  - Qualitative assessment
31. **Recognising the importance of activities such as hunting, wilderness excursions and keeping pets in increasing physical activity**
  - Number and extent of measures
  - Qualitative assessment
32. **Enhancing exercise skills and competence in different fields of education and training, such as healthcare and social welfare and education sciences**
  - Number and extent of measures
  - Qualitative assessment
33. **Incorporating the promotion of physical activity and health into the strategies of municipalities and wellbeing services counties across administrative boundaries**
  - Prevalence of taking the promotion and physical activity and health into consideration in the strategies of municipalities and wellbeing services counties
  - Qualitative assessment
34. **Exploring and evaluating the options for promoting physical activity through taxation**
  - Implemented yes/no
  - Qualitative assessment
35. **Clarifying the value added tax in the sports sector to encourage physical activity**
  - Implemented yes/no
  - Qualitative assessment

## Preliminary performance indicators

### Indicator group 1: Performance indicators for the core objective of the programme.

- The amount of brisk and strenuous physical activity and related changes in different age groups (under school aged, basic education age, young people, adults, older adults, applied groups), survey data and accelerometer data
- The amount of light physical activity and related changes in different age groups (under school aged, basic education age, young people, adults, older adults, applied groups), survey data and accelerometer data
- The amount of sedentary behaviour and related changes in different age groups (under school aged, basic education age, young people, adults, older adults, applied groups), survey data and accelerometer data
- Physical functional capacity and related changes in different age groups (in different areas of functional capacity)

### Indicator group 2: Performance indicators for the programme measures.

- Number of persons entering military service/percentage of the age group of conscripts
- Number/percentage of persons who dropped out of military service
- Perceived work ability
- Number of sickness allowance days due to musculoskeletal disorders
- Number of disability pensions due to musculoskeletal disorders
- Number of falls in older people
- Proportions of different modes of transport to school
- Proportions of different modes of transport to early childhood education and care
- Prevalence of structures promoting physical activity during school days and school trips
- Prevalence of structures promoting physical activity in early childhood education and care
- Number of times spent outdoors
- Total number of visits to national parks, state-owned hiking areas and other public sites
- Popularity of berry picking, mushroom foraging, hunting and fishing
- Number of persons engaged in recreational activities involving animals



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ISBN pdf: 978-952-383-723-2

ISSN pdf: 2490-0966