



Introduction

The Healthcare Unit ASL TO4 (520,000 inhabitants) participates in projects to promote physical activity funded by the Ministry of Health, representing the Piemonte Region. Following the Gaining Health National Strategy and the principles of Toronto Charter, **was established a multidisciplinary working group to promote physical activity**. This group organized the **final conference of the Italian Center for Disease Control project "Comunicazioni"** (Communications) and called it "Dalle parole alle azioni" (From Words to Actions) to emphasize the need for concrete actions following ideas and theories.

Methods

It was selected a psychologist expert in community psychology to manage contacts and organizing the event. We planned **various physical activities and moments of interactivity** to make the conference more interesting and effective.

- We asked the cooperation of the University of Turin (Nursing Degree, Science of Communication, Physical Education Degree) to conduct physical activities during the conference.
- We offered to Nordic Walking Sports Clubs, which are located in our territory, the opportunity to organize Nordic Walking tests for the participants.
- We asked a group of participants wear portable instruments to measure their physical activity.
- A professional team filmed the reports and the activities of the conference.



Results

113 people **were** enrolled in the conference. Social theater actors welcomed the participants, proposed interactive activities and executed lively performances. About 100 participants attended the sessions of Nordic walking at the Polveriera Park and then followed the instructors along a 3 km walk. We made tests to measure the physical activity of 38 people and we discussed the results in a parallel session. At the site of the conference were

presented 10 reports and 18 posters. Physical education instructors taught stretching to keep active members between presentations. We showed a original video that lists playfully the health benefits of proper physical activity.

Discussion

This new way to play a conference was highly appreciated by the congress, which took an active part **in** all the activities proposed. **Try it for yourself** physical activity proved to be a method of communication more effectively than words alone. For this reason we have not officially named the event: **a conference in sneakers!**

