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| **The broker role in connecting the primary care and the physical activity sector** |
| **Objectives**In 2012, the Dutch Ministry of Health, Welfare, and Sports introduced Care Sport Connectors (CSCs), who are ascribed a broker role to connect the primary care and the PA sector and to guide primary care patients towards PA facilities. The broker role was evaluated in order to gain insight into the CSCs’ broker role, to explore CSCs’ impact on connecting both sectors and citizens’ health and to inventorise CSCs’ activities and reach of target groups. The broker role proved successful in connecting both sectors under certain preconditions. Brokers who were embedded only in the PA sector established the connection between the sectors mostly around their own activities, for example by organising fitness tests for residents. Brokers who were embedded according to an integral approach established the connection by organising different activities targeting different target groups (patients and professionals), including the referral of patients from primary care to PA facilities. Our results show the potential for CSCs to strengthen the connection between the primary care and PA sectors. However, CSCs depend on other professionals in the care and the sports sector to reach the appropriate target group and to offer feasible physical activity programmes.In this workshop, lessons learned from the Dutch broker role in connecting the primary care and the physical activity sector will be presented and discussed, and possibilities for such a broker role in other countries will be explored together with workshop participants. **Format**Presentation of the main results of the evaluation of the broker role in the Netherlands (20 minutes).Small table discussions (25 minutes) on what can be learned from the Dutch experiences about:* Recruitment of the right target group
* The best way to connect the primary care and the physical activity sector
* Prerequisites for embedding the new role of broker in the field of health promotion.

Plenary discussion of main findings (15 minutes). **Learning goals**The added value of a broker role to connect different sectors in order to promote healthInsight into the prerequisites, barriers, and success factors for a broker role Insight into other countries’ healthcare systems  |