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The UISP (Unione Italiana Sport Per tutti) is an association of sport for all with the aim to extend the right to practice sport to everyone. Sport for all is good connected with the health, life quality, education and social relations.

Sport for all is a right, an immediate reference to a good life quality to be strengthened day after day both in the traditional frameworks and in the environment. Sport for all interprets a new right of citizenship, it belongs to the "life policies" and, also by having experience with a number of competitive activities, it is justified thanks to the values, which are not referable to the supremacy of the result, which is typical of the absolute performance sport.

Sport for all, only one word, a new one, which already exists in real life, but is still not written into the dictionary. We decided to have this identity, we have wanted to give a central importance of the UISP the single person, the citizens, women and men of any age, everyone of them have their rights, motivations, their differences which have to be recognised and evaluated: the differences of age, abilities, disabilities, sex differences, different motivation for practising sports.

Our mission is to demonstrate that "different sport is possible". This not only means to develop cultural innovation, but also to concretely transfer it in technical experimentation, methodological and organizational. UISP sports Leagues have made own and reinforced these strategic options.

Sport for all has potentially extended to all the citizens the offer of physical practice like concrete research and experimentation of a better quality of life.

Sport for all first of all interests the health and the physical well-being, it privileges open air practices, it is exposed to the elaboration of experiences that take advantage of sweet and not dissipative energies; it uses poor and changing systems; it asserts a relationship with the time and with the same technical measurement embedded to the obligatory nature of the record: it makes lever on a need of emotion mortified by the routine.

Uisp, through its initiatives has the objective to give value to the several faces of sport, from that competitive one (with particular attention to the dilettante and amateurs world) to that spectacular one, from that instrumental (sport for health, the well-being, to defend the environment) to that expressive (collective and individual practices outside of structured sports circuits). The great UISP sport for all initiatives are launch in spring since the beginning of the '80s: Vivicittà , Giocagin, Bicincittà , Sport in the Squares. These are sports event that involve tens of Italian and foreign cities at the same time and that see Uisp together with important Italian associations, from Unicef to WWF, from Legambiente to Libera (the association against mafia), from Aism (the association for the sclerosis research) to Amnesty International.

UISP tries to deepen and to show the several faces of "sport for all" and its "social value". The topic of the solidarity, declined on the field of inclusion and socialization, it becomes the nerve of one of the several projects that UISP realizes on the land of the denied rights. As in the case of the immigrants projects.

Considering the socio-cultural value of sport, the not oral language can become an encounter place between different languages, cultures and ideologies. The objective is to reach a public sensitization of the public opinion and of a pacific cohabitation between people of different cultures through the use of sport like socialization instrument.

The fact is that UISP tries to deepen different faces of "sport for all" and of its "social value". The topics of solidarity, inclusion and socialization are themes of UISP projects; according to social and cultural value of sport, no verbal language are going to become a meeting point for different languages, cultures and ideologies.

**LET`S GIVE US A MOVE:
NEW ACTIVE LIFE STYLE FOR CHILDREN AND FAMILIES**



**Nuovi stili di vita attivi
per bambini e famiglie**

PROJECT DESCRIPTION

“Let’s give us a move” campaign was planned starting by the reading of the statistical data: in Italy, the majority of children is really sedentary, spending, already at 6 years old, an average of more than 2 hours watching TV; they play passive games and do not consider the outdoor ones which are more physically exacting. Moreover, we have to be aware that, progressively, free time activities, played in the park, in green spaces and in extemporised game fields, which, for years and years, have contributed to develop spontaneously the motricity, creativity and sociality of entire generations of children is going to disappear.

There are also changes in families structure. Once the family was like we call the enlarged family with the grandparents supporting the parents. Today, a lot of families are based on a single parent. Sport practice is not necessary able to cover this lack; in a lot of cases, families make a precocious choice, on behalf of their children, for a specific sport, that children may feel like a duty or even a sacrifice, with consequent high level of drop-out from sport practice, around 11 years old. Furthermore, the achievement of sports results is contrary to the pleasure of playing and moving. Viceversa, the concept of “Sport For All” promoted by UISP is referred to interventions able to consider sociality factor, promoting sport via games and non competitive activities which are focused on fun and on the involvement of several social actors, like girls and boys, final but not unique target of the intervention, their families and the social and educational context in which they live.

So, finally the idea was to realise an information campaign on active life styles based on Sport For All as practice able to promote well-being, health, fight against obesity, not focusing on a simple transferring of information from experts, but promoting the perception of everyone like active subject as well as responsible of their own choices, starting from the early evolutive times. And another objective was to mobilise families for the construction of “spaces” of activity outside the limits of structured sport, based on games, movement and active life style, designed to involve children and parents.

The activity are initially developed on 2 different levels:

- the work on the material with Professional graphics: elaboration of the logo and the graphic of each material foreseen by the project;

- the work with 3 Professors from the University of Rome with UISP experts on the elaboration of the content of the material as well as the method of evaluation (a specific questionnaire for both parents and children). Material are: first of all the brochure for the teachers and the brochure for the parents, in order to explain them the idea, the project, the objectives and the results, the methodologies.



UISP started the project with the objective of involving at least 3.000 children divided in at least 40 cities. At the end of the project the numbers are: **69 cities - 166 schools (985 classes), 20.040 children.**

Because of good results in 2006 and 2007, in terms of people participation and results achieved, as testified by the evaluation, UISP decided to invest on the campaign, planning a SECOND YEAR OF ACTIVITY.

In this second year we have:

- new cities with new schools starting the campaign as well as
- the same cities which worked with us last year with both new and old schools participating.

The difference is that children who have participated to the last year activities will be involved in what we called "maintenance process" and the project is called LET'S RE-GIVE US A MOVE: the numbers are 29 cities, 48 schools (340 classes), 6.554 children.

Regarding "Let's give us a move – year 2" numbers are: 44 cities, 112 schools (892 classes), 14.531 children.

The difference in the number of children participating to the "maintenance" process compare to last year numbers is mostly related to the fact that a lot of those children were in the last year of the primary school and so it was not possible to involve them again. Maintenance process means that last year the project was able to produce a change in the behaviours and in the habits of the participants and now the most important thing is to make what was new last year something "regular", for both this year and for the following ones.

LET'S RE-GIVE US A MOVE will have its own questionnaire (for both parents and children) in order to evaluate the process as well a new specific web sites (see attached material). That means that there are 2 different web-sites, linked with each other, in which is possible to be informed on projects development, interacting with all the participants and having the opportunity to look at all the materials of both the campaigns, especially the photos in the so-called mediateca.



Considering that first year campaign started in November 2006, at the moment we can say that over 17 months of activities, the campaign was able to involve more than 36.000 children.

Contact and more details:

UISP, Unione Italiana Sport Per tutti

Italian Sports for all Union
Largo Nino Franchellucci 73
00155 Roma, Italy



Project manager:

Project Manager: Ivano Maiorella
National promotion; Paolo Recchia, infoeuropa@uisp.it
Regional coordination: Stefania Marchesi
Evaluator: Loredana Rosa Uliana, infoeuropa@uisp.it