



The position and influence of ISCA in the promotion and understanding of Health Enhancing Physical Activity

**Who are our targets ?
What is our target ?
Who can pull the trigger?**

*Mogens Kirkeby, president
International Sport and Culture Association – ISCA*

www.isca-web.org mk@isca-web.org





Who are our targets ?

Our stakeholders:

- **Members**
- **Political decision makers**
- **Bureaucrats** - (also decision makers)
- *Strategic HEPA promoters*

How to cooperate and communicate with stakeholders?

Members :

- Primarily knowledge-sharing and projects !
- What to do and how to do it. (Exchange of experience/practice)

It often means that the member organisations :

- have to clarify its position to HEPA
- sharpen the objective and goals
- address directly the target groups (*customers*) to include.
- develop new programs (from basic physical activity to more sophisticated health/prevention oriented activities)



➤ Name of the Organization	International Sports and Culture Association (ISCA)
➤ Name of the Publication	SANTE Handbook
➤ Main Theme	Good examples of health enhancing physical activity across Europe



OVERVIEW OF ORGANIZATIONS AND GOOD PRACTICES featured in the SANTE handbook

Education Campaigns Festivals Quality Marks Miscellaneous

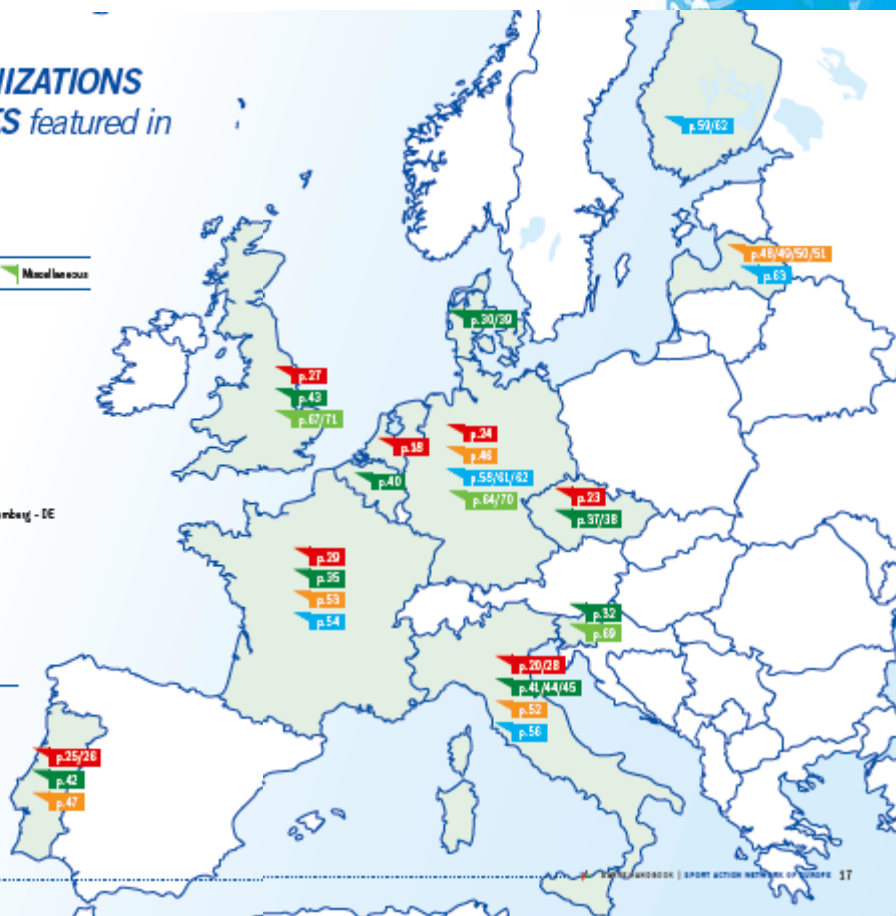
-  Czech School Organization - CZ
-  Danish Gymnastics and Sport Associations - DK
-  Federation of the European Play Industry - BE
-  Fédération Sportive et Gymnique du Travail - FRA
-  Federazione Aerobica e Fitness - IT
-  Finnish Gymnastics Federation - FIN
-  INATEL Foundation - IT
-  German Gymnastics Federation - DE
-  Institute of Sport Science and Sport, University Erlangen-Nuremberg - DE
-  Italian Sport for All Association - IT
-  Latvian Sport for All Association - LV
-  Netherlands Sport Alliance - NL
-  South Lakes Leisure and Culture - UK
-  Sports Unit of Slovenia - SI
-  Union Sportive de l'Enseignement du Premier degré - FRA

Scientific advisor and leader of the SANTE Advisory Group

-  Faculty of Sport Sciences, University of Cassino - IT

Leading organisations

-  International Sport and Culture Association - DK





Who are our targets ?

Our stakeholders:

- Members
- Political decision makers
- Bureaucrats - (also decision makers)
- Strategic HEPA promoters



How to cooperate and communicate with stakeholders?

Political decision makers - nationally /European

- How to direct the attention from gold medals to citizens level physical activity.
- Political communication is not always “*pumping in*” a lot of evidence.
- How to create the political support to long-tem HEPA – prevention



**Most succesful communication on
HEPA in 2010**





How to cooperate and communicate with stakeholders?

- **Political decision makers**
- **Bureaucrats** - (also decision makers)
- *Strategic HEPA promoters*

Promoting sport and HEPA: synergies and divergences
What is our target and who can pull the trigger?



Health Enhancing Physical Activity –

Who is responsible?

Promoting sport and HEPA: synergies and divergences
What is our target and who can pull the trigger?



Physical activity – Who is responsible?

- **Private /individual responsibility**
- ***but if physical inactivity is a health threat, physical activity become a responsibility for public health institutions !***



MOVING PEOPLE

INTERNATIONAL SPORT AND CULTURE ASSOCIATION

The International Sport and Culture Association (ISCA) is a global platform open to organizations working within the field of Sport for All, recreational sports and physical activity. Created in 1995, ISCA is today a global actor closely cooperating with its 130 member organizations, international NGOs, and public and private sector stakeholders. Its 40 million individual members from 65 countries represent a diverse group of people active within youth, sport and cultural activities.

Promoting sport and HEPA: synergies and divergences
What is our target and who can pull the trigger?

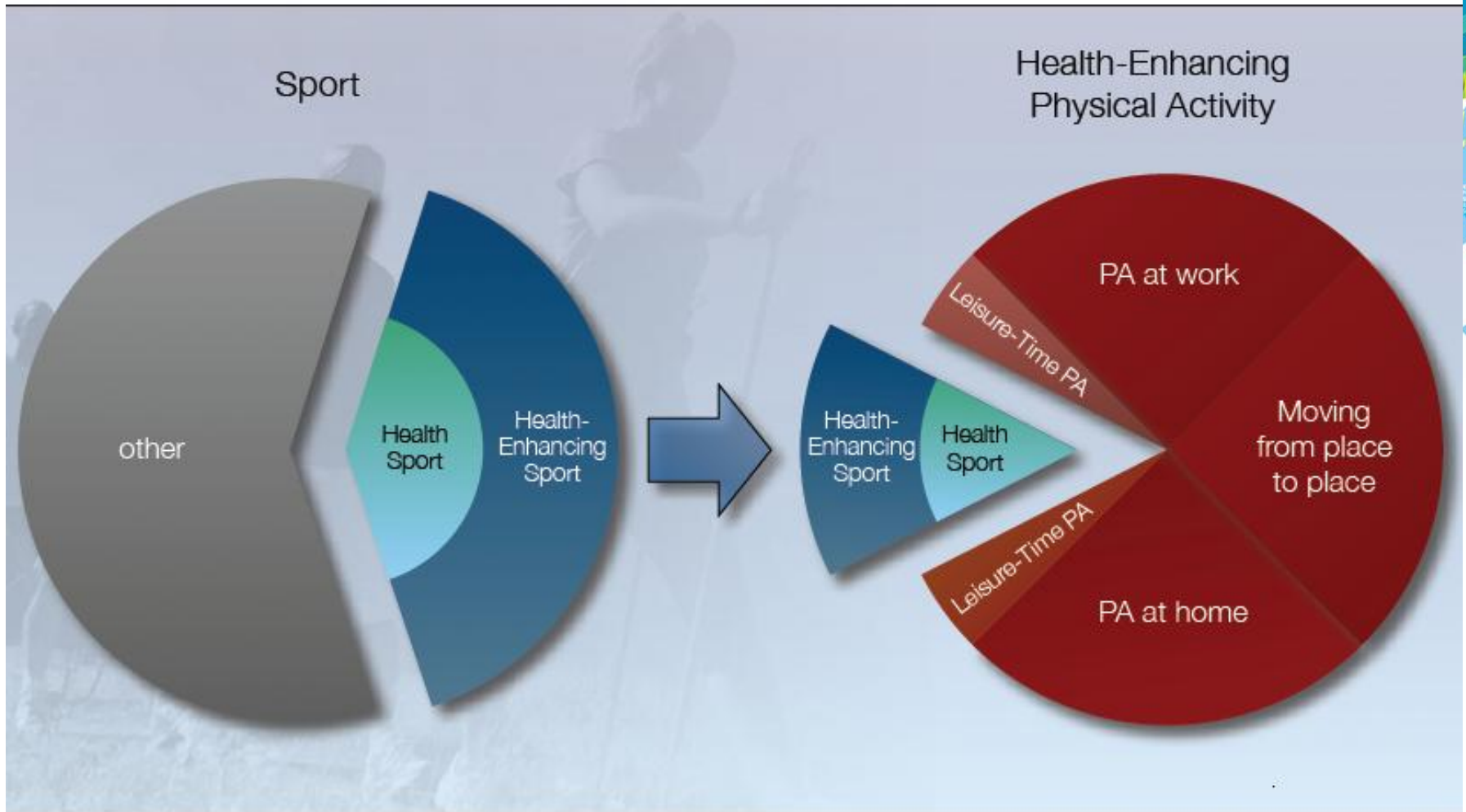


Life spheres and physical activity?

(Which spheres delivers how much)

Home	-----
School	-----
Work place	-----
Transport	-----
Leisure	-----

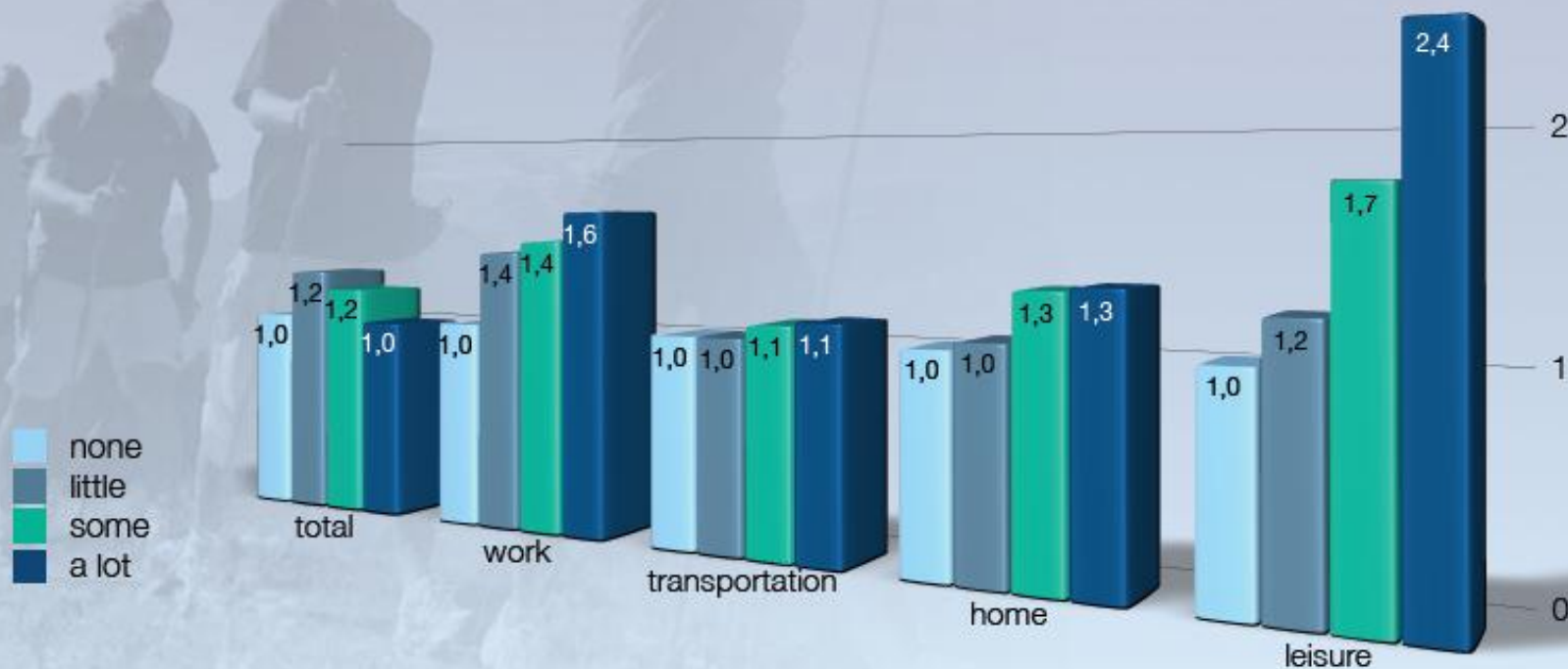
Concepts of Physical Activity



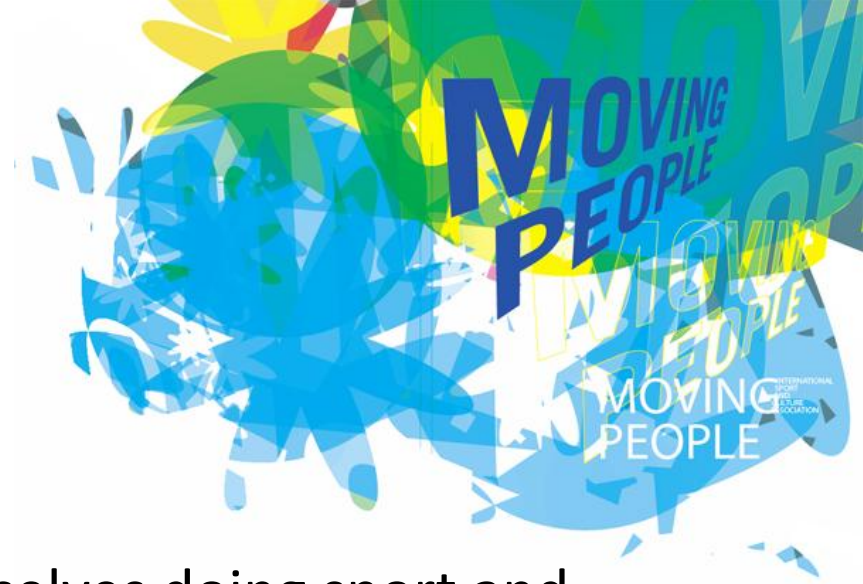
Different Domains of Physical Activity and Health

Relationship between physical activity in different domains and self-rated health

Pronounced relationship between leisure-time physical activity and good health



Data of Eurobarometer 2006



Reality check Europe (EU 27 data)

Who:

40% of all Europeans consider themselves doing sport and physical activity regularly

34 % of all Europeans are inactive or very seldom physical active

70 million Europeans are member of a sport club

130 million Europeans are doing sport and physical activity elsewhere



Where:

48 % are doing sport and physical activity in parks and out in the nature

30 % are doing sport in clubs, fitness or sport centers

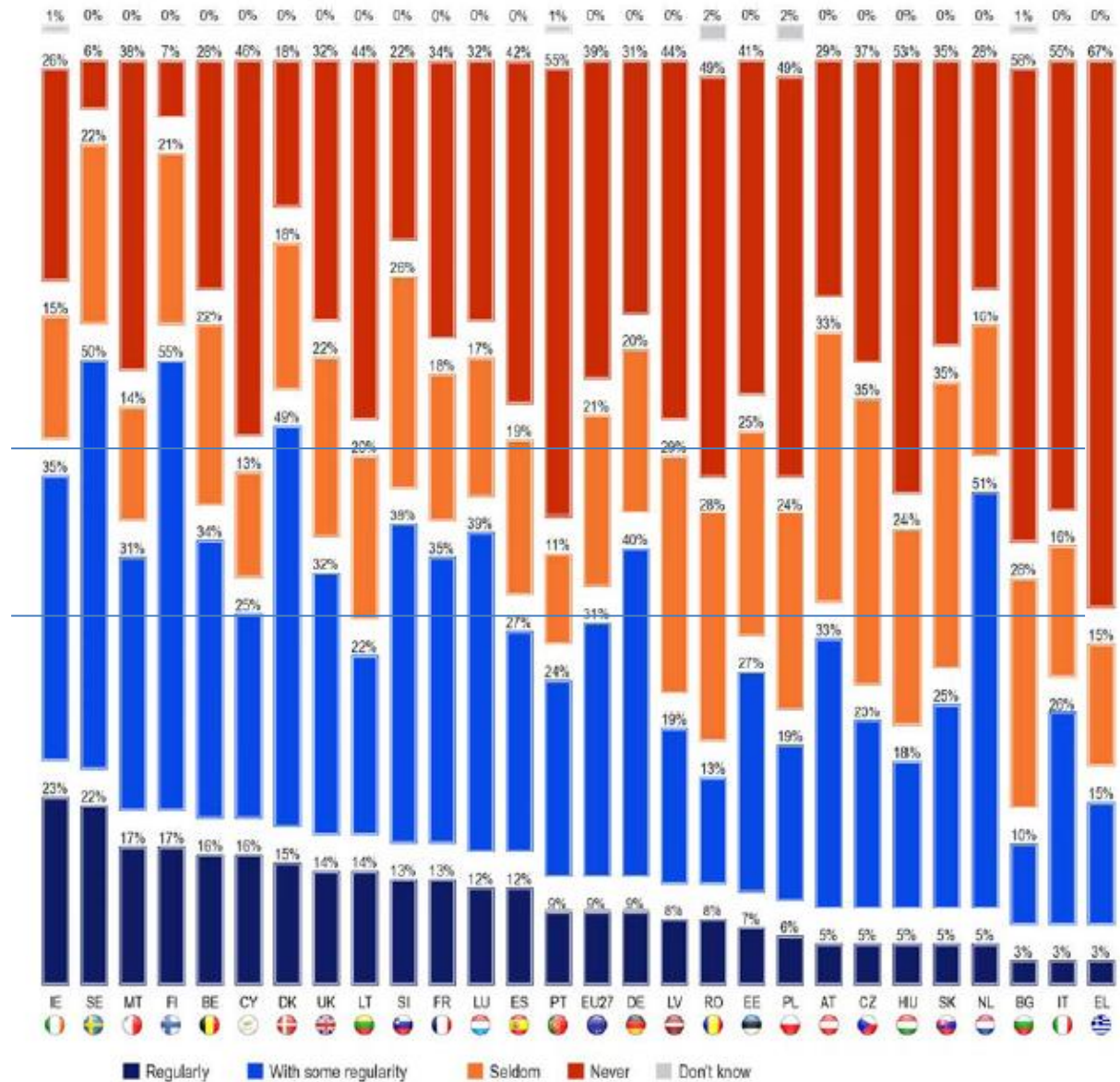
What:

The most popular activities are jogging, swimming, walking, fitness and biking

QF1. How often do you exercise or play sport?

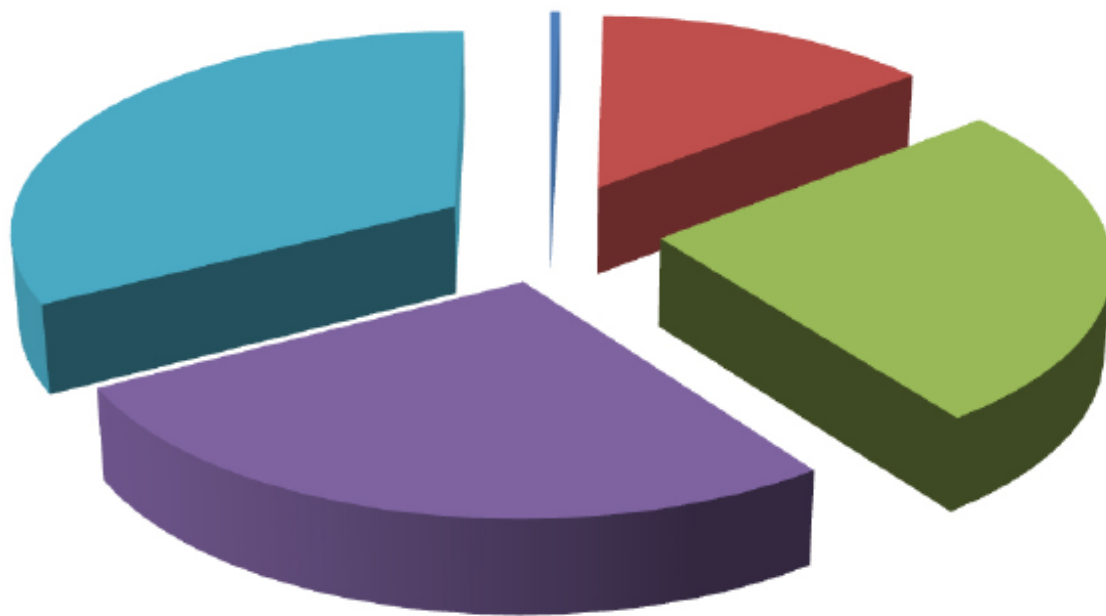
Highest 60 %

Average 40 %





EUROPEANS ACTIVE IN:



- Elite sport
- Grassroots sport and recreational physical activity in clubs and sport settings
- Recreational sport and physical activity elsewhere
- Physical activity other than 'sport' (commuting by walking/cycling, gardening, etc.)
- Inactive or very seldom doing physical activity

Promoting sport and HEPA: synergies and divergences
What is our target and who can pull the trigger?



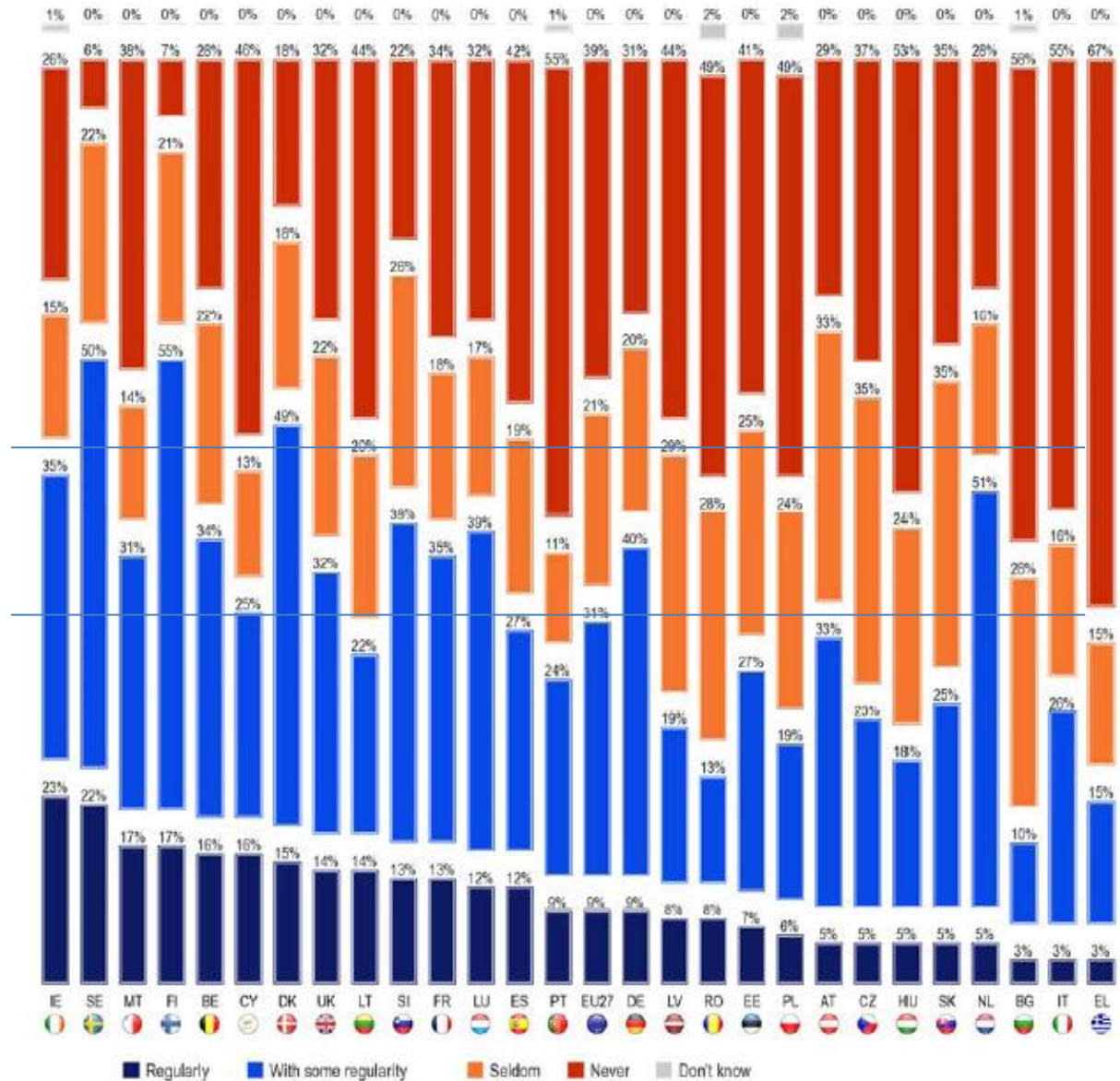
Life spheres and physical activity - **potential**

Home	-----
School	-----
Work place	-----
Transport	-----
Leisure	-----

QF1. How often do you exercise or play sport?

Highest 60 %

Average 40 %



PETITION



**100 MILLION MORE EUROPEANS ACTIVE
IN SPORT AND PHYSICAL ACTIVITY BY 2020**

VISION:

**100 MILLION MORE EU CITIZENS ACTIVE IN SPORT AND
PHYSICAL ACTIVITY BY 2020.**

Close the physical activity gap and have an impact on Europeans health, quality of life, life-long learning, social inclusion. Create Human Capital in Europe.

www.sportvision2020.eu





How to cooperate and communicate with stakeholders?

- **Political decision makers**
- **Bureaucrats** - (also decision makers)
- Evidence instead of a devoted passionate hearts
- Enormous barriers and evidence is not always enough.
(other priorities - bureaucratic or political priorities)

PISA wins over PE (PISA vs. PE) 25-2!

"Bermuda Triangle" of sport health enhancing physical activity

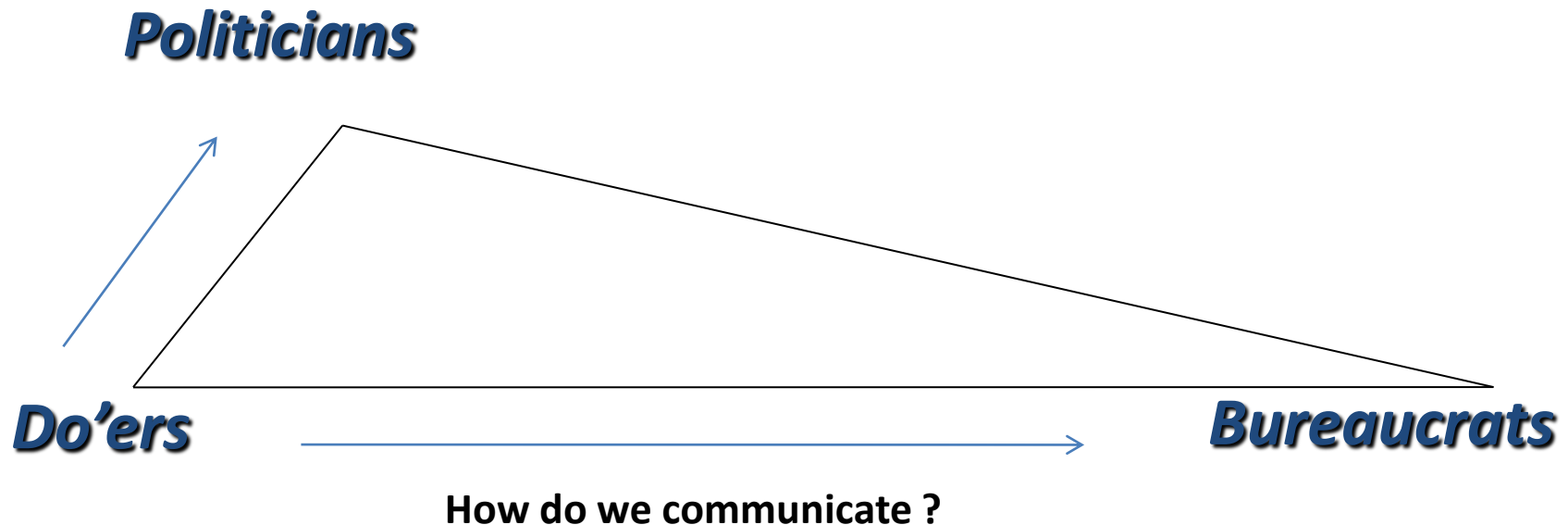
Politicians

Do'ers

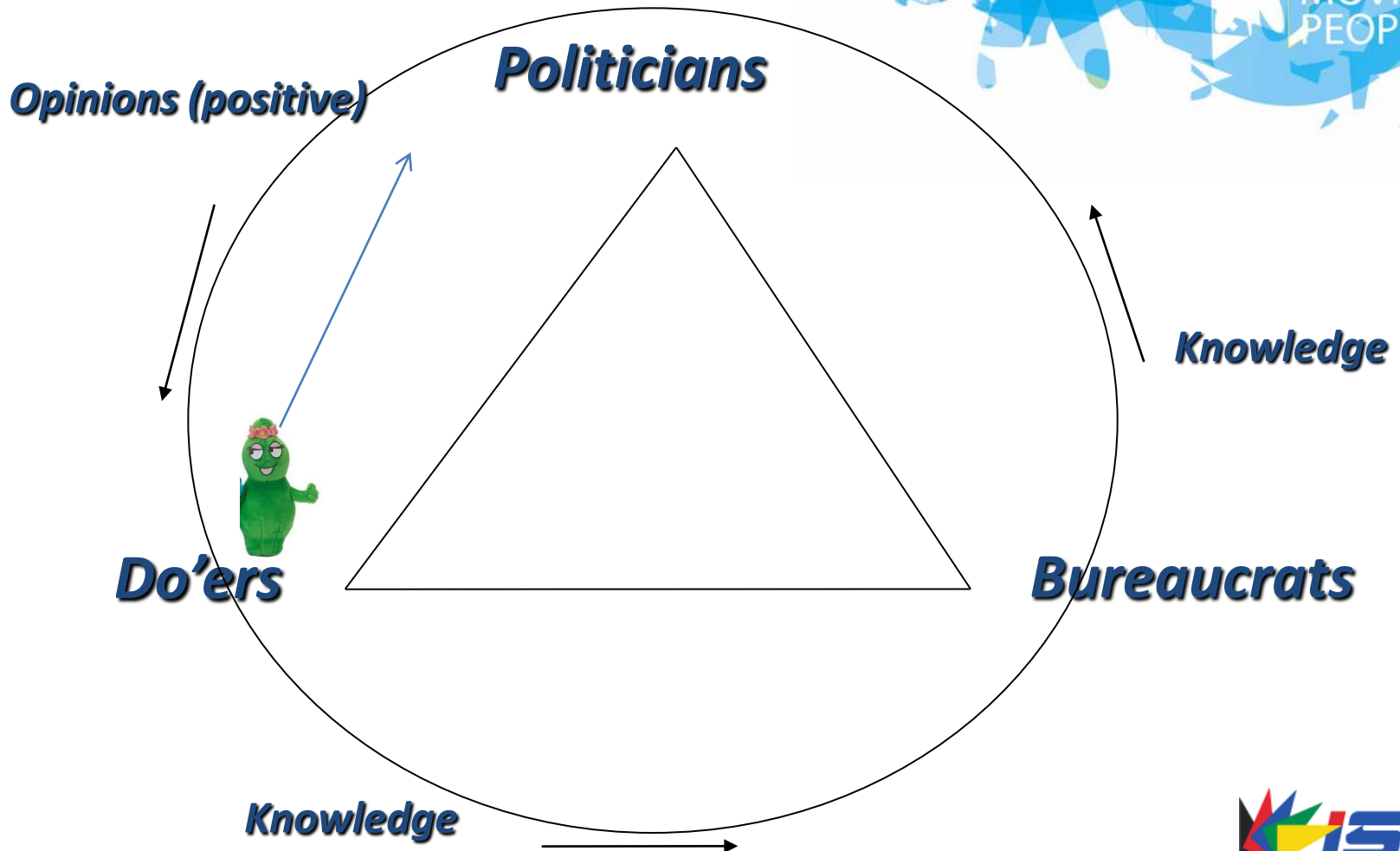
Bureaucrats



"Bermuda Triangle" of sport health enhancing physical activity



"Bermuda Triangle" of sport health enhancing physical activity



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Success stories of 2010:

100 MILLION MORE EU CITIZENS ACTIVE IN SPORT AND PHYSICAL ACTIVITY BY 2020

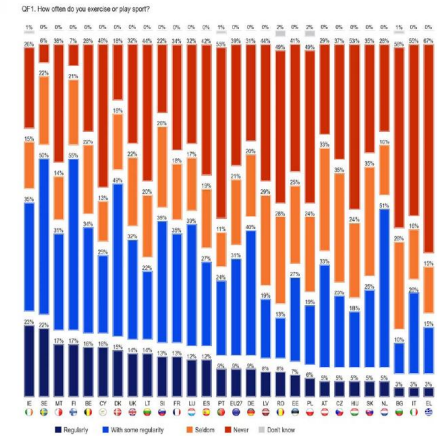


Written Declaration on increased support for grassroots sport (380 members of the European Parliament signs)

ISCA's inclusion in structured dialogue with EU institutions and direct contact to European Members of Parliament, Commission and Council of Ministers)

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Communication line:



What is our target!
Who can pull the trigger!



What is needed:

Clear and ambitious goals for physical activity nationally /internationally
(recommendations and guideline are tools – not goals)

Who are responsible and who can make a difference:

Involvement of and cooperation between various sectors:
Health, education, urban and outdoor planning , leisure.

State (*public*) – Market (*commercial*) – Civil society (*non-profit*)