



# Sports Club for Health

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***Eerika Laalo-Häikiö***  
*Finnish Sport for All Association*

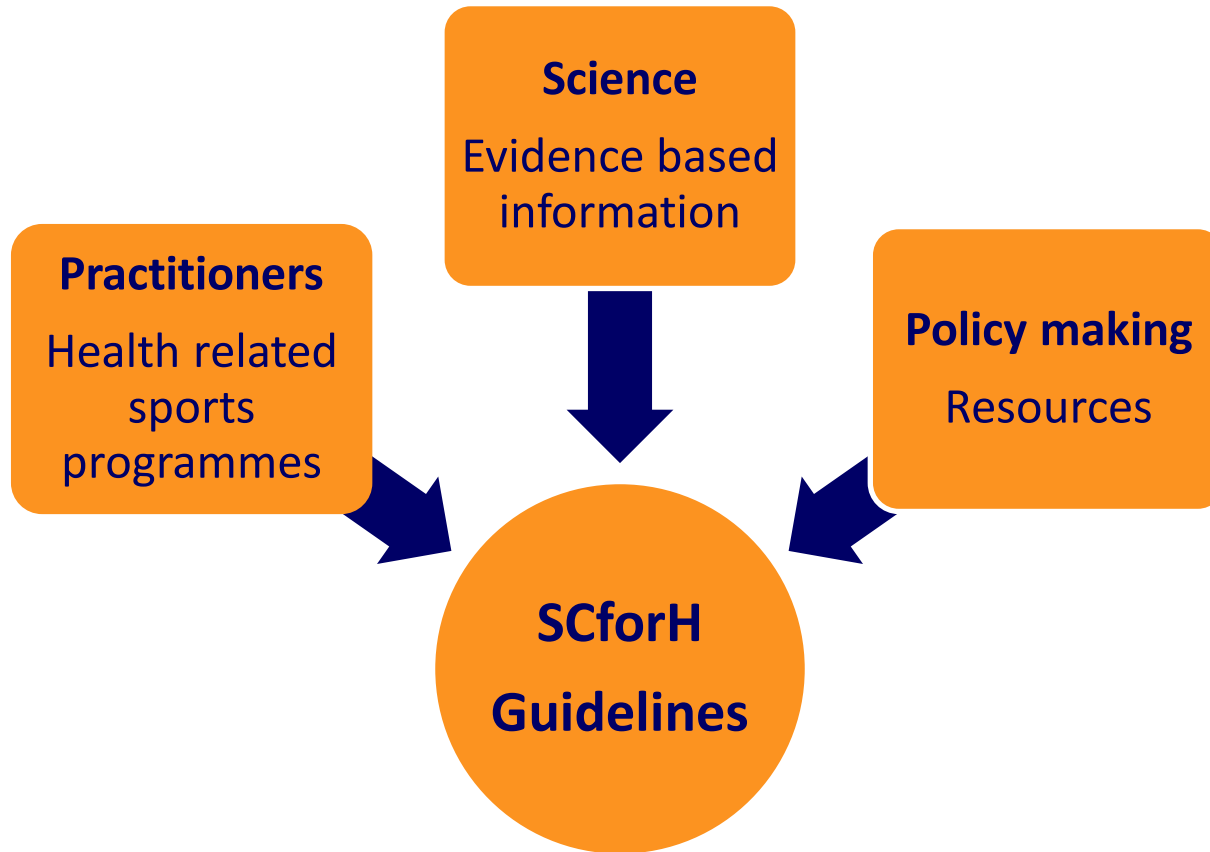


Education and Culture DG

# The Background of SCforH

- Funding by EU DG Education and Culture 2/2010-5/2011
- There were two essential aims:
  1. *To update and develop initial stage SCforH Guidelines*
  2. *To develop networking in the area of health-enhancing physical activity (HEPA) with special focus on sports clubs*
- Partners: Estonia, Croatia, Italy, Poland, Spain
- International network: TAFISA, ENGSO, ISCA, HEPA Europe, EFCS
- The focus is in civic-organisations and voluntary based sports clubs
- Setting based approach: sports clubs are seen as settings to promote health through their own sporting activities

# From theory to practice



# Policymakers' expectation

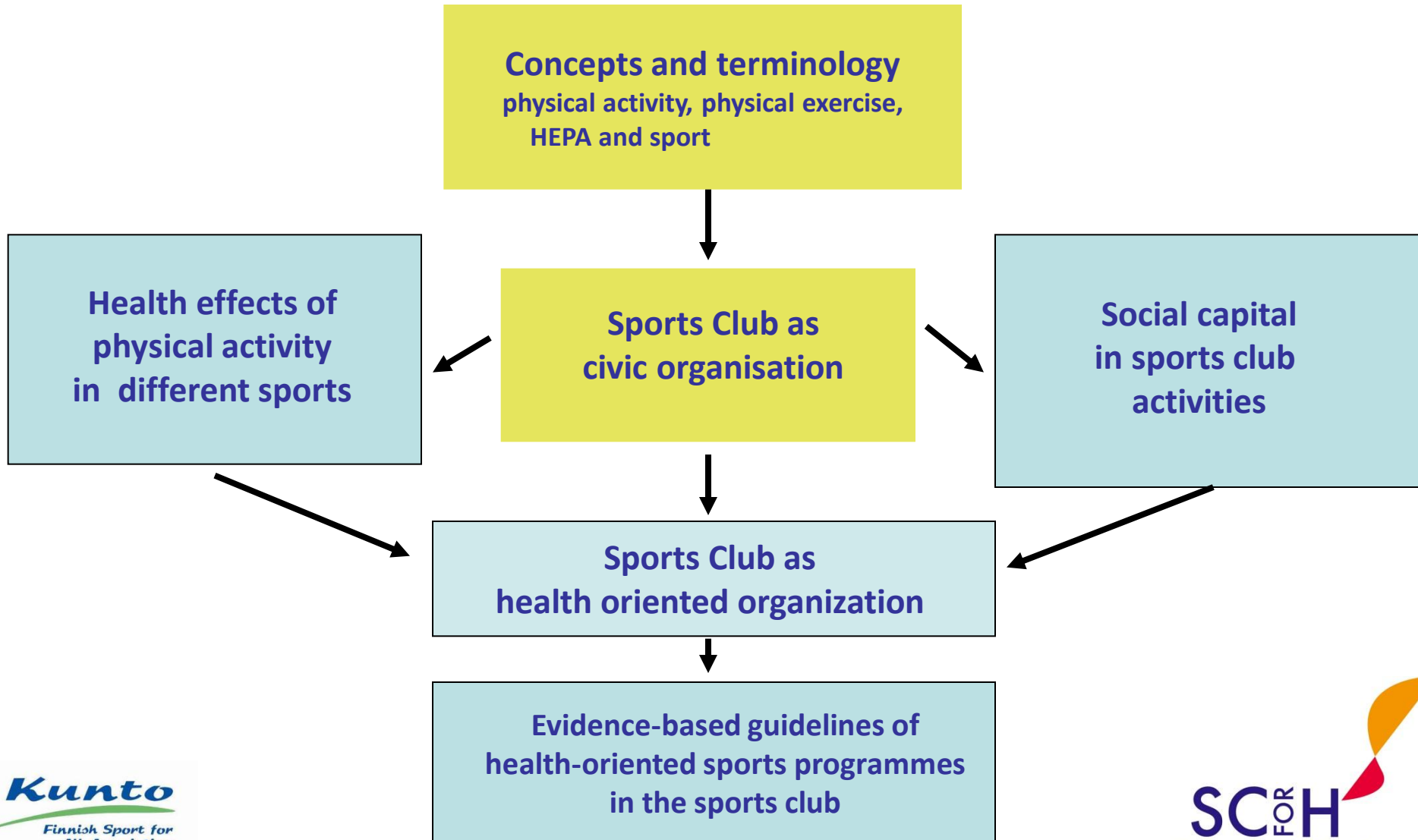
## The EU Physical Activity Guidelines

**assign organised sport a prominent position in HEPA activities!**

*“Sports organizations contribute to the social well-being of communities and can ease pressure on the public budget. Through their versatility and cost effectiveness, clubs can help meet the need of the population for physical activity. **A major future challenge for the organized sports sector should be to offer high-quality health-related exercise programs nationwide.**”*

# Sports Club for Health

- Framework for the SCforH programme



# Why should sports clubs promote health?

- Decline in physical activity levels is a major challenge in all western countries
- Sports can benefit health especially effectively (vigorous PA)
- Sports clubs are the cornerstones of sports
- Health benefits of sports have not been exploited sufficiently for public health
- Sports community should act on the opportunity to realise its social responsibility
- A chance to develop the culture of a given sport throughout the life-span

# Focus on sports clubs

- To mobilise the health potential of sports the health perspective has to be identified in the sports club context
- Sports clubs offer a social network and a place where health issues can be discussed in an informal way
- SCforH provides guidelines to clubs

- *how a sports club can identify health as one of its goals and begin to develop health promoting activities in a form of a structured programme*

# Who are these guidelines for?

- To sports clubs: elected trustees and club leaders, paid officials, coaches, instructors and other grass-root actors, club members
- To national and international associations: inform the importance of the health perspective in sports and their clubs' activities
- To other stakeholders: national, regional and local sport and health authorities and experts



# The SCforH Guidelines

## 1st STAGE - Planning

### Guidelines

- 1: Identify the support and possibilities for SCforH programme within your club*
- 2: Identify the health potential of your clubs sporting activities*
- 3: Explore the knowhow and material support outside your club*
- 4: Ensure the quality of your SCforH programme*
- 5: Agree on the aims and formalise the strategy and operating procedures*

# The SCforH Guidelines

## 2<sup>nd</sup> STAGE - Implementing

### Guidelines

*6: Inform about the forthcoming actions internally and externally*

*7: Secure the competence of instructors and support them in programme delivery*

*8: Monitor the feasibility of planned activities and gather data for documentation*

# The SCforH Guidelines

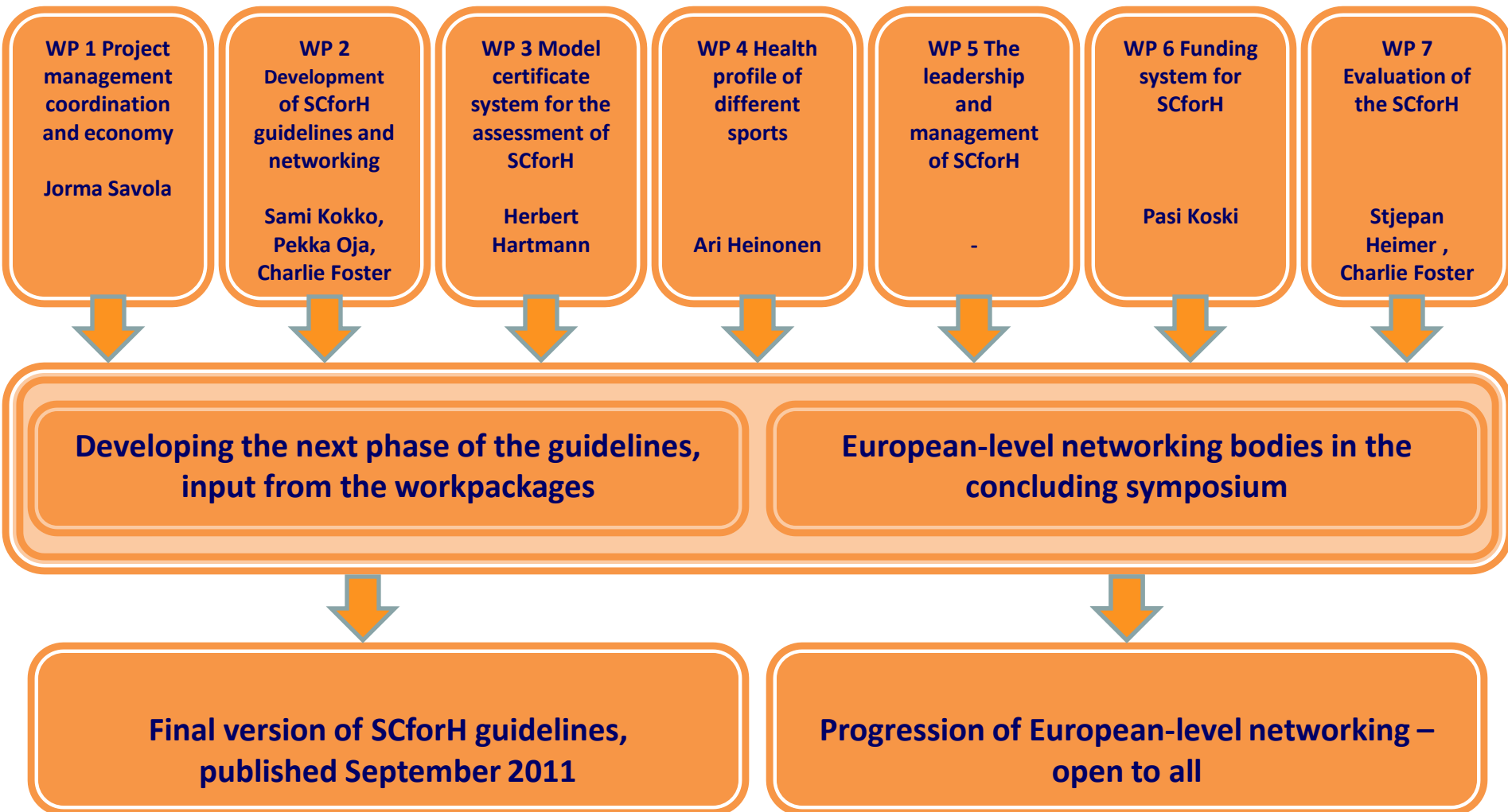
## 3rd STAGE – Documenting and communicating

### Guidelines

*9: Keep records of your SCforH programme actions*

*10: Share your success within, outside and beyond the club*

# Work packages



# Future direction (1)

## Dissemination and implementation of the guidelines

- Open to all organizations in the field of sport
- Development of the work packages continues
- Experts in use
- A tool in the European Physical Activity Guidelines
- Translations of the material
- National programmes

# Future direction (2)

## European network

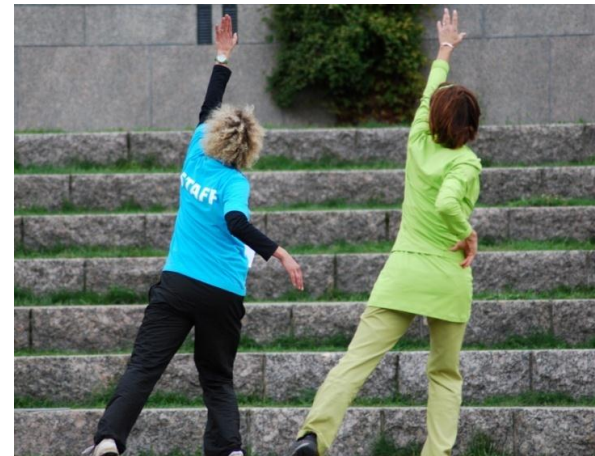
- HEPA Europe, ENGSO, ISCA, TAFISA, EFCS already involved
- SCforH as a part of already existing networks and forums
- The role of national sports confederations and international sports federations
- A strong alliance between health and sport , evidence-based information
- Policy making, funding

## Evidence-based information needed

- Health profiles of different sports, social and mental effects
- More research

# Thank you!

*The booklet can be downloaded:  
[www.kunto.fi/en/sports-club-for-health](http://www.kunto.fi/en/sports-club-for-health)*



*More information:  
[eerika.laalo-haikio@kunto.fi](mailto:eerika.laalo-haikio@kunto.fi)*