

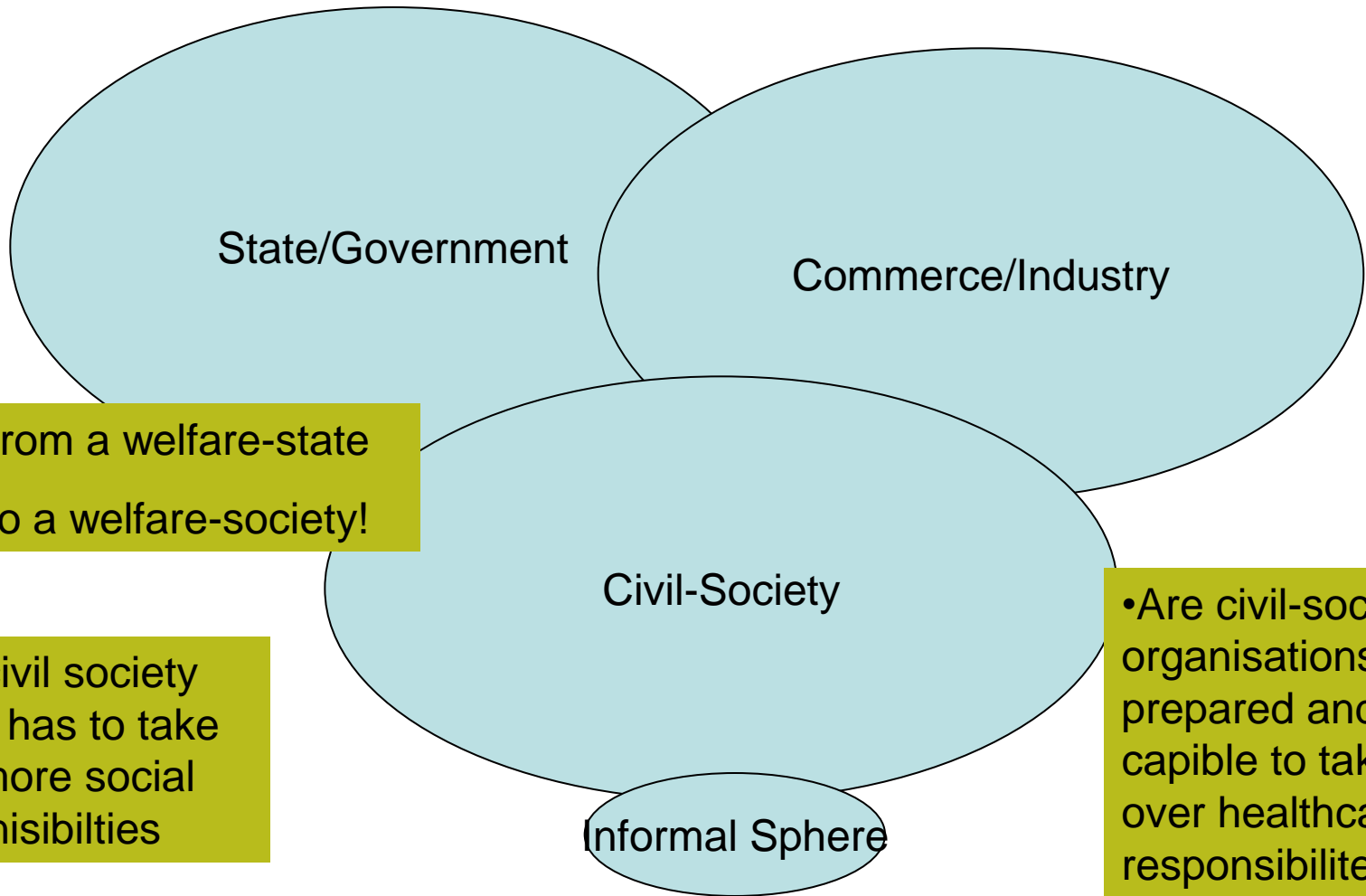


Herbert Hartmann

**European Organisations Connecting
Sport, Health and Culture
From CitizensPoint of View**

Seminar „Sport and Culture in Dialogue“
Local Citizens Panel, Zagreb 1.-3.10.2010

Overcoming of traditional borders between social structures



From a welfare-state
to a welfare-society!

- The civil society sector has to take over more social responsibilities

- Are civil-society organisations prepared and capable to take over healthcare responsibilities?

Important political and strategic documents on Health enhancing Physical Activities

- WHO (Geneva 2004): Global Strategy on Diet, Physical Activity and Health. (www.who.int/topics/physical_activity/en)
- WHO (Geneva 2007): A guide for population-based approaches to increasing levels of physical activity.
- WHO Europe (2007): Steps to Health. A European Framework To Promote Physical Activity For Health.
- European Commission (2007): White Paper on A Strategy for Europe on Nutrition, Overweight and Obesity (<http://eur-lex.europa.eu/LexUriServ/site/encom/2007>)
- European Commission(2007): White Paper on Sport. (http://ec.europa.eu/sport/whitepaper/dts935_en.pdf)
- EU Physical Activity Guidelines (2008) (<http://ec.europa.eu/sport/news/news682>)
- HEPA Europe – International inventory of documents on physical activity promotion – Copenhagen, WHO Regional Office for Europe (2006) (<http://data.euro.who.int/PhysicalActivity>)

The EU Physical Activity Guidelines assign even more organised sport a prominent position in regard to the improvement of health promoting activities:

“Sport organisations 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 organised sport sector should be to offer high-quality health related exercise programmes nationwide” (p. 14)

The invitation for the Sport for All sector to the health topic was intensified since **the physical activity recommendations had been revised** by the *U.S. Department of Health and Human Services in 2008.*

“Recent research evidence on the dose-response of physical activity and health provides new understanding on what types of physical activities are beneficial for health for health and function.

In particular the findings showing additional benefits of vigorous physical activity beyond those of moderate-intensity physical activity constitute a sound basis for exercise and sport activities to become important elements of health-enhancing physical activity.

This new knowledge base presents a challenging opportunity for the sport community to contribute to the promotion of public health” (SCfH Guidelines, p.22).

Physical activity and sport for health

Trans-national organisational structures in Europe

Inter-Governmental organisations:

- WHO-Europe
- EUC-DG Education and Culture (-Youth; -Sport)
- EUC-DG SANCO (-Health)
- Council of Europe:
 - European Youth Foundation (EYF)
 - Enlarged Partial Agreement on Sport (EPAS)
- UN-Office for Development & Peace

Inter-Nongovernmental Organisations

Sport for All-Round Table Group:

- ENGSO (European Non-governmental Sport Organisations)
- CESS (European Confederation of Sport and Health)
- EFCS (European Federation of Company Sport)
- CSIT (Comite Sportif International du Travail)
- ESFAN/TAFISA
- ISCA (International Sport and Culture Association)
- ICSSP (International Council of Sport Science and Physical Education)

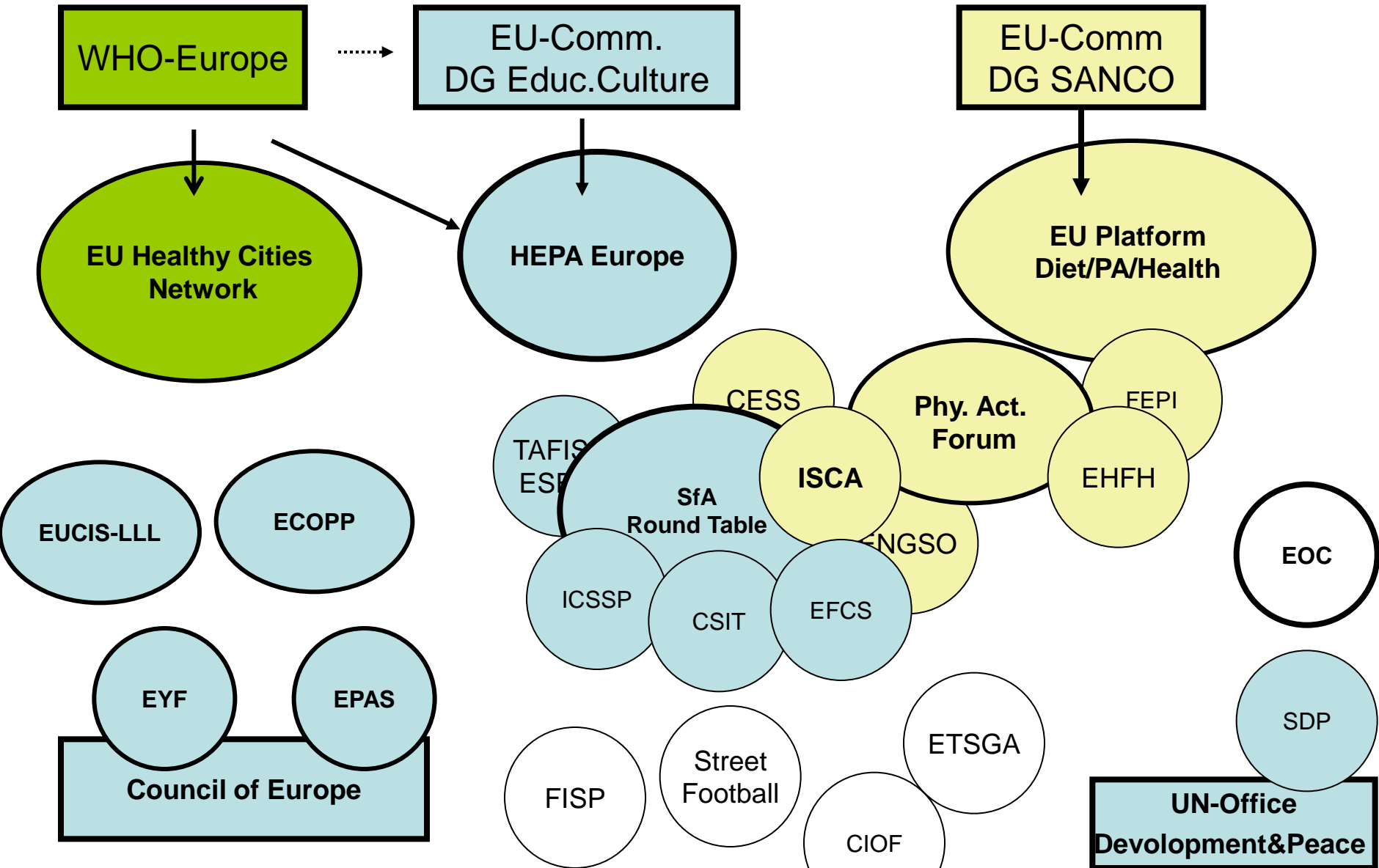
Platforms and Networks

- HEPA-Europe (Health Enhancing Physical Activity Network Europe)
- EPDPA (European Platform on Diet and Physical Activity):
European Physical Activity Promotion Forum:
ISCA; CESS; ENGSO; ECF (Europ. Cyclist Fed.); FEPI (Europ. Fed. of Play Industry); EHFA (Europ. Health and Fitness Association)
- EUCIS-LLL (European Civil Society Platform on Life Long Learning)
European Healthy Cities Platform (EHCP)
- European Childhood Obesity Prevention Platform (ECOPP)
- Sport and Development Platform (SDP)

Other Stakeholders

- Streetfootballworld
- ETSGA (European Traditional Sport and Games Association)
- CIOF (Conseil International des Organisations de Festival de Folklore et d'Arts Traditionale)
- FISP (Federation Internationale Sport par Tous)
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Physical activity and sport for health trans-national organisational structures in Europe



HEPA sport activities: What is this subject about?

“The term <health-enhancing physical activity is frequently used in relation to the health benefits gained from physical activity. **It should be understood as any form of physical activity that benefits health and functional capacity without undue harm or risk. ...**

The main sources of health-enhancing physical activities encompass normal and simple activities such as walking, cycling, manual labour, swimming, skiing gardening, recreational sport, and dancing”. (WHO-Europe: Steps to health, 6).

The WHO document distinguishes between “physical **activities**” and “physical **exercises**”:

“Exercise is a subset of physical activity, defined as planned, structured, and repetitive bodily movement to improve or maintain one or more components of physical fitness and health”.

This differentiation is based on the fact that any form of physical activity contributes to better health. But special, structured, goal orientated programmes can provide **better and more stabilized health effects**.

Branches of health-enhancing physical activities:

- The general health-enhancing **physical activity approach**: to improve the activity level of the population through promoting all kind of sportive activities, including activity promotion projects and campaigns.
- The health-enhancing **physical exercises approach**: with higher quality of structured, specific health related programs

The “Physical Exercises Approach” has to be focused much more in the future in organised sport. It’s the most growing branch in SfA development!

We’ve some good examples within ISCA members for the success of this field of action (e.g. DGI; SUS; DTB).

Some figures from DTB:

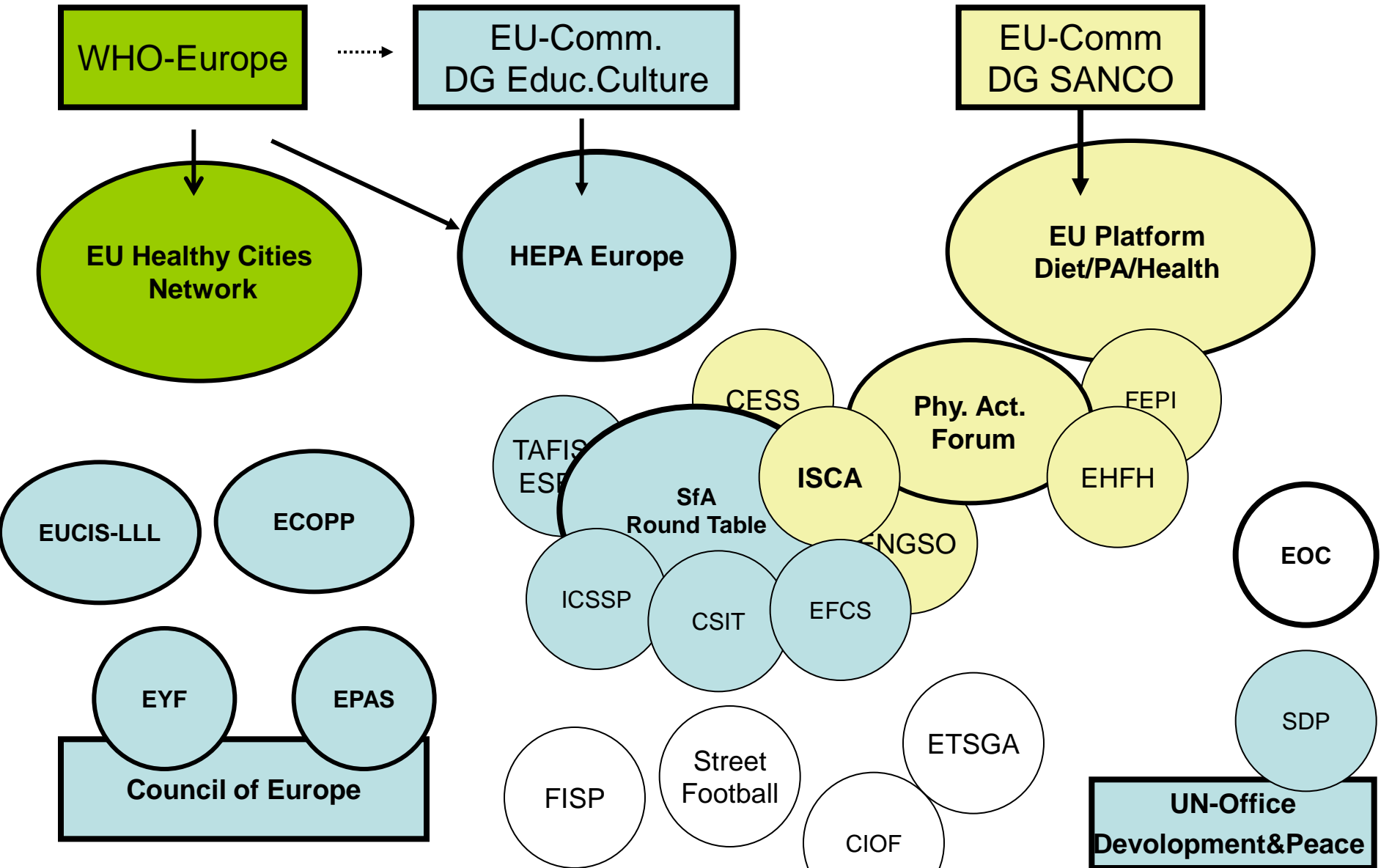
72% of our 20.000 gym-clubs offer special hepa -exercise- programs

- 20% of all sport activities within DTB are hepa-exercise- programs

- 25.000 valid instructor licenses for this sector

- 50% of our gym-clubs cooperate with health insurance companies.

Physical activity and sport for health trans-national organisational structures in Europe



- Cross-border and cross-sectoral partnership in health-enhancing physical activity and sport between stakeholders acting on European level is still underdeveloped!
- For EU funded projects a stronger cooperation is demanded

- Even if 40% of all Europeans are engaged in grass-root sport activities...
- Even if the level of physical activity of adults in leisure time has increased since the turn of the century ...
- Even if the improvement of health is the main motivation of the Europeans to participate in sport and physical activity (Eurobarometer 2010) ...
- Even if many governmental and civil-society organisations have put the health-topic rather high on the agenda ...

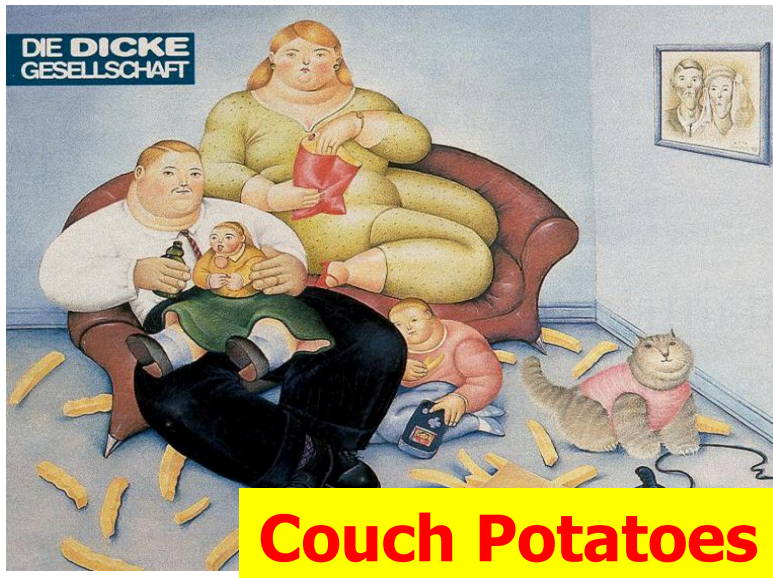
...the situation is not satisfying. Why?

Why?

- One quarter of EU citizens is completely inactive!
- Large variations in physical activity participation according to European regions and also according age, social class, education and income!
- Large variations within stakeholders in Europe according their level of serious engagement for health enhancing programs.
- The potential of non-governmental stakeholders is hardly been taken seriously from the occupational health sector and from health policy as well!

Physical inactivity is one of the central risk factors for health (especially for the cardiovascular system, the metabolism, the muscle-skeleton-system, the psychic and somatic area) .

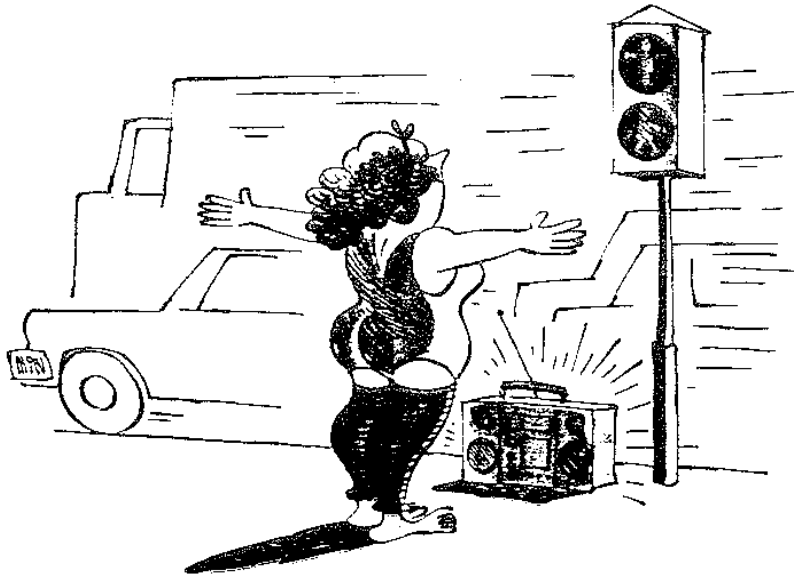
e.g. Hollmann, Rost, Dufaux & Liesen, 1983; Blair & Connolly, 1996; WHO Study Group 1995



Summery

- The number of EU organisations, connecting sport and health is rather big and the whole situation is rather non-transparent.
- Their approach to health enhancing physical activities is different in regard to scale, intensity and type of intervention.
- A more quality related approach is recommended.
- The level of cooperation between stakeholders and predominantly between existing platforms is still rather low, but improving.
- More efforts for open minded cooperation is strongly recommended.

Exercised people live healthier!



Thank you for your attention