

Background and Strategy Paper



ISCA Health Programme

Health Care and Health Promotion -
By Means of Physical Activity and Healthy Diet



● ISCA Health Programme

"Health Care and Health Promotion by Means of Physical Exercises and Healthy Diet"

Over the past few years, there has been an increasing tendency for unhealthy populations because of bad diets and lack of exercise. International and national organisations, such as The EU, the WHO and national Ministries of Health, have put more focus on the need to raise awareness for healthier lifestyles through doing physical activity and having a healthy diet. In line with the EU and WHO strategies on Diet, Physical Education and Health, ISCA decided has developed a health programme for our members.

What is the ISCA Health Programme?

The ISCA Health Programme involves supporting and strengthening member Sports For All organisations to develop your own national health and physical activity promotion campaigns. ISCA is aware that Sports For All organisations are competent partners in the area of physical activity programmes. They can also become powerful partners in promoting a healthy lifestyle through physical activity. ISCA is developing services directly related to strengthening members within the area of health. Some of the services already available are:

Consultancy Services

- Consultants with expertise in developing national health and physical activity campaigns are available to help member organisations develop their own national health and physical activity campaigns.
- ISCA will give practical support to members who are interested in developing health and physical activity promotion campaigns.

Educational Services

- Congresses, seminars and conferences with health and physical activity themes are being planned for member organisations interested in developing their competencies within the area of health and physical activity
- Seminars and workshops for physical activity/sports trainers interested in working within the area of health and developing their expertise within health and physical activity.

Network

- A network of experts and members interested in health and physical activity is being developed. The network will share past experiences and lessons learned in developing national health and physical activity awareness campaigns.
- The network will also develop best practices and benchmarking for health awareness campaigns

Awareness Raising/Lobbying

- ISCA will in general try to raise awareness of Sports For All organisation's capacity to actively promote health and physical activity events. This can be beneficial for national health and physical activity campaigns done by Sports for All organisations.
- ISCA will also provide interested members with fundraising assistance for the development of their own national health and physical activity awareness campaigns.
- We invite partnerships with other SFA organisations to cooperate and coordinate health and sport initiatives.

Why participate

Sports for All organisations are ideal "active settings" for promoting health lifestyles through physical activity. Becoming involved in the ISCA Health Programme can raise your organisational profile. It can help your organisation to develop in new areas, make it a stronger political partner and more attractive to membership.

How to participate

- Show an interest in the health programme by sending a mail asking for regular updates and news about the ISCA Health Programme.
- We are very interested in your own experiences. Send us a short five line description of your own health and physical activity/sport initiatives describing the programme. These will be published on the ISCA website and in the Newsletter so others can see what kind of health related activities SFA organisations can organise or be partners in. Participate in knowledge sharing.
- If you have health exchange partnerships where you have visited an organisation outside your country, or if another organisation has visited you, tell us about it, we can use it to inspire other partnerships.
- Request regular updates on health related conferences, seminars, workshops etc. by e-mail.
- Participate in conferences, seminars and congresses with health related topics.



"Health Care and Health Promotion by Means of Physical Exercises and Healthy Diet"

Programme Overview

The increased attention to the deterioration of general public health has caused national and international bodies to initiate public health measures to promote good health through a healthy diet and physical activity. ISCA, as a sports for all organisation, has a natural interest in these initiatives and is launching a health care and promotion programme. The following topics are presented in the programme:

- I. **Background** – why sports organisations should be interested in promoting health.
- II. **Overall programme objectives** – 3 broad goals to be achieved by the programme.
- III. **Programme Objectives** – 3 concrete objectives to be realised by the programme.
- IV. **Combining Strategies** – how health campaigns and sports organisations can mix.
- V. **Service Offers** – what services ISCA can offer interested members.
- VI. **Invitation and Participation** – how members can participate.

I. Background

To keep, improve and regain one's health is, on one hand, a basic concern for every human being. On the other hand, it is also one of the main goals of society and social politics. Despite modern medical research, diagnostics and therapy, which have undoubtedly made great progress, it must still be underlined that ways of improving the health status of the population have not yet been exhausted, nor have they been fully developed in many areas. Due to adverse socio-economic conditions, loss-making health system structures and the by and large unhealthy lifestyles of the general population, there are still serious, widespread health problems despite all the medical progress.

According to many researchers, *the* central health issue of our time is the growing lack of physical inactivity found among many population groups. This means many predominant diseases of today, for example heart-circulatory diseases, diabetes, bone-related and muscle and connective tissue diseases along with mental and psychosomatic illnesses are either directly or indirectly connected. The World Health Report 2002 lists the lack of physical inactivity as being among one of the main factors contributing to global chronic diseases, morbidity and mortality along with an unhealthy diet and tobacco use. Together with sufficient measures of physical activity, balanced nutrition must also be added as an important aspect of maintaining and advancing good health.

Over the past few years, the importance of sufficient activity, as well as balanced nutrition, has been put into focus by a number of public initiatives at national as well as international levels. In 2004, the WHO adopted the “Global Strategy of Diet, Physical Activity and Health”. The United Nations pointed out in their declaration on “Sport for Development and Peace” (2003) the importance of sport activities for health towards the “Millennium Development Goals”. The European Commission also considered the issue of physical activity and sports as a means of promoting health in different papers and measures (e.g.: Green paper “Promoting healthy diets and physical activity: a European dimension for the prevention of overweight, obesity and chronic diseases” (Brussels December 2005). Additionally, numerous national governmental and non-governmental initiatives are also dedicated to this socio-political goal.

Apart from programmes and actions undertaken by public health systems, the past few years have also seen numerous national and international sports organisations, particularly in the area of “Sport for All”, which have taken up the social challenge, and have offered to contribute to the keeping and furthering of health. ISCA also feels obliged to, and interested, in contributing to this socio-political challenge. ISCA’s “Plan of Development” points out that health and fitness related activities should have priority in the organisation in the future. This goal is now being transformed into a concrete long-term programme.

II. Overall Objectives

The overall objectives of the programme are the long-term goals ISCA hopes to achieve together with members. The three overall objectives are the following

1. *To raise awareness, to motivate and to offer practical support for ISCA member organisations to develop and improve their own national programmes for goal-oriented health promotion and prevention through sports and physical activities.*
2. *To take a stand and create an image for ISCA to become acknowledged as a competent and powerful partner with regard to health promotion and healthcare inside and outside the sports system*
3. *To co-operating with other international “Sport for All” organisations to develop and carry out programmes and projects within “health and sport” with the objective of building an international network for this field of action.*

Objective 1:- To raise awareness, to motivate and to offer practical support for ISCA member organisations to develop and improve their own national programmes for goal-oriented health promotion and prevention through sports activities

A number of ISCA member organisations already have experience in the field of health promotion and prevention. Others have only just started looking into this area. Yet others are unsure and hesitate whether they ought to, and can, take action in this field. One of the objectives of this programme is to encourage, motivate and qualify even more member organisations to become engaged in the area of “sport and health” and to find recognition as competent partners of national initiatives within health promotion. An important basis of this objective is the exchange of best practice with and practical support from member organisations with significant experience in this field.

Objective 2:- To take a stand and create an image for ISCA to become acknowledged as a competent and powerful partner with regard to health promotion and healthcare inside and outside the sports system.

Within the framework of political discussion regarding health, the potential of "Sport for All" has hardly been taken seriously. This applies as much at the national as at the international level. Health system professionals regard the possibilities sport offers with scepticism or even dismissal. Even within the sports system itself, there is resistance and barriers. However, this attitude is now changing. From this background, it is essential that "Sport for All" organisations can offer methodically built concepts and programmes with proven health promotion effects.

The ISCA programme aims at proving that "Sport for All" organisations can carry out health promotion activities in a methodical, long-term and continuous process of quality development. By this means, ISCA expects to gain recognition and support both from health and social-policy makers, and within health and social policies.

Objective 3:- To co-operate with other international "Sport for All" organisations to develop and carry out programmes and projects within "health and sport" with the objective of building an international network for this field of action.

Almost all active, international "Sport for All" organisations justify their efforts with the requirement of making socially relevant contributions to maintaining and promoting health. Many of these federations have also developed concepts, programmes and projects with this goal in mind. Lately, the topic of "health and sport" has been the focal point of almost all international congresses with a "Sport for All" background. However, connections and ties between specific efforts and initiatives are not yet visible. Co-operating, co-ordinating and correlating resources is extremely important in order to achieve a better impact and greater success. Building an international "health and sport" network within "Sport for All" organisations is also an important step in terms of quality control and quality improvement in this relatively young, but dynamically expanding area of sports development.

III. Programme Objectives

With the abovementioned overall objectives in mind, 3 concrete programme/project objectives should be taken into account. These objectives are particularly relevant when it is widely known that lack of physical activity and an unhealthy diet contribute to the biggest health risk. There is therefore an obvious need, to develop a programme of strategies for health promotion and prevention to encourage the population - particularly those in endangered target groups, to exercise more and focus on a healthy diet.

Research within the lack of physical activity shows that only 10-15% of the adult population in European industrial countries gets the minimum of 800 – 1000 kcal. extra exercise a week, or in other words the recommended minimum of a half an hour daily exercise.

Many people know that they are not sufficiently active, but do not try to change their behaviour. Approximately 50% of those who are aware they do too little exercise would like to be more active, but do not know how to go about the best way of doing it. Many people fear entering sports or physical exercise programmes because they assume the demand in these programmes would be too high.

It is therefore necessary, based on the above arguments, to consider the following 3 objectives for the ISCA programme:

1. to promote awareness of the importance of physical activity for health
2. to reduce the fear/barriers/obstacles of entering activity programmes
3. to provide enough, differentiated, manifold, easily-accessible and well-structured exercise programmes

IV. Combining Strategies

The interesting question for parties interested in adding the *philosophy* of “sport and health” to their manifestoes is; how can sports organisations raise awareness of the need for more physical activity and develop health promoting exercise programmes? There are two possible focus areas that could be considered and these are discussed below.

A. Public Health Strategy:

General campaigns and actions to encourage a greater number of people to lead a healthy lifestyle through more exercise and a healthy diet.

B. Health Sport Strategy:

Supporting health campaigns with specific exercise programmes within health promotion and prevention

Both of these focus areas have found their place in efforts to focus on health promotion, and it is necessary to understand that both can be independent initiatives, but are, in actual fact, much more effective when enacted together. With the increased interest in and focus on health, it will become increasingly important for members to address the existing club structures, and to prepare clubs for possible goal-oriented, health improving physical activity programmes

A. Public Health Strategy

For more than 30 years, numerous campaigns promoting an active lifestyle and a healthy diet have been carried out all over the world. There are very few available evaluations from these campaigns, which show concrete positive results. Even though the desired result of changed exercise patterns in the general population has not been achieved, there is at least an increased awareness of the need to exercise more and eat healthier. New and advanced efforts are required to achieve a higher rate of national and international campaign success from both the political and NGO front.

Thus, new knowledge and experience in conceptualising such campaigns is necessary. Recent studies on public health programmes point out that general campaigns are somewhat ineffective if they only convey a general message to the population (e.g. “Be active”, “Stop smoking”, “Germany moves”). This is true even if they are linked to specific contexts or public relation programmes (e.g. posters, TV-spots, information brochures).

These kinds of campaigns are much more effective if directed to specific settings - the so-called "setting intervention" strategy. Here campaigns are directed towards specific venues such as schools, companies, welfare organisations or sports organisations and their clubs etc. Even more superior results are achieved if campaigns are developed such that the settings themselves can manage and implement them.

Studies have proved that health campaigns need to offer concrete support to individuals in order for them to make changes towards a healthier lifestyle - a strategy known as "individual intervention". Here, the individual is supported, for example, by offers of concrete exercise programmes in the field of fitness and health in a sports club. This strategy is further developed in section B "Health Sport Strategy."

General physical activity and healthy diet campaigns are normally professionally planned and organized large-scale concepts generally carried out with support from professional agencies. Normally, no one single sports organisation is able to manage such a project on its own. Additionally, the campaign is frequently based on governmental initiatives with financial resources linked to particular needs and obligations. Due to different players on the ground, these kinds of programmes need strategic partnerships and confidential networking within a well-defined working structure. It is essential that ISCA member organisations that become involved in the programme, find their own identities and strengths in such a partnership programme.

Based on its own needs, resources and opportunities, the ISCA organisation has to carry out its own programme part with its own mark, services directed to their members inside the federation.

Therefore, it makes sense to focus on specific target groups that the organisation is in good contact with, for instance children, families and elderly people.

One of the central elements of the ISCA health programme is to **support the co-operation and campaign ability of member organisations through goal-oriented measures**. ISCA itself will do its utmost to link the programme and the activities of the member organisations meaningfully and effectively to other international programmes and projects.

B. Health Sports Strategy

In addition to general efforts toward improving the quality of life through more physical activity and a healthy diet via widespread campaigns and projects, a special sector has emerged. In very goal-oriented, methodical and well-planned ways, this area aims to achieve health promotion effects with carefully chosen contents.

The development of health promotion activities of this second sector is based on the assumption that generally beneficial and specific health effects cannot be expected exclusively through exercise activities

54 large world-wide studies have proved that physical exercises and sports have an extremely positive and singular effect on health and fitness if exercise programmes are structured and goal-oriented towards a particular purpose. This is specially so when various quality criteria relating to the duration, scope and intensity of activities are taken into account.

A worldwide, differentiated and economically profitable market has been set up with these kinds of special health and fitness related programmes. Organized popular sports also have good market opportunities. And what is more, organised popular sports also have a socio-political obligation in becoming engaged in this specific area.

Hesitating at first, national “Sports for All” organisations have become more active in tackling this challenge. This is largely due to the realization that the greatest potential for development for their own organisation probably lies within fitness and health sport. However, involvement in this area of sports offers also brings about new challenges for many “Sports for All” organisations, particularly because there is demand for a certain standard of quality of exercise offers, coaches and trainers. Not least due to professional and commercial competition. Likewise, a high degree of flexibility is necessary due to fast-changing exercise trends and new research.

Thus, the development of health campaigns based on the “setting strategy” combined with individual intervention through structured, goal-oriented exercise programmes could be an effective way for sports organisations to combine sports and health. With such holistic campaign planning, special importance is given to the qualification of the national member organisations of ISCA towards an active involvement in large campaigns for health promotion, and for the development of a specific health-oriented exercise programmes.

A second element of the ISCA programme is aims at **motivating and qualifying member organisations to get involved in health sport strategy and to assist them in raising their profile even more in this field.**

As ISCA foresees future possibilities in this sector for interested member organisations, the organisation decided to focus on health and give it a higher priority. The health programme “Health Care and Health Promotion – by means of Physical exercise and a Healthy Diet” was presented to and accepted by the Executive Committee at the meeting on 4 February 2006.

V. Service offers

ISCA service offers to member organisations fall within the following 5 categories:

1. Consultancy Services
2. Educational Services
3. Network and Information Sharing
4. Political Lobbying and Fundraising
5. Future Services

1. Consultancy Services

- Making expert consultants available to member organisations to assist in the development of national strategies to develop the area of “health and sport”
- Assisting member organisations with little or no experience in developing their own original campaigns.

2. Educational Services

- Carrying out general congresses, conferences and seminars on health
- Carrying out specific seminars and workshops on health within education and training as well as continuing education for trainers and coaches working in the area of “health and sport”

3. Network and Information Sharing

- Development of a network of partners with previous experience in developing or participating in their own health promoting national campaigns through physical activity. Including partners with a special interest in the health area.
- Facilitating the efficient sharing of lessons learnt, past experiences and benchmarking

4. Political Lobbying and Fundraising

- Presentation of the programme to umbrella organisations that consider the promotion of health on the political agenda important, in particular UN, WHO, EU and to foundations committed to the goal of the programme
- Contact and agreements with other organisations within “Sport for All” to co-operate and co-ordinate “health and sport” initiatives
- Fundraising for projects with the member organisations of ISCA

Other services to be developed in the future are:

5. Future services

- Supporting scientific activities within “health and sport”, amongst others through the initiation of an international, scientific competition
- Compilation of a catalogue with current topics and competent experts and speakers for the education, training and continuing education of coaches and trainers as well as for “health and sport” management at a national level
- Development of a curriculum for certification of “health and sport” trainers and coaches to be used by member organisations
- Initiation of a competition for the distinction of federations and associations, who are active within “health and sport” in a particularly intensive high-quality way
- Development of a quality distinction system for fitness and health offers based on a set of fixed quality criteria
- Production of a synopsis for national and international programmes within the field

The overall list of planned measures as outlined above will be implemented according to available resources. In this way, ISCA will use the organisation’s own means in addition to public and/or as private contributions given. However, ISCA is also dependent on the solidarity of its member organisations, which means that the organisations must be ready to take over tasks and make available some of their own resources. For a number of measures, the “International Academy of Sport for All” (IASFA) could be used.

VI. Perspectives and Invitation

ISCA now presents the “Health Care and Health Promotion – By Means of Physical Exercises and Healthy Diet” programme to members and invites all members to participate. The common goal is the promotion of healthy lifestyles through physical activities.

Your organisation can participate in the “Healthcare and Health promotion programme” in the following ways:

- Participate in conferences and seminars
- Request specific consultancies - advice and inspiration
- Share your national activities and campaign information
- Join the health programme working group
- Join international projects with external funding

Participate in conferences and seminars

Already now a number of conferences and seminars are planned for the coming years. These events are open to participants from your organisation. The conferences and seminar invitations will be sent directly to organisations showing an interest in this program and will be published in the ISCA Newsletter.

Request specific consultancy – advice and inspiration

If you need a specific consultancy for inspiration to and the development of national activities and campaigns, we can offer you experts who can meet your needs for advice and inspiration. If you want to request a consultancy, please contact the ISCA office.

By now such consultancy partnerships have been established between Germany and Denmark, and Germany and Slovenia.

Share national activities and campaign information

If you have already been active in this field or are preparing activities and campaigns, we kindly ask you to send a short description of the activity/campaign to the ISCA office. For the purpose promoting your national activities and sharing experience from other countries with you, ISCA will compile and present the different health initiatives run by or involving sport for all organisations.

Join the health programme working group

If your organisation has a specific interest in health activities, we encourage you to join the health programme working-group. The working group will develop the different components of the future programme, and thereby will decide the priorities of the programme.

We expect the working group to meet once or twice a year and, will between these meetings, communicate on-line.

The programme outline has been prepared by a small working group consisting of the programme leader ISCA vice president Herbert Hartmann and the staff at the ISCA office.

Join international projects with external funding

We foresee the opportunity of external funding opportunities in the near future. (for example from the European Commission). ISCA's fundraising unit is following the development of the funding possibilities, and will provide interested organisation with relevant information, when a funding opportunities arise.

If you are interested in joining the international project on health, please notify the ISCA office. The office will contact you, when a funding opportunity occurs.



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