



ISCA Health Programme

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



● ISCA Health Programme - March 2006

2

HEALTH PROGRAMME

ISCA Health Programme

Strengthen Sports for All Organisations' health promotion activities

Network and knowledge sharing on national health and physical activity initiatives

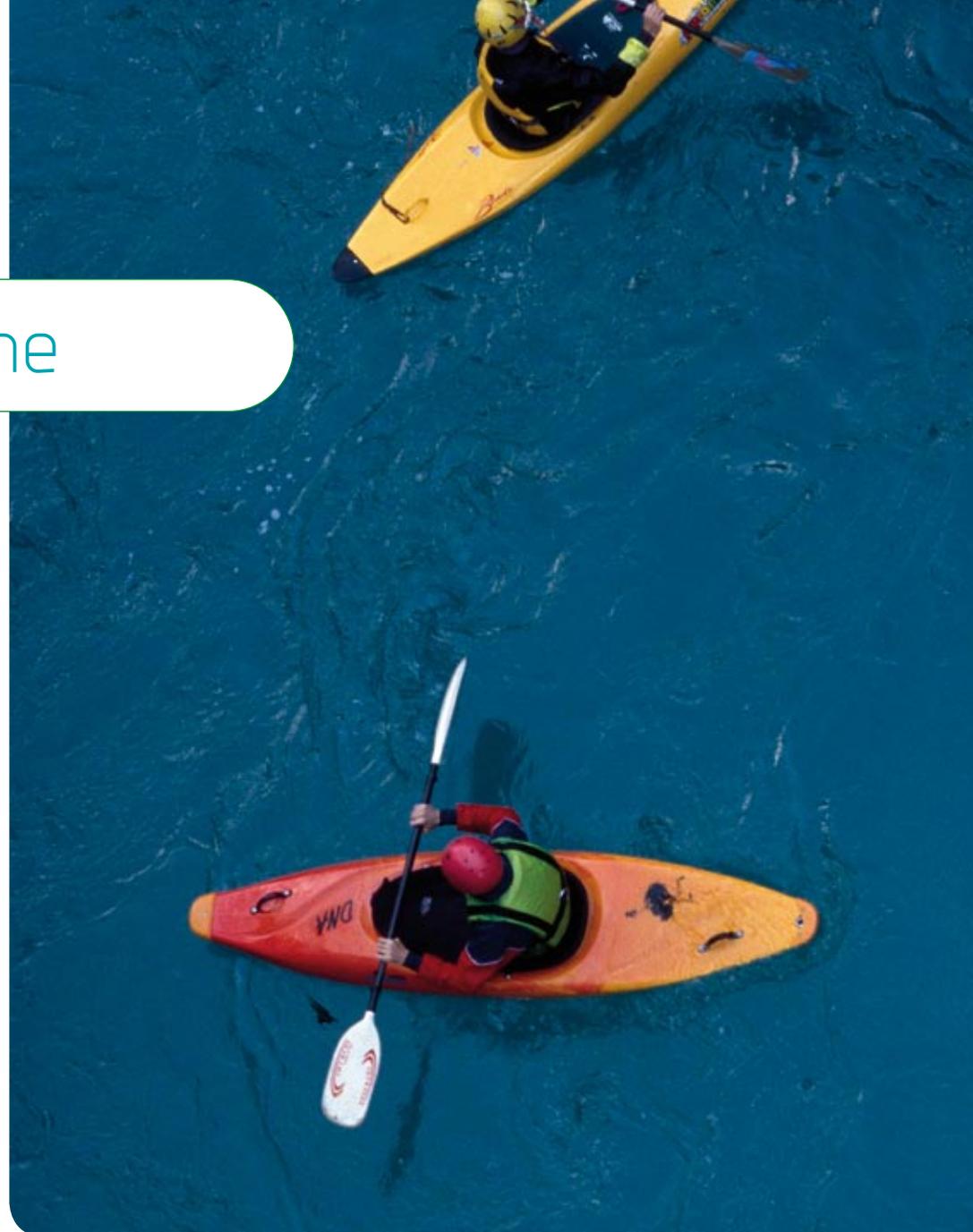
Focus on the powerful role of SFA organisations in health promotion

Raise awareness for the need for SFA organisations to support WHO and EU health strategies

Develop, expand and strengthen SFA competencies within health promotion

Health Promotion through Physical Activity

● **ISCA Health Programme - March 2006**



A young girl with long brown hair, wearing a black and red swimsuit, is captured mid-air as she jumps into a body of water. She is smiling and has her arms outstretched. The background shows a clear blue sky and a line of green trees on the far shore.

Health Promotion through Physical Activity

Alarming increases in poor health around the world has put more and more focus on people's tendencies to eat badly and exercise less.

According to the WHO, physical activity is probably one of public health's most cost effective weapons.

Sports For All organisations have ideal «active settings» for health promotion through physical activity. They are in a strong position to support EU and WHO strategies on Diet, Physical Activity and Health.

Developing strong networks and strengthening SFA capacities within health promotions makes these organisations powerful partners in raising awareness of the need for healthier lifestyles through physical activity.

Core Elements of the Health Programme

Supporting and strengthening SFA organisations' activities in developing national programmes for the promotion of health improving physical activity

Breaking down barriers to physical activity by reducing fear of participation

Developing, widening and increasing health oriented physical activity programmes to a broader range of the population.

● ISCA Health Programme - March 2006



4 Strategy Areas

ISCA health programme strengthens capacity in 4 strategic areas

1. Consultancy
2. Education
3. Network
4. Awareness raising

6

Consultancy

Expert consultants to help develop SFA organisations' national health and physical activity campaigns

Practical support for SFA organisations to develop/strengthen their own original health and physical activity campaigns

● **ISCA Health Programme - March 2006**





Education

Congresses, seminars and conferences with health and physical activity elements/themes

Seminars and workshops for physical activity/sports trainers and coaches working in the area of health

Network

Developing a network platform for sharing past experiences and lessons learnt

Developing benchmarking and best practice for SFA national health and physical activity promotion campaigns

● ISCA Health Programme - March 2006



Awareness Raising

Programme presentation to interested partners

Agreements with other SFA organisations to cooperate and coordinate health and sport initiatives

Fundraising assistance



Success Stories

Some Sports For All Organisations' National Health Initiatives

UISP, Italy – Let's give us a move: new active lifestyles for children and families

USEP, France – Ma santé en jeux –
➔ www.usep.org

Peb, Germany – In Equilibrium for a Healthy Life –
The German Strategy for the Prevention of Obesity
Among Children and Young People
➔ www.ernaehrung-und-bewegung.de

● **ISCA Health Programme - March 2006**





Participation

- P**articipate in health conferences, seminars, workshops
- U**se consultancies to start up SFA organisation national health and physical activity campaigns
- S**hare SFA national health and physical activity campaign initiatives



Contact

For more information, contact:



International Sports and Culture Association

Tiegtensgade 65
DK - 1704 Copenhagen V
Denmark

Tel: (+45) 33 29 80 26
Fax: (+ 45) 33 29 80 28
E-mail: info@isca-web.org
Web site: www.isca-web.org