

# MOVE PROJECT

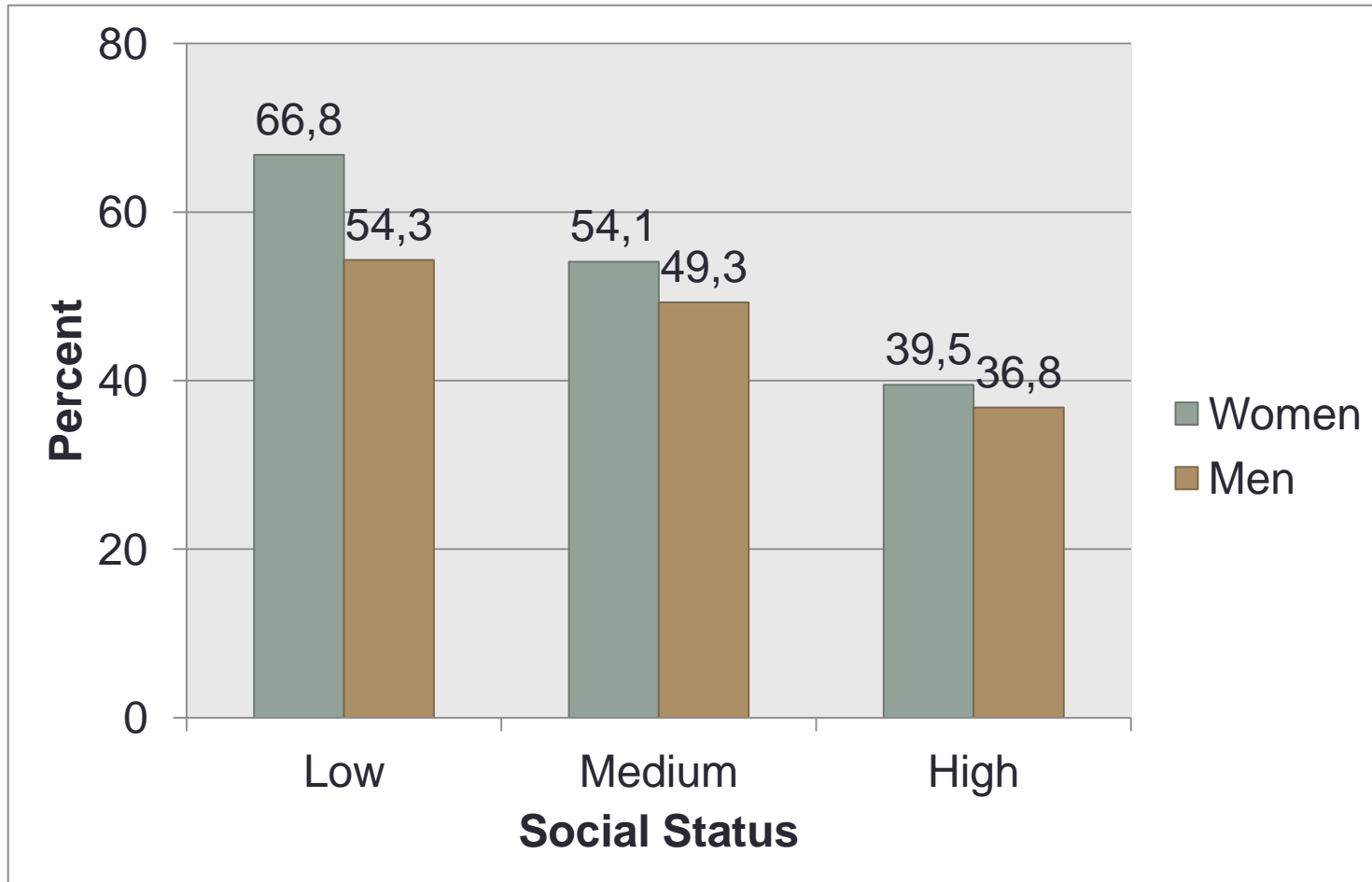
## Building Capacities To Serve Socially Disadvantaged Groups

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Prof. Dr. Alfred Rütten, Director  
Institute of Sport Science and Sport  
Friedrich Alexander University, Erlangen-Nürnberg



# Why Socially Disadvantaged Groups?



**Percent of women and men who engage in little or no physical activity according to social status in Germany**

Frahsa, et al., LIGA.NRW Focus 12 ( 2011) nach Rütten et al., RKI Themenheft Körperliche Aktivität (2005)

# Barriers to Physical Activity Participation in Socially Disadvantaged Groups

- Life challenges
- Living conditions
- Lack of supportive structures
- Lack of environmental opportunities

WHO Europe Physical Activity Promotion in  
Socially Disadvantaged Groups: Principles for Action: Policy Summary (2013)

# For Example: Women in Difficult Life Situations

## *Barriers to physical activity*

- Child care (lack of, high costs)
- Lack of time and money
- Lack of social support
- Inadequate offers
- Lack of access to facilities



# Why Sports Organizations?

- Nationwide existence of 90.000 sports clubs in Germany
- Manifold infrastructures
- Wide expertise
- Qualification options
- Open participation structures – need for voluntary engagement
- Ideology of open access for all population groups
- Low membership fees



# Challenges for Sports Organizations

- Structures primarily serving the interests of members
- Insufficient access to physically inactive and socially disadvantaged populations
- Vague understanding of benefits
- Narrow personal resources due to voluntary work
- Unsuitable infrastructures for target groups



# Building Capacities



FRIEDRICH-ALEXANDER  
UNIVERSITÄT  
ERLANGEN-NÜRNBERG



**ISS**

Institute of  
Sport Science  
and Sport



# 8 AP Organizations & 15 CP Organizations

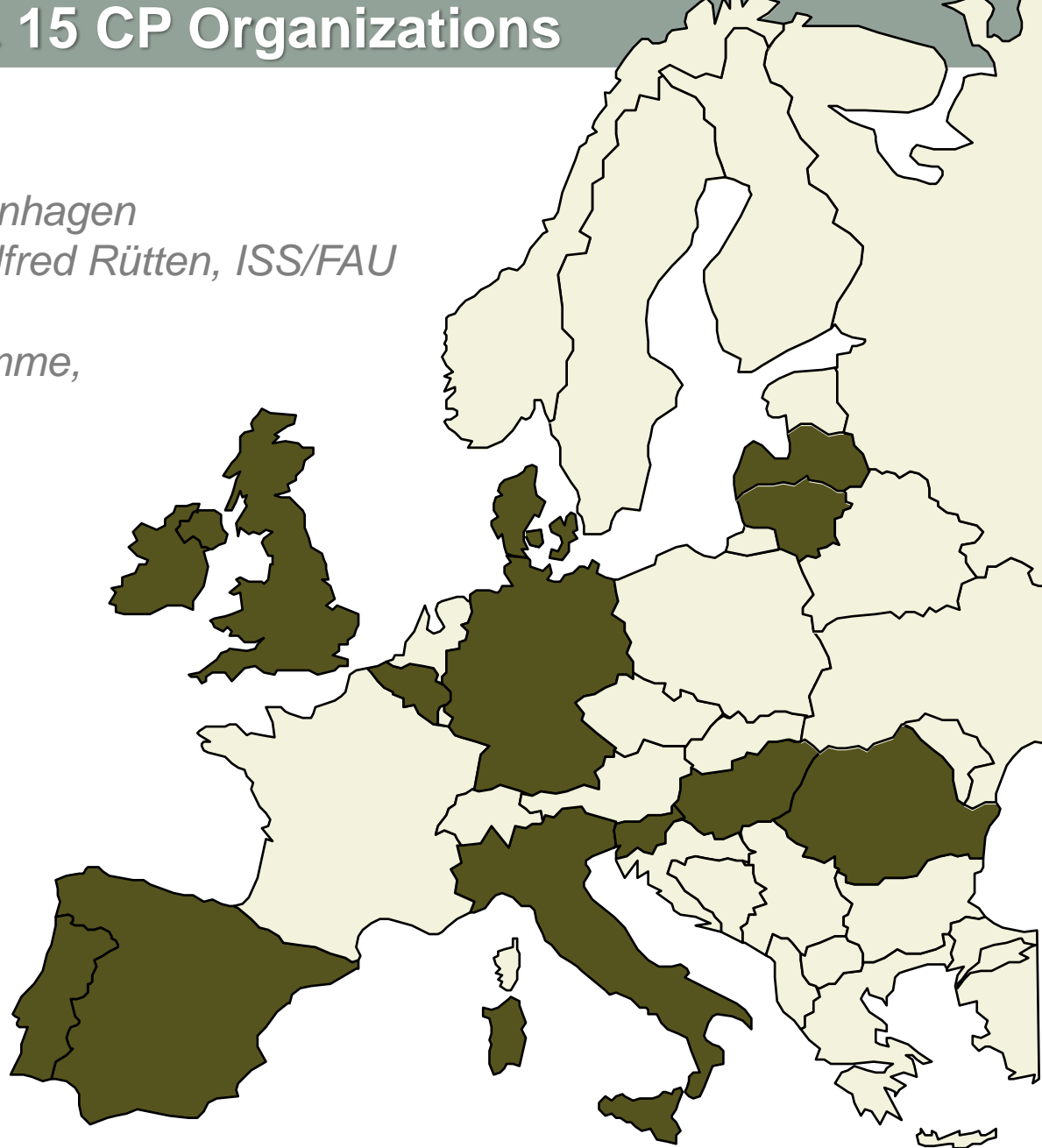
*Project Coordinator: ISCA, Copenhagen*

*Scientific Coordinator: Prof. Dr. Alfred Rütten, ISS/FAU*

*Funding Scheme: Health Programme,  
2008-2013*

*Funding Period: 2011-2014*

*EU Co-Funding 676,000€*



*Funding Agency: European Commission,*

*Directorate-General for Health and Consumers (DG SANCO)*



# MOVE Project Activities

- Good Practice Handbook and Guidelines
- Capacity Assessment & Development
- 15 Pilot Projects in 13 EU Countries
- MOVE Congresses

# Capacity Assessment & Development

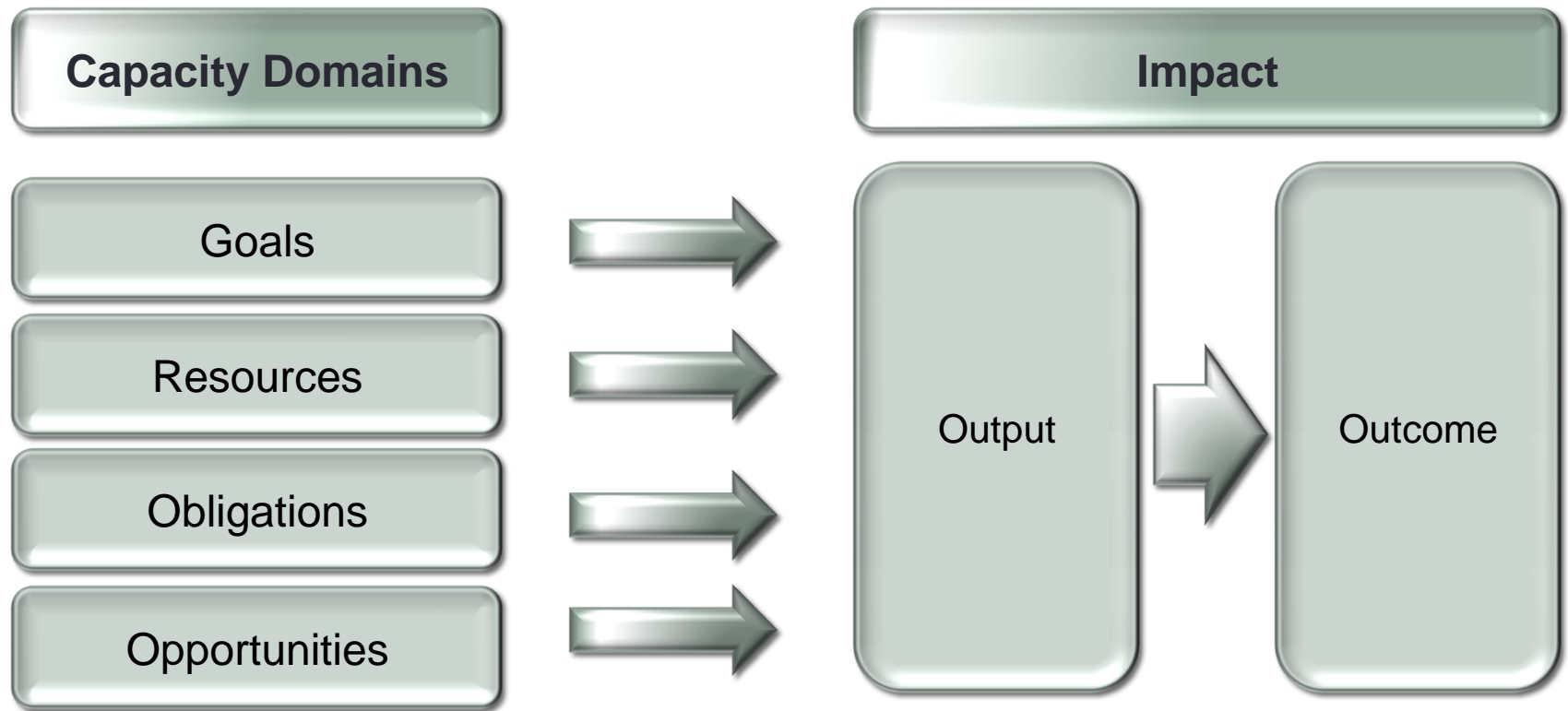
## Associated Partners

- Preliminary capacity assessment and feedback
- Networking opportunities
- Mentoring opportunities
- Closing assessment

## Collaborating Partners

- Preliminary capacity assessment and feedback
- Networking opportunities
- Implementation of Pilot projects
- Closing assessment

# Capacity Assessment Framework- ADEPT



# Assessment to Development

## Capacity Assessment

- Focus Groups
- 25 Interviews
- 23 MOVE Partners
- Analysis

## Good Practice Assessment

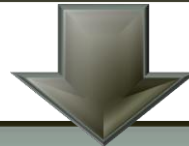
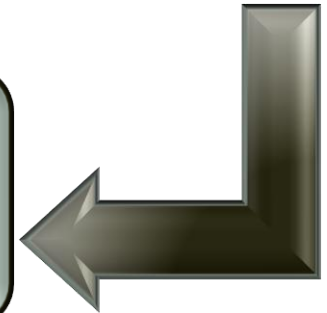
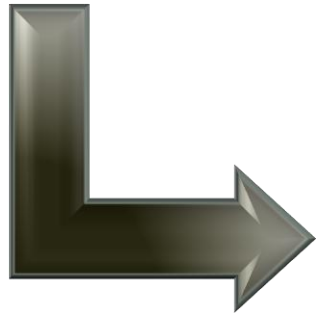
- Preliminary Analysis of Good Practice Collection
- Questionnaires CPs
- Analysis

## September Workshop

- Findings for APs
- Good Practices for CPs

## Pilot Project Mobilization

- NETWORKING
- SUSTAINABILITY
- QUALITY MANAGEMENT



# Workshop Elements

## Associated Partners

### **Findings from Capacity Assessment**

- Unspecific Goals
- Funding and Policy Barriers
- Health Sector Challenges
- Role of Volunteers
- Competitive vs. Non-Competitive Sports Model

### **Case Consultancy**

- Goal Specification

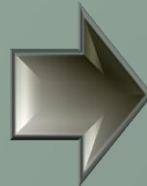
# Workshop Elements

## Collaborating Partners

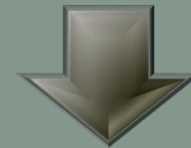
### **Findings from Good Practice Assessment** (in accordance with Capacity Assessment)

#### **Operationalize Findings through Pilot Projects**

- Networking
- Sustainability
- Quality Management



**Proposed**  
Organizational Mentors



**Finalized**  
Shared Mentorship  
Online Forum

# Implementation of Good Practice Elements

- **Learning Partnerships to an Online Forum**  
International Networking and Learning Partnerships  
Development of Position Paper
- **ISS Visits**  
Localized Networking and Partnership Building

# MOVE Online Forum

- **Communication Platform/Online Forum**

Idea for a communication platform was discussed in a collaborative effort at the MOVE Partner meeting in Erlangen

- **Content**

Online forum categories and discussion topics were based on analyses of pilot project information and good practice element assessments

- **Facilitation**

Sending out activities and tasks, follow-up calls, reminder emails and online forum consultation



# MOVE Online Forum

## **Shared Mentorship Expert Advice Offers by CPs**

- Networking – 9 Posts by CPs
  - Views Ranging from 7 to 21
- Sustainability – 3 Posts by CPs
  - Views Ranging from 8-12
- Quality Management – 4 Posts by CPs
  - Views Ranging from 4-8

# MOVE Online Forum

## **Shared Mentorship Good Practice Challenges and Solutions**

### Networking – 5 Topics Posted for Discussion

- Views Ranging from 53-60
- Replies Ranging from 4-8

### Sustainability – 5 Topics Posted for Discussion

- Views Ranging 35-76
- Replies Ranging from 3-7

### Quality Management – 6 Posts by CPs

- Views Ranging from 13-37
- Replies Ranging from 0-2

# MOVE Online Forum

## **Shared Mentorship Position Paper**

### Task 1: Successes

- 19 Posts
- 102 Views

### Task 1: Challenges

- 16 Posts
- 63 Views

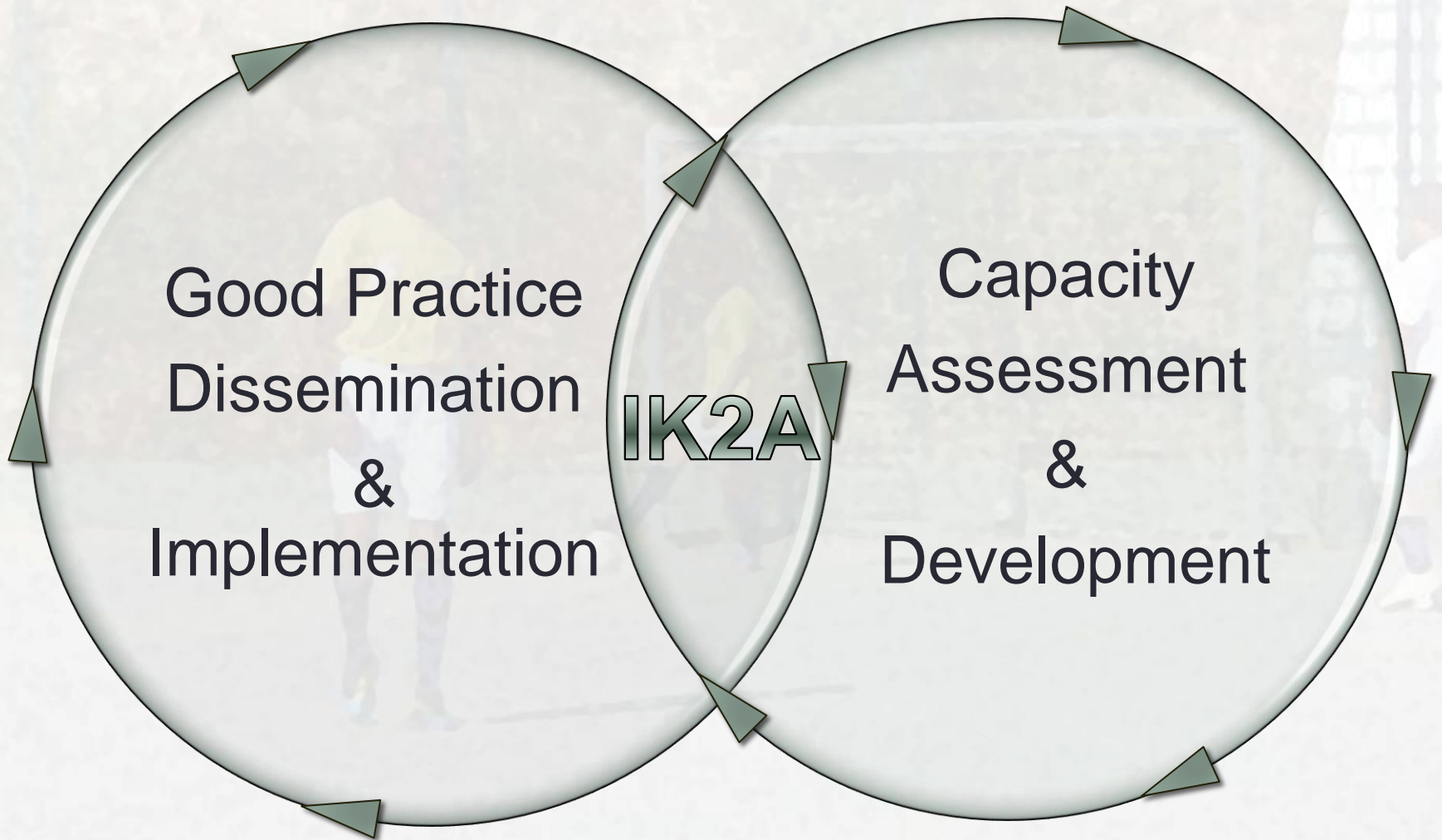
### Task 2: Action Suggestions

- 14 Posts
- 63 Views

# Research Process & Evaluations

- Good Practice Implementation
- Online Forum Participation
- ISS Visits
- Position Paper Development and Implementation
- Overall Capacity Changes

# Intersection of Activities





# ***Thank You!***