ENGAGING SOCIALLY DISANTVANTAGED GROUPS
IN SPORT AND PHYSICAL ACTIVITY
Parallel Session 2 - Oct, 17th, 2013

Barcelona, Spain - 16-19 October 2013
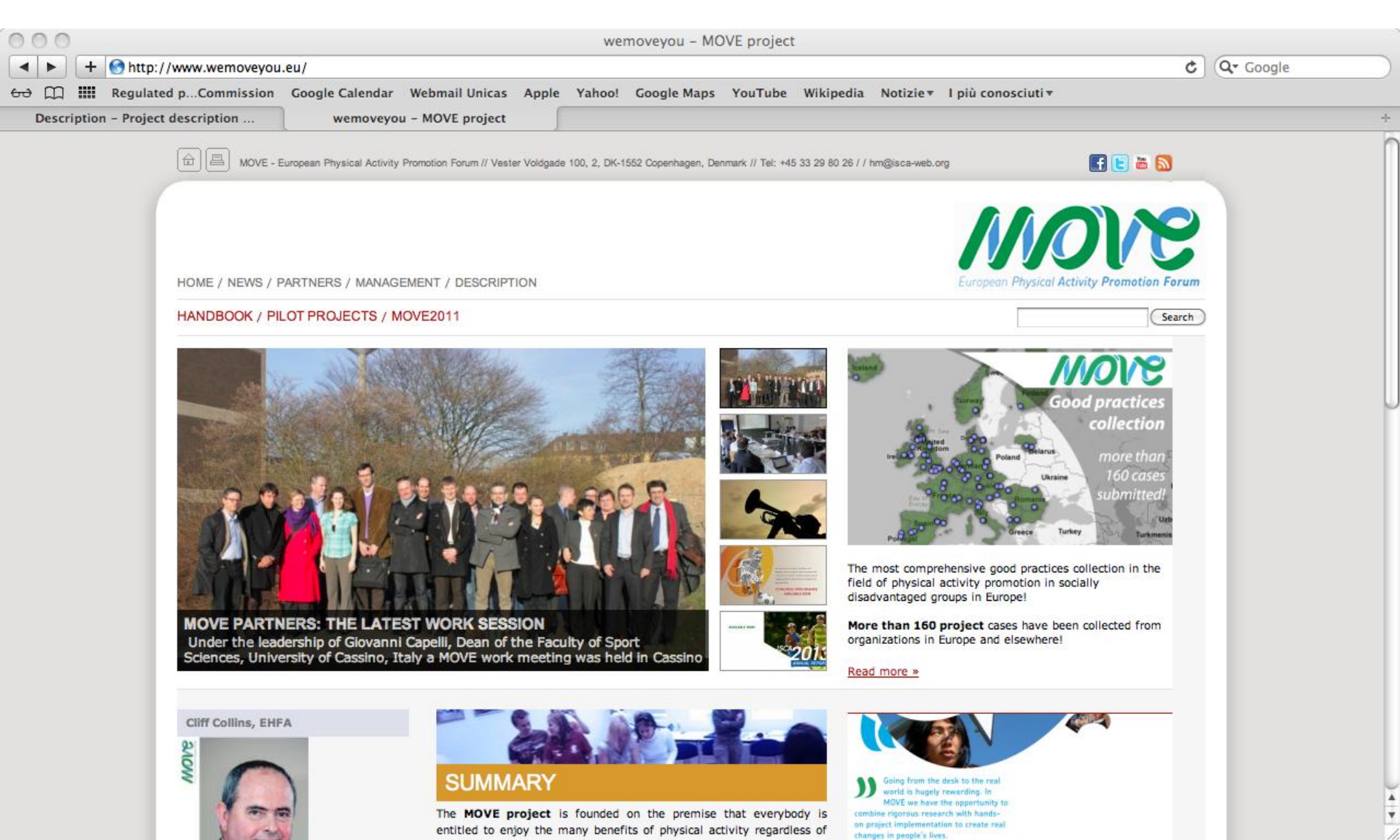
Physical activity in socially disadvantaged people:
Lessons from the MOVE project

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-> www.wemoveyou.eu

The Move Project – ISCA

Financed by the European Commission's Executive Agency for Health and Consumers (EAHC)

▸ 6 Work Packages (WP)
- *WP1 – Coordination*
  - *La (Leading agency):* ISCA
- *WP2 – Dissemination*
  - *La:* ISCA
- *WP3 – Evaluation*
  - *La:* Johan Wolfgang Goethe University, Frankfurt
- *WP4 – Identification and valorisation of best practices*
  - *La:* University of Cassino & Southern Lazio
- *WP5 – Mobilization*
  - *La:* ISCA
- *WP6 – Pilot actions*
  - *La:* Friedrich-Alexander-University Erlangen-Nuremberg

MOVE Associate Partners

- 4 universities:
  - *Friedrich-Alexander-University Erlangen-Nuremberg, Erlangen, Germany*
  - *Johan Wolfgang Goethe University, Frankfurt, Germany*
  - *University of Cassino and Southern Lazio, Italy*
  - *Center for Sports and Architecture, Copenhagen, Denmark*

- 5 umbrella organizations:
  - *European Health and Fitness Association*
  - *European Confederation for Sport and Health*
  - *Federation of the European Play Industry*
  - *Streetfootballworld*
  - *International Sport and Culture Association*

MOVE Collaborating Partners

- German Gymnastics Federation - DTB, Germany
- Italian Sport for All Association – UISP, Italy
- Oltalom Sports Association (member of SFW), Hungary
- Latvian Trade Sport Association – LTSA, Latvia
- Lithuanian Culture and Sport Association – NEMUNAS, Lithuania
- The Netherlands Institute for Sports and Physical Activity – NISB, the Netherlands
- Sports Union of Slovenia – SUS, Slovenia
- Street League (member of SFW), United Kingdom

WP4 – Collection of Good Practices
What We Have Done

- Extensive literature review
- Submission form to collect data
- Call for good practices launched at MOVE2011 congress in Paris
  - *Dissemination of call through partners and their networks*
  - *Time frame: Late October to end of June 2012*
  - *162 Practices gathered, 146 eligible for the project*
- Practice review process
  - *Each practice was analysed in relation with the criteria adopted for the definition of good practices and assessed by referring to a maximum score of 60 points*
    - Following an Evidence-based assessment tool
- Selection of "Relevant" practices
  - *109/146 practices were evaluated with a score of 31+ (>50% of the available score)*
    - The remaining 37 suffered mostly for incomplete description issues

European Physical Activity Promotion Forum

A. General information

Contact person	
First Name	
Last name	
Organisation	
Role in the organisation	
Address	
Telephone number	
E-mail	
Web link	
Skype id	

Please provide a short description of your organization (approx. 200 words).
(e.g. type of organization – public, private, NGO etc., activities, mission and vision, size and number of employees)

Project information	
Name of the project	
Start date	
End date (or expected end date)	
Please provide a short and general description of the project (approx. 200 words)	

Please indicate the geographical scope/coverage of the project.
Please tick (✓) and provide a short description of the geographical scope.
(e.g. name of the location where the project is implemented and main features)

	✓
1. Regional/Local	
2. National	
3. European/International	
Short description	

Please describe the main setting where the project is implemented.
Please tick (✓) and provide a short description of the setting.

	✓
1. Community/Neighbourhood(s)	
2. School/Kindergarten	
3. Workplace	
4. Health care setting/Hospital	
5. Outdoor environment	
6. Sports club(s)	
7. Urban setting	
8. Other (please specify)	
Short description of setting	

B. Approaches and key activities

Please describe the main goals of the project.
(approx. 200 words)

Please describe briefly what information was used to design the project (approx. 200 words).
(e.g. current scientific evidence, theoretical models, previous projects, opportunity for external funds/mandate, practical experience, information about the social, cultural economic background of target group)

Please describe the key activities implemented in the project (approx. 200 words).
(e.g. actions undertaken, specific interventions implemented)

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C. Target group

Please describe briefly the main target group of the project (approx. 100 words).

Please indicate (✓) the age group(s) and gender(s) targeted in the project.

	Gender		
	Female	Male	Both
Early years (0–4 years)			
Children (5–12 years)			
Young people (13-19 years)			
Young adults (20-40 years)			
Adults (41–64 years)			
Older Adults (over 65 years)			
All age groups			
Other, specific age group (please specify)			

Please indicate the way in which the main target group(s) of the project is socially disadvantaged.
Please tick (✓) the main social disadvantages (max. 3) addressed by the project and provide a short description of each of them.

Group(s) socially disadvantaged in relation to:	✓
Income	
Employment	
Education	
Gender (male or female)	
Ethnicity	
Religion	
Migrant status	
Social opportunity (e.g. access to cultural activities)	
Deprived neighbourhood	
Other disadvantage (please specify)	

Short description

Did you explicitly formulate inclusion/exclusion criteria for the project?

Yes	
No	
Do not know	

If yes, please describe how the criteria were formulated.

Has the size of the overall/eligible target population been determined?

Yes	
No	

If yes, please describe how you measured the size of the overall/target population:

If yes, please give the size of the overall/eligible target population:

Please indicate how many people the project has reached.

Please indicate also what percentage (%) of the participants reached by the project fulfilled the target group criteria (as specified in questions 11 and 12).

_____ % (approx.)

Briefly describe how you estimated the previous values.

At what stage did you consult with the target group regarding the project?
Please tick (✓) and provide a short description of how the consultation was done.

	✓
1. While developing and defining the project	
2. During the project	
3. After the project	
4. While evaluating and monitoring the project	
5. Target group not consulted	
Other (please, specify)	

Short description

Does the project aim to create ownership among stakeholders and participants?

Yes	
No	

If yes, please shortly describe how.

The collected practices

http://www.isca-web.org/english/news/moveingclosertoacomprehensivegoodpracticecollectionineurope
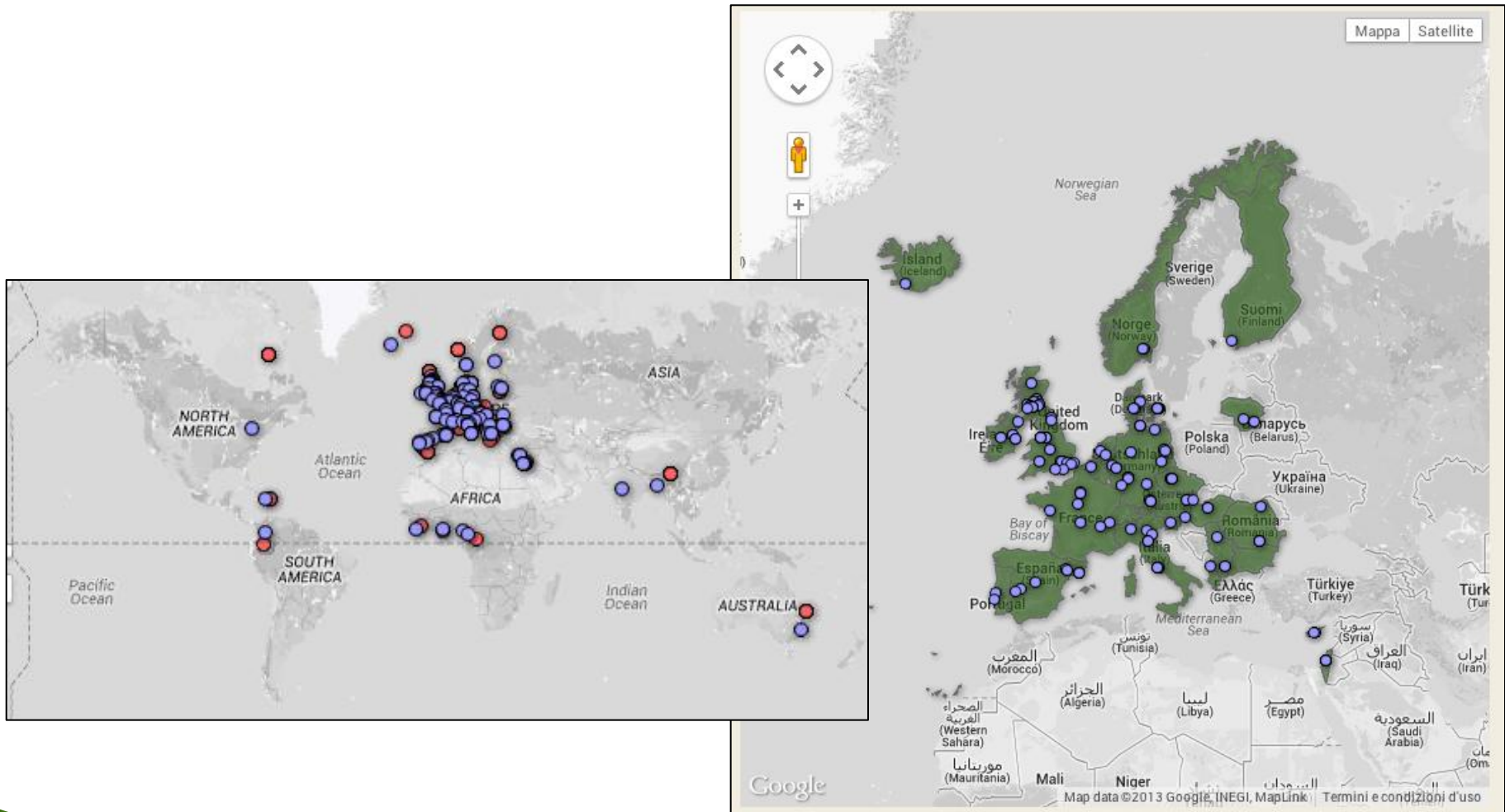
Assessing practices...

Figure 3 Assessment
strategy

```
Collection of
practices ──────→ UniCas(&SL) ──────→ Second level of ──────→ Follow-up phase ──────→ Handbook and
                       │                 analysis                                      guidelines
                       ↓
                  First level of analysis
```

Collection of practices

UniCas(&SL)

First level of analysis

Second level of analysis

Follow-up phase

Group of Reviewers

Handbook and guidelines
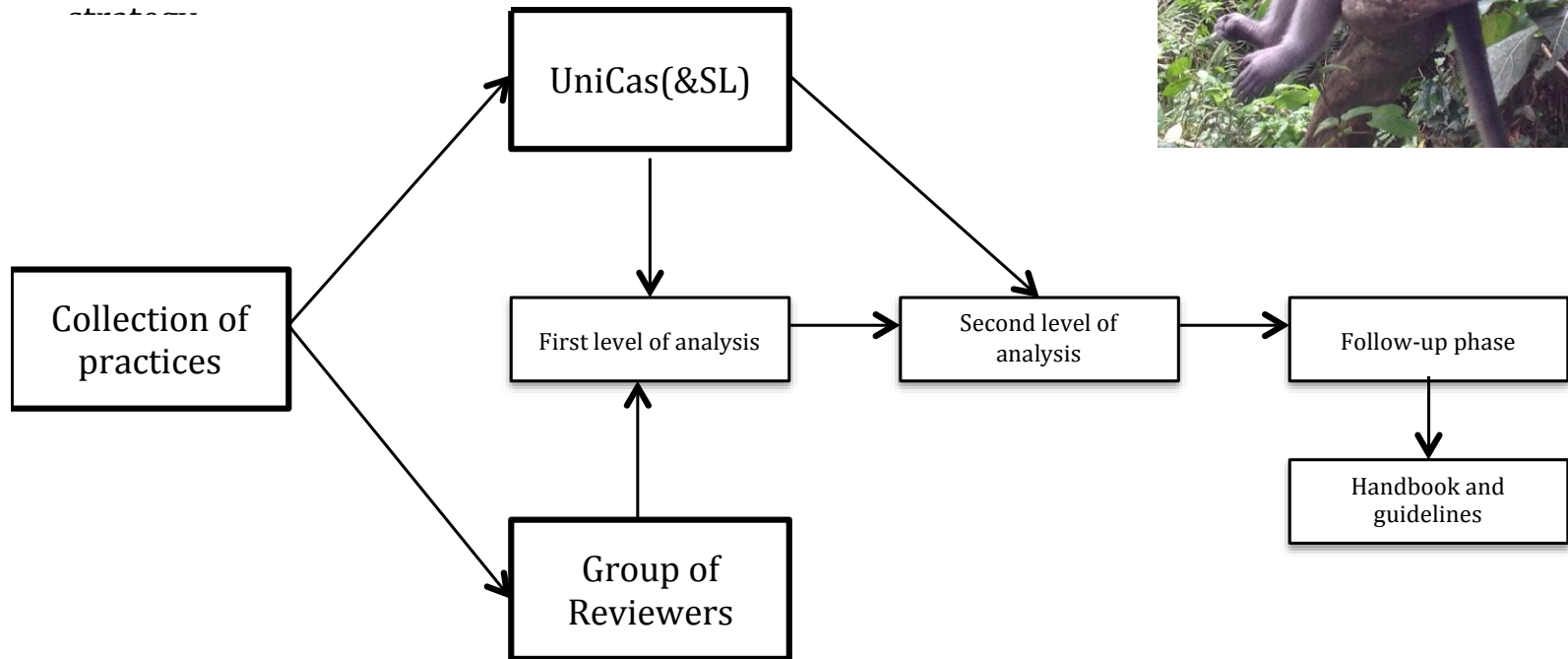
The assessment tool

Assessment tool ver. 1.2

Developed by: UNICALM, UERL and ISCA

Please, indicate the project code:_____

Assessment Quality

The project seeks to promote physical activity among socially disadvantage groups

IND1) Does the project work with socially disadvantage groups?

Yes	No	Partially	Not enough information

IND2) Does the project seek to promote physical activity among socially disadvantage group?

Yes	No	Partially	Not enough information

Demand by the target group for the intervention

IND3) Was the target group consulted regarding the project?

Yes	No	Partially	Not enough information

IND4) Has the consultation taken place in an appropriate phase?

Yes	No	Partially	Not enough information

Theoretical and empirical foundations of the intervention

IND5) Have empirical data been collected for designing the project?

Yes	No	Partially	Not enough information

IND5a) Has experience coming from other projects been used to design the project?

Yes	No	Partially	Not enough information

IND6) Have a system review performed to collect evidence with regard to the problem addressed by the project?

Yes	No	Partially	Not enough information

IND7) Was the information used to design the project appropriate?

Yes	No	Partially	Not enough information

Measurement of the achievements

IND8) Have achievements been measured?

Yes	No	Partially	Not enough information

IND9) Has the methodology used to measure achievements been clearly defined?

Yes	No	Partially	Not enough information

IND10) Do the achievements match the objectives and the expectations of the project?

Yes	No	Partially	Not enough information

Level of awareness concerning the size of the target group

IND11) Have inclusion/exclusion criteria been formulated?

Yes	No	Partially	Not enough information

IND12) Is it clear and appropriate how inclusion/exclusion criteria have been formulated?

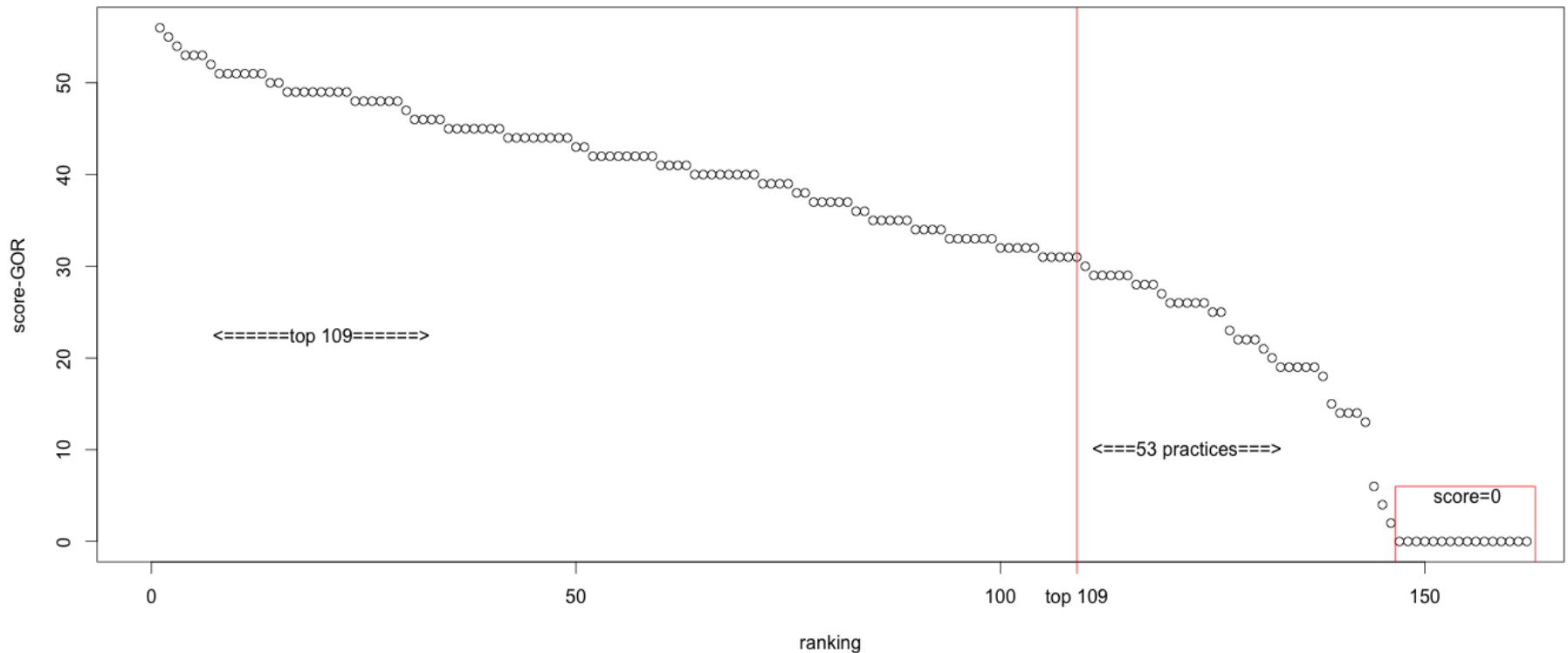| Yes	No	Partially	Not enough information

IND13) Has the size of the overall/eligible population been ascertained?

Yes	No	Partially	Not enough information

IND14) Has a systemic analysis been implemented to ascertain the eligible population?

Yes	No	Partially	Not enough information

Assessment scores of the practices

The 109 "relevant" practices
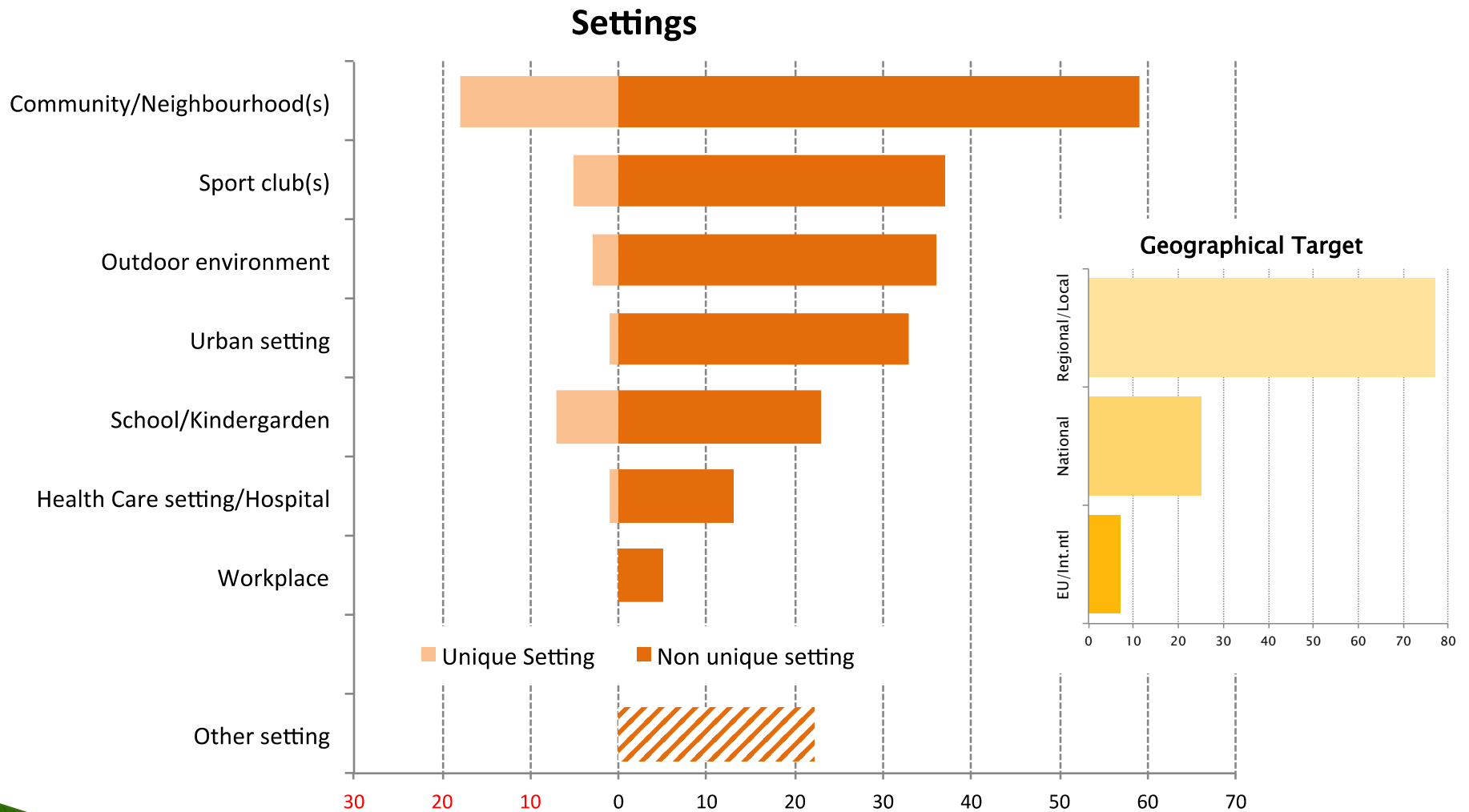
- Typology of organisation
  - *Municipality/Local Authority (with local councils included)*
  - *Local association (association and local organisation, briefcase organisation, etc.)*
  - *Healthcare Organisation*
  - *Social enterprise*
  - *Non Governmental Organisation*
  - *Sports Federation*
  - *University and Research Institute*
  - *Humanitarian organisation*

- Project activities
  - *Coaching programme*
  - *Research and study programme*
  - *Promotion of sport, physical activity and adapted physical activity*
  - *Camp and outdoors programme*
  - *Community development*
  - *Training courses*
  - *Campaign*
  - *Consultation and mentorship for active lifestyle*
  - *Employment promotion*
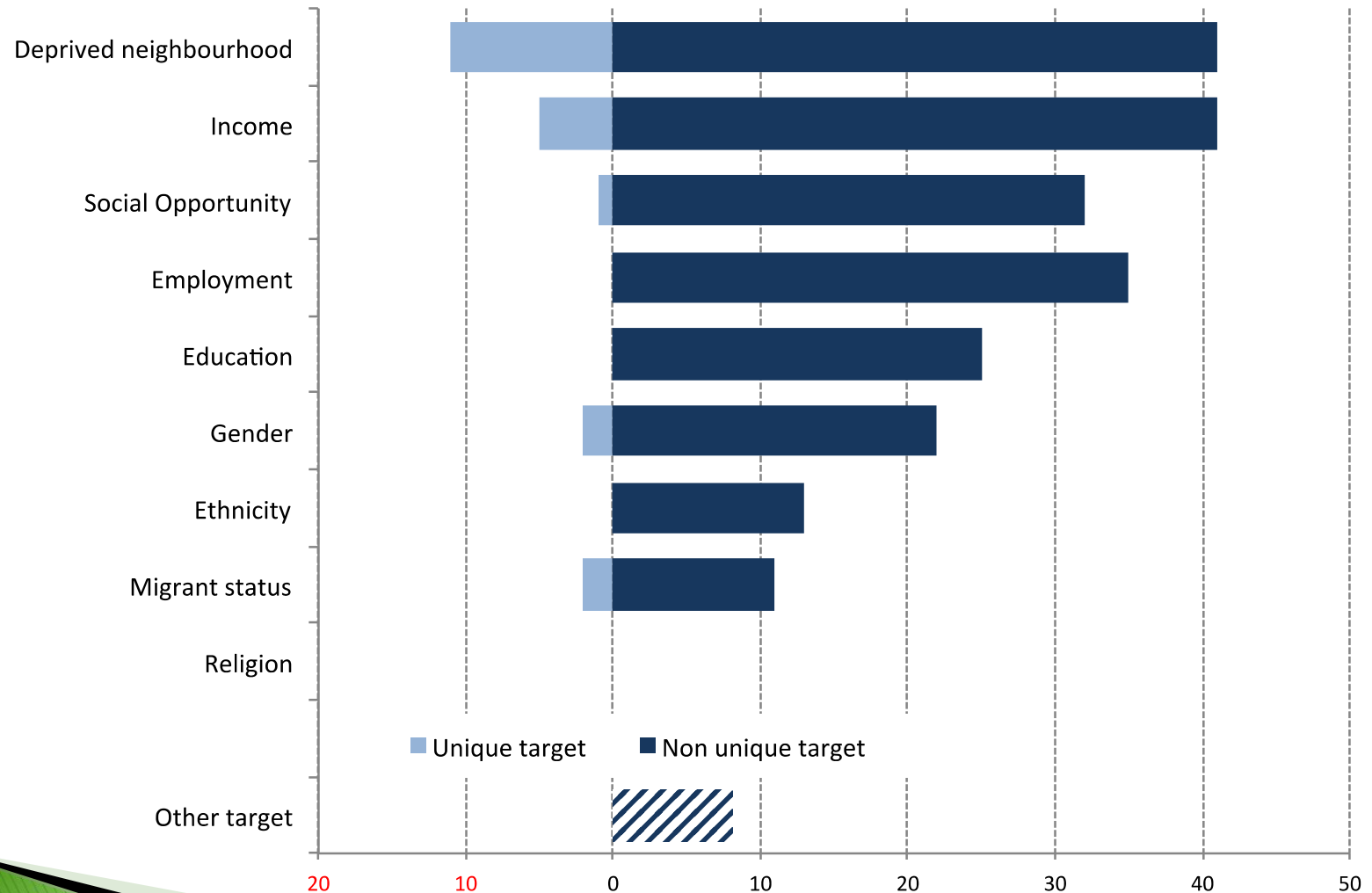 - *Urban renewal and regeneration*
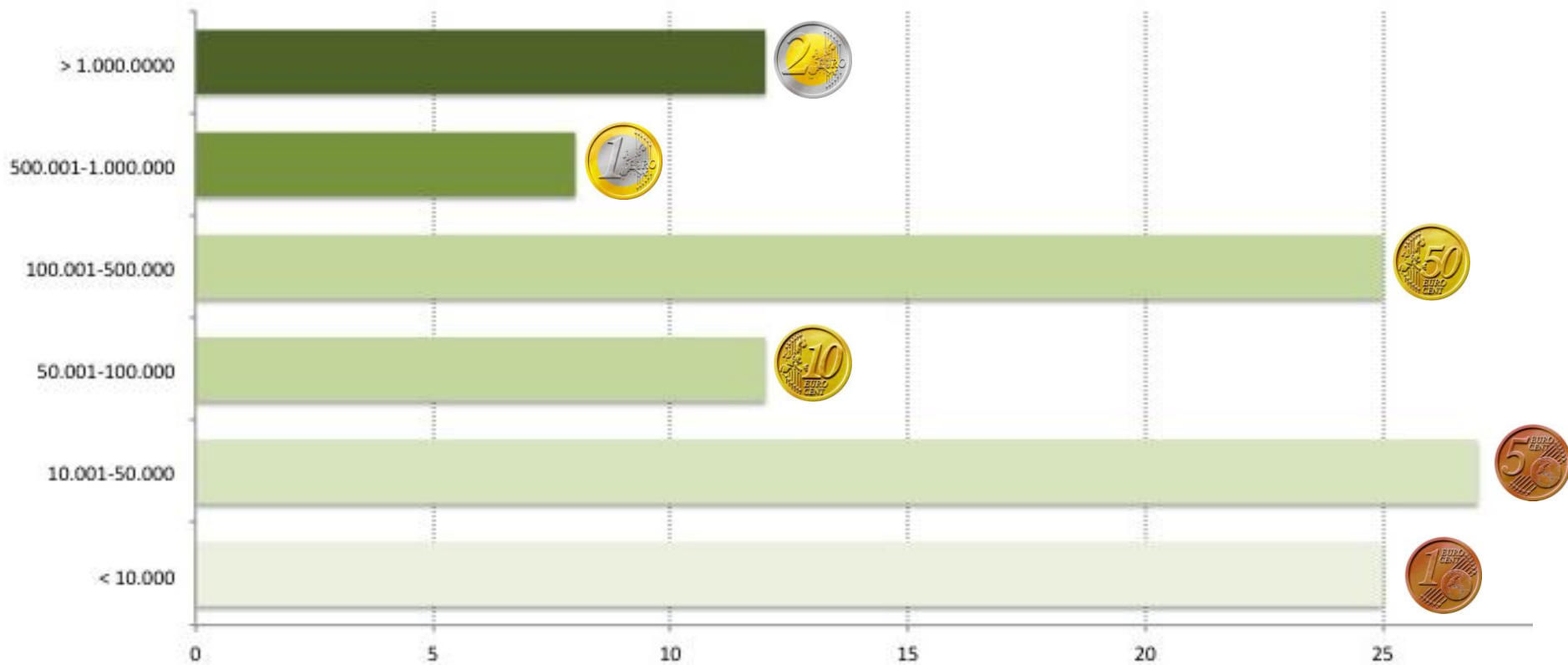
Relevant practices: where?

Settings

- Community/Neighbourhood(s)
- Sport club(s)
- Outdoor environment
- Urban setting
- School/Kindergarden
- Health Care setting/Hospital
- Workplace
- Other setting

Unique Setting ■ Non unique setting

Geographical Target

- Regional/Local
- National
- EU/Int.ntl

Relevant practices: who?

Social disadvantage targeted

Relevant practices: funding ?

Issues in MOVE practices collection

▸ Language Barriers...
▸ Differences among countries:
  ◦ *Social*
  ◦ *Cultural*
  ◦ *Political*
  ◦ *Financial*

The ABC model

- On the basis of data collected, the analysis of the practices and the study of the literature
  - *8 factors have been identified and described as crucial for the quality and effectiveness of a project*
  - *They may be seen as determinants for success*
    - factors that may decisively affect the potential outcome of a program that uses physical activity as a means of social intervention
      - *To "keep it simple", we summarized the 8 factors in items referring to the starting steps of the alphabet:*
        - A, B, C

The ABC factors

- **ADAPT** rules
- **ADOPT** a community

- **BALANCE** participation, education, competition
- **BE** flexible
- **BUILD** a multidisciplinary team

- **CARE** for empowerment
- **CARRY OUT** monitoring and evaluation
- **COOPERATE** with stakeholders

Three (ABC...) recommendations
for policy makers and/or on the ground project managers

- **ADAPT** yourself, take a multidisciplinary approach and be flexible
- **BALANCE** promotion of participation, attractiveness of competition and opportunity for education
- **CARE** about your communities and the right stakeholders
  - *without forgetting to apply a reliable methodology...*

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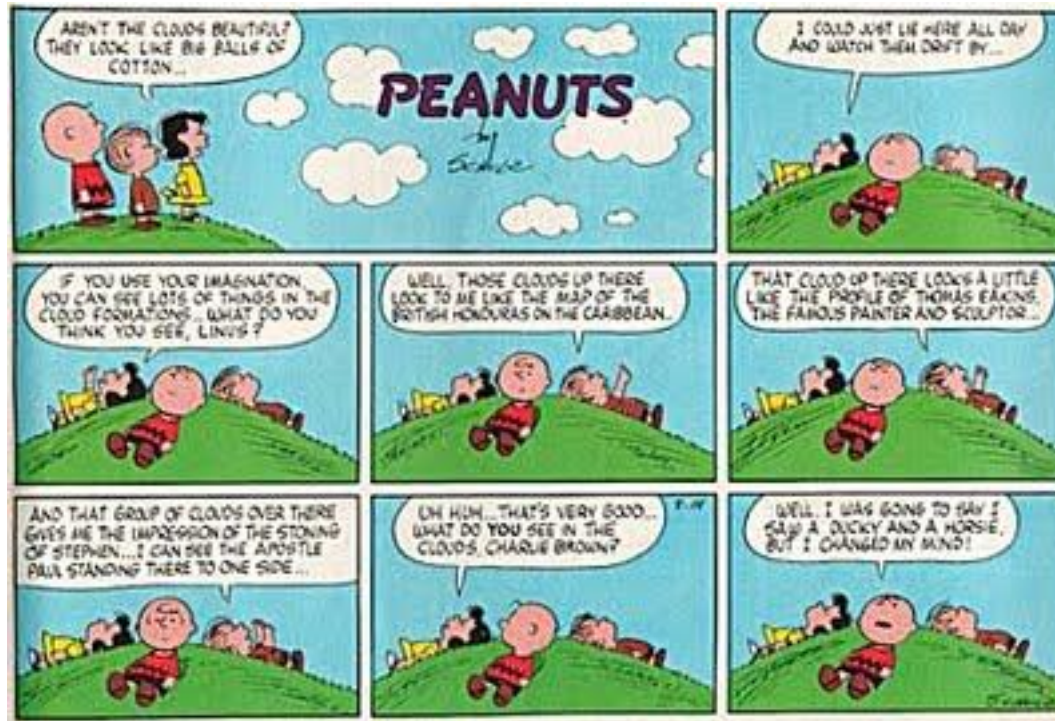
Thank you!

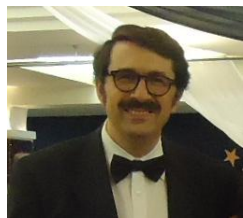**Giovanni Capelli**
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Sociology and Health, University of Cassino and Southern Lazio
Coordinator of the UNICAS unit in MOVE project

Thank you!

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