



TAFISA
The Association For International Sport for All



Utilising the City

Setting to Encourage Participation in Sport for All and Physical Activity

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Significance of City & Community Setting

Today:

- 130 cities with population > 3 million
- 19 mega cities with population > 10 million

By 2050:

- 27 megacities with population > 10 million by
- 70% of population will live in cities (every day increase in urban pop. by 200.000)

City Life Trends:

- Physical inactivity leading to mental & physical disease, in particular obesity
- Fragmentation of community life
- Competition between cities (tourism, population growth)

Significance of City & Community Setting

Nature of Cities:

- Established infrastructure, administration, communications systems etc.
- Effective and economical setting to reach large audience
- Existing and available budget for sport & health based programs

Nature of Communities:

- Biggest sports sponsors
- Location of the built (and social) environments crucial to physical activity

Significance of City & Community Setting

12th World SfA Congress „Sport for All – for Life“ Final Declaration:

Call for governments and public authorities to:

- ✓ Focus on Sport for All and physical activity (SAPA) in health policy
- ✓ Account for health, social and economic benefits of SAPA in policy making
- ✓ Recognise importance of community SAPA
- ✓ Consider SAPA as an investment, not a burden



„Triple AC“ or „3AC“

in cooperation with IOC



INTERNATIONAL
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TAFISA Triple AC Program

Recognising and rewarding the use of the city and community settings to help citizens become active!



Triple AC Program Aims

1. Encouraging active living via:
 - Triple AC Rating (recognition)
 - Triple AC Awards (reward)
2. Establish a network of Active Cities/Communities
3. Provide knowledge and experience sharing platform

*Triple AC is not an Active City planning guide, but
a **social marketing program** for **recognising and rewarding**
cities/communities for implementing what is recommended by other
Active City planning guides
(e.g. WHO Europe's *A healthy city is an active city*).*

Triple AC Program Basics

- Social marketing program
- International Program Committee
(chair: Jorma Savola, Secretary General, Finnish SfA Ass.)
- Global
- Transferable – applicable to all sizes/development levels/budgets
- Inclusive – Open to all cities and communities (no qualification required to join)
- Program membership includes TAFISA Supporter level membership
- Developed in cooperation with international partners and cities/communities with already established programs

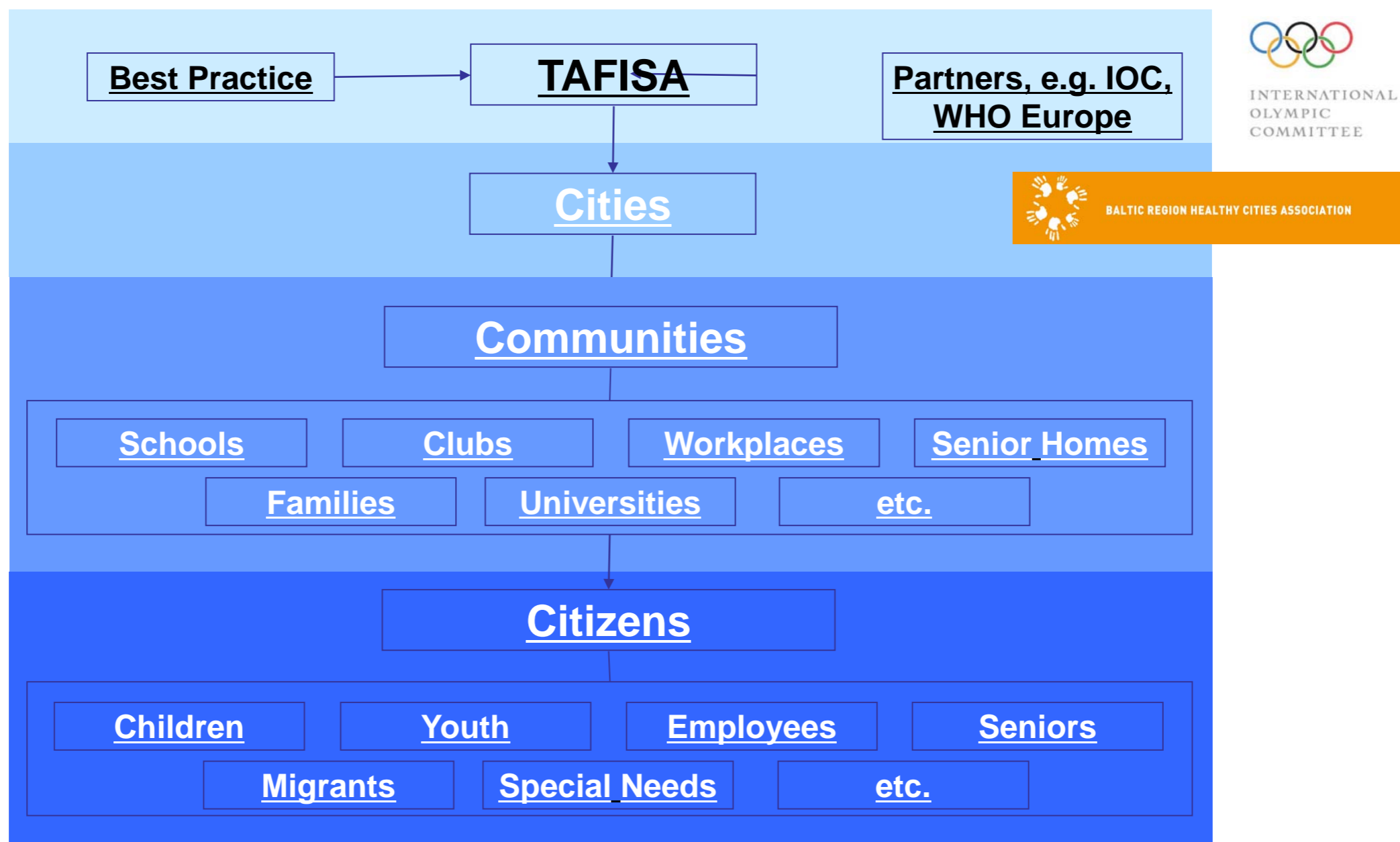
Triple AC Program Structure

Enablers

Initiators

Movers

Receivers



Active Cities + Active Communities + Active Citizens

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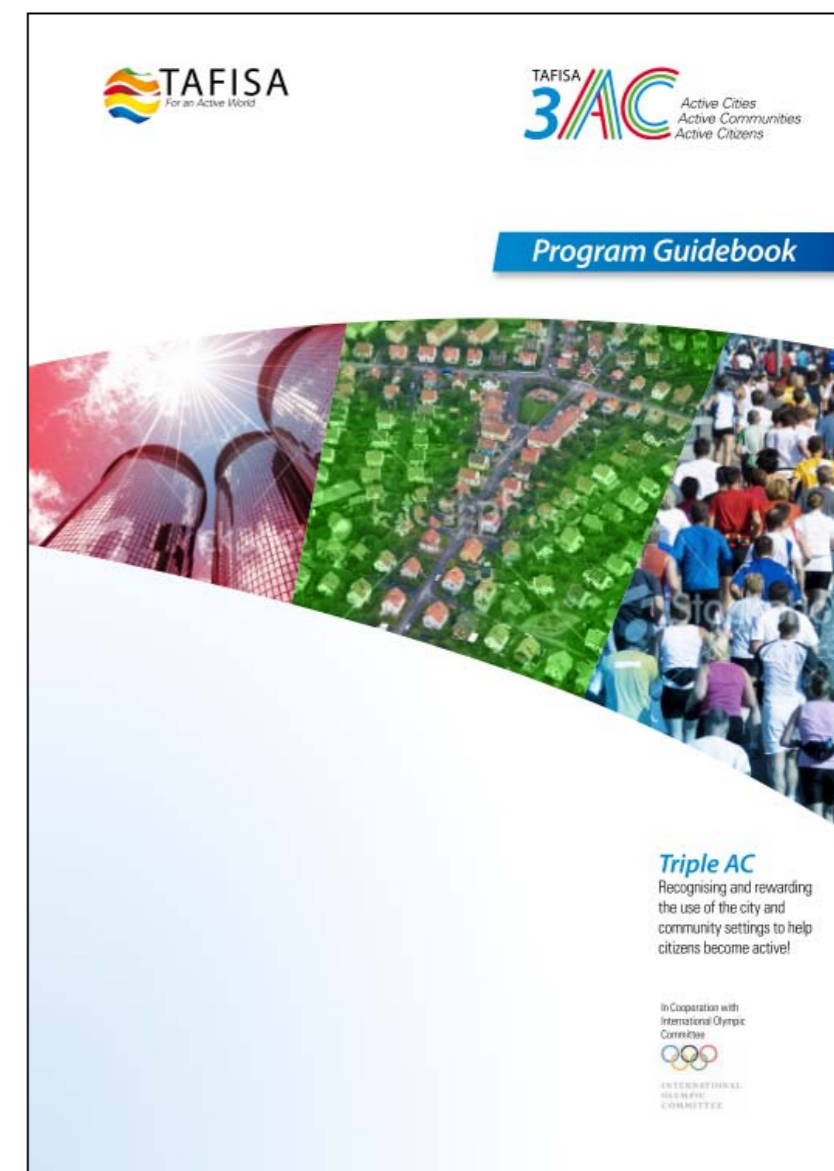
Triple AC

Triple AC Elements



TAFISA Triple AC Guidebook

- How to become TAFISA Triple AC Rated
- Triple AC Awards Program
- Triple AC Website
- Potential Triple AC Program expansion options:
 - Conferences
 - Regional Offices
 - Training Programs
- Case studies
 - Interventions
 - Active City programs
- Active City Theory and Framework



TAFISA Triple AC Website – Members Only Area

- Guidebook download
- Online discussion forum
 - Members access to other members
 - Members access to Scientific Panel
- Rating application form
- Active Citizens Index form
- Award application form
- Conference host appl'n form
- Database of case studies
- Links to other relevant websites/publications
- Details of coming events
- Etc.



Triple AC Case Studies/Best Practice



TAFISA Case Studies/Best Practice

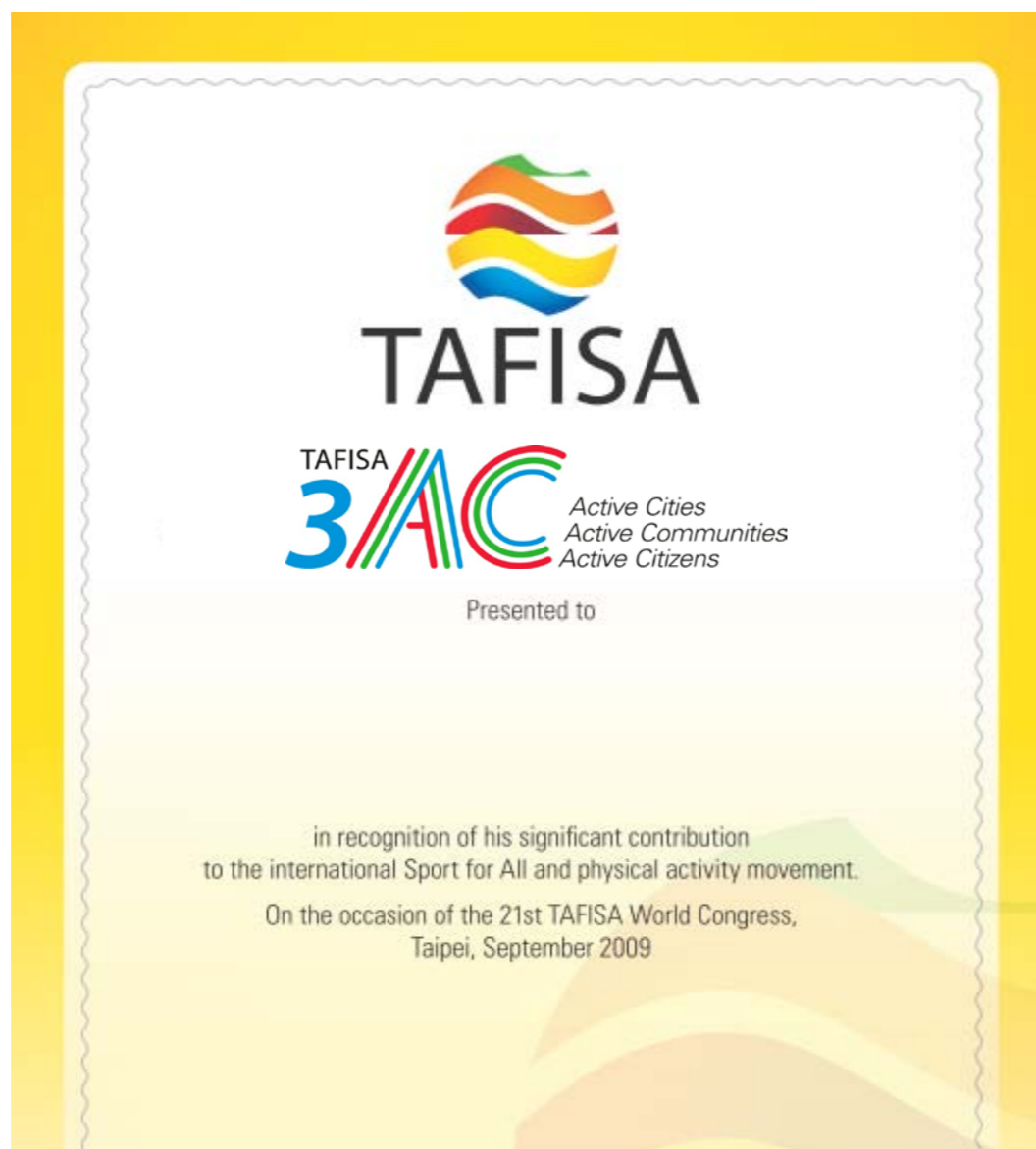


- Last Wednesday in May every year
- Worldwide
- Commenced with TAFISA in 1991
- Over 60 million participants
- Over 3500 cities/communities
- Friendly Sport for All Competition between cities/communities



- First weekend of October every year
- Worldwide
- Commenced 1991
- Over 10 million participants
- Over 30 countries
- Walking events in cities/communities around the world


TAFISA Triple AC Awards Program




- Two streams:
 1. Active Intervention Awards
 2. Active Community/City Awards
- Cities/communities apply directly
- Assessed by TAFISA and invited international experts
- Presented at major TAFISA events, e.g.
 - World Congresses (Antalya, Turkey, November 2011)
 - World Sport for All Games (Siauliai, Lithuania, July 2012)
 - Triple AC Conferences (if established)

TAFISA Triple AC Rating

- Rating is applicable for all types of members:
 - Cities, communities, schools, etc.
- Application is through submission of questionnaire
- All members who submit questionnaire become rated
- Questionnaire can be answered by leading figures in a community, or by peer review (e.g. another, similar community's leading figures)



TAFISA Triple AC Program
Rating Questionnaire



Section 1: Community or city details

Category: ☐ City
☐ Municipality
☐ Town/Village
☐ Community (e.g. School, university, neighbourhood)

Name: _____
 Location: _____
 Population: _____

Section 2: Rating Questions

Instructions
 Only enter information in the green cells.

Those who answer this questionnaire should be well informed of the current status of activity of their city or community and the initiatives that are in place or planned to increase that level of activity. For cities and municipalities, this may include ministers or members of council. For smaller communities, for example schools, this may include leading figures such as the school principal or governing board.

In the Relevance column:
 mark a "0" if the question is **not relevant** to your community or city
 mark a "1" if the question is **relevant** to your community or city

In the Ranking column:
 mark a "5" if the most appropriate answer is "Excellent" or "Definitely"
 mark a "4" if the most appropriate answer is "Good" or "Probably"
 mark a "3" if the most appropriate answer is "Average" or "Unsure"
 mark a "2" if the most appropriate answer is "Below Average" or "Probably Not"
 mark a "1" if the most appropriate answer is "Poor" or "Definitely Not"

The Weighting column is set and unable to be altered.

The Score column will calculate automatically.

	Relevance	Ranking	Weighting	Score
Knowledge and Awareness				
Do your governing bodies/leading figures generally accept that being active is positive and support initiatives to promote increasing activity?	1		0,6	0
Are your citizens generally aware of the following positive attributes of being active?				
Physical health benefits	1		0,1	0
Mental health benefits	1		0,1	0
Social health benefits	1		0,1	0
Social inclusion and cohesion	1		0,1	0
Economic benefits	1		0,1	0
Environmental benefits	1		0,1	0
Is there an existing campaign/program/policy aimed at increasing awareness of the positive effects of being active?			0,4	0
If so, how would you describe the effectiveness of this campaign/program/policy?	0		0,2	0
Is there an existing campaign/program/policy aimed at increasing active commuting?			0,2	0
Subtotal			out of	6

Triple AC Rating

Focus Areas:

5 Key Success Areas:

1. Knowledge & Awareness
2. Cross-sectoral Communication
3. Infrastructure Development
4. Active Interventions: Programs & Events
5. Planning, Resourcing, Monitoring, Evaluation & Continuous Improvement



Number of Active Citizens (TAFISA 3AC Active Citizens Index)

Triple AC Benefits

- ✓ Partnership & respect between city admin., politicians and population
- ✓ Creation of networks between Sport for All provider and participants
- ✓ Cooperation between Sport for All organizations and other sectors: health, environment, infrastructure, transport, economic, etc.
- ✓ Increased 'good will' & reputation as social, cultural, livable & lovable
- ✓ Increased services for citizens & marketability
- ✓ Decreased health services costs
- ✓ Exposure nationally & internationally:
 - ✓ To network of cities
 - ✓ To networking opportunities
 - ✓ Of city/community name
- ✓ Affiliation with program supporters: IOC, WHO
- ✓ Provision of new focus on physical activity
- ✓ Means to monitor if implementation of Active City initiatives are working

„Triple AC“

Roadmap

Phase I – Initiation

„Active Cities – Active Citizens“ Workshop
 Helsinki, March 2009

Action Plan Development
 TAFISA Office

Action Plan Approval
 Taipei, March 2009

Partners Identification

Working Group Confirmation

Workshop II – Program Development

Phase II – Development (2010)

Concept Development

- Product
 - Handbook
 - Website
 - Pilot Program
- Partners and Patrons
 - Cooperation with IOC
 - MoU signed February 2010
 - Cooperation with WHO Healthy Cities
 - Workshops in March and June 2010
- Communications
 - Product Launch
 - Marketing
- Finance
 - Sponsors
 - Public Funding, etc.

Phase IV – Refinement (2010)

Regional Workshops
 (Asia, Europe, Central and Latin America, etc.)

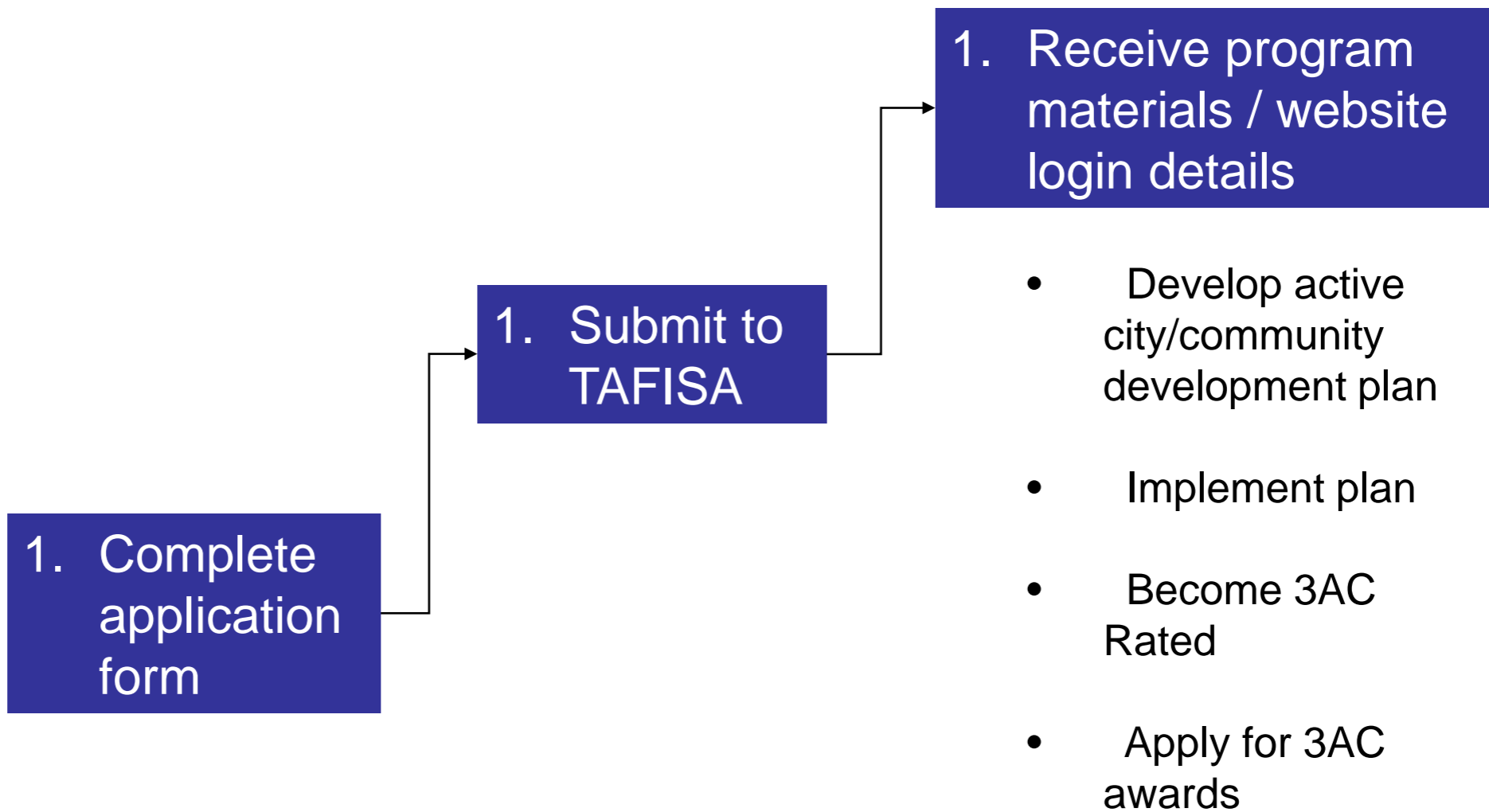
Editing, Publication & Printing

Phase IV – Launch (2010)

Official Launch

International Roll Out

Become a 3AC Member





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Thank you!

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