

MOVE2010
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Sport and Health

A major trend and a vehicle for development

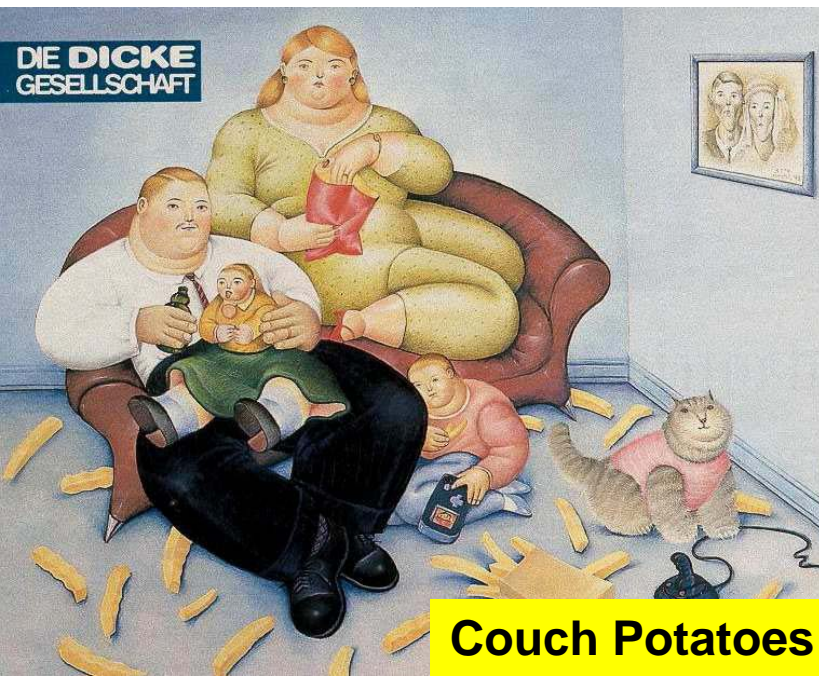
The ISCA Health Promotion Strategy

Herbert Hartmann/Saska Benedicic Tomat

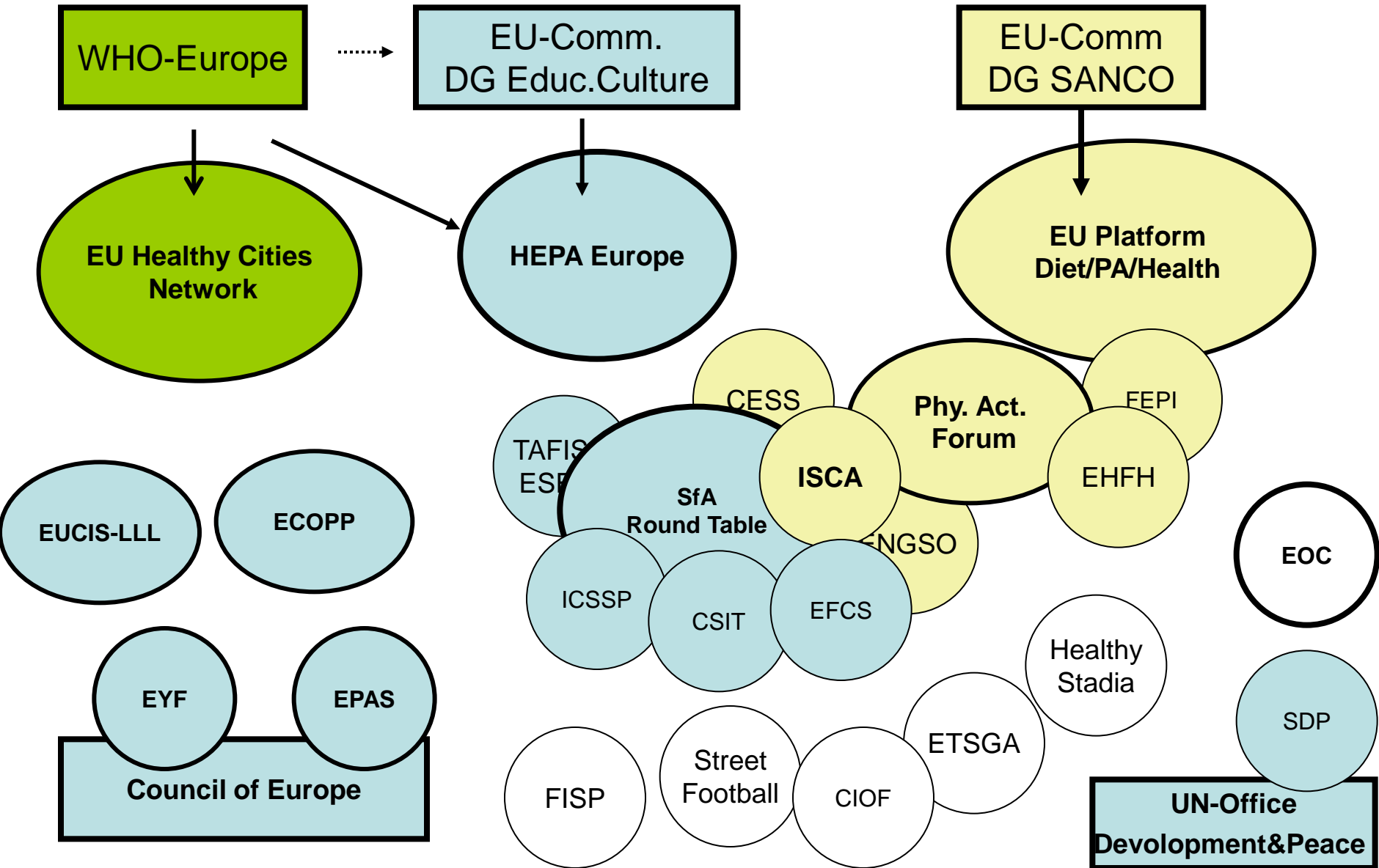
Physical inactivity is one of the central risk factors for health (especially for the cardiovascular system, the metabolism, the muscle-skeleton-system, the psychic and somatic area) .



e.g. Hollmann, Rost, Dufaux & Liesen, 1983; Blair & Connolly, 1996; WHO Study Group 1995



Physical activity and sport for health trans-national organisational structures in Europe



The EU Physical Activity Guidelines assign even more organised sport a prominent position in regard to the improvement of health promoting activities:































“Sport organisations contribute to the social well-being of communities and can ease pressure on the public budget. Through their versatility and cost-effectiveness, clubs can help meet the need of the population for physical activity. A major future challenge for the organised sport sector should be to offer high-quality health related exercise programmes nationwide” (p. 14)

Is the potential of organised sport used enough?

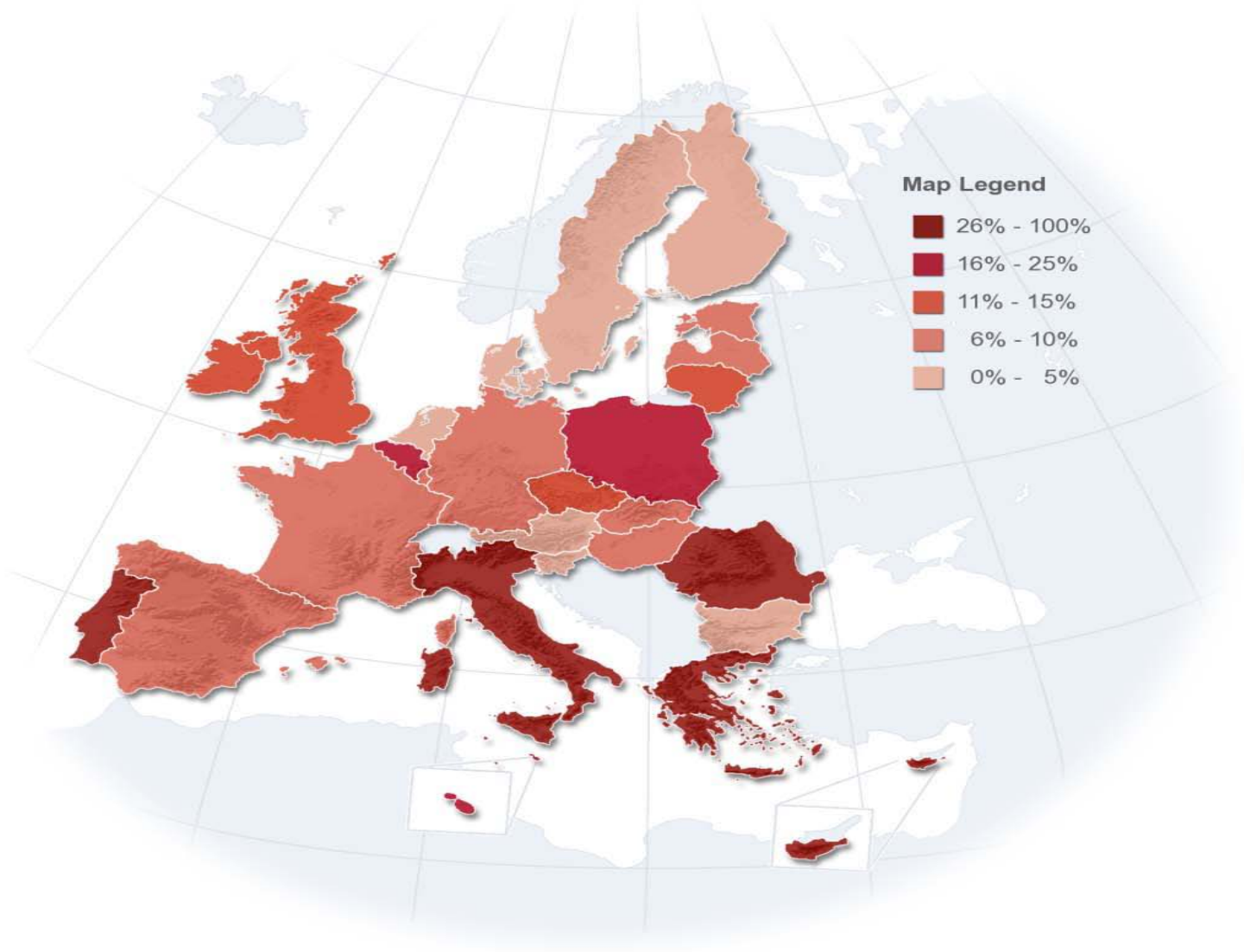


- One quarter of EU citizens is completely inactive!
- Large variations in physical activity participation according to European regions and also according age, social class, education and income!
- Large variations within stakeholders in Europe according their level of serious engagement for health enhancing programs.

	PT	36%
	IT	33%
	CY	32%
	RO	27%
	EL	27%
	MT	24%
	BE	19%
	PL	17%
	EU27	14%
	LT	14%
	CZ	13%
	IE	12%
	UK	12%
	HU	10%
	FR	10%
	ES	10%
	LV	9%
	SK	8%
	EE	8%
	LU	7%
	DE	6%
	AT	5%
	SI	5%
	NL	5%
	DK	4%
	FI	4%
	BG	3%
	SE	2%

Question: QF2. And how often do you engage in a physical activity outside sport such as cycling or walking from a place to another, dancing, gardening...?

Answers: **Never**



How to set up a Health Promotion Strategy?



Every time a starting point for setting up a strategy is to become clear about the goals of the matter.

“Who does not know, where to go, should not be surprised if he arrives somewhere else” (Robert Mager).

Strategic objectives in Health Promotion should be:



- To take a stand and create an image to become acknowledged as a competent and powerful partner with regard to health promotion inside and outside the sport system.
- To profile member clubs for being able to contribute to the well-being of communities.
- To make fundraising for health enhancing products easier.
- To encourage and to qualify clubs to provide health enhancing activities.
- To monitoring approval, compliance and commitment from leaders inside the association on almost all subdivisions.

Health intervention approaches:

General HEPA-Sport approach
Fitness-Sport approach
Health-Sport approach
Healthy-Club setting approach

Product development:

- Exercise programmes
- Campaigns/projects
- Information and teaching material
- Club consultation
- Quality marks

Organisational and working structure development:

- Internal working system (positions; functions)
- Communication system
- External co-operation

Health Enhancing Physical Activity Strategy

Lobbyism and marketing:

- Political lobbying
- Public relation
- Fundraising
- Networking with other stakeholders

...

HEPA policy development:

- Strategic goals
 - Clear name and programme message
 - Process planning
 - Concept for internal implementation
- Evaluation procedures

Human resources qualification:

- Instructor qualification
- Leadership qualification
- Managing qualification



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ISCA Health Programme

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



• ISCA Health Programme - March 2006

ISCA Health Promotion Program (2006)



Overall objectives:

- To raise awareness, to motivate and to offer practical support for ISCA member organisations
- To take a stand and create an image for ISCA to become acknowledged as a competent and powerful
- To co-operating with other international “Sport for All” organisations

ISCA Health Promotion Services



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.

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”

ISCA Health Promotion Services



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.
- Facilitating the efficient sharing of lessons learnt, past experiences and benchmarking

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



Projects on health promotion are the driving force to realise the ISCA and ISCA members Health Promotion Programs and Strategies.



WHY PROJECTS?



By participating in the projects:

- political leaders and staff from each organisations can take part in a range of events (seminars, consultations, forums etc.).
- project activities give opportunity to share participants/Associations experience and learn from best practises and research in other countries and on international level.
- ISCA facilitates dialogue between stakeholders in health enhancing physical activity to enable stronger cooperation, physical activity promotion and a stronger external voice for this sector.
- we established an advisory board of top level researchers to qualify, evaluate and study the projects progress and specific themes and interventions involved in them.
- we implement sport for all, health, knowledge, experience, planning, managing, development, dissemination, promotion, help, work, examples, commitment.....and a lot of fun!



Physical Activity Towards a Healthy Europe (2007 - 2010)

Through the PATHE project, ISCA and 19 partners across Europe have taken up the challenge to raise awareness of healthier lifestyles and combat the growing challenge of obesity that is increasingly putting pressure on Europe's already strained public health systems.





“In striving for giving every single person the opportunity to be an active human being in a strong social context with a high quality in all aspects - and do this in well organised and easy accessible conditions, we need to help each other by sharing knowledge and experience. ”

(Anders Kragh Jesepersen)





Countries involved in PATHE activities

Czech Republic, Iceland, Finland, Serbia, Italy, Portugal, Montenegro, France, Spain, Great Britain - Scotland, Bosnia and Herzegovina, Lithuania, Germany, Denmark, Slovenia

Cities where PATHE activities were organized

Copenhagen, Prague, Reykjavik, Helsinki, Belgrade, Rome, Lisboa, Podgorica, Tivat, Barcelona, Edinbourg, Sarajevo, Vilnius, Frankfurt, Ljubljana, Lasko, Glashow, Kilmarnock, Ayr, Fairlie, Island of Millport, Galashiels in Scotland, Odolena Voda in Czech Republic, Luxemburg, Bruselss, Sao Paulo in Brazil, Milano, Paris, Tampere in Finland, Rimini, Albi in France, Biarritz.

Diary of my health



“...Diary gives you the support and good way for developing your personal way for healthy lifestyle, to know the advantage of the daily physical activity, healthy nutrition and how to maintain properly physically weight....”

(Miro Ukmar, SUS President)



Sport Action NeTwork of Europe (2010 - 2011)

SANTE takes off where the PATHE project left. It's an ambitious effort of 17 European partners representing sport organizations, universities, businesses and local government. The partners have united their resources to act upon the contemporary challenge of improving Europeans' health.





SANTE actions:

- Thematic Seminars on health challenges where we touch how to plan and run projects, activities, national health campaigns, and how to design and implement education and training of health professionals.
- Project exchanges such as study tours, expert consultations and bilateral workshops based on learning and discussion of good practices.
- European Sport for All Congress 'MOVE2010'
- Political leaders of SANTE organizations and other key stakeholders are summing to develop, discuss and communicate common policy positions.
- Seminar in Brussels on "Sport for All and Physical Activity in Europe"
- "100 million more Europeans active in Sport and Physical Activity by 2020" petition
- Presentation of "A future European Sports Policy" in front of the European Parliament's Culture Committee.



EUROPEAN PHYSICAL ACTIVITY PROMOTION FORUM

THE MOVE PROJECT



The project aims are to identify, qualify and implement good practices in cross-cutting community initiatives to promote health-enhancing physical activity in socio-economically disadvantaged areas

Specific Objectives:

- Identification of good practices
- Qualification/valorization of good practices
- Promotion of good practices
- Mobilization of cross-cutting partnerships and networks in physical activity
- Implementation of pilot actions



“ Managing a sports organization is becoming an ever more increasingly demanding task. Reason more for exchanging the good practice and experiences and this is from my point of view the most important added value I get from ISCA projects.”

(Iztok Retar, Sports Union of SLovenia)

You are welcome to contact the
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information regarding projects
and ISCA Health Strategy



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