

**Think
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*Towards 100 million more people active
in sport and physical activity*

BOOK OF ABSTRACTS



PRESENTATIONS // POSTERS

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Presentations

ÁLVAREZ-LASO, PILAR

INSTRUMENTS, OPPORTUNITIES AND CONSTRAINTS IN PROMOTING PHYSICAL ACTIVITY

Physical education and sport are essential to the personal development of all people and yet we are witnessing a global decline in physical education delivery and take up.

UNESCO has had a mandate in Physical Education and Sport since 1952, when its transversal potential and relevance was first recognized by Member States. Since then, UNESCO has worked to promote the broad-based benefits of physical activity and the reflection of this in public policy. An important contribution of UNESCO was the adoption of the seminal 1978 International Charter on Physical Education and Sport. Despite many developments over the last 33 years, this Charter remains a key instrument for policy makers, academic institutions and civil society.

In the improvement of physical education and in the promotion of sport, UNESCO's Intergovernmental Committee for Physical Education and Sport – better known as 'CIGEPS' – also serves as a unique international instrument to advocate for government action in sport and the implementation of sports policies and programmes around the world.

Following a reinvigoration process, the Committee will prioritize the development of policy-oriented research that convinces governments of the need to invest in sport, especially physical education, to achieve broad socio-economic objectives. Not only does sport improve a child's ability to learn and absorb other studies, it promotes culture and understanding, and improves communication skills. Sport is also invaluable in the inclusion of persons with disabilities, particularly in the context of the United Nations Convention on the Rights of Persons with Disabilities.

The current global decline in physical education delivery and take up, therefore, stands to have a long-lasting impact on personal and physical development. As a means of countering this negative trend, UNESCO is currently developing International Indicators on Quality Physical Education and on Teacher Training. Without the reflection of this potential in public policy, physical education and sport activities will not realize their full impact in terms of human development.

PILAR ÁLVAREZ-LASO was born in 1960 and her career includes both social sciences and media responsibilities, notably in journalism (print media, television and radio), as well as research and teaching activities, and work as a senior civil servant.

She obtained a bachelors degree in Communications from the Universidad Iberoamericana (Mexico), a Master of Arts Degree in Foreign Affairs from the Universidad Nacional Autonoma (Mexico) and Ph.D. studies in Contemporary International Migration (Madrid).

In 1985, she started her career as Editorial Coordinator, Anchor and Reporter at the Instituto Mexicano de Televisión. In this capacity, she reported on national and international political, electoral and peace-making processes, as well as on human rights and scientific issues. In 1994, Ms. Álvarez-Laso joined the Instituto Latinoamericano de la Comunicación Educativa (ILCE), an international organization contributing to education enhancement through the use of new technologies. In senior executive positions, she was Director of Programming, Communication and Informatics. Her most recent position at ILCE was that of Coordinator for Radio and Television broadcasting for the Mexican Ministry of Education.

She has also acted as Director of Information for the Electoral Federal Institute (IFE). In the first independent citizen-organized elections in Mexico, she was the International Spokesperson for the Promotion of the Absentee Vote in the first electoral campaign where emigrant Mexicans could vote.

Over the course of her career, Ms. Álvarez-Laso launched the first educational television satellite channel in Mexico, promoted initiatives for people with special needs and immigrants, and founded educational programmes on democratic principles and values.

She has acted as Honorary Senior Adviser for the Science Consulting Council at the Presidency of the Republic of Mexico. She is currently a member or associate member of several Associations and Advisory Boards. Ms. Álvarez-Laso has been UNESCO's Assistant Director-General for Social and Human Sciences since July 2010.

ANDERSEN, EIVIND

INCREASED AND SUSTAINED PHYSICAL ACTIVITY LEVEL IN PAKISTANI IMMIGRANT MEN LIVING IN NORWAY

Background

The level of physical activity in Pakistani immigrants living in Norway seems to be low, possibly explaining in part the high prevalence of type 2 diabetes (T2D) and cardiovascular diseases (CVD) in this group. Thus, the overarching goals of the study were to find an effective way to encourage this group of immigrants to be more physically active and to investigate to what extent increased PA might influence risk factors for T2D and CVD.

Aim

To describe objectively the levels of physical activity, cardio respiratory fitness (CRF) and CVD risk factors and to investigate the short- and long-term effects of a social cognitive theory (SCT) based multi-component physical activity programme on the levels of physical activity, CRF and CVD risk factors.

Methods

A total of 150 Pakistani immigrant men living in Oslo, Norway, were recruited through local mosques and randomly allocated to either a control or an intervention group. The intervention used an SCT framework and comprised structured supervised group exercises, group lectures, an individual counselling session and a telephone call.

Main results

The intervention significantly increased both the short- and long-term physical activity level. Although social support for and outcome expectancies increased significantly, the factors mediating the change in physical activity could not be identified. The intervention improved peak oxygen uptake, insulin and waist circumference.

Conclusions

Levels of physical activity and CRF are low, and risk factors for CVD are high among Pakistani immigrant men living in Oslo, Norway. An SCT based multi-component physical activity programme with Pakistani immigrant men beneficially influenced the physical activity level both in the short- and long-term, and may thereby reduce their long-term risk of developing T2D and CVD.

EIVIND ANDERSEN has been at the Norwegian School of Sport Sciences since 2007 where he has been teaching in the field of physical activity and health and sport biology. He is also working with issues on how to recruit immigrants into sports. Andersen completed his Ph.D. in 2011 on the "Physical Activity and Minority Health Study" and his masters degree in 2005 on physical activity and glucose regulation.

BEST, MARGARETT

PROMOTING HEALTHIER LIFESTYLES IN ONTARIO, CANADA

Drawing on her experience as Ontario's Minister of Health Promotion and Sport, Ms. Best will discuss some of the health and wellness challenges facing Canada's most populous and diverse province. She will also share what the Ministry is doing to create healthy and supportive environments, lead the development of healthy public policy, cultivate behaviours that promote health and help Ontarians make healthier choices at all ages and stages of life. Specific Ministry initiatives that will be discussed include:

- The Smoke-Free Ontario strategy, including legislation that prohibits smoking in motor vehicles and bans the display of tobacco products at point of sale;
- Strategies to promote a healthy Ontario, including funding community partnerships, the province's After-School Programme, and the Healthy School Recognition Programme;
- The Healthy Eating and Active Living Action Plan, including the Northern Fruit and Vegetable Programme and EatRight Ontario;
- The Ministry's strategies to combat diabetes and to prevent injury and;
- The Ministry's efforts to encourage an interest in sports and sports excellence by establishing partnerships with key stakeholders and by hosting and promoting important sporting events (e.g. the 2015 Pan American and Parapan American Games).

MARGARETT BEST was elected to the Legislative Assembly of Ontario in 2007, and appointed as Minister of Health Promotion and Sport for Canada's most populous and diverse province. Minister Best champions health and wellness for all Ontarians and speaks internationally on these topics. Her Ministry supports a wide range of programmes and services that include chronic disease prevention, physical activity, sport participation, injury prevention and mental wellness.

The Ministry of Health Promotion and Sport is responsible for one of the most comprehensive anti-smoking initiatives in North America, which protects children from second-hand smoke in motor vehicles. These initiatives are just a few of our government's anti-smoking initiatives, which have resulted in a significant reduction of tobacco consumption in the province. Her Ministry also supports a range of wellness initiatives, such as after-school programmes that promote healthy eating, nutrition education and active lifestyles to youth.

Her commitment to the idea that government has an important role in sustaining a healthy population can be seen in her having championed adding the term "Sport" to her Ministry's name during her mandate. She was part of the team led by Premier Dalton McGuinty in Ontario's successful bid for the Pan/Parapan American Games, and her Ministry is tasked with carrying out the Games.

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Minister Best was recently recognized by the Canadian Association for the Advancement of Women in Sport and Physical Activity as one of the most influential women in sport and physical activity in Canada for 2010. As a lawyer, advocate, mentor and dedicated volunteer, Minister Best has received numerous awards for her community service and commitment to equity and social justice. She was recently honoured in her native country of Jamaica by the Northern Caribbean University which conferred on her the degree of Honorary Doctor of Laws for her role in encouraging and empowering people of all backgrounds to live active, engaged and successful lives. She is the mother of three children and an avid gardener with a passion for the arts.

BOUJON, JEAN-LOUIS

PHYSICAL ACTIVITY AND ACTIVE CITIZENSHIP: A CHALLENGE FOR EUROPE

The crisis of citizenship is a well known phenomenon that is insidiously further reinforced by the current economic and social crises. Indeed, at a time of financial crisis, difficulties may seem to be greater, if not insurmountable. What do we call active citizenship? Well, it can be defined as another way to live one's inclusion in a human group (in opposition to passive citizens who only use their rights, active citizens are involved in activities that have an impact on communities).

Our intervention will aim at giving the big pictures of the European context for sport policies, identifying hot issues, i.e. the challenges, regarding physical activities and active citizenship for we do believe they are strongly connected. Indeed, thanks to its huge potential as an educative tool as well as the largest provider of volunteers, sport is a tremendous vehicle, yet underestimated, for citizenship. Nevertheless, the increasing professionalization of the sport sector as well as volunteering activities endangered the specificity of sport. The danger is for the sport sector to be considered as purely economic. Therefore solving the challenge of physical activity and active citizenship presupposes to better support volunteering: without volunteers, how many people would be physically active and who would serve as models of civic engagement?

JEAN LOUIS BOUJON is involved in Sport and Citizenship as member of the board and member of the Scientific Committee. He is also Associate Professor in physical education, Vice President of the French Rugby Federation, Administrator at the French Olympic Committee, and Honorary President of the International School Sport Federation. Promoting the social and educative values of sport has always been at the heart of his commitments. In addition, he has also been the French delegation mission head for the first Youth Olympic Games in Singapore.

BOURDIER, PASCALE

PLEASURE, EFFORT AND PROGRESS IN PHYSICAL ACTIVITIES FOR CHILDREN

In order to prevent some of the effects of sedentary lives, this project aims to valorize the practice of physical activity towards children by linking it to the notion of pleasure. This intervention will present the different steps, tools and actions developed by Union Sportive de l'Enseignement du Premier degree –USEP, for the “L'Attitude Santé” project. This project focuses on allowing children, with the support of adults, to take pleasure in physical activity by taking into account the idea of progress thus reinforcing their self-esteem.

PASCALE BOURDIER has worked as a sports teacher at primary schools for several years. In 2005, she was commissioned with the USEP, Union Sportive de l'Enseignement du Premier degree, to work on the creation of educational tools for children of three to eleven years old. Since then, she has been working on various projects related to sport and health for children among others a programme called “L'attitude santé”. She has also taken part in ISCA projects, such as the PATHE - Physical Activity towards a Healthier Europe.

BREHM, WALTER

GYMWORLD – THE NEW BRAND OF THE GERMAN GYMNASTICS FEDERATION AND BASIS FOR STRATEGIC DEVELOPMENT

Building up a new brand means giving customers not only a clear idea but also a positive emotional assessment about an offer – this might be a car as well as special physical activities. The German Gymnastic Federation has in the past few years experienced more and more the problem, that under the roof of the federation a wide range of physical activities were summarized – three Olympic and about 20 Non-Olympic competitive sports, a very good established basic motor-training for children, and a diversity of offers in fields like “fitness-training”, “dance, artistic and performance”, “activities in the nature” (e.g. cycling, walking, skiing), “trend activities” (e.g. drums alive, parkour, geo-catching). Orientation became more and more difficult – not only for the customers from outside, but also for the members of the federation. GYMWORLD is the new brand for the diversity of offers that are not competitive sports, starting after the basic motor-training for children (Kinderturnen) and that means from adolescents to very old people. GYMWORLD is differentiated in the fields of “Fitness- and Healthsport”, “Activities in the Nature”, “Art of Movement and Acrobatics”, “Rhythmics, Dance & Performance”. This structuring offers opportunities not only for branding, but also for the systematic development of the offers and the training of instructors within the federation.

WALTER BREHM is Professor at the University of Bayreuth (Sportpedagogic, Sportpsychology, Organisation in Sport, Health and Fitness); Visiting Professor at Wuhan Institute of Physical Education (China); Vice-President of the German Gymnastic Federation and Member of the Advisory Board “Sport for All” of the German Olympics Sports Federation.

CALMAT, ALAIN

SPORT WITHIN PHYSICAL ACTIVITY

Physical activity is widely recognized as an essential factor for health, whether as primary or tertiary prevention. Sport is one of the most effective and most exciting parts of physical activity provided that it is performed under optimal conditions. The definition of these conditions has recently been clarified by the Medical Commission of the French National Olympic and Sports Committee, CNOSF. In cooperation with the sports federations and the French Society of Sports Medicine, the committee has defined a process of developing a true "pharmacopoeia" of different sports – a list of guidelines on which medicine or medical treatment to be used according to the sport practiced.

ALAIN CALMAT is the President of the medical commission member the French National Olympic and Sports Committee, CNOSF, a member of the board of CNOSF as well as a member of the French Sport Academy. He is also a former figure skater, doctor (surgeon) and politician. In 1964, he won the silver medal at the Olympic Games in figure skating and then became world champion in 1965. He ended his sport career when he was 24 years and later became Chairman of the ice-skating federation (1973-1984). Mr. Calmat is the first French sportsman to become Minister of Youth Affairs and Sport (1984-1986). He served for several years as a deputy in the French National Assembly and has been the Mayor of Livry-Gargan since 1995.

CHAPUS, VANESSA

GOLF ÉDUCATIF – USING GOLF AS A MEANS FOR CITIZENSHIP

The purpose of “Golf Educatif” - “educational golf” - is to offer French school children an alternative to urban disorder and violence, by allowing them to discover an outdoor educational sport: the game of golf. “Golf Educatif” at school may improve the environment in which children live.

The association, which was created in 2003, aims to promote fundamental golf values by offering this sport to disadvantaged youth. We would like to contribute to making golf affordable and enjoyable to everyone, using the very large intrinsic values of the game.

“Golf Educatif” is very involved in “banlieues” of cities, underprivileged neighbourhoods where the programme inculcates in children a sense of civic responsibility, respect for other people, humility, concentration and motivation. That helps them to become much better integrated. We are convinced that golf can change behaviours and mentalities, so we facilitate playing Golf Educatif in township areas to improve school climate and social cohesion.

Each year, more than one hundred physical education and primary school teachers are introduced to “Golf Éducatif” through the country thanks to our association. All year long, we go on training teachers or educators.

In dozens of primary and secondary schools, they teach daily, using material donated by the ADGE (Educational Golf Association) on local football or rugby pitches and encourage their pupils to discover the game of golf. They play with a 35% of the weight of standard golf balls. Offering a third of the distance yet with similar trajectories to that of a real golf ball and bearing in mind our responsibility concerning security. We use a method based on a natural swing (“la methode du geste naturel”), created by Bill Owens (golf professional), enabling anybody to discover the pleasures of playing golf in few hours.

VANESSA CHAPUS has always been working in the event management sector, especially in sport or health: Tour de France à la Voile (sailing organization) and Dietecom, a nutrition professional fair in Paris. She studied in a European business school and graduated with a masters degree in Logistics.

She met Bill Owens, a Welsh professional golf player who has created a new golf teaching method. Bill was teaching golf to underprivileged French people. With other persons involved in golf, they decided to create ADGE (Association pour le Développement du golf Educatif) in 2003.

DAVENPORT, GERRY

**X THE 'HSE COMMUNITY GAMES': A CASE STUDY FROM IRELAND OF A
STATUTORY HEALTH AGENCY SPONSORING A VOLUNTARY SPORTS
ORGANIZATION**

The relationship between the Health Service Executive (HSE) and Community Games, a large multi-sport and cultural activity voluntary organization covering the island of Ireland, is based on agreed mutual objectives and goals underpinned by shared values. Both organizations emphasize the importance of providing accessible, appropriate, enjoyable, active and healthy opportunities for children to participate in activity in their local communities. The sponsorship funding from the HSE acts as a catalyst to enable and facilitate the work of the volunteers throughout the organization by supporting health promotion initiatives; including training, grants and support for the delivery of the National Finals.

Working through a large voluntary organization has a large multiplier effect as ownership of and advocacy for 'active healthy lifestyles' spreads to families and communities from Community Games volunteers and participants. Community Games has been supported to develop and implement policies and best practice covering - healthy eating, healthy events and substance use/abuse.

Health awareness and promotion campaigns tackling smoking, mental health, obesity have also been communicated to the membership. Most importantly for achievement of longer term success are the relationships that are created and developed between health professionals and volunteers. These mean that policy development and implementation involves and is owned by the volunteers ensuring it is practical and successful.

The Presentation will explain the rationale and reasons why the HSE funds the Community Games. How the funding is used, the cost-benefit analysis and expected outcomes.

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implement policies and best practice covering - healthy eating, healthy events and substance use/abuse. Health awareness and promotion campaigns tackling smoking, mental health, obesity and have also been distributed through the membership. Most importantly the relationships that are created between health professionals and volunteers make policy development and implementation owned by the volunteers ensuring it is practical and successful.

GERRY DAVENPORT, President, HSE Community Games has been involved in sport since the age of 15 when he became a leader in the local youth club. He then became involved with the local soccer team, and is still today a club member. He has a great interest in all types of sports and presents a sports programme on a local Community Radio Station twice a week. He has played soccer, competed in cycling races and have taken part in numerous triathlons down through the years. He is also involved with my local Athletic Club and would coach the juveniles. But the main involvement is currently the HSE Community Games. He is the President of the organization and it is a challenging role with a lot of changes taking place within the organization. We are currently adopting a new Strategic Plan which will be of benefit to the organization for the next few years. The HSE Community Games are at present updating their programme of activities, the first major changes in nearly 40 years.

NAZIH ELDIN is a graduate of the medical school in Jerusalem. He has a Masters in Health Promotion from King's College, London and Diploma in Management from DeMontfort College in Leicester University. He has worked in Israel, Ireland and the UK, establishing himself as an expert in health promotion.

Currently he works as the Head of Health Promotion with the Health Service Executive Dublin North East and as the HSE Lead on Obesity in Ireland. He is also the Chair of National HIV/Aids Strategy Subcommittee on Education and Prevention. In the past fifteen years he has contributed to the Population and Health Promotion Subgroups of CAWT. Dr Eldin sits on a number of regional, national and international groups and bodies and identifies himself with achieving greater effectiveness and efficiency through working in collaborative and co-operative ways and methods. In his spare time, Dr. Eldin dedicates his work to a number of charities including Medical Aid for Palestinians, the Special Olympics and the Irish Heart Foundation

DE OLIVEIRA, RAÍ SOUZA VIERA

ATHLETES FOR CITIZENSHIP: CAMPAIGNING FOR CHANGES IN SPORT POLICIES IN BRAZIL

Atletas pela Cidadania is a nonprofit organization made up of athletes and former athletes who have got together to inform, create awareness and mobilize society in support of important national causes for the development of the country.

This pioneering idea was the result of several events and meetings of a group of athletes who decided to think up a way for athletes to unite to defend social causes in the country. Brazilian athletes are constantly invited to use their image for several social causes. Furthermore, many run their own social projects.

After four years of work, the main cause is to improve sport policies in Brazil, using the experience of the athletes to promote the importance of sport for development and to draw up proposals for a national policy of sport that allows everyone to participate. Brazil has not enough data about sports. Only 16% of the adult population gets enough physical exercise in Brazil. Only 18% of the public elementary schools have sports facilities and 79% have a physical education teacher.

For this reason, Atletas pela Cidadania decided to propose and to commit the Federal Governments and the mayors of 12 host cities to achieving some goals and leave a legacy for sports in Brazil.

Physical activity

2016

Double the physical activity rate in the 12 host cities of the mega-events

2022

Double the physical activity in Brazil

Sports at school

2016

80% of public schools with high quality sport programmes

2022

100% of the Brazilian public schools with high quality sport programmes



Atletas pela Cidadania will help the country to achieve these goals by creating campaigns, mobilizing society and monitoring the evolution of the public policy.

RAÍ SOUZA VIEIRA DE OLIVEIRA was born in Riberão Preto (São Paulo, Brazil). In 1987, Raí played to São Paulo Futebol Clube where he accumulated triumphs and conquered titles. In 1993 he was signed by Paris Saint-Germain, winning a total of six trophies including four domestic Cup tournaments, the French Championship and the UEFA Cup Winners' Cup. A born leader on the pitch, Raí was named Captain of all the teams he played for, including the Brazilian national team. In 1994 Raí formed part of the squad that won Brazil's fourth World Cup in the USA.

In August 1998, Raí and fellow footballer Leonardo Araújo joined forces to found the Gol de Letra Foundation (<http://www.goldeletra.it/eng/content/chisiamo.asp>), a non-profit, non-governmental organization devoted to enriching the lives of socio-economically needy children through a blend of sport, education and culture. The Gol de Letra Foundation has been widely praised for its work, being acknowledged in 2001 by UNESCO as a global model for assisting children and adolescents in a social risk environment. In 2003 Raí was honoured by being elected one of a select group of 20 Brazilian Social Leaders by a coalition of socially responsible organizations.

Currently, Raí is president and managing director of the Fundação Gol de Letra (the Gol de Letra Foundation) and president of the Atletas pela Cidadania (Athletes for Citizenship), a non-governmental organization made up of more than 50 athletes and former athletes to mobilize society in support of important national causes for the development of Brazil. Furthermore, Raí is managing director of and partner in Raí Promoções e Participações (Raí Promotions & Holdings) the company responsible for managing his contracts, image and general business.

FAVEY, ERIC

SPORT, CULTURE AND SOCIETY: NEW ISSUES FOR BUILDING BRIDGES

In more and more countries, people are nowadays living together 3 or 4 generations in spaces which go far beyond local, regional or national frameworks that are now interdependent. Societies are impacted by great changes deriving from new technologies, biology and the ecological crisis. This calls for a new combination between, on the one hand, individuals, which are more and more responsible for themselves and, on the other hand, future generations and collective frameworks. Which personal and common resources do we have at our disposal mobilize to take up the challenge? How can we take care of ourselves and at the same time take care of others? How can we create and renew this “attention” without weakening the notion of “living together”? Which particular place will culture and its physical (and sport) dimension occupy in this dynamic?

ERIC FAVEY is Deputy Secretary General of the Ligue de l'enseignement, France, and a specialist on education and culture. He has been working for more than 35 years in the associative field (NGOs). Trained as a teacher, he started working for the Ligue de l'enseignement in 1976 as a project manager in charge of all cultural projects in Haute-Saône. Today he is in charge of all educational and cultural projects at the national level. As an expert, he takes part in various national councils on education and has also been invited to contribute to various books on issues such as what to expect from schools and universities for our children and how is “culture” including sport being dealt with in France.

FRAHSA, ANNIKA

BIG - MOVEMENT AS AN INVESTMENT FOR HEALTH

“Movement as an Investment for Health - Bewegung als Investition in Gesundheit” (BIG) (funded by German Prevention Research Programme from 2005-2008, run by the municipality) aimed to make full use of potential effects of movement in health promotion, at the operational level - developing individual skills, creating supportive environments-, and the political level - promoting community action and physical activity friendly public policies.

Target Group

BIG focused on adult women in “difficult life situations”, e.g. unemployed women, social welfare recipients, single mothers or immigrants. BIG worked in a residential area, a work site, and a sports club in a Bavarian city/Germany - selected because of potentially high percentages of women in difficult life situations.

Key activities

BIG established a cooperative planning process. Women, local policymakers, and experts participated in project planning, implementation, evaluation and sustaining. BIG implemented low-fee exercise classes featuring child care, women-only indoor pool hours and swimming classes, project offices run by participating women.

Outcomes

Evaluation provided insights into options and barriers for local physical-activity friendly policymaking at the operational and political level. BIG succeeded in reach, significant changes in physical activity behavior, women’s empowerment, policymakers’ and experts’ enabling as well as sustainable structural changes. However, evaluation also hinted at potential challenges of a cooperative planning approach.

Key things

Assets approach

Social catalysts

Contextuality

Integration of operational and political level

ANNIKA FRAHSA is a political scientist, working as lecturer and research assistant at the Institute of Sports Science and Sport of the Friedrich-Alexander-University Erlangen-Nuremberg, Germany.

She studied political science in Erlangen and at McGill University (Montréal, Canada). Her research interests include health promotion policy, physical activity promotion among vulnerable groups and development of infrastructures for leisure-time physical activity.

Annika Frahsa is the scientific coordinator of the BIG approach. The BIG approach is an innovative approach to promote physical activity among women in difficult life situations. She has also worked for the IMPALA project (2009-2010), funded by the European Union/Directorate for Health and Consumers. The main output of the IMPALA project, a collaboration between researchers and policymakers from 12 European countries, are “European guidelines on Improving Infrastructures for Leisure-Time Physical Activity.”

Within the international MA programme “Physical Activity and Health” at the Institute of Sport Science and Sport, she teaches classes on public health and on communication.

GASPARETTO, MASSIMO

PROSIT! HEALTH AND SPORT FOR ALL: ITALIAN SPORT FOR ALL ASSOCIATION (UISP)

Movement as need and as right: to improve people's quality of life. The Italian Sport for all Association (UISP) organizes several projects in the territory, with different tools to reach the same goal.

"The integrated project" by Rovigo UISP local committee promotes citizens' health and encourages healthy lifestyles in elderly people. In collaboration with the Local Health Unit of Veneto Region and many other partners, it has 4 main actions:

- Low-impact exercises: For a positive ageing of the population.
- Adapted physical activity: Adapted to decreased functional capabilities as a consequence of chronic condition (e.g. diabetes, ictus, Parkinson).
- Walking groups: Guided by a specifically prepared walking leader.
- Gymnastics at home: Psychophysical stimulation for bedridden people.

In just one year of experiment more than 12,000 persons have been involved. About 12% (low-income families) enjoyed the project for free.

The awareness campaign **"Pills of physical activity"** launched by Bologna UISP Local Committee promotes physical activity among totally sedentary or partially active people, blocked by lack of motivation and economic reasons. It aims to build local nets and to plan co-participated actions among all institutions involved in promoting health and well-being.

In collaboration with the Local Health Unit, the Provincial Boards of General Medicine Doctors and other institutional partners, from April to May 2011 it carried out the distribution in local pharmacies of 20,000 boxes of "Pills of physical activity" containing:

- A medical leaflet explaining the benefits of physical activity and healthy lifestyles.
- The list of all sports clubs providing 60.000 months of free courses.
- Three coupons for a month of free activity.

MASSIMO GASPARETTO is a teacher of physical education in the high school. He has been involved for years in physical activity for elderly people. He is president of Uisp Rovigo local committee and Uisp national trainer. He teaches the Feldenkrais method and works on it with the University of Milan "Bicocca", Science of Education department.

PAOLA PALTRETTI, born in Bologna in 1964, attended the University School of Sport Sciences. She is currently Vice President of the UISP Committee of the province of Bologna, Bologna ,and

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the Director of Projects for Promotion of Health through Physical Activity. She is also the person in charge for the Activities in Gymnasium of UISP.

GAWRILJUK, KRISTINA

**RESPECT YOUR HEALTH - EUROSCHOOLS 2012 IS THE OFFICIAL
COMMUNITY HEALTH EDUCATION PROGRAMME OF THE UEFA EURO 2012**

This one-year project will promote healthy lifestyles, with a focus on smoking prevention/cessation, healthy diet, alcohol abstinence and physical activity among youth and their parents in Poland and the Ukraine. Through a train the trainers approach, local institutions and NGOs in the eight UEFA EURO 2012 host cities will be empowered to activate their communities and promote good health. A manual will guide coaches, teachers and animators on how to use the power of football and sport to engage communities, increase health literacy levels and establish a common feeling of ownership for the usage of public sport grounds within the communities.

KRISTINA GAWRILJUK began her career in international business development after earning a degree in International Business Studies. She has lived, studied and worked in the USA, Ukraine, Belarus, Spain, Mexico and Germany. As a former athlete, she understood very early the power of sport in achieving social change, and in 2008 she joined streetfootballworld, a global network of local NGOs which use football as a tool for social development. At streetfootballworld she is responsible for implementing special projects with corporate and institutional partners and network members; her projects to date include the European Street Football Festival in Bosnia and Herzegovina; the Adidas Exchange Programme, which helps grassroots organizations improve the cornerstones of their work; and Siyakhona, an international media project supported by Sony.

Streetfootballworld strongly believes that major sporting events must leave a social legacy for host countries and their young people. After coordinating the EUROSCHOOLS Youth Camp in 2008, the highlight of the official school project of the UEFA EURO 2008 (EUROSCHOOLS 2008), Kristina is now leading the official community health education programme of the upcoming European Football Championship in Poland and Ukraine: RESPECT your Health – Euroschoools 2012.

JAKUB KALINOWSKI, is the Chairman of the Board of Volunteers for Sport Foundation, is a graduate of the Social Studies Department at the University of Wroclaw. In 2000 he was a scholarship holder at the University of Plymouth; in 2002 he participated in a research project at the London Metropolitan University. He graduated with post-graduate studies in the field of the project management at the Warsaw School of Economics and owns a certificate in Project Management in PRINCE2 Methodology.

He is an author of a concept of personnel training in management of sports projects financed by the European Funds and is also a co-author of the Sports Development Strategy of Lower-Silesian Province. In 2007 he worked as main trainer of trainers in the field of gaining the European Union



Funds for Sports Organizations, which was realized by the Lower Silesian Province Marshall Office.

Within the framework of strategy development, he was responsible for the preparation of the work methodology of the entire team and also for the area of expanding sport volunteerism, implementing project management in sports organizations as well as utilization of the EU Funds or other financial mechanisms.

JEAN, ARNAUD

PROMOTING PARTNERSHIPS FOR A SUSTAINABLE DEVELOPMENT OF SPORTS

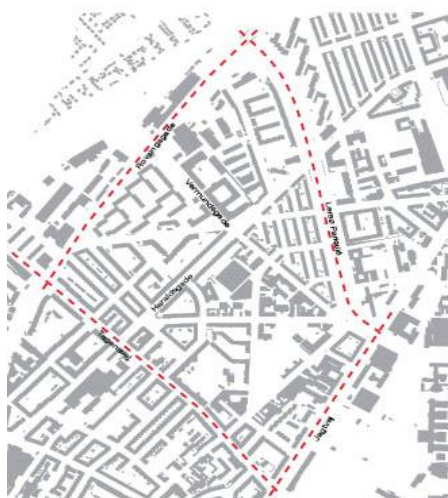
The strategy for a sustainable development of sports was born on 3 May 2011 after 18 months of consultations. This strategy engages all sport actors in France and encourages them to take into account the issues of a sustainable development and to develop concrete actions to respond to those.

From its elaboration to its follow-up and realization, this strategy has been created by the Sport Minister through an innovative policy based on the development of partnerships and opening doors to old partners and new partners. The success of those partnerships will be decisive in concretization of this strategy for sport and sustainable development.

ARNAUD JEAN works as a Project Manager in sport and sustainable development for the French Sport Minister. He has worked for many years in sports federations focusing on territorial strategies for the development of sport for all, how to adapt sports practices to make them accessible to all groups of people and the development of new sports. Since 2010, he has been in charge of developing and implementing along with all sport actors in France, the new strategy for a sustainable development of sport.

KURAL, RENÉ

MODERNIZATION OR DISCRIMINATION?



New research seems to indicate that the way we plan urban space for the modern sports culture primarily meets the needs of boys and young men. Activity for girls, women, seniors and ethnic minorities are largely absent. We should therefore develop places and spaces, that may work for all target groups across age, gender, ethnicity, social class, etc. As the city is planned today, one can say that “the city is feminine but urban space masculine”.

At the Centre for Sports and Architecture in Copenhagen, we are building a knowledge base in the field, partly by gathering knowledge from existing research, partly by gathering experience and using strategies through our own intervention research.

Since 2002 we have worked with a wide range of projects whose goal has been to increase spontaneous, moderate physical activity among all target groups. One of these projects is located in Haraldsgade in the Danish capital, Copenhagen. As something new in intervention research, we try to investigate whether there is a connection between the architectural design of urban space and the residents’ use of the local area for physical exercise. This is done through the implementation of three activity points and a tying activity street in the neighbourhood.

The installations have the character of "Dogma architecture", which covers a simple design within an affordable framework. The installations will be finished on October 14th, 2011. In the future we will evaluate their impact on users - especially girls, women, seniors and ethnic minorities.

RENÉ KURAL is Director of the Centre for Sports and Architecture and Associate Professor at the Royal Danish Academy of Fine Arts, The Schools of Architecture, Design and Conservation. He is author of the books *Architecture of the Information Society* (2000), *Sports and Cultural Buildings of the Future – Between Vision and Reality* (2000), *Playing Fields - Alternative Places for Sports, Culture and Leisure* (1999) and *Dynamics and Principles of the Shaping of the World City* (1993) and the editor of *Traces of New Cityscapes* (1997). He has also contributed to the Great Danish Encyclopaedia, Denmark’s National Encyclopaedia, and published numerous articles and feature articles about new architecture and modern city planning for Danish and international magazines, anthologies and newspapers. René Kural has been Visiting Scholar at Columbia University, New York, and at the Tokyo Institute of Technology for several years, and has been invited as lecturer to Asia and most countries in Europe. Among other distinctions, René Kural is



appointed the Danish member of *Union Internationale des Architectes* (UIA), Sports and Leisure Group, former member of the *Think Tank of Sports* in the municipality of Copenhagen, appointed as external examiner at the University of Copenhagen, and reviewer for the *Scandinavian Journal of Medicine and Science in Sports*. Rene Kural functions as advisor to Danish and foreign municipalities and architects offices among others, resulting in four first prizes in architectural competitions in the past three and a half years.

LIVINGSTON, MICHELLE

**FIT FOR GIRLS: A NATIONAL PROGRAMME FOR GETTING GIRLS
PHYSICALLY ACTIVE**

Research shows sharp declines in physical activity are observed during adolescence, particularly amongst girls. In response to this sportscotland and Youth Sport Trust in Scotland joined up to create the Fit for Girls programme, following the success of a pilot.

The Fit for Girls programme aims to increase physical education, physical activity and sport participation in Scotland amongst girls aged 11 – 16 years. Funded through the Scottish Government, the programme is driven by sportscotland and Youth Sport Trust and is delivered through Scotland's secondary schools. It aims to give low active girls and young women opportunities and choices to achieve the social, psychological and physical benefits associated with physical activity. This is achieved through providing an interactive workshop for practitioners in order to allow them time to share and exchange necessary knowledge, tools and skills to be able to successfully consult and implement positive sustainable change, which in turn builds a positive future for girls participation in sport and physical activity.

To date, 91% of the secondary schools in Scotland are engaged with the programme and as recent findings from the interim report show 69% of Physical Education staff and Active Schools coordinators who attended Fit for Girls training reported that involvement in the programme helped them to increase girls' participation in their schools.

With a joined-up approach, the programme cuts across the formal physical education curriculum, extra-curricular activities and the wider community, providing a holistic approach to improve the health, fitness and opportunities for girls and young women to take part in physical education, physical activity and sport.

MICHELLE LIVINGSTON is a partnership manager within **sportscotland** and has been involved in the management and implementation of Fit for Girls, a partnership programme between **sportscotland** and Youth Trust since the roll out in September 2008. In this capacity she leads the programme with local and national partners adding value to the work of local authorities, managing positive relationships and driving the delivery of Fit for Girls. Working in close partnership with Youth Sport Trust to support partners to further the agenda of increasing girls being physically active.

Having earned a masters degree in sports studies at University of Stirling, Michelle radiates a sincere passion for sport and is committed to encouraging girls and young women to engage and increase their physical activity levels. Michelle enjoys a personal and professional interest in most sports and was a former Scottish swimming champion for a number of years, her attention now is undertaken in a voluntary coaching capacity and she also plays basketball.

LLOP, TONI

MANAGEMENT OF SPORT FACILITIES: USING INDICATORS OF MANAGEMENT COMMUNICATION TO PROMOTE PHYSICAL ACTIVITY

40% of Europe's citizens (Eurobarometer 2010) carry out physical activity at least once a week. Of these, nearly half exercise in a sports venue (e.g. a club, sports centre, gym).

The sports infrastructure is costly in construction and operation, so the social and economic profit influences the evaluation of its success. The entities that manage sports facilities strive in staff training and the implementation of management processes to achieve those profits. The use of the facilities is registered with a series of data such as the number of users, their origin, age and gender. All this information helps create a profile of the users, which enables the assessment of the demand for activities in the sports center. From the capacity of the different organizations that process all these data, some management indicators will be obtained that will help us make decisions with respect to the evolution of the sports centre.

The implementation of a system for processing such information, software management, should enable us to obtain this information quickly and reliably. The identification of the practitioner profile practice and habit will help us determine the unmet demand and to generate specific campaigns, or incorporate new activities.

At the same time, it is essential to establish a communication plan that allows the exposure of the centre's activities in a universal and targeted way that is directed towards the different profiles of practitioners in order not only to attract new users but to maintain the existing ones. The internet, social networks and other social media have become a channel to consider.

TONI LLOP has 20 years of professional experience in the field of sports management. He has worked in the implementation of quality processes in sports centers. He currently leads the Department of Development of Sports Facilities in the Eurofitness & UBAE group. He is in charge of the management control and cost management of the sports centre in the Eurofitness & Ubae group as well as quality control and development of communication plans for users.

He has participated in different international events as a speaker on issues like development of sports facilities and development of sport organizations and worked as a consultant in various for organizations in Europe and Latin America.

JOSEP SALVADÓ is the Director of Information Technology & UBAE Eurofitness group. He has developed many projects design and implemented management software for users of sports centre. He has extensive experience in designing and managing databases focusing particularly on programs oriented to the relation with users of sport facilities (CRM) as well as design and

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implementation of business intelligence tools. He has participated in projects of development and design of websites for sport organizations and participated in different projects of consulting around Europe.

MALVELA, MIIA

FINNISH MIDDLE-AGED MEN ON THE MOVE: THE ADVENTURES OF JOE FINN

Fit for Life Programme (KKI) promotes health-enhancing physical activities for adults over 40 years by developing, improving conditions and services at local and national level. KKI developed a successful, easy-going recruitment of sedentary men to awaken their interest in physical activity from a local project into a nationwide campaign.

The campaign focused on enhancing the well-being of sedentary men aged 30 - 60 years. At the local level, the aim is to create and strengthen professional networking, establish and increase physical activity consulting and courses for men. Within a large campaign one aim was to attract media for publicity.

In 2010 altogether 20 seminars were organised for health, physical activity, and nutrition professionals. In 2011, 30 lorry tour events were organized providing tests for men in a mobile test laboratory. Regional offices of the Finnish Sport Federation played a major role in organizing the events. In each event local organizations provided services, such as several tests as well as trials of sport and advice on healthy eating.

A strong commitment and networking from partners involved in the campaign is essential. At a local level, there have to be easy-going physical activity services created for the target group. Personal support is needed, and it has to be available in a process of changing a way of life.

MIIA MALVELA works as a Programme Coordinator in the Fit for Life programme, which inspires adults over the age of 40 to include physical activity in their daily routines. Fit for Life programme is funded by the Ministry of Education and Ministry of Social Affairs and Health. Recently Malvela has worked for The Adventures of Joe Finn campaign planning and implementation. The campaign is organized to encourage sedentary middle-aged men to a healthy lifestyle. Miia Malvela has Master of Sport Sciences from the University of Jyväskylä, Finland.

MARSHALL, LOIS

**GIRLS ON THE MOVE - OVERCOMING THE BARRIERS FOR HARD TO
REACH, INACTIVE, TEENAGE GIRLS**

Girls on the Move aims to get more girls and young women in Scotland physically active by addressing the particular barriers that affect them and by creating, with their input, more community based opportunities for them to be physically active. The project aimed to engage young women from harder to reach groups including those from black, minority or ethnic backgrounds, those with disabilities, young mums, and those from disadvantaged communities who were shown to have the lowest levels of physical activity.

Girls on the Move has two distinct programmes - the participation programme offers support and funding for community based groups to offer physical activities to girls and young women. The leadership programme trains young women to become leaders in their community.

The foundation stone for the project was Let's Get Scotland More Active: A strategy for physical activity (2003). The research that informed the strategy clearly outlined the low levels of physical activity amongst girls and young women in Scotland.

Presenting findings from the 5 year evaluation of the project by the University of Stirling we will highlight some key of the key factors which have influenced the success of the project.

LOIS MARSHALL is currently working for Youth Scotland, the Scottish network of youth clubs and organisations, on the Girls on the Move project. Developed the work of Girls on the Move with young offenders working in the women's prison and with organisations working with black, minority ethnic young women and young mothers.

She sits on the Adolescent Advisory committee of the Scottish Collaboration for Public Health Research and Policy, which aims to identify key areas of opportunity for developing novel public health interventions that equitably address major health problems in Scotland.

Previously worked on the Scottish Peer Education Network developing a strong link between projects in Scotland working to support young people educating their peers. Also worked at the national youth information agency, Young Scot, developed a project to provide accessible information to young people on opportunities in their communities, these included sports, arts and volunteering.

MAS, SEBASTIÀ

EXERCISE ON PRESCRIPTION FROM PRIMARY HEALTHCARE SETTINGS: LESSONS AND PERSPECTIVES FROM THE 'LET'S WALK PROGRAMME' (PROGRAMMA CAMINEM)

The 'Let's Walk programme' was created in 2004 from the collaboration between the National Institute of Physical Education, the Municipality of Lleida and the Catalan Health Institute. The programme aimed to promote physical activity counselling based on urban routes for aerobic exercising (i.e. walking) by primary-care health professionals.

Promotion of PA turned into a new project targeting Individual Home-Based Exercise Prescription (IEP) set by an Exercise Specialist (ES). Each client has been monitored for twelve months of participation, or abandonment. The exercise on prescription programme was developed for eighteen months in two primary healthcare centres (PHC) located in two socially disadvantaged districts of the city. All general practitioners and general nurses from the staff were invited to refer their patients to the ES.

IEPs were written following a regular drug prescription form with exercise dose-response information. Inclusion criteria for clients were to be above eighteen years-old and suffer from chronic disease(s) that may benefit from exercising (n=181, mean age=58.83). Regular face-to-face consultations with the ES at the PHC were scheduled once the client gave the consent for his/her participation. Each consultation included motivational interviews, assessment of previous IEP, and new IEP increasing the exercise dose-response if any health problem had not been reported. Regular feedback of clients' evolution was reported to practitioners.

The RE-AIM method was used to measure the approach, which first phase was completed on July 2011. It includes health checking (physiological and quality-of-life measurements), ratios of participation for both clients and professionals, and clients' adherence.

SEBASTIÀ MAS is working on several projects related to fitness and health. He graduated with a Masters degree in Sport Sciences in 2007 and with a Masters in Sustainable Sport and Development in 2008. He completed a postgraduate course in Physical Education Teaching and currently he is finishing his PhD thesis concerning exercise on prescription. Sebastià also staffs the coordination team of a masters degree in Exercise Prescription for Health at the University of Lleida. Besides his academic work, Sebastià has a coaching license for basketball, badminton and sailing from the Catalan federations and has been working within the sport and leisure sector since 2006 and volunteered in an association for people with disabilities from 1998 to 2003.

MENKE, SABINE

ADAPTED AND INCLUSIVE SPORTS TRAINING AND COMPETITION: A NEW DIMENSION FOR PEOPLE WITH INTELLECTUAL DISABILITIES

Special Olympics traditionally offers customized sports particularly for people with intellectual disabilities- called “athletes”. Changing attitudes towards people with intellectual disabilities using the means of sports is a key component of the Special Olympics mission. Over the past decade the inclusive “Unified Sports®” programme has been developed very successfully, in particular in Europe/Eurasia. It is focusing on bringing opportunities to youths with and without intellectual disabilities to come together for regular training and competition on the same sports teams. In addition, the concept is targeting long term sustainable and inclusive structures around Unified Sports teams and activities in the local community. The Unified Sports programme alongside the traditional activities addressed particularly to Special Olympics athletes offers a choice to people with intellectual disabilities: Some may benefit more from a special needs sports activity, others may gain more from Unified Sports participation, some may even choose to join both options. This choice still is rather unusual nowadays. The usual picture is clearly separated in mainstream sports and special needs sports. People with intellectual disabilities are often automatically placed in the special needs sports section. On one hand Special Olympics can meet the needs of the key stakeholders, the athletes, better through giving choices. On the other hand Special Olympics challenges and changes traditional ways of thinking and acting in sports in general. This helps to change the climate and to open up new opportunities and choices for all in sport but also in society generally.

SABINE MENKE (formerly Brecklinghaus) from Germany has been the Special Olympics Europe/Eurasia Director for Youth, Unified Sports® and Research since March 2003. In 2002 Sabine Menke graduated with a Master in Sport Sciences from the German Sport University Cologne. She completed a postgraduate master studies in 2005, an Executive Master in Sport Organization Management (MEMOS) at the University of Lyon 1/France with support of the International Olympic Committee and Olympic Solidarity. Ms Menke was involved in Special Olympics Germany as a volunteer from 1993 until 2003. She has a coach license from the German Football Federation (DFB); her main field of volunteering was in coaching women’s football and organizing football events.

MONSPART, SAROLTA

EVERYTIME – EVERYWHERE: WALKING FOR HEALTHIER AGEING

Hungarian senior citizens are statistically disadvantaged in several ways: a significant part of their population lives below the poverty line, with poor educational background, especially regarding body culture and physical activity. The project aims to organize senior citizens in cities as well as in the countryside in “Walking clubs”, where they have not only the opportunity to perform physical activity together, but also are provided with a framework for local community life, which is equally important for an age group that often shows signs of loneliness. The club network is based on an existing network of 142 clubs nationwide built up since 2004; now the target audience is exclusively the elder population. Main partners range from the ministry in charge to the municipalities, local media and the National Health Promotion Institute. The aim is to have at least 15 – 20 % of the senior citizens active in the club network by 2014. Feedbacks and evaluation are channeled through the local contact person. Symbolically, all the local clubs are going to be invited annually for a national walking tour next to one of the World Heritage sites of Hungary.

SAROLTA MONSPART, a former world champion in orienteering and the first woman in Europe to run the Marathon in less than three hours, is currently the Head of Department of Life-style in the National Health Promotion Institute since 1990. At the same time she has been practicing as a coach for a women’s running/walking club in Budapest. Since autumn 2004, she has been practising as a leader/coach for the national “Walking clubs for pensioners” network. She is the appointed President of the Hungarian Public Sport Association since 2009 and recently became a member of the Hungarian Affairs of Seniors Council, nominated by the Prime Minister of Hungary.

MOUYON PORTE, SYLVIE

CHANGING PARADIGM - SPORT FOR ALL IN FRANCE

Each country has its own sport culture which comes from its history and particularities. France is no exception as it has its own model which can be considered quite unique. Sport for all is shared by many actors: National Government, local authorities, sport movement through the French National Olympic and Sports Committee - CNOSF, sport federations but mostly multisport federations and of course sportsmen/women as many of them are practicing by themselves with no links to any kind of sport structure or sport organizations. The presentation will explore the French model and focus on how it can provide answers to the recent evolutions of the needs of the population in terms of health, social cohesion and education.

SYLVIE MOUYON PORTE is Chief of Office for Multisport Federations, Outdoor Sport and Resource Centers, Ministry of Sport, France. Sylvie Mouyon Porte has worked for the French Sport Minister at every administrative level in the sector of "Youth and Sport" promoting the development of Sports. She is now in charge, at the national level, of all projects linked to developing the accessibility of sports for all, adapting sport to disabled people, developing sport of nature and the fight against discrimination and violence in sport.

MULLIN, MARTINA

GO FOR LIFE FITLINE – GETTING PEOPLE PHYSICALLY ACTIVE... BY PHONE!

Go for Life FitLine is a telephone support service that encourages over 50s to be physically active. Once someone has signed up for FitLine, they receive phone calls every two weeks giving them information on physical activity programmes in their area, advice on types of physical activity and support and encouragement to be active. Once or twice a year, the participant can attend a workshop to meet other FitLine participants and the FitLine mentors to discuss their progress. An important element of FitLine's success is that the FitLine mentors are volunteers who are all over 50 themselves. Because these mentors are older, they understand the challenges of being active later in life and participants respond well to speaking to a peer.

Go for Life's FitLine is modelled on 'Active Choices', a telephone support project developed in California by Stanford University. Active Choices is based on twenty years of research evidence about telephone-based physical activity support. FitLine adapted Active Choices to the Irish setting by training volunteer older adult mentors rather than fitness professionals to motivate their peers to be active.

FitLine was evaluated in 2009 for three months. Five mentors were trained and over 20 people participated in the programme. The evaluation found that FitLine increased both rates of physical activity among participants, and rates of knowledge about recommending physical activity. It also found that mentors increased their rates of physical activity as a result of encouraging others to be active.

MARTINA MULLIN is the Research and Development Officer for Go for Life, the national programme for sport and physical activity for older people in Ireland. Go for Life is Age & Opportunity initiative funded by the Irish Sports Council. It aims to make more older people more active more often.

Martina has worked with Go for Life for four years and during that time researched, proposed and developed the Go for Life FitLine initiative. She also lectures part time in Health Promotion in Dublin City University to third and fourth year Sports Science undergraduates. Her professional interests include health promotion through the promotion of physical activity, promotion of health with difficult to reach populations and the evidence debate in health promotion.

Martina has a degree in Sports Science from the University of Limerick and a Masters in Health Promotion from the National University of Ireland Galway.

MURUMETS, KELLY

**PARTICIPACTION – IGNITING A NATIONAL MOVEMENT FOR PHYSICAL
ACTIVITY AND SPORT**

With almost half of all Canadians considered inactive and sport participation on the decline, Canada is facing an inactivity crisis. As the national voice of physical activity and sport participation, ParticipACTION is focused on inspiring and supporting Canadians to move more. A catalyst for action, ParticipACTION creates change through communication, capacity building and knowledge exchange. Kelly Murumets, President and CEO of ParticipACTION, will discuss the organization's strategy and its collaborative approach with public, private, and not-for-profit partners to create a national movement for physical activity and sport.

KELLY MURUMETS is the President and CEO of ParticipACTION, the national voice of physical activity and sport participation in Canada. ParticipACTION has been an iconic Canadian brand since 1971 and was relaunched under Kelly's dynamic leadership in 2007.

Prior to joining ParticipACTION, she was president of a publicly traded U.S. telecommunications company. Kelly is a member of the Young Presidents' Organization (YPO) and has advised leaders on how to develop focused strategies and realize results within their organizations. She speaks regularly to organizations across the country. She is a member of the Bishop's University Board of Governors, the Dean's Advisory Council for the Laurier School of Business & Economics and is a Director of ParticipACTION. She holds an MBA from the University of Western Ontario, a Master of Social Work from Wilfrid Laurier University and a BA from Bishop's University.

Kelly was named to the 2007 and 2009 Canadian Association for the Advancement of Women and Sport and Physical Activity Most Influential Women in Sport and Physical Activity list, named an Amazing Advocate on More Magazine's Top 40 over 40, and recently named to Canada's Most Powerful Women: Top 100.

PFOHL, SHELLIE

BECOMING A CATALYST FOR CHANGE: MOVING TOWARD ONE FIT AMERICA

The United States is facing an obesity epidemic, as well as an unhealthy and inactive lifestyle epidemic. In the United States, nearly one-third of children and adolescents are overweight or obese, and more than 72 million adults are obese. Inactivity and obesity adversely affect the health of the U.S.'s citizens, contribute to higher health care costs, and diminish the productivity of the nation's workforce. This is why the President's Council on Fitness, Sports & Nutrition is committed to promoting healthy lifestyles through physical activity and sports, as well as nutrition. Through programmes and partnerships with the public, private and non-profit sectors, the Council supports initiatives that help people of all ages, backgrounds and abilities embrace healthier lifestyles. The President's Council also works closely with First Lady Michelle Obama's *Let's Move!* campaign, which is a comprehensive initiative dedicated to solving the challenge of childhood obesity within a generation. Together, the President's Council and *Let's Move!* promote safe, accessible and affordable physical activity and nutritious food options.

SHELLIE PFOHL was appointed by President Barack Obama in February, 2010 to serve as Executive Director of the President's Council on Fitness, Sports and Nutrition (PCFSN). PCFSN is an advisory committee of volunteer citizens who are charged with educating, engaging and empowering all Americans to live an active, healthy lifestyle.

Ms. Pfohl is responsible for developing PCFSN's vision and strategy, and directing the Council's daily operations. Ms. Pfohl also leads the Council's efforts to support First Lady Michelle Obama's national *Let's Move!* initiative aimed at solving the childhood obesity epidemic within a generation.

Prior to joining the Council, Ms. Pfohl co-founded and served as executive director of Be Active North Carolina, a non-profit organization that works statewide to increase physical activity among North Carolinians. She was also the founding director of Be Active America and served as executive director of the North Carolina Governor's Council on Physical Fitness and Health.

RÜTTEN, ALFRED

USING CROSS-SECTOR PARTNERSHIPS TO BUILD POLICY CAPACITIES FOR PHYSICAL ACTIVITY PROMOTION AMONG SEDENTARY OLDER PEOPLE

Cross-sector partnerships are essential for building policy capacities in physical activity promotion, i.e. for enabling organizations to provide better opportunities for physical activity to the population. One example for successful inter-sectoral co-operation is the EU-sponsored PASEO Project (www.paseonet.org), which specifically dealt with physical activity promotion for sedentary older people.

PASEO successfully forged cross-sector alliances on the national or regional level in 15 European countries. All in all, more than 130 organizations from various sectors were brought to the table, including ministries, regional government agencies and public-law institutions, NGOs from various sectors, and university researchers.

Using an academia-driven co-operative planning process, the PASEO alliances developed more than 100 specific measures to improve physical activity promotion for older people. This process was designed to help organizations increase their internal and cross-sectoral policy capacities, i.e. to specify their goals, to bring their efforts in line with their internal and external obligations, to find and properly allocate sufficient resources, and to identify and use organizational, political, and public opportunities.

The experience of PASEO shows that such a cross-sectoral approach is highly promising, but that it also requires sufficiently long timelines and adequate resources to make partnerships and capacity building sustainable.

ALFRED RÜTTEN, Prof. Dr., is the director of the Institute of Sports Science and Sport of the Friedrich-Alexander-University Erlangen-Nuremberg, Germany.

Alfred Rütten has led several cross-national research projects on physical activity surveillance and health promotion. Two EU projects, funded by the European Union/Directorate for Health and Consumers, the "European Network for Action on Physical Activity and Ageing" (EUNAAPA, 2006-2008) project and "Building Policy Capacities for Health Promotion through Physical Activity



among Sedentary Older People" (PASEO, 2008-2011) deal with the broad field of physical activity promotion policy and aging.

The IMPALA project, a collaboration between researchers and policymakers from 12 European countries, also funded by DG SANCO, prepared and presented "European guidelines on Improving Infrastructures for Leisure-Time Physical Activity."

At the European level, Alfred Rütten has been involved e.g. in the Expert group on "European Physical Activity Guidelines" of the Commission. Since 2010, he has been part of the WHO-Expert group on "Physical Activity Promotion in Disadvantaged Groups".

At the national level, he has been part of the advisory group on the National Action Plan on Physical Activity & Diet of the German Federal Ministry of Health (since 2009). Alfred Rütten has also been a leading national expert on sport and physical activity development for more than 20 years and worked on that issue with several municipalities and regions, e.g. Frankfurt/Main area.

SINGH, AMIKA

**LESSONS LEARNED FROM 10 YEARS DOIT: EFFECTIVENESS,
IMPLEMENTATION AND DISSEMINATION ISSUES OF SCHOOL-BASED
OBESITY PREVENTION**

Why?

As a response to the emerging challenge of the obesity epidemic and its health consequences, the search for effective preventive measures has become a major focus across populations. In 2002, we started developing the Dutch Obesity Intervention in Teenagers (DOiT).

What is DOiT?

DOiT is a comprehensive school-based weight gain prevention programme, tailored to the needs of Dutch adolescents from a low socio-economic background, directed at both sides of the energy balance.

Does DOiT work?

We examined the effectiveness of DOiT in randomized controlled trial in 2003-2005, with more than 1100 children in 18 schools (intervention and control). We found that children in the intervention group had better measures of body composition, drank less sugar-sweetened drinks and watched less television. However, not all intervention effects could be maintained 20 months after the intervention ended.

From our process evaluation we learned that the majority of the teachers planned to implement DOiT in the future. We also found that there were some aspects of the intervention that could be improved. Therefore, we decided to develop a revised version of DOiT.

DOiT AGAIN

To accomplish beneficial effects of DOiT also on the long run, the duration was expanded to two school years. We decided to involve parents more actively in the intervention and increased the flexibility of the teaching materials. Since this school year more than 4000 children in the Netherlands have started working with DOiT and we are conducting implementation research to determine successful determinants for nationwide implementation of DOiT.

AMIKA SINGH was born in 1974 in Aachen, Germany. In 1992 she finished her higher general secondary education in Ingolstadt (Germany), and then moved to The Netherlands. After her studies Physical Therapy (BSc, cum laude, 1998) and Human Movement Sciences (MSc, 2001)

she started working at the VU University Medical Center in Amsterdam. Amika obtained her PhD for her thesis on the evaluation of the effectiveness of a school-based intervention programme aiming at the prevention of obesity in adolescents.

From 2007 on Amika worked as postdoctoral research fellow and investigated the tracking characteristics of biological and lifestyle variables within the Amsterdam Growth and Health Longitudinal Study. In 2009 Amika was appointed scientific project coordinator of an EC-funded project on prevention of overweight in children.

Amika is supervising two PhD-students and has teaching responsibilities concerning courses Medicine and Health Sciences, and individual supervision in research training. She is involved in the Erasmus/Socrates programme 'Children and Physical Activity - a European Perspective' as a teacher since 2002.

SLOATE, LORI

CHALLENGES IN PHYSICAL ACTIVITY, THE BUILT ENVIRONMENT AND PUBLIC HEALTH – SUSTAINABLE SOLUTIONS THROUGH PARTNERSHIPS

The issue of physical activity, or the lack thereof, as a health risk is increasingly on the global agenda. In September 2011 the United Nations General Assembly held a special session on non-communicable diseases (NCDs) like cancer, diabetes, chronic respiratory disease and heart disease. Together, NCDs are the leading killers in the world, accountable for 63% of all deaths. Physical inactivity is cited as one of the four major risk factors contributing to these diseases. According to WHO, physical inactivity has been identified as the fourth leading risk factor overall for global mortality causing an estimated 3.2 million deaths annually.

What can be done to turn the tide on sedentary lifestyles and overweight populations? How can physical activity play a role in this battle? Often tagged as “lifestyle issues”, these words mask the realities moving beyond individual life choices to societal choices and what governments and other partners can do to help make healthy choices the easy choices. Ms Sloate proposes that the challenges associated with physical activity, the social and built environment and public health can be turned into opportunities through forging strategic partnerships.

She examines key elements for strategic partnerships that can lead to public policy change, drawing on her experience heading the global campaign for World Health Day 2010, where over 1500 cities participated in events to promote health activities in the urban context.

LORI SLOATE is an advocacy and communications expert working with the private sector, NGOs, and multilateral agencies, primarily with development and health-related projects. She has been with the World Health Organization since 2004 and is currently working in the WHO Centre for Health Development in Kobe, Japan. Prior to working with the Kobe Centre, she was based at WHO Headquarters in Geneva where she focused on corporate communications to help build a communications strategy for the Organization. She has worked with other UN agencies such as UNESCAP in Bangkok and with UNOPS in Vietnam promoting the work of pro-poor public private partnerships and capacity building initiatives. From 1993-1995 Lori worked in Mozambique with an NGO on a health and sanitation programme through a social mobilization effort with remote communities.

SPANOU, DESPINA

PARTICIPATION IN PHYSICAL ACTIVITY FOR HEALTH – THE EUROPEAN UNION AND ITS ROLE

Physical activity is a priority area of action in the 'Strategy for Europe on Nutrition, Overweight and Obesity-related health issues (2007-2013)'. Under the Strategy, governments and actors across the European Union have been taking actions to promote physical activity in all ages and to advocate on its importance for health and well-being. As Chair of the EU Platform for Action on Diet, Physical Activity and Health and of the High Level Group on Nutrition and Physical Activity, Despina Spanou will present the partnership approach taken in the European Union through national or voluntary actions, but also through projects financed by the European Union's public health programme.

DESPINA SPANOU is the Principal Adviser at the Directorate-General for Health and Consumers. She works on communication and stakeholders' relations. In that capacity, she chairs stakeholder fora, including the Platform for action on Diet, Physical Activity and Health and the High Level Group on Nutrition and Physical Activity as well as the Alcohol and Health Forum. She also represents the Directorate General for Health and Consumers at the High Level Forum on the Competitiveness of the Food Chain.

She was previously the Deputy Head of Cabinet for the European Commissioners for Health Mr. Kyprianou (2004-2008) and Mrs. Vassiliou (2008-2010). During her time at the Cabinet of Health and Consumers, she coordinated food chain issues, including the avian flu crisis in 2006 and EU food trade relations with Russia, biotechnology, food safety and animal welfare. She also advised on public health policy files, including the first European Partnership on Action against Cancer and relations with third countries on health issues. She also oversaw the inception and first steps of the EU Strategy on alcohol-related harm and followed lifestyle issues, including nutrition and physical activity.

Despina Spanou started her career at the European Commission's Directorate General for Competition after having practised European competition law with the Brussels branch of a US law firm. She is a qualified lawyer and holds a Ph.D in European law from the University of Cambridge.

SZYMANSKI, STEFAN

WHO PAYS FOR THE PARTY? THE REAL MONEY FLOWS IN GRASS-ROOTS SPORT

Amateur sport is a “normal good”- meaning that participation rises with income. In most countries amateur sports participation is largely funded by consumers themselves, rather than governments or other public agencies. Participants have not only contributed the lion’s share of the financial cost, but have also made a significant “in kind” contribution through voluntary work. The traditional “club” model is now coming under significant pressure because of time pressure and increasing regulation (recent EU surveys showed that most people do not see cost or the availability of facilities as a major obstacle, rather it is the scarcity of time).

The current weak economic climate poses several threats to the development of participation: (a) falling incomes for many may reduce their participation (b) declines in public subsidies will disproportionately affect the poorer members of society, who are already likely to have low participation rates (c) traditional sports clubs will struggle to survive, as wealthier members are likely to move to commercially oriented facilities.

STEFAN SZYMANSKI is the Stephen J. Galetti Professor of Sports Management in the Department of Kinesiology at the University of Michigan. He is recognized as one of the world’s leading sports economists and has written extensively on issues such as incentives in contests, competitive balance in sports leagues, the business strategy of football and other sports, the sale of broadcast rights, the role of competition law in sports, public subsidies major sporting events, wellbeing and sports policy, and the economic history of sport. He has been an adviser on sports issues to governing bodies, sports organization and to government departments. He was a member of the panel of independent experts advising the European Commission on sports policy.

VELEVA, LUCIA

FUNDRAISING FOR PROJECTS: ADDED VALUE FOR SPORT ORGANISATIONS THROUGH EUROPEAN PROJECTS

Sport organizations can take advantage of EU programmes that do not focus on sport but on training, education, health, citizenship and human rights.

The local and regional committees of the Italian Union Sport for All - UISP have been successful in implementing transnational projects promoting the social role of sport. Each project targets a specific problem area and age group.

ADRESS, Against Drugs and Racism in Europe through Sport and Solidarity (Europe for Citizens Programme 2007), was the first transnational project of UISP Settimo Ciriè bringing together EU partners to exchange good practices in fighting negative phenomena among young people. The idea was further developed in SAVE, Sport Against Violence in Europe (Europe for Citizens Programme) and ARIES, Against Racism in Europe (Fundamental Rights and Citizenship Programme). The projects built upon the previous programme and added value to the partners, providing them with the opportunity to work in a network and develop know-how.

In 2010 UISP Settimo Ciriè trained 20 trainers in SCAI Grundtvig workshop on how to educate active citizenship through sport.

During the European Year of Volunteering 2011 new projects were developed to promote volunteering and social inclusion. UISP Varese transferred its know-how in organising physical activities for elderly people in VIS A VIS Grundtvig workshop.

VESI project (Europe for Citizens Programme) focused on volunteering and the potential of sport for the inclusion of handicapped people using best practices from UISP Liguria.

IRIS International Roma Integration through Sport is an ongoing project of UISP Settimo Ciriè in the difficult area dealing with the integration of Roma children.

The common feature of sport related EU projects is the use of sport as a preventive, educational and integration tool. Successful EU projects add value and recognition to sport organisation at local, regional and national levels. Therefore, building fundraising capacity is important.

LUCIA VELEVA graduated from the Technical University of Sofia. She started working on European programmes in 1995, as training manager in a PHARE management training project in Bulgaria. After completing INSEAD MBA in France, Lucia Veleva was appointed human resource manager of Solvay in Bulgaria. In 2000 she joined the DELPHI TACIS project in the field of education covering 5 regions of Russia. In 2001 Lucia Veleva moved to Italy to consult training companies financed by the European Social Fund. In 2005 she initiated fundraising from EU programmes for municipalities, schools and NGOs. An important field of activities were transnational sport related project. A very good partnership with UISP organizations was

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establishes and is ongoing expanding areas of intervention and geographic coverage. In 2007 Lucia Veleva founded Courage Foundation in Bulgaria which aims social integration of disadvantage groups. The Foundation is a consolidated partner of UIPS organizations in projects promoting social inclusion through sport.

WEDDERKOPP, NIELS

**THE ROLE OF SPORT IN REDUCING RISK OF OBESITY, INSULIN
RESISTANCE AND TYPE II DIABETES IN CHILDHOOD – A COMMUNITY
EFFORT**

There is a concern that children are becoming increasingly sedentary. A passive life-style in childhood will result in obesity in many. Lack of physical activity combined with obesity are risk factors of life style diseases such as Type II diabetes, a chronic disease with many ramifications. An obvious antidote to this is moderate and high intensity physical activity. The best place to introduce such activities for children is at school.

In Denmark, the municipality of Svendborg turned six primary schools into "Sport Schools". Children in these schools received age-specific physical education for 4.5 hrs per week vs. the usual two hours in normal schools. In addition, a large number of leisure time physical activities were available. The children in these schools have been compared with children in ordinary schools. It has thus been shown that the risk of becoming obese and insulin resistant was nearly halved with this programme. On average each time the child participated in sport after school during the week the risk was reduced by four percent. The results indicate that Sport Schools and sport in leisure time is an effective method to turn the tide of the "obesity epidemic".

Due to the large and positive effect of the Sport Schools on general health, the City Council has now decided that all schools in the municipality are to become Sport schools.

NIELS WEDDERKOPP holds a MD from University of Odense (1991) and a Ph.D. on Risk factors of cardiovascular disease in children from the University of Southern Denmark (February 2000). He has conducted research and published articles on childhood and youth health since 1996 and is currently at the Centre for Research in Childhood Health and professor at the Institute of Regional Health Research at University of Southern Denmark

Poster presentations - Poster Fair

AYMERIC, LEROY

PHYSICAL ACTIVITIES FOR BABIES FROM 9 MONTHS TO 3 YEARS ACCOMPANIED BY A PARENT

Under the influence of his innate intelligence, a baby's development is a dynamic, sustained process. Many factors will interact along this process. "Constructivist" and "socio-cognitivist" theories place the child at the centre of the learning process. For the period from 9 months to 3 years, the "Gym'Câline®" training has two objectives:

- To graduate professional 'as child educator
- To enable them to monitor the child's progress and the parent's attitude.

The "Gym'Câline®" sessions aim at developing:

- "Fundamental Motor-skills" (Position, Balance, Motricity)
- "Driving Skill" (Dexterity, Building of the spatio-temporal landmarks, Building of the body landmarks)
- "Expression and communication" (Child – favoured partners, Child – other children, Child – other adults)

To accomplish these aims, the Educator-in-training will learn to:

Motivate the child, guide the parent, respect the diversity within the children's group, encourage self expression, adopt a new look at his traditional role in order to place himself correctly in this triangular relationship.

LEROY AYMERIC is 31 years old and works as a regional technical advisor in Education Physique et Gymnastique Volontaire, Orleans, France

BARRETO, MARCELO CAVALACANTI

MATROGINÁSTICA: DIFFERENT GENERATIONS IN AN INTERACTIVE WORKSHOP

Based on the need for innovations in practices of physical education, the "*Matroginástica: different generations in an interactive workshop*" reflects a return to a practice that was widespread in Brazil in the 1970s as part of the Sport for All Movement. The *Matroginástica*, which is gymnastics exercised between parents and children in our project, assumes the role to encourage adolescents to exercise with children as well as promote the generation of knowledge inherent in physical culture and guide intergenerational relationships. The *Matroginástica* encourages young people to engage in physical activity and can enable a conscious and healthy growth. In the school context, where clashes between people of different ages are often seen, one of the points emphasized by the *Matroginástica* is a relationship between equals, where both share experiences.

This case study took place in physical education classes in the Application School at the Federal University of Pernambuco, and is based on experiences with exercises that are well known in the world of gymnastics. These were selected, organized and systematized by the students in academic excursions for elementary schools, setting up practices in extension. Later, experiments were disseminated in scientific events at the school and higher education institutions. The experience gave the adolescents the opportunity to reflect on intergenerational relationships, which enabled a greater understanding of the different forms of body language, dialogue and communication.

MARCELO CAVALCANTI BARRETTO is a teacher at the Application School (*Colégio de Aplicação*), Federal University of Pernambuco, Brazil. He graduated in Physical Education Degree from the University of Pernambuco in 1979 and later specialized in Physical Education from the Federal University of Pernambuco, obtaining his degree in 2010. He has an extensive experience in Physical Education and Sports with an emphasis in Physical Education.

BERBER, SERKAN

MOVING PEOPLE IN THE RIVER

The municipality of Eskişehir is famous as the most creative municipality in Turkey during the past decade because of the new approaches used in different fields in city management and new applications used in the field of sports. It has also received awards from many different institutions. After reconstructing, cleaning and decorating the mostly polluted river in Turkey, the municipality of Eskişehir made the Porsuk River - which runs from the middle of the Eskişehir city – a center for water sports. Also, the municipality made four artificial lakes filled by water coming from the Porsuk River, and these lakes are also used for different sports activities such as optimist, canoeing, rowing, water skiing and dragon races.

One of the sports activities held in Porsuk River and in the artificial lakes is the Dragon races which are held all year around on different days that are important for the country. To organize the dragon races, the municipality announces the dates for different age groups's participation in the races. Each team includes 12 members. Sometimes participants come from schools, sometimes from different workplaces and sometimes even other sports teams are competing as a team in these races in a different setting as a fun experience with physical educational and recreational benefits. For each race as many as a thousand participants will take part in the races. This way, all participants are enjoying the lake and river atmosphere with their colleagues or friends while they are enjoying being part of a competitive sports with having lots of other benefits like team building, The finals are held in Porsuk river and the winner teams are awarded different prizes thanks to funds gathered from the application for the dragon races for each team.

SERKAN BERBER holds a Bachelors degree from the School of Physical Education and Sports department of Anadolu University and a Masters degree in Advertisement and Public Relations of Communication Faculty. He is currently a Ph.d. student in Sports Management in Anadolu University, School of Physical Education and Sports. He works as a Research Assistant and is conducting research on a variety of sports events around Europe and Turkey on issues related to sports tourism, sports management, sports marketing and sports events.

BOIXADERA, RAMÓN

EUROPEAN DAY OF SPORT

Since 2002, the Provincial Council of Barcelona has organized the Festival of the Sport (<http://www.diba.cat/festaesport>), a recreational and popular sporting event in which everyone is welcome. Due to the increasing success of this event, the initiative of celebrating a European Day of the Sport was promoted and supported by remarkable sport institutions and personalities.

In 2010, the Festival of the Sport was organized together with the Day of the Sport, a healthy sport event for all developed by the EC and co-financed by the project Euro Sport Health. The Day of Sport, organized in Spain, UK, Cyprus, Italy and Hungary, demonstrated that organizing a huge event with a small budget is possible thanks to a coordinated communication campaign.

The main objective of the European Day of Sport is to encourage citizens to practice sports, to increase health benefits and to disseminate the municipal sport offers. Sport is a phenomenon with a great social impact and deserves the recognition of a European Day of the Sport.

EURO LOCAL SPORT NETWORK

The Treaty of Lisbon fosters EU's member states sport policies by means of networks of organisms responsible for sport. Euro Local Sport Network was born to enhance, value and empower the collaboration of public institutions that enhance sport for all in Europe.

The Euro Local Sport Network is formed by public institutions that work in the field of sport at local level, and has a clear approach to leverage local sport phenomena as a driving force of economy, non-violence, tolerance, occupation and health.

The network aspires to be the voice of local sport in Europe. Its main objective is to create a bidirectional dialogue between local, regional and national public institutions with European public institutions that work in the field of local sport. Furthermore, it is intended to exchange information and knowledge among the members of the network. Today the network has 35 members representing 5 European countries and it is promoted around Europe in order to attract more active members.

RAMÓN BOIXADERA has worked as a civil servant for the Provincial Council of Barcelona since 2005. Here he has been in charge of promoting and coordinating the project Euro Sport Health which is co-financed by the European Commission (www.eurosporthealth.eu) and of promoting the Euro Local Sports Network aimed at public institutions working in the field of sport at local level (www.eurolocalsport.net).

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He is currently a visiting professor at the INEFC and holds a Master degree in Business Administration as well as a Masters degree in Sport management.

CHASS, BARUCH "BUKY"

NEWCOMB BALL - CATCHBALL-CACHIBOL - KADURESHET (HEBREW): THE FASTEST GROWING SPORT ACTIVITY FOR WOMEN IN ISRAEL!!

Newcomb ball has been known in Israel for years but never got much notice by the sport establishment until 2004. In 2004, Mr. Haim Boroski approached Dr. Baruch Chass, Deputy Mayor of Kfar-Saba, and suggested to introduce the sport to the women of the city of Kfar-Saba .

He suggested developing a competitive system for teams of women representing the schools that their children attend. The Activity was called "MAMANET" (Net Game for Mothers) and began with 5 teams.

This structure is now the largest in the Newcomb Ball system in Israel and involves approximately 1.200 women.

In 2008, some women and mothers who wanted to expand the scope of the game – from including school mothers only to include other women - , left the "Mamanet" and founded the "The Israeli League of Newcombe/Kadureshet thus expanding the game outside of Kfar-Saba. In three years the Israeli League has grown from 8 teams to slightly more than 25 teams from 15 different cities.

The third system and the newest is the one created within the work and business establishments around the country which now takes place in nearly 20 different organizations.

The Game of Newcomb is a new trend, the fastest growing women's activity and involves an estimated 2.500 adult women across the country. The game involves more women than any other adult organized sport activity in Israel. It is continuously growing in participant numbers, organizations, leagues and cities involved.

DR. BARUCH "BUKY" CHASS is a former national team swimmer and water polo player for Israel. He obtained his teacher certificate in Physical Education at the Wingate Institute for Sports in 1968, then graduated with B.Sc. from the University of Connecticut in Physical education and received his Pd.D. from Ohio State University, School of Education in 1978. He has taught at Wingate College for Physical Education and Sports for 31 years and spent 3 years as a visiting Professor at the University of Alberta, Edmonton, Canada (1988-1991).

As well as teaching at the Wingate College, he has also been a swimming coach, a director for swim coaches preparation program and an analyst for the Israeli National Television at Olympic and World Championships in swimming in the past 20 years. He is currently the Director of Foreign Affairs for the Sport for All Association Hasharon Region, Israel.

DAHL, THOMAS

NATIONAL DANISH PERFORMANCE TEAM

We move the world

The National Danish Performance Team contributes to and encourages exercise, cheerfulness and understanding in the world. Through our renowned gymnastics shows and workshops we entertain and inspire to an active lifestyle and strengthen healthy living. When we say “We move the world” it is not just entertainment through sport, it is literally exercise for children, youth and adults all over the world. We move people to move, to participate and to perceive sport as a lifelong activity.

Building communities

Together with local and national partners in each hosting country, the National Danish Performance Team build communities to achieve cultural and human understanding. Meeting with others through sport expands our cultural understanding and enhances our understanding and respect for each other. The gymnasts are ambassadors for an inclusive, democratic and dynamic sports culture.

Sport for all – self-empowerment

Sport is challenging and rewarding physically, mentally and socially regardless of prerequisites. We promote sport as a platform for personal development and enhanced skills. Sport and exercise improves physical well-being, a healthier life and better quality of life.

Uniquely uniting

Touring the world for 10 month as volunteers, 28 young Danes set off for a unique experience that will move both themselves and thousands of kids, students and host families. Turning their free time activity into a yearlong odyssey, they tell the story of “Sport for all – Sport for life – Sport for fun”.

THOMAS DAHL is Assistant Manager of National Danish Performance Team (NDPT). Thomas Dahl travelled as team manager of the NDPT “Frames” world tour 2008-2009 and has since held the position as deputy manager for the renowned Danish team.

Although officially based at the headquarters of the Danish Gymnastics and Sports Associations (DGI), the world is very much the place to find Thomas networking and planning for future partnerships.

Thomas Dahl earlier worked as a project manager in Aarhus, Denmark integrating sport and leisure activities in urban planning.

“The world is my playground, dialogue is my evolution and curiosity is my DNA”.

EMMANOELLI, LUIZ CARLOS

**THE EXPERIENCE AS THE PEDAGOGICAL COORDINATOR AT THE
SEGUNDO TEMPO – A BRAZILIAN EDUCATION TROUGH SPORTS
PROGRAMME**

At present, it is not possible to plan without thinking globally and considering the local peculiarities in a multidisciplinary and educational way.

From personal actions to national policies, the focus of our attention should be on the HUMAN BEING and on the TEACHER, who is responsible for supporting children's physical activity. Teachers should be sensitive to the unique opportunity they have when being in contact with a child and teaching him/her by using themselves as an example.

The subject of this work is based on experiences as the Pedagogical Coordinator of the Segundo Tempo at Campinas (Brazil), a social programme of education through sport with more than five thousands participants, 34 professionals directly involved and 50 Educational Sports Centers where the activities take place. The aim of this work is to present, share and discuss the results and impressions of 18 months of work focusing on the difficulties and opportunities for guiding the pedagogical approach of this programme in Campinas, Brazil, a city with more than one million habitants.

LUIZ CARLOS EMMANOELLI has a passion for sport and physical activity - from amateur sport to professional and recreational sport - which to a large extent has been shaped by his childhood and teenage years. Working as a Pedagogical Coordinator of the Segundo Tempo, at the Sport Hugs Campinas Association, a local NGO based in Campinas, Brazil. He has always sought to develop his experiences with sports activities, and reached a high when joining a Saudi Arabian professional soccer team as a physical trainer.

A teacher who works with sensibility can stimulate a self-healing cure process.

EMMANOELLI, PEDRO BELLINI

THE SEGUNDO TEMPO: A BRAZILIAN EXAMPLE OF EDUCATION THROUGH SPORTS PROGRAMME

The Segundo Tempo is the largest Brazilian government programme of Education through Sport: more than three million people have participated in the programme since its beginning, 1.300 cities involved and it is currently present in all 27 states of Brazil. The Segundo Tempo (Second Half) pops up as a social project aiming to increase the access, practice and the culture of sports and promoting the development of children and teenagers, as an important factor in developing the citizenship and quality of life, primarily for those who are living in vulnerable social areas. The ambitions of the programme go beyond the pedagogical practices towards the sports movements; it aims to promote - through the sports elements – a playful and pleasurable experience for the participants, critical thinking and a wide conception of body manifestation. It also seeks to strengthen the development of a sports model different from one focusing on high performance and competition, which dominates most of the sport practices.

Based on the presenter's personal experience with the Segundo Tempo, in the city of Campinas (São Paulo state, Brazil) from January 2010 to July 2011, where the presenter worked as an Educational Sport Center Coordinator, the presentation aims to share with the Move2011 congress participants concepts and possibilities of education through sports programmes.

3.. 2.. 1.. green light: I jumped off the helicopter as I was supposed to. My partner came right after me and we ran as fast as we could to the shadow. Now we were on our own. No communication, no extra help. Probably the most important mission of our lives. After many years as secret agents we had never been in such a dangerous situation; I was nervous. Our mission: save the world from the terrorists' hands.

It was me and Giovanni, my best friend, both around eight years old. We were at my house, running around, crawling, climbing and hiding from my sisters, father, mother and grandfather, who played the terrorists' role – without even knowing.

My childhood memories are filled with moments like these: Games, bicycle rides, friends, balls, points, goals. Physical activity has been present in my life since my early years: from practicing to studying, from spectator to a critical thinker, from lover to a professional.

Words and expressions as body culture, physical activity, sport, school, values and education underly my academic research, publications and work experience. Believing in the integral, critical and contextualized personal and professional development of the Human Being, I see sport and physical activities as contents of the body culture. More than a social and health-enhancing tool,

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they are cultural practices capable of empowering people to an intellectually and emotionally better understanding of their own personalities and their engagement with society.

PEDRO BELLINI EMMANOELLI holds a bachelors degree in Physical Education from the University of Campinas, Brazil and is currently working as a project officer at the International Sport and Culture Association, Denmark.

FERRARI, JULIA

YOGA CLASS BY A BRAZILIAN TEACHER IN A KINDERGARTEN IN DENMARK

ISCA, in partnership with the Social Service of Commerce (SESC), Brazil, has a cultural exchange between teachers. SESC is a private institution and a nonprofit organization, created by the enterprise of commerce and services. SESC develops an informal and permanent education action with the purpose of valorizing the people and to promote personal autonomy. During the exchange, I attended the Academy of Physical Education in Viborg, Denmark. All the students had the opportunity to develop personal projects and could visit the kindergarten, watching classes and teaching children yoga.

The objective of this research project was to get familiarized with formal education in Denmark and give lessons of yoga. I was surprised because we could have a good communication using body language. During the week I could observe the communication between the teacher and the student. I also observed the good behavior of the kids. They became independent very early. The teachers were patient, they always spoke softly and looked into children's' eyes. On the last day, I taught a yoga class. I prepared a story and games, based on yoga postures. The project encouraged me to try to create a specific class at SESC.

PHYSICAL EVALUATION TESTS – MORE THAN JUST NUMBERS

The physical evaluation is common in places where physical activities are carried out. The physical tests are applied to high level athletes, professional teams and also to members of the general population engaged in physical activity in gyms and clubs. The evaluation provides for knowledge of the physical condition of the person as well as the elaboration of a training schedule with adequate loads amounts of training.

However, the tests are not always used in the correct way. Often this instrument is not used to aid the elaboration of the training, and in some cases it does not reflect the real physical condition of the person. This happens because there are varied factors that intervene in the results. The present research project aims to explore the understanding that two different groups, one of athletes and one of practitioners of physical activity, have regarding the tests of physical evaluation, and also explore the knowledge of the people who apply the tests (teachers, coaches e.g.). Through a questionnaire the answers of each group have been analyzed, categorized and compared between the groups.

Based on the analysis of the questionnaire, we conclude that the approach between professor and the pupil can contribute to a better performance in the test and consequently a better planning of the training program. Depending on the proximity of the coach-athlete or teacher-pupil the professional obtains a more reliable result in the test. The teacher or coach must have sufficient knowledge to carry out the test and analyze it as well as the sensitivity to deal with the emotions of the tested persons, mainly of anxiety, which is very common in these tests.

YOGA AND THE RELATION WITH COMPETITIVE STATE ANXIETY BEFORE A RACING COMPETITION

Running is an activity which is growing around the world, due to the simplicity of its practice and the health benefits (PALUSKA, 2005). Looking to improve their performance, people use personal coaches to upgrade the training. At this point, activities as diverse as yoga and running can complement each other well. Yoga is an Indian philosophy that came to the West about one century ago (JUNG, 1986). It is based on classic texts and Vedic sculptures. According to Pinto (2006), when somebody practices asanas (yoga postures) and pranayamas (breathing exercises) regularly, the level of adrenaline decreases and the mind become calmer. According to Weinberg & Gould (2001), anxiety is a behavioral disposition to perceive circumstances that objectively may not really be dangerous as threatening and respond to them with a disproportionate level of anxiety.

The objective of this research is to observe the changes of competitive state anxiety when runners practice yoga before a competition. The study applied a Competitive State Anxiety Inventory in a group of runners from Social Service of Commerce (SESC) Campinas, at two separate situations. In the first situation, runners had just participated in the SESC's race in Rio Preto city, and in the second situation, they practiced yoga before the competition from SESC Ipiranga, São Paulo. Based on the questionnaire results, it was found that cognitive state anxiety decreased. In addition, the self-confidence state increased. However further studies are needed to explore these results further.

JULIA FERRARI is a student of the Faculty of Physical Education, State University of Campinas (UNICAMP), Campinas, Brazil.

KLEMEN, HOSTA

PLAYNESS CULTURE

Ilem The innovative PLAYNESS Culture is an integrative life-long physical activity concept. It is designed to provide people of all ages and abilities with an environment, where they can enjoy and safely show their best potentials and talents according to their psycho motoric level, and develop social and intellectual skills through physical activity and games.

PLAYNESS culture is a new ideological tool to bridge the narrow achievement-oriented perspective of sport, and instead focus on the relations and the authentic life-generating forms of physical activity and play. It is aimed to lead participants on the path from ascetic fitness, through hedonic wellness to liberating playness.

Spolint institute is using Playness culture concept in order:

- to develop inclusive trends in the fitness and wellness industry;
- to reach socially and economically deprived target groups, which would benefit immensely from healthy physical activity;
- to show that a playful mindset leads to a creative and self-fulfilling way of life;
- to adapt sports rules, traditions and technology to serve the purpose throughout the lifespan of all individuals, and not just for young adult males;
- to take care of the children in front of us and to keep awake the child within us.

THE SPOLINT INSTITUTE FOR SPORT DEVELOPMENT seeks to build a neutral platform for reflection, network building, policy formulation, leadership development and resource mobilization in the fields of physical culture and sport in particular, as the role which sport can play in society has not yet been exercised to its full potential.

SPOLINT Institute aims to develop and implement project and programs to enhance the individual and social wellbeing. Institute generates think tank that understands the big picture of sport and promote the socio-ecological leadership initiatives globally and expand public programs. It is important to encourage education through sport and stimulate popularization of sports, conduct research leading to publications in the area of sport ethics/ philosophy/ sociology/ pedagogy/ psychology by leading counseling activities, and offers innovative turn-key solutions and programme implementation. Instutute provides opportunities for more horizontal integration across programs and sectors by linking civil society bodies, governmental institutions and entrepreneurship.

MURAIL, DANIEL

BENEFITTING FROM THE ADVANTAGES OF PARCOUR PHYSICAL ACTIVITY FOR HEALTH

The action consists of:

- Receiving patients after the medical diagnosis,
- Raising patients' awareness of the benefits of a regular sport practice for their health and advise them on the best adapted sports activity,
- Directing patients towards a sports club offering adapted activities

Organizing, during a three month period, a course of health enhancing physical activities in a hospital center, animated by a —"sport and medical" teacher, to help people, who have not been practicing physical activity, to establish and strengthen their confidence in sport , to discover adapted sport practices, and then accompany them toward a local sport club.

THE OLYMPIC AND SPORT DEPARTMENTAL COMMITTEE OF MAYENNE (CDOS) is the decentral organization of the French National Olympic and Sports Committee, CNOSF, in the department of Mayenne. The CDOS is in charge of the administrative and financial management of the PAPS 'operation and it is bound by convention with the hospital of Laval which places its technical rooms at disposal as well as a functional responsibility station of a doctor for the action.

The CDOS initiated the study of the medical departments in Laval Hospital Center when an European Commission report drew attention to the difficulties that patients are facing when trying to find a sporting club which could accommodate physical training in accordance with the patients pathology.

While keeping the control of medical monitoring by the technical support center, and after a first period of three months in the hospital, the patient, who wishes to continue his/her training, is sent towards the certified clubs.

PETRATTI DE MORAES, VIVEANE

**PHYSICAL CULTURE AND HEALTH – THE PEDAGOGICAL POLITICAL
PROJECT OF THE MORUMBI SUL COLLEGE**

The aim of this work is to present social and cultural aspects present in the Pedagogical Political Project and the curriculum of the Physical Education of Morumbi Sul College, run by the Morumbi Sul Educacional Organization, Sao Paulo, Brazil.

The initiation of the Superior Course in Physical Education was authorized by the Ministry of Education and Culture (MEC), through Ordinance No. 205, June 27, 2011. The methodology used was a qualitative study where we submitted the documents on the Pedagogical Political Project to data analysis technique. The curriculum of the course of physical education at Morumbi Sul College aims to study and apply human movement, focusing on different forms and modalities of physical exercise, gymnastics, games, sports, fighting / martial art perspectives on the issues of health injury prevention, promotion, protection and rehabilitation of health, cultural, education and motor rehabilitation, physical performance, sports, leisure, management of projects related to physical activity, recreational, and other fields that will create opportunities and nurture the practice of physical activities, recreation and sports.

Through the analysis we can see that the ingress at Physical Education on Morumbi Sul College, has capacity to offer services to the community and allow professionals to contribute to the needs and interests of society in relation to physical activities and sports lifestyle. It was also noted that the Morumbi Sul Physical Education College is guided by the specific knowledge required for the development of the activities of health Promotion and body culture.

VIVEANE PETRATTI DE MORAES holds a Masters degree of Education and is currently working as a Professor and Educational Coordinator of Pedagogy and Physical Education at the College Morumbi Sul, Sao Paulo, Brazil.

SHAHRIAR, ABDULLAH

PROMOTING PHYSICAL ACTIVITY THROUGH INCREASING SPORTS OPPORTUNITIES

The definition of sport employed in this poster presentation is wider than the traditional view of sport. We have to advance through tackling the twin challenges of getting the right sporting opportunities in place, and also through changing people's sporting behaviours. We still recognize the challenges in participation among women and disabled people, as well as in some individual sports.

Despite a reduction in the overall spending on sport and recreation during this challenging economic period, the overall picture is however encouraging. Sport activities with a higher cost of participation, such as golf, sailing and snow sport, do however appear to be facing challenges in retaining participants.

More than ever the rise in obesity in recent years is an alarming one. There are a number of strategies and initiatives available that aim to reduce childhood obesity. This strategy's delivery plan should also include developing a city-wide schools challenge to get children more active; working with partners to reduce the fear of crime in public spaces; supporting delivery of new and improved facilities for sport and physical activity; expanding support for initiatives that build skills for healthier cooking and eating; and improving the availability and affordability of healthy food.

We have to establish a broad participation base and continually attract new people to increase participation in sport regardless of age, background or ability.

ABDULLAH SHAHRIAR is an Assistant Professor in the Department of Paediatric Cardiology at the National Institute of Cardiovascular Diseases, Shere Banglanagar, Dhaka, Bangladesh. He has been serving as the Press and Publication Secretary of the Bangladesh Institute of Sports Science since January 2006. He completed a Team Physician's Course arranged by Bangladesh Institute of Sports Science in 2008. **He writes** medical and sports articles for different dailies and weeklies. Abdullah Shahriar completed his Post graduation as Paediatrics (MD) from Bangabandhu Sheikh Mujib Medical University, Shahbagh Dhaka, Bangladesh.

TIPPL, HEINZ

INCLUSIVE SPORTS IN STYRIAN SCHOOLS

“Inclusive sports” means a specialized attitude to common sports with people of different abilities in sports as well as social skills in schools and sport clubs. (Special Olympics 2002). The main criterion of inclusive sports is to approach people with special needs in a constructive, positive, helpful and conducive way. Another criterion of “inclusive sports” is its viability in real life.

These goals can be reached in different ways: On the one hand, by practising sports together with people with special needs, and on the other hand, by planning and organizing inclusive sports events in schools and sports clubs.

The following activities are helpful and necessary:

- Raising awareness, respect and tolerance towards the existing diversities of human beings with and without special needs
- Inspiring and creating ideas to plan inclusive sports activities and events
- Organizing and implementing inclusive sports activities and events in schools and sport clubs and disseminating the ideas and best practises there of
- Creating and developing rules of inclusive sports competitions and organising attitudinal training and education

In Austria there are a lot of schools and sport clubs involved in “inclusive sports”. Some schools have dedicated teachers who teach inclusive sports in integrated classes in the curriculum. Basic education Initiative for Sport and Inclusion (BISI) is the organising body for inclusive sports competitions throughout Austria.

HEINZ TIPPL is a Lecturer at the Social Academy of Styria, the University of Teacher Education in Styria, Austria, and a leader of several research projects in the social field commissioned by the Government. Since 2000 he has also been a lecturer at the KF University in Graz working on inclusive sports in Austrian schools realised by Basic education Initiative for Sport and Inclusion. He has also worked as a high School teacher teaching mathematics, history and physical Education at various high schools different schools.

Ingeborg Muster is a head teacher at a school for nutrition and agriculture where students have their last compulsory school year. As the head teacher for this school she became interested in

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MOVE

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*Towards 100 million more people active
in sport and physical activity*

inclusive education for physically handicapped students and tried to gain a deeper understanding for this in her studies for Educational Science. Inclusive education is important for improvement of all classes and for this reason, together with two colleagues, she founded the association for Basic education Initiative for Sport and Inclusion (BISI) as sports plays an important role in her own private life as well. She holds a masters degree in Philosophy including Educational Science.

VALKAMA, NIINA

**THERE IS A GREAT NEED TO INCREASE PHYSICAL ACTIVITY COUNSELING
AMONG SEDENTARY ADULTS**

A government funded Fit for Life Program (KKI) promotes physically active lifestyle among sedentary adults in Finland. One of KKI's goals is to promote top-down development projects to be established in communities providing physical activity counseling.

In the city of Lahti (with population of 100,000) physical activity counseling was established in 2007. The civic sport department hired a physical activity counselor, who works closely with the social and health department. The local authorities created also public physical activity counseling, free of charge. KKI provided financial support for the civic authorities totally of 60,000 Euros for the project.

Clients with MBO syndrome, diabetes and CVSs were able to receive a prescription for personal counseling. 150 clients in 2007 and 170 clients in 2008 received physical activity prescription for personal counseling. Local civic services provided also groups for gym for prescription clients. Public physical activity counseling was organized at a city library and at shopping center. In 2008 public counseling was organized once a month and totally of 850 clients received counseling. More low-threshold physical activity groups have been established. The personal counseling via given prescription and open public counseling have become as a permanent civil service in Lahti.

Cross-sectoral service chain including personal health enhancing physical activity counseling should be a permanent function at community health care system.

NIINA VALKAMA is an Event Coordinator and works in the Fit for Life program, which inspires adults over the age of 40 to include physical activity in their daily routines. Fit for Life program is funded by the Ministry of Education and Ministry of Social Affairs and Health. Niina Valkama holds a Masters of Sport Sciences from the University of Jyväskylä, Finland.