



Nonprofit organization
made up by athletes and former athletes
The proposal is to inform, create awareness and
mobilize society

in support of important causes in Brazil



### **MEMBERS**

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#### **Education**

Mobilization for the approval of a public education Fund

Support of the 1GOAL: Education for All Campaign







# Opportunity to talk about sport and physical activity





# Challenges BRAZIL - Sport at School

#### **ELEMENTARY PUBLIC SCHOOLS**

18% have sports facilities

Southeast: 40%

Higher rate: São Paulo 54%

Northeast: 7%

Lower rate: Maranhão 3 %

69% have a physical education teacher

Southeast: 88%

**Higher rate: Minas Gerais 98%** 

Northeast: 52%

Lower rate: Piauí 31%

Source: Censo escolar, 2009, MEC

### Challenges BRAZIL – Sport at School

#### **ELEMENTARY SCHOOLS**

56,9 % of the last year students had least than 6 hours of physical activity in the last week, indoor or outdoor

20% of the last year students had not physical education class in the last week

1 day: **30,8%** 2 days: **36,1%** 

Source: IBGE, Pesquisa Nacional de Saúde Escolar – PENSE 2009

# Challenges BRAZIL - Physical Activity

#### **CAPITALS OF BRAZIL STATES**

16,4 % of Brazilian population over 18 age group get enough physical activity

Male: 20,6%

Female: 12,8%

Palmas:: 21,5%

São Paulo: 12,1%

**TN:** 30 minutes daily of soft and moderate activity during 5 or more days a week or at least 20 minutes of high intensity physical activity 3 or more days a week

Source: Ministério da Saúde, VIGITEL, 2008

### Challenges BRAZIL – Physical inactivity

#### **CAPITALS OF BRAZIL STATES**

**26,3** % of Brazilian population over 18 age group are considered inactive

Male: 29,5%

Female: 23,5%

Natal: **32,3%** 

Palmas: 18,7%

TN: 1) do not practice any kind of physical activity in the last 3 months;
2) do not have any intensive effort at work; 3) do not go to work by foot or bicycle;
4) do not do domestic cleaning.

Source: Ministério da Saúde, VIGITEL, 2008







# Goals **Physical activity** 2016 Doble the physical activity rate in the 12 host cities 2022 Doble the physical activity in Brazil













