

Vision of the future of Sport For All:

Sport For All will prosper with greater coordination between private and governmental institutions and a greater synergy between the countries around the world by transferring knowledge and resources. It will also be accomplished by creating a strong social conscience of the imminent need and benefits of incorporating the Physical Activity in people's daily life.

Studies have shown that a high percent of children, ages 5-17, are overweight and one of the biggest reason is that the sedentary behavior have increased at home and at school. Children's predilection for games and entertainment in from of a screen gets them isolated from their families and friends. At this time, even toddlers cry if they are taken away from their parents' tablets, cells or computers. The result is frankly alarming because this behavior brings serious consequences for the human health, both physically and mentally. A life spent sitting!

Sport For All is an extraordinary challenge and there is a huge amount of work to do in order to accomplish our goals for a much better life style.

My perspective about Latin America:

The question is why people do not do physical activity?

People are not motivated to do PA since early age and normally the schools/institutions don't have appropriate curriculum programing, have limited spaces and teachers without the tools required to promote PA.

From my point of view, it is essential to provide teachers and students with high level of PA trainings, pedagogical tools and leadership techniques to encourage others to be physically more active and turn them into multiplying effects of the techniques learned. In order to accomplish these objectives it is necessary to bridge the need of an Sport For All program with the private and governmental sectors in the common interest of the people's well being and their social responsibility to the community. Sport For All benefits the private and governmental sector by having healthy families to work with and by exposing their names as sponsors.

Sport For All must have an extensive coverture in TV and radio channels, Internet, newspaper, etc. Also, changes in social behaviors must be professionally measured.

It is time to achieve the final goal of encouraging the children of the world to be physically active in formal and non-formal spaces! It is a must for the children to perform PA at least 60 minutes daily during their life time; otherwise the consequences are going to be catastrophic.

It is time to start a Movement for the Movement. It is the time for action in order to return those 5 years of life.

Thank you.

Sincerely yours,

Liliana Ortiz De La Cruz
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