

HESE Network meeting - Minutes

Paris, France, 20.10.2011

Agenda:

1. Welcome and Introduction.
2. The concept of the „Health enhancing physical exercise“ (HESE) approach.
3. Report on activities in the field of HESE of participating organizations.
4. Discussion on main areas of action.
5. Working method and next steps.
6. Misc.

Participating Associations:

- Sports Union of Slovenia
- DGI, Denmark
- DTB, Germany
- UBAE, Spain
- SESC - Social Service of Commerce, Brazil
- University of Erlangen-Nürnberg (FAU), Institute of Sport Science and Sport
- SVOLI, Finland
- FIAF, Italy
- FFEPGV, France

Ad 1. Welcome and Introduction.

Herbert Hartmann, ISCA Vice President, shared with participants basic idea on HESE Network and described the process.

Components of a holistic health promotion strategy:

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

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

Strategic objectives should be:

- To take a stand and create an image to become acknowledged as a competent and powerful partner with regard to health promotion inside and outside the sport system.
- To profile member clubs for being able to contribute to the well-being of communities.
- To make fundraising for health enhancing products easier.

- To encourage and to qualify clubs to provide health enhancing activities.
- To monitoring approval, compliance and commitment from leaders inside the association on almost all subdivisions.

A holistic and consistent strategy has to take different elements into consideration. The main components should be :

- Policy development
- Intervention approaches and regarded products development
- Human resources qualification
- Organizational and working structure development
- Lobbying and marketing

The components need to become operational through detailed working plans and respective timelines.

The overall objectives of Health Promotion Program are:

- To raise awareness, to motivate and to offer practical support for ISCA member organizations to develop and improve their own national programs for goal-oriented health promotion and prevention through sports and physical activities.
- To take a stand and create an image for ISCA to become acknowledged as a competent and powerful partner with regard to health promotion and healthcare inside and outside the sports system
- To co-operating with other international "Sport for All" organizations to develop and carry out programs and projects within "health and sport" with the objective of building an international network for this field of action.

Ad 2. The concept of the „Health enhancing physical exercise“ (HESE) approach.

Walter Brehm from DTB presented the general idea of HESE:

HESE: Health Enhancing Sport Exercise Programs: An essential and effective replenishment of HEPA

- The target group: Sedentary adult population
- The recommendation: Health enhancing physical activity (HEPA) including exercise (HESE)
- The evidence: health-effects of HEPA & HESE
- The difference is quality:
- Quality-Parameters
- Quality by Structuring Sport Exercise Programs (aims and sequences)
- Other (selected) quality Parameters of Sport Exercise Programs
- The long way: Four steps from inactivity to activity and the necessity of combined interventions.
- The problem of naming: Health Enhancing Sport Exercise Programs (HESE)?

Find more in the attached presentation.

Ad 3. Report on activities in the field of HESE of participating organizations.

Each participating Association described the existing activities in the HEPA/HESE field and expressed their interest to be involved in the HESE Network in the future. Some representatives also expressed their readiness to contribute into the network with their experiences: for ex. DGI, DTB, FFEPGV, SESC.

Ad 4. Discussion on main areas of action.

Main areas of action defined by participants:

- to share and to work together
- to identifying, reaching and recruiting target groups
- to identify quality criteria for HESE programs
- to collect exercise programs
- to collect education program for instructors

Ad 5. Working method and next steps.

Working method:

- on-line communication led by ISCA staff and Herbert Hartmann
- meeting once per year
- to build bilateral communication

Next steps:

- to develop quality criteria for HESE programs
- to develop draft EQF guidelines for HESE
- to develop EU certificates for HESE programs
- **next meeting – workshop: connected to SPORTVISION2012 (19. – 20.3.).**
- **Proposed date: 21.3.2012.**
- **Find more here: <http://www.sportvision2012.eu/home>**