



SEMINAR 2009 report



PATHE is receiving support from the European Commission, Executive Agency for Health and Consumers - Grant Agreement 2006338

The Seminar 2009 was organised under the ethos of alliance “for” and “with” PATHE Associate Partners, ISCA office and other PATHE partners. The aim was to inspire, motivate, learn of the good examples and exchange information about our work on the political level in order to inspire and motivate the »designer« of national strategy and find the answer to the question “how to implement national strategy in the association working strategy” in the world of health and physical activity.



Seminar program

Sunday 25.10.2009

<p>9.00 - 11.00, Plenary session</p>	<p>»Building new bridges and partnerships in a world striving for more sport activity, physically fit and active people« <i>Mogens Kirkeby, ISCA President, Denmark</i></p>
	<p>»National strategy in PA, nutrition and health - good example from France« <i>Jeanine Faivre FFEPGV National Council member, France</i></p>
	<p>»What is the role of Universities in »health and sport for all« projects?« <i>Dr. Peter Gelius, Research Assistant, University of Erlangen-Nuremberg, Institute of Sport Science and Sport, Germany</i></p>
	<p>»Newest findings of sport club studies and their influence to the Sport Club for Health process« <i>Pasi Koski, Adjunct Professor, Centre for Research on Lifelong Learning and Education (CELE), University of Turku, Finland</i></p>
<p>11.30 - 13.00, Round Table</p>	<p>»How to implement national strategy in the association working strategy in the world of health and physical activity?«</p>
<p>14.00 - 16.00, PATHE Associate partner` session</p>	<p>»The purpose of the Quality Projects developed for the SFA Clubs«, <i>Anders Kragh Jespersen, DGI , Denmark</i></p>
	<p>»New challenges for National SFA Associations in the field of Health and PA«, <i>Iztok Retar, SUS , Slovenia</i></p>
	<p>»Sport for all« and its »social value« <i>Paolo Recchia and Rita Scalambra, UISP , Italy</i></p>
	<p>»Providing sport activities in the primary schools« <i>Jean Claude Arnaud, USEP, France</i></p>

17.00- 18.00, Alternative activities - Bowling, DGI byen centre



Seminar program

Monday, 26.10.2009

**9.00 - 10.30,
Dialogue/Interview
session in Danish
Foundation for Culture
and Sport Facilities**

**»PATHE project is a long term process or never
ending story«**

*Experts in discussion: Mogens Kirkeby ISCA President, Birgitte Nielsen
DGI Vice President, Rado Cvetek SUS Executive Director, Jean Claude
Arnaud USEP Vice President, Françoise Sauvageot FFEPGV President*

Interviewer: Charlotte Back Thomassen, Consultant in DGI Copenhagen

11.00 -12.30 Alternative activities: »Walk and talk«



Summary from PATHE Seminar Sessions

**»Building new bridges and partnerships
in a world striving for more sport activity,
physically fit and active people«**

Mogens Kirkeby, ISCA President, Denmark



»We are all on the same train. We go up or down when we want. We know as well that if we go up we will surely move forward.«

The overall aim: To assist the demanded development of the organisations and institutions governing Sport for All.

Major societal challenges:

- Economic stagnation
- Public Health
- Ageing populations
- Integration and Intercultural Dialogue
- Climate and environmental changes

At international level »health« is as very difficult tool for cross sector bridge building; if you do not have the illustrative example and convincing evidence and practice.

The »societal role of sport« reflects the significance of sport as a social phenomenon:

- Enhancing public health through physical activity
- Fight against doping
- Enhancing the role of sport in education and training.
- Promoting volunteering
- Using the potential of sport for social inclusion, integration and equal opportunities
- The environmental challenge



Summary from PATHE Seminar Sessions

»National strategy in PA, nutrition and health - good example from France«

Jeanine Faivre FFEPGV National Council member, France



»The practice of regular physical activity even at moderate intensity has beneficial effects on improving health. Recent scientific studies now provide evidence that physical inactivity and lack of exercise are risk factors for health. That's why the French Federation of Physical Education and Gymnastics Volunteer (FFEPGV), choose Sport and Health as the main topic of activities.

Sport-Santé (Sport - Health), is a concept based on capital management individual health through physical activity. A rationale for the French Federation of Physical Education and Gymnastics Volunteer whose movement has existed for over 120 years. It has 560 000 members of all ages, 1.5 million of annual sessions of varied physical activity.

The diverse and dynamic exercises are built using different techniques (fitness, dance, stretching, soft gym, sports ...) treaties in the interest of a pedagogy of openness and flexibility and accessible to all audiences. They are enriched by the practice of leisure sports and everyone can optimize ability to develop the harmonious balance of the body, to fight against inactivity and energize each life.

This mindset contributes to the tremendous enthusiasm for life in a society where form, wellness, longevity, ease and pleasure, are the heart of all aspirations.

FFEPGV has been part of the development group for the national strategy of »physical activity and health« in France. Above mentioned »guidelines« and its activities were also background for national strategy. The overall goal of the strategy is to promote and protect health through healthy eating and physical activity. Recognizing the unique opportunity that exists to formulate and implement an effective strategy for substantially reduce deaths and disease burden worldwide by improving diet and promoting physical activity, France has adopted, in May 2004, the »Global Strategy on Diet, Physical Activity and Health«.

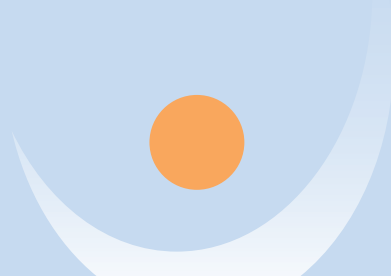
The Global Strategy has 4 main objectives:

Reduce risk factors for chronic diseases that stem from unhealthy diets and physical inactivity through public health actions.

Increase awareness and understanding of the influences of diet and physical activity on health and the positive impact of preventive interventions.

Develop, strengthen and implement global, regional, national policies and action plans to improve diets and increase physical activity that are sustainable, comprehensive and actively engage all sectors.

Monitor science and promote research on diet and physical activity.



Summary from PATHE Seminar Sessions

»What is the role of Universities in »health and sport for all« projects?»

*Dr. Peter Gelius, Research Assistant,
University of Erlangen-Nuremberg,
Institute of Sport Science and Sport (ISS), Germany,
peter.gelius@sport.uni-erlangen.de*



Basics for our research and project work:

- Recognition of interdependence of individual-based social/cognitive interventions and environmental/policy-focused interventions
- Trend away from national research and projects towards international efforts, esp. on the EU level

Recent ISS projects:

- **IMPALA (2009-2010, 12 nations):** Identifying good practice in the development of sport and physical activity infrastructures in Europe (www.impala-eu.org)
- **EUNAAPA (2006-2008, 20 nations):** Bulding a network of researchers and policy-makers/practitioners for physcal activity promotion among older people in Europe (www.eunaapa.org)
- **PASEO (2009-2011, 15 nations):** Setting up national alliances to build policy capacities for physcal activity promotion among older people (www.paseonet.org)

Identifying best practice:

Teaming up with policy makers and practitioners improves the quality of recommendations by including the »real-world« perspective and increases acceptance of best practice guidelines.

Dissemination/implementation efforts:

Despite efforts such as workshops, conferences, publications, websites, and policy consultancy, many effective evidence-based programs for PA promotion are not disseminated/implemented properly. »Capacity building« can be an additional effort to increase dissemination and implementation.

ISS approach to capacity building:

- Goal dimensions: four key determinants (goals, resources, obligations, opportunities), based on von Wright's general action theory (1976)
- Stages of capacity building (example: PASEO project):
 - quantitative or qualitative surveys of »institutional readiness« and of determinants that need to be improved
 - teaming up with national ministries to forge alliances with political institutions, NGOs, private companies etc.
 - six-stage cooperative planning process to develop visions, set goals, decide on priority areas, and develop measures
 - action plans with concrete measures to develop capacities
 - monitoring the implementation of the action plans to sustain efforts

Conclusions

Potential links of IMPALA, EUNAAPA, and PASEO to PATHe:

- exchange on successful strategies for **capacity building**
- exchange on approaches to **organizational twinning**
- exchange on procedures to define **good practice**
- how can the cooperation between "researchers" and "practitioners" be improved?



5. Capacity Building

ISS approach to capacity building:

- What to work on? → Goal dimensions
- How to reach organizations? → Forging alliances
- How to build capacity? → Cooperative planning
- How to ensure sustainability? → Monitoring



Summary from PATHE Seminar Sessions

»Newest findings of sport club studies and their influence to the Sport Club for Health process«

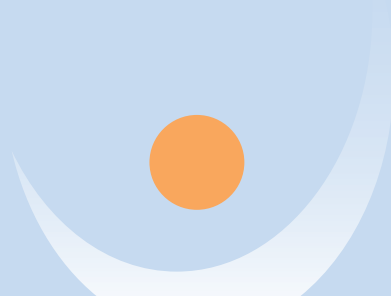
Pasi Koski, Adjunct Professor, Centre for Research on Lifelong Learning and Education (CELE), University of Turku, Finland



Guidelines for health promotion policy in Finnish youth sporting clubs (Kokko 2009)

- 1: Determine the current state of will to health promotion in your club.
- 2: Determine the health promotion aims, turn those in a written form and convert the aims in the »language of sports«.
- 3: Prioritise the most relevant health promotion aims.
- 4: Consider both financial and human resources that can be invested in the health promotion development work.
- 5: Mandate a certain person to lead the development process.
- 6: Engage all the participating club officials in.
- 7: Collaborate with other clubs.
- 8: Evaluate the feasibility of health promotion aims regularly.
- 9: Create an action plan for implementing policydetermined aims.
- 10: Invest in internal organisational communication i.e. guidance activity.
- 11: Motivate the coaches of the importance of health promotion.
- 12: Educate coaches and other club officials.
- 13: Monitor health promotion activities in daily practice.
- 14: Evaluate practices with relation to policies

Kokko, S. (2009) *Health Promoting Sports Club - Youth sports clubs' health promotion profiles, guidance, and associated coaching practice, in Finland. Studies in Sport, Physical Education and Health.* Jyväskylä: University of Jyväskylä.



Summary from PATHE Seminar Sessions

»The purpose of the Quality Projects developed for the SFA Clubs«,

Anders Kragh Jespersen, DGI, Denmark



The purpose of the quality project is to contribute to the strengthening of the quality of the club for the benefit of members, coaches and committee members

The vision of the Quality work:

The vision is, that Club-fitness will be trend setting in the field of quality work, developing and securing.

This should be done in a way:

- It is always a good experience for members, instructors and board members to part of a club-fitness centre - you get a surplus value, by getting more than you expect
- You increase training competences at members, so that they have an ongoing improvement, progress and development in their training.
- By creating the frames and arrangement, that increases the motivation and engagement being part of the community spirit in the club

The principles for the Quality work:

- The board members in the club are responsible for the process and for documentation of the quality
- The instructor group should be involved in priorities and development of the objectives
- The club is going to be developed in a dialogue with the members
- The quality work is a development project and have ever ongoing development and evaluation process
- There is an independent judgement of the reliability - that the club is acting, like they say they are within the defined frames
- There is a free choice of methods within the frames
- Network based exchange of experiences to secure inspiration, engagement and dynamics in the quality work in the clubs and in the project
- Ownership, engagement, community spirit, openness and respect are the fundamental values in the quality project.

The role of club fitness:

- To support the clubs in developing and ensuring high quality levels within operation and development of the club
- To involve and inspire management and coaches to quality development and assurance
- To establish a network among the clubs to ensure inspiration and development in the quality work of the clubs and the project
- Marketing and development of the quality project

Summary from PATHE Seminar Sessions

»New challenges for National SFA Associations in the field of Health and PA«

Iztok Retar, SUS , Slovenia



Do the right things and not only the things right!

- 1: Creating synergies on the local, national and international level by developing and creating effective and useful networking.
- 2: Improve fundraising by private and public partnership.
- 3: Develop long life learning process based on competences, informal education and raising book of best practice.
- 4: Rebuild Sport for all infrastructure: gym become living room.
- 5: Networking and integration of civil society interest (networks members) in sports is a prerequisite for the creation of quality and grounded (pre) positions. This is the only way that relevant organizations and their competent representatives can represent them effective and productive as successful lawyers.
- 6: Develop Quality marks and standards.

»Sport for all« and its »social value«

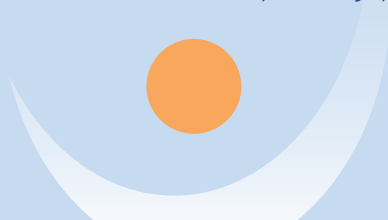
Paolo Recchia and Rita Scalambra, UISP , Italy



The UISP (Unione Italiana Sport Per tutti) is an association of sport for all with the aim to extend the right to practice sport to everyone. Sport for all is good connected with the health, life quality, education and social relations.

Sport for all is a right, an immediate reference to a good life quality to be strengthened day after day both in the traditional frameworks and in the environment. Sport for all interprets a new right of citizenship, it belongs to the "life policies" and, also by having experience with a number of competitive activities, it is justified thanks to the values, which are not referable to the supremacy of the result, which is typical of the absolute performance sport.

Sport for all, only one word, a new one, which already exists in real life, but is still not written into the dictionary. We decided to have this identity, we wanted to give a central importance of the UISP the single person, the citizens, women and men of any age, everyone of them have their rights, motivations, their differences which have to be recognised and evaluated: the differences of age, abilities, disabilities, sex differences, different motivation for practising sports.



Summary from PATHE Seminar Sessions



Sport for all first of all interests the health and the physical well-being, it privileges open air practices, it is exposed to the elaboration of experiences that take advantage of sweet and not dissipative energies; it uses poor and changing systems; it asserts a relationship with the time and with the same technical measurement embedded to the obligatory nature of the record: it makes lever on a need of emotion mortified by the routine.

Considering the socio-cultural value of sport, the not oral language can become an encounter place between different languages, cultures and ideologies. The objective is to reach a public sensitization of the public opinion and of a pacific cohabitation between people of different cultures through the use of sport like socialization instrument.

The fact is that UISP tries to deepen different faces of »sport for all« and of its »social value«. The topics of solidarity, inclusion and socialization are themes of UISP projects; according to social and cultural value of sport, no verbal language are going to become a meeting point for different languages, cultures and ideologies.



Summary from PATHE Seminar Sessions

»Providing sport activities in the primary schools«

Jean Claude Arnaud, USEP, France



»As a »school sports federation«, our subject is a child , our scopes are the Physical Education and Sport in school and Physical activities and Sports in after school time.

USEP activities take place in the frame of school sport associations in and around primary schools. USEP project is a school project and there are voluntary teachers who work in the project. These teachers are not sport teachers but school teachers who support all school subjects and not just physical education and sport. This is an advantage that makes it easier to conduct cross-cutting projects.

Increasingly, parents are joining for helping »USEP life associations« (as assistant of coaches, association managers, in after - school activities such as lunch or just before or after school activities ...).

We defend special values: citizenship, solidarity, living together, mutual aid respect and principle: boys and girls practise sport activities together, we are against a specialization for kids under 10 years and we promote the practice of all sports.

USEP is a sport, pedagogic and citizen movement. It's a sport association: the child is a young citizen who practises multiple activities, organizes meetings, insures the job of being referee, time keeper, secretary etc.

USEP is an associative movement. The child builds his autonomy, shares responsibilities, develops his critical mind, self and for others respect, is engaged in a project, learns democracy.

USEP is a pedagogic movement which takes part in school education, accompanies and facilitates school projects, contributes to the thought the development of innovative activities and allows the child to get a reflective health attitude.

USEP is under the »wings« of two Ministries: the Ministry of National Education and the Ministry of health and sports.

USEP has signed the first convention with the Ministry of National Education in april 1999. It was for three years. After, it was resigned in may 2003 and june 2006. The new convention was signed this year, on 5th of October. It is a little bit different because now it is three-lateral with Ligue de l'Enseignement USEP and Ministry of National Education. This convention states that USEP is the privileged partner for providing sporting activities in and around primary schools. This convention applies all the deconcentrated levels of education.

Interview session

»PATHE project is a long term process or never ending story«

Experts in discussion: Mogens Kirkeby ISCA President, Birgitte Nielsen DGI Vice President, Rado Cvetek SUS Executive Director, Jean Claude Arnaud USEP National director, Françoise Sauvageot FFEPGV President



Interviewer:
Charlotte Back Thomassen,
Consultant in DGI Copenhagen

Questions for discussion:

- Within your specific national project and geographic location (country), what are the most important issues for the PATHE - Physical Activity Towards a Healthier Europe to address in order to better the health status, health promotion and sport/health activities?
- What partnerships/activities do you feel are necessary within your national project/country that would help further the efforts of ISCA and your Association with PATHE in providing increased and more comprehensive services for national organizations in the Health/health promotion activities?
- What are the adaptations/innovations/changes in your association (via PATHE or someother international projects) that you have either implemented or developed that has helped provide a more effective or efficient health/health promotion/physical activities?
- Lack of physical activity among Europeans is significant and has become a huge societal challenge. What does your association plan to do in 2010 and further on to overcome this challenge, to promote physical activity and mobilise larger population cooperation?
- As you experience PATHE-project - what are the most important benefit from this work?

Best answers, comments:

»We need to communicate on the quality we have in our clubs and in our associations. Quality is the basic for further discussion.«

»We need researchers and consultants to tell us what we doing right and what is not in the right way.«

»We have to be ground level to find out what our clubs are doing and what they need.«

»ISCA is one of the places where we can get new ideas and implement them on the national and local level.«

»National level has to learn from the local level and reflect to their ideas. We have to work together.«

»We need to show what is the value of our idea. And the best way to show the value is to develop project, as PATHE is.«

»Referring to the European Community`s White Paper »Strategy for Europe on Nutrition, Overweight and Obesity related health issues«, PATHE could gather all national »health promotion through sport« camps in a seminar as this one is. Presentations, discussions and good practices from all Pathe experiences could be an interesting opportunity. Having a common document with all national initiatives.«

»During the Pathe collaboration, we have appreciate the marketing tools for the Italian kid program, »Let's give us a Move«. The mascot and draws, seemed to be very efficient and adapted to the target. We have started such a reflexion in our Federation to promote and enhance physical activity for the kid through this new approach. A work on the material with Professional graphics: elaboration of the logo and the graphic of each material.«

»SUS opinion is that the young generation perceives international cooperation not only as a tool, but as a culture, because the future requires a global view and a culture of international cooperation. And PATHe is one of those important activities: to share, to change and to give knowledge, experiences and ideas.«

»Walk and talk« - following topics were discussed



- Interaction between different partners in the “health field”: partnership, communication, to develop skills to communicate with public sector, ministries, open market
- What kind of »school sport« system do we have in EU countries? How do PATHE partners work in this field?
- How to identify good methodology? What standards do we have/use?
- Standards and guidelines in SFA. How we can develop higher level of QS?
- How to be organised to be successful on the »market«?
- »ISCA cooperation strategy« - How we can use each other and what what is the future of our cooperation?
- Which elements can ISCA provide to assist members and to develop cooperation?
- How to implement national strategy in the association working strategy? Ex. from FFEPGV, USEP, UISP, SUS and DGI.
- What political support is needed to ensure the continuation of sectoral cooperation?

What does PATHE Seminar mean to us?

Mogens Kirkeby, Denmark

»It was very inspiring for me. We will listen very carefully which elements ISCA can provide to assist you and to develop cooperation.«

Anders K. Jespersen, Denmark

“The benefit of being together with experienced project managers, responsible politicians and skilled Scientifics is that your own work and ideas are challenged and qualified because of the good questions, the new angels and viewpoints. It is time for reflection and improvement.«

Pasi Koski, Finland:

»We are working with a powerful cultural phenomenon. We can promote meanings and culture as well, but we have to understand the differences of the perspectives of the receivers.«

Jean Claude Arnaud, France

»By promoting the practice of physical and sports activities, the objective is to seek to develop the taste and culture of a balanced practice through physical pleasure and to help people to become actively involved in their own health. PATHE is developing the national initiatives and helping to reach the healthier lifestyle.«

Birgitte Nielsen, Denmark

» We need ISCA strategy: How we can use each other and what is the future of our cooperation?«

Jacob Schouenborg, Denmark:

»The PATHE Seminar 2009 taught me that we are facing barriers of a mental nature, when it comes to cross-sector cooperation for health-enhancing physical activity. The bad news is that such barriers can be difficult to remove. The good news is that we have seen inspiring success stories when they are in fact broken down.«

»Our Sport Organizations must increasingly realize that not many external stakeholders consider us obvious partners when it comes to health-enhancing physical activity. We need to communicate in a new language: »health language« and »numbers language«. The PATHE seminar gave us a dictionary to get started.«

Scalambra Rita, Italy:

»The differences of each of us must become the wealth of each to develop the activity of the group.«

Peter Gellius, Germany:

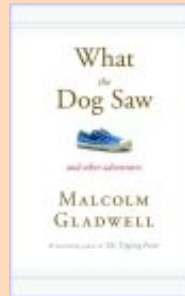
»Transfer of the knowledge will start when you tell us what you need and what we need to know.

From the point of view how an EU-project can be organized, the PATHE structure is quite fascinating because it allows for extensive collaboration while at the same time keeping the core group of associated partners small, which makes cooperation easier.

When it comes to defining good practice, an important thing to consider is how "hard" the evidence needs to be. If really hard evidence is needed (e.g. in the form of RCTs), scientists may be able to work alone. Sometimes, however, funding organizations don't even demand such a high level of evidence, and in these cases, a cooperation of academia and practice (e.g. via Delphi consultations, feedback workshops, etc.) may be more promising.

In addition to saying what kind of evidence they require, practitioners should also give scientists hints as to how the evidence should be framed, as scientists tend to present results in a way that is precise but not easy to understand.«

Alternative activities



"What the dog saw?"

Malcolm Gladwell's new book, **WHAT THE DOG SAW**, presents nineteen brilliantly researched and provocative essays that exhibit the curiosity his readers love, each with a graceful narrative that leads to a thought-provoking analysis. The explorations here delve into subjects as varied as why some people choke while others panic; how changes meant to make a situation safer – like childproof lids on medicine – don't help because people often compensate with more reckless behavior; and the idea that genius is inextricably tied up with precocity.

»You don't start at the top if you want to find the story. You start in the middle, because it's the people in the middle who do the actual work in the world,« writes Gladwell in the preface to **WHAT THE DOG SAW**. In each piece, he offers a glimpse into the minds of a startling array of fascinating characters. »We want to know what it feels like to be a doctor,« he insists, rather than what doctors do every day, because »Curiosity about the interior life of other people's day-to-day work is one of the most fundamental of human impulses.«

Bowling session

»Bowling is a sport in which players attempt to score points by rolling a bowling ball along a flat surface either into objects called pins or to get close to a target ball. ...It is a sport and it gives fun; it is sport for all.«

Anders and Pasi were both winners of the PATHE bowling game: Congratulation.

