

»PATHE has taken up the challenge!«



# PATHE

Physical Activity Towards  
Healthier Europe



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Physical Activity Towards  
Healthier Europe



## Countries involved in PATHE activities:

Czech Republic, Iceland, Finland, Serbia, Italy, Portugal, Montenegro, France, Spain, Great Britain - Scotland, Bosnia and Herzegovina, Lithuania, Germany, Denmark, Slovenia.

## Cities where PATHE activities were organized:

Copenhagen, Prague, Reykjavik, Helsinki, Belgrade, Rome, Lisboa, Podgorica, Tivat, Barcelona, Edinbourg, Sarajevo, Vilnius, Frankfurt, Ljubljana, Lasko, Glashow, Kilmarnock; Ayr; Fairlie; Island of Millport; Galashiels in Scotland, Odolena Voda in Czech republic, Luxemburg, Bruselss, Sao Paulo in Brazil, Milano, Paris, Tampere in Finland, Rimini, Albi in France, Biarritz.





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This book is dedicated to all our colleagues in Sport for All sector.

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## 1. Foreword

Regard to the project by  
ISCA President Mogens Kirkeby

### Let's start moving!

The positive effects of a physical active lifestyle are well known. Physical activity is documented as one of the single most important health determinants in modern society. On the other hand, physical inactivity has severe consequences for the individual citizens as well as for the society in general.

I believe the case is clear. We have identified the challenge, but we also know the cure. So let's start moving!

That is one of the basic ideas in the project »Physical Activity Towards a Healthier Europe«.

We want to bridge between the international knowledge and experiences to practical interventions, which can assist individual citizens to be more physical active and motivate to a healthier lifestyle.

Many studies, including the recent «2010 Eurobarometer on sport and physical activity», tells us that the vast majority of people doing physical activity are motivated by the perspective of improving personal health and fitness. It also tells us that a huge group of citizens has not yet found the program or facility, which can motivate them to be physical active.

The Sport for All sector and its organizations is a very widespread structure with the capacity to reach the Europeans and this project aims to inspire the Sport for All sector to develop motivating physical activity programs for European citizens.

**Let's start moving more people!**

**»If we want to fully release the human capital in society - improvement of health is a precondition.«**

## 2. Introduction



### 2.1. Why PATHE?

The increase of obesity among Europeans is cause for concern. Obesity creates additional burden on already strained public health systems. Stakeholders, i.e. the EU, WHO and national Ministries of Health, have increased focus on the need to combat obesity and raise awareness for healthier lifestyles. PATHE is designed to build on the infrastructure of national associations of physical activity that currently represent over 70 million Europeans.

Within the framework of the political discussion on public health, the potential of »Sport for All« (SFA) organisations has hardly been taken seriously, specifically

at the international level. Furthermore, the health system appears to regard the possible role of sport and physical activity organizations with scepticism or even dismissal. Physical activity and sport as a means for health prevention and promotion has resistance and barriers within the sports system itself. However, the EC White Paper »A Strategy for Europe on Nutrition, Overweight and Obesity related health issues« states that Member States of the EU must »take pro-active steps to reverse the decline in physical activity levels in recent decades brought about by numerous factors.« Furthermore, the EC White Paper on Sport states »As a tool for health-enhancing physical activity, the sport movement has a greater influence than any other social movement.« The White Paper on Sport further states »the recognised potential of the sport movement to foster health-enhancing physical activity often remains under-utilised and needs to be developed.«

Sport for All organisations, by definition, have an inclusive, rather than exclusive philosophy and thereby offer ideal settings for reaching extensive populations through their membership. Moreover, some SFA organisations are already involved in health and physical activity promotional actions. In order to reach even wider audiences, create a more extensive impact and facilitate the active implementation of the EU White Paper goal of »encouraging physical activity«, Sport for All organisations need to offer methodi-



cally built concepts and programmes with proven health promotion effects.

PATHE is an European project that matches best practice of existing 'health promotion through physical activity' projects & campaigns with countries wishing to implement first-time projects. Actions include consultancy, training seminars, and workshops.

PATHE gives concrete representation of 'health promotion through physical activity' that is taking place and being pursued by voluntary driven sport organizations. PATHE ensures that proactive organizations can put forward their initiatives for the benefit of other organizations as well as contribution to establishment of 'best practice' in this sector.

The overall strategy of PATHE is to build on past experience to actively support and further the European Community's White Paper »A Strategy for Europe on Nutrition, Overweight, and Obesity relat-

ed health issues«, specifically within the area of »encouraging physical activity«.

In short the project meets the following general objectives:

- 1) build capacity within SFA organisations to develop effective national campaigns to make selected targeted audiences aware of; a) the necessity to lead healthy lifestyles by doing physical activity, and b) to broaden the availability of physical activity programmes to be goal oriented and inclusive rather than exclusive.
- 2) disseminate knowledge on the promotion of health and physical activity throughout Europe.





## 2.2. Why Handbook?

This Handbook has been produced as a part of the development of the PATHE. The aim of the Handbook is to describe and discuss the main concept, ideas and values of the national »health promotion through physical activity« projects & campaigns.

This handbook views sport for all and health in a broad sense. Incorporated into the definition of »sport for all « are all forms of physical activity that contribute to physical fitness, mental well-being and social interaction. These include play; recreation; organized, casual sport; and indigenous sports or games.

PATHE is based on innovative methods and a simple framework that complements sport for all, health, knowledge,

experience, planning, managing, development, dissemination, promotion, help, work, examples, commitment....

The PATHE handbook presents interesting stories that have been designed and implemented by PATHE project leaders. They show how to productively influence the health promotion and physical activity promotion in Europe and more generally how to ensure the knowledge and experience in planning, managing and developing an area within a Sport for All and health, what is a challenge to keep ourself in a continuous developing mode and stay in the market in the future. We see PATHE as a platform to handle this challenge.

»The Sport for All organisations have the potential and capacity to make an invaluable contribution to individual health on a large scale. «



The **Health Programme** is the European Commission's main instrument for implementing the **EU health strategy**. The programme aims, through projects and other actions it funds, to improve the level of physical and mental health and well-being of EU citizens and reduce health inequalities throughout the Community. In particular, the Programme supports health-promoting and preventive actions that address the major health determinants e.g., nutrition, physical activity, or smoking. The Health Programme is implemented in the form of annual work plans, which the European Commission

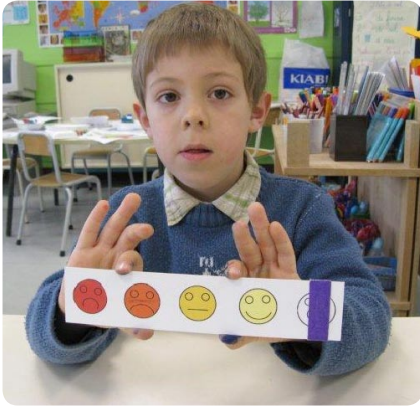
adopts. The first Programme of Community action in the field of public health (2003-2008) financed over 300 projects and other actions. The objectives of the current programme are:

- ▶ To improve citizens' health security;
- ▶ To promote health, including the reduction of health inequalities,
- ▶ To generate and disseminate health information and knowledge

European Agency for Health and Consumers website:

<http://ec.europa.eu/eahc/health/index.html>





goals and are based on a modern understanding of health strengthening. The purpose of these programmes is not just prevention or preventing the illnesses or other disorders to develop but also to educate and encourage the active awareness of permanent and individual health abilities within the physical, psychic and social sources of health.

That is why every health beneficial programme - for establishing a healthy way of life - must consider the fundamental goals which are based on strategic goals:

### 2.3. The concept of Sport For All

Over the past few years, there has been an increasing tendency for unhealthy populations because of bad diets and lack of exercise. International and national organisations, such as the EU, the WHO and national Ministries of Health have put more focus on the need to raise awareness for healthier lifestyles through doing physical activity and having a healthy diet.

Sports For All organisations are competent partners in the area of physical activity programmes. They can also become powerful partners in promoting a healthy lifestyle through physical activity.

Health beneficial exercise programmes within organised sport follow the set

- ▶ **to develop** a culture of physical activity for health strengthening with the entire EU population, especially with children and youth,
- ▶ **to introduce** physical activity for health strengthening for all age groups of the EU population and for the disabled while taking into consideration the actual state of health,
- ▶ **ensuring** the access and conditions to carry out a safe, efficient and pleasant physical health beneficial activity in living, tourist, school, sports and other environments.

»PATHE is a good way of creating partnership.«



### Vision of Directorate of Health and consumers

»Our citizens expect to live safe, healthy and full lives. They expect their health and their rights to be protected throughout the EU at the same high level.

Our goal is to meet citizens' expectations. We aim to:

- ▶ Empower consumers
- ▶ Protect and improve human health
- ▶ Ensure food is safe and wholesome
- ▶ Protect the health of animals and plants
- ▶ Promote the humane treatment of animals

▶ In other words, to promote European values and the well-being of Europeans as requested by the Constitutional Treaty

We aim to fulfil these goals by maintaining and developing soundly based and proportionate policies, laws and programmes. In pursuing these goals we will also aim to contribute to competitiveness, a sustainable environment and good relation with the EU's international partners.

We endeavour to ensure a high level of protection. We do not pretend that a zero risk society is possible. We want to earn citizens confidence by our openness and our professionalism in managing risks.«





## 2.4. The concept of Health

To keep, improve and regain one's health is, on one hand, a basic concern for every human being. On the other hand, it is also one of the main goals of society and social politics. Despite modern medical research, diagnostics and therapy, which have undoubtedly made great progress, it must still be underlined that ways of improving the health status of the population have not yet been exhausted, nor have they been fully developed in many areas. Due to adverse socio-economic conditions, loss-making health system structures and the by and large unhealthy lifestyles of the general population, there are still serious, widespread health problems despite all the medical progress.

According to many researchers, the central health issue of our time is the growing lack of physical inactivity found among many population groups. This means many predominant diseases of today, for example heart-circulatory diseases, diabetes, bone-related and muscle and connective tissue diseases along with mental and psychosomatic illnesses are either directly or indirectly connected. The World Health Report 2002 lists the lack of physical inactivity as being among one of the main factors contributing to global chronic diseases, morbidity and mortality along with an unhealthy diet and tobacco use. Together with sufficient measures of physical activity, balanced nutrition must also be added as an important aspect of maintaining and advancing good health.

Sport for all associations and clubs and national organisations strive for strengthening and maintaining of health oriented towards the future. Organised sport is appropriate for fulfilling the demands for quality within health strengthening as a whole because this form of sport enables social integration and has long-term positive effects.

Evidence shows that regular participation in physical activity programmes provides all people with a wide range of physical, social and mental health benefits. Such active participation also complements strategies to improve diet, discourage the use of tobacco, alcohol and drugs and enhance functional capacity. Consequently, physical activity is an effective method of disease prevention for the individual and, for nations, a cost-effective way to improve public health.

Over 60 % of adults do not participate in a sufficient amount of sport and physical activity, largely due to changes in lifestyle such as inactivity at work, sedentary forms of recreation, like television and computers, and excessive use of »passive« modes of transport. Such a sedentary lifestyle also contributes to obesity.

Those most likely to be physically inactive are women, older people, the disabled and people from lower socio-economic group. In addition, while physical activity is critical for the holistic development of young people, one third of adolescents are insufficiently active, with girls offered fewer opportunities

to be active than boys. This is especially problematic given that patterns of physical activity set when young usually form the basis for lifelong activity.

Engaging in sport has multiple health benefits. Physical activity can reduce the risk both of dying prematurely from

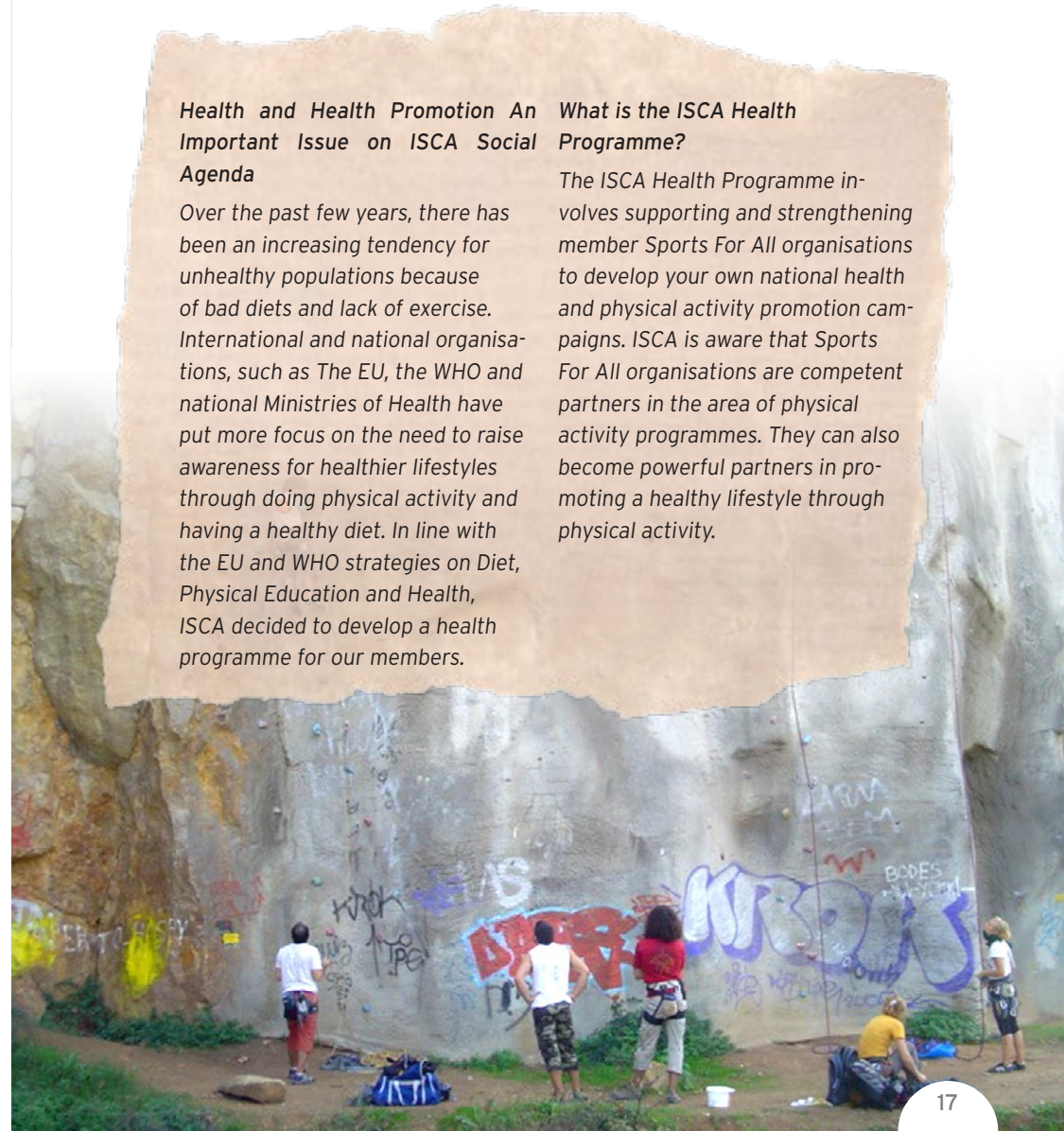
non-communicable diseases and of developing illnesses ranging from cardiovascular diseases, cancer and diabetes to stress, anxiety and depression. It also helps prevent and reduce hypertension, control body weight, prevent and control osteoporosis and manage chronic pain.

### **Health and Health Promotion An Important Issue on ISCA Social Agenda**

*Over the past few years, there has been an increasing tendency for unhealthy populations because of bad diets and lack of exercise. International and national organisations, such as The EU, the WHO and national Ministries of Health have put more focus on the need to raise awareness for healthier lifestyles through doing physical activity and having a healthy diet. In line with the EU and WHO strategies on Diet, Physical Education and Health, ISCA decided to develop a health programme for our members.*

### **What is the ISCA Health Programme?**

*The ISCA Health Programme involves supporting and strengthening member Sports For All organisations to develop your own national health and physical activity promotion campaigns. ISCA is aware that Sports For All organisations are competent partners in the area of physical activity programmes. They can also become powerful partners in promoting a healthy lifestyle through physical activity.*



### 3. Pathe activities

ISCA has identified four national organizations (Associate Partners, AP) who are implementing national health and physical activity campaigns and promotions. Opening national programmes for international observation, study visits and best practice exchange gave the possibility for cross-border cooperation, dissemination, exchange and establishment of a European dimension. PATHE Associate Partners gave the initiatives to engage inactive partners in this field.

ISCA coordinated the PATHE project and engaged skill-full sport managers and leaders in providing even greater health impact on European societies. The Associate Partners have given their commitment to contribute to healthy nations. The cooperation in 30 months of the project has been very good, though there has been some learning and adaptation needed as this has been a first time project experience on this level for several persons.

»In striving for giving every single person the opportunity to be an active human being in a strong social context with a high quality in all aspects - and do this in well organised and easy accessible conditions we need to help each other by sharing knowledge and experience. «

The ability to communicate was essential to the success of the working procedure and an important factor in the achievement of its objectives. We have entered a knowledge and the key to accessing that knowledge lies in the ability to communicate.

Communication didn't just happen. It was organized, developed, and built. A good communications strategy allowed us to have better control over our work and to frame the issues in a perspective. Communications removed doubt and involved all the project participants in raising the visibility of the project.

Project coordination began with ISCA staff finalizing and implementing project work plan. Project orientation, work plan presentation and model initiative fact finding took place at the opening meeting of the project working group (Main and Associate partners.) There was periodic PATHE work plan updates by ISCA and shared with Associate partners. ISCA coordinated implementation



of work towards achieving all work packages and deliverables except evaluation (done by UISP.)

The work to finally identify and establish communication and partnership with Stakeholders was a time consuming process, but one that has been prioritised highly to ensure wider project impact. Some stakeholders have been deemed of less relevance than foreseen, and a number of others have been identified. Stakeholders have responded very differently. Some have entered very effectively in the project, whereas others have been more reluctant, and communication is still ongoing. In particular it is worth mentioning that it was agreed with CESS hosts the PATHE seminar/congress in 2008 in Barcelona.

Dissemination began early in the project with Associate partner project profiles. The pamphlets were disseminated to

Collaborating partners (CP), European members of ISCA and PATHE stakeholders. Dissemination of pamphlets assisted in establishing organizational twinning activities.

Activities results were disseminated through existing network of ISCA's associated and collaborating partners and their national networks. We used ISCA contacts and communication tools such as website, ISCA newsletter, mailing lists and ISCA Magazine. General media dissemination was done by Associate and Collaborating partners. ISCA also disseminated results of PATHE in numerous relevant places, including the EU Platform on Diet, Physical Activity and Health (Belgium), the Salon du Education (France), SUS Sport for All Forum (Slovenia), UISP Sport for All Festival (Italy) and the EU Sport Forum (France).

All Associate and Collaborating partners were responsible for dissemination of reports regarding activities including meetings hosted, organizations consulted and outcomes of those consultations. This ensured 'local coverage' of partner participation as well as local promotion of European Community support for the Associate partners.

#### Organisational Awareness Raising

In an intensive dialogue, the PATHE project has been the tool for ISCA and APs to raise awareness about the health agenda among sport for all organisations.





In addition to the important personal contact and motivation, awareness raising has happened via meetings, events and publications (annual meetings of the organisations, international congresses/Forums, thematic seminars, ISCA Magazine, etc.). It is our assessment at this time that the methodology has been fruitful to reach objectives and motivate partners.

Associate partners provided each other and ISCA as the Main partner with current information about their progress in achieving project objectives. This information was collected by ISCA and formatted into a portfolio of project models, highlighting the aspects. This material has served information for new project developments in Collaborative partner countries. The information was used as introductory material by ISCA and Associate partner when motivating the organisational representatives.

Partner organisation interest has been

very high, and ISCA and APs are very happy that the total grid of partners and stakeholders was finalised based on the motivation of the organisation themselves.

Local and regional authorities were included in twinning meetings for the purpose of cross-sector outreach. In particular, the work conducted to involve the stakeholders has been a very good way to get information on other projects and priorities, and to achieve increased coordination.

The Sport For All organisations have shown commitment to involve themselves in health prevention and promotional activities. The PATHE assistance to initiate campaigns by collaborative partners directly raises the organizational awareness of PATHE, while fulfilling ISCA's overall awareness raising commitments. Data collected for the best practice handbook indicate the partners initiatives, campaigns and activities.

### Organisational Twinning

Associate partners - experienced in developing national 'health promotion through sport' campaigns - collaborated with Collaborating partners that wished to develop national campaigns. Twinning raised awareness among organisations as to the possibilities for fulfilling integrative approaches on lifestyles within the area of physical activity and health. Twinning also encouraged and supported national populations to take responsibility for their

own health, and to actively promote the choice of physical activity over a sedentary lifestyle.

Developing integrative approaches on lifestyles within the area of physical activity and health fulfils the first general objective of PATHE. PATHE discovered best practices within existing and new projects through reports on twinning, consultation and common meetings.

### All Associate partners were responsible for:

- ▶ sharing the best practice information collected via personal meetings, sharing best practices via organizational twinning (associate-collaborating partners), building capacity via consultations, raising awareness with organizational campaigns and political statements.

- ▶ dissemination of reports regarding Twinning activities including meetings hosted, organizations consulted and outcomes of those consultations.

PATHE partners were invited and participated on the **PATHE Seminar 2008, PATHE seminar 2009 and 2nd European Sport for All Congress**, 23. - 25.10.2008, Barcelona. They have discussed about

- ▶ a culture of physical activity for health strengthening with the entire EU population, especially with children and youth,
- ▶ a physical activity for health strengthening for all age groups of the EU population and for the disabled while taking into consideration the actual state of health,
- ▶ the conditions to carry out a safe, efficient and pleasant physical health beneficial activity in living, tourist, school, sports and other environments.





- about definitions and characteristics of health promotion and health care activities as offers in SFA organisations

ISCA presented PATHE in the context of grass-root sport at the **European Sport Forum** (organized by the European Commission EAC) in Biarritz, 26-27 November 2008.

#### Twinning meetings:

**Barcelona:** 23. - 25.10.2008, organized by UBAE

Meeting was leading by main partner ISCA with Collaborating partner UBAE, connected to PATHE Seminar 2008.

**Copenhagen:** 9. - 11.11.2008, organized by DGI, Denmark

Collaborating partners: SVOLI from Finland, UMFI from Iceland and CASPV from Czech Republic

**Lasko, Slovenia:** 20.11. - 22.11.2008, organized by SUS, Slovenia

Collaborating partners: FIAF from Italy, SOKOL from Czech Republic and Serbian Sport For All Association

**Paris:** 27. - 29.11.2008, organized by USEP France

Collaborating partners: UCEC from Spain, NEMUNAS from Lithuania

**Rome:** 11. - 13.12.2008, organized by UISP, Italy

Collaborating partner: FFEPGV from France

**Paris:** 15. - 16.1.2009, organized by USEP France

Collaborating partners: SALSC from Scotland and Lets be active from Bosnia and Herzegovina

**Rome:** 12. - 14.2.2009, organized by UISP Italy

Collaborating partner: Montenegro Sport for All Association

PATHE Associate partners were invited and participated on the PATHE Midterm meeting in Frankfurt, **Germany**, 6. - 8.3.2009, organized by DTB.



Existing and newly inspired initiatives delivered information on their best practices via main partner data collection. Best practice were disseminated through organisational twinning as well as ISCA communication tools. Best practice and new activity results were collected centrally and collated into a PATHE website, national websites and into a handbook.

#### Capacity building

PATHE strengthened and supported SFA organisational capacity by initiating seminar (2008) and consultations to develop knowledge on health enhancing physical activity and goal oriented physical activity programmes. Expertise from the associate partners to collaborating partners helped organisations develop their own national health and physical activity campaigns.

Consultation was offered to Collaborating partners based upon 'current status' feedback of twinning activities, via e-mails, post, phone meetings- conferences, other meeting, international Seminar.

Associate and Main partners formed a core consultation group. This group was resourceful for Collaborative partners who are in the development stages of implementing a health and physical activity project. The project consultants availed themselves to Collaborative partners for feedback, idea exchange, work plan development and funding development.

#### Best Practice

PATHE collected documentation of evidence from national initiatives to develop this a best practice handbook for the dissemination of knowledge, best practice and lessons learnt.

PATHE supported the exchange of nationally based Associate partner information and experiences on good practice to Collaborating partners.

Associate partners provided each other and Main partner with current information about their progress in achieving project objectives. This information was collected by ISCA and it will served as supporting information for new project development in Collaborative partner countries. The information is used as introductory material accompanied by Associate partner representatives.



### Consultation meetings:

Rome, Italy, 1. - 2.6.2008,  
organized by UISP (Italy) with ISCA  
Ljubljana, Slovenia, 6.6.2008,  
organized by SUS (Slovenia) with ISCA  
Paris, France, 27.11.2008,  
organized by USEP (France) with  
ISCA and with UISP  
Copenhagen, Denmark, 7.1.2009.  
organized by ISCA with DGI  
Tampere, Finland: 15. - 16.1.2009,  
organized by SVOLI with DGI  
Paris, France, 26. - 27. 1. 2009,  
organized by FFEPGV with UISP  
Barcelona, Spain, 19. - 22.3. 2009,  
organized by UCEC with USEP  
Vilnius, Lithuania, 3. - 5.4.2009,  
organized by NEMUNAS with USEP  
Reykjavik, Iceland, 29.4 - 2.5.2009,  
organized by UMFI with DGI

Prague, Czech Republic, 5. - 7.5.2009,  
organized by CASPV with DGI  
Prague, Czech Republic, 11. - 12.5.2009,  
organized by Czech SOKOL with SUS  
Rome, Italy, 27. - 29.5.2009,  
organized by FIAF with SUS  
Glasgow, Scotland, 30. - 31.5.2009,  
organized by SALSC with USEP  
Podgorica, Montenegro, 13. - 15.9.  
2009, organized by Montenegro Sport  
for All Association with UISP and ISCA  
Sarajevo, Bosnia and Herzegovina,  
28.10. - 1.11.2009, organized by  
Lets be active with USEP  
Belgrade, Serbia, 3. - 5.12. 2009, or-  
ganized by Association SFA  
Serbia with SUS



## 4. PATHE National Project Methodologies



### 4.1. HEALTHY SPORT CLUB

#### Background

Sport Union of Slovenia has developed a quality label »HEALTHY CLUB« for health directed movement and for exercise offers by the SUS members. The introduction of this label helps realise its efforts to ensure and offer quality and health beneficial exercise programs in sport societies and to constantly improve these programs.

With the label »Healthy Club« the societies are able to prove to the outer public that their offer of »healthy exercise programs« is of high quality. The label is enable the people who are interested in exercise to find an exercise program that suits them best.

All activities in the field of healthy movement - sport need to be carried out carefully and with feeling, the same goes for dealing with the participants. This can be ensured with properly qualified trainers who have the knowledge, the teaching skills and psycho-social abilities needed and who will also take into account the criteria of »Healthy Club«. In addition to that the organisational and spatial conditions need to be in accordance with the contract contents. That is why SUS is trying to reach a high quality of offers in the field of »Health Club« and also maintain this quality.

»By promoting physical activity and sports, the goal is to try to develop the taste and culture of a balanced physical practice through the pleasure and help the child become an actor of his health. «





In support of the »Healthy Club« SUS has designed an all-round image with accompanying products which will present a »Healthy Club« as a whole and help the society and its trainers to label their programs. In addition to that SUS has prepared education for coordinators of »Healthy Club« and for the trainers of recreational programs, who will assure the quality of individual exercise programs.

#### Mission of the Project:

Software modernization of the Sports Union programs and the formulation of national network of partners- enforcers of the programs which are meant to stimulate sport as a lifestyle.

#### Aim of the project

Complete modernization and adaptation of sports programs with the goal of becoming the key support to contemporary active and kind to health lifestyle.

#### Project goals

To qualify a lifelong sports center, recognizable in a local environment, which encourages and enables the execution of sports activities, which support the strengthening and keeping of good health. Sport for all clubs can reach that by using well thought-out activities adapted to customer needs and wishes about how to spend leisure time.



#### Support aims and goals

- ▶ Development of the service brand which enables the recognition and the quality of sports-recreation programs and their sport clubs
- ▶ Development and encouragement of the sports-recreation program supply
- ▶ Development and immersing the partnership and the cooperation between sports, health and insurance field
- ▶ Development and encouragement of the quality and excellence in the sport clubs, which are the activity holders

#### Target groups

- ▶ Slovenian Inhabitants - support of public health strengthening with the healthy lifestyle programs and promotion
- ▶ Members of sport clubs, which are members of Sports Union of Slovenia - support of health strengthening with a defined supply of programs and sport activities in the project network

#### Reaching goals

Formulation of multidimensional and multipurpose lifelong didactic sports center as a key framework for developing the juncture between the public and private sport place.

#### Operative aims and goals

- ▶ Strengthening of the physical health resources
- ▶ Strengthening of the psycho-physical health resources
- ▶ Reducing the factors of risk
- ▶ Restraining the problems related to health
- ▶ Introducing the benefits of sport activities on health
- ▶ Developing motion and sport skills

#### Key activities on the sport aims and goals field

- ▶ Sports and voluntary work
- ▶ Sports for health

#### Support package intended for individuals

- ▶ Battery of tests: accessible, useful battery of tests intended for finding out the functional capacity, suitability of physical weight,...with intention of defining the momentary condition, setting goals and assessing the progress of each individual in the Health sport club project
- ▶ Motivational tools: educational and motivational tools used for accompanying and developing the elements, which form the healthy lifestyle (journal on active reducing your physical weight, personal training for increasing your personal physical capacity,...)
- ▶ Marketing tools: efficient marketing and promotion tools in order to support personal involvement and

cooperation in the project (symbolic equipment, blogs,...)

#### Support package intended to promote health

- ▶ Marketing tools: marketing and promotion tools used for global campaign dedicated to the strengthening of public health.
- ▶ Project integrated graphic image

#### Legal and technical bases

- ▶ The national sport program in Slovenia, accepted on the 3rd of March 2000 (chapter 4.3. Sport recreation: The goal of adult sport recreation is keeping and improving the integrated health status...)
- ▶ The Slovenia's Government strategy on the field of physical activity in order to strengthen health 2007-2012 accepted on the 7th of March 2007.
- ▶ The strategy of Sport Union of Slovenia accepted by 2010.

**Contact and more details:**  
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**Koprska 94 a**  
**1000 Ljubljana, Slovenia**  
**www.sportna-unija.si**  
**e-mail: info@sportna-unija.si**



#### 4.2.1. DGI Fitness & Health



##### The purpose of Fitness & Health

The purpose is to develop educations within this area to ensure a high level of quality in the education program, specially among the teachers in DGI, which is a benefit for the members, instructors and management in the clubs.

##### Fitness & Health current education activities:

- ▶ Fitness Educations
- ▶ Fitness Coach Educations
- ▶ Pilates Educations
- ▶ EFFEKT Educations
- ▶ Indoor Cycling Educations
- ▶ Nutrition & Health Educations
- ▶ Training with balls and bands Educations
- ▶ Aerobic Educations

Each education has a structure, education material, a standard program for the course and teachers attached to this education.

##### Fitness & Health in practice:

- ▶ For each topic a specific team is, with the responsible project manager, in charge of developing and evaluating each area. This could be working out education materials, recruiting new teachers, implementation of the newest trends in the field etc.
- ▶ This team of instructors are also involved in the description and the policy and procedures of the educations.
- ▶ The management of the courses, the communication around the activities and the financial side are other subjects, this project can promote to other organizations.

##### Fitness & Health project 2010-2012

DGI has formed a new project for the period 2010-2012. The objectives are to develop 4 evidence based training programs for specific target groups and to establish an organizational structure in the 16 regions in DGI organization with the task to facilitate exchange of experiences, organizing events and offering courses and education to the club instructors. The already established education program described above will be maintained and developed further.



#### 4.2.2. Foreningsfitness - ClubFitness

##### Vision:

- ▶ To play an active role in relation to health promotion and health prevention for the entire population
- ▶ To contribute persevere the club sport strong and attractive
- ▶ To offer every club member a flexible training activity, that oblige individual needs for exercise in the frame of the club system

##### Training centres in Club Fitness are:

- ▶ A rendezvous for members from different sports in a club, and for local clubs
- ▶ A rendezvous for organized as well as self-organized sportspeople
- ▶ Invitation to new target groups in the club
- ▶ Normative and creative in the sports culture for a number of target groups

##### Core tasks in Club Fitness:

- ▶ Projects in Club Fitness can get
- ▶ Loans
- ▶ Large scale consultancy process
- ▶ Small scale consultancy process
- ▶ Networkactivity
- ▶ Education of trainers
- ▶ Qualitymark - certification
- ▶ Developing activity for new target groups (fx. children`s fitness)

##### DGI's active role

- ▶ To inform about the establishment of training centres with a DGI training culture
- ▶ To support the building up of club activities in and around the training centres
- ▶ To give expertise support for establishment and running
- ▶ To contribute to making financial and running models for the initiatives
- ▶ To support and inspire through human resources, loan fund, grants and



various activities on a regional and national level

#### The contents

- ▶ A training culture idea that must be described more detailed according to the basic items.
- ▶ A wide program of ways to exercise
- ▶ An educational program for instructors
- ▶ A centre of knowledge about training
- ▶ A network of organizers within training
- ▶ A homepage telling about possibilities of local training
- ▶ Others

#### 4 points to be fulfilled:

- ▶ The training centre must have an organisational independence and autonomy
- ▶ Membership is important; that means direct member influence in the club
- ▶ Economic surplus can exclusively be used to correspondent purpose in the training centre - a non-profit principle
- ▶ Voluntary instructors and leaders are payed by covering expenditure costs and cultivating the instructor team

#### Important items to be clarified

1. Intermediate elements of a training culture must be described in co-operation with DGI's advisers
2. Possibilities of training and training advising must be described
3. An education programme for instructors and leaders etc. must be described
4. Everybody is engaged to help others and to participate in one annual evaluation and inspiration meeting. In the long term a knowledge »capitak« about training is built up - a network of actors within physical training
5. DGI establishes a number of activity and education courses for committee members, leaders and instructors/trainers in training centres
6. The presentation of the training activities must be described in a marketing plan

#### Ethics in the training culture

1. Ethical rules for being together
2. Handling of inappropriate training
3. Maintenance, cleanliness and clearing
4. Smoking, alcohol, dietary supplement and stimulating drinks, doping, eating disorders etc.

5. Reception of new members (introduction with training activity lessons, and lessons in being active in health promoting activities for a considerable period)
6. Admittance for different groups in relation to the admittance for individuals
7. Open all the year round from early morning till late at night (24-7-52)
8. Safety matters, maintenance of equipment and measures in an emergency
9. Insurance conditions (the responsibility of members and clubs)

#### DGI advising and service

1. The good examples for inspiration
2. Expert assistance / consultancy
3. Idea and contents
4. Building and arrangement
5. Machines and other equipment
6. Organization and membership conditions
7. Financing of establishing and running
8. Training of leaders, instructors/trainers
9. Marketing of the activities

#### New aspect in the project

In the last two years the project put focus on two target groups; 1) children under 15 years being active in fitness training and 2) training for seniors (elderly people). In the near future these two initiatives will

be implemented in the project and fitness clubs will get opportunities to implement activities for these target groups.

#### Homepage info

[www.foreningsfitness.dk](http://www.foreningsfitness.dk)  
[www.dgi.dk](http://www.dgi.dk)



### 4.2.3. Foreningsfitness Quality Project

#### The purpose of the Quality Project

The purpose is to improve the quality level for the benefit of the members, instructors and management.

#### The Quality process must:

- ▶ Lead to continued improvement of performance - staying competitive
- ▶ Lead to knowledge sharing among the training centre
- ▶ document Quality assurance
- ▶ support the preparation of certification

#### Basis Principles

- ▶ Certificate - 'guarantee for quality assurance'
- ▶ Independent assesment
- ▶ Distinctive features - maintain variety and diversity
- ▶ Free selection of method - but areas that must be fulfilled



- ▶ Network based development among the training centre
- ▶ Inspiration and process management from Foreningsfitness consultants
- ▶ Focus on building in quality in the daily process and not 'rely' on quality control as the goal

#### Certification in practice

- ▶ The **management must be in charge** of the process and the documentation of the quality in the centre
- ▶ The team of **instructors must be involved** in the description and the policy and procedures of the training centre
- ▶ The process must not be experienced as bureaucratic - but as an **exiting development project**

4 quality areas are in focus with several specific points to be aware of under each area:

1. Members
2. Equipment and Facilities

3. Instructors
4. Organisation and operation

#### The Quality Process



The process headlines (6-12 months - 14-18 hours of Foreningsfitness consultancy/assessment):

##### 1. Kick off meeting

- ▶ Presentation of the Quality process and the 4 Quality standards
- ▶ (Scope, planning, setting up priorities and areas of improvement)
- ▶ Management and instructors

It is important that the Quality Process involves management and instructors...

##### 2. Workshop for management and instructors - start up Duration: 3-4 hours

##### The priority phase

- ▶ Areas of improvement and documentation plan.

##### Working phase in the training centre

Duration: 2-3 months

##### 3. Workshop - approval and implementation Duration:

3-4 hours

- ▶ Approval, description, time and responsibility
- ▶ Implementation

Implementation Duration: 2-3 months

##### 4. Certification

- ▶ Self test
- ▶ Application/documentation
- ▶ Assessment
- ▶ Quality Mark

##### Certification - Foreningsfitness Quality mark

The training centre ask for certification and an evaluation team visits the training centre. Certification is given if report is accepted. To keep the certificate, reassessment within 2 years is obligate - reporting after 1 year (areas of improvements/interest) will be expected.

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**Indraetsforeninger**  
**Danish Gymnastic and Sport**  
**Association**  
**Vingsted Skovvej 1**  
**7100 Vejle - Denmark**  
**DGI, Project manager:**  
**Anders Kragh Jespersen,**  
**anders.kragh.jespersen@dgi.dk**

#### 4.3. LET`S GIVE US A MOVE:

NEW ACTIVE LIFE STYLE FOR CHILDREN AND FAMILIES



##### PROJECT DESCRIPTION

»Let's give us a move« campaign was planned starting by the reading of the statistical data: in Italy, the majority of children is really sedentary, spending, already at 6 years old, an average of more than 2 hours watching TV; they play passive games and do not consider the outdoor ones which are more physically exacting. Moreover, we have to be aware that, progressively, free time activities, played in the park, in green spaces and in extemporised game fields, which, for years and years, have contributed to develop spontaneously, creativity and sociality of entire generations of children is going to disappear.

There are also changes in families structure. Once the family was like we call the enlarged family with the grandparents supporting the parents. Today, a lot of families are based on a single parent. Sport practice is not necessary able to cover this lack; in a lot of cases, families make a precocious choice, on behalf of their children, for a specific sport, that children may feel like a duty or even a sacrifice, with consequent high level of





drop-out from sport practice, around 11 years old. Furthermore, the achievement of sports results is contrary to the pleasure of playing and moving. Vice versa, the concept of »Sport For All« promoted by UISP is referred to interventions able to consider sociality factor, promoting sport via games and non competitive activities which are focused on fun and on the involvement of several social actors, like girls and boys, final but not unique target of the intervention, their families and the social and educational context in which they live.

So, finally the idea was to realise an information campaign on active life styles based on Sport For All as practice able to promote well-being, health, fight against obesity, not focusing on a simple transferring of information from experts, but promoting the perception of everyone like active subject as well as responsible of their own choices, starting from the early evolution times. And another objective was to mobilise families for the con-

struction of »spaces« of activity outside the limits of structured sport, based on games, movement and active life style, designed to involve children and parents.

The activities are initially developed on 2 different levels:

- ▶ to work on the material with Professional graphics: elaboration of the logo and the graphic of each material foreseen by the project;
- ▶ to work with 3 Professors from the University of Rome with UISP experts on the elaboration of the content of the material as well as the method of evaluation (a specific questionnaire for both parents and children).

UISP started the project with the objective of involving at least 3.000 children divided in at least 40 cities.

At the end of the project the numbers are: **69 cities - 166 schools (985 classes), 20.040 children.**

Because of good results in 2006 and 2007, in terms of people participation and results achieved, as testified by the evaluation, UISP decided to invest on the campaign, planning a SECOND YEAR OF ACTIVITIY.

In this second year we have:

- ▶ new cities with new schools starting the campaign as well as



- ▶ the same cities which worked with us last year with both new and old schools participating.

The difference is that children who have participated to the last year activities will be involved in what we called »maintenance process« and the project is called LET'S RE-GIVE US A MOVE: the numbers are 29 cities, 48 schools (340 classes), 6.554 children. Regarding »Let's give us a move - year 2« numbers are: 44 cities, 112 schools (892 classes), 14.531 children.

The difference in the number of children participating to the »maintenance« process compare to last year numbers is mostly related to the fact that a lot of those children were in the last year of the primary school and so it was not possible to involve them again. Maintenance process means that last year the project was able to produce a change in the behaviours and in the habits of the participants

and now the most important thing is to make what was new last year something »regular«, for both this year and for the following ones.

LET'S RE-GIVE US A MOVE will have its own questionnaire (for both parents and children) in order to evaluate the process as well a new specific web sites. Considering that first year campaign started in November 2006, at the moment we can say that over 4 years of activities, the campaign was able to involve more than 60.000 children.

**Contact and more details:**  
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**Per tutti Italian Sports for all Union**  
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**Project Manager: Ivano Maiorella**  
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**Regional coordination:**  
**Stefania Marchesi**

#### 4. 4. »My health in Games« and »Health Attitude«



USEP highlighted the education in the health through the sports practice. On the slogan »My Health in Games«, and »Health attitude« children organise and participate in forums of discussion and meetings. They illustrate as well as represents for them the notion of health and the way of expressing in sports activities.

The main aim is to develop the taste of a regular and well balanced sports practice and so contribute to children's health education.

**This program includes two stages:**

##### **The reflection is the first**

The »National Week of young sports citizen« supposes at first the implementation of a reflection which has for objective to return the child an actor of his health to allow him then to make the most enlightened choice to protect his health capital. To understand and to know his body, to practice sports activities, to share with his friends sensations and feelings are



the searched goals. The reflection phase becomes a reality by the production of posters.

##### **The sports meetings is the second**

The sports meetings follow the reflection. They allow the children the implemented of the skills acquired in term of balance. Taking place on the day, these meetings are the occasion to share a well balanced meal. Posters realized before are exposed during these meetings.

##### **This program includes an important educational device**

Every school association received an educational bag realized in partnership with the CIDIL (Centre Inter professional of



Dairy Documentation and Information). This bag contains many small sporting equipment: mini skills, one pedal, pucks, rubber balls, tennis balls, bullets to jungle, games of ossicles, elastics, rope, hoops, scarf, a flag.

Beyond these small sporting equipment, the bag includes an educational notebook »My Health in Games« realized by USEP in association with the French mission Nutrition and food Security (NSA ).

It's added a guide of educational applications entitled: »Food and physical activities«, 3 pedagogic posters, 9 games cards for pupils and a booklet parents children.

This operation which is led by USEP in partnership with CIDIL in and around school wants to copy at the level of realization but also the implement financial means.

##### **»The spring of kindergarten« - »Health attitude«**

The next step of »My health in Games« are activities for children from 3 to 6 years called »The spring of kindergarten.«

USEP developed an educational tool aimed at children of nursery schools of the national territory, in the form of CD-R with a box of pictograms and developed also the USEP HEALTH KIT »(Volume 1-kindergarten), for teachers / facilitators USEP public school kindergartens of the national territory, to ensure the dissemination and the accompanying, making an assessment.

##### **USEP submits accompanying methodology building:**

- ▶ a project in maternal health: the subjects «health », methods of animation, the team and potential partners
- ▶ a pedagogic accompaniment of tools: the pictograms and their use, the puppet »Health«, some songs, rhymes, books of youth literature, works of art and the language of emotions
- ▶ also some teaching on the breath, sleep, solar Education, feeding, security and prevention
- ▶ and some athletic events and their health dimension: descriptions of the possible workshops

Now, the program continues with older children (6 to 9 years old). New educational tools are created by child, teachers and professionals USEP. (comics, videos,

meter of physical and sport activities, personal notebook »sport/health«, post cards...). Health professional people realised newsletters towards children.

The network USEP in terms of value has always given a special place to health. USEP can provide answers to public concerned in this field, particularly as regards the fight against physical inactivity in connection with nutrition and hygiene of life (sleep, oral hygiene, lifestyle, prevention and safety).

USEP meetings, which are the subject of our association in and around schools, may participate in the promotion of health.

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 children to become actively involved in their own health.

**Contact and more details :**  
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## 5. PATHE stories



The »Healthy story« highlights some of the innovative and creative ways in which National Sport for All Associations have joined forces to improve the healthy lifestyle, to promote of healthy habits, new ideas of a balance diet and regular physical activity, focusing on a positive and critical view of food and body movement.



### 5.1. »Healthy story« from Sports Union of Slovenia and from Czech Sokol



»Managing a sports organization is therefore, becoming an ever more increasingly demanding task. Reason more for exchanging the good practice and experiences and this is from my point of view the most important added value of PATHE project which we manage.«

#### »Healthy Clubs« and »Healthy Family«

Unhealthy lifestyles - which include un-activity, bad nutrition, insufficient exercise, smoking, excessive alcohol consumption, and stress - are greatly responsible for the occurrence of physiological risk factors (high blood pressure, high cholesterol and glucose levels, overweight, and obesity) as well as chronic diseases. Let's reflect on this, get rid of bad habits, and take responsibility for our health.

Some people exercise because they want to protect themselves from disease, while others do so because they are preparing for a marathon.

Regular exercise is important for all of us. We have heard this a million times. But do we have a clear image of what this means for our body and health? We have already accepted the fact that »an ounce of prevention is worth a pound of cure.« This is why, in many societies, fitness cent-





ers and other sports organizations are cooperating with doctors and coaches from specific areas. They can help people choose an exercise program and improve their physical and psychological condition.

**Increasing scientific research is revealing that physical activity, together with a healthy lifestyle, increases quality of life regardless of what age you start to be physically active. Of course you have to obey the rules of a healthy lifestyle, such as eating healthy food, moderate levels of alcohol, no smoking, and getting enough sleep. If these rules are not followed, physical activity can do more harm than good.**

Iztok Retar from SUS, PATHE Project Associate Partner, says: »All activities in the field of healthy movement need to be carried out carefully and with feeling, the same goes for dealing with the participants. This can be ensured with properly qualified trainers who have the knowledge, the teaching skills and

psycho-social abilities needed and who will also take into account the criteria of healthy lifestyle«. Sport Union of Slovenia (SUS) has developed a quality label »HEALTHY CLUB« for health directed movement and for exercise offers by the SUS members. The introduction of this label helps realise their efforts to ensure and offer quality and health beneficial exercise programs in sport societies and to constantly improve these programs.

Vladimir Dostal from Czech Sokol, PATHE project Collaborating Partner, says: »With respect, not only to our geographic location in the centre of Europe, but also to the traditions and general popularity of some kinds of sports, the scale of activities of children and their parents is really wide. These activities include both those indoor - various kinds of gymnastics, games, dances - and outdoors, in nature; in summer-time learning to swim in nature and various other activities in summer camps, in winter-time all convenient ice and snow sports, mainly skating and skiing. The whole box of these activities we call »HEALTHY FAMILY«.

**The »Healthy story« highlights some of the innovative and creative ways in which 2 National Sport for All Associations have joined forces to improve the healthy lifestyle, to promote of healthy habits, new ideas of a balance diet and regular physical activity, focusing on a positive and critical view of food and body movement.**

Aim of the »Healthy Clubs« is to complete



modernization and adaptation of physical activity programs with the goal of becoming the key support to contemporary active and kind to health lifestyle. To qualify a lifelong sports center, recognizable in a local environment, which encourages and enables the execution of sports activities, which support the strengthening and keeping of good health. »We can reach that by using well thought-out activities adapted to customer needs and wishes about how to spend leisure time« says Iztok from SUS.

**Prof. Jana Berdychova**, a great innovator and propagator of the exercises of parents and children in Czech Sokol, showed the golden line for the development of the national project »Healthy Family« which support the main idea that »not only the child but also its parents are involved in the physical activities which is also a contribution to social development and strengthening of the relations in the family«. The idea of gathering kids and partners together in Healthy Family

activities is that even more children, not the same age, in the family can practice with their parents in the respective lessons for parents and children. During the lessons the basic motion abilities like dexterity, flexibility, rapidity, or endurance, are developed, the children gradually acquire basic principles of different kinds of sports and are also taught to perceive music and its rhythm. The education of »children gymnasts« to sustaining attention is also significant. The children take advantage of the permanent presence of their adult partners who play the role of their trainers, who correct their activities according to the instructions of the leading trainer of the lesson. The parents can repeat and practice the acquired skills with the children also at home as both of them know those skills.

**Vladimir Dostal**, Secretary General from Czech Sokol, expresses his respect to the Healthy Family project with words: »Another parallel process which runs during the activities of parents with children and which the children manage quite well is the socialization. In one part of the lesson we try to free the child from depend on its partner and to amuse it separately under the leadership of one trainer while the adults shortly but intensively practice their fitness program. Meanwhile the children have leisure activities, e.g. the rhymes or fairy tales with small games. »

Both, SUS and Czech Sokol, found out that the most important in the associations/clubs is the quality of the trainers



staff. All the mentioned activities can be run only under the leadership of specially educated trainers who lead the individuals and groups to the correct movement habits, to lead the parents to the safety assistance and the kids to have fun. The trainer must prevent development of muscle un-balance or over loading of some muscle groups. Therefore they all know that they have to develop and upgrade the system of education. All trainers must go through special educational courses where they acquire, from the experienced lecturers (physiotherapists, medical doctors and other specialists) knowledge from special health physical education, basic anatomy including the age specialities, further they manage the leadership of training process and acquire all other skills needed for quality work with a certain age category.



Česká obec sokolská



Sportnaunija Slovenije

Sports Union of Slovenia and Czech SOKOL met on the PATHE Consultation meeting in May 2009 with the intention to create the »Bilateral agreement« for

friendly cooperation primarily in the fields of mass, recreational and healthy sport. They have agreed upon the exchange of information about sport, social and cultural activities of both organisations. This mainly includes seminars, conferences, festivals, tournaments, etc., which are open to the public. They will exchange the knowledge on the local and national promotion and exercise programmes designed to strengthen and maintain health for all the members as well as practical help for each other and to look into the common »golden line«: »try to address health insurance companies regarding the possibility to be included into their health preventive programs as they fulfill the conditions for receiving the benefits from these preventive programs.«

## 5.2. »Healthy story« from DGI - Denmark and CASPV - Czech Republic

»Quality management in Sport for All« The »Healthy story« highlights some of the innovative and creative ways in which 2 National Sport for All (SFA) Associations have joined forces to improve the healthy lifestyle, to promote of healthy habits, new ideas of a balance diet and regular physical activity, focusing on quality management in Sport for All Associations/clubs.

The main aims of the quality management in SFA Associations are contribution to

maintaining and improving the health of members of the clubs, to lead members of the clubs for the application and enhancement of healthy lifestyles and to establish and implement a quality management of the Sport for All. Quality assurance and quality management are basically subject to the same quality requirements as the health system as a whole: evidence-based assurance of the quality of structure, process and outcome.

The purpose of the Quality Projects developed for the SFA Clubs is to improve the quality level for the benefit of the members, instructors and management.



Anders Kragh Jespersen, Project manager from DGI says: »The Quality process must lead to continued improvement of performance – staying competitive, must lead to knowledge sharing among the training centre, must document Quality assurance and support the preparation of certification. Not just the process and management but also the introduction/promotion of the Quality mark and activities help to realise our efforts to ensure and offer quality and health beneficial exercise programs in sport clubs and to con-

stantly improve these programs. With the quality certification of the Physical activity program, the club is able to prove to the outer public that their offer of »healthy exercise programs« is of high quality. The Quality mark enables the people who are interested in exercise to find an exercise program that suits them best. »

Miroslav Zitko, CASPV Secretary General explains the situation in Czech Republic: » Now-day Czech society prefers professional and (endurance) elite sports. Sport for All (SFA) is on the edge of public interest. This is projected to all levels of the state and the business subjects. The current situation makes the position of SFA quite difficult to acquire resources for a further development. The change of the situation depends on the change of a current society values. Obviously, it is a long-term task. The Czech Republic lacks an act on body culture, which would solved the area of human activity, with contemporary level of knowledge and needs of human. » That is why CASPV emphasises that the most important priority in the Association is to ensure professionally managed, organized and regular physical activity year-round member of the SFA, with an emphasis on health as a target in terms of associations throughout the Czech Republic.

DGI and CASP know that the management must be in charge of the process and the documentation of the quality in the centre, that the team of instructors must be involved in the description and

the policy and procedures of the training centre and that process must not be experienced as bureaucratic - but as an exiting development project. Both organizations are very much aware that the Education system is the basis for the development of quality management and development of the clubs. The health, fitness instructor and trainers competence framework must specifies the minimum skills and competencies required by the instructor to safely carry out the range of job roles that they might be required to undertake at different levels within the Health and Fitness Industry.

The »Quality standards« in SFA Associations which organize the physical activity must to be based upon goals :

- ▶ to strength the physical sources of health
- ▶ to strength the psycho-social sources of health
- ▶ to reduce the number of risk factors
- ▶ to deal with complaints and problems connected with health
- ▶ to get the people used to health beneficial physical activity
- ▶ to improve the motive abilities

DGI from Denmark and CASPV from Czech Republic met on the PATHE Consultation meeting in May 2009 with the intention to create the »Bilateral agreement« for friendly cooperation primarily

in the fields of sport for all and quality management.

After the meeting Miroslav Zitko explained that »The project of the quality managing of the physical training in the SFA clubs brings a bright new point of view and an approach to the operation of the SFA clubs, leads officials and trainers to perform actions in new way, pronounces and incorporates a process control to the SFA clubs, process approach, focuses all the efforts of the officials and the trainers to make the members comfortable, and keep and better their health.



Miroslav and Anders agree that ».....in striving for giving every single person the opportunity to be an active human being in a strong social context with a high quality in all aspects - and do this in well organised and easy accessible conditions, we need to help each other by sharing knowledge and experience. PATHE is an investment in development and comes back as added value for all the participants.«

### 5.3. »Healthy story« from Danish Gymnastic and Sport Association - DGI and Finnish Gymnastics Federation - SVOLI

#### »Quality standards in Sport for All«

ISCA members, Finnish Gymnastics Federation, SVOLI from Finland and DGI from Denmark, discussed and planed together a programme with the main subject Quality Mark/Quality Standards in sport for all clubs. Finnish Gymnastics Federation, SVOLI is working with the concept PRIIMA and DGI-DIF with Quality Mark for Club-Fitness.

»We can all learn more about each other, and through this knowledge we can each make positive steps to ensure we work in an inclusive and positive environment, and bring this approach into work with our members« says Anders Kragh Jespersen, Project manager from DGI.

Heidi Kaartinen, PRIIMA coach from Finland explains: «PATHE project in Finland is connected to quality development work. Finnish Gymnastics Federation has created the PRIIMA-validation process for the gymnastic clubs. A club with PRIIMA-certificate fulfils certain criteria. In the Finnish language word «priima» means «excellent», «fine» or «special» and the PRIIMA a certificate is a quality standard for clubs. «



PRIIMA - Quality Gymnastic Clubs program was founded to develop a tool, which will help the clubs to develop and market their health related activities and find a deeper, regular and systematic contact to and between clubs within adults health- and fitness gymnastics.

PRIIMA program was piloted in 2006 and the first certificates were awarded in 2007. The re-evaluation of these pilot clubs starts next year, 2010. This re-evaluation is done by two main reasons: first, to ensure that the clubs have continued their high quality operations and second, to ensure that the clubs are still meeting the PRIIMA quality criteria.

The PRIIMA quality criteria are as follows:

- ▶ The club offers instructed group fitness activities and health related gymnastics **regularly** for adults. The



club's activity schedule is as versatile as possible and can be relied upon by the members.

- ▶ The club has also compiled and made available **written descriptions** of the classes offered.
- ▶ The club offers possibilities to its adult members to take part in **events** such as performances or other gymnastics happenings.
- ▶ All of the club's instructors have the necessary **training/education** to teach accredited adult gymnastics classes.
- ▶ All the activities are held in a **safe environment** and instructors are trained to deal with cases of emergency.
- ▶ A PRIIMA club is committed to the club's development and collects **feedback** from its members in order to evaluate its present status against the quality criteria

**Saska Benedicic Tomat, PATHE project coordinator** expresses her respect to DGI and SVOLI initiatives and activities for developing innovative and creative ways in which 2 National Sport for All (SFA) Associations have joined forces to improve the healthy lifestyle, to promote of healthy habits, new ideas of a balance diet and regular physical activity, focusing on quality standards in Sport for All Associations/clubs.

»PATHE helps us to develop our support for the gymnastic clubs in health related exercise and health promotion, to develop



tools in PRIIMA-programme (evaluation forms, electric documentation, ideas for education days) and our voluntary work. We feel that international attention and consultation is a notable gift and thanks for our volunteer PRIIMA coaches and volunteers in our clubs. They have got a good feeling about doing the right and important work, because other countries and organizations are developing similar issues just now.« says **Leeni Asola-Myllynen from Finland, Health Activities Manager in SVOLI.**

Working together as PATHE Partners, having meetings and sharing the experiences and knowledge, developing details for PRIIMA and DGI-DIF Quality Mark, DGI and SVOLI found and developed similarities in projects:

- ▶ both have volunteer experts, who have been with in the developing process of systems
- ▶ both have good knowledge and exper-

ience of gymnastic clubs, also knowledge of local and national conditions

- ▶ both projects benefit from a process describing values in the way they work with quality.
- ▶ they organize meetings for new clubs and helps the clubs during the evaluation process
- ▶ are playing a big role in developing the future of the clubs
- ▶ Both use «quality consultants» for clubs
- ▶ Both projects are not clarified of how to re-certificate the clubs for the first time and how to do it in the future - or even how to handle this. Is it the same procedure or is it a «light»-edition using self-evaluation?

**Leeni and Anders agree that:** »SVOLI promotes gymnastics activities for fitness enthusiasts and competitive gymnasts of various ages, and offers exciting experiences for everyone. Svoli realises its aim by supporting the gymnastics activities and voluntary work of the clubs..... DGI is a national organization, working with gymnastics, fitness & health, sport and cultural activities for member in all ages and in addition promoting youth and adult non-formal education of trainers and instructors..... Both Associations have a long tradition of participation in international projects in many parts of the world, both are playing an active role in relation to health promotion and health prevention in Europe. And we both believe that building up international networks »connect people« and bring hope for a better understanding between cultures and countries. This might be the most important long term effect.«

## 5.4. Healthy story about sport from all in Iceland



»Stop hanging! Come to swim, cycle and walk«

### Background

The Icelandic Youth Association (UMFÍ) has as a part of »Sport for all« program developed a quality label »Stop hanging! Come to swim, cycle and walk« for health directed movement and exercise offers by the UMFÍ members and for the general public. The participants can take part individually, as a group, company or family group.

In support of the »Stop hanging! Come to swim, cycle and walk« UMFÍ has designed a health program which helps the people to be responsible for their own health and their own life. In addition to that UMFÍ will enable the people who are interested in exercise to find an exercise program that suits them best. That is the offer.

### Mission of the project/activity

Encourage UMFÍ members and the general public to exercise and take part in »healthy exercise programs«.

### Aim of the project

That the participants will get healthier and more aware of the goal to healthy lifestyle.

### Project goals

To qualify a lifelong aims for sport which encourages and enables the execution of sports activities, which support the strengthening and keeping of good health.

### Support aims and goals

- ▶ Development and encouragement of the sports-recreation program supply
- ▶ Registration in the health activities every day during the program is through the internet
- ▶ Three steps for the participants to aim during the program, helps them to keep on going

### Target groups

- ▶ Members of sport clubs, which are members of the Icelandic Youth Association
- ▶ For general public
- ▶ For families
- ▶ For companies
- ▶ For different groups

### Reaching goals

- ▶ Walking or jogging at least three kilometers. Around three hundred paths have been chosen and specially marked so they can be seen easily. Most of them are reasonably short and accessible.
- ▶ Walking up a mountain. Twenty nine mountains have been picked around the country to take the people to. On the top of every mountain is a mailbox which contains a guestbook where
- ▶ the walkers write their name to prove their visit to the top. In the fall few names will be randomly selected and the persons awarded for their achievement.
- ▶ Cycling for at least five kilometers.
- ▶ Swimming for at least five hundred meters.

### Operative aims and goals

- ▶ Strengthening of the physical health
- ▶ Reducing the factors of bad health
- ▶ Restraining the problems related to health
- ▶ Introducing the benefits of sport activities on health
- ▶ Developing motion and sport skills

### Key activities on the sport aims and goals field

- ▶ Sport and voluntary work

- ▶ Sports for health

### Support package intended for individuals to promote health

- ▶ Registration test: Setting goals and assessing the progress of each individual in the program
- ▶ Motivational tools: Educational and motivational tools used for accompanying and developing the elements which forms the healthy lifestyle.
- ▶ Marketing tools: Through the internet in order to support personal involvement and cooperation in the project.

### Legal and technical bases

The National Sport program in Iceland, accepted by 1998.

The Icelandic Government strategy on the field of physical activity in order to strengthen health accepted in November 2008. The Strategy of the Icelandic Youth Association accepted by 2007.

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## 5.5. »Healthy story« from USEP France and SALSC from Scotland



»My Health in Games« or »How to return the child an actor of his health«

**SALSC** stands for the Scottish Association of Local Sports Councils. SALSC is a 'not-for-profit' national organisation supporting member Local Sports Councils to deliver quality local sport and physical activity opportunities to their local communities. With a membership of over 50 Local Sports Councils from all over Scotland, in total representing almost 10,000 sports clubs, SALSC is a truly Scottish association. It works in partnership with key bodies such as sportscotland and the Scottish Government to develop sport and volunteering in sport at the local, grass roots level to ensure everyone in Scotland has access to quality opportunities to get physically active.

«At the end of May this year a delegation from the French Sport for All organization USEP visited Scotland on an invitation from SALSC. The Consultation meeting was part of the PATHE project. Although the visit was short, there was

plenty of time for discussion on the non-stop tour of Scotland visiting member sports councils and local authorities to explain the system in France and learn from our experiences.....« says Vice Chair of the Member Services group, **George Morton** from SALSC.



**USEP**, the biggest school sports federation of France with more than 835 000 members (children and adults ) distributed in more than 12 000 associations of public schools in 104 departmental committees, is a sports, educational and citizen movement. USEP highlights education in health through sport. On the slogan «My Health in Games», children organize and participate in discussion forums and meetings. They illustrate and present their notions of health and the way of expressing it in sports activities. The main aim is to develop the taste for a regular and well balanced sports practice and so contribute to the education in health of children.

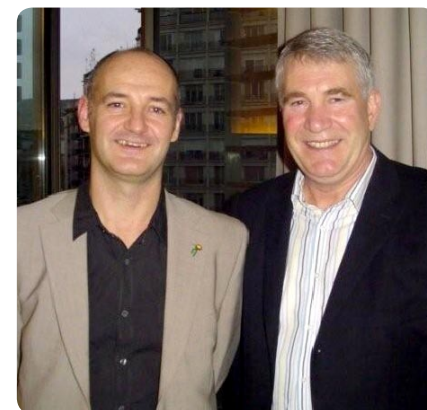
**Pascale Portenart**, project manager from USEP says: «The weekly National participation of the young sports citizen supposes at first the implementation of a reflection which has for objective to return the child an actor of his health to allow him then to make the most enlightened choice to protect his health capital.



To understand and to know his body, to practice sports activities, to share with his friends sensations and feelings are the searched goals. The reflection phase becomes a reality by the production of posters and other materials.«

«.....To be quite honest, 2 hours was not enough mainly due to the enthusiastic workshop from Pascale assisted by Jean Claude and Colleen. Many thanks to Evelyn Milligan from East Ayrshire & David Carey, the Galleon Centre manager for providing hospitality and hosting the first workshop.....« said participants after the 1st PATHE workshop in East Ayrshire.

**President of SALSC Mr. James Conn** says: «SALSC, in its broadest definition, exists to support and represent the views of its member local sports councils, who in turn represent the views of Scotland's sports clubs. Through its restructuring SALSC is now able to support its members in new ways: Local Sports Councils play a very important role in local communities providing an independent voice for local sports clubs, regardless of size or sport. This is especially important for



small clubs or minority sports but can be equally beneficial to large and even professional clubs - collectively, as the Local Sports Council, clubs represent a significant number of the local community..... and we are very open to international co-operation..... I am personally satisfied and very grateful to the PATHE project and USEP's involvement in it. I am sure that our new relationship with USEP will bring us new experiences which can provide answers to international questions in the field of health and PA, particularly concerning the fight against physical inactivity in conjunction with nutrition and a healthy lifestyle. USEP school associations meet around physical activities and sports and get this opportunity to promote the educational and social values of a healthy and balanced lifestyle. Exchanging our practices, comparing our experiences will promote mutual enrichment, which is why SALSC is keen to participate in the PATHE project pioneered by ISCA.«





SALSC and USEP worry about the educational aspects of sport and about its benefits for health and general balance for children. It is important not to be late for developing such a program because children are very receptive. They have both always given a special place to health, they can and do provide answers to public concerned in this field, particularly as regards the fight against physical inactivity in connection with nutrition. By promoting the practice of physical and sports activities, the objective is to seek to develop the culture of a balanced lifestyle through physical activity and to help children to become actively involved in their own health.

**Jean-Claude Arnaud, USEP Vice President** explained to us how he sees the international activities as a special means of creating international understanding: «We have always preferred to speak of

activities between associations rather than matches between clubs because we believe that these activities with sport, cultural and festive contents allow children to become sport citizens. But also we are very committed to the fact that they discover all the facts of the sport and play several roles: as player, referee and organizer in the same activity. Boys and girls practice together: that seems also an important representative integration factor of social life. A good example of our model of organization is the »2nd Euro regional festival« that we organize with the UCEC in El Vendrell in Catalonia every year in June. We think that this kind of international level festivals and meetings, not only for teenagers but also for children, can bring together the youth from many countries.» Jean Claude also expressed his respect for ISCA initiatives and activities for international understanding of Sport for All and for gathering together partners from whole Europe to PATHE.

## 5.6. Healthy story from UCEC, Spain



### ACTIVA'T I FES SALUT - GET ACTIVE AND HEALTHY

#### 1. Background

Obesity and bad habits have been considered as the result of an unhealthy life (diet, sedentary routines, hygiene,...) and as they increase, they result in serious consequences for your health impacting on the public health system and specially on children and teenagers.

Nowadays, children experience an enormous variety of changes in their life and they also have quite a stressful life that can be exhausting: IT lessons, foreign languages classes, homework... These circumstances can cause stressful situations which turned into unhealthy habits and these could be removed by physical activity.

It is obvious that today, physical activity and leisure time are low and the dependence on motor transport is excessive. Therefore, adding an unhealthy diet to an insufficient physical activity will only lead to future illnesses such as hypertension, cancer, diabetes...). It is for that reason that bad habits need to be avoided and this project needs to be kept during the

longest possible period of time, so that it is effective.

The UCEC would like to have a say, creating the program 'ACTIVA'T I FES SALUT' ( GET ACTIVE AND HEALTHY )that deals with lifestyles, economical, physical and social conditions that could determine health status. Actually, obesity and weight increase in the last years are a reflection of the social and environmental changes in our society, and they have a direct effect on physical activity and diet.

It is important to point out that on the 29 January 2007, the UCEC associated with the Regional Committee USEP Midi-Pyreneés and Languedoc- Roussillon, established the new Association called «Comit-Organitzador de les trobades esportives i culturals en els Pirineus -Mediterrniac» (Organising committee for sports and cultural encounters in the Pyrenees and the Mediterranean) which was made official on the 7 May 2007. Starting from that Association, our connection with health issues was stronger and so, we started this project with the USEP.

#### 2. The objective of the project/activity

The program 'ACTIVA'T I FES SALUT' is linked to an ISCA ( International and Culture Association) project, thought to design guidelines to build a healthier Europe. This project makes the most of the sport itself so to disseminate the great importance of physical activity in the health field.



Our proposal supports the European Commission one: Strategies for Europe regarding Nutrition, Overweight and Obesity, all within the program 'Animar l'activitat física' (Encouraging physical activity).

#### Its general goals are:

- ▶ To provide the sport organisations with resources for physical activities so that they can develop efficient national campaigns that make the society aware of the need of keeping a healthy lifestyle through physical activity.
- ▶ to disseminate knowledge to promote health and physical activity around Europe.

#### 3. Objectives of the project

The main objective is to promote HEALTH through PHYSICAL ACTIVITY and to spread the benefits of exercising as the provider of quality of life, pointing the need of integrating the sports practice as a quotidian habit to reach a suitable lifestyle.

#### 4. Aims of the project

To acknowledge sports practice as an essential factor for health, for the improvement of quality of life and social welfare, as well as personal development with the ACTIVA'T I FES SALUT program.

This program involves the organisation of sport and leisure activities so to promote sport practice and the connection between sport and health.

It also expects children to find their path into emotions and body feelings and to teach them how to express them in a stressful situation. The program will lead children to experience emotional situations, to practise physical activity and to discuss through debates, the health topics in the program with their colleagues.

In addition, it promotes independence and responsibility so to keep and improve the health of the participants and it encourages personal autonomy through sport and leisure activities.

#### 5. Support to objectives and aims

The development of a Coordination Team in which:

- ▶ Will disseminate the program to schools;
- ▶ Will do a real analysis of the center, so to adapt the program to the real needs of the students;
- ▶ According to the results of that analysis, will choose technicians and the application level of the program;
- ▶ Will create didactic material ( printed & multimedia) easy to be identified by the centres.

The coordination team is made up of an Undergraduate PA Teacher, a Psychologist and a Sports and Health Graduate. The team will have monthly meetings to schedule and evaluate the program and they will take care, individually of any problems or proposal of changes in the work groups.

#### 6. The target groups

This program is included in the out-of-school activities program in all the Primary Schools in Catalonia, for children between 6 and 12 years old.

#### 7. Achieving the objectives

In each 'Unit ', there will be debates and questions so that children attending to the classes reflect on what they have learnt and express their opinions about it. This is the way the trainers will evaluate the group.

There will be a pre-set schedule in place covering the corresponding contents.

In addition, there will also be a possibility of organising a day out with other centres offering the same program so to share ideas and concepts that have been learnt previously. Through that initiative, it will be possible to make the participants aware of the contents they have learnt, far from where they have acquired them.

#### 8. Objectives and operative aims

Objectives related to habits and abilities:

- ▶ To reinforce body hygiene habits;
- ▶ To wear the suitable clothing for the activity and the environmental conditions;
- ▶ To improve tidiness and cleanliness habits in the rooms where the activity will be carried out as well as in the visited places;
- ▶ To improve their body senses perception and to develop their sensitive and esthetic capacity, regarding their activities and others' activities;
- ▶ To improve their body coordination skills;
- ▶ To make reasoned decisions;
- ▶ To develop balance and agility in their driving ability and in their physical activity in general;
- ▶ To develop team work and organisational skills as well as order habits;
- ▶ To develop the ability of asking for help when needed;
- ▶ To learn how to adapt themselves to new situations;



- ▶ To analyse information and experiences from an objective point of view;

Objectives related to knowledge:

- ▶ To improve the knowledge about their own body and its parts;
- ▶ To increase their vocabulary related to feelings and emotions;
- ▶ To learn four basic behaviour rules when getting injured during physical activity;
- ▶ To learn basic ideas about food and its properties;
- ▶ To identify risk or danger around them;
- ▶ To identify behaviours and consumptions that are harmful for their health;
- ▶ Objectives related to attitudes and values:
- ▶ To recognize emotions and to learn to manage them positively;

- ▶ To respect the others without underestimating them or being aggressive due to gender reasons;
- ▶ To learn prudence attitudes and to acknowledge their own limitations when in risky situations during sports practice.
- ▶ To develop a critical attitude regarding sweets whilst developing an interest in healthy and natural food;
- ▶ To show interest in activities which imply movement, as well as in the ones that imply internalisation and relaxation;
- ▶ To develop reflecting and internalisation attitudes towards their own experiences, as well as towards group experiences;
- ▶ To enjoy and consider positively the activities and projects of the group;
- ▶ To develop positive attitudes towards frustrations and to be able to talk about their own limitations without any worry;
- ▶ To develop a supportive attitude towards people living in unhealthy and inhuman situations;
- ▶ To enjoy both the high activity periods and the more relaxed ones.

#### 9. Key activities and aims in the sport field

This program is developed by theoretical and practical sessions, in a recreational way and encourages all the members of the group to participate. It will be a led activity so that the participants assimilate the concepts that have been learnt. All sessions will be very active and varied.

The program will combine educative tasks and leisure, pre-sport and physical activities.

The program will be based in working on:

- ▶ Physical activity
- ▶ Resting time
- ▶ Hygiene
- ▶ The body
- ▶ The food
- ▶ Behaviour
- ▶ How to act in different situations

#### 10. Support set for participants

Educative files: Theoretical exercises related to the topics to be developed, according to the level of the group.

Children will state there what they have learnt, the activities they have done and their behaviours, likes, experience exchanges and debates with others. The workbook can also be used as a communication tool for their families.

Informative files: Summary files containing the topics they have worked on, as well as additional information about health.

Games and Sports: Different leisure games and sports that improve physical condition, group work, cooperation, solidarity and respect and that enhance the learning of suitable contents.

Comics related to: Moving all day long, why should we move?, health information exchange, etc.

#### A book for teachers and trainers

Cards: The participants will have to make different cards to communicate with others (during the day) or with their parents.

A physical activity and sport 'meter': It will be used to control the amount of quotidian physical activity, to compare it with the activity in the last session and to forecast the activity for next session, so to reach the recommended times: 60 minutes of daily moderate physical and sport activities together with two intense 'sport' sessions per week.

This way, it will be possible to reach the objectives within their own capacities and conditions, together with basic security measures. In addition, it will enable them to obtain a better quality of life and to keep their need of having an active social life.

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## 5.7. »Healthy story« from UISP Italy and Montenegro SFA Association



### »Cooperation between NGOs and GOs« - What is the reality?

#### Introduction:

».....Civil society organisations and in particular the most widespread structure - Sport for All - contributes to development of our societies. However, the Sport for All sector can contribute even more. More Human Capital can be released to tackle societal challenges and improve the quality of life....« from the ISCA General Assembly 2008 Sport Political statement.

#### Impact of the Accession Process

UISP, in its 60 years of life, has developed the capacity to promote changes in the Italian civil society, in terms of sports culture and attention to movement, physical activity and active life styles. Up to the '80s, UISP fought in order to make physical activity and sport something belonging to everybody, a right for everybody. Since the end of the '80s, UISP invested on Sport For All, nobody excluded, as a new frontier, focusing not on the perform-

ance, but on people, on individuals and on the several and different ways in which sport and movement can be considered. In the last years, the so called citizenship sport - meaning look to sport considering welfare, health, environment, rights - has become the focus of our policy.

#### Promoting Partnership

Strengthening the government-citizen relationship and supporting participation of citizens in the decision-making process as well as ensuring governmental transparency are the main responsibilities. In terms of implementation, the government implicitly acknowledges the role of civil society in providing accurate information to the public, the local and central public administration authorities, and other institutions and organizations regarding progress in accession negotiations and the benefits and costs of accession.

One of the most important issue in UISP view is to promote networking in order to establish an active dialogue with other organizations and associations of the civil society thus becoming able of influencing national policies; in the same way, becoming a relevant institutional interlocutor has always been very relevant for UISP, at all levels: national, regional, local, also via UISP regional and local committees.

This is the reason why UISP believes in alliances: for example, with other sports promotion associations - via the estab-

lishment of a coordination of the sport promotion associations - or with other NGOs, via the participation to the Third Sector Forum. On the other hand, UISP has always tried to establish and maintain institutional relationships: with CONI (Italian Olympic Committee), that in Italy, except for the years 2005 - 2007, has always worked as a sort of Ministry of Sport, as well as with the different Italian Ministries (Intern, Justice, Health, Education, Welfare) via specific agreements of cooperation.

#### Improving NGOs Capacity in Montenegro

Montenegro, the newest independent nation in the Balkans, still has far to go in implementing basic political and economic reforms, deepening the democratic roots that are only just forming, and finally reaching its top strategic goal of joining the EU. In preparation for independence, the government has made noticeable efforts to establish a general legislative and institutional framework in line with international standards. In most cases, however, drafting and adopting legislation is done without any consultation with civil society.

NGOs are rarely invited to participate in public discussions on proposed legislation, and the public sector is not obligated to provide answers posed by NGOs during the drafting process. Consequently, adopted legislation often does not ad-

dress the actual situation, is difficult to implement, and in need of amendment later, which leads to delays in implementation. Despite the adoption of the May 2006 document «Principles of Government-NGO Cooperation,« communication between the government and NGOs continues to be impeded by the limited knowledge of public officials about their obligations under the document and a lack of reliable information about the existing NGOs and their activities.

As with governmental institutions, a lack of training and knowledge also limits the effectiveness of Montenegro's civil society to communicate with and influence the work of government. Of the approximately 3,500 registered NGOs, only less than 300 actually function. While some fictitious organizations are simply fronts for illegal operations, most legitimate NGOs suffer from a lack of organizational and managerial experience, financial and legal support, and understanding of civil society in a transitional democracy. The absence of developed channels to present its activities and achievements to the government and the public prevents the third sector from highlighting the contributions it has made to promoting democracy in Montenegro and the region. Consequently, prejudices on the quality, accuracy, and capability of each sector are perpetuated and unsatisfactory relations between the government and NGOs are further worsened. But, if

civil society is to continue to play an important role in monitoring and promoting the democratization process in Montenegro, communication and cooperation between the two will have to be routine and productive.

**UISP from Italy and Montenegro Sport for All Association have met on the Consultation meeting in September 2009 in Podgorica in Montenegro with the intention to create and develop cooperation primarily in the fields of sport for all and also to realize and upgrade their own set of criteria for status to the NGOs acting in the areas of sport, health, education and international cooperation.**

Both SFA Associations and ISCA representatives had a meeting on the the Ministry of Culture, Sports and Media in Montenegro hosted by Mr. Dr. Dragan Drobnjak, Deputy Minister, who expressed his satisfaction with the cooperation with Montenegro SFA Association and promised full support to the development of Sport for All in Montenegro and support to the national development and international cooperation of Montenegro Sport for All Association.

**Milan Bracanovic, President of Montenegro Sport for All Association says:** «Sport for All Associations and other NG organizations in Montenegro still have major development needs, both in terms of institutional and operational capacity, which directly affect their ability to act as reliable partners of the government in the process of developing and

implementing public policies, including the communication. A variety of factors contribute to the low credibility of NGOs, which has remained at similar levels for the past few years. Consequently, there is a continuous attempt to improve the capacity and credibility of the sector in order to better serve community needs and interests. «

**Carlo Balestri, Responsible for International affairs in UISP says:** «the direct knowledge of the needs of our partner, Montenegro Sport For All Association, as well as a deeper look to the national context in which it works, make UISP much more aware of its role in the twinning with our friends from Montenegro. The next step will surely be the organisation of a seminar, in coordination with our trainers, on the management of a project, from the planning to the institutional relationships, from the organisational management to the final reports.«

**ISCA President Mr. Mogens Kirkeby was in Montenegro and expressed his impression and proudness of the PATHE project and PATHE partners:**

»The PATHE project shows the best of ISCA. Engaged members working together, transferring knowledge across borders and transforming international knowledge to national initiatives and development. Improving physical activity and healthy lifestyle, are some major challenges in our societies today. The PATHE partners are enthusiastic »Runners« showing social political commitment and

taking responsibility. The PATHE partners illustrate the power of the civil society organisations working nationally, but with international orientation, perspective and relations. They show the basic values of ISCA in action - they show what it is all about.«

Public health has become prominent on the political agenda in the past few years and will continue to constitute a huge national and international challenge in the years to come. Sedentary lifestyles, physical inactivity and obesity are some of the obstacles on the «healthy road of life«. For individuals and for nations, this health challenge has a huge impact, both socially and financially. Sport and its widespread organisational structures provide one of the important settings, where people can be reached, motivated and assisted to change their lifestyle and improve personal health.

Governments and the sectors responsible for health promotion and - prevention are often not themselves able to reach the citizens and to motivate them to healthier lifestyles. This is where the «Sport for All« sector has a valuable set-up to offer to citizens, local communities and governments. This unique value of the sport organisations is ready to be utilised and maximised through quality programmes and activities.

## 5.8. Healthy story from NEMUNAS, Lithuania and USEP



Vilnius and Ukmergė, Lithuania :  
3. - 7. April 2009



Jean-Claude Arnaud, Pascale Bourdier and Dana Kamarauskiene from USEP visited NEMUNAS in Lithuania. Project managers from USEP are members of consultation group. This group is resourceful for NEMUNAS who is in the development stages of implementing a health and physical activity project. The project managers availed themselves to NEMUNAS for feedback, idea exchange, work plan development and funding development.

USEP had a meeting on the Lithuanian Ministry with Inga GERULSKIENE, Chief Specialist of Physical Strategy Division. They discussed different topics, mainly PATHE project and cooperation with



NEMUNAS from Lithuania.

USEP working group and NEMUNAS has organised a Conference « School sport and health activities » for more than 50 teachers, trainers and leaders in Ukmergė district. Conference has raised awareness among organisations as to the possibilities for fulfilling integrative approaches



on lifestyles within the area of physical activity and health. Conference also encouraged and supported national populations to take responsibility for their own health, and to actively promote the



choice of physical activity over a sedentary lifestyle.

USEP working group participated at « a sport and health afternoon » organised by Ukmergė General Council with elected members and Council staff. The second consultation day ended with the traditional basket ball match between Council members, Council staff and PATHE participants.

On the third Consultation day PATHE project managers have got the opportunity to visit Nykstukas kindergarten which has developed a « health project » more than 10 years ago. This kindergarten has 170 children which get the benefits of a psychologist, a social assistant, an orthodontist, a teacher for physical activities who are all fully employed in kindergarten. Each « kids group » is living in a big autonomy and get its own place with a small kitchen for making breakfast.

»PATHE... is a good way of creating partnership«



## 6. Special topics in Sport for All

### 6.1. Quality management as a challenge for Non - Government Associations in Sport for All

Quality management can be considered to have three main components: quality control, quality assurance and quality improvement. Quality management is focused not only on product quality, but also the means to achieve it. Quality management therefore uses quality assurance and control of processes as well as products to achieve more consistent quality.

Quality Management (QM) has become a keyword/password of our time. Customers ask for quality and/or demand the quality of those products and achievements.

The quality discussion came also within our work for organized sports in the last

three to four years increasingly into the field of vision. Actually also in former times we had the requirement for a high quality of our services and products. But now in the present boom it concerns to the quality discussion more: in view of an intensified competition and market situation in the leisure and health sport area it has to be the challenge to be better than the concurrence. If it is our goal to attain as much »customers« as possible and to bind them to us, and if »quality« is something what counts really in this process, then we must place ourselves to the challenge of improved quality on a higher extended level. How can organized sports manage a high quality of operation in this unit? The global answer is: We need a quality-management system/concept which is adapted to the conditions of our voluntarily based sport-system. But how can such a concept be described?

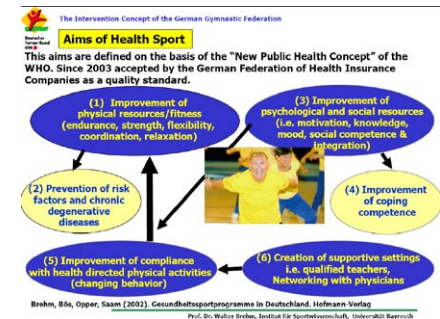
**Short description what »quality management« means on the basis of Deutscher Turn - Bund (DTB) -Quality management Concept for non-formal education.**



- ▶ Quality of Structure
- ▶ Quality of Program
- ▶ Quality of Process

Quality of Structure means that all working and communication structures are made in a way, that all activities are done without friction losses, direct and fast, effective and efficient. Included are for example Communication structures and responsibilities within the Organisations, qualification of leader and trainer (Train the trainer »Sport in prevention« and Trainer-Diploma), Services (for example Quality Mark »Pluspunkt Gesundheit. DTB«) and negotiation with partners and health insurance companies.

With Quality of Program we understand whole concept of physical activity - definition »What is physical activity«, basic goals of physical activity, definition of standards for implementation of physical activities in sport organisations and specific standardised physical activity programmes.



Quality of Process is dealing with implementation of program and support actions for implementation. That are Physical Fitness tests for participants, Questionnaire for participants and quality circles.

DTB is working on Quality Management System for almost last 20 years. Development was done step by step. From this we got basic principle, which should be considered at implementing of any other Quality Management System.

**These principles are:**

- ▶ on long term basis
- ▶ systematically
- ▶ step by step
- ▶ continuously
- ▶ holistic
- ▶ interactively
- ▶ networked

## Concluding:

The development of QM-concepts stands in organized sport only at the beginning. It is however an indispensable challenge for a positive development in the future and it should therefore be noticed very seriously; even if one can obtain first only gradual success. Important is however to formulate the goal and to begin spirited.

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## 6.2. Active kids



Regular physical activity (PA) in children and adolescents is incredibly important for their physical fitness, health, confidence, happiness and overall well-being. It has many benefits including promoting healthy growth and development, reducing the risk of developing disease later in life and increasing self esteem in both young children and adolescents. It is a great way to socialise and can bring communities together. Walking and cycling instead of using transport not only helps the environment but also gives children the opportunity to enjoy and explore their surroundings.

PA or an active lifestyle can mean different things to different people. PA includes any form of »body movement« as:

- ▶ cycling or walking to school each day
- ▶ playing games in the garden or park

- ▶ active hobbies or classes (Eg. Dance class, swimming)
- ▶ playing in team games (Eg. Soccer, basketball)

Daily PA is incredibly important for the physical and psychological growth and development of children. Scientific evidence shows that by being more physically active children will feel better, be more confident and will also be fitter and healthier.

Children should be encouraged to follow an active lifestyle to improve bone health, muscle strength, flexibility and cardiovascular endurance by aiming to exercise for at least 60 minutes a days.

This could include:

- ▶ climbing
- ▶ jumping
- ▶ skipping
- ▶ gymnastics

To experience a training effect and therefore improve physical fitness the child must exercise at a moderate intensity. By exercising at a moderate intensity the child will experience an increased breathing rate, increased heart rate and increased body temperature.

The amount of exercise needed to experience the signs of moderate intensity



PA will vary from one person to another. Children who are unfit or overweight may only have to walk up a slope to experience these feelings, but children who are fit may be able to run quite fast before they experience these feelings. It is the effort needed, rather than the speed, which is important.

As children become more active, their bodies adapt to new demands and they become stronger and can keep going for longer due to improved cardiovascular endurance. They become fitter through adaptation. The word »fitness« is often used to explain how well our heart and lungs can supply our body with oxygen, but there is more to it. Fitness has several elements such as strength, flexibility, balance, speed and endurance that describe how well the body copes with different forms of physical effort.

An active child is more likely to grow into an active adult: if experience and sports are fun for children they will be motivated to continue to be physically active as they grow into adulthood - affecting their attitudes, enjoyment and lifetime habits.



**Scottish Association of Local Sport Councils (SALSC) from Scotland presents cooperation with Local authorities and schools.**

The Scottish Association of Local Sports Councils is a not for profit national sports organisation supporting their member Local Sports Councils to deliver quality local and physical activity opportunities to their local communities.

With a membership of over 50 local sports councils from all over Scotland, in total representing almost 10,000 sports clubs.

SALSC work in partnership with SportScotland and the Scottish Government to develop sport and volunteering in sport at local and grass roots level to ensure everyone in Scotland has access to quality opportunities to get physical active.

A Local Sports Council is a voluntary organisation representing sports clubs from a particular geographical district. Local

Sports Councils work in partnership with local authorities, leisure trusts and clubs to provide opportunities and events in sport at local level. On their management committee are individuals from clubs representing a variety of sports, politicians, local authority officers and active school coordinators.

The National Active Schools project was introduced by the government four years ago and each local authority receives funding from SportScotland through the government to employ full time coordinators to provide physical activity projects in primary schools throughout the country.

Many of the local Active School Coordinators work in partnership with local Sports Councils to assist in grass root sport activities.

#### 6.2.1.

**Active Schools case study - Get Active  
A research initiative at Fallin - Primary School in Stirling**

#### **Aims of the project**

Fallin Primary School in Stirling is in an SIMD area of community regeneration. It is a mid-sized school with 230 pupils.

#### **Measuring the effects of activity**

Active Schools Coordinator Kelly Wood wanted to study the effect of physical activity on mental well-being and mood as

well as on general fitness. She felt the information could be useful in demonstrating to the children the positive effect of sport and activity. Students at Fallin Primary had low levels of participation in physical activity and she wondered if this might also contribute to the children's attitudes to school and activity generally.

#### **Getting the support of a teacher and class**

Kelly presented her idea to the head teacher at the school and after discussing it with a supportive classroom teacher they decided to measure the effects on a P4 class. Students were interested in the project and agreed to measure their own levels of activity and fitness.

#### **How we did it**

The Coordinator and teacher worked together to deliver an eight-week period of daily activity for the class. Every morning 20 minutes of moderate to intense activity was offered to students with the whole class participating.

#### **Initial testing**

Prior to the sessions Kelly recorded fitness levels through a series of quizzes and questionnaires on body image and nutrition. She had the children fill out a modified POMS (profile of mood state) questionnaire. The physical fitness test involved a six minute lap test of continuous running or walking. Results were recorded for each child.



#### **Daily recording**

The daily activity varied but it almost always involved running of some sort, usually as part of a game. The intensity of the activity was measured by checking the heart rate of the children as well as physiological signs such as flushed faces and hard breathing. The children measured these levels themselves, recording them in log books along with their feelings and mood before and after the activity. The recording was in the form of a combination of different mood faces and written comments.

#### **Classroom education**

The teacher was responsible for educating the class in healthy eating and all the children completed food diaries. The Coordinator was responsible for educating the class on the importance of physical activity and recommended guidelines.



## Retesting

All the initial questionnaires and tests were repeated eight weeks after the initial tests.

## Our results

The results of the study were both interesting and uniformly positive. The class and their teacher were enthusiastic and supportive of the project and enjoyed conducting the experiment themselves.

## Different attitudes

The difference in the children's attitudes towards physical activity and how they felt about themselves was remarkable. All the children reported that they had started taking part in physical activity at home which they had not been doing before the study. The morning activity was a resounding success and received enthusiastically by the participating class. General improvement Generally school attendance for the entire class improved. The children were allowed to arrive at school dressed in their training kit and this contributed to their excitement. All of the children improved on their fitness tests and their nutrition and physical activity questionnaires over the eight-week period.

There were very positive results with increased energy and vitality among the children and generally less fatigue, depression and tension. This was recorded

directly by the children in their log books. The girls in the class reported that they were more likely to take part in physical activity at home and during school PE than they had been.

## Sharing the information

Kelly and the classroom teacher presented the project to the school and parents at an assembly. Children talked about their experiences and what they learned about themselves and their activity levels and health. Everyone was interested in the project and other children commented on the results.

## A missed opportunity

Although not an original aim of the project, Coordinator Kelly Wood felt it was unfortunate that the project could not be made sustainable. She felt it would have been beneficial to follow the class for longer and into subsequent years and stages. This would have allowed for a larger scope and perhaps more dramatic findings.

## The importance of involving parents

Kelly also felt that were she to do the project again, parents would have to be involved from the start. Although she presented the outcomes to parents she felt that the results were overwhelming and there was no opportunity to leave parents with recommendations or guidelines for what the information meant practically. Had there been time and funding, giving parents the opportunity



to participate from the start would have been beneficial - perhaps with an initial information session to discuss the importance of physical activity.

## What's next?

The Active Schools Coordinator did run the project again at a different school, with different levels of participation and activity. It was a school in a more affluent area and children's initial fitness and activity levels were higher but there was still a recorded improvement. Mood and attitude recordings did not change much over the course of the study however.

## Scope for future projects

Kelly Wood feels that the project was useful as well as interesting. It got children thinking about the effect physical activity has, not only on their bodies but on their brains and feelings. It also provided a unique opportunity to present information on health and diet in an interesting and relevant way.

If the project is set up elsewhere, Kelly recommends involving more people - school nurses and psychologists and health and

community partners with an interest in physical activity and mental health.

## 6.2.2

### East Lothian Active Schools Total Adventure Programme

## Background

The Total Adventure programme is part of Active Schools in East Lothian. Total Adventures was introduced to help tackle the gap of provision for alternative activity for primary school aged children. The age group target was primary 6 & 7 as this was the key drop off age for activity, especially in girls. The project also wanted to encourage children to make use of the outdoors in all weather in order to stay active now and into the future. It had been running for 3 years and this year we introduced its sister project Outdoor Adventures for Nursery-P2 to build on the success of the Total Adventure programme. Outdoor Adventures is a play-ground based activity programme where children learn about the outdoors by running around, exploring and enjoy it.

## Mission of the project/activity

Active Schools in East Lothian identified that there were various opportunities to access 'core sport' (e.g. football, rugby, hockey etc) in the area but there was not as many alternative activities on offer. Active Schools investigated and found that the 'inactive' children would be more

enthusied about alternative activities that were more individual and away from the school environment. East Lothian is a beautiful authority with lots of unspoilt land and wildlife. It was an obvious choice to open up children to this attractive landscape and get them active outdoors.

#### Aim of the Project

The aim of the Total Adventure project was to offer more alternative activities to children aged P6&7 and encourage them to enjoy staying active outdoors.

#### Project Goals

The project goal was to offer affordable, alternative activities outdoors to appeal to more 'inactive' children in the primary 6 & 7 age group.

#### Support aims and goals.

We applied and were successful in receiving funding from Awards for All. This allowed us to subsidise activities in order to allow children from any background to access them.

#### Target Groups

The project aimed to target the 'inactive' children that currently were not taking part in any other after school or community clubs.

#### Reaching Goals

To date the project has given pupils across the authority 55 opportunities to access outdoor activity and approximately 997

pupils have signed up to the project. The majority of the children had not signed up to any other activity through Active Schools previously.

#### Operative aims and goals

We aim to continue the success of the Total Adventure programme and offer it to a younger age group. Outdoor Adventures is in the early stages of delivery for Nursery-P2 and we hope to then increase the 'Adventure' family with the P3-5 age group next.

#### Key activities

The key activities in Total Adventures are archery, skiing, surfing, orienteering, beach life, sailing, climbing and team challenge.

Support package intended for individuals & Support package intended to promote health

It is part of the Active schools programme in East Lothian that supports all individuals into activity and health promotion.

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7.»Regards to the future of health promotion and physical activity«

by Jacob Schouenborg, ISCA Secretary General

Health promotion is a common cause. The PATHE project acknowledges that. Yet, it takes a starting point in the sport for all associations of Europe. I am very glad that this sector took up the gauntlet to show the enormous potential of sport to contribute to healthier life styles.

Yet, sport can not deliver alone. Reaching the WHO physical activity targets requires a cross-sector approach, and one that involves all community stakeholders. With the starting point in the PATHE Project, ISCA is now moving on to create the networks and platforms where sport for all can work together with doctors, companies, municipalities, planners, schools etc. to enhance the physical activity levels of the populations.

One of these platforms is the SANTE project. ISCA is coordinating this project in 2010 and 2011 in order to build the case for cross-sector cooperation. We will highlight the good examples, We will test the cooperation models. And we will encour-

age more and more cooperation across the actors involved.

At the same time, ISCA is trying to identify new trends and demands in health-enhancing physical activity. This is done via participation in other projects. And it is done by listening to the national sport for all associations that indeed are the ones to know what is coming around the next corner.

It will be exciting to follow how ISCA will continue to contribute to healthier societies in the future. I wholeheartedly thank the national associations of sport for all - members and non-members of ISCA - for their huge contribution to the PATHE project as Associate and Collaborating partners. And I look forward to working with them in the future as we establish the cross-cutting cooperation and discern the new trends that will guide the way to a healthier and more physically active life-style in Europe and beyond.

## SPORTS UNION OF SLOVENIA

Sport for all is what matters to us!



The roots of recreation and the Sports Union of Slovenia lie in the occurrence of telovadba, a system of physical exercise

and training from the second half of the 19th century, and the establishment of the Sokol gymnastics organization. Today the Sports Union of Slovenia unites numerous Slovene sports clubs and societies dealing with sport and recreation and physical education. The vision of the Sports Union of Slovenia is to become a recognizable, autonomous and competitive sports organization in the field of sport for all in Slovenia and at international level. The Union is supposed to offer comprehensive and high quality support to its members, develop new sports programmes and approaches, enforce and promote sport as an important element of a quality lifestyle, and present itself as a socially responsible national sports organization. Within the framework of its work it carries out different projects and activities.

The common goal is the promotion of a

### Facts about Slovenia:

Population in Slovenia: 2 million

Total area: 20,273 km<sup>2</sup>

Capital town: Ljubljana

Currency: euro

Official languages: Slovenian

Slovenia flag:



healthy lifestyle and active use of leisure time. It also plans the development of a network of sports houses, which are supposed to become lifelong centres of sport for all. Furthermore the Union has become an important partner in making the policy of sport for all in the European Union and a supporter of the development of sport for all in South-east Europe.

**The aim of the Sports Union of Slovenia** on the Slovene and international sports scene is to become a recognizable, autonomous and competitive organization in the field of sport for all offering quality support to its members, developing new sports programmes and approaches, exercising and promoting sport as an integral ingredient of a quality and healthy



lifestyle. The Union is a socially responsible national sports organization which ardently pursues social management because, in its opinion, sport for all has to be available to everyone without exception.

The Sports Union of Slovenia is composed of two main areas of action and management, its gainful and non-profit part respectively. Its basic activities are planning and implementing programmes intended exclusively for the effective support of the members of the Union, for which the financial resources are guaranteed. Its supplementary activity is planning and implementing programmes that are in the public national interest of the Republic of Slovenia. These are part-financed from public resources on the basis of public tenders published by ministries, foundations and financial sources respectively. The gainful occupation, under which falls renting real estate to third parties, advertising and promotional activities (services for sponsors), catering services, publishing and organization of professional education, congresses

and seminars, supports the implementation of the key aim of the Union, which is the effective support of its members. The purpose of the Union is to unite clubs that act in the field of sports, sport and recreation and recreational educational activities, encourage their advanced professional training, strive for the progress of professional work and introduce new methodologies.

The goals of the Union as a non-profit organization are the linking and uniting of sports clubs, publicising sport and physical education, exchanging experience between members and cooperating with relevant home, foreign and international associations and organizations. The Union also grants awards for dedicated and successful work and cooperation in the field of sports, sport and recreation and recreational educational activities to individuals and organizations.

The Sports Union of Slovenia approaches new business challenges responsibly and aims to uphold both the tradition and the vision of the organization's development. It has always acted responsibly having respect for the historic heritage of sport, which can be seen from the preservation of sport facilities and taking into account the fundamental values of sport and recreation, i.e. solidarity, free will, professional competence and autonomy.

### The main activities of Sports Union of Slovenia are:

- Linking of sports clubs that deal with sport and recreation, physical education and other forms of sport,



- cooperation with other sports organizations and professional institutions, other fields of social activities and interested partners from the economy and the state,
- education and supplementary training and improvement of professional and organizational staff for the different needs of the organization and its parts so that the programme offered and publishing for this purpose is constantly enriched,
- organization of national and international sports meetings, seminars, conferences, congresses and other forms of dealing with professional topics in the field of sport and recreation and physical education,
- collecting, advertising and distributing technical and other literature and documents relevant to the activities of the Union,
- participation in national and international campaigns of different organizations that help to form and stress the role of public opinion in support of sport and recreation and physical education,
- organization of meetings and different forms of contemporary sports tourism,
- cooperation conducting national and international campaigns in support of sport and recreation and physical education,
- promotion of spatial planning and building of sports facilities and sports equipment of appropriate capacity and according to the most recent standards,
- care for environment in all activities in the field of sport and recreation and physical education,
- promotion of the production of quality sports equipment and apparatus,
- striving for broad, but consistently ethical use of mass media, for support of sport and recreation and physical education,
- cooperation and activities within the field of primary health prevention,
- cooperation and activities within the field of social welfare,
- cooperation with health and other organizations on promoting health-friendly sporty lifestyle, and
- provision of spatial and material conditions for the non-profit activity of its members.

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## Danish Gymnastics and Sports Associations (DGI)

**Facts about Denmark:**  
**Population in Denmark: 5,5 million**  
**Total area: 43 094 km<sup>2</sup>**  
**Capital town: Copenhagen**  
**Currency: Danish krone**  
**Official languages: Danish**  
**Danish flag:**



Democracy is not just a matter of a certain form of government. The most important foundation for a

healthy democratic system is created in people's involvement and commitment to the local community, where by working together with others in an atmosphere of respect and tolerance they can help maintain a foundation for democracy.

In Denmark it is said that whenever three people get together to share a common interest, they immediately form an association! This might not be perfectly true, but it is incontestable that the forming of associations has been one of the most fundamental characteristics of the Danish people, historically as well as today. The right to form associations is even embodied in the Danish constitution which dates back to 1849.

DGI intend to strengthen the voluntary associations as the framework of sport emphasizing the importance of fellowship, challenge and health in order to promote the educative qualities of the

association activities.

In less formal words: Through practising sports in association members learn how to value other people and how to see themselves as parts of a fellowship, whether this is the association itself or society in general.

### The local association or club

As one of Denmark's three national sports associations Danish Gymnastics and Sports Associations (DGI) is an important cultural factor. DGI numbers around 5,000 local associations or clubs - from the tiniest one-sport club of say a dozen members to the huge clubs of the big cities, all together 1,44 million members, which means that every fourth Dane is a DGI-member! Each local asso-



ciation is a member of one of 16 regional associations which together form DGI nation-wide.

In each case the association has a well-developed set of norms, rules and regulations which govern the association. According to the general principles of internal democracy a board is elected and can be voted out of office; internal debate is frequently very lively and can subject anybody - even the association's leading members - to heavy criticisms and censure; and, furthermore, membership dues and duties are decided on by the members.

The association is a possibility for people to be together, to share experiences, to learn how to assume responsibility for others, and to influence their own lives. Thus, DGI sees the association as the hub or focal point, and as a centre of activities in the local community it therefore acquires an indispensable social and

democratic value.

A typical DGI local association has several activities - sports as well as non-sport activities, the most numerous being gymnastics, football (soccer), badminton, swimming and team handball. Apart from these five, DGI encompasses the following sports/cultural activities on the national level:

Athletics, basketball, budo (martial arts), canine sports («agility»), children's sports, cultural and educational activities, folk dancing, international activities in general, open-air sports (canoeing etc.), pétanque, sports for the elderly, table-tennis, tennis, theatre, Ultimate and Volleyball.

#### The Danish Sports Scene

The Danish sports scene is - just as the rest of society - characterised by three important and interwoven sectors, Government, the Private Sector and Civil So-

ciety. In the latter the sports associations are primarily represented by three national organisations: The Danish Sports Confederation and Olympic Committee (DIF), Danish Gymnastics and Sports Associations (DGI) and The Danish Federation of Company Sports (DFIF).

In other words, sport in Denmark is not organised in a single national sports organisation as is the case in most countries. The reason for this is the fact that the ideas and objectives of sports organisations never are the same, and therefore the local associations should have a choice as to how they want to shape and organise their activities, including which national organisation they wish to belong to.

In a very interesting and, perhaps, unique situation seen in a global perspective, the three national organisations each receive substantial funds from the government, yet they maintain an almost complete level of independence in relation to their respective goals and programmes.

#### The financial numbers

The three national sports associations receive together around DKK 540 million p.a. - funds which are channelled through the Ministry of Culture, but deriving from the Pools and Lottery Company Ltd, i.e. ultimately from the Danish public itself. DGI received in 2009 240 million DK Kr. equal to 32 million € per Year.

Obviously, the organisations are financially responsible towards the Ministry of Culture, but apart from this element it is still the individual members of the three organisations who control the associations through the respective regional as-

sociations and general assemblies etc.

In the local municipalities the associations or clubs are supported financially primarily to activities for children and young people and with facilities available for free or for a very low payment. For the whole country this is in 2008 around 4,5 billion dk. kr. equal to 600 million € pr. year.

**DGI, Danske Gymnastic og  
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UISP, Unione Italiana  
Sport Per tutti



Facts about Italy:  
Population in Italy: 60 million  
Total area: 301 263 km<sup>2</sup>  
Capital town: Rome  
Currency: euro  
Official languages: Italian  
Italian flag:



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 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 Have 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.

UISP mission is to demonstrate that »different sport is possible«. This not only means to develop cultural innovation, but also to concretely transfer it in technical experimentation, methodological and organizational. UISP sports Leagues have made own and reinforced these strategic options.

Sport for all has potentially extended to all the citizens the offer of physical practice like concrete research and experimentation of a better quality of life.



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 embezzled to the obligatory nature of the record: it makes lever on a need of emotion mortified by the routine.

UISP, through its initiatives has the objective to give value to the several faces of sport, from that competitive one (with particular attention to the dilettante and amateurs world) to that spectacular one, from that instrumental (sport for health, the well-being, to defend the environment) to that expressive (collective and individual practices outside of structured sports circuits). The great UISP sport for all initiatives are launch in spring since the beginning of the '80s: Vicicitt, Giocagin, Bicincitt, Sport in the Squares. These are sports event that involve tens of Italian and foreign cities at the same time and that see Uisp together with important Italian associations, from Unicef

to WWF, from Legambiente to Libera (the association against mafia), from Aism (the association for the sclerosis research) to Amnesty International.

UISP tries to deepen and to show the several faces of »sport for all« and its »social value«. The topic of the solidarity, declined on the field of inclusion and socialization, it becomes the nerve of one of the several projects that UISP realizes on the land of the denied rights. As in the case of the immigrates projects.

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.

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## Union Sportive de l' Enseignement du Premier degré (USEP)



Union Sportive de l' Enseignement du Premier degré (USEP) was created in 1939. It is the biggest school sports federation of France with more than 860

000 members (children and adults ) distributed in more than 12 000 associations of public schools in 104 departmental committees.

USEP is a sports, educational and citizen movement.

It's a sport association: the child is a young citizen who practises multiple activities, organizes meetings, insures the job of a young official: referee, time keeper, secretary.

It's 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.

It's a pedagogic movement which takes part in school education, accompanies

### Facts about France:

Population: 64,3 million

Total area: 550 000 km<sup>2</sup>

Capital town: Paris

Currency: euro

Official language: French

French flag:



and facilitates school projects, contributes to the thought the development of innovative activities and allows the child to get a reflective health attitude.

Its activities take place in and around primary schools.

As a school sports federation, our subject is the child at the centre of his learning, our scope is the EPS (Physical Education and Sport in school) and APS (physical activities and Sports)

USEP project is a school project and there are voluntary teachers who work. These teachers are not sport teachers but school teachers who support the teaching of all school subjects, and not just physical education and sport. This is an advantage that makes it easier to con-



duct cross-cutting projects.

Increasingly, parents are joining for helping USEP life associations (to assist the coaching of younger, association management, after-school activities that is to say around the time school such as lunch or just before or after school...).

We defend some values and principles: boys and girls do sport activities together, we are not against competitive sports but we prefer community sports. We are against specialization at a younger age and we promote the practice of all sports. USEP is under the wings of two Ministries: the Ministry of National Education and the Ministry of health and sports.

USEP has signed one convention with the French Ministry of Education. This convention states that USEP is the privileged partner for providing sporting activities in the primary schools.

USEP worries since 1999 about the educational aspects of sport and about its

benefits for health and general balance of children from 3 to 10 years old. It is important not to be developing such a program because children are very receptive.

USEP is a member of the French National Olympic Committee.

USEP is a member of ISCA and participates at other ISCA programs.

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