

Promotion de la santé dans le sport, par le sport et club sportif promoteur de santé, quelles différences ?



Health Promotion in sport, through sport and health promoting sports, what's the difference?

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What is health in relation to sports?

The concepts of public health, health and health promotion have been used for decades in relation to sport in policy, research and practice.

That sport has some kind of significance for and connection to public health is clear.

But how can we understand the relation or perhaps the relations between sport and public health?

This presentation

The aim of this presentation is to argue that what is regarded as knowledge about the relations between sport and public health largely depends on how the concepts of public health, health, health promotion and sport are defined and framed.

In this presentation, I will theorize the relations between sport and health promotion as different patterns that are visible in policy, research and practice.

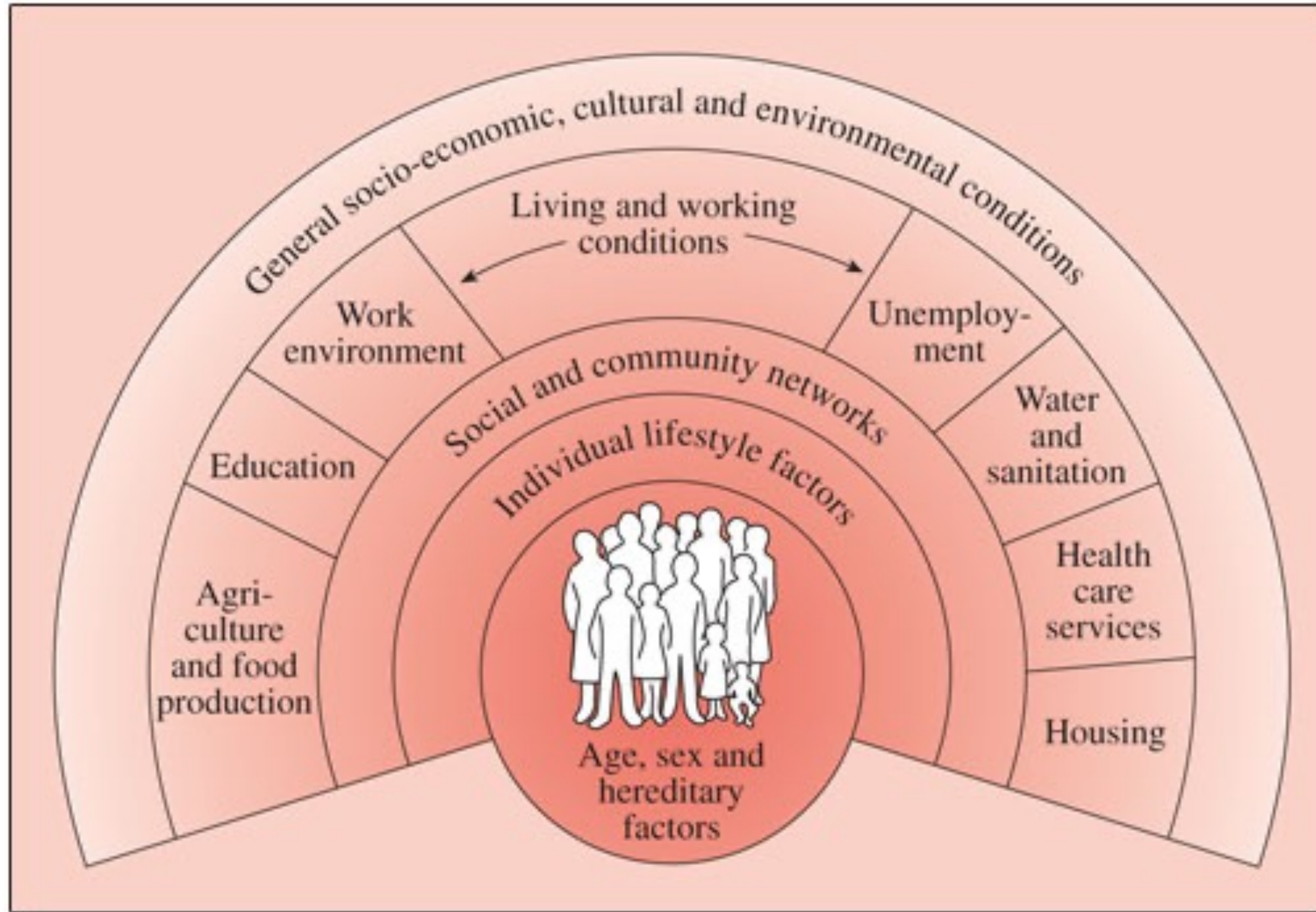
What is health?



“Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.” (WHO, 1948)

Health ... is not a fixed end-point, a “product” we can acquire, but rather something ever changing, always in the process of becoming. (WHO 1991, p. 3)

The determinants of health



Dahlgren and Whitehead (1991)

What is health promotion?

Public health can be divided into two parts: Disease prevention and health promotion.

Both can be important in relation to sport.

“The process of enabling people to increase control over, and to improve, their health. It moves beyond a focus on individual behavior towards a wide range of social and environmental interventions.” (WHO, 1986)

“Health is created and lived by people within the settings of their everyday life; where they learn, work, play and love” (WHO, 1986).

What is sport?

"Sport" means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels. (EUROPEAN SPORTS CHARTER)

“An activity involving physical exertion and skill in which an individual or team competes against another or others for entertainment. (Oxford Languages English dictionary)”

‘Sport is physical activity that we do to have fun, feel good and achieve more.’ (Swedish sports confederation)

What is health in relation to sports?

If health is defined as lifestyle factors only, the relationship is sometimes spoken about as sport = physical activity.

In this case, sport is health-promoting as long as there is sufficient physical activity, i.e. sport is health-promoting by definition.

If health is defined in terms of all the determinants of health.

Then more of the core activities of sport can be considered health promoting...while other parts can be seen as unhealthy.

The relations between health promotion and sport

We have looked at key aspects like:

How health, health promotion and sport is defined.

What is taken for granted.

What the purpose, actors and actions are.

How the action of promotion is described.

Five different type of relations

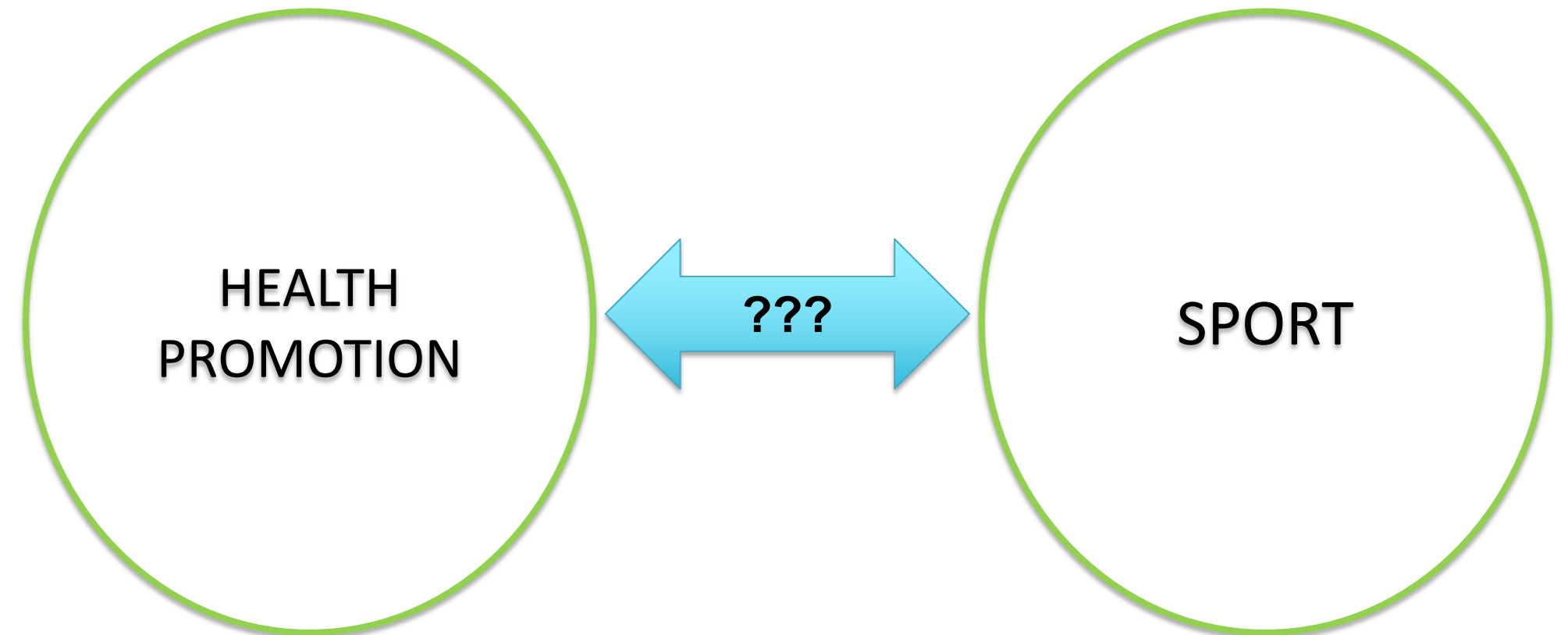
Health promotion as an outcome of sport

Health promotion through sport

Health promotion in sport

Health promotion and sport in collaboration

Health-promoting sport



Health promotion as an outcome of sport

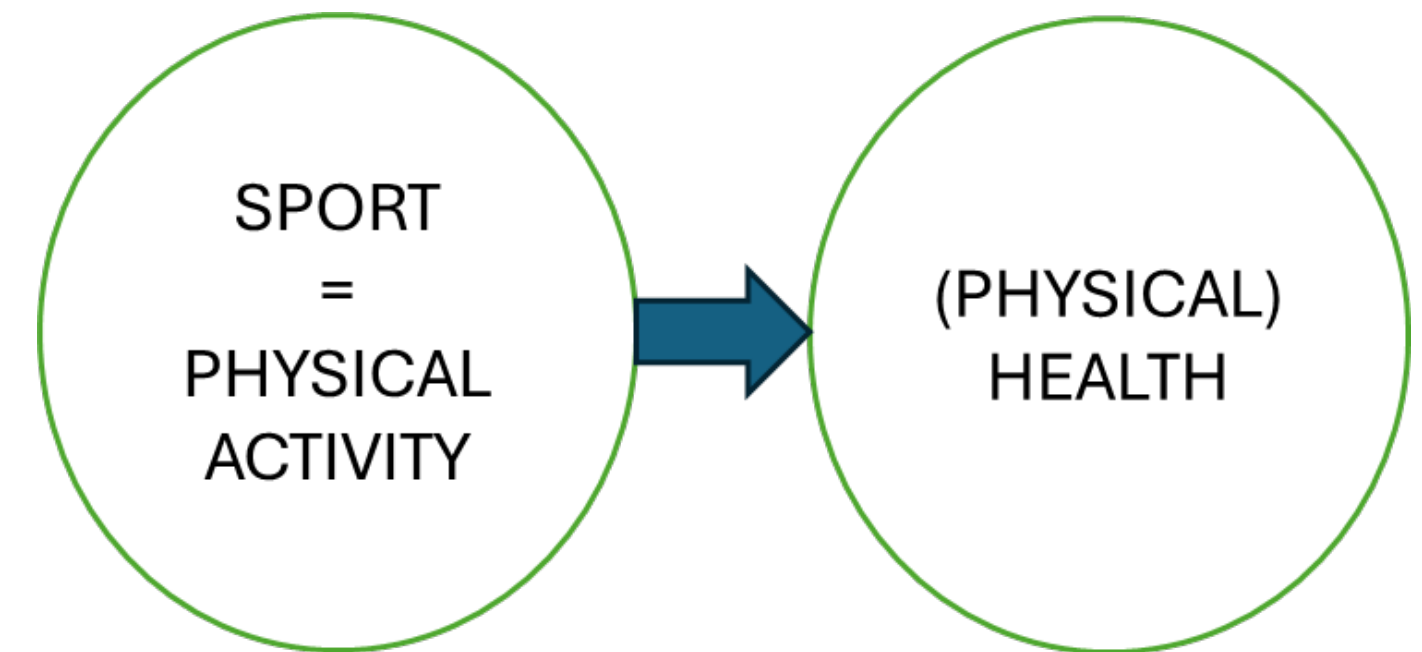
The relation 'Health promotion as an outcome of sport' is about sports being beneficial for health since it offers opportunities for physical activity.

Research often focuses on individual behaviours and the effects on physical health like lowered risks for various diseases or lowered risk of overweight.

Because sport is seen as physical activity it will always lead to better physical (and sometimes mental) health.

The relation becomes:

sport = physical activity -> health



Health promotion through sport

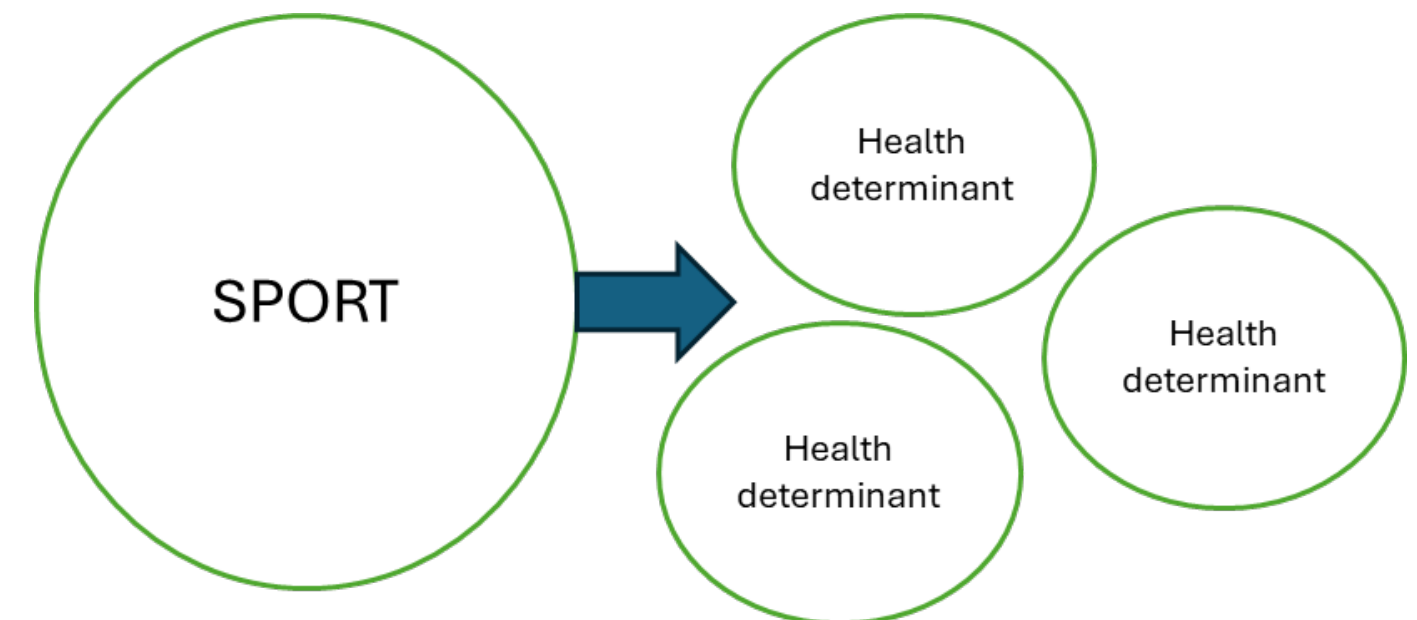
In the relation 'Health promotion through sport', sport is regarded as a mean or a vehicle for outcomes other than sport, or sometimes in combination with sport outcomes.

Sport is defined, often relatively broad, but health or health promotion is not well described or mentioned explicitly. Many studies focus on health determinants such as social responsibility, developmental objectives, gender and democracy.

Sport is used as a mean (assuming that sport is good in itself) for developing different health determinants (on social or organizational level).

The relation becomes:

Sport -> Health = Health determinants



Health promotion in sport

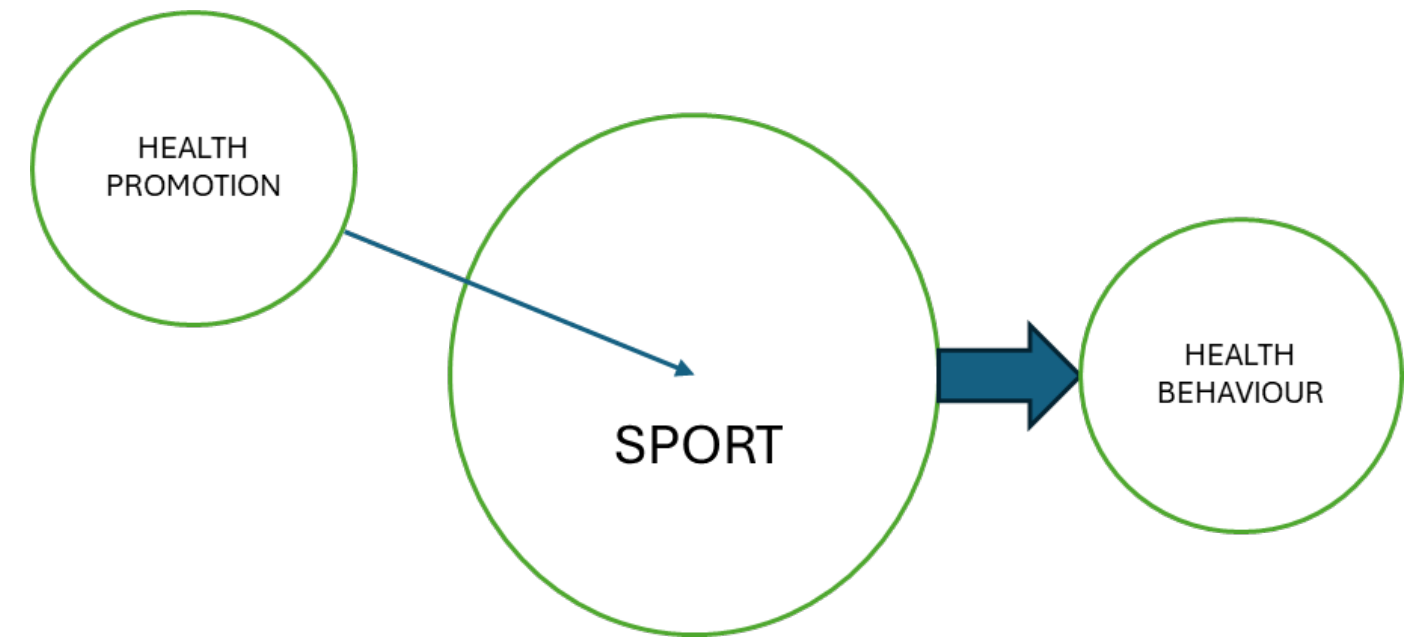
The relation ‘Health promotion in sport’ is about sport as a positive arena or place to reach different people to promote some healthy behaviour. The place is chosen because it is a relevant context where health messages can be delivered.

Arranging specific activities, programmes or interventions for example mental health programs, dietary habits interventions to people within or close to sports (participants or fans).

Using health promotion programs within sports to get healthier sports participants.

The relation becomes:

Health promotion -> sport => health behaviours for sports participants



Health promotion and sport in collaboration



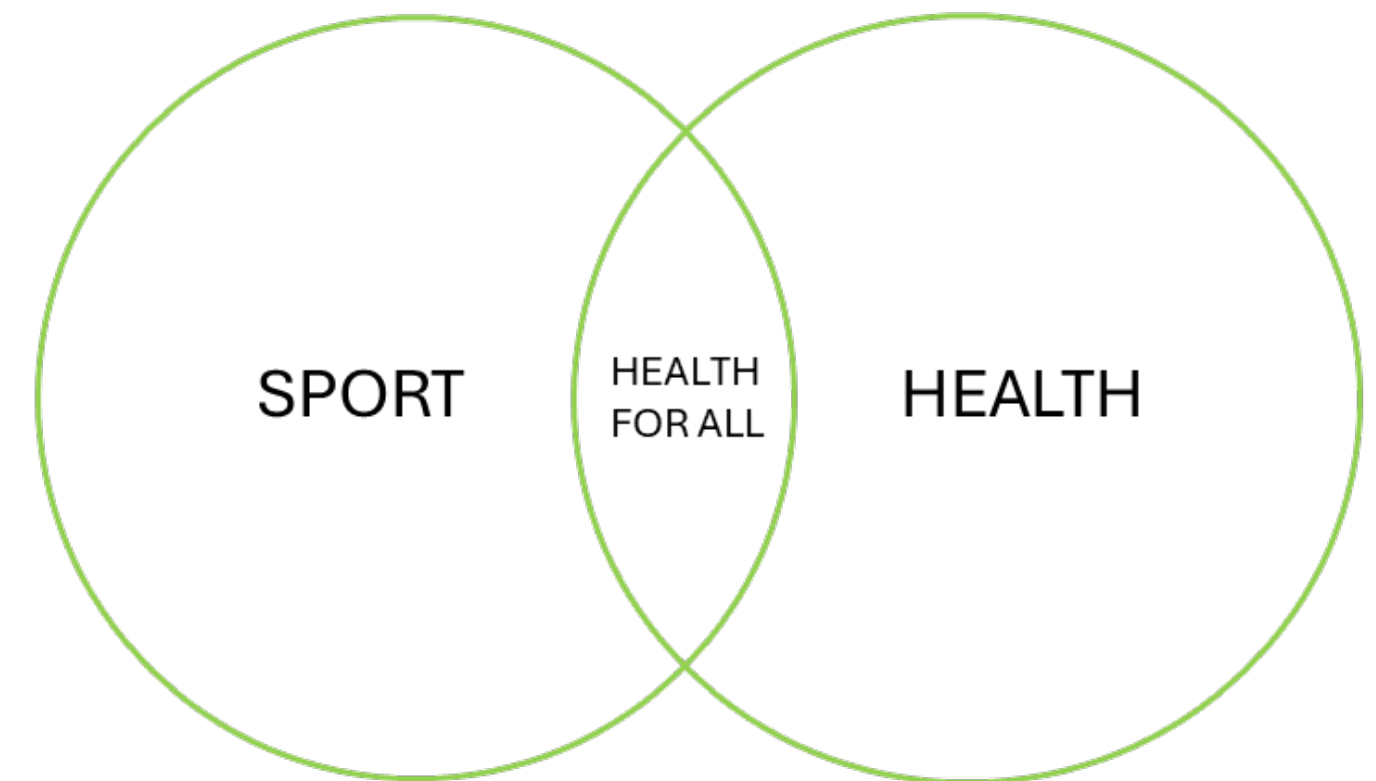
The relation 'Health promotion and sport in collaboration' is about sport and health organizations working together.

The intersectoral collaboration could be between organizations, but also between different professions/people. Research often focuses on how to manage intersectoral partnership collaboration and to face the barriers that almost always exists.

If sports and health collaborate more and other people can be reached.

The relation becomes:

Sports & Health= health for all



Health-promoting sport

The relation 'Health-promoting sport', is about how health promotion is integrated within sports.

This relation is grounded in making 'healthy choice, the easy choice', by working on organisational (policy, orientation), social (norms, values), economic (human and financial resources) and environmental (facilities and material) determinants of health in sports organisations sometimes using a settings-based approach to health promotion.

Integrating health promotion in the core-business of sports.

The relation becomes:

Sports (Health promotion)=healthier sport



How the relations relate to each other?

All relations have an overall vision on promoting health in relation to sports.

Sometimes using the same activities for the same people, but with different purposes and covered by different surrounding activities, framing and assumptions.

The differences lies in them answering different questions, some of them more what-questions and some more how-questions.

Knowledge from the different relations can add to the whole picture, but no single relation have answers to the whole question on how health can be promoted in sports.

Why is this knowledge important?

Many research fields address the relation between sport and public health.

There is a risk that different research fields don't communicate with each other and that can lead to the cumulative production of knowledge about the health-promoting potential of sport may suffer.

Many good efforts are being made, but these become separate islands if they are not coordinated at several levels.

The field of Health promotion has the potential to help with the coordination and the how-questions.

Take-home-message



Sport is not health-promoting because it is sport, but it has the potential to be.

We are never done making sport health-promoting, it is an iterative process in a changing world.

It is not enough that we as professionals know that physical activity and sport are good for people's physical health for sport to be health-promoting.

We have to use a more inclusive conceptualization of how health can be promoted in, through, in collaboration or as health-promoting sport to make health promotion an outcome of sport.

Interested in knowing more?

Coming soon:

Susanna Geidne; Helena Ericson; Mikael Quennerstedt & Aurélie Van Hoye

Health promotion and sports.

In Handbook of Concepts in Health, Health Behaviour and Environmental Health. Springer

Thank you for listening!

Please contact me if you have any questions or reflections:

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