

Health Promoting Sports Clubs-National Audit Tool

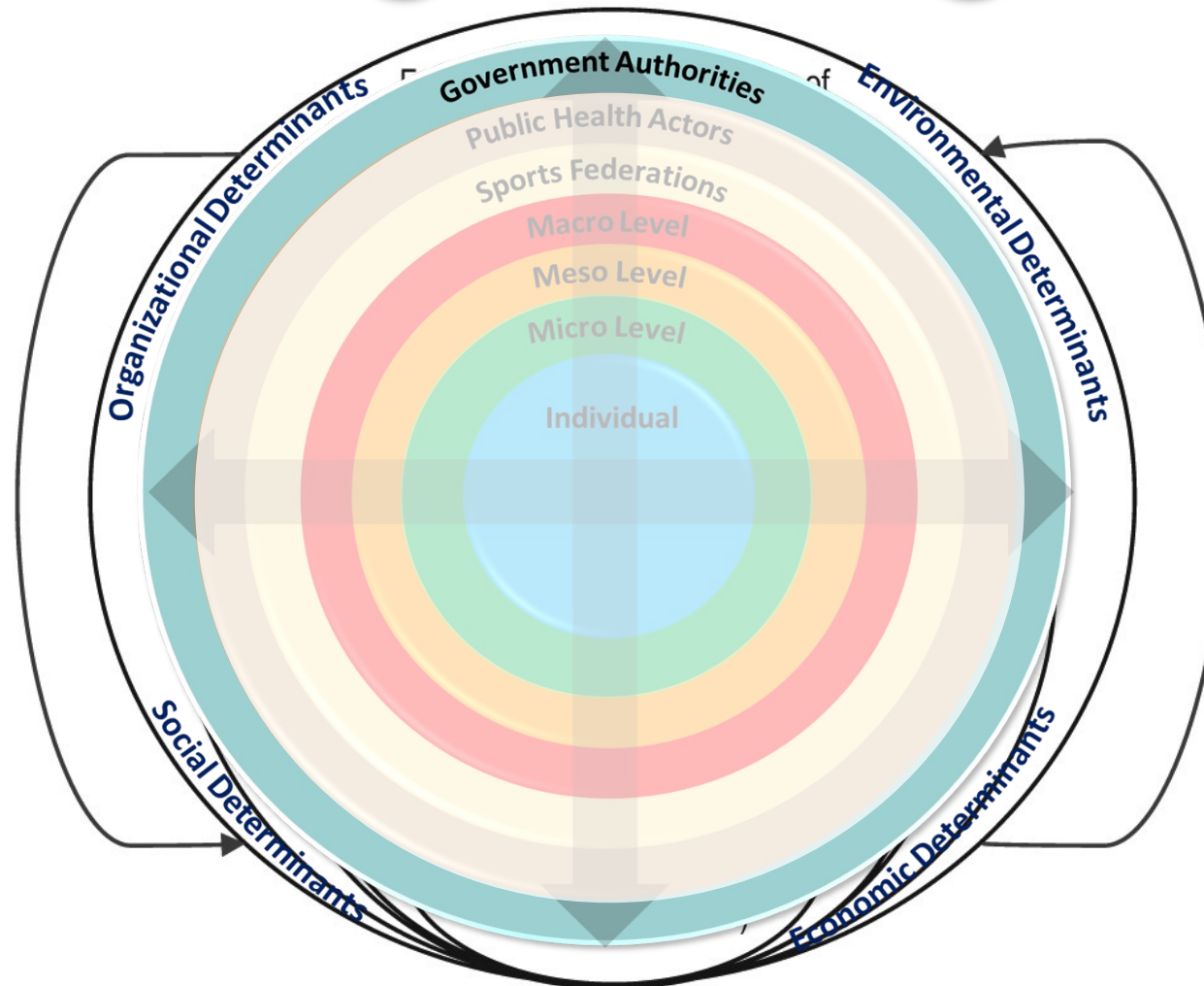
French case study

Gabriel Lallement, **Benjamin Tezier**, Anne Vuillemin, Quentin Michaud, Fabienne Lemonnier, Florence Rostan, Kévin Barros & Aurélie Van Hoyer

Ce travail a été réalisé en toute indépendance vis-à-vis de l'organisateur de la manifestation. Je n'ai pas de conflit d'intérêts en lien avec le sujet traité



- **Sports clubs can contribute to health**
 - welcoming millions of participants across socio-economic background ¹
 - contribute to physical, mental and social health through the offer of sporting activities ^{2,3,4}
- **But it is not done automatically** : alcohol or sugary drink sponsorships ⁵, harassment or risk for injury ⁶.
- **Polycymakers and researchers recognize that the club can contribute to health promotion ⁷.**
And insist for a setting-based approach application.



Golden, S. D., McLeroy, K. R., Green, L. W., Earp, J. A. L., & Lieberman, L. D. (2015). Upending the social ecological model to guide health promotion efforts toward policy and environmental change. *Health Education & Behavior*, 42(1_suppl), 8S-14S.

VAN HOYE, Aurélie, JOHNSON, Stacey, GEIDNE, Susanna, et al. The health promoting sports club model: an intervention planning framework. *Health Promotion International*, 2021, vol. 36, no 3, p. 811-823.

- **The development of healthy public policies’ is one of the key strategies in health promotion ⁸**
- **National public policy and funding are key drivers for national sports federations and their clubs ⁹**
- **Call from sport stakeholders for support in order to promote health and physical activity ¹⁰**
- **Only 26% of European countries have a “sport clubs for health” program implemented ¹¹**

Analyse national French public policies supporting health promotion in sports organisations

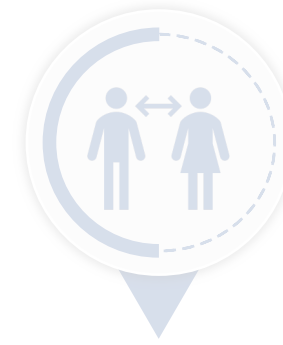


1) What public policy documents support health promotion in clubs?

2) What are the mechanisms for coordinating, evaluating, disseminating and implementing these policies?



- Document area of political and policy authorities (SpF, ministries)
- National plans, strategies, roadmap programmes
- “Sports clubs”, “organised sports federations” + “health promotion”



basis of the documents identified

Informants (academics, ministries and national sports organisations)

Considered: content; means of communication; funding; coordination...



14 policy documents have been identified

85 political actions directly or indirectly linked to HP within clubs

Supported by government bodies (ministries) or other bodies (ANS, CNOSF, etc.)

Promotional and communication campaigns (N=60) and education (44)

Physical activity (39) health as a global concept (36), gender equality (5), disability in sport (4)

INTRODUCTION

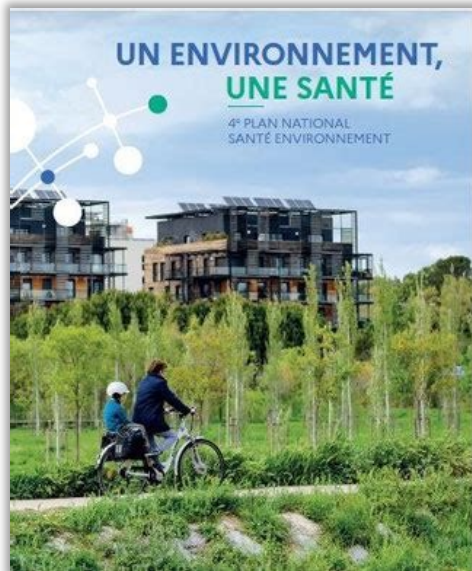
METHODS

RESULTS

CONCLUSION



AXIS 3: BETTER PROTECT THE HEALTH OF SPORTSPEOPLE AND IMPROVE THE SAFETY OF SPORTING ACTIVITIES, WHATEVER THEIR INTENSITY



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Coordination



No coordination and difficulty in managing resources

« A Ministry [...] should produce a text to guide the decisions and behaviour of the sports movement »



Policy target principally sports federations



The role of regional and local bodies is crucial to the implementation of these policies



Means of communication and implementation

- To reach out to decentralized actors/organizations, national bodies use their websites, brochures, leaflets and guides, **training and certification**.
- National bodies develop policies.
- Local authorities, sports federations, public health and sports bodies (IREPS, CDOS, DRAJES, ARS, etc.) and the sports associations themselves implement the policies.

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Policy evaluation and monitoring



Very few evaluations



Sometimes use of certain relays to quantify the number of participants following the implementation of policies

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Other factors influence policy implementation

- National events and special communications (e.g. Olympic and Paralympic Games)

- Partnerships with other players who can boost policy implementation (e.g. universities, charities, businesses)

- Draw on several sources of support and increase the number of calls for projects from different policies

“Mentionning sports clubs in some public policies does not means that there is a policy on health promotion in sports movement. There are actions listed in policy, but no real transformation of the sport movement has been addressed.”

“We mostly do health promotion through physical activity, addressing the social benefits, because, when you enter a sports club, you are not alone. So we encourage health, but because it’s inherent to physical activity practice.”

Policies regarding health promotion in sport are principally dedicated to others settings than organised sport itself, such as school, or « maison sport-santé », but not sports clubs themselves

- Some results are similar to those already collected in others country:

Diversity in terms of ministries,
but health and sport as key
players

Participation in sport and health
promotion through sport practice

No surveillance and
coordination system

- Results specific to France:

Strong discourse about sport
being « automatically » healthy
and on adapted sport practice

Strong movement on physical
activity on prescription or for
chronic diseases

=> Use of HPSC-NAT highlights so far that progress could be made at European level for surveillance and coordination to support health promotion in sports clubs

THANK YOU



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