

# Health promoting sports federation implementation guidance

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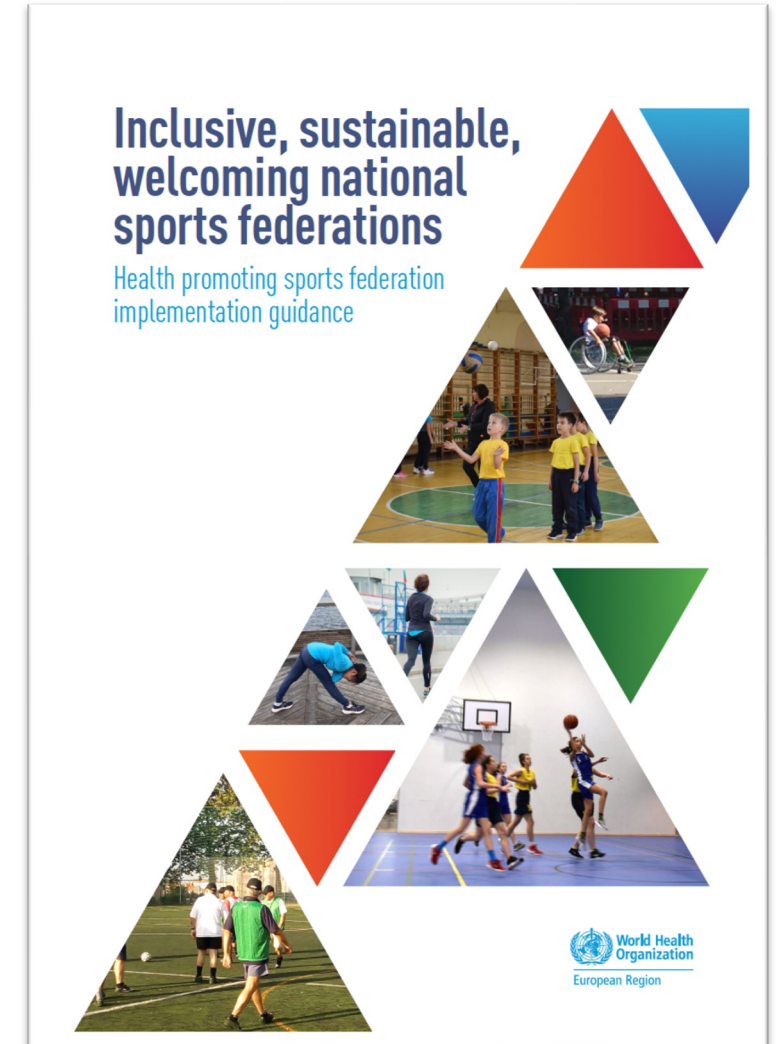
European Region



# Overview

1. Context
2. Sports clubs as a key setting for health promotion
3. Introduction to the WHO health promoting sports federation implementation guidance
4. Model of a health promoting sports club

*This contribution is made in complete independence from the event organizer. I have no conflict of interest with the subject matter*



# Special Initiative on NCDs and Innovation Dual Track

1

***RACE* to the Finish**  
accelerating the attainment of  
SDG Targets 3.4 and 3.5

2

**Vision 2050**  
achieving generational shifts



1

***RACE* to the Finish**  
accelerating the attainment of  
SDG Targets 3.4 and 3.5

- Focus on **Premature Mortality**
- Focus on the **quickest** of the NCD best buys
- Focus across the **whole disease pathway**
- Shift from surveillance to **analysis** and prediction

- **Focus on long-term, multi-country action**
- **Towards a Europe that is NCD-resilient, carbon neutral, secure, at peace**
- **NCDs and**
  - **Preparedness 2.0**
  - **Commercial Determinants**

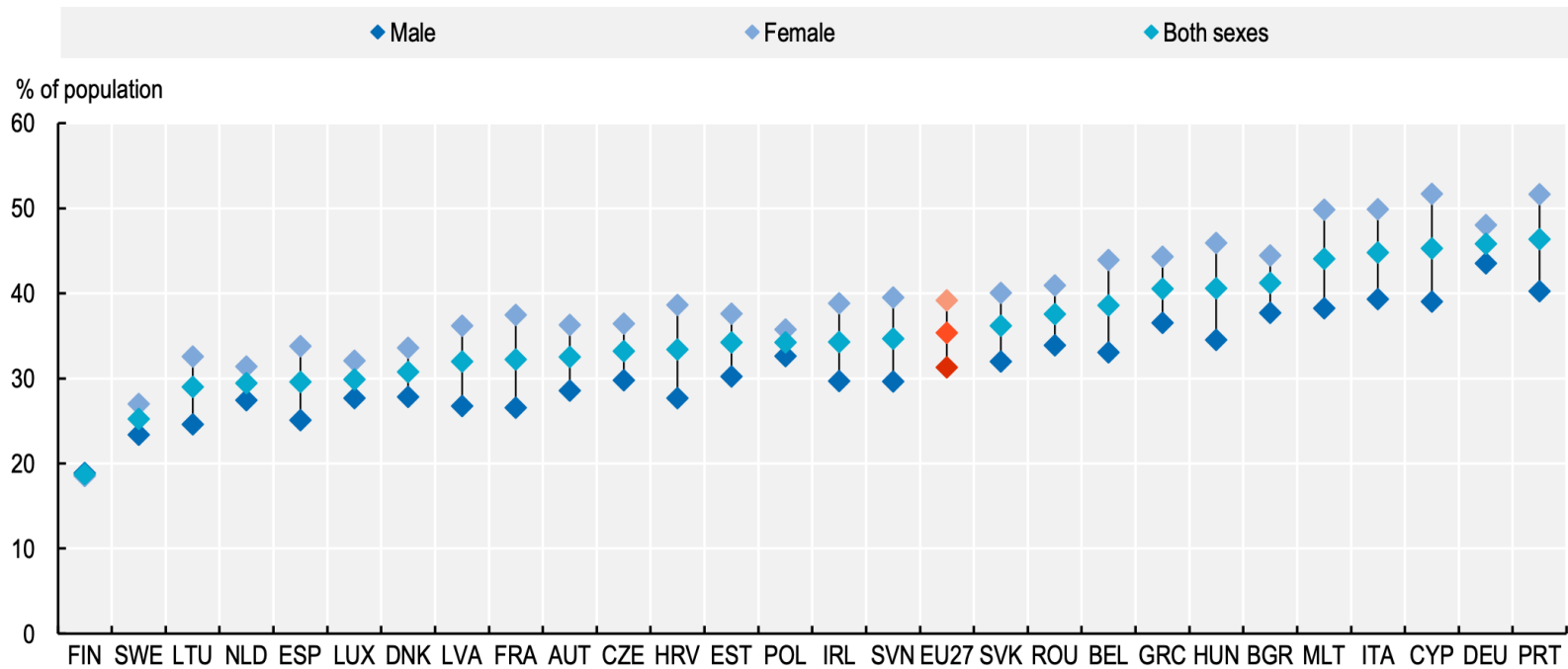
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**Vision 2050**

achieving generational shifts

# Prevalence of insufficient physical activity

More than one in three adults do not meet the WHO physical activity guidelines



[WHO \(2021\), Prevalence of insufficient physical activity among adults aged 18+ years \(crude estimate\) \(%\)](#)

# Socioeconomic burden of physical inactivity



## Step Up! Tackling the Burden of Insufficient Physical Activity in Europe



Meeting the WHO guidelines of 150 minutes of moderate-intensity physical activity per week across 27 European countries would:



Increase the life expectancy of people who are insufficiently active by 7.5 months



Increase average life expectancy by 2 months



Prevent over 10 000 premature deaths per year



Save EUR PPP 14 per capita in healthcare expenditure – a total of EUR PPP 8 billion per year



Reduce total health expenditure by 0.6%



Avoid 11.5 million cases of non-communicable diseases over the next three decades, including:



3.5 million cases of depression



3.8 million cases of cardiovascular disease

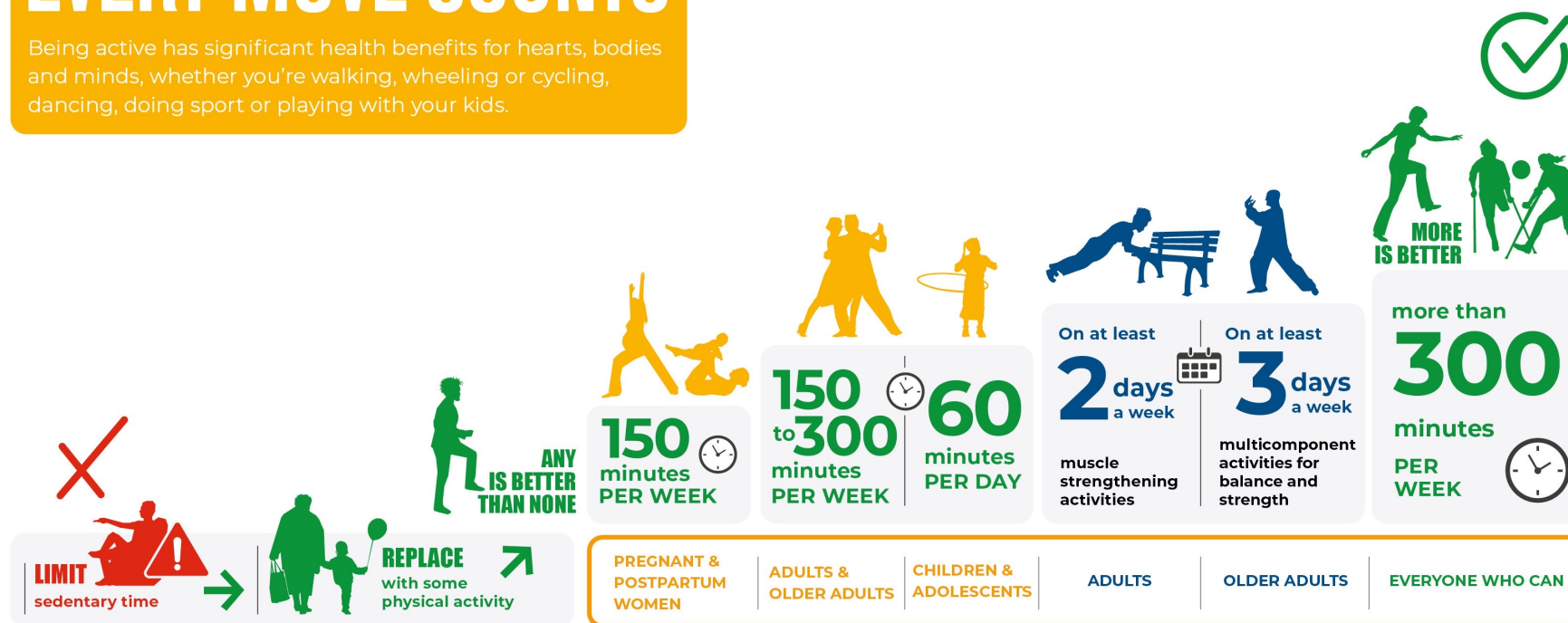


400 000 cases of cancer

# WHO physical activity guidelines

## EVERY MOVE COUNTS

Being active has significant health benefits for hearts, bodies and minds, whether you're walking, wheeling or cycling, dancing, doing sport or playing with your kids.





# WHO Global Action Plan for Physical Activity 2018-2030

A whole-systems approach to physical activity policy



## Active people

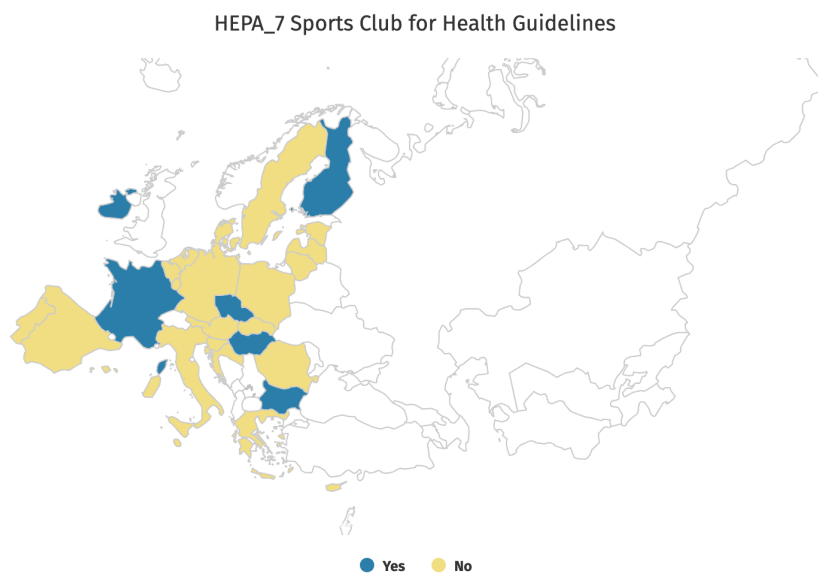
- Ensure access to opportunities, programmes and services across multiple settings

## Active systems

- Strengthen governance and multisectoral partnerships for effective coordinated policy implementation

# Surveillance of policy implementation

## Country physical activity factsheets



Thematic Areas	Indicator	
International PA recommendations and guidelines	Indicator 1	National recommendation on physical activity for health
	Indicator 2	Adults who reach the minimum WHO recommendation on physical activity for health
	Indicator 3	Children and adolescents who reach the minimum WHO recommendation on physical activity for health
Cross-sectoral approach	Indicator 4	National government coordination mechanism and leadership in HEPA promotion
	Indicator 5	Funding allocated specifically to HEPA promotion Sport
Sport	Indicator 6	<b>National Sport for All policy or action plan</b>
	Indicator 7	<b>Sports Clubs for Health programme</b>
	Indicator 8	<b>Framework to support offers to increase access to exercise facilities for socially disadvantaged groups</b>
	Indicator 9	<b>Target groups addressed by the national HEPA policy Health</b>
Health	Indicator 10	Monitoring and surveillance of physical activity
	Indicator 11	Counselling on physical activity
	Indicator 12	Training in physical activity in the curricula of health professionals Education
Education	Indicator 13	Physical education in primary and secondary schools
	Indicator 14	Schemes for school-related physical activity promotion
	Indicator 15	HEPA in training of physical education teachers
	Indicator 16	Schemes to promote active travel to school
Environment, urban planning, and public safety	Indicator 17	Level of cycling and walking
	Indicator 18	European guidelines for improving infrastructure for leisure-time physical activity
Working environment	Indicator 19	Schemes to promote active travel to work
	Indicator 20	Schemes to promote physical activity at the workplace
Senior Citizens indicators evaluation public awareness	Indicator 21	Schemes for community interventions to promote physical activity in older adults
	Indicator 22	National HEPA policies that include a plan for evaluation public awareness
	Indicator 23	National awareness-raising campaign on physical activity

# WHO Sport for health programme

7 pillars:

1. Physical activity and health promotion
2. Healthy food and healthy lives
3. Mass gatherings
4. Alcohol, drugs and addictive behaviours
5. No tobacco
6. Mental health
7. Safety and mobility



European Region



# Health promotion through sports

Intersection between sport sector and health



## Positive aspects

- Improved Physical Health
- Enhanced Mental Well-Being
- Disease prevention
- Prevention of unhealthy behaviors
- Increased Social Interaction
- Community Engagement
- Positive Role Models



## Negative aspects

- Unhealthy behaviours
- Sugar-sweetened drinks
- Unhealthy product promotion
- Alcohol
- Tobacco
- Fast food



## Barriers to health promotion

- Focus on performance
- Voluntary nature of sports clubs
- Lack of knowledge
- Absence of written policies
- Staff turnover



# Benefits of health promoting sports clubs

- Social, cultural and economic benefits to communities and nations
- Sports are a significant employer and a key driver of tourism and infrastructure globally
- Contribute in emergency and crisis situations as part of humanitarian programmes
- Community development and integration



## For sport clubs

- + attraction of different population groups
- + greater diversity of activities and revenue sources
- + recognition and value in the community



## For managers

- + satisfaction in managerial role
- + less drop-out (intentions) of managers



## For coaches

- + self-determined motivation
- + satisfaction in coaching role
- + less drop out (intentions) of coaches

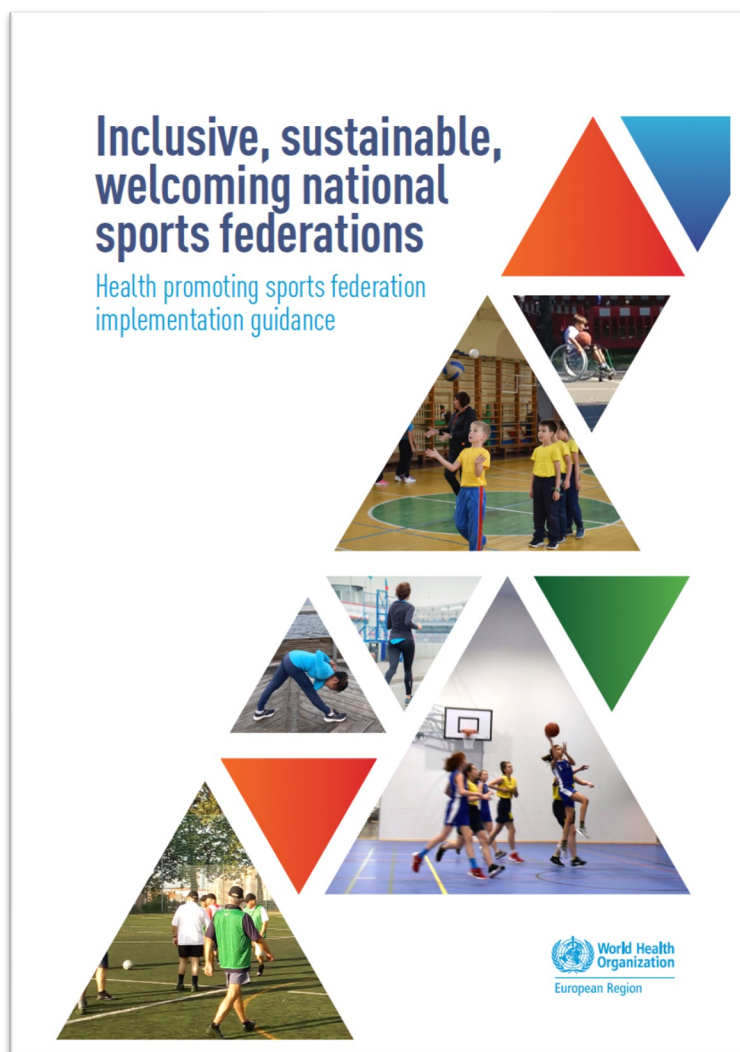


## For sport participants

- + better self-rated sport performance
- + better self-reported quality of life
- + less drop out (intentions) from sport
- + greater enjoyment of sport
- + better self-reported health
- + greater subjective vitality
- + less harm to health

# Inclusive, sustainable, welcoming national sports federations

Health promoting sports federation guidance



# Health promoting sports federation implementation guidance

Aim:

Support National Sports Federations (NSF) to:

- Establish a whole systems approach to health promotion across NSF activities to increase their visibility and support investment
- Establish appropriate governance for health promotion and to integrate evidence-based practices into policy and practice
- Strengthen partnerships between NSFs and health organizations
- Enhance NSFs societal role and commitment to health promotion efforts

*Translate research into action*



# Inclusive, sustainable, welcoming national sports federations

Health promoting sports federation  
implementation guidance



World Health  
Organization  
European Region



## Theoretical background

Evidence on promoting health  
through sports



## Case studies and examples

How NSF have  
implemented health  
promotion in practice



## Implement health promotion strategies

13 overarching strategies  
and 69 specific  
interventions



## Select health promotion toolkits

28 tools to plan and  
implement health promotion  
through sports  
clubs/federations



# Chapter 1: Theoretical background

Based on the principles of the Ottawa Charter

1

## **Build healthy public policy:**

Prioritize health at all levels of sports, raising awareness among decision-makers about the impact of their choices

2

## **Create a supportive environment for health:**

Ensure sports settings are safe, stimulating, and enjoyable, enhancing the well-being of athletes and members

3

## **Strengthen community action for health:**

Strengthen clubs through accessible information, quality of sport practice, learning opportunities, partnerships, and funding for healthier practices

4

## **Develop personal skills:**

Encourage continuous personal and social development, giving individuals more control over their health

5

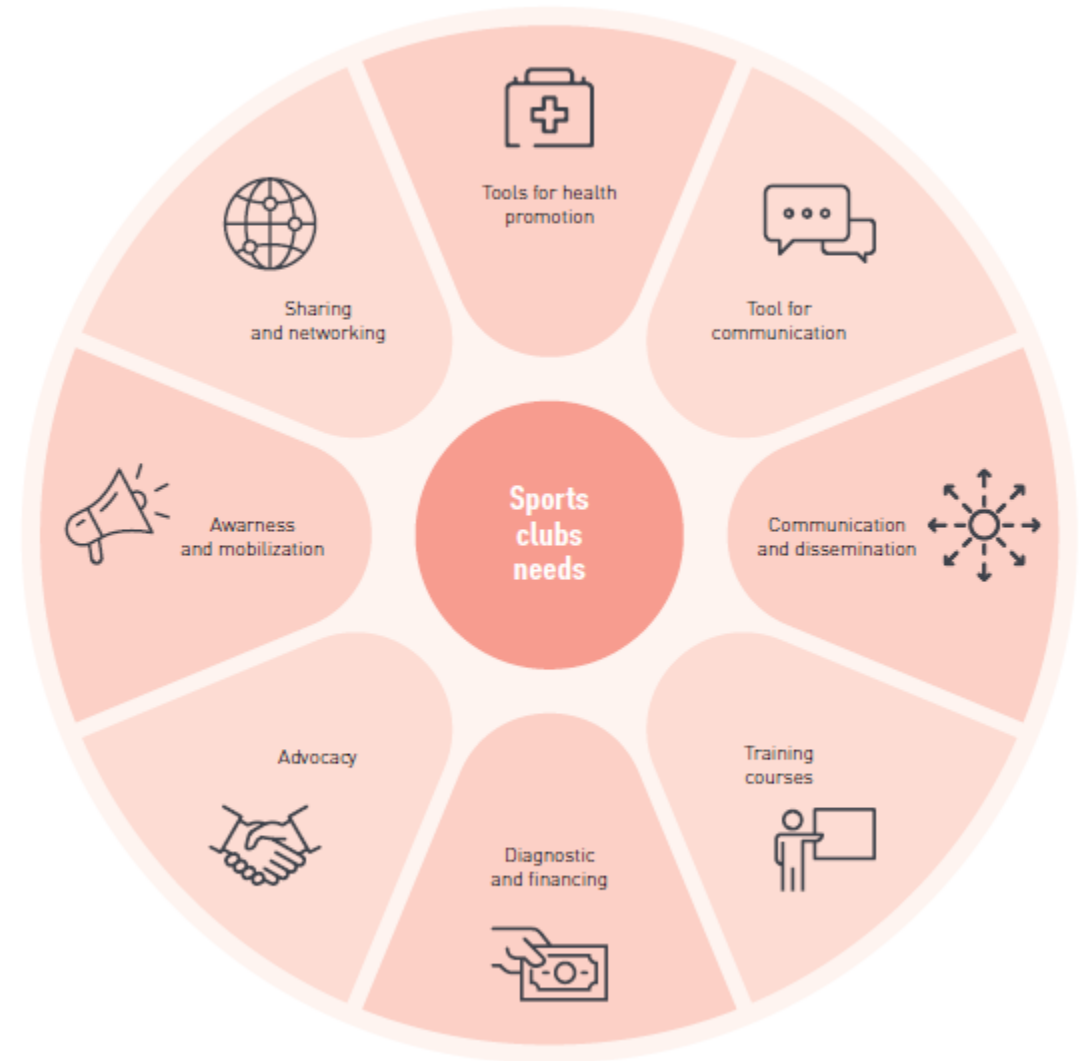
## **Re-orient health services:**

View sports club members as whole individuals, emphasizing health promotion and supporting healthy lives within the community

## Chapter 2: Case studies

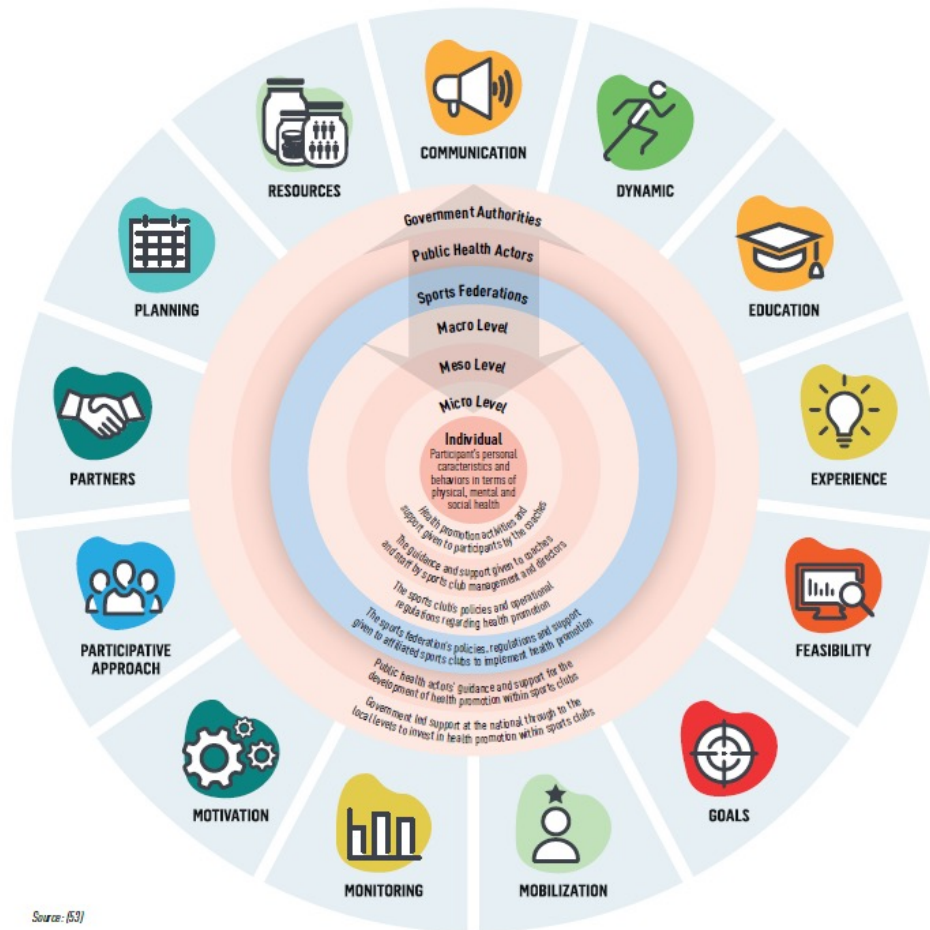
Examples of national sport federations' investment in health promotion

- Comparison of three national sports federations
- Analysis of 52 French national sports federations
- Two exemplar projects to provide an overview of program implementation mechanisms and steps.



# Chapter 3: Intervention framework

13 strategies and 69 interventions derived from evidence-based guidelines used by sports clubs and reported in the published scientific literature






Source: [53]

- Why an NSF should use this intervention component, explaining the benefits of its implementation;
- How the intervention component is to be implemented at different stages, with examples of the progression of actions; and
- The role that stakeholders play in implementing the intervention component, with each actor's role and actions for developing the component.

# Chapter 4: Tools to support implementation

## Analysis of 27 tools

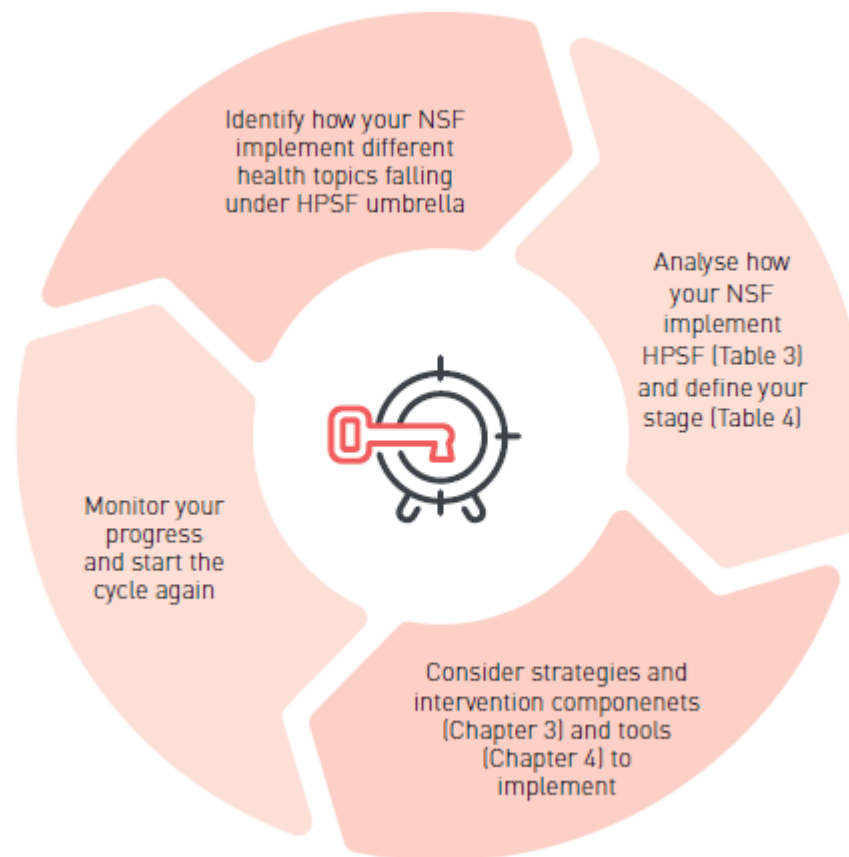
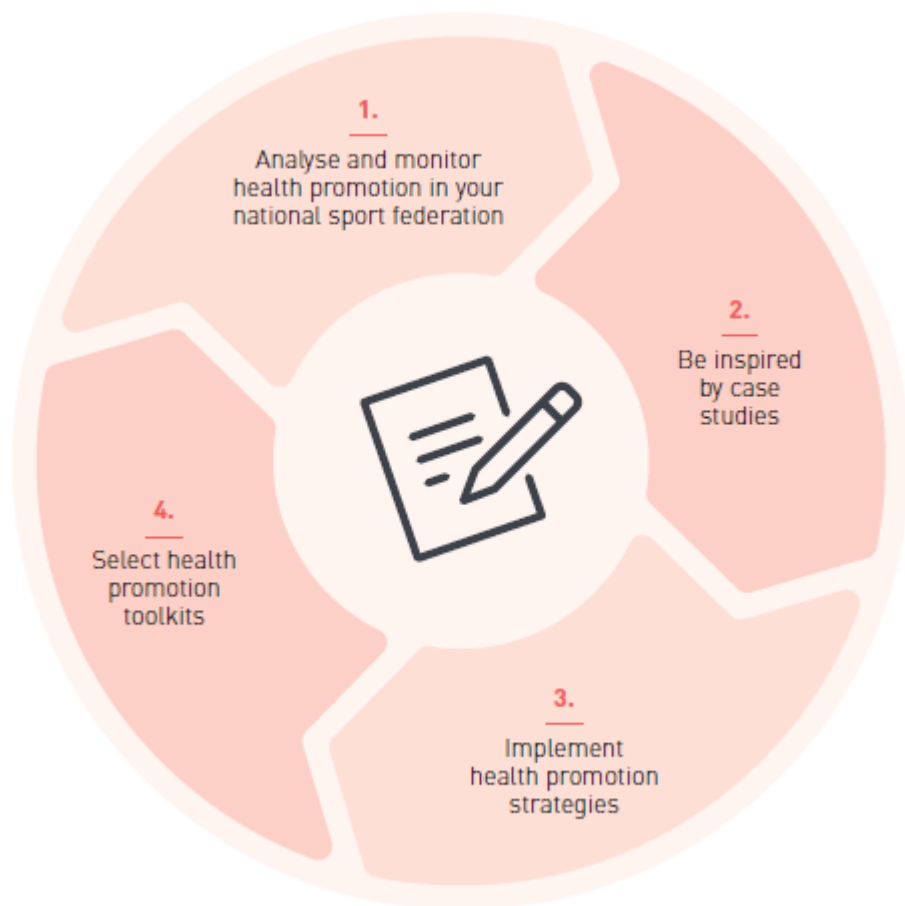
- Sports club stakeholders have called for tools for health promotion
- Systematic search of the evidence of Erasmus+ collaborative projects over 5 years (2017–2022) and on knowledge of members of the team
- One or several tools can be used in planning and implementing health promotion in a sport federation
- Includes a summary of each tool analysis
  - Objectives
  - Content
  - Population targeted
  - Type of tool
  - How the tool addresses the strategies of health-promoting sport clubs and of the Ottawa Charter

TOOL	HEALTH TOPIC	TYPE	TYPE OF EVIDENCE	OTTAWA CHARTER STRATEGIES ADDRESSED	INTERVENTION STRATEGIES
<b>Stepping in: A bystander action toolkit to support equality and respect at work</b>	Social health: gender equity	Leaflet and website 	Based on practice	Create supportive environment Develop personal skills Re-orient health services	Planning Education Resources Feasibility Goals Mobilization Monitoring Motivation Participative approach Partners Communication
<b>European Union Guidelines on Dual Careers of Athletes</b>	Dual career (elite athletes)	Leaflet 	Based on research and practice	Build healthy public policy Create a supportive environment for health Develop personal skills	Planning Education Resources Monitoring
<b>Gaelic Athletics Association Healthy Club Manual</b>	Health-promoting setting	Leaflet 	Based on practice	Build healthy public policy Create a supportive environment for health Strengthen community action for health Develop personal skills Re-orient health services	Planning Education Resources Dynamic Experience Feasibility Goals Mobilization Monitoring Motivation Participative approach Partners Communication

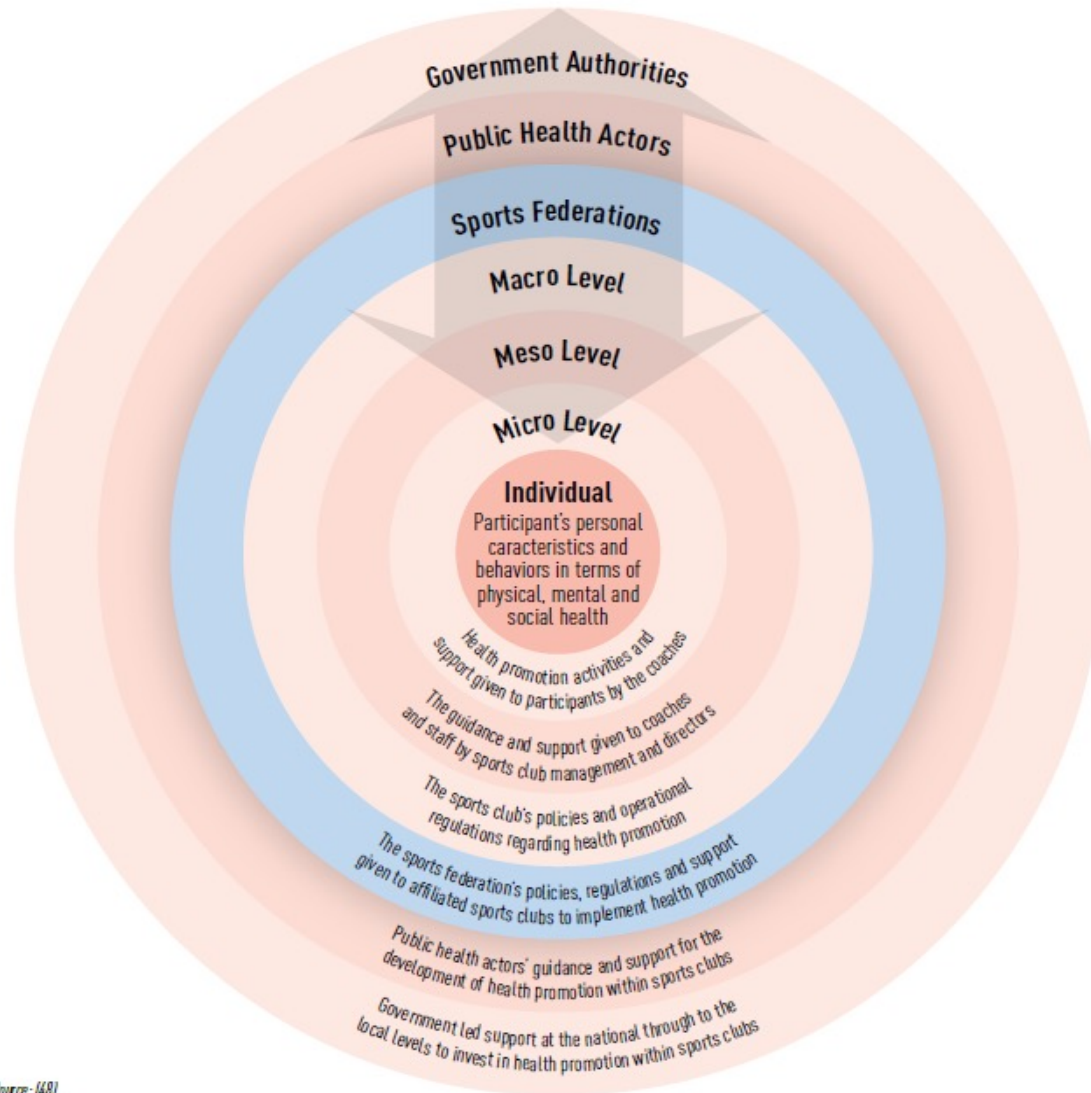


# Health promoting sports federation implementation guidance

## How to use it



# Model of the health promoting sports club



Four types of health determinant:

1. Organizational
2. Environmental
3. Economic
4. Social

Indicators of these four health determinants have been framed to help an NSF to analyse and monitor the extent to which an NSF promotes health

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## Inclusive, sustainable, welcoming national sports federations

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implementation guidance



## Des fédérations sportives nationales inclusives, durables et accueillantes

Guide de mise en œuvre d'une  
fédération sportive promotrice  
de santé



# Thank you!

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