

Physical Activity Promotion for Older People
Workshop 23 May 2011, Brussels



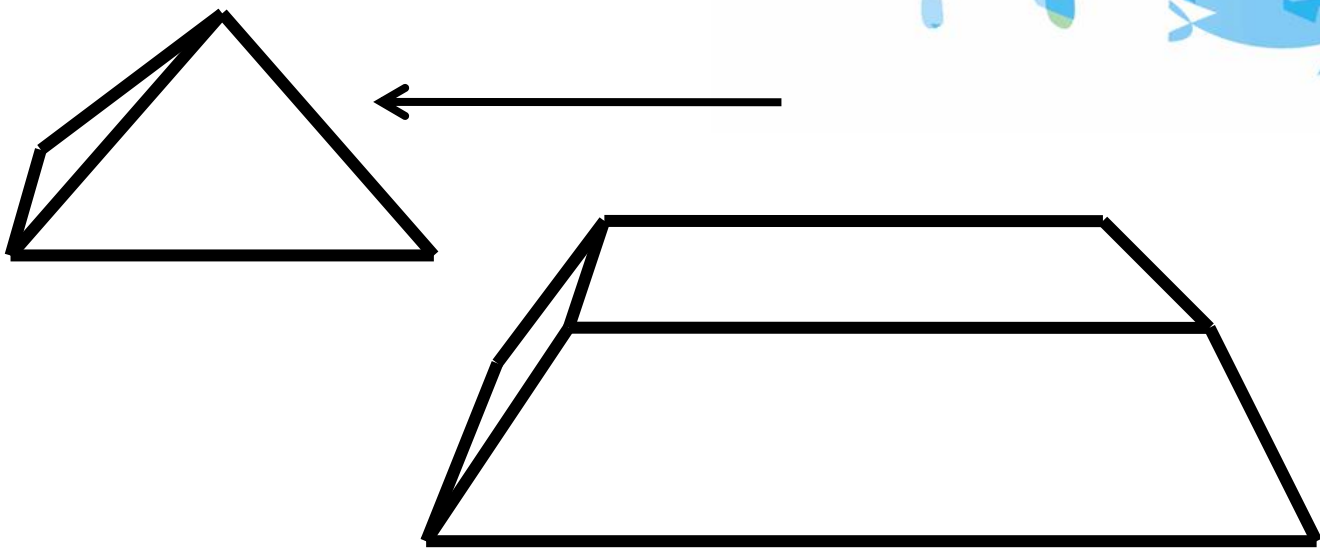
The Role of Sport for All Organizations for Physical Activity Promotion for Older People

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The pyramid of sport is an illusion.
Older people's needs and wishes is
the best testament!

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ISCA – International Sport and Culture Association

International umbrella organisation for sport and popular culture – founded in 1995

125 member organisations with focus on “sport for all”.
Hereof 41 European organisations.

www.isca-web.org

Germany, DOSB:

- 27 million members
- 2,1 mio. Volunteers
- 90.000 Sport Clubs
- 36,6 million worked hours per year
- Added value: 6,6 billion Euros



MOVING PEOPLE

INTERNATIONAL SPORT AND CULTURE ASSOCIATION

The International Sport and Culture Association (ISCA) is a global platform open to organizations working within the field of Sport for All, recreational sports and physical activity. Created in 1995, ISCA is today a global actor closely cooperating with its 130 member organizations, international NGOs, and public and private sector stakeholders. Its 40 million individual members from 65 countries represent a diverse group of people active within youth, sport and cultural activities.

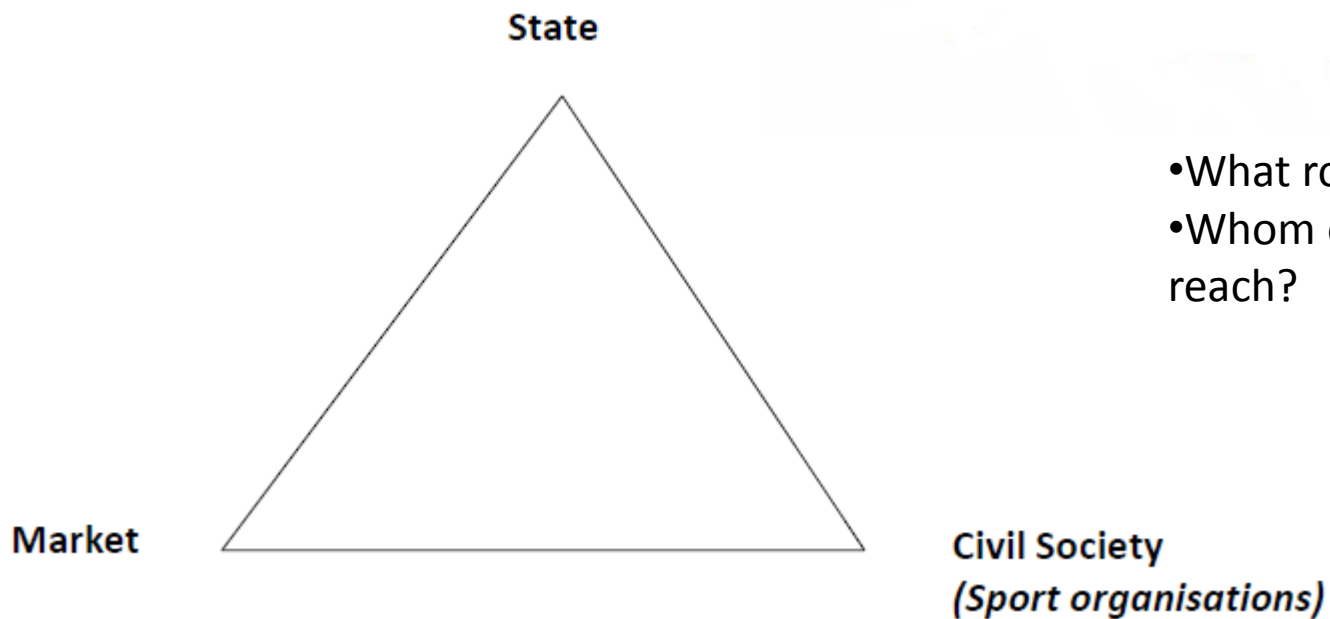


Physical activity –Who is responsible?

Private /individual responsibility

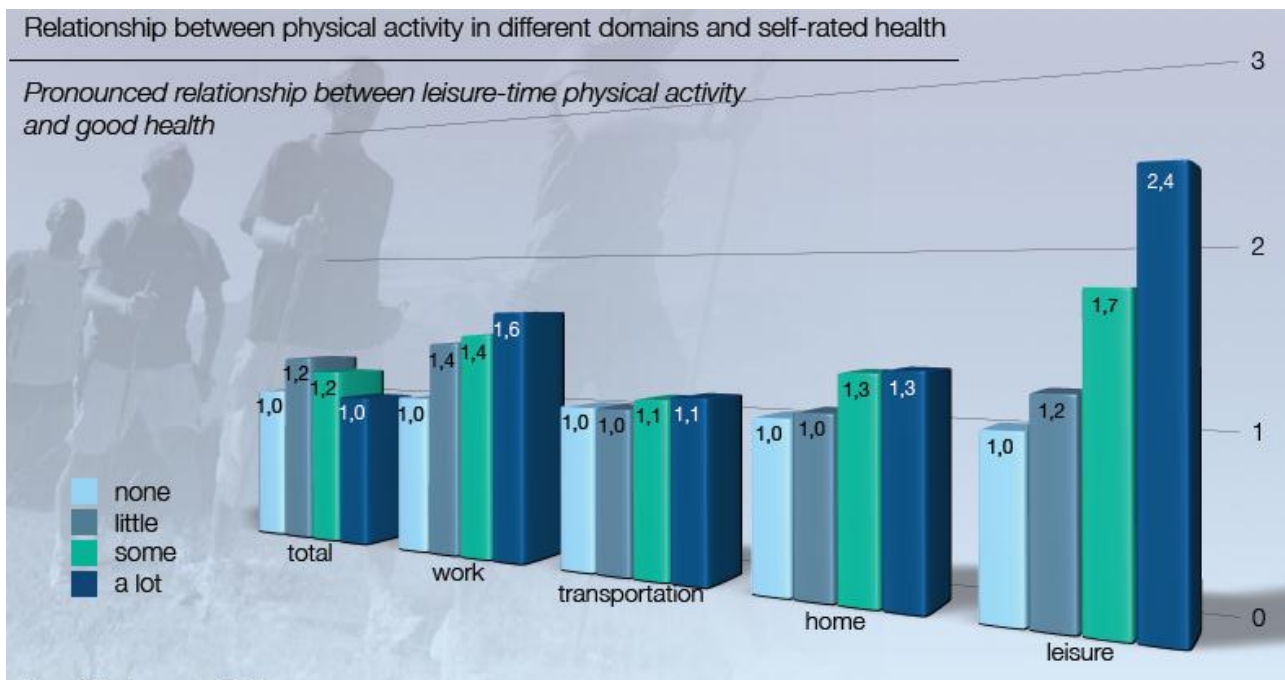
-but if physical inactivity is a health threat, physical activity become a responsibility for public health institutions !

What is the most cost-effective way to get older people to be physically active?





Leisure-time physical activity shows stronger relationship to health than physical activity in other domains and total physical activity (Rütten, 2006).



Painting the picture

- 40% of all Europeans consider themselves doing sport and physical activity regularly
 - 34% of all Europeans are inactive or very seldom physically active
 - 70 million Europeans are a member of a sport club
 - 130 million Europeans are doing sport and physical activity elsewhere
-
- 33% of Europeans aged 55-69 consider themselves doing sport and physical activity regularly
 - 50% of the same age group are inactive or very seldom physically active
 - 22% of Europeans aged 70+ consider themselves doing sport and physical activity regularly
 - 65% of the same age group are inactive or very seldom physically active




Why are older people inactive?

- They show a lack of awareness that physical activities and sports improve well-being.
- Their attitude is that they feel too old for those kinds of activities (“I can’t do this any more”).
- They have a traditional view of what sports is about (competitive or performance sports).
- They miss partners or friends to do sports together.
- Places, where physical activities and sports can be performed are inconveniently situated.
- Lack of diversified offers appropriate to special needs of elderly people.



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What does ISCA do?



▶ Name of the Organization International Sports and Culture Association (ISCA)

▶ Name of the Publication **Sante Handbook**

▶ Main Theme Good examples of health enhancing physical activity across Europe



Find handbook and see more at www.mysante.info

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**OVERVIEW OF ORGANIZATIONS
AND GOOD PRACTICES** featured in
the SANTE handbook

■ Education
 ■ Campaign
 ■ Festival
 ■ Quality Marks
 ■ Miscellaneous

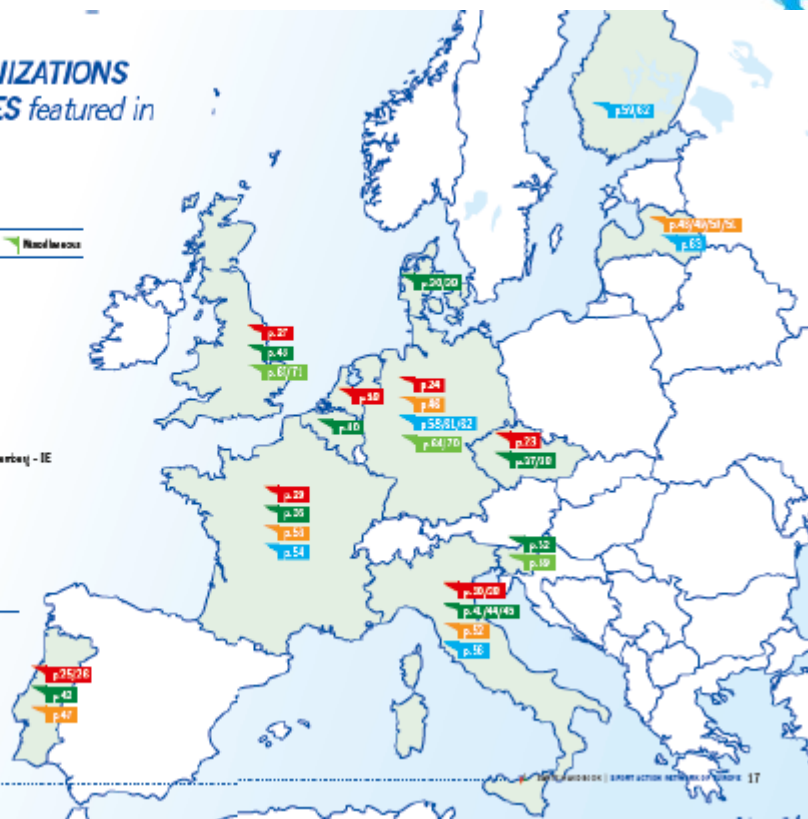
- Czech Sport Organization - CZ
- Danish Operation and Sport Associations - DK
- Federation of the European May Industry - BE
- Fédération Sportive et Gymnastique du Travail - FTM
- Federazione Italiana Fitness - IT
- Finnish Gymnastics Federation - FM
- INATEL Foundation - IT
- German Gymnastics Federation - DG
- Institute of Sport Science and Sport, University Erlangen-Nuremberg - IE
- Italian Sport for All Association - IA
- Latvian Sport for All Association - LA
- Netherlands Sport Alliance - NA
- Scottish Amateurs Leisure and Culture - UK
- Sports Union of Slovenia - SI
- Union Sportive du Travailleur du Premier degré - UTA

Scientific/academic leader of the SANTE Advisory Group

■ Faculty of Sport Sciences University of Cassino - IT

Leading organization

■ International Sport and Culture Association - IA





Physical Activity Promotion for Older People via sport clubs is

- Low cost for the member - and the Government
- Based on an existing, locally wide spread structure (the clubs)
- Inclusive and sustainable

MY CLAIM:

SPORT CLUBS SHOULD BE THE KEY ORGANISATIONAL
STAKEHOLDER FOR PA PROMOTION IN EUROPE!



What are the barriers?

- Acknowledgement of potential of sport clubs
- Partnership possibilities for sport clubs

And looking inwards

- Priorities of sport clubs
- Expertise of sport clubs

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What is needed?

Political visions:

100 million more Europeans active in
Sport and Physical Activity by 2020!

www.sportvision2020.eu



PETITION

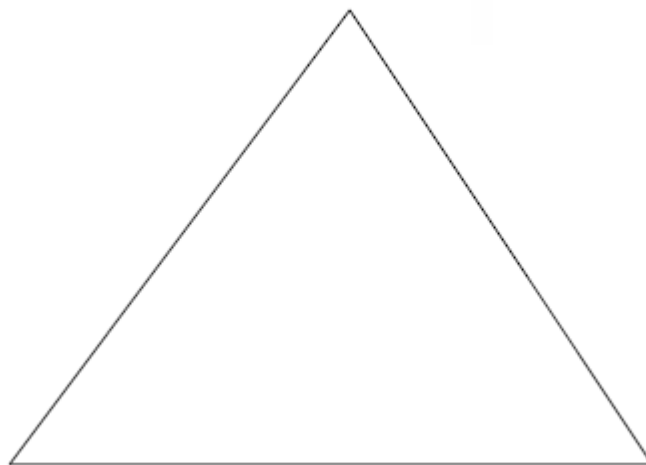


**100 MILLION MORE EUROPEANS ACTIVE
IN SPORT AND PHYSICAL ACTIVITY BY 2020**

What is needed? The Bermuda Triangle of Sport and Physical activity



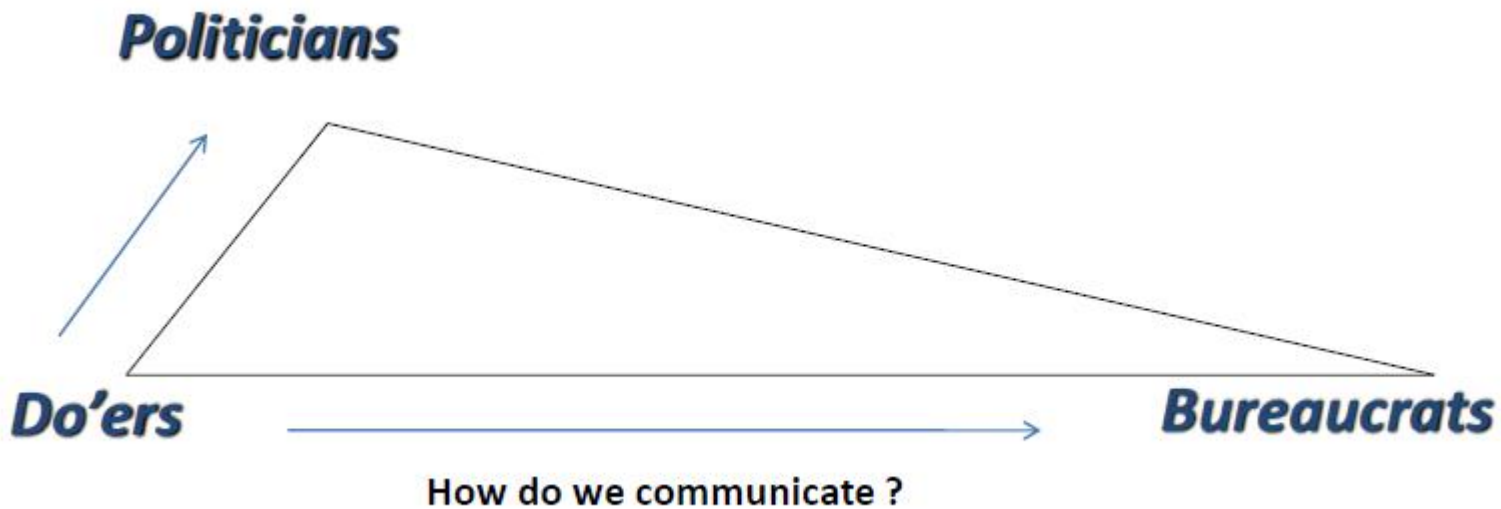
Politicians

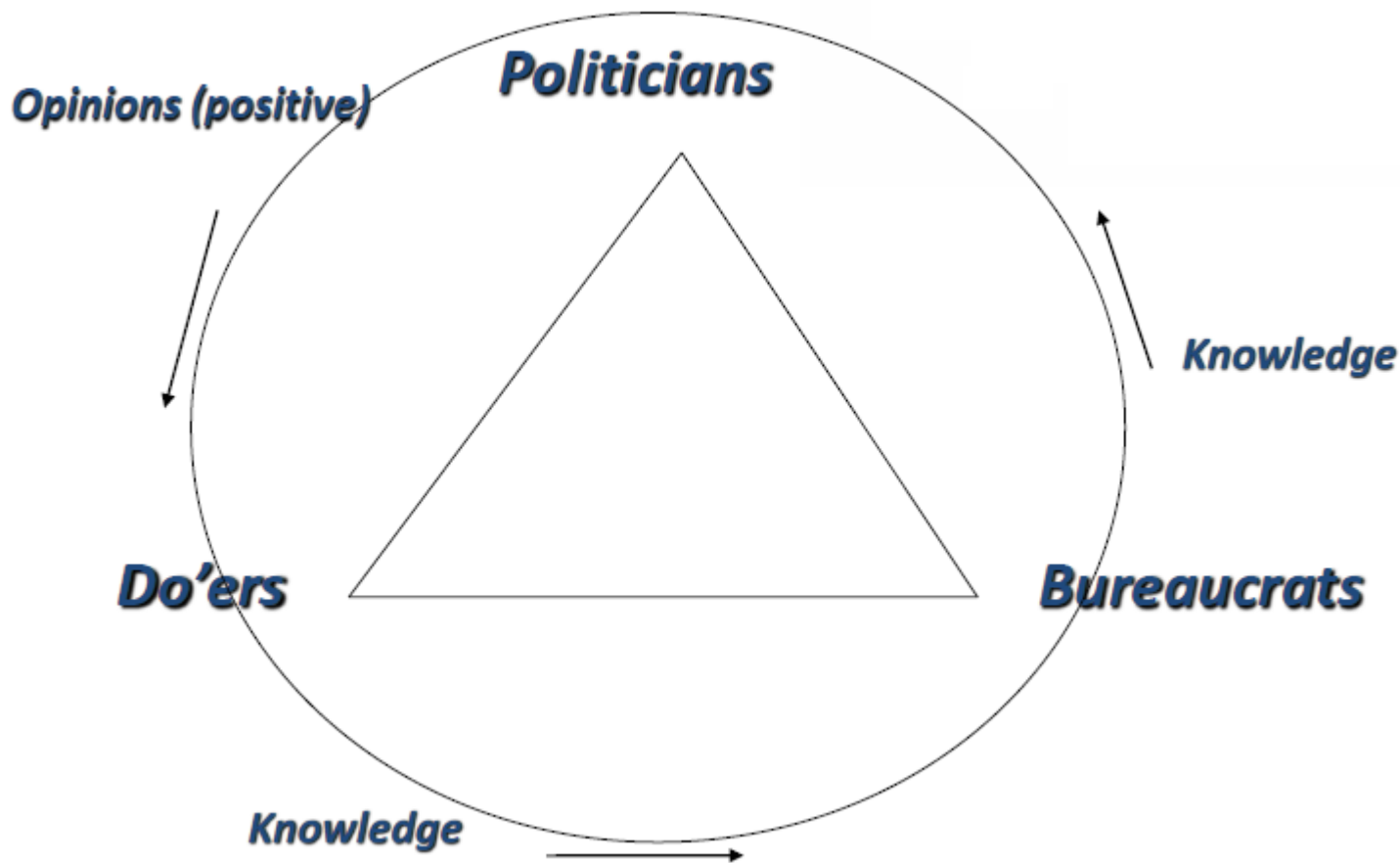


Do'ers

Bureaucrats

What is needed?







Conclusion:

- Sport for all (grassroots sport, local sports clubs) already serves a huge group of older people to be physically active at very low cost
- The potential for further growth is great
- We need political visions, mutual understanding, new ways of communicating. And we need the DOERS!

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Thank you for your attention!