



FYFA Expert Meeting

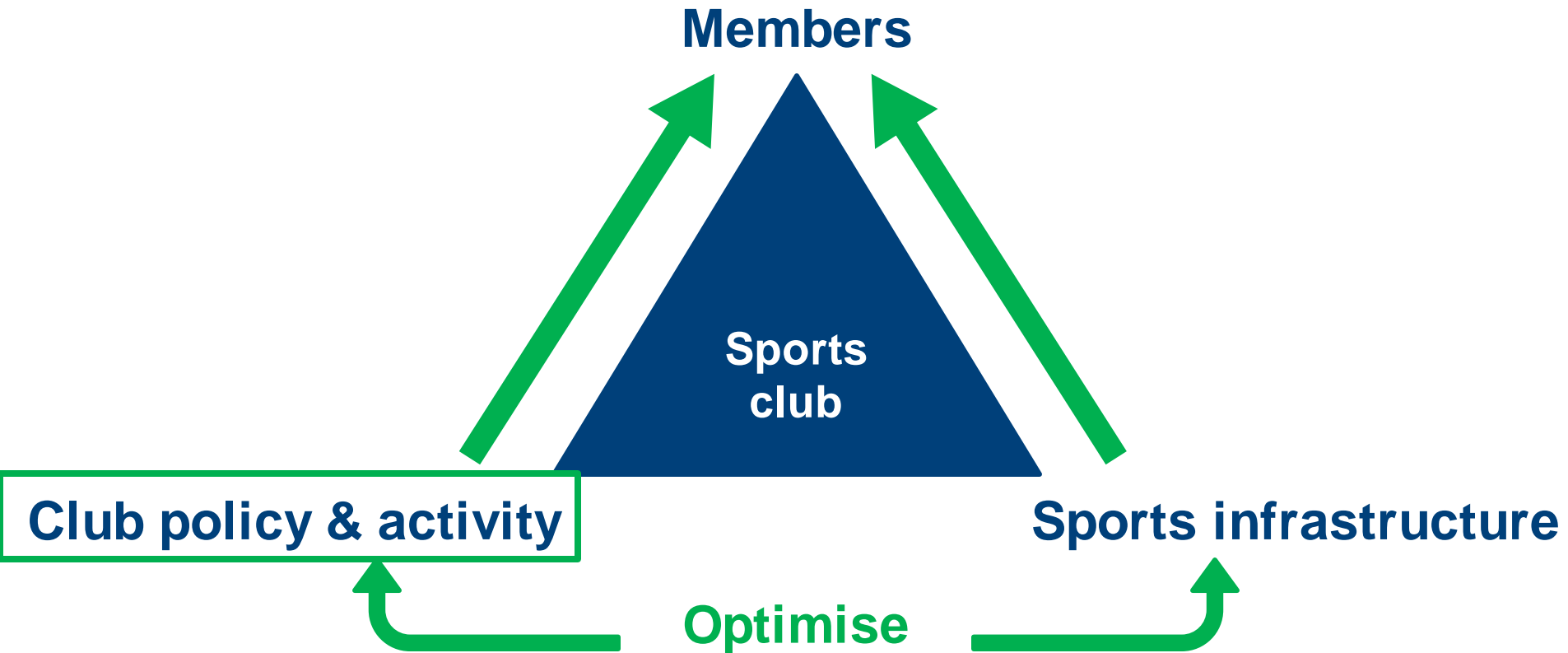
21/5/2019

Warsaw

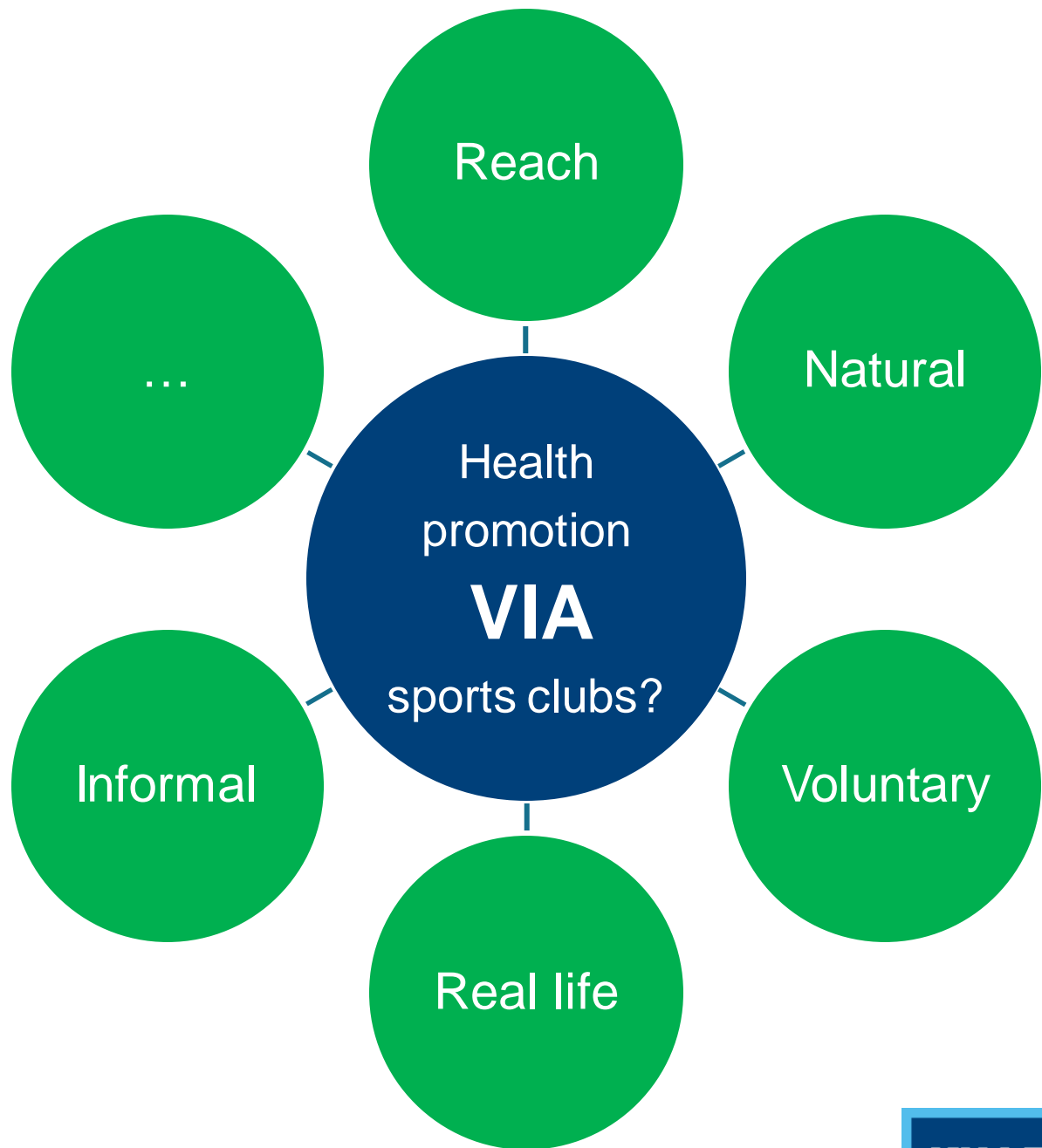
Based on “Joining the team: sports as a setting for health promotion”

Dr. J. Meganck
Prof. J. Seghers
Prof. J. Scheerder

Health promoting sports club



→ Entire sports club needs to be tuned in to health promotion



Much more than physical activity...

Other health topics that could be promoted through sports clubs may include

- Healthy food, including sports food & drinks and food supplements
- Tobacco
- Alcohol
- Mental health & well-being
- Safe sex (remember the condoms provided during the Olympics)
- ...

Sports clubs have a lot of potential
as partner in health promotion

But...

Are sports clubs ready, willing and able
to meet this challenge?



From a theoretical / academic point of view, there would seem to be a lot of potential in and for sports clubs.

However, it is essential to check the opinion of the sports clubs at grass-roots level, which was the main focus of my doctoral research, which included three waves of data collection:



Overall methodology

- **Flemish Sports Club Panel** (Scheerder et al, 2015)
- Contacted through local sports services
- (at least) one representative of the board
- Online questionnaire
 - **HPSC-I** (Kokko et al, 2009)
 - **PMI & PBI** (Meganck et al, 2015)

HPSC-I

Policy

Health and well-being viewpoints are observed throughout the sports club's decision making process

Ideology

The sports club promotes the Fair Play ideology

Practice

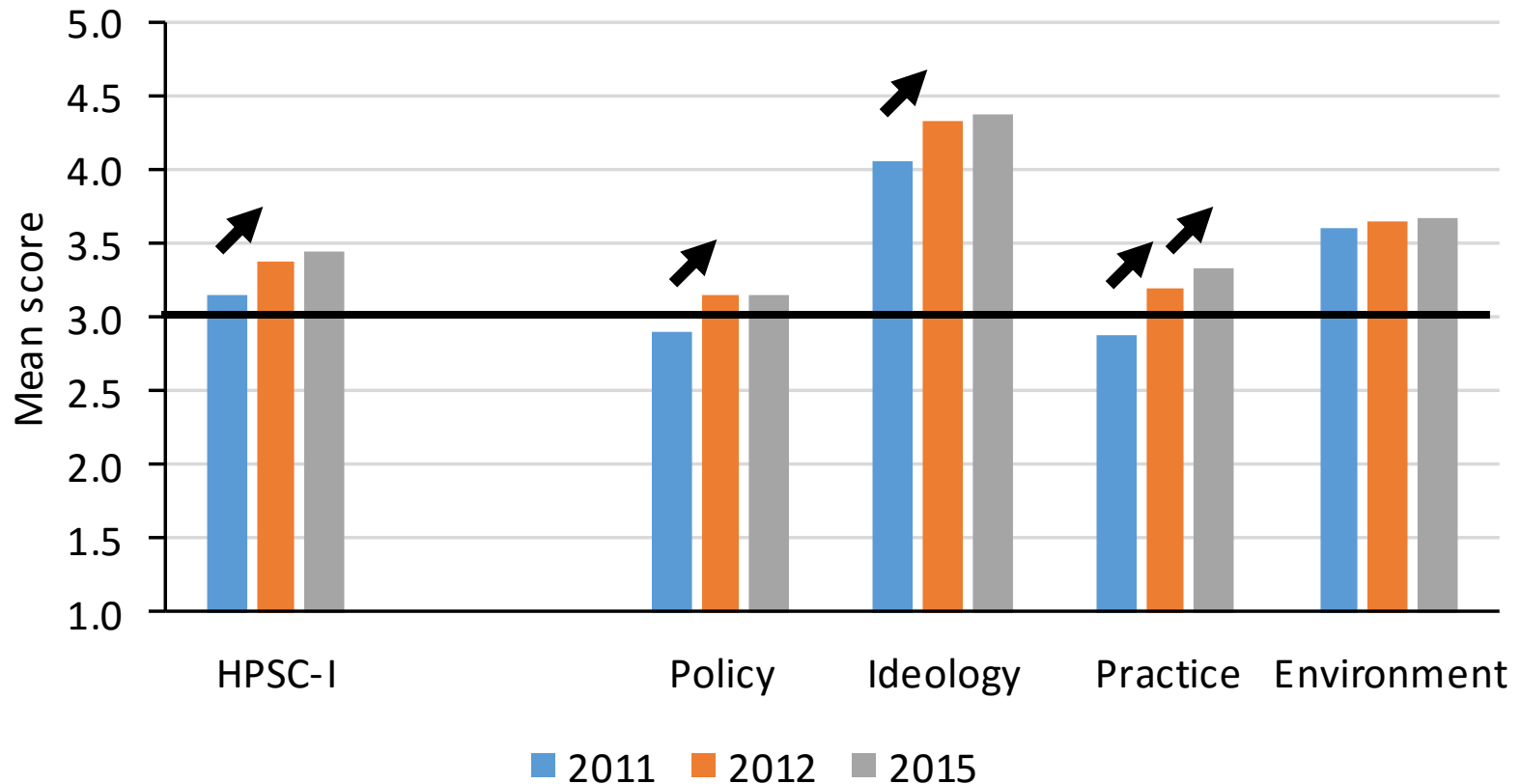
The sports club provides education on health issues or makes provisions for its members to receive such education

Environment

The sports club provides a sports environment that is free of intoxicants during junior activities

Tracking health promotion orientation

Health Promotion Orientation of Sports Clubs



All arrows indicate significant changes at $p < .001$

Part of the explanation?



Still a long way to go, though...

Motives

- Improved performance
- Status of the club
- Enhance health
- Social responsibility

Lack of internal support

- Not a priority
- Board is not interested
- Members are not interested

Lack of external support

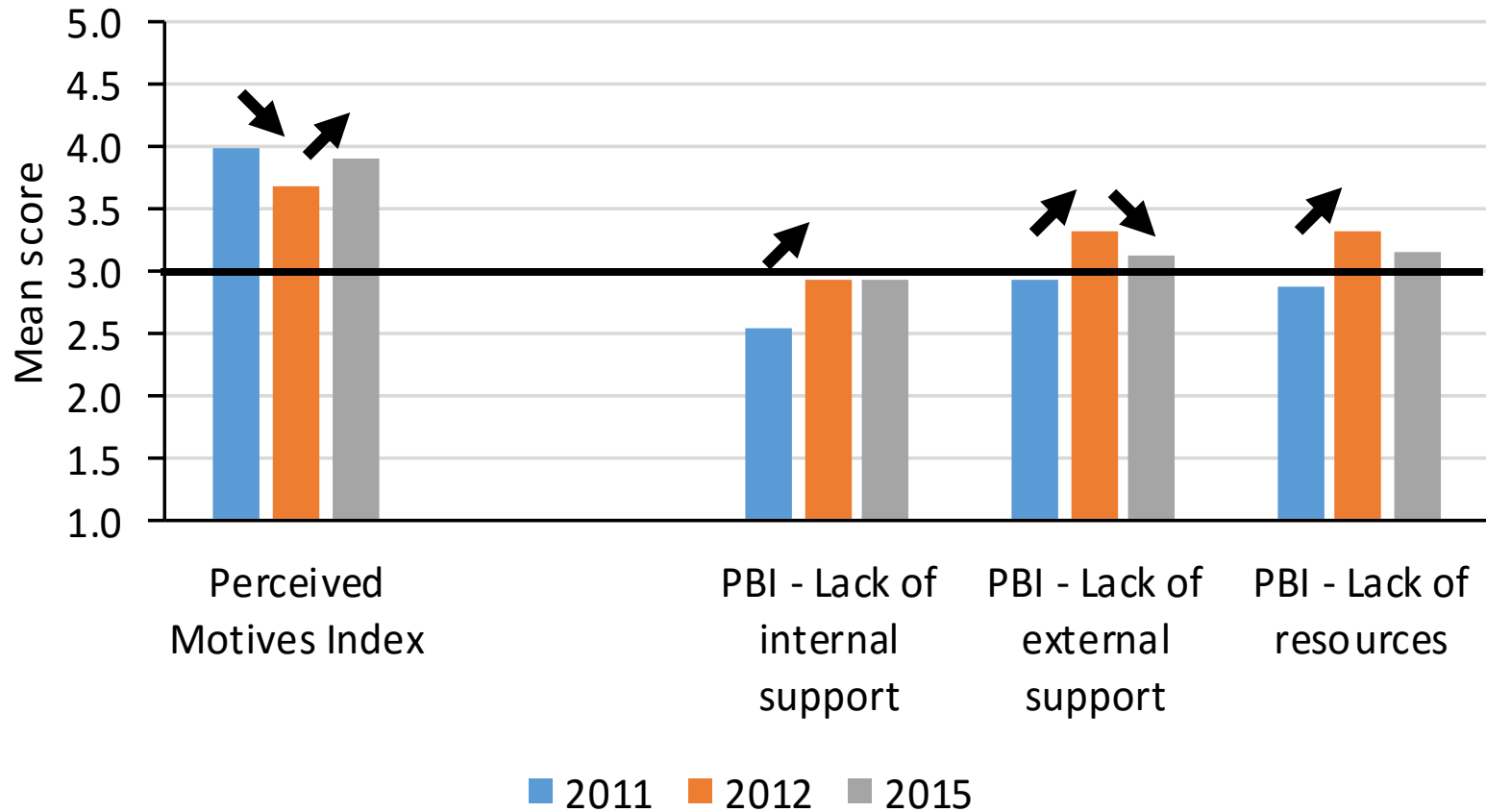
- From government
- From sports federation

Lack of resources

- Knowledge & expertise
- Time
- Money

Tracking motives & barriers

Perceived Motives & Barriers Indices



All arrows indicate significant changes at $p < .001$

Conclusion

- Sports clubs are willing to tackle health promotion
- Even though there have been improvements the last few years, they are not yet very active, especially in policy and practice
- Sports clubs need continued support to enable them to take on this new responsibility

FYFA?

- Nearly identical results when selecting
 - football clubs only (N=128)
 - Football clubs with $\geq 30\%$ youth member (N=50)

→ Overall results & suggestions remain relevant for FYFA!

How to support a sports club?

	HPSC-I	Pol.	Ideol.	Pract.	Envir.
Explained Variance	62%	61%	25%	59%	60%
Perceived Motives Index	Green	Green	Green	Green	Green
PBI - Lack of resources	Yellow	Yellow		Yellow	
Policy plan		Green		Green	
Percentage youth members	Green				
N trainers / 100 members		Yellow			
N medical staff / 100 members			Yellow		
PBI - Lack of external support			Green		
Percentage female members					Green
Team sport					Yellow

Suggestions based on those predictors

- Perceived motives are the best predictor for increased health promotion orientation
 - Clarify & emphasize the added value FOR sports clubs → from their perspective!!!
- The existence of a policy plan predicts increase in both HP policy and practice!!
 - Stimulate the creation of a policy plan, which would preferable include health promotion explicitly
- Lack of resources predicts lower levels of overall HP orientation and policy and practice !!
 - Lower these barriers to increase HP orientation

Not a priority (33%)



Reason	Percentage
Not a priority	33%
Lack of expertise	18%
Lack of time	16%
Lack of governmental support	12%
Lack of money	7%

Lack of expertise (18%)

Lack of time (16%)

Lack of governmental support (12%)

Lack of money (7%)

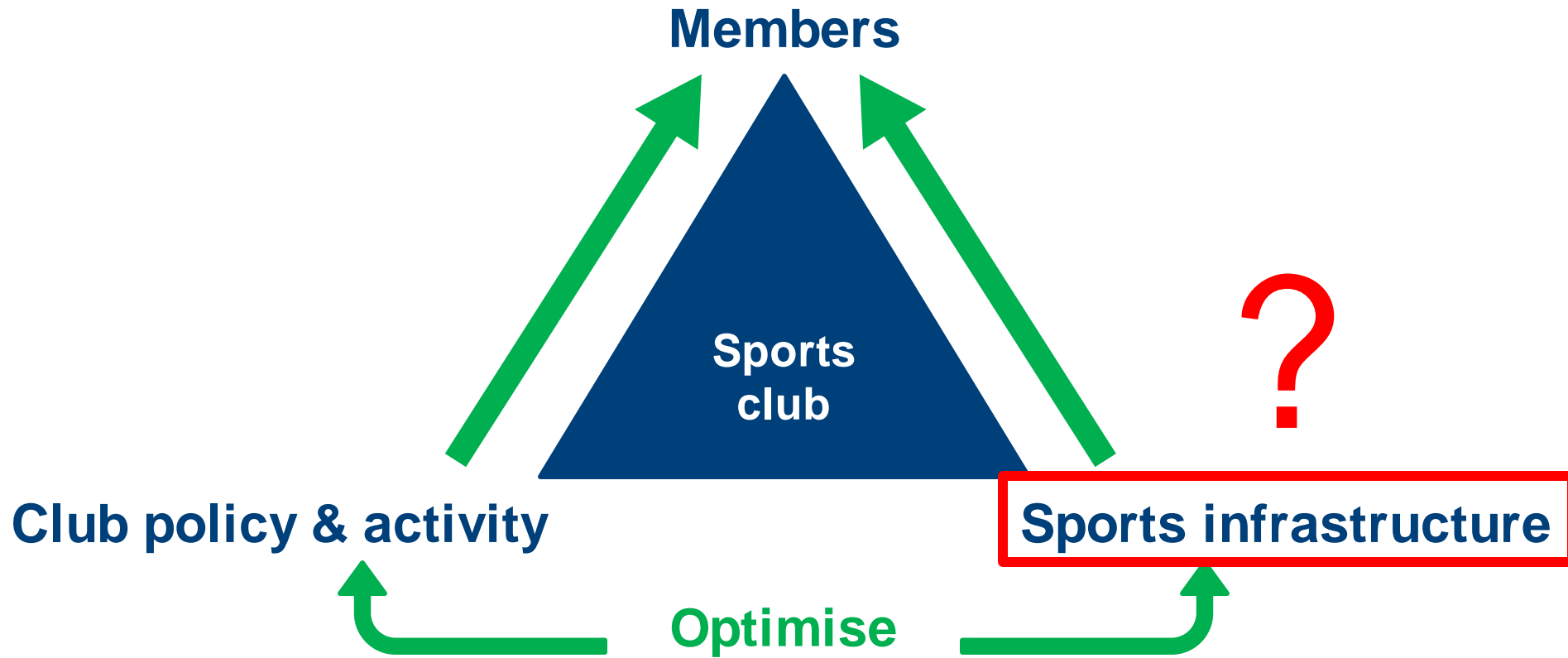
Suggestions based on priority barriers

- Put HP on the agenda AND keep it there
- Recognize the efforts sports clubs make
 - Include as a criterium for funding
 - Quality labels
- Help clubs navigate « the unknown » of health promotion
→ educate in HP
- Provide ready-to-use HP packages (e.g. good practices, powerpoints, posters...) made by/in partnership with HP experts, including good practices from other sports clubs

Suggestions based on priority barriers

- Emphasize collaboration with a variety of actors both within sports (other clubs, federation, municipal sports services...) and outside of sports (school & afterschool sport, health services...)
- HP sector needs to be pro-active, but always respect that SC have their own goals, so that HP strengthens the core business of sports clubs (rather than taking away time & energy)

Health promoting sports club

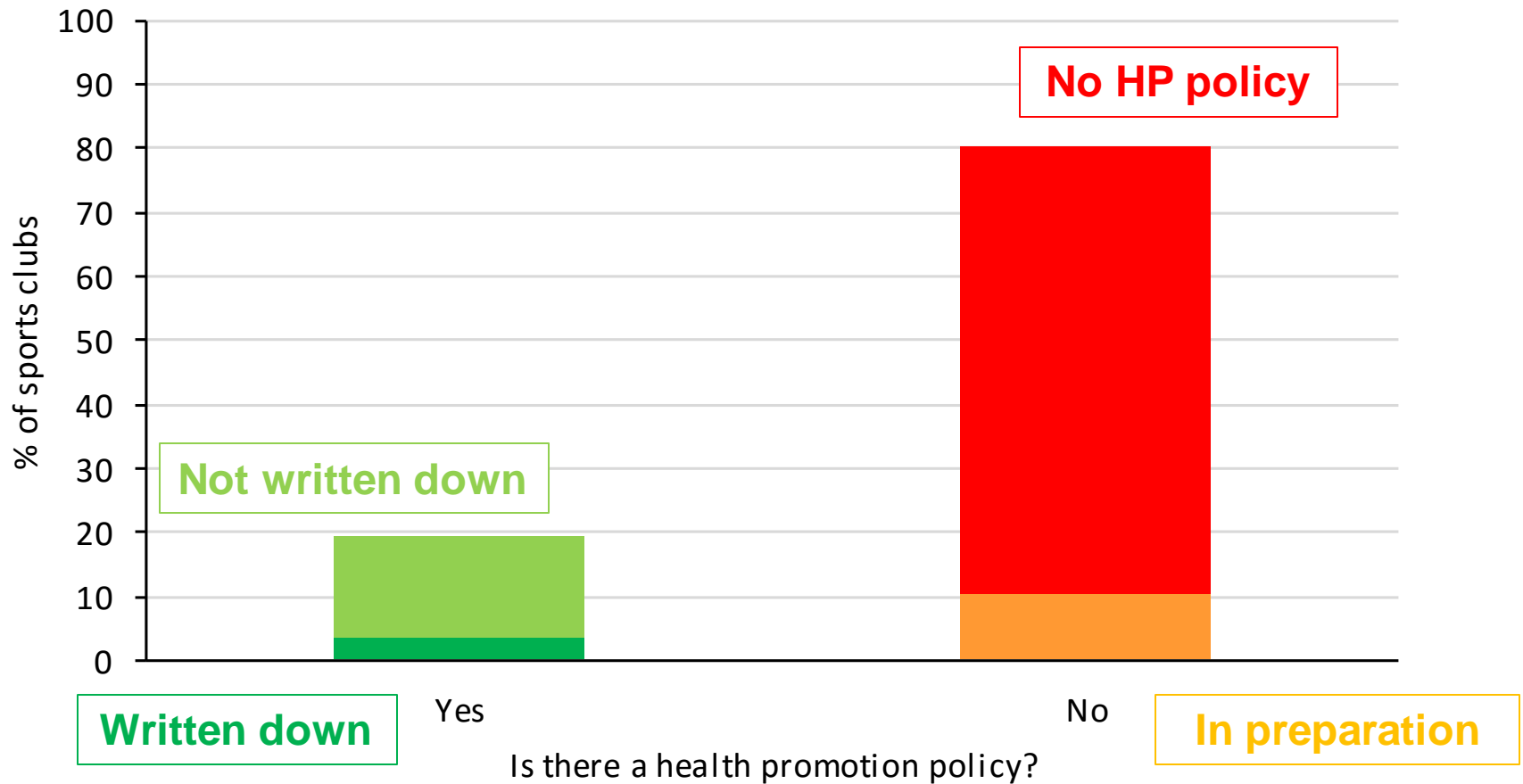


→ Entire sports club needs to be tuned in to health promotion

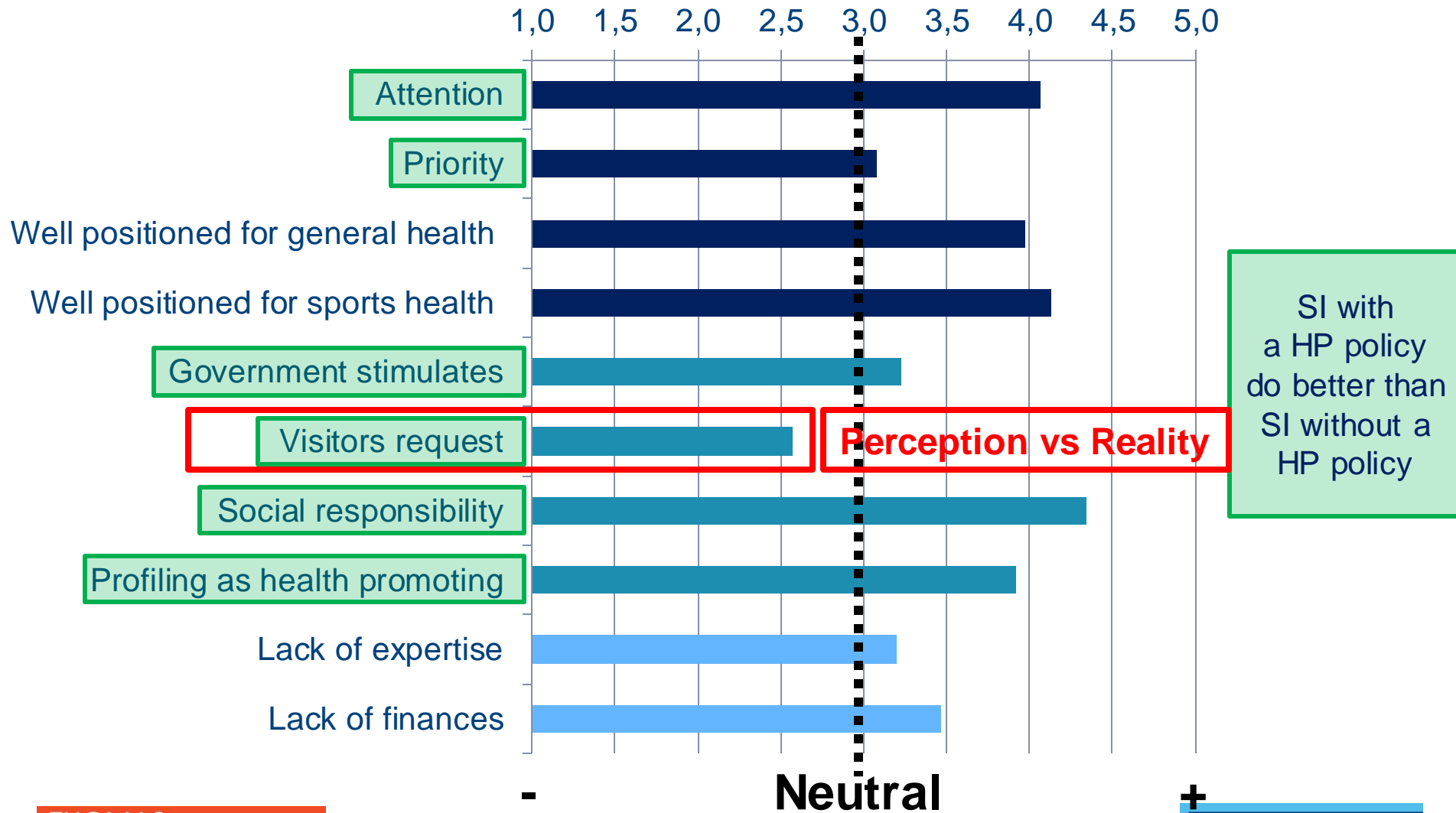
Municipal SI & health promotion?

- N = 85 Flemish municipalities
- N = 91 sports facilities
 - 56 sports halls
 - 11 swimming pools
 - 24 multifunctional infrastructure
- Aims
 - Explore state of affairs
 - Evaluate impact of health promotion policy

Health promotion policy

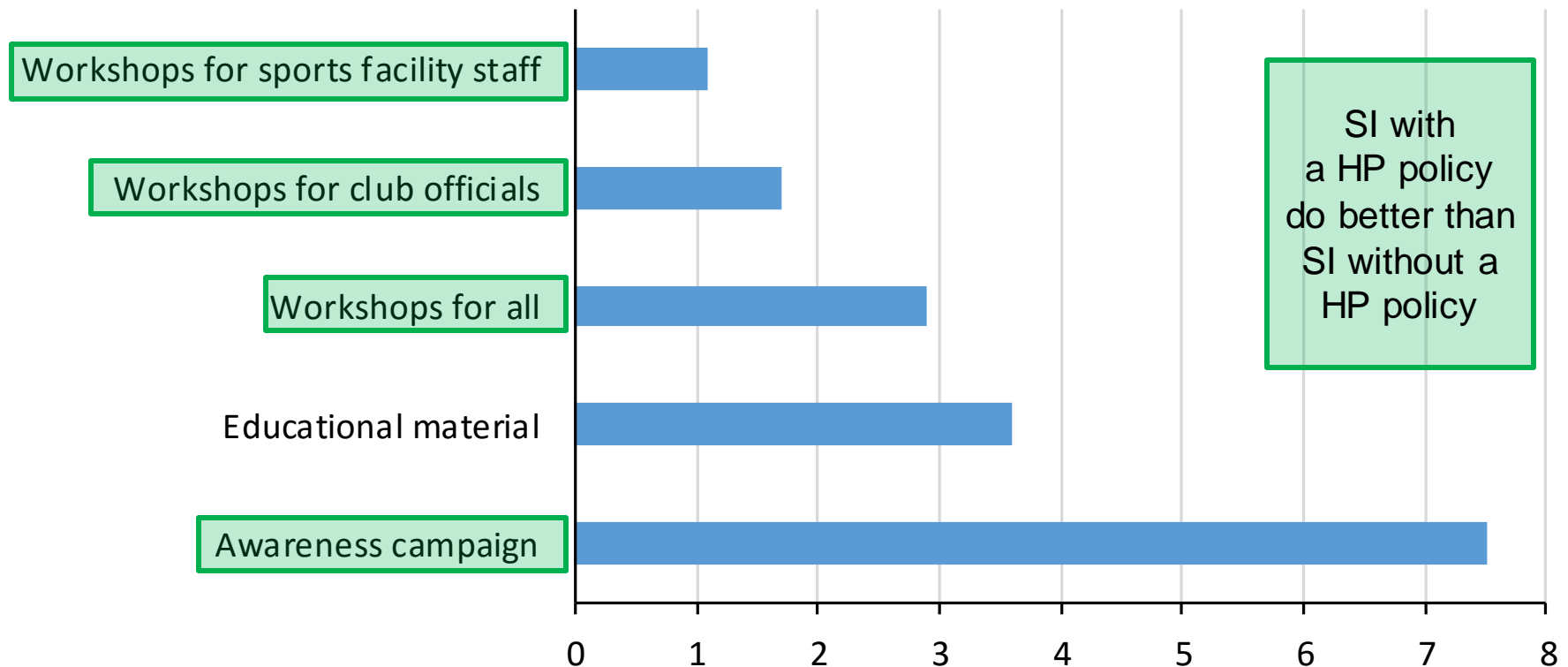


Attitudes, motives & barriers

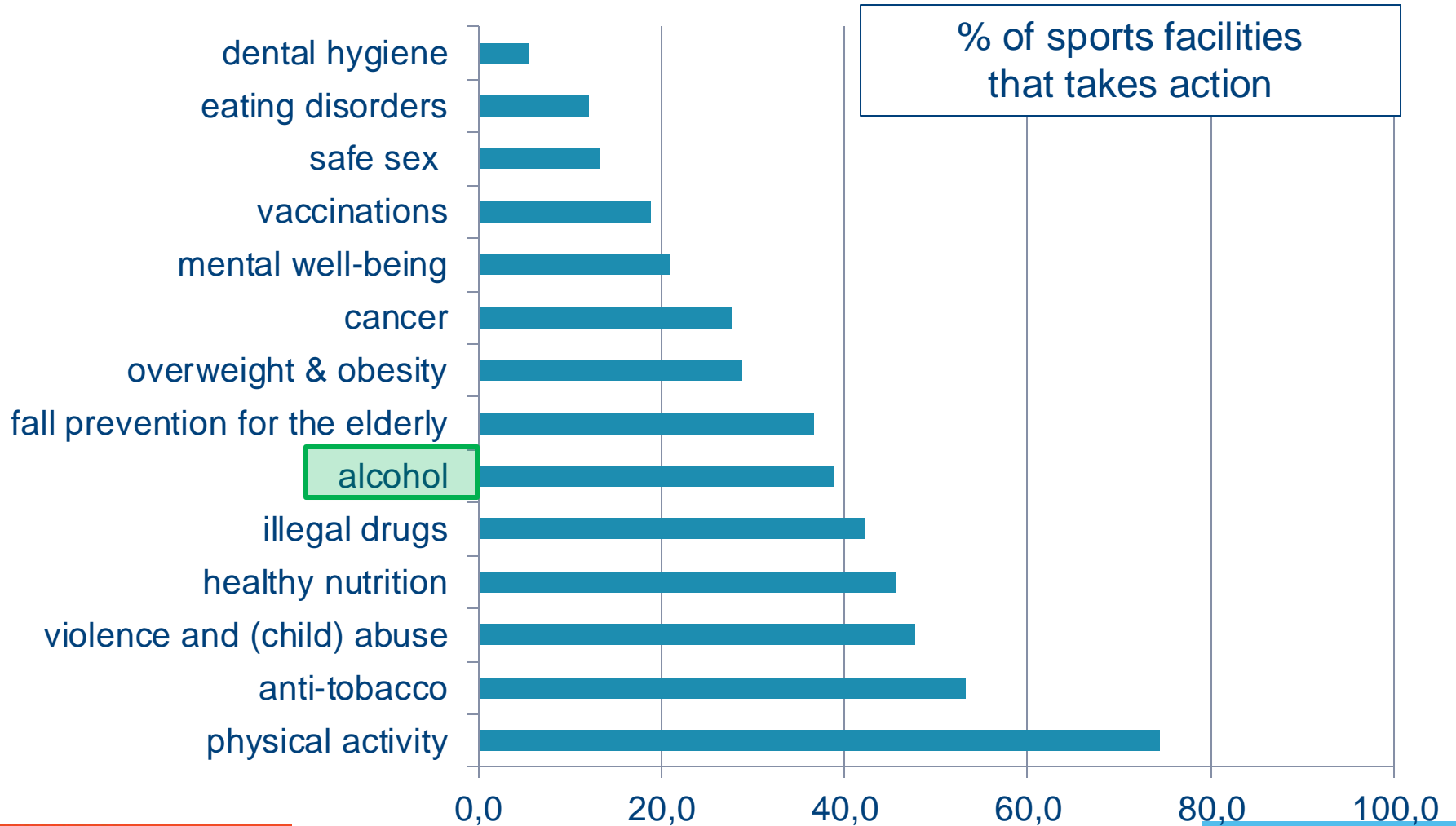


Health promotion activities

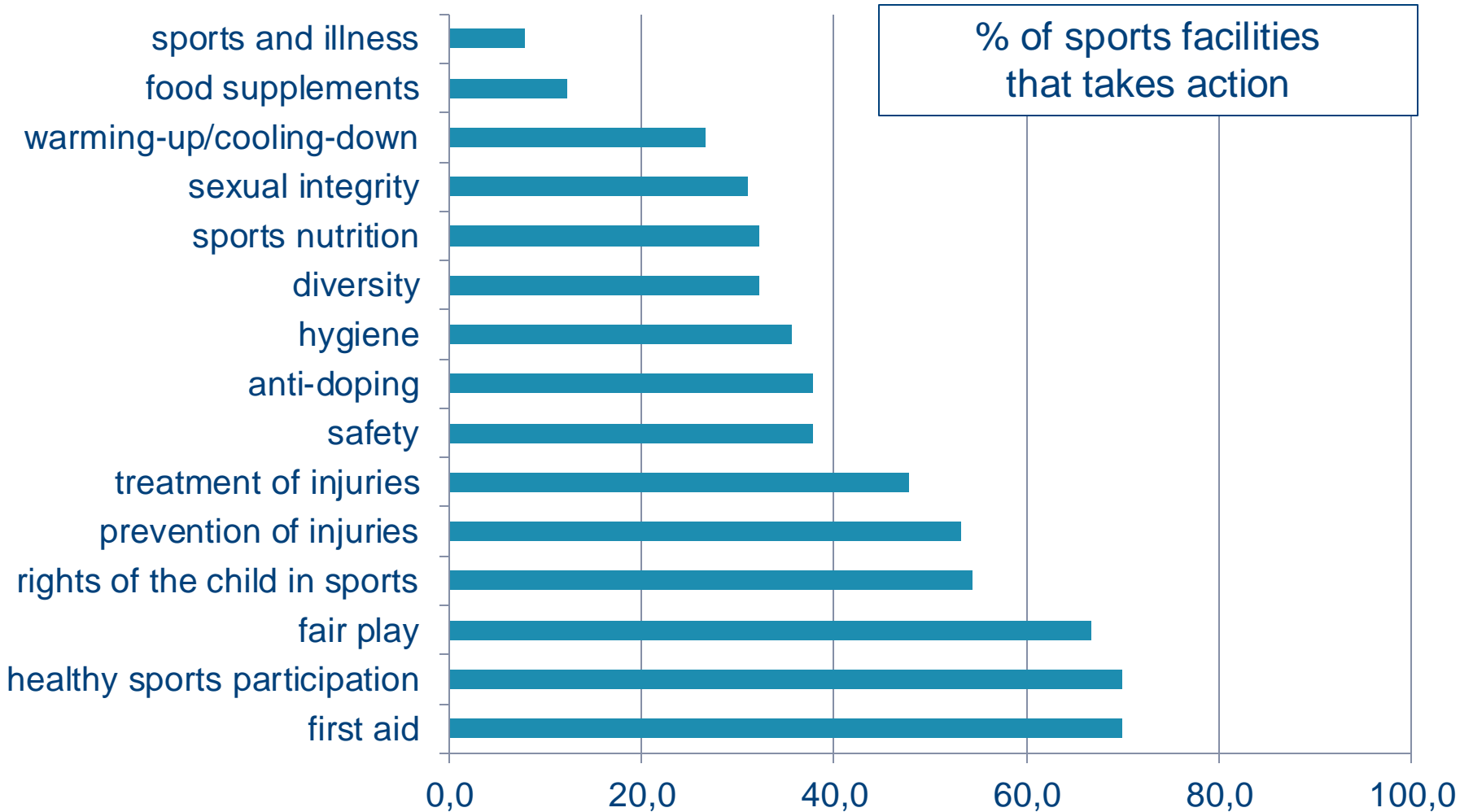
Number of health topics for which health promotion is enacted



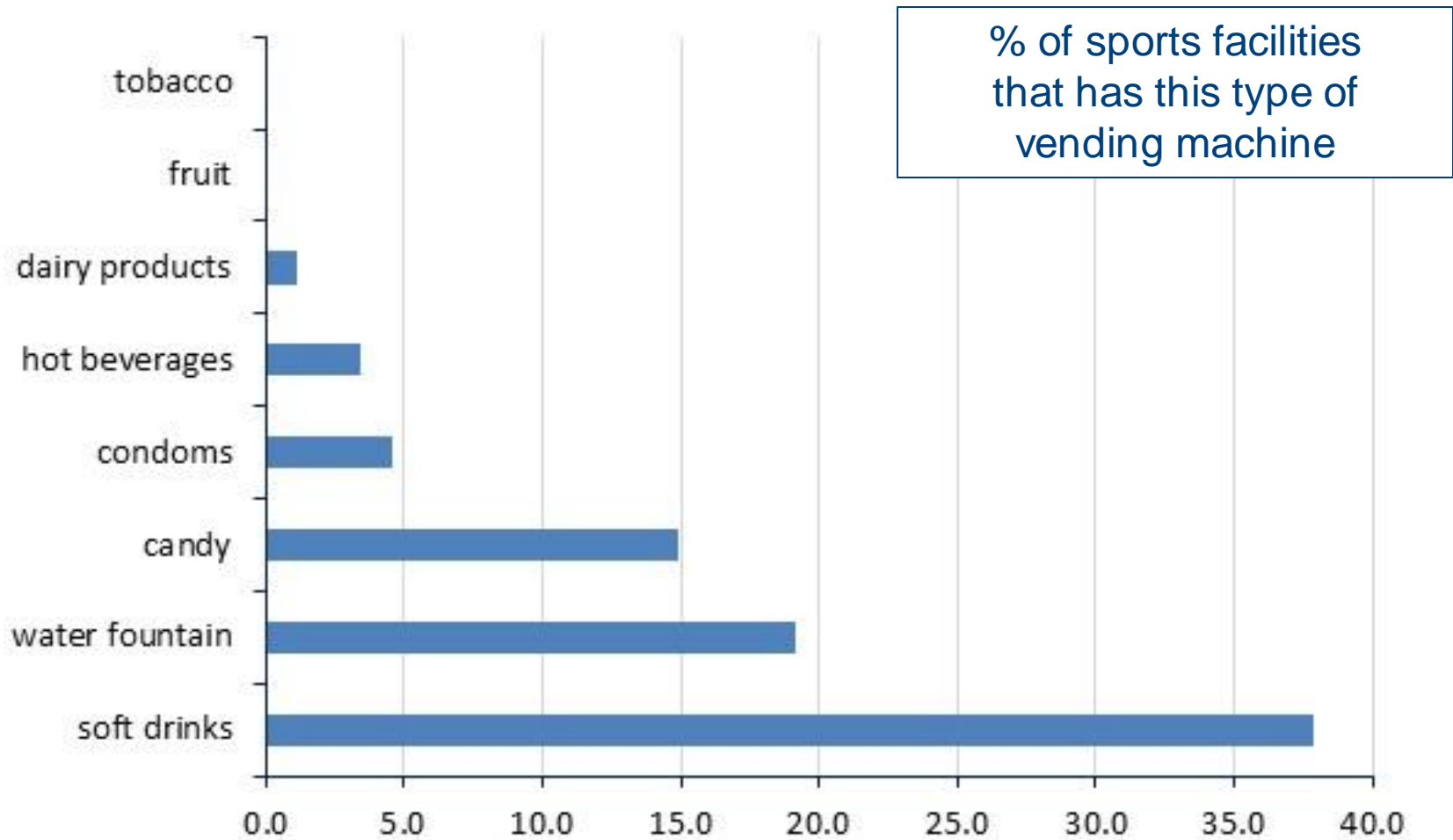
Topics – general health



Topics – sports related health



Means for (un)healthy behavior



Conclusion

- Municipal SF in Flanders
 - Are willing
 - HPP has added value
 - Untapped potential
 - Reliance on passive strategies
 - Depending on health topic
 - Means for healthy behaviour?
- Municipal SF → support other municipal goals?
 - Interdepartmental collaboration?
 - Collaborate with users!

Health promotion,
it is a team sport!

