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ABSTRACTS BOOK

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Workshop 1

Implementation of the global recommendations on physical activity for health – intersectoral cooperation

PHYSICAL ACTIVITY ON PRESCRIPTION AS A MEANS TO REACH NEW TARGET GROUPS

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Introduction
Not only in Germany but also in most of the so called developed countries there is a huge prevalence of the risks of "Physical Inactivity" among the adult population. To avoid health related problems and diseases based on sedentary behaviour, and as a consequence rising costs in the health care system, it is a national task to motivate a higher percentage of the population to participate in regular physical activity. In Germany we have over 90,000 sports clubs with about 27 million members – that means about one third of the population. To reach the still inactive people more effectively and gain them as members of the sport clubs, the German Olympic Sports Confederation has built up a system of intervention elements including the "Physical Activity Prescription", evaluated "Health Exercise Programs" and the "Quality Seal SPORT PRO HEALTH".

Development
Physical Activity Prescription means that physicians, who are regularly consulted by a large majority of the population, and who are commonly regarded as authentic sources of information in matters related to health, should disseminate knowledge about health benefits of physical activity and refer their inactive patients to sport clubs with the seal SPORT PRO HEALTH and to special exercise programs of high quality. To support physicians and patients the German Olympic Sports Confederation launched in 2005 a nationally standardized "Physical activity on prescription". Uniform awarding criteria have been established in cooperation with the German Medical Association and the German Association for Sports Medicine and Prevention. A first evaluation was done in Nordrhein-Westfalen – one of the federal states of Germany with about 18,000 patients who got the Physical Activity Prescription from more than 300 physicians (Tiemann 2010).

Health Exercise Programs means carefully structured exercise programs for persons with a sedentary lifestyle and associated risks & health problems aiming at improving health resources, reducing risk factors, enhancing coping-competences and building up compliance with health-enhancing physical activities (Brehm et al 2005). Since 2001 eleven programs were developed, published as manuals for instructors, and carefully evaluated and implemented in about 1200 sport clubs. About 7000 instructors have been trained in using one of these programs.

The Quality Seal SPORT PRO HEALTH means certain standards in the sport clubs are met, such as a special health related qualification of the instructors, target group-oriented and low straining offerings (e.g. health sport programs), preventive health check-up for the participants and a concomitant quality management. Introduced in 2000 to the sport clubs there are now almost 18,000 within the system. Quality Seals are awarded to 8,000 sport clubs all over Germany and there are about 35,000 instructors who were trained to offer exercise within this quality system.

Conclusion
The quality system of the German Olympic Sports Confederation to promote health enhancing physical activity within the population which was developed step by step within the last ten years, has proven to be effective in reducing sedentary behaviour and reducing health risks.

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WALK – THE PATH FOR HEALTH & CO–EXISTENCE

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Introduction

The "Israel Sport for all Association" has conducted since 1992 surveys of physical activity in Israeli society. Walking is the most common physical activity in Israel. Examination of the data since the initial measurement points toward significant increase in the rate of walkers, men and women alike from 9% in March 1992 to 35% in August 2006 and to 37% in August 2010.

In Israel, as in many other countries, most adults don't do enough physical activity as recommended. These low levels of physical activity may be explained by several religious and cultural barriers. In recent years, several public and private organizations (the Israel Association of Community Centers, the Israel Heart Society, the Israeli Ministry of Health) have been leading a joint project to promote wellbeing by operating walking clubs in various communities throughout Israel, including Jewish and Arab communities. The program has been implemented in 90 communities throughout Israel during the last 7 years (since Jan 2004).

Development

The program is based on collaboration of the communities from initial planning to implementation, answering unique cultural and social needs of the various sectors, such as walking in traditional clothing and separated groups for men and women in the religious communities.
The main goals of the program are:

- To increase awareness to the health benefits of walking
- To encourage co-existence among participants in Arab and Jewish communities, with specific input from each community.

The intervention program offers varied and combined activities in each of the target locations, with specific input from the different sectors, including Jews (Orthodox & secular), Arabs (both Muslims & Christians), Druze, Bedouin and more. Activities include lectures on health promotion as well as organized activities, such as walking groups in the community and larger walking events.

An evaluation of the program was conducted in 34 selected communities during 2006, from which 10 were from the Arab sector, 3 were from the Jewish orthodox sector, and the rest from the Jewish secular sector. 1,180 persons participated in the project. The evaluation was conducted among 25% of the participants, using both quantitative and qualitative methods:

- Pedometer monitoring (during 12 weeks).
- Semi-structured interviews with participants.

Results

During the first 6 weeks an increase in step-counts was observed from 5,600 steps/day (low activity rate) - to 9,700 steps/day (basic activity rate). Between the 7th-12th weeks, a more moderate increase in step counts was observed - up to 10,200 steps/day. Findings from the semi-structured interviews indicate that the program was an agent for change in the communities. Walking became a leading activity within the communities. The awareness of the importance of a healthy lifestyle increased during the program. In addition, beyond the aspects of physical activity, the program indirectly improved community cohesion.

Conclusions

A substantial change is seen among the participants, where walking has become an acceptable leading activity in communities around the country. It promotes the Arab-Jewish neighbouring communities to interact on an individual and community basis. By walking together, exchanging views, and getting to know each others habits, bridges are built, and co existence and a healthy lifestyle are promoted. Since the beginning 7 years ago, and following its proven success, the program was suggested by the Israel Sports Authority as a model to be implemented throughout the country.

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INTERNATIONAL OLYMPIC COMMITTEE CONSENSUS STATEMENT ON THE HEALTH AND FITNESS OF YOUNG PEOPLE THROUGH PHYSICAL ACTIVITY AND SPORT

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Introduction

The International Olympic Committee (IOC) recognizes the health and fitness benefits of physical activity (PA) and sport as stated in recommendation #51 from the Olympic Movement in its Congress held in Copenhagen, 2009: Everyone involved in the Olympic Movement must become more aware of the fundamental importance of physical activity and sport for a healthy lifestyle, not least in the growing battle against obesity, and must reach out to parents and schools as part of a strategy to counter the rising inactivity of young people.

The IOC assembled an expert group (January 2011) to discuss the role of PA and sport on the health and fitness of young people and to critically evaluate the scientific evidence as a basis for decision making. Specifically, the purpose of this consensus is to identify potential solutions.

The scope of the problem

Insufficient PA has been classified by the World Health Organization (WHO) as the 4th leading risk factor for global mortality from non-communicable diseases (NCDs). Insufficient PA is responsible for 3.2 million or 5.5% of all deaths. In addition, scientific evidence shows that insufficient levels of PA are adversely affecting the health and the health trajectory of young people. Another alarming trend is that young people's PA levels are declining as they move through childhood into adolescence and these patterns of sedentary behavior may even track into adulthood. The detrimental health effects of inadequate levels of PA in young people are well established and the evidence is growing on the negative health effects of sedentary behavior. Physical activity, including through involvement in sport, is instrumental in the prevention of NCDs that carry a high burden of individual health costs as well as economic consequences to society.

Discussion

Considering the above mentioned facts, the following topics were discussed and led to a final set of recommendations:

- Are today's young people active?
- Are today's young people fit?

The health consequences of lack of physical fitness, PA and/or sport:

- Cardiovascular and metabolic health
- Bone health
- Obesity
- Injury Risk
- Correlates and determinants of PA and sedentary

Options for change

- PA promotion in community and family settings
- PA promotion in school settings

The context for action: potential solutions and to whom to address

- The International Olympic Committee (IOC)
- International Federations (IFs)
- National Olympic Committees (NOCs)
- World Health Organization (WHO)
- International PA Networks
- Non-Governmental Organizations (NGOs)
- Governments
- Education
- Health Care System

Summary and Recommendations

It is recommended that research be conducted:

- with respect to sport, to assess if

i) current structures of organized sport are adequate to meet the needs of young people and
ii) coaches are adequately prepared to cope with the unique pedagogical physiological and psychological needs of young people during growth and development;

- to use new non-invasive methods to better understand responses to exercise and young people's fitness during growth and maturation;
- to evaluate setting and types of young people's habitual PA, sport participation and fitness through large scale, standardized national and international surveys;
- to evaluate the effect of PA promotion interventions on intermediate factors, and at long-term follow-up with objective measures of the behavior, fitness and health outcomes;
- to better define the dose-response mechanisms and effects of PA/exercise and sedentary behaviour on fitness and health during growth and development;
- to assess which method of PA promotion is best for a given population taking into consideration factors such as disease state, socio-economic conditions, culture, ethnicity, gender and age;
- to assess reach and implementation issues beyond attendance rates in intervention studies.
- to use objective measures of PA to enhance the quality of assessment and interpretation of data.

It is recommended that a web-based repository for surveillance data on objectively measured PA be developed to better compile, evaluate and disseminate the scientific evidence in this field.

IMPLEMENTATION OF THE GLOBAL RECOMMENDATIONS ON PHYSICAL ACTIVITY FOR HEALTH - INTERSECTORAL COOPERATION

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In May 2004 the 57th World Health Assembly endorsed Resolution WHA57.17 on the Global Strategy on Diet, Physical Activity and Health, which urges Member States to develop national strategies to increase physical activity levels in their populations. Subsequently, in May 2008, the 61st World Health Assembly endorsed Resolution WHA61.14 on Prevention and Control of Noncommunicable Diseases: Implementation of the Global Strategy, which urges Member States to promote physical activity through the implementation of school-based interventions and the provision of physical environments that support safe active commuting, safe transport, and the creation of space for recreational activity.

The limited existence of national guidelines on physical activity for health, the public health significance of physical activity and the global mandates for the work of WHO related to promotion of physical activity and NCD prevention, made evident the need for the development of the global recommendations that address the links between the frequency, duration, intensity, type and total amount of physical activity needed for health promotion. Thus, in 2010, WHO published the "Global Recommendations on Physical Activity for Health" which address three age groups: 5–17 years old; 18–64 years old; and 65 years old and above.

Findings and recommendations
In order to improve cardiorespiratory and muscular fitness, bone health, cardiovascular and metabolic health biomarkers, children and youth aged 5-17 years should accumulate at least 60 minutes of moderate- to vigorous-intensity physical activity daily. This includes play, games, sports, transportation, chores, recreation, physical education, or planned exercise, in the context of family, school, and community activities. Most of the daily physical activity should be aerobic. Vigorous-intensity and muscle and bone strengthening activities should be incorporated at least 3 times per week. Amounts of physical activity greater than 60 minutes provide additional health benefits.

Evidence shows that physical activity for adults includes leisure time physical activity, transportation (e.g. cycling and walking), occupational, household chores, play, games, sports and planned exercise in the context of daily family and community activities. This improves cardiorespiratory and muscular fitness, bone health and reduces the risk of noncommunicable diseases, depression and cognitive decline in adults older than 65 years. The recommendation by WHO is that adults should do at least 150 minutes of moderate-intensity aerobic physical activity throughout the week in bouts of at least 10 minutes durations. Muscle-strengthening activities should be done involving major muscle groups on two or more days a week. Older adults, with poor mobility, should perform physical activity, 3 or more days per week, to enhance balance and prevent falls.

Call for multilateral cooperation

Physical activity patterns are influenced by policies and practices in a wide range of sectors such as sport, recreation, education, transport, environment, urban design and by external forces such as industry and media. All the evidence on changing physical activity habits show that creating an enabling environment, providing appropriate information and ensuring wide accessibility to active lifestyles is critical to influencing behaviour change, regardless of the setting. Therefore, all levels within governments, international partners, civil society, non-governmental organizations and the private sector have vital roles to play in shaping healthy environments that promote and facilitate physical activity.

All sectors have a role to play in the promotion of physical activity, not only as a sport and leisure time activity, but also as part of daily living through active transport (e.g. walking and cycling). Getting more people to become and continue to be physically active in their daily lives is a goal that the health and sports sectors have in common. Working in synergy would bring innovative solutions for attainment of this common goal.

Workshop 2

Programmes and development: youth and social development

SPORT FOR ALL AND SOCIAL DEVELOPMENT

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Introduction
Sport for All can be much more than a tool to enjoy your free time and take care of your psycho-physical wellbeing. Among its positive effects there can also be a contribution to the cultural and social development of a country.

This goal is also desired by multinational institutions like the UN (Resolution 59/10 of 2004 *Sport as a means to promote education, health, development and peace*) and the European Union (Nice Declaration, 7/9 December 2000, Treaty of Amsterdam, 2 October 1997 etc.).

How can Sport for All undertake the task to enhance the process of social development of the community? In Italy the presence of a strong sport associationism, with approximately 95,000 offered points on the national territory, has already allowed the carrying out of important experiences in this field for some years now, spreading throughout the national sport system.

Development
The Italian National Olympic Committee, which is responsible by law for leading the development of the entire sports system, is looking with a sense of responsibility at the social role that the engagement of people in sport can have, even in consideration of the problems afflicting Italian society. But stating that sport can contribute to the construction of the common good, intended as development of the entire society, requires a precise analysis of which forms of sport are most suitable for the purpose.

The starting point of view of this guideline is that sport should not be considered only as a right of each citizen, but also as a tool through which we can affect the regional conditions, engage in dialogue with local institutions and cooperate in the construction of the common good. Multiple, even experimental, initiatives – by the different components of the sport system, and supported by CONI – have originated from this premise in different parts of Italy.

Conclusion
The experience we have had permits us to outline the particular aspects of a sport practice formula which are strongly orientated towards social development, such as:

- A suitable formation of operators, aimed at communicating a strong social sensitivity, besides technical knowledge.
- Sport clubs available to supplement sport programmes with activities for the most marginalised social groups, such as the elderly and handicapped.
- Activities to help values taking root, e.g. youth education, reinforcement of individual and community ethic sense, social inclusion of the immigrated, intergenerational solidarity.
- A constructive relationship with the territorial institutions and the availability to work in a network with other, even non-sport, organizations.

AN INNOVATIVE APPROACH TO USING SPORT TO INCREASE SCHOOL ENGAGEMENT AND REDUCE YOUTH VIOLENCE

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Introduction
There is little doubt that children and young adults look toward their community and care-givers as important models for social and behavioural understanding. Unfortunately, many of the social and behavioural influences that surround urban youth today are quite negative and set the stage for significant impediments

to their social, academic and emotional development. Amidst specific challenges such as urban poverty, fractured homes and reoccurring instances of community violence, urban adolescents are many times more likely to be victims of gun violence as opposed to their suburban counterparts. Additionally, the secondary school drop out rates among adolescents in high risk urban communities reach as high as 50%. Of these drop outs the incarceration rate reaches 70% among some ethnic populations.

Development
To address the challenges to positive behaviour and academic engagement amongst urban youth, World Sport Chicago (WSC), the legacy of Chicago's 2016 Olympic bid, and Youth Guidance (YG), a Chicago social service agency, combined to develop and apply a program of youth development that leans heavily on the application of sport. WSC and YG developed a first-of-its-kind combined program. The Becoming a Man (BAM) – Sports Edition program pairs a 27-week small-group Cognitive Behavioral Therapy (CBT) intervention with a multi-sport after-school program. Sport coaches and CBT counselors both focused on instilling in young boys five core values The program was applied to over 1000 Chicago Public School 7th through 10th grade boys growing up in high risk neighborhoods. The implementation was monitored and results studied by the University of Chicago's Crime Lab.

Statistical analysis indicated that B.A.M.- Sports Edition, through the relatively short intervention, reduced the number of failing grades by approximately ten percent among students who participated in the program relative to the control group. The study results also imply that B.A.M. - Sports Edition increased the number of students who remain “on-track” for high school graduation. Statistical findings regarding school engagement are highly significant in statistical terms, and also appear quite robust relative to other types of interventions with this population. The B.A.M. - Sports Edition results were also estimated to reduce the number of violent arrests by over 15% among students who participated in the program relative to the control group.

Conclusion
These school engagement and youth violence results hold significant promise. The impact of including youth from high risk areas in sports such as wrestling, boxing, archery, team handball and weightlifting combined with small group cognitive behavioral engagement has been shown by this study to be a very cost effective means of addressing what has often been thought to be an unaddressable problem amongst an unaddressable population. The study findings hold significant implications for policy makers and program designers in urban settings as they look to define the role of sport in high risk urban communities.

SPORTS FOR HOPE PROGRAMME

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International Olympic Committee, Lausanne, Switzerland

At the International Olympic Committee’s (IOC) 111 Session in Guatemala City in 2007, the IOC President presented his strategy to engage the youth of the world. Much if not all of the attention was focused on the flagship of this strategy, namely the creation of the Youth Olympic Games. But it was also clearly said that the Olympic Movement needed to move youth onto the sports playing fields both for the virtues of education through sport but also simply as a matter of health. A strategy for engaging the youth both in developed and developing countries was outlined. For the former, one had to link up with the youth through internet and social media to convince them of the virtues and sport and particularly of the health dangers of inactivity. Ultimately the goal was to get them to give up some of the time they spent behind a computer or game console and onto the playing field. For the latter, the means to attain the objective was to give them the playing fields which they did not have to practice sports.

From these strategies was born the “Sports for Hope Programme”. It was decided that the pilot project would take place in Zambia with the tripartite participation of the IOC, the International Sports Federations and the Zambian Government / National Olympic Committee. The objective was twofold; one, to provide the elite and upcoming athletes of Zambia with quality infrastructure to train and to reach the level that would allow them to compete internationally or to have access to the elite sports training centres around the world. The second was to provide the 200,000 or so disfavoured neighbouring communities with access to sports fields for the first time in their lives.

Today, a little over one year on after the opening of the Olympic Youth Development Centre – Zambia, there are still those that when they see the beautiful synthetic sports fields and buildings so well maintained, believe that this can only be a centre of high sporting performance. It is that, but it is so much more. It has

become the pride and the centre of the social life of the surrounding community. The far sightedness of the Centre Director and the motivation and dedication of the 90 or so people either paid or voluntary that make the centre buzz all week, are the first reason for the programme's success. The second is the inclusiveness of the Community leaders, surrounding schools and the Sports movement in the planning prior to opening, but which continues now in the everyday life of the centre.

In closing, just a few life stories that will hopefully confirm the author's view that this is one of the IOC's most successful grass roots initiatives:

- In addition to sports, the young people have access to, Olympic and other social development education as well as medical check-ups and hopefully soon dental care.
- In addition to the community activities, some 30 private companies, government ministries or private schools have contracts with the centre to allow their stakeholders to practice sport.
- There was no depredation in the first year and only two minor thefts, a wheelbarrow and a hosepipe. They were returned within 48 hours.
- Many young boys took up Taekwondo hoping this would give them an edge in the community gang fights. On the contrary the discipline and respect of the sport has brought more peace within the community.
- Finally, over 2000 young people under 14 years old, who would never have dreamt of this being possible, will be engaged in Community Leagues in 12 sports for the coming three or four years (the overt objective being to qualify for the Nanjing 2014 Youth Olympic Games, the covert one just to make them benefit from the advantages of the practice of sport and to help them prepare for the adult life).

EFFECTIVE PROGRAM CHANGES BEHIND UTAH'S GROWTH IN YOUTH & COMMUNITY USES OF OLYMPIC FACILITIES

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Introduction

Following the hosting of the 2002 Olympic Winter Games, Utah's Olympic legacy organization, the Utah Athletic Foundation (UAF), has made important policy and program adjustments that have broadened and expanded the Utah community's usage of its Olympic legacy facilities. Initial challenges were not unlike any other Olympic Cities; to see continued uses of the facilities, to seek growth of sports important to the region, and to remain financially responsible. While the winter sport facilities were purposely built for elite athlete uses leading up to and after the 2002 Olympic Winter Games, exciting adaptations of facilities and program offerings have since occurred. Behind these changes were conscious and strategic decisions to attract and engage a broader segment of the population, especially Utah's youth aged 4 – 21.

With reprioritized financial and staff resources, participation numbers in introductory, recreational and developmental age sport programs have seen double digit percentage increases each of the last four years, 2007 – 2011. Attention and actions were placed on improvements to the sport program curriculum, coaching education, facility layouts, and a concerted effort to integrate efforts amongst Utah's sport, recreation, and health sectors.

Development

In 2006, the Utah Athletic Foundation recognized a need to engage itself in not just running Olympic facilities, but also providing the leadership and lead responsibilitiy for shaping the core winter sport programming efforts. This occurred only after significant discussion, debate, and eventual support of efforts amongst Utah's numerous sport partner organizations; to include national sport governing bodies, state and local government, regional sport and recreation clubs, and entities involved in youth sports and afterschool activities.

A review of organizational core missions and a declaration of support to create a comprehensive sport strategy soon followed. With specific goals to: a) boost overall sport participation numbers by 10%/yr in learn-to, recreation, and development programs, b) increase community uses and awareness of Olympic facility program offerings, and to c) increase the quality of sport program offerings in Utah's winter sport system, a multi-year "Utah Sport Development Initiative" was started in 2007.

Careful attention went into creating a dialogue about how winter sports are actually introduced to young participants and the successive ways to continue age-appropriate teaching of fundamental sport skills.

Programs were either created or modified from existing systems. Budgets were increased, staff and coaches were hired on, and year over year statistical changes showed positive trends towards the goals outlined.

Conclusion

The results of taking on a larger role to shape the development and programming of winter sport in Utah has produced numerous positive benefits for the Utah Athletic Foundation. They include:

1. A doubling of the number of sport related winter program participants from 2007 to 2011.
2. A more aligned and integrated winter sport system that has produced a better quality program experience for participants
3. Wider set of community participants in all ages and abilities, with special emphasis on youth ages 4-21.
4. An elevated and welcome role for Utah's Olympic legacy organization to lend its unique platform in getting Utah's community active and engaged in physical fitness programs.

Important to the current successes have been the conscious organizational decisions to commit to leading community sport programming, and to do that for sport participants of all ages, both genders, and all levels of ability.

Workshop 3

Programmes and development: engaging the target audience

WALKING, WORLDWIDE, IN OLYMPIC PERSPECTIVE

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The original Dutch concept: "Walk Challenges for everybody"
Essential in this concept: walking as a pure sport for all occupation, connected with other sport activities/events, including top sport activities/events: but always for every walker, firm standards to achieve.

Experiences until today with this concept
The Walk Challenge China 2008 was an overwhelming success. The follow up is under construction. Goal: to arrange a Chinese - Dutch strategic walking calendar (we are working on it strongly now), to develop in the coming years up to 25, high standard 2, or 3, or 4 days walking events in China and in the Netherlands. The Mentougou 2 Days Walking Event, Beijing, a Chinese/Dutch production is the first high standard product. The second edition is planned a few days before this World Conference on Sport for All. The same experience in between is achieved in and during The Walk Challenge Israel 2010, where we worked together with ASFAA (Asia Sport For All Association). Follow up actions in The Middle East are foreseen.

This success motivated, in China, in Israel, and in The Netherlands, more and more countries and sports organisations to start using walking based on this concept, not only Olympic oriented, to participate in strong promotion and development of more walk challenges in the future. To argue this: next walk challenges, named: Walk Challenge United Kingdom 2012, connected with The Paralympics, is in preparation. Registrated participants at the moment: more than 250. For the next Olympics in Brazil 2016, the first enthusiastic contacts have been made, with the support of Mr Hein Verbruggen, Honorary member of the IOC.

This brings The RDWA (together with our Chinese counterparts), to offer our Walk Challenge Concept to all countries participating in this 14th World Conference on Sport for All, to ensure the development of more and more walk challenges worldwide, both in the context of the Olympics and the wider sporting world. This gives a clear explanation of the title of this NL contribution. Culture, tourism and other aspects are also points of much interest before, during and after walk challenges. However, those details can be worked out based on best practice experience.

References
The Walk Challenge China 2008, connected with The Olympic Games in China, executed in close co-operation with Chinese NGO and sports for all Authorities, authorized in 2007 by the BOCOG organisation, as part of the pre-culture programme.

LIVING THE LEGACY OF THE YOUTH OLYMPIC GAMES: ENHANCING IN-SCHOOL AND OUT-OF-SCHOOL OPPORTUNITIES FOR SPORTS PARTICIPATION

Zaid Ismail, Sock Peng Ng, Shuling Hu, Zhenni Li
Singapore Sports Council, Singapore

One of the outcomes of the Youth Olympic Games for Singapore was to initiate the youth to the world of sports and physical activity, to give each child a chance to learn sports skills and grow up playing sports. In brief, there was a deliberate effort to bring sports to youth where sports isn't, and provide as many opportunities as possible to those not already involved in sports. This objective is consistent with the Sports Initiation Programme of the Youth Olympic Games.

This presentation focuses on two programmes that seek to enhance sporting opportunities for youth in Singapore. Against a backdrop of an academic-centric education system, the two programmes are conceptualised and implemented in schools, utilising after-school formal curriculum hours during the weekday, for students of the respective schools; and the school facilities during the weekends, for youth within the community.

In the first programme, named the Sports Education Programme (SEP), a dollar-for-dollar funding scheme is put in place to connect sports service providers with schools. This funding scheme is up to a maximum of $10,000 per school per year, with the school coming up with the other $10,000. Essentially, around July each year, sports service providers are invited to submit proposals to be considered under the SEP for the following year. These programmes are classified under four categories: Sports Exposure (where a one-day sports carnival is organised around a selection of sports), Sports Play (where the programme is a 'learn-to-play' for a selected sport, over a given period of time), Sports Development (where the programme builds on the skills and knowledge learnt under Sports Play), and Sports Leagues (where the provider organises a league for the school). The programmes are then evaluated against a set of criteria, and programmes selected are placed on a portal where schools can log on and find the programme that meets their needs. About 90 sports are offered presently by over 250 sports service providers, a total of just over 1200 different programmes

The SEP has had a take-up rate of about 95% to 98% of Singapore schools over the past two years. Each year about 250 000 students benefit from this programme.

More recently, the second programme, called Satellite Centres for Sports Development (SCSD), was launched. Essentially, the programme generally utilises the sports facilities of schools during out-of-school hours (weekends and selected evenings), for youth to learn a sport. Seed funding was secured and the national sports associations (NSAs) have been offered the opportunity to run these centres to build their pipeline of athletes. Into its first year, seven centres have been set up for the sports of wrestling, basketball, sailing, hockey, equestrian, badminton, and archery. The programme hopes to spark the growth of sports clubs, by engaging parents and volunteers and developing a club structure around the venues. The SCSD programme has reached out to about 700 youths to date.

This presentation will share some of the successes, pitfalls, and challenges ahead of the programmes launched, and presenters seek to learn from others in their journey towards engaging youth in and through sports.

SOCIAL MEDIA OLYMPICS - GETTING PEOPLE ACTIVE!

Alex Huot
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The onset of social media has trigged a paradigm shift on how individuals and groups interact with the world around them. Long gone are the days of "passive" content assimilation by the public of messages given by mass media. Today people engaging in social media want to be active players and want to" participate" in the world around them. Social Media penetration around the world is massive and growing – Facebook[1] (742 million users), Twitter[2] (200 million), Weibo[3](200 million), Youtube[4](6.9 billion viewing session July 2011 in the USA). By adding up various users in all the social platforms around the world we approach the total population of internet users[5] around the world 2,095,006,005.

Olympic Fans have a lot in common
Having brought together and engaged Olympic fans from various countries around the world and having disseminated slightly tailored yet similar content in different countries, it can be said that social media is bridging the cross cultural gap creating a "levelled playing field". This can be observed on some of the IOC social media presences listed below:

China
Weibo.com/olympics
Youku.com/olympics

Russia
Twitter.com/olympic

Other
Facebook.com/olympicgames (content geo targeted by countries)
Twitter.com/olympics
Facebook.com/vancouver2010
Facebook.com/Beijing2008

Facebook.com/youtholympicgames
Twitter.com/youtholympics
Youtube.com/olympics
Flickr.com/iocmedia

A wider reach
The IOC's "friending" of youth and the general public (and other stakeholders) in social media has given the IOC and the Olympic Movement a tremendous opportunity to communicate the Olympic values of friendship, respect and excellence during and outside the Olympic Games and Youth Olympic Games. Of interest a "snowball" effect is now being observed as "fanship" across all Olympics social media platform steadily increases[7] even outside of the Olympic Games – a period which traditionally has a low awareness level of the Games.

Engaging fans outside the Olympic Games
For Olympic Day 23 June 2011 a global, regional and local campaign was launched to raise the awareness of Olympic Day. In the ongoing fight against sedentary behaviour a series of contests were launched on major social media platforms around the world. Participants were asked to share photos and videos of themselves doing sport for Olympic Day. The results were tremendous. Over 40,000 photos and videos were shared with the IOC. The Olympic Day message reached a potential audience of 300[8] million people.
It is important to note that in addition to using IOC's Social Media platforms various National Olympic Committee's efforts around the world were shown on a map on the Home Page of Olympic.org. Major Media[9] outlets around the world have taken notice of the IOC's efforts in Social Media. For the Olympic Day campaign here is an article written by the Associated French Press on IOC activation on Olympic Day (en français).

http://fr.canoe.ca/techno/mediassociaux/archives/2011/06/20110622-111621.html

Since early 2010 the IOC has been engaging in social media. To those that take the time to understand these new tools of communications great benefits could come. Going forward it is estimated that by the end of 2011 over 7,000,000 people will be a member of an IOC Olympic Games community. The numbers are expected to exponentially rise towards the opening of the London 2012 Olympic Games.

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LAYING FOUNDATIONS AND DEVELOPING LEADERS IN SPORT FOR ALL

Wolfgang Baumann
The Association For International Sport for All (TAFISA), Frankfurt, Germany

Introduction
The Sport for All Movement has grown quickly and dramatically from a virtually unknown concept to an established, accepted and valued part of society. However, in contrast to the well-planned and structured stage of elite sport, the development of Sport for All, though inspirational, has been more organic, without clear leadership or focus. The future development of Sport for All (local, national or global) depends strongly on a sufficient number of well trained administrators and managers to lead this Movement. These people will form the backbone of the Sport for All Movement for the future, but there has been a critical lack of adequate training programs.

As the leading international Sport for All association, TAFISA identified this gap in the Global Sport for All Movement, and confirmed the demand for change with its members, and subsequently with the International Olympic Committee (IOC) and its network of National Olympic Committees (NOCs).

Development
In response to this demand, TAFISA developed its Certified Leadership Course in Sport for All (CLC) program to train and qualify national Sport for All leaders around the globe. In 2010, the IOC recognised the potential of the TAFISA CLC program and signed a Memorandum of Understanding with TAFISA for the further development of the program.

Objectives of the CLCs include to:

- Promote Sport for All and physical activity
- Provide a platform for debate, exchange of experience, networking.
- Showcase research and development
- Develop and train leaders and managers in Sport for All
- Train NOCs in Sport for All development and implementation
- Build cooperation between NOCs and other sports bodies

Initially CLCs were implemented on an international or regional basis, but due to popular demand, TAFISA has established National CLCs. Since their inception in 2007, International CLCs have been held successfully in Iran, Nigeria, Tanzania, China, Australia, Malaysia, Turkey and Argentina. Implemented only in 2011, National courses have already been successfully run in Iran and Trinidad-Tobago. The 4-5 day CLCs include 25 to 40 participants, an examination and certification. Topics covered can be tailored for local or regional demand, and include a diverse range of issues; politics, philosophy, marketing, administration, management, financial management, the Olympic movement, programs, events, tourism, and more.

Conclusion
The TAFISA CLC program, in cooperation with the IOC, is successful. The demand for both International and National CLCs is increasing, and the network of graduates is now over 200 from more than 30 countries across all continents.

Feedback from course participants is collected and analysed to improve the course. In 2010, 100% of surveyed participants said they would recommend the course to others. Participants enjoyed *"sharing experience in sports for all"* and *"turning eyes open into a new definition of sport",* and felt that *"knowing new information is the priority"* and the course *"should be organized in all SFA development countries."* TAFISA is pleased with the CLCs development and increasing recognition by both Sport for All and NOC organisations globally. To reinforce the foundations of the global Sport for All Movement, TAFISA plans to continue developing CLCs with up to five national and international courses each year in different regions, and to increase the number of NOC participants to strengthen the bridge between the Olympic and Sport for All Movements.

Acknowledgement
TAFISA acknowledges the financial contribution of the IOC for the development of TAFISA's CLC program.

Workshop 4

Initiatives of sports federations

SCHOOLS BADMINTON PROJECT

Ian Wright [1], David Cabello [2], Stuart Borrie [3]
[1] *Badminton World Federation, Great Britain*
[2] *Badminton World Federation, Spain*
[3] *Badminton World Federation, New Zealand*

Badminton is truly a *Sport for All*. Played by both boys and girls in the same environment, badminton is a low impact, non-contact sport which develops all the key fundamental physical skills, whilst allowing children at whatever level of ability, to experience success in developing a sporting skill set. In a schools context, providing children with fun, safe and positive badminton learning experiences, where children can see progression, is a strong motivating factor for encouraging *sport for life*.

The BWF has developed a user friendly resource to give teachers confidence in teaching badminton. School children are *taught badminton* and introduced to the benefits of sport which can be applied to life:

- Respect for rules, partners and opponents.
- Communication and social skills.
- Controlling aggression and frustration.
- Having fun in a safe environment.
- Competing.

This project is not about making teachers into coaches of badminton. It aims to equip teachers with fundamental badminton skills and knowledge and the confidence to "teach badminton" with the goal of providing children with fun and meaningful sporting experiences. The BWF is committed to schools badminton as a core focus for development in the sport, central to its objective of increasing participation and awareness. The BWF goal is to make badminton a worldwide school sport in primary and secondary schools. The sport can offer a positive sporting experience for children from all cultures and backgrounds. The need for this project was identified in the BWF Members' survey in 2010. The survey (N = 121) in 2010 clearly demonstrated the need to focus on schools badminton. From the survey 68% had no badminton resource material in Primary Schools (63% for Secondary Schools) and 59% said badminton was not included in the Physical Education programmes for Primary Schools (43% for Secondary Schools).

The objectives are to:

- provide a quality schools badminton resource suitable for teachers and schools.
- support Continental Confederations and Members in systematically implementing the resource in schools.

The resource consists of a series of flexible lesson plans which cater for varied age and ability levels. The lessons are part of a development structure which allows the pupils to learn badminton skills at an appropriate pace, to ensure a positive and successful sporting experience.The lesson plans are supported by online video clips of the exercises and techniques, designed to support the teacher and allow them to deliver a quality badminton experience with minimal sports specific knowledge.

The programme incorporates an 8 hour teacher training course designed to be delivered either as a one day course for existing teachers or as 8 x 1 hour modules as part of a teacher training curriculum. This course aims to equip teachers with sufficient knowledge and badminton skills to enable them to give children fun badminton experience, whilst developing childrens' physical literacy. Pilot projects are due to commence in each Continental Confederation - these will be used to benchmark the content and to inform strategies to implement the programme globally. The resource will be available initially in three languages – English, Spanish and French. These languages were chosen because of two key development areas – Spanish speaking nations in Central and South America and French speaking nations in Africa.

The programme will be monitored and evaluated statistically to allow the BWF to track its impact across the various delivery platforms: countries, universities/teacher training colleges, regions, schools, teachers and pupils. This is an exciting new initiative which presents significant challenges. The commitment is long term towards 2016 and beyond, and sustainability is the key.

ISSF: SPORT FOR ALL ACTIVITIES FOR NEW TARGET GROUPS

Joerg Brokamp
International Shooting Sport Federation, Munich, Germany

Introduction
The International Shooting Sport Federation (ISSF) is composed of 160 national member federations. A core focus – next to the Olympic shooting activities – is the promotion of shooting sport as Sport for All.

Development
After an in-depth situation analysis the following working path was identified:

a) "run and shoot"
This discipline combines the traditional sportive requirements of shooting sport (concentration, precision) with new, exciting running-components which focus on endurance and strength. It is highly interesting for shooters who want to go beyond the static disciplines of shooting sport and for young shooters. At the moment, the ISSF is working on a masterplan for the implementation of "run and shoot" worldwide and to introduce "run and shoot" at major international competitions. Key elements of this discipline will be a running track and shooting stands on a limited-sized area. First test events with "falling" targets were very successful.

b) rest air rifle / pistol shooting (10m) / rest small bore rifle shooting (50m)
This new discipline highly supports senior sportsmen in their needs and abilities (that also means that sighting telescopes and other utilities - normally forbidden for sport shooters - are allowed for these disciplines). Scientific analysis repeatedly showed that shooting sport with its combination of tension and relaxation together with high concentration needs are a perfect type of sport especially for elderly persons and significantly increases the physical performance of this age group. As best practice example the German Shooting Sport Federation shows the realisation of these senior disciplines impressively. Due to the ongoing success, there are already two separate German Championships for rest shooters. Nearly 1000 single starts and 150 team starts could be counted at the recent German Championships.

Conclusion
The practical experiences show that the demographic development is not necessarily negative for sport federations. In contrast, it can be a highly interesting future market for sport federations. Activities like "run and shoot" with a combination of running and shooting support national federations to increase their attractiveness towards younger sportsmen who are often not only interested in the static sport shooting disciplines but also in motion elements. Rest shooting enables seniors to be active members of their shooting clubs again (not passive ones!), andeases the integration of seniors into organised structures of sport. The overall sense of community within the different shooting clubs and federations is strengthened. This means that (rest) shooting disciplines with their combination of concentration, tension and relaxation are a perfect type of sport for elderly persons. These disciplines refine one's attention span and have a high impact on memory and retentiveness, moreover it is a valuable platform for like-minded persons to achieve success and receive approval. The analysis of rest shooting as well as "run and shoot" clearly shows that an open approach towards new target groups can help to slow the impact of demography on the future development of sport organisations – combined with an adjustment of their marketing and communication efforts to reach relevant persons and promote its disciplines adequately. The ISSF sees these examples as perfect base for an ongoing, successful engagement in the field of sport for all.

PLAYING (FOR) HARD TO GET: HOW TO ATTRACT 45+ MEN (BACK) TO THE FOOTBALL PITCH

Peet Mercus
Royal Netherlands Football Federation, Arnhem, The Netherlands

Introduction
In the Netherlands we want to increase participation in sport from 65% to 75% in the coming 5 years. In the past many initiatives have been undertaken to promote sport for all, and successfully, especially among youth. But more is required. There are groups in society who 'play hard to get'. For them the threshold to participate in sports is very high. Sports organisations must adopt a sports consumer oriented approach and adapt their products and services accordingly.

A target group that is particularly challenging are 45+ men. Many of them have been sports active in the past, but for various reasons they lost interest and motivation. When it comes to 'seducing' the middle aged man back to the football field the Dutch Football Federation is, however, an experienced player. In 2008 they started 7-a-side Football for 45+ men.

Development
The first step was to find out what the target group wants. The Football Federation discovered that 45+ men enjoy playing football recreationally with men of the same age. They also like 'locker room rituals' and highly value other social aspects of playing football. Major barriers were (the fear of) injuries, the obligation to perform and to perform every week and to play against (much) younger opponents.

7-a-side Football for 45+ men was based on these insights. The idea is to provide alternatives to the standard offer of the local football club, such as 'drop by' football practices, tournaments tailored to the target group, sport medical checks and other activities to get (back) in shape.

7-a-side Football was introduced in 2008 and developed successfully the next two years. Interestingly many participants have also become active as volunteers within the club.

There are a number of critical success factors that are worthwhile sharing:

1. adaptation of the game to the physical capacities of the target group by playing 7-a-side on a half field, 2 times 30 minutes, no off-side and ongoing substitution of players;
2. a football specific fit test for 45 + men who have not been 'football active' for a while to facilitate getting in shape and limit injuries;
3. individual and joint training sessions, tailored to the needs and wishes of the target group, offered by the club in cooperation with local parties, such as the athletics club, the fitness centre and physiotherapists;
4. 7-a-side tournaments (4 per year on Friday evening, involving 4 teams), the 45+ Football Competition and 45+ National Championships;
5. the supporting role of the National Football Federation, which provided information to the clubs about the target group but also football expertise and assisted in the field of communication to recruit participants;
6. a modest start with a few selected football clubs that experimented with implementation of the new concept, followed by a starters kit, based on lessons learned by the pioneers, for other clubs to use;
7. budget for development and implementation of 45+ football plus part-time manpower at the Football Federation for overall management of Football for 45+ men.

Conclusion
Today 300 clubs offer 45+ football. The Football Federations intend to have all 3,400 football clubs take part in the programme and considers to start a similar programme for 35+. The most important lesson learned has been that when developing innovative products and services it is essential to understand what makes the target group tick. Their needs and wishes are the starting point. In that way 'playing for the hard to get' will structurally contribute to increasing participation in sport for all.

THE IF'S ROLE AS A SPORT FOR ALL KNOWLEDGE MANAGEMENT RESOURCE CENTRE

Antony Scanlon
International Golf Federation, Lausanne, Switzerland

Many national sport federations are undertaking studies and creating and implementing successful sport for all and development initiatives. Unfortunately these are usually done in isolation from their sister national federations. Consequently they are unable to benefit from the knowledge and resources of their counterparts, which can reduce financial and organisational risks and maximise the outcomes of their programmes.

The International Federation can play a pivotal role in sport for all development by establishing a knowledge management resource centre for its membership. The IF knowledge management resource centre could take the form of an extranet site that includes a centralised collation of national member's sport for all development programmes and the associated surveys, data, case studies, resource documents and contact details of subject matter experts to provide context and advice.

Plenary 1

Follow up of the 2010 Conference

PHYSICAL ACTIVITY GUIDELINES TO PREVENT CHILDHOOD OBESITY

Juan Antonio Samaranch Jr
IOC Member, Madrid, Spain

The last edition of the World Sport for all Congress held in Jyväskyla, Finland, in June 2010 was the occasion for the 586 assembled delegates to study the current trends and needs as well as to discuss best practices in the field of Sport for all. The Congress recognised that the decrease in physical activity within all age brackets is a major risk factor for chronic diseases. Moreover, physical inactivity during the early years of life has been identified as a major contributor to the increasing levels of obesity in children and adolescents. The growing political, media and scientific interest in obesity since the late 1990's has placed physical activity high among current public health issues.

The Congress Declaration urges the sports movement to implement direct action to counter declining and inadequate levels of physical activity, particularly targeting young people with the objective to integrate physical activity in their community as early as possible. The Congress recognises the responsibilities of individuals, families, schools, workplaces, the health sector, non-government organisations and government to collaborate and coordinate actions for this purpose.

In order to pursue these objectives, the University of Camilo Jose Cela, Madrid, has conducted a study on ***Obesity Prevention through physical activity in school-age children and adolescents***. The aim of this study is to present a charter of physical activity guidelines and good practices to prevent childhood obesity with a global vision. The research focuses on six levels (individual, family, school, local government, non-governmental organizations and national government) and the most important programs encouraged by States and organizations all over the world with analysis of the most outstanding and relevant scientific studies. The final charter consists of 17 main guidelines and good practices to prevent childhood obesity as follows:

1. Physical activity is highly recommended for children and adolescents to gain health fitness.
2. Special emphasis should be placed on activities based on muscular strength.
3. Parents can exert an important influence on the physical activity of children.
4. Families must pass healthy habits on to their children.
5. To avoid the use of physical activity as a punishment and not to pressure children into certain sports appears to be essential.
6. Schools must ensure a minimum of physical practice a week.
7. Importance of Physical Education must be recognized within school curriculum.
8. Cooperation among communities, schools, health centers and families should be promoted by local governments.
9. Local governments should promote and encourage the use of sports resources for the practice of recreational physical activity by citizens.
10. To promote easy and safety environments to practice physical activity and healthy lifestyles is essential.
11. Sports organizations, Federations and Olympic Committees should promote physical activity and Sport for All programs.
12. Adults' attitudes towards exercise must be improved through education to drive people to be more physically active.
13. Special efforts must be made to ensure the promotion of physical activity among minorities or people from a lower socio-economic level.
14. Health promotion must adapt to changes and not resist them encouraging enough information and public health policies to foster public awareness.
15. Physical Activity and Sport graduates must have an important role in creating physical activity programs together with multidisciplinary working groups of medical staff, sport professionals, physical therapists, nurses, nutritionists etc.
16. Tax regulation and subsidies could be used to reward both healthy diet and physical habits.
17. To create National or International Obesity Prevention Agencies is a desirable initiative to coordinate local, regional and national physical activity promotion campaigns.

The 14th World Conference on Sport for All will allow us to assess the progress made since the last Congress and to work on efficient partnerships in order to further promote physical activity and Sport for All programs.

THE INTERNATIONAL SKI FEDERATION (FIS) CAMPAIGN 'BRING CHILDREN TO THE SNOW'

Sarah Lewis
The International Ski Federation, Oberhofen/Thunersee, Switzerland

Introduction

In November 2007, FIS initiated a campaign to 'Bring Children to the Snow' to address a general decline in youth participation in snow sports in recent years. Whilst a key role of FIS is to organise a structure of international competitions through to the highest levels, it is also committed to the global promotion and development of recreational skiing and snowboarding, especially with regard to the younger generation. The vision of FIS is for skiing and snowboarding to be the first choice winter sport and recreational activity.

The FIS campaign is intended to take the form of a joint international communications campaign with enabling activities implemented at the national level. The implementation is undertaken by the National Ski Associations with FIS providing tools, such as the campaign branding and promotional ideas, as well as shared best practices. To ensure a common international message, FIS has taken the lead for driving the communicative dimension while the National Ski Associations take the lead for the activity itself.

Development of SnowKidz activities

The main aim of the FIS campaign is creating a pool of lifetime skiers and snow lovers among children and youngsters. Bringing newcomers to the snow and keeping those with initial experience there are key objectives. Whether they will grow up to be top skiers is not what matters - what we want is to watch them grow with skiing and snowboarding as part of their lives. It is not focused on generating competitors for any particular FIS discipline in the first instance. The target group is children between the ages 4 to 14 years old (divided in two groups 4 to 9 and 9 to 14).

There have now been two seasons of SnowKidz activities and the campaign has been developing very positively. Numerous Organisers of FIS Events, such as the FIS World Championships have embraced the concept of integrating youngsters with SnowKidz projects into their event and/or arranging a special SnowKidz activity.

In 2010, the FIS SnowKidz Awards were established to highlight and recognise the great work being carried out. 23 projects representing 19 National Ski Associations competed for the awards with first winners coming from Norway, USA and Germany with special recognition going to Pakistan. The next step of ‘Bring Children to the Snow’ is the World Snow Day and the inaugural one will take place on 22nd January 2012.

What is World Snow Day?

World Snow Day is a key initiative introduced by FIS to promote snow activities as a healthy leisure recreation, notably for the young. It aims to bring together many of the general benefits of winter sports where children and their families are encouraged to enjoy and explore the snow, whilst learning about the environment, the health benefits of snow activities and safety. The goal is for the World Snow Day to deliver an experience for each participating child that they will cherish for a lifetime and would like to re-live regularly, both for newcomers as well as adding new dimensions to those who already participate. Additionally, World Snow Day gives the global snow industry opportunity to come together and promote fun snow activities.

The main goal for World Snow Day is to enable children and families to Explore, Enjoy and Experience the fascination of snow through special events and activities at an annual snow festival comprised of various activities, taking place simultaneously on a single weekend around the world to make for the biggest day on snow, all year. Through creating global momentum, another goal is to have 500’000 individual participants by year three.

FOLLOW-UP STARTS ON SITE

Marije Dippel
Netherlands Olympic Committee, Arnhem, Netherlands

The 2010 Sport for All Congress in Jyvaskyla was a great success, with participants from over 90 countries and contributions from various perspectives. The concluding declaration emphasised the need for sporting opportunities and societal benefits of sport participation. It was a promising declaration too as it included a call for action, with a leading role for sport, to counter declining and inadequate levels of physical activity.

Change of mindset
NOC's committed themselves to promote Sport for All projects in co-operation with others and form a Sport for All Commission. The NOC of the Netherlands continued its multi-year programme aimed at making sport more accessible and benefitting more from health enhancing physical activity. Through pilot projects we have learned to offer sport in new, innovative ways. The roadmap for lasting success is, however, a change of mindset. Sport organisations must put themselves in the (sporting) shoes of the sport consumer. They must take into account the objectives of other organisations and partner with them. Recently we started working on how to reproduce these new sport concepts. Since all sports are local and every setting is different this is quite a task. Really connecting with sporting hopefuls and local partners will enable us though to transfer proven best practices and further increase sport participation.

Advocacy, exchange and local impact
The Sport for All Conference clearly is instrumental in terms of ***advocacy, exchange*** and ***local impact***. But how can we make even more of this conference and its follow-up than already is the case? If we want to strengthen the advocacy role of the conference, we need to be more specific as to who to target. It is key figures in particular, not the public at large. Heads of State cannot ignore a call for action from the IOC President and the WHO Executive Director, especially not if it is a doormat delivery and potentially cost saving. International platforms where key figures already convene, such as the UN General Assembly and the World Olympic Sport Convention, can be also utilised for repeating their call for action.

The conference has an impressive rainbow audience. If we want the conference to facilitate exchange and follow-up in the best possible way, new ideas must take root. It has been show time for many years. Now it is share time. That starts with knowing who attends and what they bring. A brief participant's profile could help. The IOC will already introduce workshops and case studies. Thematic lunch tables and target group based sub-sessions could be added. For many NOC's Olympic Games, continental, regional and multi-sport competitions consume most of their time and effort. To be better equipped to promote Sport for All at home a partnership between an NOC and a local NGO could bring relief. This local NGO should then also participate in the conference. A common phenomenon is that participants upon return get absorbed again in daily matters. To facilitate an effective follow-up participants could be invited to draft a Sport for All related action plan at the conference.

Our Chinese friends already mastered the skill of creating a legacy related to Olympic occasions. If we want to further increase local impact of the conference, joint projects of host and partners from other countries could be considered. A previous host could be also invited to speak on the full spin-off of the conference.

Better shape
To measure exactly the contribution of the Sport for All Conference to sport participation should not be our focus. If we start with follow-up on site and plan smart, stakeholders will be in even better shape to put to practise the principle that all must have the possibility to practise sport, with all related benefits.

Case Studies

PSYCHO-PHYSICAL REHABILITATION AND SOCIAL INTEGRATION OF MINE VICTIMS AND FAMILIES OF MINE VICTIMS TROUGH WATER SPORTS

Abdulah Vrselj [1], *Šejla Muratović* [2]
[1] *Eco Sports Group, Travnik, Bosnia and Herzegovina*
[2] *Eco Sports Group, Sarajevo, Bosnia and Herzegovina*

Introduction
Eco Sports Group (ESG) is an organisation that has been successfully using various water sports in the rehabilitation and social integration of disabled persons since 2003. We at ESG, as disabled persons ourselves, have identified sport as a most pleasurable and most productive form of not only physical, but also psychological and emotional rehabilitation. Sport enables our participants to engage in meaningful, rather than merely repetitive, activities usually done in clinical rehabilitation, through which they gain additional confidence and skills that enable them to approach everyday situations more readily and with a far more positive "I can do it" attitude. Sport also encourages our participants to raise their interaction with other people, to learn how to work as a team and to show their individual potential as a member of a larger group.

Development
ESG activities target disabled persons and their family members. Most participants in our projects are surviving mine victims and amputees who have a chance to experience a much higher level of mobility when they participate in water sports activities, especially scuba diving. Bosnia and Herzegovina has a large number of disabled persons, and according to some estimates somewhere around 10% of the population (out of roughly 4,500,000 people) has some form of physical, sensory, development, mental or emotional disability, and roughly 30% of BIH's population is directly or indirectly influenced by the consequences of a disability.

On a daily basis, participants in our project go through a series of training activities in swimming, scuba diving and rafting, which are adapted to the needs of disabled persons on an individual basis, i.e. relating to their disability. Participants start off with basic training at pools and later progress to developing skills in natural bodies of water such as rivers, lakes and the sea.

The participants are active factors in the project, and directly participate in the implementation through active involvement, thus becoming a "subject" in their own rehabilitation rather than an "object", having ESG staff as their guides and instructors throughout. Such an approach demands an extraordinary level of teamwork on the part of participants and builds their confidence.

We opted for water sports since no other sport allows for the interaction with nature on a scale that water sports do. Disabled persons thus not only develop their social skills, but also receive immeasurable benefits from staying in healthy natural surroundings, which boost their rehabilitation process. Sports such as scuba diving, rafting, white-water rafting, swimming and other water sports are our main means of achieving the objectives of psycho-physical rehabilitation, social reintegration and creating conditions for the employment of persons with disabilities. These demanding sports require full engagement in all areas, which positively affects the overall health of people with disabilities.

Conclusion
Through water sports we are improving mental and physical conditions, raising self-esteem and improving the interpersonal skills of disabled people. Through public statements and advocacy, we also seek to raise community awareness about the equality of persons with disabilities.The promotion of sport for the purpose of health, rehabilitation and social reintegration of disabled persons is and will always be fundamental for us.
This project is supported and funded by the government of United States of America and Office for Weapons Removal & Abatement.

NATIONAL HUNDREDS-CITY AND THOUSAND-VILLAGE HEALTH QIGONG DEMONSTRATION AND EXCHANGE SERIES

Linghai Huang , Yunxi Ji , Linghai Huang , Zheng Zhang
Health Qigong Administrative Centre of the General Administration of Sport of China, Beijing, People's Republic of China

Introduction
With the aims of promoting excellent traditional Chinese sporting culture, enhancing the harmonious development between body and mind of all individuals and meeting the various exercise needs of people in different conditions, the Health Qigong Administrative Centre of the General Administration of Sport of China and Chinese Health Qigong Association (CHQA) have sponsored an annual health qigong demonstration campaign since 2007.

Development
By conducting nationwide health qigong demonstrations and exchange activities, we are dedicated to creating sound Sport for All atmospheres; raising fitness awareness among citizens; promoting excellent traditional Chinese culture; and intensifying the National Fitness Campaign.

With a profound cultural background, health qigong is an exercise to adjust body functions, ensure regular breathing, and ease the mind. Based on the holism concept of Traditional Chinese Medicine, health qigong cultivates both the internal environment of the human body and its physique. Different health qigong forms have different styles, routines and extent of exercise. People can choose freely according to their own interests and physical condition. The Chinese philosophical concept of "harmony" contained in the health qigong sport enriches and promotes the Olympic ideal.

The project is designed to enhance the technical level of health qigong sport; fully display the physical and mental vigour of health qigong fans; increase the popularity of health qigong by inspiring and encouraging more people to participate in health qigong sport; and contribute to improving the fitness of the whole nation.
The extensive health qigong demonstration and exchange activities meet the multiple needs of people of different conditions; broaden the coverage of public sports services; and enhance equalisation in the delivery of public sports services. Through regular practice, health qigong fans can have lower medical costs and better interpersonal relationships by engaging in more communication among groups and embodying team spirit. The project illustrates how health qigong helps to improve physical and mental health, promotes traditional Chinese philosophy and improves the quality of civilisation and cultural construction.

The campaign is held nationwide from April to November with coverage of more than 20 provinces and autonomous regions in China. Participants from 100 cities and 1,000 counties and villages take part in local health qigong group performances, competing to be the best. It is estimated that more than 980 demonstrations with over 900,000 participants have been held since the launch of the project, which serves as a platform for health qigong fans of all ages, all ethnic groups and different social conditions to meet and share.

Conclusion
The Sport for All demonstration also attracts and encourages a large audience to join in. With more people engaged in physical exercise, the project helps to guarantee and improve the livelihood of people and contributes to the construction of a public sports service system.

Website: http://jsqg.sport.org.cn/en/index.html

ETHIOPIA - SPORT BUILDS BRIDGES

Lilyana Ahmed Bechu [1], *Thierry Graf* [2]
[1] *Sport - The Bridge, Addis Ababa, Ethiopia*
[2] *Sport - The Bridge, Biel/Bienne, Switzerland*

Introduction

Ethiopia-Sport Builds Bridges focuses its resources on the prevalent social issue of street children in Addis Ababa, Ethiopia. While it is an alarming and escalating problem worldwide, this area has been hit particularly hard, with more than 60,000 children living on the street.

Development

In general, our approach involves almost every kind of sport. The main sports used are football, martial arts and special games based on the sport teaching aid called the KRAFT Model. This is built on five modules called body, rules, acceptance, fairness and teamwork. Within the five modules we have developed a total of 84 games and exercises, through which we pass on messages to the children. Every game is displayed on a card with a short explanation and two messages:

1. One message regarding the game/sport in general
2. The other message concerning society (like community rules and social norms).

Each sports lesson in the KRAFT Model includes time for thought and discussions on how to transfer the learning from sport to the rest of life. During this time period, there is also a strong push to reintegrate the children with their families and to register them in school as well as to improve the economic situations of the families. After the first year, a follow-up programme begins, where Sport – The Bridge stays in close contact with the children and their families during which support gets reduced step by step. Since its inception in 2004, more than 500 children and their families have gone through the programme, with 130 more joining each year, of which 80 regularly participate in the first-year programme.

Groups of children who benefit:

1. Street children in Addis Ababa who can potentially be reintegrated into their families and schools. Aged 6-14; gender: male and female; number of children admitted in the first year: 130 children per year --> 5-6 times a week.
2. Reintegrated (former street-) children, to ensure a sustainable impact of the first year programme (follow-up programme: “club system”). Aged: 7-17; gender: male and female; number of children in the 2nd – 4th year: 170 children per year since not all 1st year children participate in the club system --> 3 times a week.
3. School children from the surrounding neighbourhoods and from other humanitarian organisations that participate in our football tournaments. Number of participating children: around 120 children --> once a week.

Ethiopia-Sport Builds Bridges acts as a home during the day, an educational facility, a training ground, and a place to bring the children and their relatives together again. For one year, the young people attend the full programme on the compound, where Sport – The Bridge provides medical care, food support, sport-based teaching methods on social behaviour and a literacy program before children are integrated into to public school.

Conclusion

The strong curriculum focus on “pedagogy” and the emphasis given to the importance of family involvement around these street children are what make this project remarkable and very contemporary.

Website: http: **www.sportthebridge.ch**

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Plenary 2

Programmes and policies

FULLY UTILISING OLYMPIC LEGACIES TO PROMOTE THE DEVELOPMENT OF SPORT FOR ALL IN BEIJING

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One of the core values of the Olympic Movement is to improve people's health by advocating and promoting physical exercise, and the fundamental way to realize this core value is to vigorously develop Sport for All. Sport for All is an essential part of the Olympic Movement, and developing it is an important way to achieve the goal of the Olympic Movement. Sport for All is the basis of competitive sports, and the glory of competitive sports must be backed by the great development of Sport for All. The high level of participation and the improvement of people's health in turn contributes to the vitality of Olympic sports and the continued inheritance of the Olympic Spirit.

Firmly seizing the historic opportunity of preparing for the Olympic Games, and reaching new heights of comprehensive development, Beijing introduced statutory policies to advance the development of Sport for All. As a result, all Beijing citizens benefited from sports and physical exercises and participated in the Olympic Games with unprecedented enthusiasm. All this contributed to the success of the Beijing Olympic Games and led to sound interaction between the Olympics and Sport for All movement.

Following the great success of the Beijing Olympic Games, Sport for All in Beijing has reached a higher level. In the future, we will ensure the development, opening, and effective utilization of the Olympic venues and facilities, step up efforts to integrate existing service facilities and resources, organize diversified Sport for All activities, and innovative service provision mechanisms of Sport for All. Furthermore, Beijing will continuously formulate and improve feasible plans and policies in light of Beijing's unique characteristics, in order to accelerate the establishment of a sports public service system that covers both urban and rural areas, thereby promoting the sustained, rapid, and sound development of Sport for All.

Abstract submitted in Chinese.

LONG TERM PLANNING POLICY FOR SPORTS FACILITY DEVELOPMENT

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A common problem in many countries is the lack of sporting facilities that are available for elite athletes and the general community to utilize. This is a particular problem in the developing world where funding for such sporting facilities is limited and populations are often quite large. Compounding this problem is often a lack of appropriate planning when the opportunity to develop sporting facilities are presented.

As a way of introduction, I wish to outline a recent example of poor sport development that occurred in my own country, Indonesia. Every 4 years Indonesia holds a National Multi Sport event we refer to as PON, which is essentially an Indonesian Olympics. All 33 Indonesian provinces send their best athletes to compete for national honours in a wide range of events. In 2008 PON was hosted in the province of East Kalimantan and many millions of dollars were spent constructing the sporting venues necessary to host this important event. However, there was no plan developed or funding appropriated for the use of the sporting facilities after the 2 week event was finished and now, just a few short years later, many of the new sporting venues have been abandoned and are not being used.

This unfortunate example happens frequently in developing countries and is a result of poor long term planning. Organisers plan only for the major event and do not consider the long term use of these facilities and the opportunity to provide greatly needed sporting facilities for their communities is missed.

The costs and longevity of sporting facilities vary. However, the commonly accepted international standard for the lifecycle of most sporting facilities is 50 years. To ensure 50 years of productive capacity is achieved for the sporting facility then an amount of approximately 1.5 to 2% of the current cost of the facility is required to be spent in maintenance each year of the 50 year period. This essentially means that over the 50 years lifecycle of the facility that the initial construction cost represents only about 30% of the total cost and the remaining 70% of the total costs are required for maintenance purposes over the following 50 years, at the rate of about 1.5 to 2% per year. Additional costs for the staffing and operation of the sporting facilities are also required to be budgeted to make the facilities operational.

An excellent example of a successfully used long term sporting facility is the Sydney Olympic Park that was used to host the Sydney Olympic Games in 2000. Eleven years after the successful hosting of the Sydney Olympics the sporting facilities have been well maintained and are still being used to develop some of Australia's best athletes, and also to provide a world class recreational facility used by millions of members of the general public on a user pays system. To ensure the sporting facility is affordable for members of the public, and also to have sufficient funding for operation and maintenance, the state government subsides the facility with about $US 4.2 million in funding each year. These funds are justified as a useful public service.

Such long term planning needs to be a feature of the development of all sporting facilities. A 50 year long term planning policy needs to be developed with an appropriate budget for operation and maintenance and an understanding of the important place such sporting facilities serve both for the development of elite athletes as well as community Sport for All.

AQUATICS: SPORT FOR ALL, SPORT FOR LIFE

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Seen as an "occasional pastime of the rich and idle youth" in the 19th century, sport acquired its true universal dimension with the efforts of Baron Pierre de Coubertin, founder of the Modern Olympic Games. In his quest for a healthier society, he introduced the term "Sport for All", an "utopia" in his words, but that is today an established reality in the five continents.

Since the early efforts of Coubertin, several decades went by until this fundamental right was considered at the highest level by the political and public authorities. This new dynamic led to the creation of MINEPS/UNESCO in the mid 1970s, to the adoption of the "International Chart of Physical Education and Sport" (1978) and to the organisation of the "World Conference on Sport for All" (1986). Since then, a joint work made by all the partners in this area – UNESCO, National Governments, Non-governmental Organisations (NGOs), International Olympic Committee (IOC) and International Federations – has been successful in implementing a "Sport for All" awareness worldwide, based on the main consideration that the practice of sport is a basic human right, leading to a better society and to an improved citizenship. Athletes, coaches, school teachers, clubs, parents, and population in general are the beneficiaries of those actions, also widely supported by the national educational systems, media and sponsors.

As one of the pillars of the Olympic movement, FINA has naturally its share of responsibility in this global effort. Swimming and all Aquatic disciplines are considered by our International Federation as "Sport for All, Sport for Life", and one of the FINA goals, explicitly mentioned in its Constitutional Rules, is the worldwide development of aquatic sports in the territories of its 202 National Member Federations.

FINA's national partners are of course at the forefront of this fight – they have a deep knowledge of the needs in a given country, and they can also evaluate which local resources and entities can be used to implement this policy. Many National Federations have specific programmes in this area, with the ultimate intention of ensuring the widest possible part of the country's population is practicing sport.

The FINA Masters competitions, open to age groups from 25 years old onwards, is the field where mass participation in our sport is possible, and the FINA World Masters Championships is the biggest FINA event in terms of participation, with over 8000 athletes, competing also for better fitness, friendship and understanding.Moreover, FINA has established specific Development Programmes aimed at raising the level of Sport in the five continents. To this purpose, technical clinics are periodically organised for coaches and officials, who will in return, apply their knowledge on a local, national or regional basis.

Finally, FINA also counts on the positive effect of its Aquatic Festival, the FINA World Championships. Gathering great stars in great venues and locations, this competition not only works as a showcase of our magnificent aquatic disciplines, but represents a significant investment in terms of legacy and inspiration to the worldwide youth. The levels of audience of this competition – billions of TV viewers follow the event on their screens - also reinforce the image of success of Aquatics. In conclusion, more Aquatics lead to a healthier society, and Sport for All is Sport for Life.

Parallel Session 1

PAN AMERICAN EFFORT TO PREVENT OBESITY: THE ARUBA CALL FOR ACTION ON OBESITY "THROUGHOUT LIFE… AT ALL AGES"

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Introduction
Obesity has multiple causes such as unhealthy diet and physical inactivity, which are closely linked to an increasing "obesogenic environment" and associated with social determinants. The Pan American Conference on Obesity with special attention to Childhood Obesity was held in Aruba from June 8th to 11th, 2011 with the participation of national, provincial and municipal government representatives; ministers, senators; minister's representatives, scientists, experts, journalists, and athletes from 22 countries of all the Americas. Experts from scientific associations such as the International Association for the Study of Obesity (IASO) with its representatives of Latin America and the Caribbean (FLASO) and North American (TOS), the Latin American Pediatrics Association (ALAPE), LATINFOOD, universities and international organizations including WHO, PAHO/WHO, FAO and IOC, in addition to the multilevel representation and multi-sector such as health, sports, education, agriculture, and infrastructure participated in the preparation and the work session of the Conference.

Methodology
During the Conference, strategies that can be applied to prevent obesity in the Americas were identified and the principal document was signed by the majority of the participants. The signed document is THE ARUBA CALL FOR ACTION ON OBESITY "Throughout Life… at All Ages" in order to help stop this epidemic in the region.

Results
The participants of the Pan American Conference on Obesity with special attention to Childhood Obesity agree that it is necessary:

To commit to the fight against childhood obesity and promote healthy weight by sharing strategies and actions contained with our respective governments, institutions and communities, and then promoting those strategies as is consistent with national circumstances.

To support effective public policies and multi-level, comprehensive strategies to address obesity, based on three principles: a) that primordial and primary prevention with a life course approach should be the central component of national programs to stop the obesity epidemic, b) that the multi-level focus should be working across all sectors to modify the 'obesogenic' environment that facilitates a positive energy balance and excess weight gain, and c) that developing self care skills, meaning actions taken by the individual to protect and promote their health and the health of their children is imperative. At the same time, it is acknowledged that the 'obesogenic' environment shows wide variability across countries, and therefore any concerted regional action plan must allow for flexibility and adaptation to each local situation.

To create, promote and sustain supportive environments that facilitate access to education, physical activity, healthy foods, and empower the individual to make decisions toward improving their quality of life.

To implement the necessary policies that insure access to physical activity opportunities, and availability of healthy foods, breastfeeding promotion, utilizing strategies such as menu labeling and restricting the marketing of unhealthy foods and beverages to children via all media, including children's programs and sports.

Conclusion
Preventing obesity poses a pivotal challenge and opportunity for change. It's also one of humanity's most pressing obligations. Many shortcomings and contradictions come with this task, yet never before have so many political leaders, scientists, and health experts conjointly shared concern and recognise the need to act on this issue. We must address it now and with the full strength of our professional knowledge, research capacity, diplomatic cooperation, and public outreach because the health and development of entire nations depend upon it.

THE EXERCISE GUIDELINE AND EFFECT ASSESSMENT KEY TECHNOLOGY FOR CHINESE

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Background
Nowadays people are undertaking less physical activity, with a corresponding increase in sedentary lifestyles. This has led to a reduction in people's physical fitness and a higher prevalence of chronic diseases and lowering ages of morbidity. Many studies have already confirmed that regular physical activity can effectively prevent and delay the onset of chronic disease. But still there are many problems that exist in relation to regular exercise, and the exercise effect evaluation system is still at the exploratory stage.

Objectives and meaning
This research aims to build, together with previous studies, a scientific exercise guideline and exercise effect assessment system for healthy adults.

Subjects and methods
This study consists of both an empirical and theoretical part. This research committee followed unified research techniques. Subjects were divided into four groups by age, including preschool children group, school children and youth group, adult group and elderly groups. According to the age and physical characteristic, this research applied modules to establish a scientific exercise guideline and exercise effect assessment system. This system can be use for obesity, diabetes, hypertension, and osteoporosis patients. This research paid a lot of attention to developing a new guideline and assessment system. Exercise intervention programs and guidelines were created on the basis that they should be well-planned, gradually developed and individually tailored. This research used scientific knowledge but practical data was also used to quantify and test the system. The theoretical research was conducted by traditional methodologies including literature searching and questionnaires using the Delphi technique. This research was used to form the scientific exercise guidelines and exercise effect assessment system which can be individually tailored and is applicable to both healthy and ill members of the population. The empirical research was completed by implementing the guidelines and checking their validity through various testing measures. The exercise effective assessment system was also tested.

Results
1) social and economic value: there were more than 10,000 people that took part in this research and more than 40 fitness paths were founded during the research;
2) created a number of key technologies, such as exercise modules for children and adolescents, and guidelines for adults, the elderly and chronic disease patients. Initially completed the guidelines for children, youth, adults, the elderly and patients with obesity, diabetes, hypertension and osteoporosis; also established exercise effect assessment system;
3) there are 54 articles published in professional periodicals, at home and abroad conference;
4) founded a scientific research group: there are more than 80 faculties took part in the research;
5) applied for one patent

Abstract submitted in Chinese.

KEEPING SCORE: TOWARDS A 'SPORT FOR ALL' IMPACT ASSESSMENT TOOL

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Introduction
For well over a decade, sociologists interested in sport for development projects have identified a pressing need to construct thoughtful and rigorous metrics for assessing the impacts of local, regional and national 'Sport for All' projects that may be implemented in different regions of the world. As Coalter (2007) notes, without a series of analytical tools for measuring the intended and actual outcomes of sport for all initiatives, there are scarce grounds to know how and why the programs either fail or succeed or, for that matter, whether or not programs create enduring solutions to broad social, psychological, health and population problems. With literally hundreds of sport for all programs now in operation around the world, the time is right

to explore a global template for evaluating such programs. In thinking widely and cross-culturally, an analytic assessment tool that could be used flexibly to study and measure the impact of broad gauge social interventions through sport initiatives would be helpful to both researchers and practitioners alike. Building on the authors' involvement in Sport for All research (in, for instance, Africa and Canada), this paper offers a global template for assessing the impact of Sport for All programs on their host regions.

Development
In this presentation, we review the creation and potential implementation of The Sport Legacies Report Card (SLRC). The SLRC is a multi-dimensional guide for assessing the socio-cultural, infrastructural and population health impacts of sport for all programs, sport for development initiatives and major sporting events on intended groups. In the paper, and drawing on case studies in Nairobi, Kenya and Toronto, Canada (sponsored in part by the University of Calgary and the Sport Legacies Research Collaborative at the University of Toronto) we unpack the logic and dimensions of the SLRC, the ways in which it may be used to evaluate the impact of sport for all programs and events, and its trans-contextual relevance as a measurement device. We illustrate how the development of a common tool like the SLRC allows researchers to communicate 'across borders' about Sport for All and development programs by pooling comparative evidence regarding what has been successfully accomplished and what still, as yet, requires re-examination in a range of future Sport for All programs. To this end, the SLRC can serve as both a tool for designing and evaluating sport for all programs, and as a device for translating empirical evidence into new sport for all policies. We thus argue that the SLRC may act as a vehicle for helping researchers, sports organizations, NGOs, and government agencies better design, monitor and align their sport for all/development activities.

Conclusion
Based on the existing literature and the case studies presented in this paper, we argue that any evaluation tool such as the SLRC will only work in practice if it is viewed and utilized as an open, dynamic and interactive document to be refined through ongoing empirical research. In addition, we illustrate how the SLRC model is a practical tool for assessing both short and long-term impacts of sport-related social interventions. Given the relative dearth of existing strategies for cross-culturally comparing sport for all programs, and pooling evidence regarding the effectiveness of such programs, a common language of and vehicle for metric analysis is required.

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SPORTS FOR ALL AS A MEDIUM FOR HEALTH PROMOTION IN MALAYSIA

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Through an Act of Parliament of Malaysia, the Malaysian Health Promotion Board was established in 2007. The main function of the board is to disseminate information about healthy living and disease prevention through the award of grants. Special emphasis is placed on Non Communicable Diseases Prevention, Obesity and Healthy Eating, and Physical Activity. There are 5 main committees of the board namely the Sports and Recreation, Health Promotion, Cultural, Capacity Building and Research committees. The Sports and Recreation Committee is tasked with giving grants to Non Governmental Organisations, such as Sports, Fitness and Recreation Associations to organise and run physical activites. Through sports and recreational actitivities the message of healthly living is disseminated.

For the year 2010, the Board has given out Ringgit Malaysia RM 1.1 million to 47 Associations to help them run sports and recreational activities.Through these activites the associations give and promote the message of health and fitness.The activites are mainly related to sports for the masses. Amongst the activites are jogging, brisk walking, aerobics, tai chi, kayakking, canoeing, rafting, camping, mountain climbing, futsal, street football, soccer, basketball, rope skipping, wall climbing, roller skating and swimming. The activities have attracted a total of 5,500 participants for the various games. The Board has produced separate modules for activites for children, adults and the elderly. This is to facilitate uniform and proper methods for the organisations to run the programs. The Malaysian National Fitness Tests is conducted before and after the activites to measure the effect of the programs on the participants. Qualified instructors are trained by the board to help the organisations in carrying out the activities. The board also provide guidance in managing the activities. Through capacity buliding seminars and courses conducted by the board, the Non Governmental Organisations are empowered to carry out Sports for All activites for the masses.

Parallel Session 2

THE PRACTICE OF BUILDING PUBLIC SPORTS SERVICE SYSTEM IN JIANGSU PROVINCE

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As a southeast coastal province, Jiangsu is one of the regions with rapid economic development, strong comprehensive power, and a high degree of opening-up. In 2010, Jiangsu's per capita GDP exceeded 7700 US dollars, and the social security, public culture and medical services systems covering both urban and rural areas have been principally constructed. With the development of economy and society to a certain level, governments at each level in Jiangsu pay more attention to the public sports services. They try to provide basic public sports facilities and services to advocate a civilized and and healthy lifestyle; to enrich people's intellectual and cultural lives; and to increase the quality of people's lives and their physical health conditions. However, due to the long-term gaps among different regions, especially between urban and rural areas, different governments are unable to provide public sports services with the same abilities, in like methods, and with similar contents. The material foundation for the public sports services are not enough. There exist the discrepancies between the people's increasing needs for sports services and the actual provision of such services. The insufficient provision of public sports services and the differences between urban and rural areas will be the challenges in Jiangsu for a long duration.

The purpose of the economic and societal development is the overall improvement of the people. As early as 2002, the development of sports has been regarded as one important measure to increase the overall quality of life of the people. It is proposed to build a sports service system that is convenient to the people, beneficial for the people and close to the people. The aim is to provide equal and beneficial public sports services to the people. In 2003, the Standing Committee of Jiangsu Provincial People's Congress passed the Jiangsu Provincial Regulation of the Sports Exercises for All the People. In 2007, it proposed to actively develop the public sports services to make it as a basic public service for more people.

In recent years, Jiangsu has strengthened the public sports services in two particular aspects. The first one is to take equalization as the principle guiding the provision of basic public sports services as responsibilities of various levels of government. The responsible department of the provincial government will prepare the plan, policy, management, and relative standards of such services, and it will provide funds and monitor the provision of the services. Meanwhile, by defining the average level of public sports services, it will encourage the local governments to provide actual services according to local conditions. The municipal and county governments will organize the provision of the services, combine the construction of public sports facilities into urban planning, quantify the required funding, and provide necessary infrastructure, land, and daily maintenance.

The second way Jiangsu has strengthened the public sports services is through an increase in the public financial support for the basic public sports services. Since 2005, 2% of the provincial sports lottery public welfare fund has been specially allocated to support the construction of the local-level sports facilities. The local governments will also provide increasing amount of fund to it. From 2006 to 2010, the province altogether has invested 16 billion RMB yuan on the sports fixed assets, and the government investment was 13.2 billion RMB yuan, accounting for 82.5% of the total investment.

Abstract submitted in Chinese.

MINIBASKETBALL: A TEAM-SPORT FOR ALL

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Introduction
Minibasketball is not to be considered as a form of miniature basketball, but is a team game reserved to boys and girls 5-11 years old. Playing Minibasketball a child educates his/her sensitive-perceptive abilities, motor and postural pattern, becomes better socialized, improves communication and the ability to measure one's own abilities, and learns the fundamentals of basketball.

Materials
Minibasketball is played on a basketball court (28 x15m). The baskets are placed at the height of m 2.60 (up to 10 years) and 3.05 m (11 years) and the ball has a circumference between 68-73 cm and the weight between 450-600 gr. The rules are very simple and the games are refereed by Minireferees.

Methods
At 5-6-7 years the best method to teach Minibasketball is global and at 8-11 years is better to use the mixed method. The fundamental are taughtplaying. It is not possible to improve the executive technique if nobody educates and develops individual motor abilities in the beginning.

Objectives
The work in the gym is mainly based on a progression of learning education that starts from the simple mrogressing to the difficult. The principal underpinning the didactic progression is that of teaching Minibasketball to children, not in terms of the basketball technique, but according to their way of playing. The role of the coach in proposing and developing play is that of allowing children to deal with new difficulties and problem situations that need to be solved. At 5-6 years the main objective is to develop the motor patterns and improve posture. At 7-8 years the technical objective is to let the children play 3 vs 3 in free form. At 9-10 years the technical objective is to play 4 vs 4 in free form. At 11 years continues the development of motor skills, the technical objective is to play 5 vs 5 in an organized form and is obligatory man to man defense.

Results
With this method of teaching, the number of children who play Minibasketball in Italy increased from 93.532 in 2001 to more than 206.425 (Italian Basketball statistics) in 2010. In Europe FIBA Europe statistics say that more than 5 million children practise this game-sport (more boys than girls). Around the world millions of children play Minibasketball and all the activities are coordinated by FIBA World.

Conclusion
In this way Minibasketball promotes a muscular development (in fact the four limbs have to be moved together in the run, in the dribble, in the shots, in passages and in movements without ball), and important physiological adaptation. Thisactivity makes it possible to progressively transform simple abilities into complex abilities, through education and development of motor abilities.

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GOAL – EMPOWERING WOMEN AND GIRLS IN INDIA THROUGH NETBALL

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Introduction
Goal uses netball and life skills education to transform the lives of young under-privileged girls in India, both on and off the court. The programme was launched in Delhi in 2006 and was expanded to Mumbai in 2008 and Chennai in 2009.

Project description
Goal is a collaborative, multi-stakeholder initiative that links the private and NGO sectors. Naz Foundation India Trust[i] delivers and implements the programme, coordinating across India and working directly with the young women. A global Bank[ii] provides financial investment, management support and a network of employee volunteers in India to assist with the programme. The International Federation of Netball Associations[iii] provides netball guidance and expertise, providing training and coaches and facilitating opportunities for future development of skilled netball players.

Outcomes
Under the Goal programme, girls between the ages of 14 and 19 from low-income families from urban slums, are taught basic skills to realise their true potential. To graduate the girls must complete four modules – promotion of self confidence, communication skills, health and hygiene and financial literacy.
Once girls have graduated they can become Goal Champions and are then trained to deliver the curriculum and coach netball. In exchange for their commitment the girls are offered an opportunity to engage in an economic empowerment pathway through skill building, savings education and access to finance.

Conclusions
The impact of Goal is personal and transformational. The young adolescent girls who participate in Goal gain a better chance in life. Goal changes their opinions of themselves and their role in the world. The netball aspect of the programme provides a safe, fun, comfortable and open environment which encourages interaction and social development. This sports-based social inclusion project has long lasting results for the empowerment of women [iv].

References

[i] Naz Foundation India Trust is a Delhi-based NGO that has focused on HIV and sexuality issues since 1994. In 2006 they were approached to run Goal.
[ii] The Bank is the financial sponsor. The bank is committed to women's empowerment and to becoming a leader in the field by 2011.
[iii] IFNA is the sole, recognised, international governing body for the sport of netball. Netball is a recognised Olympic Sport and IFNA is therefore affiliated to the General Association of International Sports Federations, the International World Games Association and the Association of Recognised Sports Federations.
Currently, over 65 National Netball Associations are affiliated to IFNA, grouped into 5 Regions - Africa, Asia, Americas, Europe and Oceania - each with a respective Regional Federation.
[iv] See Goal Monitoring and Evaluation Report 2006/2007- Substance and Development through youth sport:the Goal project for young women in Delhi – Loughborough University June 2008.

CORPORATE-NGO PARTNERSHIPS FOR SPORT, GENDER AND DEVELOPMENT: BUILDING ENTREPRENEURSHIP AND ECONOMIC EMPOWERMENT THROUGH SPORT?

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The recent involvement of multinational corporations (MNCs) as powerful actors in providing aid, and professional support for international development initiatives holds important implications that, with few exceptions (e.g., Levermore, 2010), have yet to be empirically examined in sport for development and peace (SDP). This is surprising, given the UN's recent endorsement of private sector involvement in the SDP movement. In particular, MNCs are supporting, implementing and executing SDP programs to improve the lives of marginalized women and girls through sport interventions that aim to promote their economic empowerment, particularly in the Two-Thirds World (also referred to as the Global South; Hayhurst, MacNeill & Frisby, 2011). At the same time, gender and development scholars have noted that developing and investing in women and girls is increasingly being framed as "smart economics;" and as something that will automatically contribute to economic growth, where often responsibility is placed on women and girls to be "more effective wealth producers" (Eyben & Napier-Moore, 2009).

Drawing on recent literature on sport, social entrepreneurship, gender and development, the purpose of this study was to explore how a MNC, International NGO (INGO), and a "Southern" NGO (SNGO) all involved in funding, implementing and developing a SGD program in Uganda position sport as part of an economic empowerment strategy for women and girls.

Methodology
The findings discussed draw from a larger study that focused on sport, gender and development (SGD) interventions administered through a partnership between a MNC, INGO and SNGO. This study used qualitative research methods, including document analysis, participant observation and semi-structured interviews with staff from each entity (n=33). Data coding and analysis were conducted using Nvivo 8, a qualitative data analysis software program that assisted in classifying quotations from interviews under emergent themes.

Results
The findings revealed several challenges and benefits for entities that fund and implement sport programs to promote economic empowerment and entrepreneurship among women and girls in Uganda. In summary, though this SGD program provided participants with increased social networks, leadership, confidence and entrepreneurial skills that help to better prepare them for locating employment opportunities; the initiative seemed to ignore the wider gender, cultural and familial relations in the local communities where the girls reside. Specifically, the SGD program trained girls to become martial arts leaders and coaches, which was beneficial for creating possible economic opportunities, but at the same time assumed girls would be able to take on such roles without considering the wider structural inequalities underlying and reinforcing gender discrimination (e.g., poverty, uneven resource distribution).

Conclusion

SGD programs that promote economic empowerment and social entrepreneurship through sport need to be cautious not to frame gender equality as a 'side-effect' of development strategies. Thus, it is crucial not to assume that once girls are employed and have disposable income, they will be more autonomous and free to make their own decisions. It is important to consider the implications of these findings for SGD programs and policy-makers.

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Plenary 3

Development and promotion

3X3 BASKETBALL – OPENING THE SPORT UP TO ALL AND MORE...

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3x3 Basketball is a discipline with many faces and names. Depending on where you go it may be called 3on3, 3x3, street ball or even "3 men" – It is played worldwide mostly in the streets, on squares, in your backyard but also indoors; it is played on wooden courts or concrete playgrounds; it can be enjoyed under all kind of weather conditions; even rain doesn't hold back the players from competing.

Half a court, one basket, 2 x 3 players, 1 ball. This is enough to play 3x3 Basketball and there is no country in the world that would not have 3 skilled basketball players. In fact, as height and physical strength impact less the 3x3 game, FIBA has witnessed in several test events over the past 2 years, how new countries with limited traditional basketball history have been able to field competitive teams.

The game is also suitable for women and girls as a tool to introduce them to basketball. It can be played by mixed teams as well as by teams grouped by gender, height or age, making it accessible to anyone, anywhere. It is perfect for intra-mural programs, for schools or universities and for municipalities who want to take the kids away from the streets and bad habits.

Research shows that the number of amateur 3x3 players exceeds by a conservative average multiple of 3 the number of official licensed players worldwide, leading to a total number of basketball players that is close to half a billion athletes, with USA, China, Brazil and Russia leading these statistics.

Following the success at the Youth Olympic Games 2010 where 3x3 Basketball was officially introduced for the first time, FIBA is ready to embrace 3x3 Basketball as a natural extension of its core 5 on 5 game in order to grow fan and player base alike and to ensure a long-term sustainable growth of basketball altogether.

A FIBA project team is currently

- setting up a network of tournaments;
- preparing the organization of a world tour and of multiple world championships
- implementing a worldwide, individual player ranking
- defining the playing rules; and
- launching a groundbreaking digital platform to unite the 3x3 community

as it prepares to formally launch 3x3 Basketball as a new discipline of basketball in 2012.

DEVELOPMENT AND PROMOTION OF MASS SPORTS IN BEIJING

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Under the proper leadership of the Party and the Central Government, Beijing has earnestly implemented the tasks of the ***Outline of the National Fitness Plan***, with the main goal of improving citizens' physical quality and life. Beijing has also considered how to satisfy the growing fitness needs of the public and constantly strengthened the responsibility of the government to provide basic public services. This has resulted in the successful creation of a general layout of a uniquely Chinese national fitness public service program focused on sporting events, sporting organizations, sporting facilities, backbone sporting teams, physique testing, sporting regulations, and promotion of sports.

Ever since the Beijing Olympics and Paralympics were held, Beijing has firmly grasped this historical opportunity for the development of group sports, issuing the ***Olympic Action Plan for Beijing Sports***, putting forth the ***National Fitness with the Olympics*** slogan, and holding a series of group fitness brand events. These actions took the unprecedented passion of Beijing residents for the Olympics and transformed it into a fitness frenzy that has never been seen before, thus making monumental strides in the development

of group sports. While this was occurring, the ***Beijing Municipal All-People Fitness Regulation*** was promulgated, ensuring legal protection for the masses participating in the city-wide fitness plan.

After the Olympics, Beijing transformed the three Olympic ideals into its strategy for development of a "Humanistic Beijing, High-tech Beijing, and Green Beijing", making group sports even more cultured. At this new point in history, Beijing will be freshly motivated by the implementation of the ***Beijing Municipal All-People Fitness Program (2011-2015)***, strive to strengthen Beijing residents' awareness of sports and fitness, improve their health, and gradually build a public fitness system which covers both urban and rural citizens, thus promoting the beneficial and quick development of group sports in Beijing.

Abstract submitted in Chinese.

INTERNATIONAL INSPIRATION: THE LONDON 2012 SPORT FOR ALL LEGACY PROGRAMME

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International Inspiration is the international sport legacy programme of the London 2012 Olympic and Paralympic Games. Part of the LOCOG International Education Programme, it is delivered by UK Sport, UNICEF and the British Council.

When the London Bid team presented the case for London to host the Games to IOC Congress in Singapore in 2005 we emphasised London's character as a global modern city. Not only would London be ready to welcome the world in 2012, but London already includes citizens originating from all over the world. Our delegation included 30 young Londoners with different ethnic origins. Our bid film showed the inspirational power of the Games on young people in contrasting ways. Representing this global nature of London's approach to hosting the Games was a priority within our message to the IOC.

Development
In honouring our Singapore Promise we faced six challenges. The first was to determine a realistic but globally significant scope. 20 countries, one tenth of IOC member states, seemed both achievable and impactful. The symbolism of aiming for 20 countries and 12 million children was appropriate for the 2012 Olympic Games.

Where would we work? We selected countries against criteria relating to development need, existence of national sports strategies and systems, willingness of governments to use sport as a development vehicle, and historic ties with the UK. We took advice from the IOC and IPC, as well as the UK government and UNICEF. Our countries encompass emerging economies like India, South Africa and Brazil that have themselves hosted, or soon will host, global sporting events, and developing countries in sub-Saharan Africa. Some have vast populations, while Palau in Micronesia has a population of 21,000. International Inspiration is flexible enough to work to any scale, and we tailor country programmes to local needs and priorities.

We needed to secure IOC and IPC approval and engaged the IOC and IPC from the outset, consulting them about country selection, and updating them regularly on progress in the first five countries. This enabled them to evaluate the programme so that they were satisfied for LOCOG to enter into a licence agreement with the II Foundation, the charitable body which governs International Inspiration. Planning and delivery were developed by UK Sport, the British Council and UNICEF collaboratively. They didn't get everything right initially, but they embarked on the process with a spirit of enquiry and development.

Because International Inspiration was not in the Host City Contract there was no budget for it. We started to deliver with no certainty of being able to fund it, but with a strong belief that it was worthwhile and had a strong rationale that would appeal to potential donors from public and private sectors. Having raised £36 million of a £42 million budget, that faith was justified although we are still working to raise the funding required to honour all our commitments. It is disappointing that the proportion of investment from the corporate sector has been so low. This may have been different had corporate partners been involved in International Inspiration from the outset.

Conclusion

Finally, we need to communicate the great achievements of International Inspiration. It is a terrific programme that has already reached 12 million children and young people. We need to make sure that its success is shared and understood by the hundreds of thousands of visitors that we will welcome to the London Olympic and Paralympic Games next year.

Panel Discussion

Cooperation in the global Sport for All community

A GUIDE TO AN ACTIVE AND HEALTHY CITY

Shlomit Nir Toor
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Background
In May 2004, the World Health Assembly adopted the Global Strategy on Diet, Physical Activity and Health, a worldwide framework to promote physical activity and healthier diets. The World Health Organization (WHO) has also identified obesity as one of the key areas for public health action. In November 2006, the WHO Regional Office for Europe organized a Ministerial Conference on Counteracting Obesity to address the growing challenge of strengthening political commitment to action in the Region.

In 2009, The Triple AC program was founded by TAFISA, recognizing and rewarding the use of the community and city settings to help citizens become more active, and improve their quality of life. The Triple AC is a model of a global initiative being developed in collaboration with already 'active' cities, and in cooperation with the IOC and cooperation with WHO Europe Healthy Cities program is also underway. The Triple AC program builds upon the policies of established international organizations such as WHO and UNESCO and will be executed through an international network of TAFISA members, experts, partners etc.

Case Study: Israel
An "Active and Healthy City" is a city which promotes health and enables all its residents to enjoy an active life. This requires the municipality to adopt and implement an overall policy of an "Active Life for Everyone": creating opportunities and facilitating a life of activity within the daily routine of all its residents.
The objective is the implementation of health promoting physical activity, while simultaneously ensuring an environment that is clean, secure and accessible for such pursuits. The promotion and development of this 'culture' of physical activity should extend to a variety of social structures, including schools, community centers, sports club and workplaces.

Preparing an "Active and Healthy City" policy and ways to implement it, as part of a national program throughout Israel:

The following are the partners of the program promoting active healthy cities:

- Ministry of Health; Ministry of Culture & Sport; Ministry of Education;
- Ministry of Environment; "Healthy Cities Network"; Olympic Committee
- Sports Federations; Health Insurance companies; Community Centers Association;

Initiating a program requires the following steps:

- Adoption of an "Active City" general policy by the Mayor and the City Council
- Establishment of a Steering Committee headed by the Mayor, with the participation of the relevant agency representatives
- Appointment of a Task Force

It is recommended that the director of the City's Sports Department coordinates the activity in harmony with other partners

- Charting requirements, charting the activity in the field and suiting policy to city's characteristics
- Preparation of "Active City" Plan, to include
    - Preliminary Survey followed by evaluation and control
    - Construction of suitable amenities to implement the activity and reaching different target groups
    - Wide-reaching publicity campaign to increase awareness
    - Arranging of target budget for program implementation via raising funds from relevant agencies
    - Determining measures of success and implementing effective follow-up and supervision of program.

When city residents are encouraged to adopt an active healthy life style, the activity also adds to social consolidation, community health and economic benefit.

The key to success is cooperation between all partners and relevant organizations! The aim of the international initiatives and programs is to encourage and ignite local, national and international initiatives. Again, the key to success is cooperation.

TAFISA is also a useful resource and potential partner as the first worldwide organization for Sports for All and which has developed a system for promoting the movement internationally through popular events such as: World Walking day; World Challenge day; International Sport for all day; Olympic run day; Family active day; Rowing for Clean Water; Sea of Galilee swim.

COOPERATION IN THE GLOBAL SPORT FOR ALL COMMUNITY- THE KENYAN EXPERIENCE

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A closer look at people's lifestyles and routine activities, especially in Africa reveal interesting observations. Children growing up in the rural villages daily handle domestic chores early in the morning before going to school, which are usually miles away. They, therefore, rush against time to be in school as expected.
This is a scenario replicated in most long distance runners' stories in Kenya.

Based on this, many people do sports without knowing that sport is the fulcrum around which healthy living revolves. Indeed, in the course of our daily lives everywhere, we all strive for healthy living. Most rural teachers in Kenya have made bicycle-riding to work a habit; tribesmen along lakeshores conduct regular swimming and boat/canoeing competitions - all the time unaware that they are promoting healthy living. And the list goes on and on.

There are other situations, which can contribute to sports development. Scarcities of basic needs like food at home have seen some children rush to and from schools where a meal is provided. Over time, a favourable environment for honing running skills are developed, which will have a huge impact on their sporting careers. These highlights demonstrate the very unique opportunities various organizations and individuals can partner and contribute to the progress of the global Sport for All community. Because in one way or another, our social backgrounds and, even politics, are key areas where such ventures have contributed to the growth of sport.

Education is certainly a key cooperation partner, especially in poor communities. Parents encourage their children to take up sports with the hope that they can get bursaries and scholarships available for talented children.

In politics, the politicians are using sports to galvanize the masses through organizing and sponsoring various sporting events in their communities. This confirms that sports globally dominate the political agenda. In Kenya, most state institutions such as the Army, Kenya police, Kenya prisons and other corporations play a key role in developing sports. Most young people venture into sports with the hope of being spotted and recruited by these organizations providing them with a source of income now and in retirement as well as to develop further their career.

One observes thus that in Kenya and many African countries, there are no structural systems of promoting and propagating the theme of Sports for All, which is a global trend in the developed world. This calls for an urgent need to eliminate all barriers that hinder the ideals of Sport for All as envisaged in the IOC Charter, which confers on every person the fundamental right to a sport without discrimination. Children, women, prisoners, CEOs, blue collar workers, physically or mentally challenged persons; virtually everybody must be allowed and encouraged to partake of sporting activity.

Communities should be lobbied to open gymnasiums, swimming pools and promulgate a Sports for All policy that encourages staff to undertake sporting activity at regular intervals. Parliaments should be lobbied to enact sports-friendly statutes that ensure health and social benefits for the working and non-working class through physical activity. Regular competitions and fun runs with attractive prizes can inculcate this thinking among the rural people.

Sports champions are great tools for cooperation and should be encouraged and empowered to start initiatives such as charities which discover, nurture and reward sporting talents in communities.

MASS SPORTS IN GLOBALIZATION: COMPLEMENTATION AND INTEGRATION OF EASTERN AND WESTERN MASS SPORTS

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As more people have migrated to cities and undertaken a more urban lifestyle, the health risks that have resulted from this lifestyle have increasingly become an issue of global importance. Urbanization has significantly changed the way of life of agrarian societies which had lasted for thousands of years, and formed new threats to human health from the resulting lack of physical activity and psychological pressures. ,. A comprehensive health concept appeared as "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." To meet new heath requirements the Western and the Eastern mass sports systems each have their advantages and disadvantages.

Regarding physical health, the Western mass sports system is trying to address the lack of physical activities. They accurately calculate the gap between nutritional intake and expenditure of energy through a quantitative amount of physical exercises which must be undertaken to cover the gap resulting from insufficient body movement. In addition, they are trying to locate the abnormal parts of the structure of human body then rehabilitate them with accurate exercises. Their exercise guideline is to identify the problem first then to expect overall development as a result of independent treatments. In this way the mass sports are easier to operate and measure and programmes are undertaken with clear aims. But they are also cause difficulties for integration. Excessive exercise and insufficient exercise may exist at the same time, which may restrict the overall harmony of one'sfitness. In addition, such a practice is difficult to improve one's lifestyle as a whole. The Eastern mass sports approach favours integrating mass sport practice into lifestyle rather than isolated exercising, in order to cultivate the mind and improve one's daily diet and routine. aHowever, the Eastern mass sports approach is obviously ambiguous and subjective.

Regarding mental health, the Western mass sports are trying to purge the negative mental energy through playing or watching sport games so that sport is also referred to as a social safety valve. While the Eastern sports systems are trying to resolve the problem fundamentally through adjusting body postures, breathing patterns and, most importantly, the mind status, to prevent the accumulation of negative mental energy at the very beginning. Obviously the Eastern practice deals with the issue at a deeper level as to take away the firewood under the cooking pot.

Regarding social behavioural health, Western mass sports are trying to set up an ideal social environment to promote the socialization process of the participants through sports, while the Eastern ones stress the ethical values of physical activity and how to proceed with moral self-cultivation.

Characteristics of mass sports in the East and the West suggest that the two have great potential to complement each other in terms of internal and external, mind and body, forms and meanings, etc. Since neither of the two alone can solve the health problems nowadays, combination and integration of the Eastern and Western mass sports approach would be a positive new development. As a matter of fact, facilitated by globalization, complementarity between mass sports in the East and the West has begun, which will open up a new direction for the development of mass sports in the world and create some new forms of physical exercises to serve our needs better.

Abstract submitted in Chinese.

FROM AGITA SAO PAULO TO AGITA MUNDO: THE ROLE OF A SUCCESSFUL PARTNERSHIP IN PROMOTING PHYSICAL ACTIVITY

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When our research group decided to adopt the goal of promoting active lifestyles, the formation of strategic partnerships was the natural and most important strategy in facing the challenge of promoting physical activity in a population of 40 million inhabitants, in the state of São Paulo, Brazil. In this paper we describe our experience learned with that coalition, with RAFA/PANA (www.rapana.org, and worldwide Agita Mundo Network (www.agitamundo.org).

The Agita São Paulo name was a consequence of a partnership with a marketing company. Agita is an idiomatic expression that means much more than just to move your body. It also means to move psychologically and socially, with the concept of “active citizenship”.

The first step in organizing Agita São Paulo was to establish a deep and wide intellectual partnership. As a first step, many respected scholars from Europe, North America, Australia, and Brazil were invited to go to São Paulo to share their experiences.As a second step, the establishment of a strong institutional partnerships became central. In trying to overcome often unstable situations in the governing sector in developing countries, it was useful to follow the so called ¨two-hats approach.¨ This means that one hat can carry the support of the governmental sector, and the other hat has the support of the non-governmental and private industry sectors.

The three programs recognized the importance of inter-sectoral approaches, but on the other hand realized the value of intra-sectoral partners, which creates incentives for participation of more than one representative from each sector. Thus, when Lions Club agreed to take part in the partnership, the Rotary Club was invited to get involved. Similarly, when the program formulated an agreement with General Motors, immediately Ford was invited to join the partnership. This strategy has created a healthy competition among the players within sectors.The inclusive invitation made by Agita São Paulo and related programs has reinforced the credibility and strength of this collaborative strategy. The approach to inclusion emphasizes ethical principles that are of utmost importance for collaborative work.

A high level of legitimacy in the leadership brings credibility to the entire partnership and requests to join and inspires commitment to the partnership and program goals. The leadership of CELAFISCS research group that sponsors Agita São Paulo, of the US Centers for Disease Control and Prevention that sponsors RAFA/PANA, and IDRD in Muévete Bogota, represented many years of research into the interface between physical activity and health.

In Agita São Paulo, special attention was given to improving environment supports for physical activity. Strategic partnerships were established with: the Sao Paulo Company of Metropolitan Transport; the Metro System; the Truck Drivers Radio Station, with a radio program that encourages exercise; and the State Secretariat of Environment. In the city of São Caetano do Sul, a healthy sidewalk program has changed the community profile, facilitating the walking behavior of the population, particularly the elderly. The city of Santana do Parnaiba has inspired other cities in building a walking path around the basic units of heath, as well as the establishment of a fitness room, as part of the services offered to the community. Sorocaba, a city of 600,000 inhabitants has adopted physical activity as part of its governmental plan, building several walking paths, as well as excellent parks and recreation facilities. After 4 years of the program, an evaluation found a decrease in hospitalization of 50% by stroke, and 57% of diabetes type 2. A recent paper has shown that sedentarism has declined relatively about 70% from 2002 to 2008 in the State of Sao Paulo (Matsudo, 2010). World Bank has reported that Agita represents a saving of 310 million US dollars per year in the health sector of Sao Paulo (World Bank, 2005).

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Plenary 4

Health and social benefits

HEALTH LEGACY OF THE OLYMPIC GAMES

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It has been widely recognized for several decades that the hosting of the Olympic Games has the potential to leave important legacies for the host city and country. The most obvious impacts relate to urban planning, city infrastructure and marketing, sports facilities, tourism and economy. Less attention has been paid to the fact that the various legacies of the Games may have a positive impact on public health.

Not until 2002 was the impact on public health of the measures taken for the successful hosting of the Games addressed at a symposium in Lausanne entitled “The legacy of the Olympic Games 1984-2000”. This was followed up by the organizers of the Athens Games in 2004 and further developed by the organizers of the Beijing Games in 2008 (BOCOG) in cooperation with the Beijing and Chinese Health authorities, WHO and the IOC Medical Commission. This cooperation resulted in a WHO publication which was released in September 2010 and entitled “The health legacy of the 2008 Beijing Olympic Games – successes and recommendations”.

The interest shown by the health authorities partially came from the experiences of the SARS epidemic in 2003 and the wish to be able to cope with a similar situation during the time leading up to the Games. Consequently, efforts were made during the preparation stage to improve Beijing´s medical and hospital services as well as the city´s public health services and programs including public informationpromoting a healthy lifestyle. The IOC tradition of connecting the Olympic Games with culture and education was supported by the WHO China office by the introduction of Games related programs led by non-governmental organization (NGOs) such as a tobacco control program supported by the Bloomberg Initiative and a UNAIDS anti-stigma HIV/AIDS campaign.

Tobacco smoking is a major public health problem in China. One third of the world´s heavy smokers are Chinese and every third Chinese man runs the risk of dying from smoking related diseases. A dramatic step was taken when a “no smoking in public places” regulation came into force on the 1st of May 2008, accompanied by particular anti-smoking campaigns directed towards schools, restaurants and hospitals and, of course, the population at large.

Examples of further health promotion measures were the introduction of food and drinking water safety measures. However, probably the most dramatic measures were related to the improvement of the living environment of the residents of Beijing and other co-host cities. The environmental aspect is a priority for the IOC and those Olympic values were brought to 400 million school children in an educational campaign across China. Polluting industries were closed and/or moved, traffic regulations were introduced, the public transport system was expanded in order to reduce the use of private cars, and strict air quality control was monitored by the Beijing authorities and the IOC. The effects during Games time were dramatic as it could be shown that the air quality of Beijing improved significantly during Games time and made Beijing the cleanest big city in that part of the world. That was independently confirmed by NASA following their satellite registration of the air quality of Beijing and other cities during the years leading up to the Games, and during Games time. The results were reported at a scientific Congress in San Francisco in late 2008.

The Games triggered measures that were taken for the improvement of the living conditions and public health in Beijing and the co-host cities should be seen as part of a development that has been under way in China for the last 30 year. Therefore, they are neither temporary nor unsustainable. And there is a program in place for a regular follow up of the effects of those measures on the public health.

EFFECT OF SPORT FOR ALL ACTIVITIES ON FACILITATING SOCIAL HARMONY AND DEVELOPMENT IN CHINA

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The past 20 years have seen great development and achievements made in the sports field of China, which have been demonstrated by not only the elite sport performance of Chinese athletes, but also the important role that Sport for All activities have played in enriching people's spiritual and cultural lives, in improving people's physical fitness, and in constructing a well-to-do and harmonious society.

First, Sport for All regulations and laws have been established.
In 1995, the ***Law of the PRC on Physical Culture and Sports*** was promulgated by the Chinese government. In the same year, the Chinese government began to implement ***National Fitness Program Outline 1995-2010***. In 2009, the ***Regulations on National Fitness*** was issued by the government, requiring the governments of all levels to incorporate Fitness for All into the national economic and social development plans, and to establish Fitness for all Programs with specific goals, tasks, and measures to ensure its implementation. Another five-year plan (2011-2015) for national fitness is being implemented by the Chinese government in 2011.

Second, increased number of public sport facilities have been constructed.
Public sport facilities are the basic conditions for people to participate in sport activities. At present, there are about one million sport facilities and stadiums in China, or to be more exact, there are about 76 sport facilities for every 100,000 Chinese people, with an average sport area of 1.03 meters per capita, and all the facilities are open to the public. Similarly, the Chinese government attaches great importance to the construction of sport facilities in rural areas. Measures such as ***Sport Project for Farmers***, and ***Snow Charcoal Project*** (XUE TAN GONG CHENG) etc. have been designed to construct more sport facilities in the country, with the fitness projects for farmers amounting to the number of 231,306.

Third, national fitness activities are advocated all over China.
August 8 is the National Fitness Day in China, so various kinds of fitness activities are organized in all parts of China to advocate national fitness movement. National sport competitions and sport activities for ordinary peopleare held on a regular basis, for example ***Sports Meetings, Sports Games for Farmers, National Games for Ethnic Minorities, and National University Students' Sports Games***. Besides, the ***Sunshine Sports Movement for School Students*** has been launched in schools for the purpose of ensuring the students' one-hour sport participation in each school day. Also, sport activities with traditional local features have been conducted in various parts of China.

Fourth, Sport for All can promote social harmony and development, demonstrated as follows:

- Sport has become an important component of modern lifestyle. Sports is more of a lifestyle than merely a form of physical exercise, therefore, it has become a necessary recreational activity of the Chinese people. The results of the 2008 national survey indicated that of all the recreational activities physical exercise ranked seventh following activities such as watching TV, reading books or newspapers, and web-surfing. Apparently, sport plays an important role in enriching people's cultural lives and improving people's happiness.
- There has been an obvious increase in the number of people participating in sports. Based on the 2007 household survey of 88,625 Chinese inhabitants, the number of adult participants in physical activity was 340,000,000, equaling 32.7% of the Chinese population, with 218,000,000 being urban inhabitants and 122,000,000 being rural inhabitants. 28.2% of the Chinese people were regular sport participants.
- Sports activities can promote national physical fitness and health. National fitness is an important index showing national health levels and working capacity. The results of the 2010 national fitness monitoring showed a continuing improvement in Chinese people's average height, physical function, and physical fitness.
- Physical exercise proves to be effective in increasing the average life expectancy. The average life expectancy of the Chinese people has increased from 35 in the 1950's to 73. Regarded as an active and effective way in improving people's health, physical exercise as well as disease prevention and appropriate nutrition are considered important factors in increasing life expectancy.

Abstract submitted in Chinese.

PHYSICAL ACTIVITY AND HEALTH BENEFITS

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The objective of the World Health Organization (WHO) is the attainment by all peoples of the highest possible level of health. The link between regular physical activity and health is well established, notwithstanding lack of physical activity is the fourth leading risk factor for deaths around the world. Approximately 3.2 million deaths each year are attributable to people not doing sufficient physical activity.
People who are physically inactive have a 20–30% increased risk of death compared to those who engage in at least 150 minutes of moderate intensity physical activity a week. This level of physical activity each week reduces the risk of ischaemic heart disease by approximately 30%, the risk of diabetes by 27%, and the risk of breast and colon cancer by 21–25%.

Concerns
In 2008, globally, 31% of adults aged 15 years or older were physically inactive (men 28% and women 34%). The proportion of physically inactivity people in high-income countries was more than double that of those in low-income countries. This data may be explained by increased work and transport-related physical activity for both men and women in low and lower-middle-income countries. A recent cross-country comparison study of 34 school children aged 13 to 15 years, showed that only 23.8% of boys and 15.4% of girls met physical activity recommendations. However, given a supportive environment, increasing levels of physical activity can be reached with the potential of bringing health benefits to all.

Major findings
Evidence shows that physical activity for adults includes leisure time physical activity, transportation (e.g. cycling and walking), occupational, household chores, play, games, sports and planned exercise in the context of daily family and community activities. This improves cardiorespiratory and muscular fitness, bone health and reduces the risk of non-communicable diseases, depression and cognitive decline in adults older than 65 years.

Recommendations
In 2010, WHO published the 'Global Recommendations on Physical Activity for Health'. The Global Recommendations address three age groups: 5–17 years old; 18–64 years old; and 65 years old and above. In order to improve cardiorespiratory and muscular fitness, bone health, and cardiovascular and metabolic health biomarkers, children and youth aged 5-17 years should accumulate at least 60 minutes of moderate- to vigorous-intensity physical activity daily. This includes play, games, sports, transportation, chores, recreation, physical education, or planned exercise, in the context of family, school, and community activities. Most of the daily physical activity should be aerobic. Vigorous-intensity activities should be incorporated, including those that strengthen muscle and bone, at least 3 times per week. Amounts of physical activity greater than 60 minutes provide additional health benefits.

The recommendation by WHO is that adults should do at least 150 minutes of moderate-intensity aerobic physical activity throughout the week in bouts of at least 10 minutes durations. Muscle-strengthening activities should be done involving major muscle groups on two or more days a week. Older adults, with poor mobility, should perform physical activity to enhance balance and prevent falls on 3 or more days per week.

Parallel Session 3

LIVING THE LEGACY OF THE YOUTH OLYMPIC GAMES: CATCHING THEM YOUNG WITH FUNDAMENTAL MOVEMENT SKILLS FOR PRESCHOOL CHILDREN

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In the run-up towards the Youth Olympic Games, one of the discussions among some members of the Singapore public was centred on how well Singaporean youth athletes could match their counterparts from other parts of the world. While some preliminary information showed that our athletes could perform well at the Games in a few sports, there were many other sports where we felt that we were somewhat lacking, compared with other nations. The discussions naturally touched on the need to develop physically competent children, not just for the purpose of sports performance, but for holistic development and to ensure an active lifestyle in adulthood.

The discussions prompted a need to look at how we could close the gaps, if not at the inaugural games, at least in the games to come. A closer examination at the issues revealed that the development of fundamental movement skills was sorely lacking at the preschool (3 to 6 years) and lower primary school (7 to 9) years, in spite of a rather comprehensive physical education programme in the latter. As indicated by Gallahue and Donnelly (1994), this gap potentially has implications beyond sports performance at the elite level, to areas related to an active lifestyle and daily functioning in adulthood.

One outcome of the Youth Olympic Games, thus, was to stretch the focus of the games to an even earlier age, and look closely at what was happening at our preschools and lower primary schools. This investigation yielded an immediate need to develop resources for preschools and preschool teachers.

In November 2010, the Singapore Sports Council rolled out FUN Start MOVE Smart! FUNdamental MOVEment Skills for Growing Active Learners, a resource guide for preschool teachers for the teaching of fundamental movement skills. This guide is the first of a series of guides to be developed for children and youth to engage them in a life of sports and physical activity. The guide was well-received by the preschool fraternity, with many teachers signing up for the courses to teach fundamental movement skills. Concurrently, a pilot project was put together to identify issues of implementation, feedback, and determine future steps in rolling out the guide. A total of six preschools and 15 teachers are taking part in this 2-month pilot which is drawing to a close as this abstract is written.

In addition, in rolling out the resource guide, there was a need to identify a pool of individuals who could 'train-the-trainer', to ensure that there are enough trainers to meet the demand of the preschool teachers. As a follow-up action, a young parents' guide to fundamental movement skills is currently conceptualised as an extension of the teachers' resource guide, so as to surround the child with activities that are consistent with what is practised in preschools.

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THE STORY OF INTERNATIONAL INSPIRATION: HOW THE LONDON 2012 INTERNATIONAL SPORT DEVELOPMENT LEGACY PROGRAMME WAS CONCEIVED, DEVELOPED AND IMPLEMENTED

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Introduction

International Inspiration was designed to fulfil promises made by Lord Sebastian Coe, and the London bid team, to the IOC at the July 2005 Congress. A pledge to the youth of the world was implicit in the Singapore presentations.

International Inspiration is the only official London 2012 Olympic and Paralympic Programme not directly managed by London Organising Committee for the Olympic Games (LOCOG). The vision is to enrich the

lives of 12 million children and young people of all abilities, in schools and communities across 20 developing countries, through the power of high quality and inclusive physical education, sport and play.
On its journey from conception to implementation, International Inspiration faced many challenges. A number of specific lessons were learned.

Development
International Inspiration was conceived and developed in 2006-7 by UK Sport with the British Council and UNICEF (Delivery Partners) in consultation with LOCOG, the BOA and the BPA. It was initially called the UK International Sport Development Initiative, pending negotiations between Delivery Partners and the Olympic movement. It took two years for LOCOG to reach a unique agreement with the IOC (and IPC) allowing International Inspiration to be recognised as a London 2012 Olympic programme.

Because International Inspiration was not included and budgeted for within the host city contract, funding had to be found from elsewhere. The continuing effort to finance the programme and to demonstrate value for money to funders has been a significant challenge.International Inspiration was initially overseen by a UK Government project board. To boost fund-raising andto secure the independence of the programme from Government an independent charity, the II Foundation, was established in 2009.

Olympic identity, funding and good governance are necessary conditions for the achievement of our core purpose of delivering our vision of enriching lives through sport. Delivery is led by UK Sport, partnership with the British Council and UNICEF UK. Delivery planning is framed within the International Inspiration Outcomes Matrix which contextualises the strategies, activities, outputs and outcomes of individual country programmes as a unified set of goals within a single, overarching vision.

International Inspiration is active across five continents, enabling 12 million children and young people to enjoy their human right to play, often for the first time. We work hand-in-hand with governments to create lasting change to school curriculums and national policies for the benefit of future generations of youth. International Inspiration's power lies in its adaptability: it doesn't offer 'one size fits all' solutions but works on a country and community specific basis to address real needs in the most culturally sensitive and appropriate ways.

Initial external evaluation reports reflect a positive impact at policy, practitioner and participant levels. We have learned that it is important to allow projects to mature, as short-term intervention is rarely sustainable. A key finding is that sport communities targeting millions of children and young people should work with education and civil society sectors. Collaborative adaptation of teaching and learning resources that originated in the UK to other, local contexts, has empowered practitioners and conferred a crucial sense of ownership. The same can be said of training models that have encouraged critical reflection and self-evaluation. International Inspiration has had a marked beneficial effect on social inclusion in specific contexts.

Conclusion
Developing International Inspiration has been a learning journey. There were false starts, but we now have better understanding of the importance of allowing initiatives to take root and grow. It is not enough just to reach 12 million children. We aim to enrich their lives by helping to transform the policies and practitioner capacity of the countries where we work.

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COMMENT ON THE FOUNDING AND EXECUTION OF CHINA'S NATIONAL PHYSICAL FITNESS SURVEILLANCE SYSTEM

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The Chinese government pays great attention to civilian's physical fitness and health. With its support, in 1979, General Administration of Sport of China (GASC) investigated the subject of "Research on the shape, functions and movement abilities of human beings" which signified the beginning of China's research of its civilians' physical fitness. In addition,, a series of national survey was conducted on physical fitness, such as

survey on the physical fitness and health of students nationwide in 1985, Physical Fitness Measurement and Evaluation of China's Adults published in 1994, Research on the Surveillance System of Chinese Physical Fitness accomplished in 1996, surveillance of the adults nationwide which was completed in 1997. The collectionand formulation of the data contributed to the China's National Physical Fitness Surveillance (CNPFS) and these investigations and research laid the foundation for the CNPFS which was put into effect in 2000. CNPFS conducted periodical measurement, data evaluation and research on randomly chosen subjects nationwide, using various data indicators and systems including anorganizing system, technical system, sampling system, surveillance indicators, surveillance equipment system, data system, quality control system, information system, and education system. The CNPFS is conducted every five years. The age range of participants is divided into four groups: infants, students, adults and seniors, from 3 to 69 years old. Among 31 provinces (including autonomous regions and municipalities), approximately 0.46 million people were chosen every time randomly and by groups mentioned above. The measurement included daily routine, physical activity habits, shape, functions and movement abilities, etc.

It was found in the 2005 survey, compared to that conducted in 2000, that indicators including height, weight etc had improved, but that the obesity rate had increased. The functions and movement abilities of students, especially in terms of endurance capabilities, worsened. In addition, whilst the fitness of older people improved, there were greater numbers of young people considerd obese. The fitness of people living in urbanised areas was higher than those living in rural and western areas of China.

In order to attract civilians to participate in sport exercises, which make them healthier, the System for Scientific Guidance of Body Building for China's Civilians, National Physical Fitness Measurement and Computing and Application System was started by GASC in 2002. The above research productions have been utilized among people from enterprises, institutions, schools, etc. Meanwhile, GASC assisted governments to train fitness measurement and exercise directing crew. In addition, research on young people is being conducted in order to prevent their physical deterioration.

Abstract submitted in Chinese.

THE ACTIVE AFTER-SCHOOL COMMUNITIES PROGRAM

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The program was established in 2004 by the Australian Government to enhance the physical activity levels of Australian primary school aged children by providing them with access to free, fun, structured physical activities in the after-school timeslot. The program is stimulating local community involvement in sport and structured physical activity and encouraging children to be active for life with a selection of over 70 sports and 20 other structured physical activities.

The program is delivered in over 3,200 primary schools and out of school hour care services (OSHCS), providing the opportunity for over 190,000 Australian children every term to become more physically active. The delivery of the program is based on the Playing for Life coaching philosophy which promotes maximum participation and long-term learning through a small-sided game approach. This approach caters for all ability levels, assists the beginner coach and encourages participant interaction and involvement in modifying and changing the construct of how games are played.

The objectives of the AASC program;

- Engage inactive kids
- Provide a quality program & a positive introduction to sport
- Transition children/parents/new coaches into a sporting pathway

Since the inception of the program, around 47,000 local people, many of whom are sports affiliated, have been trained free of charge by AASC regional coordinators in the playing for life philosophy. Many transfer these skills to their role within their school or local club, making education and community sport more enjoyable and inclusive for all participants.

As part of the AASC program, more than 7000 participating teachers and more than 2500 OSHCS staff have been provided with free professional development relating to structured physical activity. In 2011 under the Child Care Services Support Program Project the ASC provided a AASC program kit, set of sport companion

books and offered AASC community coach teacher training to one staff member each at 2,256 Outside School Hours Care (OSHC) services across Australia.

Online learning
The Beginning Coaching General Principles online course has been developed to assist coaches to learn the basic skills of coaching. It is especially aimed at people coaching children. The online course is currently available free of charge to Australian coaches.

Community Coach Training Program
The Community Coach Training Program (CCTP) has been designed to train individuals to deliver structured physical activity programs using the Playing for Life Philosophy to primary school aged children. Successful delivery of sport through this philosophy is paramount to the quality assurance of the program. At the conclusion of the CCTP individuals receive a nationally recognised coaching certificate and have taken the first step toward becoming a registered community coach with the AASC program.

Playing for Life coaching philosophy is presented as a model of best practice for engagement of traditionally inactive children and first time participants. A coaches resource kit has also been prepared to ensure the successful practical application of the Playing for Life philosophy.

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Parallel Session 4

SPORT FOR ALL-DEVELOPMENT PROJECTS IN DENMARK

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In Denmark, most people traditionally do their sport and exercise in sport clubs organised under the umbrella organisation ***the National Olympic Committee and Sports Confederation of Denmark*** – in short called DIF. However, in the last five years the 11,000 sport clubs organised in the 61 national sports-federations (e.g. the Danish Football Federation, the Danish Tennis Federation etc.) under DIF are beginning to lose market-share – although from a market in growth. More and more people choose to do sport, but especially teenagers and busy adults between 25 and 50 years, choose to do it in fitness centres or just by themselves and not in the traditional sports clubs.

The corporate culture of DIF and the clubs are characterised by a strong belief that people do sport, because they like to compete and have fun. For many years, these values and beliefs matched very well with the demand in the population and gave DIF and its member clubs a sustainable comparative advantage and an unbroken growth in the number of members.

But times have changed. For many teenagers and adults it is too time-consuming and difficult to do sport in the clubs. They have no ambition of competing and winning and have no time to be a part of the social life in the clubs. They prefer easy and flexible access to do sport and exercise and they do sport, because they want to keep fit and have a nice body.

DIF has therefore made a strategic change and has – in cooperation with its member federations – introduced a number of development projects in order to make the sports clubs more attractive to teenagers and busy adults.

These development projects (in sports like football, basketball, tennis, golf) show how sport clubs can attract new members by being more flexible and by introducing new ways of performing traditional sports, for instance play and stay-tennis (developed by the international tennis federation), 3 versus 3-basket (developed by the international basketball federation), five a side football etc.

DEVELOPMENT OF SPORT FOR ALL IN FRANCE: AN EXAMPLE OF A SPORT AND HEALTH EVENT FOR THE GENERAL PUBLIC

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Sentez vous sport, santé vous bien!": an initiative by the French sports movement to promote the participation of people who do not practise sport in adapted physical and sports activities in their local area.

2009: Vision
In 2009, the National Olympic Committee of France (CNOSF) created a new delegation in order to coordinate the development of physical and sports activities among varied sections of the community who had, thus far, not practised such activities.

The principal goals of this delegation, under the responsibility of a Vice-President, are the development of practices for as many people as possible, a focus on solidarity and inclusion (development of women's practice and sport and social cohesion), the development of sport within companies, so-called "emerging" practices ("urban" sports), and sport for health.

2010: Creation
The "Sentez vous sport, santé vous bien!" [Play sport and feel good] (SVS SVB 2010) initiative was inaugurated in 2010. This initiative proposes an operation which provides a time and place for the general public to come together with sports organisers (sports clubs) throughout the country. The operation was set up and funded by the CNOSF, the sports movement and three other important public partners: the ministry of sport, the CNDS [National Sports Development Centre] and the *Fédération nationale de la mutualité française* (mutual health insurance system).

A total of 250 cities hosted SVS SVB events over the weekend of 25 September, 2010. More than 200,000 people came to discover and practise, at no cost, accompanied and adapted physical and sports activities. Among these, there were many first-timers (especially young people with their parents – some 30%) and people who did not practise physical and sports activities for health or age reasons (some 15%).

2011: Strategic evolution and development
During the weekend of 10 and 11 September 2011, the CNOSF is mounting the operation again, this time trying to include 1,000 cities of over 10,000 inhabitants. This strategic organisation plan aims to:

1. include more venues in proximity to people so as to make the event accessible to the whole population of the country: 90% of inhabitants will live less than 10km away from a SVS SVB venue in 2011. The aim is to reach 500,000 participants.
2. give the event a local identity so that local people involved in sport and public health make it their own. The municipal authorities of the cities exposed to population management and public health issues can thus find a means of responding to the needs of their inhabitants.
3. offer specific populations (young children, people with a sedentary lifestyle and seniors) activities adapted to them, which motivate them and encourage them to start practising regularly. With these activities being more local, they will be implemented by the health sector together with sports clubs.

The expertise, means and populations have thus been shared and integrated.

Original abstract submitted in French.

PHYSICAL ACTIVITY AND HEALTH: STRATEGY IN ALGERIA

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Foreword
Algeria, like several other countries on the African continent, has suffered an epidemiological transition linked to the evolution in the living conditions and lifestyles of its citizens. Indeed, before achieving independence, the Algerian population essentially lived in the countryside, with a lifestyle based on physical effort (working in the fields), a diet with little variety and a relatively low energy intake. These living conditions, which created a certain imbalance between energy expenditure and intake, added to inadequate medical cover, and exposed the citizens to infectious pathologies which represented the primary cause of mortality in the country. After achieving independence, large numbers of Algerians, seeking comfortable living conditions, moved into towns, abandoning the countryside and agricultural activity. The new lifestyle of our population, who enjoyed greater financial freedom and technological advances, experienced a fairly brutal change, which brought with it a number of health disadvantages:

- Appearance of the phenomenon of stress, linked particularly to having to live close together in cities
- Increasing sedentary behaviour, made worse by the availability of modern technology tools (transport, professional activity, domestic activities)
- Change in eating habits (large numbers of women in professional activities, fast food)

These new living conditions in Algeria, together with better medical cover (essentially through vaccination), have led to an epidemiological transition, exposing the population more to contemporary diseases (Non-Transmissible Diseases - NTDs).

Strategy to combat NTDs
Algeria has adopted an NTD prevention policy involving several ministerial departments:

- the Ministry of Health, to define the strategy and coordinate programmes
- the Ministry of Education to cover school children
- the Ministry of the Interior and local authorities, to promote local sports activities
- the Ministry of Agriculture, to cover agricultural policy
- the Ministry of Youth and Sport, for the development of sports facilities
- the Ministry of Communications to disseminate messages and recommendations

Organisation
A National Committee for Physical Activity and Health has been created within the Ministry of Health; the main points of its programme are:

- training for GPs practising at local level, with a specific multidisciplinary programme incorporating the WHO recommendations on physical activity
- the creation of physical education and sports programmes for school children, in collaboration with the NOC
- the definition of fitness courses and suitable physical activity programmes for the general population
- the promotion of fitness courses and physical rehabilitation rooms among hospitals
- the definition of products with health benefits to be exempt from tax (sports equipment and material) and products to be subject to specific taxes because of their relative harmfulness (tobacco, alcohol, sugary drinks, vehicles), with the tax revenue going towards the NTD prevention programme

The strategy of preventing NTDs by promoting physical activity fully involves the volunteer sports movement, especially the NOC. It takes into account the different population categories it is targeting, as well as the culture and tradition constraints of the population.

Original abstract submitted in French.

CARDIOVASCULAR RISK ASSESSMENT IN THE GXT FOR 40-49YR OLD PEOPLE WITH DIFFERENT LEVELS OF PHYSICAL ACTIVITY

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Purpose
The purpose of the assessment was, using the Graded Exercise Testing (GXT), to assess the risk of cardiovascular accident for common people who had different levels of daily Physical Activity (PA), and then give them the personal advice or prescription for moderate intensity exercise.

Methods
The subjects were 173 men of 44.0±3.5yr and 174 women of 44.5±3.4yr. According to their daily PA background, they were divided into three groups: the lower PA group (Group-L) of less than 600 MET-min/wk, the middle PA group (Group-M) between 600 and 3000 MET-min/wk, and the higher PA group (Group-H) of more than 3000 MET-min/wk. Furthermore, subjects were divided by Chinese BMI cut point (18.5 to 23.9 kg/m^2) with different PA levels.

The subjects performed the GXT on acycleergometer (Custo-med, German) with incremental work loads starting with 25 watt and adding 25 watt at 2 min intervals until the subject experienced any discomfort or irregularities which were referenced from general indications for stopping an exercise test in ACSM's Guidelines for Exercise Testing and Prescription (eighth edition, 2009), including the objective indicator of abnormal ECG and BP, and the subjective indicator of RPE and fatigue. The BP, HR, and ECG were monitored before, during and after GXT.

Results
Based on the physical activity background in subjects, the work performance and the risk of ECG and BP during GXT were compared. Males in high PA level had a significantly ($P<0.05$) higher ending workload (167.1±27.1W) than low PA level males (149.0±29.8W), and the maximal heart rate decreased from 84%HRR to 76%HRR when PA level increased, while the ending workload and HRR% for female were all decreased.

The subjects were then divided with Chinese BMI cut point into normal BMI, overweight and fat group, the work performance and the risk of ECG and BP during GXT in different physical activity levels subjects were compared. Males with higher BMI had the lower ending work load and HRR% than males with lower BMI; the higher PA level, the lower risk in ECG and BP in normal BMI male, the higher risk in ECG and BP in overweight and fat male. Females with higher BMI had the higher ending workload and HRR%than females with lower BMI. The moderate PA level females with normal BMI had the lower risk in ECG and BP; the higher PA level, the higher risk in ECG and BP in fat female.

Conclusions
The more BMI, the lower workload of exercise and HRR% for40 to 49yr male; the more BMI, the higher workload and HRR% for 40 to 49yr female. The more PA, the higher workload and the lower HRR% for 40 to 49yr male; the more PA, the lower work load and HRR% for 40 to 49yr female; the more PA, the lower cardiovascular risk during GXT. This study showed that the risk in ECG and BP in exercise happened regardless of BMI, PA level showed a major influence on cardiovascular health.

Abstract submitted in Chinese.

Poster Presentations

Wednesday	**21 September 2011**	**15.30 – 16.00**
Thursday	**22 September 2011**	**12.20 – 13.00; 15.30 – 16.00**
Friday	**23 September 2011**	**12.20 – 13.00**

Posters 56

Posters

ACTIVATING THE REMAINING "COUCH POTATOES" IS THE NEXT BIG CHALLENGE

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Sport world needs to connect with sport consumers and local organisations
Two thirds of the Dutch population is active in sport*. aAlthough this appears positive and suggests that the Dutch are well on their way to create a society in which just about everyone participates in sport, that is not completely in line with reality. As you can only pick so much low-hanging fruit it is quite a task to get the remaining one third of Dutch citizens off their couches. And it will take more than just offering a wide range of attractive sport options to spur them into action.

There is a strong consensus that people who participate in sport are, on the whole, happier and healthier; perform better at school and work; and have stronger roots in society. On top of that comes the firm believe that sport can help solve pressing problems in society.

To draw in those who have made a deliberate decision to go through life without any sport is an uphill struggle, but one well worth waging. In fact, many of the people that the sport sector is currently focusing on belong to difficult-to-reach groups, including at-risk teenagers, but also socially isolated elderly citizens. Only by working closely together with other players in society will the sport world be able to reach out to these target groups and bring them in from the cold, to the benefit of both themselves and society at large.

In recent years, it has become common practice to focus on specific target groups and the needs of potential sports participants. In tailoring their sport offerings, sports organizations are now putting themselves in the shoes of the sports consumers and have developed various sports concepts that have demonstrably succeeded in pulling in people not yet active into sport. Reproducing proven effective sport concepts is, however, a tough process as all sports are local in nature. Every local setting is different, with different key figures, local politics, sources of funding and environmental factors. It is therefore essential to develop a successful transfer strategy.

Moreover we have forged alliances with a small yet rapidly growing number of local governments and local organizations within those municipalities. It is important for all involved that everyone think and act with an eye towards the other's objectives. We strongly believe that, for the sport sector to be successful in this effort, it needs to let go of a few sacred cows and show much more flexibility. Other sectors of society are only prepared to work towards ***our*** objectives if we throw our weight behind ***theirs***. The best way to get results is to link up with existing plans and initiatives; to join forces with the locals; and tap into local knowledge.

Conclusion
To raise sport participation from 65% to 75% the Dutch sport sector must place itself in the position of both local organisations outside the sport sector and of potential sport participants. That is the roadmap for success. By partnering with local organisations active in education, healthcare and welfare, Dutch sport organisations will achieve much headway in moving difficult-to-reach target groups into sport activities, while also making a strong contribution towards solving socioeconomic problems within Dutch society. Of course, the very same issues have come into play in much of Western Europe, and learning from other's successes and failures is definitely part of our joint learning curve.

* "Active in sport" is here defined as "active in sport at least twelve times a year" in line with the RSO benchmark

SPORT FOR ALL A WAY TO IMPROVE HEALTH

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Introduction
Sport is a culture and a way of life and serves to preserve cultural traditions.

In 2000, after The Law of Physical Education and Sports came into force, the vast majority of existing sports structures at different levels were reorganized and become private non-governmental organizations. Some of them are publicly recognized such as: Romanian Federation Sports For All. In this way it is officially recognized, that sport is part of the society, and it must be sustained from public financial resources, as it is an area with obvious repercussions for socio-cultural life. By promoting the practising of physical activities, The Romanian Sport for All Federation considers that ensuring a healthy population needs to be a national priority and must be developed through viable and purposeful programs.

Hypothesis
Promoting an active lifestyle improves the health status of young people and increases the wellbeing of each person and society more generally.

Method
Statistical data regarding the Romanian people's health condition reveals a relatively critical situation. During 2000-2003 FRSPT developed for the first time a program for active health promotion through sport. It was applied as an experiment only in two cities, after which it was interrupted due to economic considerations. We believe that health promotion programs through sportingactivities have to become permanent. Therefore, with the partnership between George Baritiu University of Brasov and the Medicine and Pharmacology University of Targu Mures and with the help of students and professors, in 2010 we developed a study concerning health promotion programs through activities connected with Sport for All.

Results and discussion
The purpose of the research was to have a representative sample of people from Braso and Mures complete a questionnaire as to the type of physical activity they undertake, the cost, for how long, their health and the cost of maintaining their health. The summarized and processed data was sent to FRSPT in order to prepare a guide of proper practice and to update the initial program of active health promotion through sport.

Conclusion
The research reveals that the important elements for promoting health through sport are represented by the education level, mentality, economic situation and the health system situation. Therefore, health promotion through physical activities have to be the common results of each individual and of the competent authorities, on the basis of coherent and complete legislation.

The essential conclusion from the studies and specific programs evaluation is that the State needs to improve in the organization and development of Sport For All, up to the point where the entire population will be able to participate in physical sports activities, supported by their own financial resources. Materials and facilities need to be accessible and a positive and active attitude is required at all levels.

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PHYSICAL ACTIVITY, SELF-ESTEEM AND MENTAL HEALTH

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Introduction
In the post modern era of the Western world, technological development has increasingly replaced manual work. More and more people have become inactive due to the availability of labour saving technology. Pressure from many aspects of life has also taken away people's time for an active lifestyle. At the same time there have been increasing reports regarding mental health issues in the Western societies – one in five people experience some form of mental illness in their lives. However, what role can physical activity play in mediating some of the lifestyle and technology impacts? This paper explores a key factor in mental health – self-esteem – and the potential of physical activity to impact on self-esteem in the context of mental health and relevant social issues.

Methodology
This paper reviews over 100 past researches (in English) and discusses relationships between physical activity, self-esteem and mental health. The paper is structured around four areas: (1) self-esteem and individual achievement, (2) low self-esteem, mental health and social problems, (3) physical activity and enhancing self-esteem, (4) physical activity and mental health.

Results
Over 30 years ago research demonstrated that self-esteem contributed to a person's sense of belonging, a sense of self-worth, a sense of competence, and a sense of achievement. It was believed that a person with strong and positive self-esteem had a distinct advantage of being able to confidently incorporate everyday problems and tended to be more independent, not afraid of new situations, made friends easily and assumed responsibility for his/her behaviour. Researchers at that time unhesitatingly believed that achievement was strongly related to self-perceptions.

It has also been long discovered that negative self-esteem leads to a perception of oneself as inferior or lower than normal and incapable of utilising learning experiences. People with low self-esteem tend to adopt strategies, such as withdrawing, which help them avoid failure. Low self-esteem has predictable behavioural consequences that are associated with low motivation, lack of initiative, little social responsibility, welfare dependency, drugs and alcohol abuse and youth suicide. Low self-esteem also has a direct relationship to anxiety, depression and other mental disorders. Research also indicated that young people who attempt suicide had a significantly lower level of self-esteem.

Based on more recent studies, physical activity can provide individuals with a wide variety of experiences and information that can significantly influence self-esteem development. It has been accepted by some researchers that the development of motor abilities, physical fitness and increased feeling of control over bodily functions provides the foundation for the formation of a positive self-regard especially in the overweight and obese population. Over a period of time, a strong and healthy physical self-esteem contributes to positive social and cognitive self-esteem. Scientific studies of modern disease confirm that physical activities have a positive contribution to mental health. Research suggests that physical activity can help manage stress by changing thoughts, feelings, or symptoms that contribute to emotions such as anxiety, depression and anger so as to improve mental stress tolerance more importantly via improved self-esteem and physical health as well as feeling of in control.

Conclusion
Physical activity has a direct positive impact on self-esteem and wellbeing of people of all ages with diverse physical and mental conditions.

UNIVERSITY DEVELOPMENT AND OLYMPIC INNOVATION

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Universities are where the young and the talented gather, where traditions are passed on from one generation to another, and where the tenets of the Olympics are disseminated, practiced, and innovated. During the 2008 Beijing Olympic Games, Chinese universities made important contributions by providing invaluable services, including on-campus venues and services, research support, and student volunteers.

Thus the Olympics have bestowed upon universities a rich cultural and spiritual heritage, and universities have in turn made great efforts to promote Olympic ideals. Indeed, self-reliance and pursuit of excellence—the core of the Olympics—perfectly conform to the educational and humanistic missions of universities. As such, it becomes imperative that Olympic ideals be incorporated into university education. An Olympic university combines the ideals of Olympics with the missions of a university. It is dedicated to addressing fundamental issues in societal development. It has global perspectives on local issues. It actively promotes and practices the Olympic spirit—swifter, higher, and stronger—as well as openness, fairness, and justice. It adheres to such fundamental values as peace, friendship, and all-around human development. An important educational function and social responsibility of universities is to promote Sports for All.

Most important of all, an Olympic university stands at the forefront of innovation, the key to the success of the Olympics. It should pay special attention to "Rogge contributions," including viewing sports as happiness and as gathering of people around the world, promoting youth Olympics, attaching great importance to women's rights in sports, and reducing the number of sports at the Olympic Games but improving the quality of each sport.

Abstract submitted in Chinese.

EDUCATION THROUGH ADVENTURE: AN EDUCATIONAL AND DEVELOPMENTAL APPROACH FOR YOUNG PEOPLE WITH SPECIAL EDUCATIONAL NEEDS

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At a time when we seem to be discussing the role of sport in society in the school environment, we should not ignore a new approach, education through adventure.

We suggest that this constitutes a perspective that can contribute to helping to solve certain problems linked to the special educational needs of some young people. This new perspective, and the awareness that we are only at the early stages of something that has enormous potential, has led us to pay particular attention to the efficiency of this new approach, as well as to its challenges.

An innovative programme has been implemented in Saguenay (Canada) with partners the Jonquière Health and Social Services Centre, the *Ecole Polyvalente Arvida* and the *Coopérative Intervention par la nature et l'aventure du Québec*. The education and health sectors have come together to set up an innovative operation that targets persevering at school and an increase in the feeling of competence in an environment that sees too many young people drop out of school. In the framework of the project, adolescents from special needs classes had to get involved in a veritable educational and therapeutic experience. The mix of media (education through adventure and traditional education) made the experience unique and innovative (Rojo, 2009). The medium of education through adventure is based principally on the fact that change can take place in groups and individuals if they are exposed to challenges, adventure and new opportunities for growth (Hopkins and Putman, 1997).

The end goal, through the use of adventure and outdoor activities (rafting, sea kayaking, hiking, climbing, etc.) is to make the young people aware of positive and significant changes. Being faced with tasks that seem insurmountable, the youngsters and the group learn to overcome the perception that they are themselves limited to their capacity to succeed (Kimball and Bacon, 1993). They thus try to transform their limits into capacities, and ultimately end up learning many things about themselves and about their way of relating to others. Thus, education through adventure promotes an increase in the concept of self, and

improves social interactions. It therefore involves interpersonal and intrapersonal relations. Ultimately, it aims at personal growth and development (Priest, 1999) and education through transversal competencies (Rojo, 2009). In this framework, the young people in these special needs classes had to get involved in group workshops once a week. Various workshops and media were used (exchanges, studies, awareness-raising, experimental activities, development of social skills, etc.). This therapeutic and educational approach had a very specific character: to lead the adolescent to get involved, excel themselves, feel better, and be someone who accomplishes something and who succeeds.

The effects are already visible in schools (Harvey, 2009). Indeed, there have been fewer school-leavers, and attitudes and behaviours have also changed. The education through adventure approach is of increasing interest to schools, which recognise in it an extraordinary means of involvement and alternative education.

Abstract submitted in French.

RESEARCH ON OPENING SCHOOL SPORTS FACILITIES TO THE COMMUNITIES

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Introduction
The 16th Party Congress put forward the grand goal of building a well-off society with a healthier population and a complete system of national fitness and sports development. However, the limited gymnasium and stadium resources of China has a direct impact on the population's engagement in sports exercise, and hence the number of sports participants. On October 1, 2009, the State Council issued the Regulations on National Fitness, announcing that the public schools should actively open their sports facilities to the public. This paper studies on how to promote and make full use of School sports facilities to serve the public.

Methods
Literature consultation, mathematical statistics, comparative analysis, questionnaire

Results
Necessity
First, compared with the countries developed in mass sports like US, UK and Japan, China has fewer public gymnasiums and stadiums, which cannot meet the needs of people. Second, School sports facilities are a big and important part of social sports facilities. However, except for the use of teaching and training, they are usually idle, especially during evening, holidays and vacations. So they can be better utilized for the mass sports exercise. Third, the routine maintenance fee of these facilities is very high, which puts a lot of financial pressure on colleges. Opening them to the public with some reasonable charge could also release the financial burden on colleges.

Suggestions
First, the government should have an overall strategy, and the schools and the communities can do the management work together. The construction of gymnasiums and stadiums costs a lot of money and time, so they can be managed and used efficiently only if the government can bind the colleges and communities together to cooperate. Second, diverse investment channels should be developed and BOT financing model can be used for social fund. With the deepening of the reform of the nation's economic system, private capital should be allowed to be invested in the sports field. Third, while constructing the new gymnasiums and stadiums, the design should be multi-functional and not too large. The number of them should be increased for the convenience of the nearby public and the operation expense should be decreased. Fourth, the risk of opening these facilities to the public must be managed. Such risks include natural disasters, accident, expenses, etc. Fifth, the charge for using these facilities should be reduced or waived for schools to encourage their participation in the projects. Students could also be hired as staff to reduce the potential costs. Sixth, the operation should be run professionally with appropriately skilled staff, which can help increase the utilisation rate of the facilities and reduce the risk of potential problems.

Conclusion
The policy and regulation issued by the State Council make the opening of the School sports facilities legal. The experience of constructing the gymnasiums and stadiums in some countries having highly-developed mass sports together with the features of the operation of School sports facilities in China shows the

necessity of it. As to the specific strategies to be employed, the focus should be on the overall plan of the government, investment, risk management and staffing.

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Abstract submitted in Chinese.

AN INCLUSIVE APPROACH TO SCHOOL PHYSICAL EDUCATION (PE) AND SPORTS DEVELOPMENT IN SINGAPORE

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The Physical Education (PE) and Sports Development Framework was announced at the joint opening ceremony of the inaugural Singapore 2010 Youth Sports Conference and the 3rd International Conference of Physical Education and Sports Science (ICPESS) 2010. The Framework highlights Singapore's Ministry of Education's (MOE) inclusive approach to PE and sports development – to develop opportunities for all students to develop their potential to the fullest; to engender a vibrant sports culture and develop talent for the nation. The three-prongs of the framework are as follows:

(a) "Mass Participation Programmes" aim to inculcate in students the knowledge, skills and attitudes for games and sports to enable them to lead a healthy lifestyle even after they leave school. These include the PE programme, individual school programmes and the Sports Education Programme (SEP) co-funded by MOE and the Singapore Sports Council (SSC), which are conducted at the school level.

(b) "Specialised Sports Programmes" aim to develop advocates, leaders and organisers of sports. Students who have benefited from these programmes would have sufficient exposure to develop an interest in becoming teachers-in-charge of Sports CCAs, PE teachers, coaches, sports administrators, lecturers, sports scientists and sports patrons. The programmes include sports co-curricular activities (CCA), intra- and inter-school competitions at the school level as well as zonal programmes organised by Centres of Excellence (COEs) for the respective sports.

(c) "Talent Development Programmes" strive to develop young sports talents and create a pipeline of athletes to represent the nation. Students in these programmes have the potential to be national and/ or professional athletes, coaches, PE teachers, sports administrators, lecturers or sports scientists in the future. Currently, talented student athletes are selected for training in Junior Sports Academies, Youth Sports Academies and the Singapore Schools Sports Teams squads, which are run with coaching input from the National Sports Associations.

The Framework will provide the broad direction and approaches moving forward in PE and Sports Development in Singapore.

GOLF AND SCHOOL SUCCESS

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Introduction
The practice of physical and sport activity is closely related with school success in a modern society (Dosil, 2004). Golf, as a specific sport, presents physical and psychological characteristics that can function as a positive factor to increase school success of young people.

Methodology
To reach the considered goals, a study with a transversal character was elaborated. The used sample was not a random type, 73 citizens of male gender and 35 of female gender. The groups of questions related to

"school success", "practice of Golf" and "Golf" and were organized in a way that eachinquired would order them in accordance with the relevance attributed by them. One used the Scale of Linkert of 5 points. The data was statistically analysed through software PASW Statistics v.18 using 1 % of statistical significance level.

Results
One found ten factors that describe the pleasure of playing Golf and that corresponds to more than 70% of the observed variance. The personal, social, physical, emotional and inter-relational performances, the external and familiar influences, the preference, the reaction to the performance and the social integration, are the factors found through the practice of this sport. There is a significant association between "school integration", excellent factor in school success, and competitive spirit, a factor connected to the Golf practice. The family involvement, which is a key element of school success, is related to the "ability/skill" and to the "social pleasure" associated with the Golf practice. The "study methods", basic to school success, are linked to the "competitive spirit" and the "status/image" in the Golf practice. The "social competiveness", as an element of school success, is correlated with the "ability/inherent skill" and the "fun" within the Golf practice.

Conclusion
One can conclude that youngsters' motivation for the Golf competition, as well as, for the effective practice of it helps to overcome personal conflicts, school success and social competitiveness. One also verified that Golf plays a main role in the organization of study at each level of specific education.

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E-LEARNING – EDUCATING THE WORLD OF SPORT

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In October 2009, the IOC was recommended to exploit the digital revolution so as to minimise the risk of losing touch with the younger generations. One way to meet this recommendation could be the application of IT and multimedia within educational frameworks.

In the National Olympic Committee and Sports Confederation of Denmark (DIF), it is our vision to make our education of coaches more accessible and, thus, arrive at the education of more and better qualified coaches. As an element in this vision, it is our intention to apply E-learning as this will facilitate a clear differentiation with other programmes. This may mean educational differentiation but, also, change the dynamics of where and when the programmes can be conducted. Thus, E-learning will provide increased flexibility.

According to Means et al. (2010), pupils, students and course participants using e-learning will, on average, be 20% more successful than pupils acquiring the same knowledge by way of conventional face-to-face schooling. Teaching combining e-learning with elements from face-to-face teaching, also referred to as blended learning, will have an even greater effect as compared with the two elements separately. According to Means et al. (2010), the average effect will be 35%. The DIF goal is targeted towards the implementation of a blended-learning approach within the educational options provided at ENSSEE levels 1 and 2 – by way of app. 1 part face-to-face teaching time and 3 parts e-learning. The method to be followed by the coaches will comprise a series of e-learning courses combined with a subsequent follow-up by way of a day/weekend focused on practice teaching.

The first step in the implementation of blended learning has been the conversion of our level 1 sports-injury course into an e-learning course. Malberg (2003) indicates that – using interactivity, visualisation and simulation – e-learning will provide an opportunity to prepare the course material in ways that will appeal to all types of intelligence and learning style. The point of departure will comprise the involvement of individual

learning processes coupled with an increased need for taking the individual participant's preferences and potentials into account. Hence, our overarching thesis has been based on the preconditions that e-learning should be relevant, that the learner should be responsive and draw on practical experience, that an e-learning process should be a learning process facilitating the of integration of an examination, and that, otherwise, it should perform the function of a knowledge base. The e-learning process will be supplemented with a mobile application summing up the contents and thus providing coaches with a reference work for use in the event of an acute accident.

E-learning also signifies economic perspectives and advantages. As compared with conventional classroom teaching, e-learning is significantly cheaper with respect to teaching materials, remuneration of coach and teacher, plus the rent of facilities.The strategy for national dissemination will be to make the e-learning process available free of charge for all our associated organisations, whereas a minor fee will be payable for performing the test and obtain a diploma. Such a structure will, at the same time, positively underpin the existing educational frameworks in our athletic associations. For international dissemination, both e-learning course and mobile application have been prepared for translation into other languages – a feature we hope will be put to use.

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AN EXPLORATION OF THE DEVELOPMENT OF CHINESE MASS SPORTS ORGANIZATIONS BASED ON MOTIVATION THEORY

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The development of Chinese mass sports is inseparable from the functions of mass sports organizations. Currently, it is an important project for mass sports organizations to function in such a micro environment.

Research methods

Methods of literature data, expert interview and logical analysis are applied.

Results

1. Lack of proper motivation in the management of Chinese mass sports organizations

The government was responsible for administrating Chinese mass sports in past fifty years. Administrative orders are adopted as the main method to administer Chinese mass sports, which have reflect a lack of proper motivation by the Governmant in the management of mass sports organizations.

After the foundation of P.R.C, the Party and the government attached great importance to mass sports to improve the Chinese physical conditions and cater to the needs of national construction and national defense. Subsequently, the development of the mass sports system stagnated. ***Outline of Nationwide Physical Fitness Program*** issued on June 20, 1995 signified Chinese mass sports stepping onto a new stage. Correspondingly, the management of mass sports organizations has to be reformed.

2. The inevitability of the development and innovation of Chinese mass sports organizations

Chinese mass sports are directly regulated by administrations for sport in provinces, cities and counties. Affiliated to General Administration of Sport of China, they are functional government departments at all levels in charge of sports. Such overstaffing institutions result in organizational overlapping, unclearly defined responsibilities and low efficiency, which can not mobilize the enthusiasm of basic organizations or promote the development of Chinese mass sports. In addition, new problems and contradictions arose during the economic system reform. Some mass sports organizations are trying to make profits for their own survival and development. To some extent, resources available to the public are increasingly scarce. Influenced by the management system and policy, the public is not well-informed by administrative departments of sports organizations.

3. The internal and external obstacles in the development of Chinese mass sports organizations

The internal obstacles contribute to the weak driving force. First, mass sports organizations are short of funds and talented people. Second, most of their employees do not work for the public benefit or with a sense of purpose, such that there is not enough motivation to develop. Third, the nonstandard internal

management system and imperfect internal performance appraisal mechanism accelerate the decline of group cohesion and the inefficiency in team work.

The external obstacles lead to the weak propelling force. First, mass sports organizations are born in a special environment where highly centralized governments and the Whole National System operate at the same time. They are different from the western counterparts in models and characters. Second, the simplicity of the supervision system, forms and methods is not in favor of the supervision from the government and the society.

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FACTOR ANALYSIS OF BEIJING CITIZENS' MOTIVATIONS FOR SPORTS CONSUMPTION

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Introduction
By statistical analysis of motivations of sports consumption, the factors influencing Beijing citizens' sports consumption is explored.

Methods
6192 people were randomly sampled from 18 districts and counties. A 5- point Likert scale is used (1 point represents very not important, 5 point represents very important). Factor analysis and nonparametric tests are adopted.

Results
1. Among the 6192 participants, 2728 are male, accounting for 44.1%; 3464 are female, accounting for 55.9%; There are 700 people aged 16-24, accounting for 11.3%, and 2996 people aged 25-45, 48.4%, 2496 people aged 46-59, 40.3%.
2. By reliability analysis of the motivations scale of sports consumption, Cronbach's $\alpha = 0.88$.
3. Factor analysis is conducted on the 10 items of the motivations of sports consumption. Based on factor loading, the motivations of sports consumption consist of 2 factors : Sports exercise demands and mental demands.
4. By Man-Whitney U test on sports demands for gender, $z = -1.71$, $p = 0.088$; by test on mental demands for gender, $z = -1.09$, $p = 0.275$.
5. By Kruskal-Wallis nonparameter test on the 3 age groups' sports demands and mental demands, chi-Square value is 8.6 and 50.6, free degree is 2 and 2, ***p***-value is 0.014 and 0.001, respectively. And then pair comparison is conducted among the 3 groups.

Conclusion
1. The reliability coefficient of the scale is 0.88, indicating high reliability.
2. The 10 items of the motivations scale of sports consumption are classified into 2 dimensions: sports exercise demands and mental demands.

3. There is no significant difference in sports exercise demands and mental demands between male and female.
4. There is significant difference in sports exercise demands among the 3 age groups. And there is significant difference between age group 25-45 and 46-50.
5. There is significant difference in mental demands among the 3 age groups. And significant difference exists between every 2 age groups.

Acknowledgment
Thanks are given to the Sports Bureaus of districts and counties in Beijing as well as the participants.

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DISCUSSION ON THE CLASSIFICATION AND MULTIVARIATE ANALYSIS OF EXERCISE MOTIVATION: PERSPECTIVE OF THE NATIONAL FITNESS PROGRAM

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The National Fitness Program is an important part of the undertaking of Sports for All in China. China has introduced the "National Fitness Program (2011-2015)" in February 2011. One of the most important measures is to carry out scientific research on major issues, especially those related to the health and fitness of the population, and to develop new methods and facilities for the practice of sport and exercise for different groups.Against this background, to study people's motive and demand for participating in exercise is of great significance for the development of the theory and practice of National Fitness Program.

Based on the related research on exercise psychology (*Yuan Fang, & Liu Ji. 2003; Gaochang Gong, & Ning Sun. 2006; Yu Jiang, & Xuhui Wu. 2004; ZhiXiong Mao, & Liwei Zhang. 1997*) and sociology (*LuPing Wu. 2008*), this research discussed the classification and multivariate coexisting phenomenon of exercise motivation from the perspective of the National Fitness Program. Taking into account the characteristics of the traditional society, modern society and postmodern society, exercise motivation is divided into traditional motivation, modern motivation, and postmodern motivation. Traditional motivation mainly includes motivation which to maintain physical fitness and to be strong (for example to ensure good health, improve one's ability and strength etc). Modern motivation mainly includes motivation to achieve physical and psychological development, such as improved social communication and interaction, as well as improved personal development and self-approval. Postmodern motivation mainly include motivation to enjoy leisure and sports, depending on one's interests, to feel attachment and be entertained and stimulated by the aesthetic experience of sport itself and not for the pursuit of a material or social gain. This article considered that there exist a multivariate coexisting phenomenon of exercise motivation in China, namely multiple types of motivations coexist and in a state of continuous transformation and development, and this can be explained by the "time space compress" characteristic of Chinese society, namely the coexistence of tradition, modernity and post-modernity in China (TianKui Jing, 1999).

Through the study of the classification and multivariate coexisting phenomenon of exercise motivation from the perspective of National Fitness Program, it can provide a theoretical framework to study the motivation behind the enagement of people in exercise and different sporting disciplines. On the basis of this framework, some further research could be conducted on the relationship between exercise motivation and National Fitness Program. For example, how to promote the transformation from different motivations to exercise behavior; and how to reinforce one's exercise motivation and behavior, as well as develop the indexes, technologies and methods to evaluate the effect of exercise. How sports science research can adapt to different types of exercise motivation.How to combine people's exercise motivation and national social economic and cultural development needs; In addition research could be conducted to evaluate the social and economic benefits of the National Fitness Program and identify areas for improvement.

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Abstract submitted in Chinese.

RESEARCH INTO THE PROMOTION OF OLYMPIC EDUCATION DURING THE BEIJING OLYMPIC GAMES WITH RESPECT TO THE SPORTS CAPABILITIES OF THE PUBLIC

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It has been generally acknowledged that education is tone of the key principles underpinning the Olympic Movement. According to the requirements of the International Olympic Committee and the ***Olympic Charter***, development of Olympic education is the obligation that the host city/ country must fulfil. In the context of the Beijing Olympic Games, an unprecedented campaign of Olympic education, uniquely characterized by "Participation by All" (Geng Shen, 2009), has accordingly been initiated. As a result, Sport for All has been promoted to a large extent. It is well known that the sport capability of the public is the key to appraising Sport for All. Therefore, this research, by means of such research methods as literature, expert interview and case study, has investigated the promotion of Olympic education to the sport capabilities of the public. The following conclusions have been drawn:

Firstly, sport capabilities of the public consist of the sport knowledge and skills, which refers to the grasp of the basic sport knowledge and the ability to self-exercises, sport awareness, which is regarded as the interest in sport and participation want for sport, sport behaviors, which include participating in physical activity, spectating at the sporting events, and attending sport volunteering activity, and sport moral, which refers to spectating at the sport competition with good manner and participating in the sport competition with fair play).

Secondly, the institutionalized-oriented Olympic education with the primary and secondary school students as the main subjects has fully improved the sport capabilities of youngsters. It is the education of the Olympic knowledge that has bettered their sport knowledge and skills; it is the education of the Olympic value that has strengthened their sport consciousness; it is the practical education of the Olympic theme activity that has increased their sport participation, improved their sportsmanship, and developed their "Olympic-styled" lifestyle.

Thirdly, non-institutionalized-oriented Olympic education with the public as the main subjects has improved the sport capabilities of citizens efficiently and effectively. It is the "Olympic Popularization Lecture Initiative" that has enriched their sport knowledge and sport skills and enhanced their sport awareness; it is both "Olympic Culture Square" and "Olympic Community" that have largely promoted the sport participation of citizensin greater depth and breadth; it is the promotion of slogan of "I Participate, I Dedicate, I Enjoy" that has enhanced the awareness and behaviors of sport volunteering service; it is the "Spectator Etiquette Campaign"that has improved citizens' sportsmanship.

Fourthly, the widely initiative of "Collaborative-Oriented" Olympic education between schools and communities has not only improved the schools' socialized management, but also quickened the study-oriented community. More importantly, it has advanced the cohesive connection and integration between institutionalized physical education (physical education at school) and non-institutionalized physical education (community sport), which has been fully verified by the Olympic education theme activity named "Hand in Hand Sharing the Olympic Education" conducted by schools and communities.

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RESEARCH INTO BEIJING MUNICIPALITY'S DEVELOPMENTAL STRATEGY FOR THE SPORTS INDUSTRY IN TRANSFORMING BEIJING FROM AN "OLYMPIC CITY" TO A "WORLD CITY"

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Introduction
Beijing's successful hosting of the 29th Olympic Games has updated the development of the sports industry of the Beijing municipality. Through a two-year adjustment, Beijing now is confronted with a new historical opportunity to construct the "World City", which demonstrates that Beijing now is transforming itself to a higher level from an "Olympic City" into a "World City". Subsequently, the sports industry of Beijing municipality will enter a new development stage.

Developmental Strategy of Sport Industry of Beijing Municipality under such Context
1. Overall Orientation of Sports Industry of Beijing Municipality
Orientation of Industry: The key product supplied by the sport industry is the feeding of the cultural consumption of the general public.
Orientation of Function: development of sport industry boasts economic and social functions.
Orientation of Objective: the first-grade world hub of sports industry, with first-class centers for sport event, sport conference and exhibition, sport leisure, development and service of sport science and technology, and sale of sporting goods.

2. Overall Objective of Development of Sport Industry of Beijing Municipality
The system of management and operation of the sports industry, characterized by the notion that it can adapt to a socialist market economy (where governments adjust and guide the market and enterprises), should be established and improved so that Beijing creates a leading environment for the development of sport.**;** In "the twelfth-five-year plan" period, the added value of sport industry of Beijing municipality each year will increased by about 15%. By 2015,the added value of the sports industry will have taken up over 1.5% GDP of Beijing municipalityand the output value of each employment in the sports industry will have reached over 150,000 RMB.

3. Specific Tasks for Development of Sport Industry
- To develop a large-scale sport enterprise group, expanding the scope of sport industry
- To direct sports consumption by the people and develop the sports marketing industry
- To improve the structure of the sports industry, satisfying the diverse needs for sport
- To bid for and develop internationa mega-sport events, advancing the overall development of the sports industry in Beijing
- To develop the economy of sport conference and exhibition, promoting the international communication and development of the sports industry in Beijing
- To pursue the model of construction of a professional sport club and to forge the image of an international sport hub
- To further plan and improve the function zone of sport industry
- To develop a new industry related to sport
- To bring into play the key function of Beijing, driving collaborative development of sport industry around the Bohai Sea zone
- To bring into play the resources of Beijing, developing the high-tech enterprise of sport
- To further the distribution of sports lottery
- To establish an effective and standard evaluation and monitoring system of the sports industry

Guarantee of Strategy
System guarantee - reforming the mechanism of system
Policy guarantee - further improving the relative policies of the sports industry
Human resources guarantee - developing qualified sports managers
Financial guarantee - effectively utilizing the resources of the sports industry

Abstract submitted in Chinese.

PATH ANALYSIS OF THE FACTORS INFLUENCING PHYSICAL ACTIVITY IN FAMILIES OF YOUNG CHILDREN IN KINDERGARTEN

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Introduction
Understanding the factors associated with physical inactivity may help establish better intervention to promote more physical activity. Kids family sports was an important factor which affected the kids physical fitness. In order to identify the factors influencing the physical activity(PA) in families with children aged 3 to 6 years, surveys were used to collect quantitative information about their parents.

Methods
Nine hundred parents of young kids were surveyed taken from 16 kindergartens with top class in Beijing, and 738 parents answered validly. A 5-point forced-choice response scale was used on the survey. All of the variables that comprised the components that influenced PA in families were entered into a factor analysis using SPSS15.0.After one varimax rotation and six iterations ,factors with Eigenvalues greater than 1 were extracted.

Results
The regression results showed that there were six factors influencing PA in families with young children which were, parents cognitive understanding of PA, parents' PA, kids individual, environmental aspects relating to the ability to engage in PA, the condition of the family. Five factors indirectly influenced children's participation in PA (parents cognitive understanding of PA, individual factors, condition of family etc) however the environmental factors and the PA of parents influenced the level of children's PA directly.

Conclusion
There were six factors influenced the kids PA, and the parents behavior played an important role in the children's level of PA..

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Abstract submitted in Chinese.

A CORRELATION STUDY OF THE PHYSICAL ACTIVITY PATTERNS OF PARENTS AND THEIR ADOLESCENT CHILDREN

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Introduction
Sport for All promotes the Olympic ideal that sport is a human right for all individuals. The movement encourages mass participation in physical activities as it holds many health benefits. Some of the benefits for the youth include the development of a healthy musculoskeletal system, the improvement of co-ordination and the maintenance of a healthy body weight. (Dietz & Gortmaker, 2001). In order to derive the above benefits, school children should ideally participate in at least 60min of moderate-vigorous intensity physical activity to ensure healthy development (ACSM, 2008). Children seemingly do not meet this minimum requirement and it is therefore important to identify the barriers and the enablers for children's participation in physical activity.

One of the potential enablers or stumbling blocks could be the level of participation of the parents in physical activity. Children and adolescents tend to emulate their parents' lifestyles and habits. It is therefore possible that parental physical activity patterns could influence the physical activity patterns in their adolescent children (Trost et al., 2001). There is currently limited information on the relationship between parental physical activity patterns and that of their children especially in developing communities. The aim of this research was to determine the physical activity levels of children and their parents and to establish whether any correlations exited between the physical activity levels of parents and their adolescents and if the gender of the parent is a factor in determining these patterns.

Methodology
Fifty boys and fifty girls were randomly selected from two senior schools in the Western Cape, South Africa. Physical activity patterns of both children and parents were elicited by means of a validated questionnaire after informed consent was obtained from the education authorities, the parents and the learners.

Results
Results showed that 48% of the mothers of the selected girls participated in vigorous physical activity compared to the 58% of fathers. In the case of selected boys, 60% of the mothers and 70% of the fathers participated in vigorous physical activity. Sixty percent of mothers and 70% of the fathers participated in moderate physical activities for the selected girls and 80% of the fathers and 70% of the mothers participated in moderate physical activities. The results showed significant correlations between mothers and their daughters as far as moderate activities are concerned. The only correlation between the parental activities was found for walking. A significant correlation was found between the vigorous physical activity patterns of boys and their mothers. No significant relationships were found between fathers and sons.

Conclusion
Enablers to children's level of participation in physical activity should be identified and used to their maximum. The results of this study showed that mothers had the greatest impact on the activity levels of their children. This could be because mothers spend more time with their children in South African societies.

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RESEARCH INTO THE PROBLEMS AND COUNTERMEASURES INVOLVED IN STAFF SPORTS IN CHINA DURING THE SOCIAL TRANSFORMATION

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Objectives
With the deep development of our country's social structure transition and system reform of accelerating industrialization, urbanization and modernization, the staff in our country experienced many changes in terms of quantity, structure, origin and type ofemployment. It is very meaningful to encourage staff sports if we know the situation of staff sports and can formulate new policy to take into account this social transformation.

Methods
Literature, questionnaires, interview surveys and statistics .etc.

Results
3.1 Staff sports are being cancelled step by step due to restructuring and transition, which lead to enterprises paying more attention to interest and benefit.
3.2 Differentiation of staff sports is accelerating due to the loose business system and the enforcement of functional specialization
3.3 Lack of sports facilities, management is not scientific and standardized; Lack of funds, the shortage of full-time sports officials and sports instructors.
3.4 the high production pressure, conflict of work and exercise, lack of practice time.
3.5 the out-dated contents and ways of staff sports

Main countermeasures
1.Government and related departments should make the appropriate policies and regulations to safeguard workers'participation in sports activities and promote the sustainable development of staff sports. 2.Change minds, adapt initiatively, make leaders in every department consider staff sports and support it with manpower, money and materials.
3. Enhance the publicity to let people know the importance of staff sports. Enhance the publicity of exercise in a scientific way to build up the understanding of staff and ensure appreciation for its importance.
4. Multi-channel funding, strengthen the construction and management level of sports venues and sports equipments and improve the efficiency of their usage.
5. Restoration of the national staff competition and encourage them take part in exercise in terms of organization and sports events.
6. Continue to build up the construction of a sporting society
7. Strengthen integration and management of communities, schools, public sports facilities and provide a good environment for developing staff sports.
8. Strengthen research for new features and trends of staff sports, and provide theoretical support for the better development ofstaff sports.
9. Consider the features for reform "progressive, evolutionary, transitive and integral" and the complexity of sports work staff and the imbalance of regional development
10.Stick with the coherence between sports aims and enterprise aims.

Main conclusions
Staff sports are facing some problems during the social transformation: lack of importance from leadership; reduction of staff's power to take part in exercise; lack of security etc. We should take measures from many aspects of government, policies, regulations, publicities, ideas, funds and integration of resources and so on.

Abstract submitted in Chinese.

AN ANALYSIS OF TRENDS AND TASKS OF MASS SPORTS DEVELOPMENT IN CHINA IN THE FUTURE

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Introduction
Mass sports in China have accumulated valuable experience after 60 years of development. The successful hosting of the 2008 Beijing Olympic and Paralympics games have brought an unprecedented development opportunity for mass sports. The theme of "Mass sports go with the Olympic Games" promotes the prosperous development of mass sports, which provides a good opportunity for realizing the comprehensive coordination and sustainable development ofChinese sports. The comprehensive implementation of a scientific approach and building a harmonious society provides a broader space for the further development of thefitness of Chinese citizens. Therefore, with the advancing of the National Fitness Program, how to maintain a continuous, rapid and healthy development of mass sports in China has become an urgent issue.

Methods
Methods of literature review, interviewing experts have been used to conduct research on the trends and task of mass sports development of China in the future.

Conclusions
1) Establish a multi-element sports public service system with Chinese characteristics.
2) Deepen the construction and management of sports venues and facilities to realize the universal access to various types of fitness activities. There is a lack of public sports facilities, an unreasonable layout, unbalanced development and low status of utilization of existing facilities.. For further national fitness program, people need to conscientiously sum up the experience of sports development, and provide people with more and better public sports services and goods, increase the construction of venues and facilities, improve the management level, and ensure universal access to various types of fitness activities.
3) Strengthen the system of laws and regulations on mass sports.
4) Improve the scientific level of mass sports management.. Sports departments at all levels should strengthen scientific research and encourage and support the use of new technologies.
5) Further perfect the organization of a mass sports network system, and increase the number of social sports instructors. The number of youth sports clubs, community sports clubs and social sports instructorsis

not large, and there has been unbalanced development in these areas. Therefore, in the next period, the network of mass sports organizations need with more government-led, community, societies and associations to participate in. There need to be more sports organizations at all levels and for different social groups.
6) Further strengthen the work of youth sports, and effectively improve the physical health of young people. In order to develop youth sports, clubs should be constructed taking into account the needs and interests of young people.

In summary, a blueprint for the new period sports power structure draw new sports development goals, which pushes the mass sports to a new stage and laysa solid foundation for the coordinated and sustained development of Chinese mass sports.

Abstract submitted in Chinese.

INVESTIGATION AND RESEARCH ON THE CURRENT SITUATION OF MASS SPORTS DEVELOPMENT IN THE WENCHUAN EARTHQUAKE-STRICKEN AREA

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The WenChuan earthquake in May 2008 was of a great intensity which caused broad destruction. The earthquake caused heavy loss of life and property, and left behind a long-term impact on the disaster-stricken people's psychology. Physical exercise can strengthen the physique, promote mental health and have a positive impact on people. In order to understand the development of mass sports in the earthquake disaster area, we used a questionnaire method investigating people in Dujiangyan city which was heavily damaged in WenChuan earthquake about their undertaking of doing physical exercise.

We chose people from 12 public institutions and 28 communities of Dujiangyan city randomly. In the survey, we sent 1977 questionnaires and 1903 of which were received, the response rate was therefore 96.3%. The average age of the respondent was 43.73 years old, ranging from 17 to 76 years. There were 786 males in the 1903 respondents, accounting for 43.6%, the other 1017 females account for 56.4% of all respondents.

Our investigation shows the reasons why people take part in physical exercise, 74.7% of interviewees chose keeping fit, improving the quality of life; 10.5% of interviewees undertake physical exercise to temper their willpower; 8.1% of all respondents take part in physical training in order to recover the function of their disabled body caused by the great earthquake; the rest 6.7% to lose weight, for entertainment, or as social intercourse, etc. When asked how frequently they did exercise, 451 interviewees said they do it every day, training time through 30 minutes to an hour; 309 people take part in sports 1-3 times weekly; 881 interviewees do exercise less than once per week;and there are also 262 people rarely or never doing physical exercise.

In the physical training form, the most common is jogging or walking quickly, which accounted for 30.1%; the second one is old-age body mechanics that arranged by themselves, which account for 19.5% of all forms. The third is ethnic dances such as Tibetan Dances that account for 16.6%;The fourth is some training forms with cost, for example training in gymnasiums, yoga classes etc, which account for 10.6%; Next is traditional Chinese martial arts such as Taichi and Qigong (controlled breathing exercise), these forms account for 7.9%; There are some interviewees that chose ball games as their training form: basketball 5.9%, tennis 3.3%, ping-pong 2.1%, badminton 2.0%. Last, interviewees doing sports that use public exercise facilities in the park account for 2.0% of all. For physical training places, the most common of three choices is the park, community square and school respectively. Also, when asked about the place of mass sports, 86.2% of interviewees thoughtthat the government should spend more money on mass sports, such as building more sports yards; meanwhile, 78% of interviewees also suggested that management should open the playgrounds of state organs and institutions, school, and park for free. Some people thought that government should increase the area of community exercise plazs ,because they usually have to walk long distances to find some place to do physical exercises.

When asked about the effect of physical exercises, 90.2% of interviewees thought that doing sports made their own mind and body feel pleasure, enhancing the quality of their life; 6.6% of interviewees said they could not feel the effect of training temporarily; however, 3.2% of people felt that the physical exercises didn't make them happy at all.

In conclusion peoplein Dujiangyan city take an active part in physical exercises. But there are still some problems in mass sport development in this disaster area, for example: lacking in playground facilities, inadequate funds, requiring more professional directors for training, etc. We suggest that governments should increase their input in these areas, including manpower and funding, and encourage more people to paritcipate in physical exercises. These changes will be advantageous for development of mass sports in China.

Abstract submitted in Chinese.

SPORT FOR ALL CONCEPT – REVIEW OF STRATEGIES FOR DEVELOPMENT OF REGULAR HABIT IN SPORT AND PHYSICAL ACTIVITIES

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Sport for all is rather a young concept in modern society. The movement started in Europe with the idea to identify sport as a spontaneous activity which should be free to everyone and promoted by all government agents. This concept is regarded as a prime component in many places in sport policy development and countries started with strategies to encourage the development of regular habit in sport for health and holistic development of persons through regular sport participation. Many investigations were then initiated with a focus on policy development and its effectiveness in achieving the expected health goals.

The book, "Best Practices for Physical Activity Promotion around the World" published by CELAFISCS recorded 71 best practices. The many cases indicated a shift in focus from policy building to actual ground work for the identification of sport as essential element in achieving health goals and quality development of people through active sport participation. Regarding this perspective, two common strategies are generally adopted for development.

The Structural Intervention Approach identifies sport as an essential element and having an important role in society. As sport is identified as an essential element, it is the responsibility and duty of government to help everyone to be fit and healthy through sport participation. The practice was then made compulsory and expected to be followed by everyone. For example, it was common for many Asian countries to have exercises in the morning and as a national activity when music was broadcasted in air. In schools, fitness training was compulsory and students were required to pass the fitness standards before their graduation.

The Life Intervention Approach takes a different perspective that the development of sport related behavior relates to individual choicel. Thus it is important to educate people with the required knowledge and assnuture the abilities of people to make the right choice. In schools, no fitness standards are imposed but students are empowered to set their own health goals or fitness level and encouraged to exercise with their self-initiated progress to achieve the expected outcome. It is important for governments to build sport facilities and create necessary opportunities for sports behavior to develop.

A national health project seems important to create attention to questions of health and motivation to participate in sport. This paper follows the trends and compares cases of recent development for fitness projects in school children in Canada and cities of Singapore, Macau, and Hong Kong. There are trends to mix the Structural and Life Intervention concept for strategy development. Nevertheless, policy shifts in between two ends but finds its relationship with social conditions, background of educational development and expectation of quality growth for children. The four cases help to provide sources for prediction of policy making in health and fitness and identification of movement trends for the health growth of students.

BETWEEN TRADITION AND INNOVATION - THE LINK BETWEEN SPORTS AND STANDARDS.

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The organization of sport events is generally articulated around professions directly linked to the sports sector (athletes, trainers, referees), and also around other types of occupations which are not sport driven (drivers, builders, cooks, doctors, gardeners, nurses ...) Sports do not always generate new jobs but they

contribute to developing skills [1]. What makes this assumption potentially challenging and possibly innovative is the link with standards be they labour, safety, environmental or quality oriented.

Using standards for better living conditions and productivity through sports
In a strongly integrated economy such as Switzerland for example, sports are used by the Federal and local governments as a way to develop ways of fostering socio-economic synergies, promoting local economy development and supporting tourism while ensuring higher productivity through better working conditions [2]. Also the above mentioned approach is quality oriented with labels/brands provided by Swiss Olympics to selected sports programmes run both at the local and at the federal levels [3].

Conclusions
The link with sport here is two pronged, on one side the sport discipline (which is a quality product) may constitute a good framework for work related activities and, on the other side, sports events are categorized and labelled according to standards. Hence it seems useful to look at sports and standards as an innovation tool driven by sports as they relate to economic sectors. This link could be used for: a) constantly upgrading sports events and managing sports in general; b) improving life and working conditions as well as c) skills, in line with the ILO's Decent Work Agenda.[4]

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[2] *As indicated in Vocasport Project,(1998).*
[3]*Swiss Health Promotion (*http://www.promotionsantésuisse.ch/*) and Allez Hop Programme" (*http://www.allezhop.ch/*)*
[4] *ILO Decent Work Agenda (*http://www.ilo.org/*)*

READINESS OF SPORTS FACILITIES AND SUPPORT SYSTEMS IN THE ZLIN REGION FOR THE PARTICIPATION OF PEOPLE WITH DISABILITIES IN GENERAL SPORTS ACTIVITIES

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The readiness of sports facilities for safe and comfortable participation by persons with physical disabilities in region Zlin (Czech Republic) is perceived as one of the crucial conditions for the development of adapted physical activities. The purpose of this presentation is to describe the current state in the region, conditions and readiness for the participation of people with disabilities in physical activities.

Analysis of related legislature
The Czech legislature addressed the physical accessibility of newly built or reconstructed public facilities since 1985 and currently is comparable with German legislation. Information about accessibility of sport facilities has been collected since 1998 and from 2004 became an integral part of the regional information system.

We would like to highlight as an example of good practice the involvement of local municipalities in the following areas:
(a) long term investment plan in relation to accessibility,
(b) systematic budgeting approaches,
(c) concept of support of participation of persons with disabilities in sport in region.

Thanks to these approaches together with accessible transportation and financially reasonable opportunities, there is a fast growing interest in participation in adapted sports and their positive presentation in society. Currently there is an ongoing project coordinated by Faculty of Physical Culture of Palacky University titled “Center of support of inclusion” focusing on the facilitation of participation of children and youth with disabilities in physical education and sports. Currently we are collecting data about the level of inclusion in general PE.

General description
About the Region Zlín
- area of 3964 square kilometers
- 11th largest (or 4th smallest) an administrative unit in the country
- 600 000 inhabitants
- 304 local municipalities with 233 primary schools
- 30 of these municipalities with the status of the city

- Zlín - the largest regional city in region
- highway from Prague will be here in 2012

Our steps for support of good practises in APA
- recognition of the quantity of members of the target group in the region
- preparation of technical and economical conditions in selected areas using actual laws and international declarations
- long term street work with families of pupils with severe disabilities and multilateral support for regular activities during whole year
- organizing events for different groups based on age or important events with international participation

Pupils with disabilities in Region Zlín (2008/2009)
- Number of special schools for pupils with disabilities: 27
- Number of pupils with disabilities in special schools: 1762
- Number of primary schools with integration of pupils with SEN: 199
- Number of pupils with SEN in mainstream education: 1791

Including
- 70 pupils with mental handicap
- 45 pupils with hearing impairment
- 28 pupils with visual impairment
- 97 pupils with physical disability
- 60 pupils with multiple disabilities

Future of APA in Region Zlín
Near future (2010-2011):
- Realization of project „Center of support of inclusion“ Faculty of Physical Culture, Palacky Univerzity Olomouc in region Zlín
- „Inventory“ of information system about APA for people with disabilities

Next period (2011-2013):
- Exploitation of graduates – teachers of Faculty of Physical Culture, Palacky Univerzity in selected – interested primary schools or sport clubs in Region Zlin
- Extension of the range of adapted sports or APA´s for all ages in the nearest city in Region Zlin

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CENTRES OF SUPPORT FOR INTEGRATION THROUGH ADAPTED PHYSICAL ACTIVITY IN THE CZECH REPUBLIC

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Introduction
The main aim of the presentation is to introduce the Centres that support children, students and adults with some type of disability in the field of Sport, leisure activities and physical education. The effort to integrate people with special educational needs into the major society with the aim of socialization is one of the major challenges of our society. These efforts are primarily based on implementing national and international legislation and standards. One of the activities to support an inclusive environment in our educational process is to create a system of advisory organizations in the field of adapted physical activities that will lead to the creation of appropriate conditions for effective integration of individuals with special needs.

Development
The aim of the project is to develop a system of advisory services provided to the entire spectrum of children and students with special educational needs. Project Center integration support, which is financed by the ESF and the budget of the CR is focused on improving equal opportunities for children and students, including children and students with special educational needs (SEN pupils). Head representative of the project is Palacky University in Olomouc, Faculty of Physical Culture, Department of Adapted Physical Activity. The project is being implemented from 1.8. 2009 to 31.7. 2012. We create and develop a system of advisory services provided to the entire spectrum of pupils with SEN (Special education needs) and their parents. Also we are interested in improving status of professional and civil competencies of pedagogical

workers. This is all conducted with the purpose of improving the educational process and to prevent social exclusion of pupils with SEN.

In the context of our aims we predominantly provide activities such as monitoring the current status of adapted physical activities in schools, school and extracurricular organizations.Other outputs are focused on the creation of methodological materials, trainings and educational programs for teachers, parents and staff in the area of leisure time and education services.. We also place emphasis on national and international standards which express the need for education in sport, physical education and physical recreation, including the training of teachers. The most important are for example: European Charter on Sport for all: disabled persons, European Sports Charter, Recommendation of the Council of Ministers of EU Member States etc.

Conclusion
We see the impact of the project mainly on two basic levels. The first relates to teachers and other personnel interested in working with children, pupils and students with special educational needs in the context of segregated and integrated programs. This project improves their skills to work with such a defined group of people, including children, pupils and students. This acts to increase their training and helps them to develop their own human resources in relation to their future employability potential. The second concerns mainly children and students with special needs, individuals with disabilities, health and social disadvantages, using means of physical education, sport and physical recreation for personality-social development. This all leads to an improved quality of life not only for people with special needs, but that will ensure greater employability of people with special needs, helping to develop society as a whole.

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SPORT FOR ALL - HEALTH AND CULTURAL IMPACT

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Influence of sports, sports mega events and society
Sports has today become a macrocosm which engages the most sophisticated scientific and technological research and impacts on the media, tourism and finance industries. Never before have events of any kind been capable of involving such enormous, varied masses of people as sporting events have done (Fransca, 1985). Mega sports events like the Olympics have been identified by Rodda (1985) to be far more to do with greed and less to do with idealism. But against all criticism of commercialization and political manipulation, faith in the sports mega events survives even today. He identified sports as a great social force in the world and defended the statement by emphasizing how the gold medal winning event of 1972 Munich Olympics marathon by Bill Rogers of USA, created a boom in road racing and jogging in USA. Apart from mega events like the Olympics, sports have been used as a politico-economic tool for promoting nations building by post-colonial Singapore (Sproule, Neil, & Horton, 2002). The Singapore government identified sport as an important pillar of national building as well as an expression of the nation's coming of age as a developed nation. Sports potential contribution towards development and peace was also analyzed in a report from United Nations (Ogi & Bellamy, 2003), which provided an overview of the growing role that sports activities are playing in many United Nations' programes and crystallizes the lessons learned.

Olympia fulfilled its magnificent moral task with the mystic influence of religion, the cultural and spiritual influence of art and the incomparable organization of athletic competition, culminating in the Olympic Games. Thus, the area became the great and almost unique centre of Greek civilization, which means, world civilization.

Sports, Peace and International understanding
Sport, and especially major sports events are important factors of life and customs, so much so that all countries, whatever their political regimes, must now have an eye on sport, not only as a means to spread their national images, but also, and mainly as a valuable vehicle for an international education of peace and brotherhood (Fransca, 1985). Nissiotis (1985) expressed joy at the observation that the world at present appears to have become sensitive to the question of peace. According to Bishop (2008), International friendship, cultural diversity, world unity can be see as an essential aspect of sport mega events as it is

evident from the Olympic education program of China and London which have initiated several programs to create awareness among the masses especially at school and college levels.

Olympic value education program (OVEP) started already in Delhi has immense potential in developing nations like India which has a population of more than 1billion people because sports has the unrecognized power to bring a positive change to society.

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NORWEGIAN GUIDELINES TO PREVENT SEXUAL HARASSMENT AND ABUSE IN SPORT

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Studies both in Norway and abroad indicate that sexual harassment occurs in all sports and at all levels [1]. Sexual harassment is something that girls and women are mainly subject to by men, but also the reverse is true. It is however assumed that when it comes to both sexual harassment and sexual abuse there are a number of unreported cases, not least in relation to boys.

The first guidelines to prevent sexual harassment in sports were adopted by the Executive Board of the Norwegian Olympic and Paralympic Committee and Confederation of Sports (NIF) in 2001. In 2008, NIF's Women's Committee proposed an initiative to revise the Guidelines and to update NIF's information in the area. The reason for this was new research and knowledge in the field, adjustments regarding new public guidelines and decisions, actual cases and NIF's introduction into sports of a police certificate of good conduct.

Avoiding harassment and bullying are important goals within Norwegian sports. It is a goal to develop tolerance and understanding and to establish recognition of people's equality in order to avoid discrimination. Sexual abuse and sexual harassment are completely incompatible with the values of sports and there is zero tolerance for discrimination and harassment irrespective of gender, ethnic background, religious faith, sexual orientation and physical disability in Norwegian sports.

By sexual harassment we mean unwelcome sexual attention that is offensive to the object to such attention. By sexual abuse we mean to trick or coerce a person into a sexual relationship the persons do not want, or is not sufficiently mature to consent to.

The following guidelines apply within all Norwegian sports:

1. Treat everyone with respect, and refrain from all forms of communication, action or behaviour that may be perceived as offensive.
2. Avoid body contact that may be perceived as unwanted.
3. Avoid all types of verbal intimacy that may be perceived as sexually charged.
4. Avoid expressions, jokes and opinions that relate to the athlete's gender or sexual orientation in a negative way.
5. Seek to have both sexes represented in the support network.
6. Avoid contact with the athletes in private spaces unless there are several persons present or in agreement with parents/guardians or the sports management.
7. Show respect for the athlete's private life.
8. Avoid dual relationships. If a reciprocal relationship is established, the situation should be raised and clarified openly in the milieu.

9. Do not offer any form of reward with the purpose of demanding or anticipating sexual services in return.
10. Take action and give notice if a breach of these rules is experienced.

The support network (coaches, managers etc.) have the main responsibility to promote these guidelines in the organisation/sports environment, and that they are adhered too.

An open, sound and safe sporting environment will in itself serve as a protection against harassment, as well as false accusations. A condition for maintaining and strengthening a sound sporting environment is that the management agrees on what constitutes a sound environment. A discussion as to which attitudes and values should characterise a club is therefore important.

The procedure when sexual harassment and sexual abuse occurs
The guidelines describe how to behave if you have a suspicion of sexual abuse or sexual harassment, or if you are the object of sexual harassment or sexual abuse:

- Get in touch/seek help from someone you trust.
- Contact the management of the club/sports association, or the sports division, the national sports federation or NIF.
- Contact the Gender Equality Ombudsman (qualified persons du give you advice).

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STUDY ON THE RELATIONSHIP BETWEEN THE LEVEL OF PHYSICAL ACTIVITY AND THE LEVEL OF PHYSICAL FITNESS

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Introduction
Physical activity recommendations occupy an important position in the area of public health. These recommendations apply even more to older people, whose level of physical activity diminishes as they get older. It is therefore essential to have simple and validated tools for measuring the level of physical activity. There are various questionnaires in English, but few are available in French and easy to use on a daily basis by health and sports professionals.

Objectives
1) Produce a Simple Assessment of Physical Activity Level in leisure and daily activities questionnaire (ESNAP) in the framework of the WHO recommendations (2010);
2) Compare the level of physical activity measured with the results of a physical fitness assessment.

Methodology
A first version of the questionnaire was created by an inter-disciplinary team involved in physical and sports activity, public health, sports psychology and computer engineering to test its validity. The ESNAP was composed of five questions on lifestyle habits. The questionnaire could be taken individually using a touch screen application developed specifically for older people (Mindeval, 2010). A pilot study conducted among 1,237 people aged between 60 and 94 in 13 regions of France allowed the clarity to be measured and the problem questions identified. The questionnaire was modified, and a second study, conducted with 515 people aged between 60 and 94, assessed the correlation with the results of a series of physical tests (Senior Fitness Test; Rikli and Jones, 1999).

Results
The ESNAP is comprehensible (clarity test: 4.46/5). The test and retest showed stability in the results measured ($r = 0.82$). The correlations between the overall ESNAP score and the physical fitness tests (30 seconds sitting/standing, arm flex, 6 minutes walking, 2 minutes on the spot, flexibility sitting on a chair, back-scratching, walking backwards and forwards) were statistically significant.

Conclusion
The ESNAP demonstrates good psychometric properties. It is simple and quick to perform (approx. 2 minutes). The results allow the participants' scores to be compared with the WHO recommendations. Lastly, the results of the analyses show that the ENSAP, which measures the level of physical activity, can be used to estimate the general level of physical fitness. The ESNAP is available for use and research (Mindeval, 2010).

Recommendations
The ESNAP can be used by health professionals (doctors and nurses) in the framework of their daily work as a tool for rapidly assessing the physical fitness of patients.

Subsidy
This study was subsidised by the Ministry of Health and Sport (France).

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Abstract submitted in French.

AEROBIC FITNESS, SPORTS EDUCATION AND THE SELF-DETERMINATION THEORY

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Introduction
Attaining a maximal level of aerobic fitness in adolescents is a situation that might be considered as problematic for many teachers of physical education. Time, resources, diversity in student ability and motivation, participation levels both in school and extracurricular events, instructional technique and methods, and instructor preferences and biases all play a role in the potential fitness gains that students may make over the course of a term or semester. McGinnis, Kanner and DeGraw (1991) have investigated the problems that a physical education teacher might have in developing fitness and other skills: "The challenge facing school physical education professionals is to make effective use of a limited amount of class time." (p. 141).

A continuum of motivational factors represents the basis of the Self-Determination Theory. The theory holds that the students will fall, from a motivational perspective, somewhere along the spectrum that starts with amotivation at one end, passes through various levels of extrinsic motivation and culminates with intrinsic motivation. Given the correct circumstances, which include fulfilling the basic needs of relatedness, competence and autonomy, a process of internalization might take place wherein the student may become more engaged and exhibit a greater desire to participate. Chen (2001) has shown that obtaining student-learning outcomes is often a by-product of the motivational climate. The ultimate goal would be that the student participates for the sheer joy and pleasure that is derived from the activity.

Development
Sport Education is an instructional format or teaching model that is based upon the idea of teaching a physical education sport unit through developmentally appropriate competition. The Sport Education model, involving team affiliation, seasons, competition, record-keeping, a culminating event and festivity can help the process of internalization and increase the motivation of many students and can result in improved levels of aerobic fitness and increased desire to participate in future aerobic fitness-type activities. The sports education model has been used in a variety of activities including rugby and tennis (Grant, 1994), gymnastics (Bell, 1994), and dance (Graves and Townsend 2000) but has never been used in a specific unit devoted to fitness. A total of 417 students participated in a 10-week study that showed increased aerobic fitness (measured by means of pre- and post-test scores on a 2400 metre run) and motivational levels in students participating in a Sport Education program when compared to a control group.

Conclusion
The students in the Sport Education group improved, on average, by 124.42 seconds between the pre- and post-tests, while the students in the control group increased by 33.99 seconds. Follow-up studies to

determine student motivational levels showed that the participants involved in the Sport Education model incurred statistically significant greater levels of competency, autonomy and relatedness throughout the period of the study than did those in the control group. More than 74% of the students in the Sport Education group said that they would participate in fitness activities to a greater degree than they had previously. Only five percent of the control group indicated similar intentions.

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HEALTHY IMMIGRANT EFFECT: A CASE STUDY OF PHYSICAL ACTIVITY PARTICIPATION AMONG CHINESE-SPEAKING COMMUNITIES IN CANADA

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The health of a large amount of immigrant residents in Canada is of prime concern to policymakers and researchers not only because it is directly related to the issues of the cost and adequacy of Canada's healthcare system, but also because it is a vital determinant of the costs and benefits of Canada's immigration policy. With the immigrant population increasing, there has been one significant phenomenon among this group in Canada as well as the United States which has been observed by researchers and practitioners since the 1990s. When immigrants first arrive in Canada, they are usually in better health condition than the native-born population. However, several years later, with their settlement progressing in the new country, their healthier condition vanishes and deteriorates toward the level of the native-born population. Moreover, recent immigrants (those landed less than 5 years) are usually healthier than their counterparts who have been in Canada for more than 10 years. This phenomenon is called the "Healthy Immigrant Effect (HIE)."

This paper tries to explain the HIE by applying Bourdieu's concepts such as conversion between various forms of capital, struggles in specific fields, and production, reproduction and transition of habitus, which derive from his extensive theory framework. In this study, the three concepts are applied to explain the HIE as well as the transition of immigrants' habitus, and the conversion of different forms of capital they experience in the field of immigration. As a particular group of social agents, immigrants are struggling in this field in which their various forms of capital convert from one form to another that make their social positions alter constantly. Various habitus brought by immigrants directly and indirectly affect their positions and the social trajectory they pass through. Moreover, by introducing the concept of health capital and discussing the conversion between the health capital immigrants hold and other forms of capital during the first several years after their landing, the HIE can be well explained through Bourdieu's point of view.

To support the analysis, a case study regarding the behaviors and attitudes toward physical activity among Chinese-speaking communities in Canada is introduced. Based on an online questionnaire survey, the study revealed that with the length of time of residence in Canada extending, immigrants in the Chinese-speaking communities, one of the biggest visible minority groups in Canada, changed their physical activity behaviors and attitudes over time. Physical activity and sports, as an important part of social culture in Canada, can significantly improve physical condition of individuals and help new immigrants to be culturally assimilated into Canadian society. Thus, participation in physical activity is one of the determinants of the HIE. The changing pattern of the physical activity behaviours and attitudes revealed in the survey collaterally proved the existence of the HIE.

A STUDIES ON THE PHYSICAL EXERCISE OF MIGRANT WORKERS——WITH INVESTIGATION AND ANALYSIS OF A FACTORY IN SHENZHEN

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Introduction

Sport is for the masses, not the elite. The main research subject of Sport for All is urban citizens, little research has been concerned with migrant workers who mostly do manual labour. They have made a huge contribution to social development, but are often neglected. They represent a large group, but with little understanding of sports. An important theme of this year's conference is "sports is an individual rights without disparity of social status and competence..." It is no doubt that caring for migrant workers and their level of physical exercise is an important topic.

How to define migrant workers? They are rural-to-urban migrants who leave their hometown and earn a living in their teens. Second, they mostly work in the factories. Third, they do manual work with a low social status.

Method

This paper mainly applied the field investigation method, a sociology method. The researcher observes and personally goes deep into the field in order to get first-hand materials. It's a qualitative research method.

Results

By working in a factory for nearly two months, the researcher identified the present situation of the factory sports facilities and participants. This study has been carried out in BaoAn district of Shenzhen, due to Shenzhen being an immigration city and BaoAn district hving so many industrial areas.

1. sports facilities (abbrev.)
2. sports participant

To sum up: a shortage of sports facilities is considered to be the external reason for insufficient sports exercise by people. But the core reason for their ignorance of sports can be explained by the following two aspects: first of all, migrant workers have to work extra time everyday in order to receive more money (basically 10 or 11 hours a day, 6 days a week), and the intensity of manual work is tremendous. With such a burden on the migrant workers, there is no time or energy to engage in physical exercise. Secondly, according to the Maslow's hierarchy of needs, the needs can be divided into five levels: the physiology, safety, love, esteem and self-actualization needs from bottom to top. The migrant sport is considered as a leisure activity, it should be categorized mostly under self-actualization needs. Although with the development of society, survival problems are no longer a big issue for migrant workers, sport has nothing to do with their ordinary life, let alone become a way of life.

Conclusion

1. The migrant workers should do exercise with low calorie burning intensity. The migrant workers are supposed to take exercise activities without great effort and energy. Such as rope skipping, shuttlecock-kicking, easy gymnastics. It can relieve their fatigue. Meanwhile, playing pool is also a good choice for entertainment.

2. Raising their awareness for sports
We can differentiate sport from manual work easily although they both include bodily movement. But the migrant workers form some incorrect picture that sports demands highly crafted skilsl and it's only a matter of nationalpride. This is a cognitive mistake discovered when communicating with them during the two months.

3. Administrative function
The factory always pursues the maximum profits without consideration of their workers physical condition. The local Government should promote physical exercise knowledge, build sports facilities in the square and downtown area andmotivate people's sports activities by carring out more running and climbing events.

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Abstract submitted in Chinese.

RESEARCH ON CHINA'S PUBLIC SPORTS SERVICES FROM THE PERSPECTIVE OF THE PUBLIC FINANCE THEORY

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Marked by the ending of the eleventh five-year plan, China has stepped up to a new level economically and socially, which offers a great opportunity for the development of sports in our country, especially for the mass sports. Since the Fifth Plenary Session of the Seventeenth Central Committee, President Hu Jintao has emphasized "top-level design reform" many times. The development of Sports for All cannot move on without the build-up and completion of public services and the policy mechanisms of "top-level design". This thesis analyses the public services of sports in several typical provinces in China theoretically and empirically from the perspective of the public finance theory.

The National Fitness program has performed for fifteen years, during which the public services of sports in China is improving. In recent years, the public services system of sports in many provinces and cities have been improved, which provides many practical examples of systems of services and performance evaluation methods. However, the real problems are, does the public sports services system match well with China's economic and social public services? That is, what should be the rational range of services provided? What are the theoretical grounds and practical foundations? When pursuing the equalization of public services, how should we deal with the beneficial contradictions of different groups and different areas, how about the disadvantaged groups? All these questionsrelate to the scale, structure, services quality and function of public sports services, and at a deeper level, reflect the financing structure, financing mechanism, management system and operation mechanism of public finances. Therefore, fixing the scale and quality of public sports services products based on the public finance theory is the basic assurance of the realization of the scientific allocation and good use of sports resources.

Conclusions
Firstly, the social value and function should be revalued from the perspective of public finances, according to which the allocation should be reset in the public sports services system. Secondly, the build-up of public sports services system must consider both the real need and potential need of the subject served. The contents, patterns and the providing mechanisms of public services should all be matched. Thirdly, public sports services involves several systems impacting each other and they must be effectively coordinated. Fourthly, the institutional structure and management organizations of public sports services system are important prerequisites. Fifthly, improving the services for disadvantaged groups should be taken seriously.

Abstract submitted in Chinese.

EFFECTS OF SIX-MONTH WALKING-RUNNING EXERCISE ON BLOOD LIPIDS AND LIPOPROTEINS IN MIDDLE-AGED PEOPLE WITH DYSLIPIDEMIA

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Introduction
Dyslipidemia is the first risk factor of coronary heart disease, especially among middle-aged people. Research shows that if the level of total cholesterol (TC) decreases 1%, the risk of coronary heart disease (CHD) will drop 2%～3%. Since the 1990s controlling dyslipidemia has become the main method for preventing and treating CHD. This paper studies the effects of various walking-running exercise programs on blood lipids and lipoproteins in middle-aged people with dyslipidemia to find a suitable exercise prescription.

Methods
First, through questionnaire and screening, we selected 36 middle-aged (50～70 years old) people with dyslipidemia and determined their functional capacity (F.C.) by graded cycle ergometer exercise testing. Then, we prepared the exercise prescription. We used walking-running exercise as the main form of exercise. The scope of exercise intensity was 50～70% F.C. Subjects undertook exercises once a day, 30～60mins per time, 5 days a week, and six months for one exercise cycle. Different intensities (50～60%F.C., 60～70%F.C.) and different durations (30～60mins) constitutes different exercise programs. The subjects were divided into three groups: moderate intensity (60～70% F.C.) and long duration (60min) walking-running exercise group (ML group), low intensity (50～60% F.C.) and long duration (60min) walking-running exercise group (LL group), and low intensity (50～60% F.C.) and short duration (30min) walking-running exercise group (LS group). We observe the improvement of blood lipids and lipoproteins resulted from different exercise programs. The main indexes include TC, TG, HDL-C, LDL-C, ApoA, ApoB and ApoE.

Results
After a six-month period of exercise, (1) the levels of serum high density lipoprotein cholesterol (HDL-C) in all three groups increase significantly compared with pre-exercise ($p < 0.05$), the range of increases are 18%, 15% and 11% respectively. The levels of serum very low density lipoprotein cholesterol (VLDL-C) in all three groups decreased significantly compared with pre-exercise ($p < 0.01$), the range of decreases are 30%, 33% and 25% respectively. The levels of TC and low density lipoprotein cholesterol (LDL-C) in LL group descended significantly compared with pre-exercise ($p < 0.01$), but the levels of TC and LDL-C in the other two groups had no significant change ($p > 0.05$). Furthermore, the levels of triglyceride (TG) in all three groups had no significant change ($p > 0.05$), too. (2) The levels of serum apoAI in ML and LLgroups increased significantly compared with pre-exercise ($p < 0.05$). Only in LLgroup, the level of serum apoB decreased significantly compared with pre-exercise ($p < 0.05$). The levels of serum apoE in all three groups increased significantly compared with pre-exercise ($p < 0.05$). (3) The ratios of TC to HDL-C in all three groups descended significantly compared with pre-exercise ($p < 0.05$). Only in LLgroup, the ratio of apoAI to apoB increased significantly compared with pre-exercise ($p < 0.05$).

Conclusions
Walking-running exercise is an effective mode of exercise for treatment of dyslipidemia in middle-aged people. During walking-running exercise, the duration is more important than the intensity. Both low intensity and moderate intensity walking-running exercises can improve dyslipidemia efficaciously. Walking-running exercise of 50～60%F.C. intensity and 60 min has a better effect.

Abstract submitted in Chinese.

RESEARCH ON THE STATUS AND MODE OF REALISTION OF SPORTS RIGHTS AND INTERESTS IN PEASANT LABOURERs

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After the "National Physical Fitness System with Chinese characteristics" was established as one of the nationwide fitness enterprise goals in 2010 in the "National Physical Fitness Programme " promulgated by the State Council in 1995, the 16th CPC National Congress in 2002 confirmed "forming a sound modern National Physical Fitness system " in order to create a well-off society with a population with a high sense of well-being.

The health of a population is not only a symbol of national prosperity, but is also part of socialism's goal of a harmonious society. Peasant labourers, an important part of the National Physical Fitness Programme, and their participation and interest in sport, is an important topic to be studied.

Therefore, peasant laborer's interest and participation in sport was the subject of a study conducted through materials collection, questionnaire, interviews and a study of mathematical statistic.

The findings were that peasant labourers' extra-curricular life was diverse but their ratio of exercise participation was low, due to a shortage of facilities (38.9%), money (7.8%) and leisure time (22.2%). There was also a serious lack of understanding as to the sports laws and even sport itself. 64.4% of peasant

labourers equated productive labour as physical training and only 43.1% of enterprises understood the 'Comprehensive Fitness Program Outline'. It was also found that there was an absence of management and investment in the management of sports agencies and only 17.2% had established sports facilities for peasant labourers.

Therefore, it is suggested to create a favourable legal environment for national peasant labourers by changing current laws and urging local governments to invest in developing policies to improve local economic development and participation in sport. It is also suggested to form a new financing system for sports constructions projects, driven by the government but with corporate support. The lottery ticket public welfare fund could be used to construct a health project and integrate sports facility construction into this plan. Finally, it is necessary to establish a multi-purpose sports service system to safeguard the rights of peasant labourers and ensure they are fit and healthy, resulting in a more harmonious society.

Abstract submitted in Chinese.

A STUDY OF THE PHYSICAL FITNESS OF FARMERS IN DIFFERENT INCOME BRACKETS IN SHANXI PROVINCE

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Introduction
The data of the second Shanxi province physical fitness surveillance is used in this passage. The surveillance was conducted by selecting 6046 farmers (age 20-59) from 55 administrative villages in 11 cities, researching and discussing the physical fitness of farmers from different income levels in Shanxi province. Shanxi province is situated in the middle of China, which has less developed economy. Through studying the physical fitness of villagers in Shanxi province, from one aspect, it reflects the physical fitness of villagers in China.

Methods
According to the average of people's net income in villages in Shanxi province, these villages are divided into three kinds. First kind of village: the average villagers' net income reaches or exceeeds the national average villagers' net income in 2005. Second kind of village: the average villagers' net income is under the national average of villagers' net income at 2005, but reaches or exceeds the Shanxi province average of villagers' net income in 2005. Third kind of village: the average villagers' net income is under the Shanxi province average villagers' net income in 2005. The research includes anthropometry, physiological fitness, physical activity and ten items. Counterposing the different age groups of research subjects with T test.

Results
1.Anthropohethy: BMI of men's most age groups, first kind>third kind. Four age groups of women, first kind>third kind. Waist circumference of men, first kind >third kind, some age groups, second kind>third kind, in some age groups, female waist circumference of the second kind of village is bigger than the first and third kind.2.Physiological fitness: The vital capacities of men and women, first kind>third kind. The steps index of men and women (after 25 years old),second kind>first kind.3. Physical activity: Grip of men (before 25 years old),first kind >third kind, second kind>third kind, women before 35 years old, second kind>first kind, before 40 years old, second kind>third kind. Vertical jump of men (before 30 years old),first kind>third kind. Vertical jump of women, first kind>third kind. The push-up (age between 20-24), first kind>third kind, second kind>third kind. Sit-and-reach of men (after 35 years old), third kind>first kind. Sit-and-reach of women changes in no certain rule. Close eyes balance of men in most age groups, first kind>third kind. Close eyes balance of women could be divided into three sorts: before 30 years old, the comparison can't be certain higher or lower, the age between 30 and 45, first kind>third kind, after 50 years old, third kind>second kind, first kind>second kind, the difference is remarkable.

Conclusion
1. Male villagers with high income have ventral fatness after 30 years old. 2. The vital capacity level of the first kind of village's people is remarkably higher than that of the third kind, the cardiovascular level of the second kind of village's farmer is better at large than that of the first and third kind. 3. Strength activities of male villagers with high income are better than that of male villagers with low income (before 30 years old). There is no certain high and low in this comparison after they reach 30 years old. The strength activities of women with high income from the first and third kind of villages are better than that from the third kind of village. The flexible activities of the male villagers with high income are worse than that of the ones with low

income. There is relationship between flexibility of female villagers and their income level. The balance ability of the men in the first kind of village are better than that of the ones in the third village. The balance ability of female villagers with different income level is higher in turns in different age groups.

Abstract submitted in Chinese.

SPORTS FOR ALL: A CUBAN REALITY

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Introduction
January 1st 1959 is marked as the inception of an unprecedented social process in our country, where sport is included as it broke down existing discriminatory barriers in terms of race, sex, religious belief or economic conditions, eliminating professional sport and giving free access to areas and sport shows to the people at large. Necessary legal and organizational dispositions were created. As of that date, priority was given to striving for the involvement of the population at large in the systematic practice of physical and sport activities by designing a coherent, comprehensive system responsive to the these needs, as a means of education and comprehensive training of citizens and increasing participation in physical – sport activities in Cuba. Even though we do not have sophisticated sport facilities, we do have highly qualified human power, love, devotion and sense of belonging, experts in seeking solutions and alternatives to the lack of resources and building capacity we now face.

Development
The Cuban experience, which has been conducted for over 25 years now, is summarized in the Project "For Life", characterized by its multi-sector and multidisciplinary nature, the use of little resources and a high social impact –measured through selected indicators.

Main Objective
Contribute to the improvement of the social attention and the quality of life of the population living in neighborhoods and zones of social and economic disadvantages by using minimum resource in programs with a high social impact. This Project benefits all the age groups and places special emphasis on the most vulnerable sectors: boys, girls, adolescents, women, senior adults and the physically challenged by encouraging and promoting participation of the families and the community at large. The participation of several bodies and institutions has contributed to the achievement of such results. In our opinion these have helped obtain a significant breakthrough in the main indicators of health and education. This marks the spirit of the Cuban Sport, synthesized in the expression: SPORTS AS A RIGHT OF THE PEOPLE. The existing areas or sport facilities, as well as open spaces, parks or other community areas appropriate to these programs can be used. No investment is required for its implementation.

Expected Results

- Improve the life quality of the family and the sense of identity in the community, favoring participation in actions of social benefit and citizenship expression.
- Contribute to the reduction of the violence rates against children, adolescents and women.
- Reduction of the rates of alcohol consumption, drug addiction, prostitution and other inadequate social behaviors mainly among adolescents and the youth.
- Reduce early pregnancy rates and sexually transmitted illnesses.
- Widen and diversify recreational options and the free time of the population. Measure the impact of the results in persons, institutions, organizations, the society and the environment. Application of the necessary tools for measuring indicators of social impact and visualizing its results.
- Today, we are undergoing a period of improvement. The leadership of our country has acknowledged the importance the systematic practice of physical activities in the prevention and/or reduction of non-communicable diseases, as well as in the prevention of inadequate behaviors and addictions prejudicial to people's health –like tobacco consumption. The Project "For Life" has also proven its value in the psychological-emotional recovery of people affected by natural disasters and catastrophes – this experience was actually implemented in our country as part of the recovery process conducted as a result of the hurricanes that have affected us in previous years.

SPORT FOR ALL IN UKRAINE: ACHIEVEMENTS AND PROSPECTS

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Introduction
For the last decade in Ukraine there has been significantly more work on the dismantling of an authoritative model of involvement in physical activities by means of developing a Sports for All system adapated to the particular conditions of the Ukrainian environment. The Sport for All System in Ukraine has been developed through joints efforts of the loca and state government bodies as well as public organisations including the National Olympic Committee.

Development
A new Law in Ukraine on “Physical culture and sports” came into force on January 1, 2011, which for the first time deifned the role and place of Sport for All in the system of social interrelations. The development strategy of Sport for All in Ukraine is consolidated in the National Doctrine on Physical Culture and Sport which is designated for the period 2004-2016.

Since 2003 in Ukraine there have been projects focused on the engagement of socially vulnerable people in sport and the development of facilities accessible by these people. Such establishments function at the community level in the form of “Sport for All” Centers in order to strengthen the population’s physical health.The main form of these centers’ work is conducting various mass sports events which are actually simultaneously staged in different towns of the state with the active support at the national level. Thus during 2010 there were held 16 nation-wide events:“Movement for health”, “Father, mother and me – a sportive family”, “Sport for All in each yard”, “Sport for All unites Ukraine”, etc.

Social monitoring of the population involved in Sport for All has been introduced, including interviewing of citizens from ages 17-70. This monitoring makes it possible to define the most effective types of physical activity in encouraging the population to engage in sport.

The National Olympic Committee of Ukraine holds Olympic Day in June each year. . For the last five years thenumber of participants has been constantly increasing. So that in 2006 there were 380 thousand participants, in 2007 – 540 thousand, 2008 – 700 thousand, 2009 – 804 thousand, and in 2010 – 810 thousand.. Since September 2005 it is the Olympic Lesson which is annually held at the initiative of the National Olympic Committee of Ukraine at the secondary schools of the country. In 2010 this event was held in all the regions of Ukraine under the slogan “Create the Olympic history!” The schoolchildren participated in the contests and quizzes on the Olympic themes/ mass sports competitions, meetings with Olympic champions and prominent athletes. Since 2011 we are planning to launch All-Ukrainian sports mass event for children “Olympic stork-chick”.
In 2007 there was introduced a course “General theory of Sport for All” into curriculum at higher educational establishments in Ukraine dealing with the preparation of physical educators.

Conclusion
Ukraine has begun to develop of the Sport for All system and to ensure gradual growth of the population involved in physical activities.

SPORT, A FACTOR IN SOCIAL INTEGRATION: THE MOROCCAN EXAMPLE

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Morocco has just acquired a new constitution which, for the first time, mentions the notions of: ***promotion of sport, physical education and facilitating young people’s access to sport and recreation***, stressing the role of the state.

Since 2008, we have seen a greater awareness on the part of the authorities of the fundamental role that physical and sports activity can play in addressing the needs of human development. This greater interest is due to the lobbying work led by the national sports movement to show the multiplying effect of investment in the area of sport and its benefits for society.

Construction of local social and sports complexes (CSPI)
To make good the lack of sports facilities, especially at local level, in May 2010, the ministry responsible for sport, in partnership with the local authorities, launched the local social and sports complexes (CSPI) project. This is intended to have an impact on people's daily lives by combining the sporting and social dimensions in local housing areas and offering sporting and social physical activities. Its originality lies in the following elements:

- An integrated centre offering socio-educational activities in the same place,
- Multi-sports ground, multi-use hall and pool (basketball, aerobics & fitness, karate, judo, taekwondo, table tennis, chess, billiards, handball, volleyball, swimming, etc.
- Area for young people: library, internet access
- Children's area: nursery, cafeteria/shops

Since the launch of the project, 24 CSPI have become operational all over the kingdom. The target is 100 by the end of 2011 and 1,000 by 2016.

The project partners are:

- Local authorities
- Ministries of Health and National Education;
- Sports federations
- The local sports movement
- Private sponsors
- INDH (National Human Development Initiative)

The positive points:

- Offering the public an original concept and high quality service;
- Strong demand among the population, especially among women interested in practising sport;
- Growing demand among the local authorities wishing to create partnerships.

As with any new project, various difficulties have arisen:

- Lack of sports managers (a result of the national austerity policy). To address this, the federations concerned by the project have been involved to provide the necessary support staff.
- The small budget allocated to the ministry makes it impossible to respond favourably to the urgent needs.

Creation of the women's sports promotion network
Composed essentially of female sports managers, this network is a result of the recommendations from the National Women's Day celebrated on 10 October 2010. The network is aimed at promoting sports practice in urban and rural environments through support actions and increasing the number of sports activities, in order to ensure the involvement of women as sports practitioners, supervisors and leaders in the national sports movement. To ensure the success of these projects, former national stars from all kinds of sports have been involved in its conception and implementation, including Nezha Bidouane (former world athletics champion), Meskaoui Charifa (former African athletics champion) and Hassania Drami (former African athletics champion).

Currently, 25 women/project leaders have already started the following actions:

- Sports activities for women: aerobics, mini-football tournament, road race and martial arts
- Awareness-raising sessions for girls (in coordination with the Ministry of Health)
- Training sessions for the project leaders (financing of a project, accounting, communications and sports marketing)

The specific features of this project include:

- Ability of these managers to attract independent funding for their project without having to seek subsidies from the ministry responsible for sport
- Focusing attention on the rural environment by increasing the number of sports activities
- Making good use of the internet to communicate about the project and exchange best practices

Abstract submitted in French.

THE DEVELOPMENT PLAN FOR SPORT FOR ALL FOR 2011-2014 IN ESTONIA

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Introduction

In Estonia only 34% of adults and about a half of schoolchildren are regularly physically active. This level of activity is lower compared to other countries in cultural regions adjacent to Estonia (in Scandinavian and Central-European 60-70% of the population are involved with regular physical activity).

Surveys on exercising habits conducted over the last 10 years in Estonia show a very minimal growth trend for participation in recreational activities and Sport for All among the population. Moreover, Estonia is a leader in mortality rates associated with cardiovascular diseases across Europe and indeed compared with the whole the world ***(National strategy CVD, 2005)***. It is clear that sport – as part of total physical activity – has an enormous role to play in promoting health and well being, reducing obesity and preventing mortality and morbidity from conditions such as cardiovascular disease, cancer and diabetes ***(Cavill, 2010).*** Therefore, to be comparable with other European countries, the Estonian sports system needs to be directed towards facilitating the enagement of the population in physical activity and Sport for All by strategically promoting it more intensively.

Methods

Treatment of illnesses caused by too little exercise and unhealthy lifestyles costs more and more. However, increasing physical activity presumes a change in mentality and more awareness of the Sport for All opportunities. Therefore, a considerable shift to promote Sport for All principles is needed in the coming years. Based on this principle the Estonian Ministry of Culture, Estonian Olympic Committee and Estonian Sport for All Association developed the Sport for All Development Plan in Estonia for 2011-2014. The general objective of the Development Plan is that 45% of the population should be engaged in regular physical activity by the year 2014. In order to achieve the objective of the Development Plan 2011-2014 the following activities in the named spheres have been planned:

1. Places for sport
2. Physical activity events
3. Raising awareness
4. training
5. creating knowhow, spreading information
6. organising campaigns
7. Counselling system for physically active people
8. Regulating the legislative framework

The execution of the Development Plan 2011-2014 is funded from national and local government resources. In addition to ministries, the activities connected with the Development Plan are also financed by the Estonian Health Insurance Fund, the National Institute for Health Development, Cultural Endowment of Estonia, Gambling Tax Council, etc. The employment of the Development Plan is managed by the Ministry of Culture, who is also responsible for its execution. The immediate organiser of many events is the Estonian Sport for All Association through the Estonian Olympic Committee.

Results

The Development Plan aims to promote the expansion of the ***Sport for All*** movement among the population.. Expressed in figures, it means that the number of people exercising regularly should increase to 45% of the population by 2014 (i.e. the number of people involved in ***Sport for All*** should grow by 11% in 2011–2014). In the beginning of 2015 a survey will be conducted among the population about their participation is sport in order to get feedback on the success of the implementation of the plan.

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THE SITUATION OF SPORT FOR ALL IN ITALY

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Introduction
In order to understand the situation and the evolution of Sport for All in Italy one needs to keep in mind the scenario that has determined the great increase in the practice of sport, which has, since the 1960s, seen an increase in the percentage of those who do sport from 2.6 % to 60.8 %. In particular, the approach of new segments of the population, such as women, elderly persons, disabled persons and other more recent groups such as for example immigrants, appears to be very different. This report aims to indicate the reasons for the increase in the practice of sport "for all", as well as the reasons at the heart of this change in the life-style of the population and the identification of sport as an essential tool for the achievement of people's physical psychological wellbeing.

Methods
The work is based on the acquisition and elaboration of data relative to the current situation of Sport for All in Italy, with an indication of the tendencies that derive from the new needs in terms of quality of life and belief in the utility of physical activity and sport. A chart of CONI's initiatives in this area, both carried out directly and through the various components of the national Olympic Movement, will also be given.

Results
Current data for sport in Italy, covering the various activities concerning Sport for All, will be evidenced through the use of graphics and tables. In particular, the differences between the various geographical areas, trends toward new sports and sports linked to natural environments, and also an indication of the level of people's satisfaction and the sharing of the values of sport, will be examined.

Discussion
Italian legislation attributes the role of promotion of Sports for All to various subjects, both within the world of sport and among public entities. As concerns CONI, the Sports Federations, Associated Disciplines and especially the Sports Promotion Entities are all involved, but in first place there are the numerous Clubs and Associations that constitute the fundamental basis of the national sports movement. Regions, Provinces and Municipalities are the bodies charged to be dealt with Sport for All for the public sector, whilst the role of schools is less clear in that they have well-defined educational goals but are less involved in the promotion of sport. Currently, there is a great deal of lively discussion on initiatives dedicated to Sport for All, on who is competent for what and the possible synergies that might exist.

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THE INCLUSION OF SPORT FOR ALL IN THE RELAUNCH OF PERFORMANCE SPORTS DEVELOPMENT IN THE NATIONAL SPORTS POLICY IN MADAGASCAR

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According to a study undertaken by the Population Ministry, more than half the population of Madagascar is made up of young people (*Population Ministry, 2010*). With respect to the high number of young people, the insufficient participation in sport of these youngsters on a formal level can be seen through the proportional number of club members (*according to a study undertaken by the National Sports Academy: basic data on the implementation of a national sports policy, NSP 2010*) and the inadequate number of sports infrastructures for the masses.

Besides these young people, the population aspires to practise sport locally and to participate in recreational activities. The Ministry is implementing a policy for mass participation of citizens in sport in order to make real the practice of Sport for All, which is a factor in sustainable development. The State delegates the management of federal sport to the sports federation (*Law 97.014 of 08/08/97 on the organisation and promotion of physical and sports activities*). The situation of Malagasy sport remains precarious as the

chequered results (*14th SFA Congress, 2010, Kyngpook National University*) provide only scant reassurance concerning the relationship between the State/sports groups/NOC/sports federations. The school drop-out rate is very high (according to a 2010 UNDP study), partly due to the lack of respect for education at a primary level (*convention related to child rights, article 28*). But school remains, for the moment, the most effective place for the acquisition and development of motor coordination (*Pierre Parlebas, 1996, Sports Sociology*) among children.

It is in this area that the Sports Ministry is launching the government policy to produce a new national sports policy, of which the practice of Sport for All is one of the pillars. Actions undertaken: increasing the budget allocated to providing infrastructures for the 22 regions of the island; encouraging the organisation of sports events from grassroots level; and seeking out focus groups to provide elements of answers to the questions concerning the recovery of sport. Among the major innovations are the division of roles in sports teaching: the Physical and Sports Education section of the *Ecole Normale Supérieure* prepares the teachers in junior and senior schools and training establishments; the National Sports Academy prepares the high-level sports managers and teachers who will evolve in the structure of Sport for All and sport for the masses (preparation of the next generation of athletes); and harmonious collaboration with the Malagasy Olympic Committee in the areas of high-level sports preparation and preparation of the next generation of athletes. The National Fund for the Promotion and Development of Youth and Sport, a structure attached to the Sports Ministry, TAFITA, contributes to the cost of sports events in all the regions, for material support, training the Sport for All teachers, prizes, travel costs, etc.

The text related to the National Sports Policy will be introduced to the parliament at the end of October 2011. It is necessary to bring about public enthusiasm and for the decentralised communities to take responsibility up to national level, in order to bear the costs of new mass infrastructure and sports events in their annual budgets. The human resources required are provided by managers trained at the National Sports Academy.

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Abstract submitted in French.

THE DEVELOPMENT OF THE OLYMPIC MOVEMENT AND SPORT FOR ALL IN CHINA SINCE 1950s

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The Olympic Movement has experienced immense growth in China since the 1950s and Sport for All has also witnessed rapid development during the period. After the success of the Beijing 2008 Olympic Games, the Olympic Movement and Sport for All have been more closely related to each other, with each enhancing the other.

By reviewing the development of the Olympic Movement in China as well as the status of Sport for all, the paper aims to sort out the interaction between them and identify the common base existing in their nature. This research will also examine the experience and lessons in the process of the spread of the Olympic Movement and Sport for All in China, in order to provide reference for their mutual promotion and sustainable development.

By means of documentation, expert interviews and logic analysis, we expounded the relationship and common ground existing between the Olympic Movement and Sport for all in China since the 1950s. Since the mid-20th century, the development of the Olympic Movement in China has roughly undergone the following stages: initial involvement, controversy, preliminary development and full-scale development, while Sport for All in China has also experienced four stages as early period, fluctuating development, ten-year trough, and recovery and full-scale development. It is demonstrated that the Olympic Movement and Sport for All in China have a common base and extensive interaction. The dissemination of the Olympic Movement in China exerts huge effect on the development of Sport for All, whereas the prevalence of Sport for All places a solid base for the spread of the Olympic Movement in China.

In conclusion, there exists a mutual promotion between the Olympic Movement and Sport for All in China. The Olympic Movement promotes the development of Sport for All through the educational value of good example, advance of science and technology, and dissemination of sports knowledge, etc. The core values and participation in mass sports in China stimulate the development of the Olympic Movement in this country. It is proposed that Sport for All in the past-Olympic era fuse further with the Olympic Movement, absorb the best of the Olympic Movement, as well as reflect the traits of universalism and populism. Also, it is suggested that Sport for All gain greater attention through the exploration of the essence of Chinese culture and diverse forms of its traditional sports, so as to fulfill the prosperity of the Olympic Movement in China.

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RESEARCH ON INSTITUTIONAL CHANGE OF THE PUBLIC SERVICE SYSTEM OF MASS SPORTS IN CHINA

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Goal

To understand the outline of institutional change of the public service system of mass sports in China, the background, characteristics and institutional effects of public service system for mass sports was discussed and analyzed deeply.It can provide historical reference and inspiration for the system design and institutional change path during the 12th five-year plan period in China.

Method

By combining the research methods of literature analysis, historical analysis and comprehensive analysis, an in-depth study of the research subject was conducted.

Results

Stages	Discussion
The Initial Supply Form of Mass Sports Public Service system (1949-1978)	During this period, a highly centralized planned economy was implemented in China and there was no clear concept of public service. But as an important manifestation of the superiority of the socialist system, public service was achieved at a low level, broad coverage in some local areas which was implemented by the way of a government lump sum payment and welfare allocation. Sports are also reflected the same characteristics. In the early founding of China, the main feature of institution changes in mass sports was the supply of a national mandatory system.
Supply Form of Mass Sports Public Service System during the Development period (1979-2000)	During this period, there are rapid economic and social changes in China. There are multiple effects for the organization of the public service which was brought by the transition of economic system, deepening reform and opening up, sustained and rapid economic development and profound social transformation. The supplying form

	of mass sports system is still the national mandatory institution changes, as well supplemented by induced institutional change.
Supply Form of Mass Sports Public Service System during Comprehensive development period (2001 - present)	The third Plenary Session of 16th Central Committee of CPC proposed clearly that public service is one of the functions of government. It indicated that the modern concept of public services was fully established. The successful bidding and hosting of the 2008 Olympic Games, ensured that the development of competitive sports and mass sports complemented each other. Sports entered a stage of full development in China. The subject and supply form of Mass Sports Public Service System was diversified. In this period, the induced institutional change is the main institutional supply form, while the national compulsory institutional changes are complementary. The two forms are combined organically.

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Abstract submitted in Chinese.

A STUDY ON THE INTEGRATED DEVELOPMENT LEVEL OF SPORT FOR ALL IN WESTERN CHINA

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Introduction
Western China covers 12 provinces (municipalities) including Shaanxi, Sichuan and Tibet. How to improve the integrated development level of Sport for All there is an urgent problem in the context of China's Western Development.

Research methods and data sources
Literature, questionnaire surveys, quantitative methods & statistics (SPSS 16.0) are adopted; data source: "China Sports Statistical Yearbook", 2008.

Results
1. Build the Integrated Development Index System of Sport for All

Firstly, find the data indicators which can directly reflect the integrated development level of Sport for All, then revise the indicator content with expert questionnaires, and finally establish the index system by virtue of factor analysis.

2. Interpret the integrated development level of sport for all in Western provinces and municipalities with factor analysis

Building an index system is to better evaluate the level. Therefore, 13 indicators with factor loading greater than 0.8 are selected and calculated with factor analysis to get scores, according to which the 12 provinces (municipalities) are ranked in descending order. The formula is as below:
$F = 0.60\ F_1 + 0.16\ F_2 + 0.14\ F_3$
The top three are Sichuan, Shaanxi, and Inner Mongolia respectively; the last three are Tibet, Ningxia, Qinghai respectively; other provinces (municipalities) rank 4-9.

3. Seek paths to upgrade the level with cluster analysis

The main purpose of classification is to find solutions to improving the comprehensive development of sport for all. According to the dendrogram of cluster analysis, the levels of comprehensive development of sport for all in western regions are classified into 3 categories. Advantaged areas include Category 1 and well-off parts of some provinces (municipalities) in Category 2, Disadvantaged areas include poor parts of some

provinces (municipalities) in Category 2 and Category 3. Development paths for advantaged areas: Advantages areas should maintain the existing strengths, continue to increase financial input, innovate management system, and insist on stable and sustainable development. At the same time, they should strongly support the disadvantaged areas in terms of technology, management and so on. Development paths for disadvantaged areas: Disadvantaged areas should make full use of the state's preferential policies, increase funding, enhance the management level, and actively explore the mode of leapfrog development based on the activities of nationwide fitness programs.

4. Establish a prediction equation with regression analysis

The regression prediction equation below is established by taking integrated development of Sport for All scores as the dependent variable, other major indicators as independent variables:
Integrated development level score =- 74.604 +0.017 × annual expenditure on sports
The equation shows that when the annual expenditure on sports increase by 1 unit (RMB: Yuan), the integrated development level score will averagely increase by 0.017 units.

Conclusions

1. The integrated development level of Sport for All in Sichuan, Shaanxi and Inner Mongolia is higher among 12 western regions.
2. The level varies in different areas of Western China, which can be divided into three categories in general.
3. An increase in funding for sport is the fundamental guarantee to improve the integrated development level of Sport for All in Western China.

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Abstract submitted in Chinese.

ANALYSIS OF THE SITUATION OF ADULTS PHYSICAL EXERCISE IN CHINA HEILONGJIANG PROVINCE

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Heilongjiang province is located in the northernmost part of our country; it has four seasons, but long and cold winters. The special northern geographic location and climate determined the physical exercise of people in the province. According to "Chinese Civil Constitution Monitoring Work Plan" issued by The Group Department of General Administration of Sport of China, this article has made an investigation into 4800 adults who participate in physical exercise and from different cities in Heilongjiang.

Research Methods

This article mainly adopts the methods of documentation、investigation、statistic probability and logic analysis.

Research Results

1. The main working and occupations the investigators engaged in are:
peasant、worker、businessman、science and educational staff and administrative staff. 82% had a full-time job, 6% engaged in half-day work, 12% wereout of work.
2. The status of different age groups taking exercise: people who do exercise most poorly are from age 30 to 39, but it will improve gradually with age, when after 50 years old, people do exercise more effectively. This phenomenon reflects that people at middle age are busy working, having、less leisure time and other causes which impede time for physical exercise; while, after 50 years old, the working pressures is less and considerations of health get more important such that the number of people taking exercise increases gradually.
3. The status of different occupations taking exercise: among the number of people doing exercise, town non-manual staffs ＞town manual workers ＞peasant. This sequence is related to people's perspectives on life and their job nature.

4. The exercise programs undertaken: both men and women choose exercise programs、depending on their age. In terms of running and ball games, the older the subject the less likely they were to participate in such activities, but in contrast for relaxed exercise programmes older subjects were more likely to be engaged, for example long walks, aerobics, dance etc.
5. The purpose of taking physical exercise: More than 80% of people wanted to strengthen their physique, secondly for entertainment, third to lose weight, cure disease and so on.

Research Conclusions
The development situation of our mass sports is the root for our sports transform to the "Sports Power". Heilongjiang's specific climate form the peculiar physical exercise patterns, our government should adjust measures to local conditions、take good use of cold weather、mobilize citizens to participate、actively guide people to exercise、provide social security, and these will all ensure the mass sports in Heilongjiang province develop in a healthy and harmonious way.

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THE STATE OF SPORTS LIFE AMONG JAPANESE AGED 20 AND ABOVE

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Introduction
Every other year since 1992, the Sasakawa Sports Foundation (SSF) has conducted a survey on the "sports life" of men and women in Japan aged 20 and above. The results of the most recent 10th survey revealed all-time highs in the percentage of "active sports participants" (those who exercises quite strenuously twice or more a week for over 30 minutes each time), those who engage in sports and physical activity at least twice a week, and those who do so at least once a week. The following is a report on the recent state of sports life in Japan, primarily in terms of how participation in sport and physical activity has changed over time in Japan and how those figures compare with European countries.

Methodology
From May 29 to June 25, 2010, the Sasakawa Sports Foundation (SSF) conducted a National Sports-Life Survey (2010) using a total target sample of 2,000 male and female subjects aged 20 and over from all across the nation. Subjects were questioned about their sports and physical activity from three perspectives: 1) frequency of activity 2) time engaged per activity and 3) degree of intensity during activity, using a household drop-off survey method with a questionnaire.

Results
In terms of frequency, 59.0% of the subjects said they engaged in sports and physical activity at least once a week, while 49.1% responded they did so at least twice a week, with 18.4% falling into the abovementioned category of highly "active sports participant." The results for the three categories proved to be all-time highs for the survey, indicating a clear increase in sports and physical activity among the target demographic. Only 24.1% of respondents said they had "no participation in sport and physical activity at all." This, too, represented an all-time low. When examining what types of physical activities people took part in, the study found that low-intensity activities such as strolling, walking, and light exercises or calisthenics were serving as primary drivers of the overall increase in sport and physical activity.

When ranked against a "Euro-barometer," it was found that Japan's 59% of subjects partaking in sports and physical activity at least once a week ranked fourth among European nations after Sweden (72%), Finland (71%) and Denmark (64%). Japan also ranked 16th in the percentage of sports club memberships (19%) and 14th in the rate of sports volunteering (8%).

Conclusion

While the survey results demonstrated that participation in sports and physical activity has experienced an overall rise in Japan in the past 20 years, low-intensity activities such as strolling, walking and light exercises or calisthenics did account for much of the overall increase. By contrast, participation in sports has remained relatively constant over the last decade. Future surveys, therefore, should be designed to take into account a more substantive perspective toward the content of each activity, the amount of time spent per activity and the physical rigor or intensity that is invested in each type of sport and physical activity.

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