

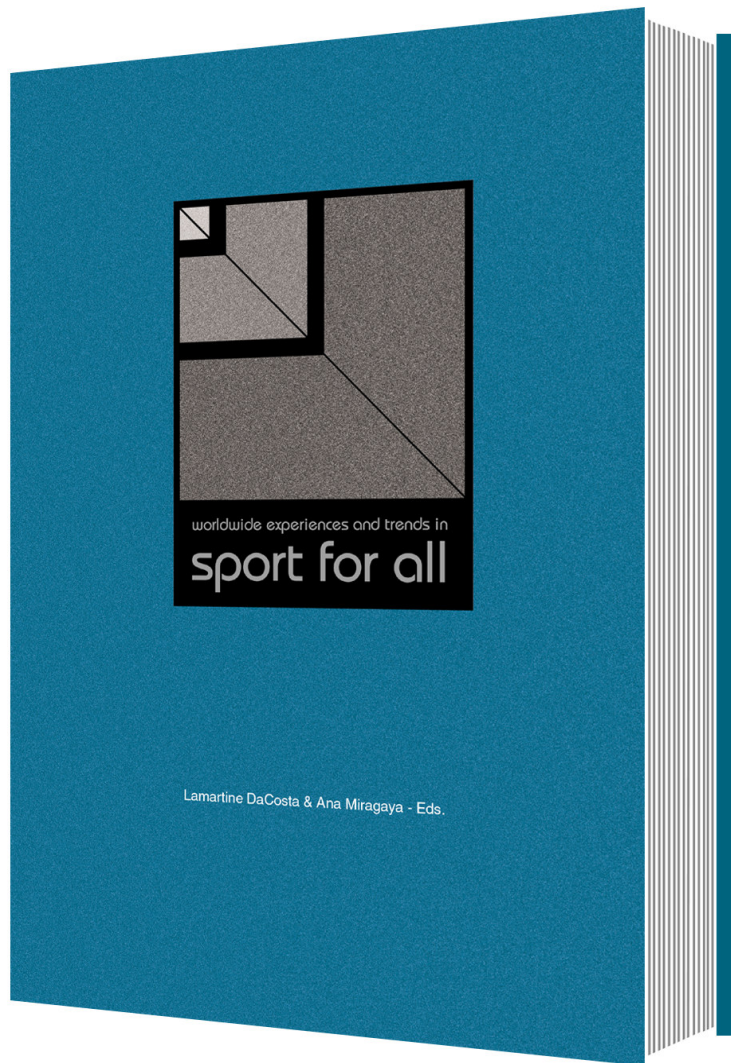


“Worldwide Experiences and Trends of Sport for All”

Lamartine P. DaCosta & Ana Miragaya

- the project
- development
- conclusions
- the future

The Book



- **36 countries, 5 continents**
- **87 authors**
- **Databank – 800 pages**
- **36 studies cases**
- **Comparative study**
- **Basis for ground Research & Development**



COUBERTIN:

1919 – All Sports for All

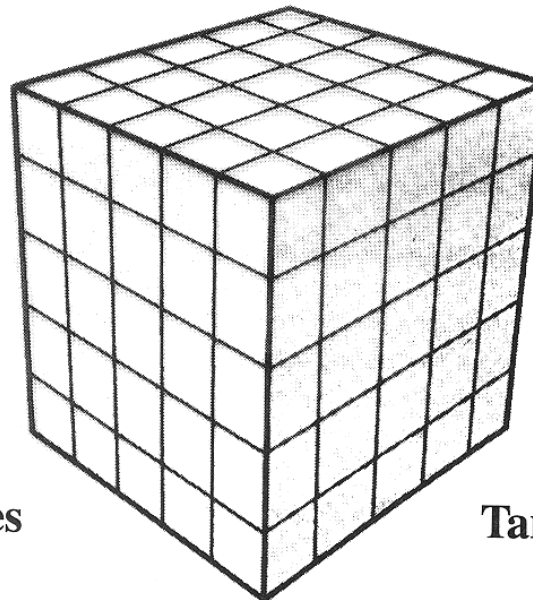
1935 – Excellence + Differences



Main Theoretical Approach

POWELL et al. (1991) CUBE

Settings



Strategies

Target Groups



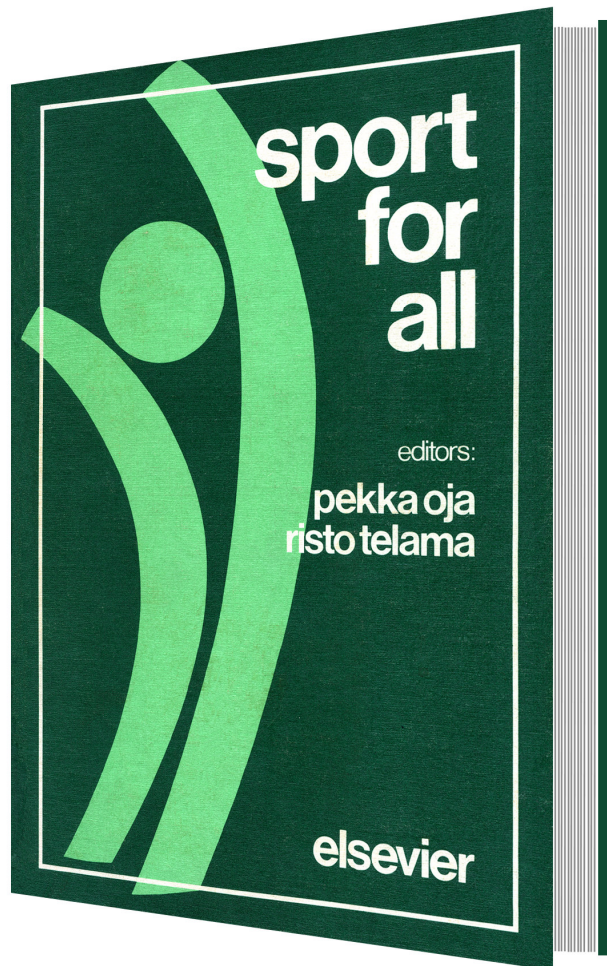
“Sport for All (SFA) is an umbrella term for recreation, sport development, mass participation programs and cultural recreation activities aiming to provide leisure opportunities and health promotion to their adherents”.

A Goslin & A R Bush



Tafisa, IOC and FISpT Congresses

- **Emphasis on successful models of SFA**
- **Aggregation of explanatory attempts**
- **Individualistic interpretations**
- **Lack of theories**
- **Few generalizations**
- **Insufficient conclusions**



“Until recently scientific efforts to study the foundations of sport for all have been non-systematic and unorganized. It is therefore no wonder that the concept of sport for all remains vague and its directions blurred, objectives unspecified, and procedures groping”.

Ojja & Telama, 1991



SFA International Book - Aims

- **A body of knowledge able to point out adequate ways and means of developing Sport for All in the upcoming 21st century.**
- **A central focus on comparative analysis to illuminate connections built on the shared conception of Sport for All in different cultures, then proceed by placing them into a larger and updated scope of social needs and scientific knowledge.**



SFA International Book - Aims

- **Status-trends of Sport for All by means of understanding how it has developed and may be developed in the future, either in poor or in rich countries.**
- **Explanations of the building up and expansion of Sport for All in different historical contexts.**



Methodological options

- **Comparative study – international proposals X national/local experiences**
- **Study cases – each country, one case**
- **Pre-set categories for comparisons (validation with experts in 1998)**
- **Focus on local culture X general procedures or assumptions**
- **Emphasis on differences of both target groups and participant cultures**



Authors according to academic status or function

Asia (15): 10 PhDs, 2 Ms and 3 leaders or managers.

Africa(4): 2 PhDs, 1 Ms and 1 leader.

Europe (35): 26 PhDs, 3 Ms and 6 leaders or managers.

Latin America(21): 7 PhDs, 9 Ms and 5 leaders or managers.

North America (2): 1 PhD and 1Ms.

Total: 87 authors - 46 PhDs (52,8%);
16 Ms (18,3%) and
25 (28,7%) leaders or managers.



Sport for All Book – participating countries – 1999

Proportion of population by continents – (Number of countries) x 100

| CONTINENTS | TOTAL POPULATION | POPULATION BY COUNTRY | PERCENTAGE OF POPULATION |
|---------------------|-----------------------------|----------------------------------|-------------------------------------|
| Asia | 3 664 294 | (8) 1 490 759 | 40,60 |
| Africa | 766 623 | (2) 50 186 | 7,72 |
| Europe | 728 934 | (17) 572 753 | 78,57 |
| L. America | 511 346 | (7) 385 532 | 75,39 |
| N. America | 307 202 | (2) 307 075 | 99,95 |
| Total (n=36) | 5 978 402 | 2 815 305 | 47,00 |



Beyond the pre-set categories

- **Focus on some theory: 15 countries**
- **Focus on international comparisons: 17 countries**
- **Focus on governmental/local influences: 22 countries**
- **Focus on political influences: 10 countries**
- **Focus on international relations: 4 countries**



Language and Culture

Since most authors are not native speakers of English, the identity of the culture they represent has been preserved in the deep syntactic structures of their messages. Cultural features are values to be cherished and kept alive in Sport for All. Therefore, some dialectal differences that lead to cultural aspects have been maintained and the text was kept as close as possible to the original version.



Target Groups

Juxtaposition Analysis – 36 countries – 1970s/1990s

| SIMILARITIES | DIFFERENCES |
|--|---|
| <ul style="list-style-type: none">• Focus on Targeting• Research to identify targeting profiles• Targeting on elderly, children, youth, women, families, workers, poor people etc. | <ul style="list-style-type: none">• Focus on free access to participation• Target groups chosen at local level or by specific programs• Focus on inactive people and participation expansion (all groups) |



Local versus Global – 1970/2000

| CONTINENTS/ VARIABLES | INTERNATIONAL INFLUENCE | OLYMPIC MOVEMENT INFLUENCE | LOCAL SPORT TRADITIONS INFLUENCE |
|--------------------------|----------------------------|-------------------------------|-------------------------------------|
| Asia | (6) | (4) | (6) |
| Africa | (2) | (1) | (2) |
| Europe | (15) | (6) | (9) |
| L. America | (5) | (4) | (4) |
| N. America | (1) | (0) | (2) |
| Total | 29 | 15 | 23 |



Países: o SFA através do Olimpismo

| CONTINENTES PAÍSES | INCENTIVOS OLÍMPICOS | TRABALHO DAS CONs | NENHUMA ATIVIDADE OLÍMPICA PELO SFA |
|-----------------------|-------------------------|-------------------|--|
| Ásia | 4 | 1 | 4 |
| África | - | 1 | 1 |
| Europa | 8 | 4 | 5 |
| Am. Latina | 2 | 2 | 3 |
| Am. Norte | 2 | - | - |
| Total | 16 | 8 | 13 |



Número de países no SFA que privilegiam mulheres

| CONTINENTES/ PAÍSES | Países com programas esportivos para mulheres | Países sem programas esportivos para mulheres | Países que não mencionam mulheres | |
|------------------------|--|--|---|---|
| Ásia (8) | 6 | 1 | 1 | ← |
| África (2) | 1 | - | 1 | ← |
| Europa (17) | 12 | 2 | 2 | ← |
| Am Latina (7) | - | 2 | 5 | ← |
| Am do Norte (2) | 2 | - | - | ← |
| Total (36) | 21 | 5 | 9 | ← |



% de Participação por Gênero no Esporte na Espanha

| ANOS | 1974 | 1980 | 1985 | 1990 | 1995 |
|-----------------|-------------|-------------|-------------|-------------|-------------|
| Total % | 17,7 | 25 | 34 | 35 | 39 |
| Homens | 22,7 | 33 | 46 | 42 | 48 |
| Mulheres | 12,8 | 17 | 23 | 26 | 32 |



Proporção da população dinamarquesa (16-74 anos) ativamente envolvida em esporte ou exercício (%)

| | 1964 | 1975 | 1987 | 1993 | 1998 |
|-----------------|-----------|-----------|-----------|-----------|-----------|
| Todos | 15 | 29 | 42 | 47 | 51 |
| Homens | 21 | 31 | 43 | 47 | 51 |
| Mulheres | 11 | 27 | 42 | 47 | 51 |
| 16-19 | 53 | 52 | 61 | 67 | 67 |
| 20-29 | 27 | 41 | 48 | 56 | 59 |
| 30 – 39 | 17 | 41 | 46 | 49 | 51 |



Proporção da população dinamarquesa (16-74 anos) ativamente envolvida em esporte ou exercício (%)

| | 1964 | 1975 | 1987 | 1993 | 1998 |
|----------------|-------------|-------------|-------------|-------------|-------------|
| 40 - 49 | 10 | 25 | 44 | 49 | 51 |
| 50 - 59 | 5 | 21 | 31 | 42 | 46 |
| 60 - 69 | 3 | 11 | 30 | 36 | 47 |
| 70 - 74 | 2 | 13 | 24 | 30 | 37 |



Conclusions

1. Sport for All is a mode of intervention in society by means of motivating the population as a whole or in segments to the practice of physical activities aiming at the inclusion of participants in leisure, health and sport developments.
2. Sport for All can be implemented both by the State and by non-organized activities (bottom-up processing), which are characteristic features of SFA in any country. Moreover, for-profit organizations have become influential but they reflect market opportunities on an occasional basis. In all, SFA is currently inserted and adapted to multi-layered sport systems but remains uncoordinated and lacks continuity of programs.



Conclusions

3. **Marketing:** Communication tools for people to participate in events have more common usage in SFA initiatives than in marketing. Moreover, communication in SFA is reinforced by marketing principles and rationales.

4. **Financial resources:** SFA funding has been made by multiple sources led by governmental institutions, especially at local level. Besides the participants themselves, private institutions also share SFA costs as leisure consumption. In this context, sponsorship in SFA concerns is more an exception than a common option even in developed countries.



Conclusions

5. **Targeting:** Research to identify target groups needs is insufficient in all continents; therefore, the selection of social segments for activities has been mostly arbitrary or referred to intervention needs in different areas of sport, health or leisure.

6. Fixed and special settings for different offers and diverse decisions made by participants suggest an improvement in SFA throughout its development. But the choice of settings according to the offer of specific programs and/or of local opportunities remains dominant.



Conclusions

7. Strategies for SFA development are mostly related to government institutions that adopt long-term programs and focus on the increase of participation. The improvement of the participation rationale is usually referred to social inclusion.

8. The expansion of SFA continues at the end of the 1990-decade in addition to changes in participation profile (from the population as a whole to segments) suggesting that the qualitative focus is now equivalent to the quantitative approach.



Conclusions

9. In spite of the instability of governmental bodies in relation to the development of SFA in some countries, the results of SFA social interventions have been successfully reached according to their original purposes. In addition, these changes are becoming more specific in the different components of interventions (national to local, mass to individuals, leisure to health and target groups to non-compliers).



SFA Participation Index by Continent

Active Population / Total Population in Percentage

(Number of respondent countries) N= 27

| CONTINENTS / INDEX | LESS THAN 10% | 10-30% | 30-50% | 50-60% | MORE THAN 60% |
|--------------------|---------------|--------|--------|--------|---------------|
| Asia (6) | | | 4 | 1 | 1 |
| Africa (2) | 1 | 1 | | | |
| Europe (11) | | 4 | 2 | 2 | 3 |
| L. America (6) | 1 | 2 | 3 | | |
| N. America (2) | | | | 2 | |
| Total | 2 | 7 | 9 | 5 | 4 |



Minimum SFA Participation by Continents

Active Population of Respondent Countries (N= 27)

| CONTINENTS / PARTICIPATION | MINIMUM PARTICIPATION IN PERCENTAGE | POPULATION RESPONDENT COUNTRIES IN MILLIONS | MAXIMUM PARTICIPATION IN PERCENTAGE | CONTINENTS MINIMUM PARTICIPATION IN MILLIONS |
|----------------------------|-------------------------------------|---|-------------------------------------|--|
| Asia | 33,2 (CHI) | 1490 | 65,7 (JAP) | 494,6 |
| Africa | 2,0 (MOZ) | 50 | 28,5 (SFA) | 1,0 |
| Europe | 21,4 (ROM) | 572 | 83,5 (HUN) | 122,4 |
| L. America | 7,0 (COL) | 385 | 35,0 (CHL) | 19,2 |
| N. America | 60,0 (USA) | 307 | 65,0 (CAN) | 184,2 |
| Total | | 2815 | | 821,4 |



Approaches to Sport for All



Global Meanings ↔ Local Developments

