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**BULLETIN**

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ICSSPE



CIEPSS

## The Media in Sport and Development



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# Foreword

## Editorial

I write this review with apprehension and contentment!. Contentment that I have had a chance to work with all of you over the past 2.5 years to produce the recent ICSSPE Bulletins and other ICSSPE Publications and apprehension at what the future holds. Yes, I am leaving the ICSSPE Executive Office and this will be my last Bulletin. It really has been a wonderful challenge and experience and I wish my successor, Tamara Devine, also from Australia, great success for the completion of Prof. Doll-Tepper's term in office. I will miss my co-workers at the Executive office plus my friends from around the world – but I look forward to reading about your adventures when you send them in to future editions of the Bulletin!

This Bulletin, number 38 represents the 2nd in our on-line versions of the previous printed publication with the same name. As always, this edition is packed with useful information and reports and I hope that you find the contents both stimulating and useable.

The Feature section of this issue focuses on the media and its role in sport and development. The papers were presented in Magglingen, Switzerland as a workshop on the above-mentioned topic. The papers provide an interesting insight into the issues faced by the media to increase public awareness for issues, e.g. health and education to developing countries. The Current Issues section presents the issue of Gender Mainstreaming, Dr Rees provides a powerful message on true equality. The HEPA (Health Enhancing Physical Activity) network also provides information on the Promotion of Physical Activity: Guidelines for the development of national policies and strategies for promoting health through physical activity – an essential read for any professional in the health promotion area.

Prof. Colin Higgs represented ICSSPE at the recent WADA meeting in Copenhagen. This meeting was a milestone in the history of combating doping in sport. You can find the very informative and insightful report from Colin under the Partners and Events section of the Bulletin.

Plus, there are reports from members, conference attendees, book reports, web information and much more. Enjoy the Bulletin surf!

**Amanda Smyth**  
Bulletin Editor

## Editorial

J'écris cet éditorial avec appréhension et satisfaction ! Satisfaction d'avoir eu la chance, pendant deux ans et demi, de travailler avec vous tous, d'avoir produit les derniers Bulletins et les autres publications du CIEPSS et appréhension face à ce que le futur me réserve. Oui, je quitte le Bureau exécutif du CIEPSS et ceci est mon dernier Bulletin. Ce fut un challenge et une expérience extraordinaire et je souhaite tout le meilleur à ma successeur, Tamara Devine, également originaire d'Australie, qui va accompagner Prof. Doll-Tepper au terme de son mandat de Présidente. Mes collègues du Bureau exécutif et mes amis du monde entier vont me manquer, mais je me réjouis de suivre vos aventures au travers des futures éditions du Bulletin!

Ce Bulletin, le 38ème, est aussi le second Bulletin version en ligne de notre précédente publication sur papier portant le même nom. Comme toujours, cette édition regorge d'informations et de rapports et j'espère que vous trouverez le contenu à la fois stimulant et pratique.

La section Feature se penche sur les médias et leur rôle dans le sport et le développement. Ces articles ont été présentés à Macolin, en Suisse, lors d'une conférence sur le thème cité ci-dessus. Ils offrent un aperçu intéressant des difficultés rencontrées par les médias, à attirer l'attention du public sur des sujets comme la santé et l'éducation dans les pays en voie de développement.

La section Current Issues se penche sur le thème du Gender Mainstreaming et Dr. Rees diffuse un message fort sur la véritable équité. Le réseau de l'HEPA (Health Enhancing Physical Activity) fournit également des informations sur la promotion de l'Education physique, des lignes directrices pour le développement des lois nationales et des stratégies pour promouvoir la santé à travers l'activité physique – une lecture essentielle pour tout professionnel de la promotion de la santé.

Prof. Colin Higgs a représenté le CIEPSS au récent congrès de l'AMA à Copenhague. Cette rencontre est une étape décisive dans l'histoire du combat contre le dopage dans le sport. Vous trouverez le rapport très intéressant et informatif de Colin dans la section Partners and Events de ce bulletin.

De plus, vous trouverez des rapports élaborés par nos membres, des compte-rendus de conférence, des critiques littéraires, des informations sur Internet et bien plus encore.

Surfez sur ce bulletin avec plaisir

**Amanda Smyth**

Editrice du Bulletin

## Dear ICSSPE members and friends,

the recent months were full of activities: I had the opportunity, through various travels to intensify ICSSPE's contacts in different regions of the world, in particular in China; in Brazil, where I had the opportunity to visit the CELAFISCS office; Bolivia for a Conference on Physical Education and Sport Science; and in North America for the AAHPERD Convention. Currently we are also preparing our next Executive Board meetings to be held in Pretoria, South Africa. ICSSPE also participated in the world Anti-Doping Conference in Copenhagen. Special thanks to Prof. Colin Higgs for representing ICSSPE at this landmark event.

I had the pleasure to present the Philip Noel-Baker Research Award to Prof. Jin Jichun in Beijing and to Prof. Carole Oglesby in Philadelphia. I look forward also to presenting Prof. E. de Rose with his award on a future occasion. Please visit the News section of this Bulletin to read the award speeches and view pictures from the ceremonies.

Our activities with partners over the past months has seen us in close co-operation with WHO regarding their "Move for Health" initiatives. The joint project with the IOC on Education through sport continues to progress and is a very timely and important initiative, especially in the European context because 2004 is the "European Year of Education Through Sport".

Great efforts are being made by the 2004 Pre-Olympic Congress organisers to put together a highly attractive programme for Thessaloniki. The 2nd announcements have also just been completed and the website is constantly updated as information becomes available – [www.preolympic2004.com](http://www.preolympic2004.com). I invite all to spread the information to colleagues and friends and to prepare presentations for this important event.

For the whole ICSSPE family and, in particular, for myself it was a great pleasure to work with Amanda Smyth at the Berlin office. Over the past years she has made a remarkable contribution to ICSSPE, first due to her involvement in the preparation of the Pre-Olympic Congress in 2000 in Brisbane and then since early 2001 as ICSSPE's highly competent Publications Manager. We are very thankful to her for her excellent work and we will keep this important contact. We express our sincere gratitude and we wish her all the best for the future.

I look forward to hearing your news and seeing you in the near future

**Prof. Dr. Gudrun Doll-Tepfer**

President, ICSSPE

## Chers membres et amis du CIEPSS,

ces derniers mois ont été riches en activités : j'ai eu l'opportunité à travers divers voyages, de renforcer les contacts du CIEPSS dans différentes régions du monde, notamment en Chine, mais aussi au Brésil, où j'ai eu l'occasion de visiter le siège du CELAFISCS, en Bolivie, où j'ai assisté à une conférence sur l'éducation physique et la science du sport et en Amérique du Nord, pour la convention de l'AAHPERD. Actuellement, nous préparons également les rencontres de notre Comité Exécutif, qui auront lieu à Pretoria en Afrique du Sud. Le CIEPSS a aussi participé à la Conférence Mondiale Anti-Dopage à Copenhague. Merci au Prof. Colin Higgs d'avoir représenté le CIEPSS à cet événement remarquable.

J'ai eu le plaisir de remettre le Prix Philip Noel-Baker de la recherche (Philip Noel-Baker Research Award) au Prof. Jin Jichun à Pékin et à la Prof. Carole Oglesby à Philadelphie. Je me réjouis également de remettre son prix au Prof. E. de Rose et de le présenter très prochainement. Pour découvrir les discours et regarder les photos prises aux cérémonies, consultez la section News de ce Bulletin.

Nos activités menées en partenariat nous ont conduit ces derniers mois à travailler en étroite collaboration avec l'OMS, dans le cadre de leur initiative « Move for Health/Pour votre santé, bougez! ». Le projet sur le « Rôle du Sport dans l'Education » mené conjointement avec le CIO, continue de progresser et cette initiative est particulièrement importante et bienvenue dans le contexte européen, puisque 2004 sera l'« Année Européenne de l'Education par le Sport ».

Les organisateurs du Congrès Pré-Olympique 2004 ont mobilisé leurs efforts pour constituer un programme très attractif pour Thessaloniki. La Deuxième Annonce vient d'être achevée et le site Internet est réactualisé chaque fois qu'une nouvelle information est diffusée – [www.preolympic2004.com](http://www.preolympic2004.com). Je vous invite tous à diffuser cette information à vos collègues et amis et à préparer des présentations pour cet événement important.

Ce fut un grand plaisir pour toute la famille du CIEPSS et en particulier pour moi-même, de travailler avec Amanda Smyth au bureau berlinois. Elle a remarquablement contribué ces dernières années au travail du CIEPSS, en premier lieu par son engagement dans la préparation du Congrès Pré-Olympique de 2000 à Brisbane et depuis 2001, elle a fait preuve d'une grande compétence en tant que responsable des publications. Nous la remercions de tout cœur pour son remarquable travail et nous conserverons ce contact important. Nous lui devons notre gratitude et lui souhaitons tout le meilleur pour le futur.

Dans l'attente de vos nouvelles et de vous rencontrer dans un futur proche

**Gudrun Doll-Tepner**  
President, ICSSPE

## Welcome

**Since February 2003, ICSSPE has received the following new membership applications for ratification at the 64th Executive Board Meeting in Pretoria Africa, September 2003.**

A057-1  
National Alliance for Youth Sports  
USA

D143-3  
U.P. College of Human Kinetics  
The PHILIPPINES

B150-6  
European Physical Education  
Association (EUPEA)  
BELGIUM

C149-1  
SUH – Swedish Development  
Center for Disability Sport  
SWEDEN

D126-1  
Beijing Sport University  
PR CHINA

D57-22  
Texas Woman's University  
USA

D057-21  
Endicott College  
USA

C123-2  
National Association for Sports,  
Health & Fitness  
NEPAL

D167-4  
Teacher's Training College,  
University of West-Hungary  
HUNGARY

# World Summit follow-up

## The Necessity of Quality Health and Physical Education A brief to the Ontario Education Equality Task Force

*Dr. Bruce Kidd,  
University of Toronto, Canada*

Below is the text from a presentation by Prof. Dr. Bruce Kidd to the Ontario Education Task Force as advocacy for the role and importance of Physical Education. This text is reprinted here in its entirety so that it can be used as an example for those wishing to advocate for PE in their areas.

Dr. Rozanski and members of the Task Force, thank you very much for the opportunity to appear before you on this important subject. You face a number of daunting challenges if public education is to be renewed to the point where it will fully serve the needs of Ontarians, in a system that is equitable to all across the province. As a proud graduate and longtime supporter of the Ontario system, I am deeply concerned about the general malaise into which it has fallen, despite the efforts of many good people.

In this submission, I would like to address just one of the issues the system faces, namely the failure to provide quality health and physical education and after-school physical activity to all students, a shortcoming that contributes significantly to a growing crisis in childhood health and well-being, the denial of important opportunities every child should have, and the undermining of the overall learning environment of Ontario schools.

While the lack of physical education and opportunities for physical activity has negative consequences for a number of important outcomes, from examination scores to retention rates to the quality of the school environment to equity, let me stress the crisis in childhood health occasioned by physical inactivity. Today, 10 % of Canadian children are classified as obese and 30% of Canadian children are classified as overweight. Obese and overweight children tend to remain that way into adulthood. Obesity increases the risk of diabetes, heart problems, and colon and breast cancer. While childhood obesity is a worldwide concern—the World Health Organization now campaigns against the ‘epidemic of childhood obesity’—it is particularly acute in Canada, where rates of obesity have increased five times in the last two decades. The prevalence of overweight children grew, among boys from 15% in 1981 to 35.4% in 1996 and among girls from 15% to 29.2%.

Research shows that physical inactivity is the number one risk factor for childhood obesity, and associated heart disease and cancers. A large portion of Ontario children and youth are not meeting the minimum recommendations for physical activity, even though these recommendations are very conservative estimates of what is required for healthy growth and development. The long-term cost of neglecting physical inactivity is enormous: a more disease-prone Ontario population will be less productive, while the costs of treating illnesses, absences, and delinquency will only grow. One Ontario study estimated that an inactive person who becomes active reduces direct health costs by \$364 per annum in 1986 dollars. Put positively, good health and physical education programs contribute significantly to the reduction of these conditions and diseases. Research shows also that health and physical education is best provided with trained specialists, or with the leadership and animation of at least one specialist in a school, assisted by consultants, in-service courses and other forms of professional development. And yet, despite a fine new Ontario curriculum, physical education as a subject is not being taught in many parts of the province, let alone with qualified instructors and safe, appropriate facilities.

An international survey conducted by Professor Ken Hardman of the University of Manchester found that less than 47% of schools actually teach the required curriculum. People for Education’s 2001/02 Tracking Report indicated that:

- 68% of schools reported no physical education teacher,
- the number of schools with physical education teachers has declined from 41% to 32% in five years,
- the ratio of students to physical education teachers was 1185 to 1, well beyond what is reasonable and responsible, and
- only 18% of schools reported a full-time physical education teacher.



Research also shows that health and physical education curricula are most effectively realized when linked to broadly-based co-curricular programs of sport, movement and dance. Such programs also contribute significantly to student motivation, the development of effective work discipline, and safe, cohesive and vibrant schools and communities. But here, too, opportunities in Ontario have deteriorated and/or have become increasingly inaccessible, the consequence of cutback-stimulated labour strife and increased user fees. Even with the happy resurgence of participation in after-school sports this fall, the Ontario Federation of School Athletic Associations (OFSSA) reports that participation is still well below the levels of the early 1990s. As the tracking survey by People for Education found last year, user fees are now as high as \$300 per sport, and

- 47% of all high school physical education programs charge user fees,
- subsidies for students unable to pay were only available in 13% of schools, and
- the top 10% of schools raised the same amount of money as the bottom 70% put together.

Many facilities in which these programs are conducted are in desperate need of repair or are even being closed, as the threat to swimming pools in Toronto amply demonstrates. The curtailment of community access in many boards has further reduced opportunities for healthy physical activity, especially for those with the fewest resources to purchase it elsewhere. 97% of Ontario schools are used by the community; 78% charge for their use; in 45% of cases, fees went up last year. In addition, many municipalities have levied and increased user fees for their recreation facilities and programs.

These are matters of health, these are matters of effective education, these are matters of equity. If Ontario children can learn the knowledge and skills of active physical activity and sports only in private clubs and expensive teams and leagues outside the public school, as more and more are forced to do, then the invaluable health, educational and cultural benefits of physical activity will only go to the well-to-do. This is already happening, but the flight of parents with sports-conscious children to private schools only compounds the problem.

These circumstances undermine equity in gender and multi-cultural terms and for persons with a disability. **Equality, treating all people the same, is not the same as equity, giving every person the opportunities they require to enable them to participate fully and capably in society.** As we say in sports, if equality means giving every person the same starting line, equity means recognizing the significant differences in condition in society and enabling everyone to reach a fair and just finish line, i.e. to achieve their goals. Yet across many Ontario boards and municipalities, there has been a retreat from the hopeful equity initiatives of the early 1990s. Canada has recognized access to physical education and sports as a basic human right, by endorsing such international agreements as the International Charter of Physical Education and Sport (1978) and the International Convention on the Rights of the Child (1989). Ontario seems to recognize the importance of such opportunities in the curriculum. But the funding formula makes it an empty promise.

In calling for an education system which includes opportunities for health, physical education and physical activity as core components, I know I am joined by countless children and parents, the Toronto Medical Officer of Health and other leading health practitioners and advocates, and the broad Canadian public. During the last two years of public discussion of a new Canadian sport policy, for example, the number one issue in public meetings, intergovernmental negotiations and polling data has been quality physical education in the public schools—not gold medals, not funding for athletes, but quality physical education in the public schools. Most teachers, principals, and board trustees I have spoken with in Ontario agree, but then they point out that it cannot be done under the current levels of under-funding, and/or under the current formula. To cite just one example I have heard over and over again: boards can only fund specialists and consultants from the general classroom teacher allocation. As this allocation is frequently inadequate to cover the cost of classroom teachers, many boards cannot afford specialist teachers and consultants. The capital funding formula does not provide for the construction and operation of the special facilities necessary to teach physical education and to conduct related programs.

And finally, the current formula's preoccupation with the classroom, narrowly defined, ignores the essential and important learning that occurs in the gymnasium, in the pool, on the playing field, in the theatre, and so on, and on interscholastic teams, field trips, and other co-curricular programs, such as in student politics, student newspapers and media projects, and the visual and performing arts.

- 1. I therefore urge you and your colleagues, in the strongest possible terms, to recommend a system that: Mandates and adequately funds quality health and physical education/physical activity for all Ontario schoolchildren, in all Ontario publicly supported schools, with appropriate performance measures and benchmarks.**

**Those of us professionally engaged in health and physical education/physical activity undertake to provide opportunities that are inclusive, address each learner's needs, and are of a high quality.**

- 2. Redefines the 'classroom' for purposes of the funding formula, so that both capital and operating support is provided for gymnasias, swimming pools, playing fields and other facilities, not only for physical activity programs but the visual and performing arts, and field trips and outdoor education programs.**
- 3. Recognizes the needs for equity, not just equality, and the special circumstances of populations in need, and**
- 4. Restores funding for the community use of schools.**

Given the important of healthy active children to the entire society, it should not only be the Ministry of Education who should be held responsible for realizing these goals. The Ministries of Health and Long-Term Care; Citizenship; Tourism and Recreation, Community, Family and Children's Services; Public Safety and Security; and Municipal Affairs and Housing all have a role to play.

The most important thing is to have quality health and physical education within an adequately funded system.

Thank you very much for your attention.

#### **References:**

The studies referred to are all drawn from Gudrun Doll-Tepper and Deena Scoretz (Eds.), *Proceedings of the World Summit on Physical Education* (Berlin: International Council of Sport Sciences and Physical Education, 2001).

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## Using the Cooperative Learning Approach to Motivate Students to Learn New Skills.

*Dr. Sue Langlois & Sharman Hayward, M.S.  
Endicott College, USA*



How do you motivate a student? Well, you really can't. Every human being has the choice to give a 100 percent effort... or to give something less than 100 percent. The challenge for any physical educator or coach is to tap each student's intrinsic desire to make the choice to give 100 percent intensity and to enjoy feeling successful.

### Avoid The Donkey Approach

A common but unfortunate approach that many people have used to get others involved is what sport psychologist Rainer Martens calls, "The Donkey Approach," which is verbally cracking the whip to get someone to do something... "C'mon! You look like a bunch of sissies out there. Let's show some intensity!" It's all too easy to use verbal punishment as a quick fix to force someone into motion. But if you were to systematically monitor the behavior of students after a series of verbal punishments, you probably would observe a drop in both student intensity and enjoyment.

To make matters even worse, when some people see the drop in intensity, they raise the emotional ante. They may yell more forcefully or single out individual students to embarrass in front of their peers. Taken to the extreme, the student may respond like the donkey who is tired of the abuse and decides to just quit.

The choices that students make about how to act, how hard to try, and whether to persist when they become frustrated come from two sources:

1. **Extrinsic motivation** is the desire to be successful for external rewards, like grades, prizes, public recognition, special privileges, and the like. One problem with external rewards is that over time, they lose their value to students. How many t-shirts and trophies does a student need? Another problem is that the external rewards can diminish intrinsic motivation.
2. **Intrinsic motivation** is an inner sense of pride and satisfaction from being successful. Most young people are naturally attracted to physical activity. If this attraction is reinforced with positive experiences, students will be inclined to participate with their best efforts.

So what approach is best to encourage students to give their best and enjoy physical activities? Initially, it would be to give modest, external rewards along with cultivating students' feelings of personal success. This might sound like a lot of work: tallying points that would contribute to their grades and then giving students feedback that they need to feel successful.

But there are ways to share the workload that may actually produce even greater dividends.

### Cooperative Learning

Researchers that have studied human behavior and motivation have found that the most powerful incentive that helps human beings to persist in any endeavor is the concept of **affiliation**. Affiliation is the feeling of being accepted and valued by other people... a feeling of belonging and being appreciated. When young people were asked why they participated in sport activities and were asked to rank the value of developing skills, achieving recognition, having opportunities to be aggressive, intimidating opponents, being independent, and the relationships that they developed with other people, they ranked those relationships as being the best part of their experience.

Cooperative learning is an excellent way to give students this feeling of being valued and one-on-one feedback while they are participating in physical activity. In most situations, developing cooperative partnerships to learn a new skill is fairly easy to implement. If you were conducting an instructional session on golf, you could start off by asking students to find the person who has the closest birthday date to his/her own birthday. This is a very easy and non-threatening way to get them talking to each other and to make the choice of

finding a person to work with a lot of fun. You can mix this up with other variables, like the same last movie you saw or your favorite sports team.

The next step is probably the most crucial. Give a brief explanation of how each student is going to be a personal coach. Share with them the benefits that they will receive by coaching and being coached. Emphasize how to be positive and constructive when they are coaching. It would be a great idea to give a demonstration to model how this should be done. It would also be important to model examples of negative and non-constructive feedback to help them see how it can be discouraging to the person learning the skill.

Another critical point to demonstrate is how the learner should ask questions if something the instructor says is not clear and how asking the questions can be done in a respectful and cooperative spirit. Once the buddies are set and they understand their responsibilities, you could give them a checklist of the mechanics involved in the golf back swing along with a specific place for both the golfer and the personal coach to stand so that no one is hit with the club or ball. It could be a checklist as simple as the body position, grip at address and the swing plane.

To make things even easier, you could include a picture of the perfect body position, grip and swing plane for the personal coach to use as a reference for completing the checklist. By the time each buddy has had a chance to coach and be coached, both students have gotten a lot of feedback about what they have mastered. They also have experienced the feeling of what it is like to have their own personal coach.

In an athletic team situation, a captain could be in charge of pairing a defensive and an offensive player with the same level of skill to work together during practices. The athletes could work together to discuss individual strengths and areas that need improvement. Then the partner would monitor these and give a lot of encouragement.

Once again, the affiliation comes from the feeling that someone is taking an interest in how the player is doing and gives specific feedback about progress. The coach could actually have each player build a coaching notebook that documents the partner work. If the coach reviews the notebook at regular intervals, practices can be planned that focus on what the players believe they need to work on. It's also a great learning process for each player to learn the offensive and defensive skills that are crucial to team success.

As you can see from these two examples, the buddy system can increase the amount of personalized attention that each participant receives. Who doesn't appreciate an objective observer that gives personalized feedback on improvement? And when improvement comes a little too slowly, encouragement from a personal coach who knows you can be just the kind of support that inspires students to move through the learning curve... And who knows, it might just be the start of a lifelong friendship.

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### **Sport and Development International Conference, Magglingen Switzerland (February 2003)**

A conference looking specifically at Sport and Development took place in Switzerland earlier this year. ICSSPE was closely involved in the development of the programme and also presented in prominent workshops at the event. Prof. Dr. Gudrun Doll-Tepfer, Prof. Victor Matsudo and Mr Christophe Mailliet represented ICSSPE. The congress was also attended by representatives from many organisations, including the UN, UNESCO, WHO, IOC and UNEP. The declaration from the conference – The Magglingen Declaration – is also included in the Events section of this Bulletin.

The following two documents were presented by representatives from the media organisations at the workshop focusing specifically on the media and its role to sport and development. In addition the recommendations that concluded the session are also included.

Further information on the Congress and its outcomes can be found at <http://www.sportdevconf.org>

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## Media: The Role of the Media in Sport and Development

Zohreh Tabatabai

International Labour Office, Switzerland



### Background

There is no doubt that attracting and sustaining media attention on development related issues can be an important factor in raising awareness, promoting social change and aiding in the process of development in all of its forms. Lessons learned over the past four decades have shown how important it is to view the media as more than just redistributors of information, but as active partners engaged in buying greater visibility and awareness to development issues.

We have all heard or read examples of how societies with semi-illiterate and high illiteracy rates have used radio to promote dialogue with actors, educate stakeholders on health issues or to convey new ideas. The evidence is clear, the media, and all its forms of communication, can add value to the information provided, enhance it with its own expertise and knowledge of its audiences, and help to generate the widest interest and visibility possible. In many respects, the media have the advantage of being able to focus on the type of communication that allows it to be effective in reaching critical audiences achieving their buy-in on the UN's substantive work.

This short paper is intended to explore the potential synergies achieved by forming partnerships with media organizations that share common interests and concerns as they pertain to human development with a particular focus on sport.

There are several reasons why the media can be an ideal partner with which to be engaged in furthering development aims, particularly in the area of sport:

- The **media act as unifiers**. In post-conflict and least developed regions of the world, particularly areas torn apart by ethnic conflict, we have seen how media broadcasts of sporting events have helped to draw people together, regardless of ethnic background, colour or religion. The media has the undeniable capacity to bring together people of diverse interests and backgrounds. Sports can also be said to have the same “magical” power.
- The **media can draw attention to issues** that have relevance to audiences across the world.
- The media can help **increase commitment from leaders/politicians/government** to support special programs, causes or initiatives. In short, the media **can help aid in mobilizing resources** for targeted purposes, both locally and globally.
- The media can help **publicize “successes”**. Today's global communication technologies provides for timely and accurate transmission of stories from all corners of the world. Successes achieved by individuals or groups are made known to all within moments. For example, Peru's success in reducing and controlling the number of cases of tuberculosis (TB) nearly three years ago was widely publicized, prompting other countries with high rates of TB to enquire about Peru's approach to tackling the scourge.

### Recommendations

In considering the best ways to utilize the media to further development aims, it is vital for one to stop thinking of the media as simply disseminators of information and consider them as true allies in reaching a wide variety of audiences. Partnerships with the media provide for a more effective and systematic approach to tackling development issues. The following are suggestions:

- **Identify the issues** or areas that may be of potential interest to the media. Forging partnerships with the media offers the potential for more innovative and effective delivery of programs and services as well as awareness raising on global issues (child labour, health issues such as tuberculosis, HIV/AIDS, malaria, etc...). The ILO selected the child labour issue as it is a hidden problem involving millions of children. 246 million children—one out of every six in the world—are engaged in work that is detrimental to his/her development. The International Labour Organization (ILO's) “Red Card to Child Labour” campaign seizes the opportunity offered by the world of professional sports to sensitise

a large spectrum of the population about child labour and to promote the creation of an active world movement.

- **Seek creative partnerships with the media and sporting organizations.** Consider “non-traditional” forms of media to communicate the issues. Sport development, for example, presents an opportunity to reach wider audiences.

*Examples of cooperation from the field:*

1. Launched in early 2002 at the Africa Cup in Bamako, Mali, ILO’s “Red Card to Child Labour” campaign intends to use the popularity of international football to gain wider public recognition of the extent of the world’s child labour problem and to offer a platform for the development and implementation of multilateral strategies to combat it.

Following the launch of the Red Card campaign in Africa, where local press coverage of the event was extensive, the ILO concluded an agreement with the popular Real Madrid football club in Spain to highlight the campaign at the team’s centennial exhibition game against a world all-star team in December 2002. The game was preceded by a press conference that drew excellent attendance from the Spanish media, and the pre-game ceremonies featured the ILO-produced video public service announcement and local children taking the field with the players to waive special red cards, which were also distributed to spectators. Combined with targeted outreach to local media, these events produced a large volume of television, radio and newspaper coverage within Spain, as well as considerable interest in other countries.

2. In Brazil, the ILO is working in partnership with Globo Television on a number of ways to sensitize its viewers on a variety of issues: trafficking, child labour, and most recently, forced labour. The partnership has resulted in the producers of soap operas weaving ILO issues into the plots of existing stories. Soaps provide creative alternatives for the presentation of issues, unlike news broadcasts which may only convey “the facts”. Moreover, issues highlighted via soaps help to broaden the reach by addressing a potentially new target audience who may not always watch the news.

As a result of this cooperation, inroads have been made towards raising awareness.

- **Multi-stakeholders promote more effective use of resources and aid in the development of long-term, sustainable campaigns.** Given the considerable per event cost of a campaign for most organizations with limited resources, partnering with other major organizations may prove beneficial. Coordinating and reinforcing action programmes aimed at issues—such as child labour—with other UN agencies and NGOs helps to more effectively utilize limited resources, both human and financial. Furthermore, given the competition for coverage of issues in the media, a coordinated approach with messages reinforced amongst the partners may prove quite effective.

Finally, when tackling global development issues, it is important that one considers long term strategies as opposed to “the campaign event of the year” approach. If one considers the UN Millennium goals that address a battery of global problems such as fighting diseases, unemployment, poverty, and defending human rights, among others, it should be relatively easy to identify other potential agencies with similar concerns and work towards the development of long-term communications strategies. Getting the media involved in this collaborative process right from the beginning of the planning stage is extremely critical given the substantive contributions that they can make in addition to the sustainability aspects they offer.

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## Media: The Role of the Media in Sport and Development

Stephen King, Director  
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### Summary

This paper looks at two issues:

1. The ways in which a large news organisation covers sport and development
2. How broadcasters themselves can participate in promoting the role of sport in development.

Inevitably these views reflect the perspective from one international broadcaster, the BBC World Service which has as its primary focus, a news and current affairs agenda. In addition the World Service produces in depth features programmes in many languages, which provide further analysis of the dynamics of social change and which attempt to give a voice to a broad range of perspectives. It has a comprehensive commitment to both covering sport on an international level and providing an analysis of the context within which sport operates. However, it is argued that there is a special additional role for international broadcasters to utilise their reach and delivery platforms to engage in a more strategic way with communities through an approach which uses communications through sport as a means of enabling development.

### Introduction

**BBC World Service** is one of the best known and most respected voices in international broadcasting. It broadcasts on air and online in 43 languages. The weekly radio audience is around 150 million listeners worldwide. The website – which won the Webby for best radio website in 2001 - achieves more than 70 million page impressions per month. In 2002 BBC World (the BBC's global TV network) joined the World Service in a Global News division.

A closer examination of the listening figures illustrates that the BBC World Service has a substantial reach and impact in many developing countries and particularly in least developed countries. According to recent research;

- In Niger, 1 in 3 listen to World Service with a weekly audience of over 50% in Niamey
- In Rwanda, 1 in 3 listen with a weekly audience of 75% in Kigali
- 1 in 4 Nigerians listen to the World Service
- 1 in 3 Ghanaians and 1 in 5 in Pakistan

In Afghanistan, audience survey work carried out recently, indicates that some 75 per cent of Pashto and Persian speakers in Kabul listen daily to the BBC World Service

### 1. The Media and Sports Reporting

Sport has always played a major role in forming a nation's identity and has enormous power to join or divide people. The World Cup and the Olympics have become some of the world's major unifying forces. The BBC broadcasts hundreds of hours of sports programming per week and the World Service in particular places a significant emphasis on reporting and analysing sport from an international perspective.

- It reported extensively on the African Nations Cup in Mali in 2002 and it now has its own website dedicated to African Football <http://news.bbc.co.uk/sport1/hi/football/africa/default.stm>

It produces weekly programmes such as Sports International and World Football which in addition to reporting and commentating on major events provide an analysis of the context within which sport is played in developing countries and the issues which intrude upon the competitive experience. These issues include covering the increase in racism in European football and the ability of sporting tourna-



ments to heal national and ethnic divisions. Non governmental organisations in the UK have recognised the power of sport as a unifying force and its capacity, combined with entertainment, to raise funds. The BBC hosted for the first time last year a major fundraising event – Sports Relief. Stars from the worlds of sport and entertainment came together for the first Sports Relief charity fundraiser on a Saturday evening in July 2002 which raised more than £10m to help children in the UK and around the world. BBC One gave over its schedule to the event, which included boxing matches between comedians and sports competitions between teams who appeared on popular BBC programmes.

## **2. A more proactive role in Sport and Development**

There may however, be other ways in which the resources, skills and delivery platforms of large news organisations can be put to good use in interacting with communities and promoting the role of sport in development. The BBC World Service Trust was created in 1999 to draw together the BBC World Service's existing education, training and 'social action' activities. The Trust's mission is to promote development through the effective use of the media and to build media expertise in developing countries and countries in transition. The Trust combines two distinct forces - the power of the media, especially radio, to reach the poorest communities through a respected broadcasting voice - the BBC, and the opportunity to engage these communities in promoting education and health messages and creating awareness of human rights and other issues. The Trust now operates as an independent, not for profit organisation, and through the reach of the BBC World Service, can reach millions of people world-wide and engage with communities in a more equitable manner.

The Trust works in partnership with national broadcasters in developing countries, with regional and local media outlets and with national and local NGOs and communities at a local level.

### **Sport as a Unifying Force – An international contribution to sports and development**

***This proposed initiative will focus on issues such as gender, participation and conflict, and will provide practical training to local broadcasters on how to cover sporting events in three countries emerging from conflict.***

The BBC World Service Trust will create a project involving radio and television programmes the staging of a sporting event for broadcast and training for local journalists and broadcasters to use sport as a unifying force in up to three countries emerging from conflict. The potential list is long but these might include, Angola, Afghanistan, Rwanda/Burundi and the Balkans. The programmes will be produced and broadcast by the BBC and the project will be worked on in partnership with local broadcasters.

## **Proposed Activities**

### **1. Radio programmes to encourage sport and development**

The project will produce radio series in each of the chosen local languages which will be broadcast on the BBC World Service and repeated in cooperation with local broadcasters. The programmes will investigate how sport in a selected country is perceived and the potential roles it can play such as healing ethnic tensions. They will also, through tracking a national team's journey to a major sporting event, illustrate how national identities respond and develop in relation to sport. The programmes will also examine the role of women in a range of sporting activities. In addition to local languages, it is anticipated there will be coverage within the much listened to Sports International programme in English which reached audiences of more than 40 million people.

### **2. Training and capacity building**

In addition to the radio programmes, the BBC will work with international and national sporting authorities to stage an in-country event. This event will bring together well known sporting ambassadors with local teams. There will be support given to local broadcasters to record and produce the event with the BBC providing outside broadcasting training and training for sports journalists.

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[www.bbc.co.uk/worldservice/trust](http://www.bbc.co.uk/worldservice/trust)

## General Recommendations

### The media should:

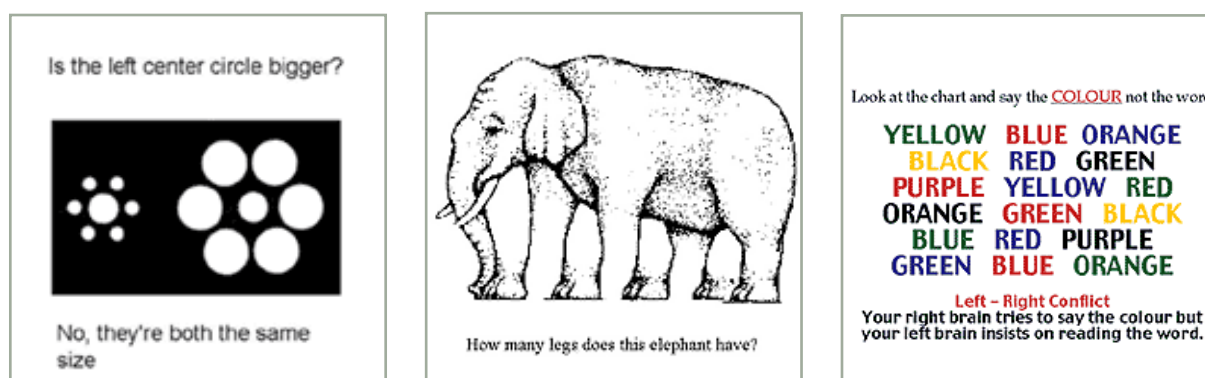
1. Report sport accurately with an analysis of the political and socio economic context.
2. Assist local and national broadcasters in developing countries to increase their technical skills in sports broadcasting to better serve local and national audiences.
3. Broadcast programmes which illustrate the importance of sport and development
  - The role of sport in health promotion
  - The role of sport in healing conflicts and promoting reconciliation.

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## Media for Sport and Development: Workshop summary

Leading Chair: Riz Khan



### The Magglingen Declaration: Section 8 - Media

The media industry and journalism - like sport - play an important role in creating public awareness. The crucial contribution sport can make to social and economic development can only be achieved through a partnership between these groups.

#### Recommendation 1

Educate opinion leaders in global sports and media on what sports and sustainable development is really all about

#### Recommendation 2

Encourage major media groups to sponsor journalists from developing countries to attend major sport events

#### Recommendation 3

Train journalists to eliminate stereotyping, discrimination and racism in reporting

#### Recommendation 4

Incorporate developmental sport stories into mainstream sports coverage

#### Recommendation 5

Ensure sports and sustainable development are featured at major conferences and gatherings, particularly involving the media

#### Recommendation 6

Open debate within sports organisations on the need to respect freedom of expression and access to information

#### Recommendation 7

Increase access to sports people and major events, for better media coverage

#### Recommendation 8

Encourage the international sports industry to invest in local communities in developing countries

#### Recommendation 9

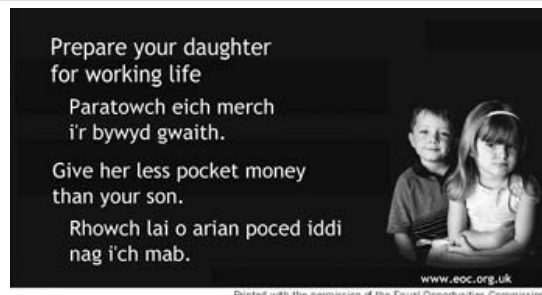
Create interactive dialogue, using information technology, to open debate and receive public feedback on the importance of sports and development. (e.g. Use the websites of local clubs for greater impact)

#### Recommendation 10

Encourage greater participation of women (athletes and journalists) in sports and development

## A New Strategy: Gender Mainstreaming

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The following paper was presented at the 5th European Women and Sport Conference, Berlin, 2002.

### Summary

The European Commission and indeed the Member States of the European Union have made a commitment to gender mainstreaming in the 1990s as a new approach to promoting gender equality. However, there is considerable confusion as to what gender mainstreaming means and what it implies in terms of new policy approaches. My definition is as follows:

*Gender mainstreaming is the systematic integration of gender equality into all systems and structures; policies, programmes, processes and projects; into cultures and their organisations, into ways of seeing and doing.*

This paper explores the meaning of gender mainstreaming and how it might offer a new approach to developing policies to support and encourage women and sport. The paper compares gender mainstreaming with two earlier approaches to gender equality: equal treatment (which characterised the 1970s) and positive action (which characterised the 1980s). It looks at the principles underlining gender mainstreaming and the tools that can be used in a mainstreaming approach, for example, 'engendering budgets', which has been used successfully in sports policies in a number of countries.

### Introduction

This paper looks at gender mainstreaming as a new strategy for developing gender equality in sports policy in Europe. Both the European Union (EU) and member states have made a commitment to gender mainstreaming and yet there remains considerable confusion as to what it entails. This paper seeks to throw some light on the vexed question 'what is gender mainstreaming' by comparing it with two other approaches to equal opportunities: equal treatment and positive action. It then examines the principles behind mainstreaming and some of the tools of a mainstreaming approach. It concludes by suggesting that gender mainstreaming has much to offer sports policy if gender equality is to be successfully promoted.

### What is gender mainstreaming?

This seemingly simple question is hard to answer. Many different versions of what gender mainstreaming mean appear to co-exist. The complexity of the concept and its meaning is indicated by the fact that the word does not translate well from its original English into other languages (EC 1998a). In German, it takes about three lines! Most languages simply use the English.

Here is my definition:

*Gender mainstreaming is the systematic integration of gender equality into all systems and structures; policies, programs, processes and projects; into cultures and their organisations, into ways of seeing and doing.*

Mainstreaming seeks to identify the ways in which existing systems and structures are 'institutionally sexist' - however unintentionally and however sub-consciously - and to neutralise the gender bias. It is an approach to producing policies and processes that seeks to benefit men and women equally.

## How does it compare with other equal opportunities approaches?

'Equal treatment' characterised the 1970s legal measures to gender equality introduced in many EU Member States. Equal treatment is rooted in the idea that women and men should be treated the same as each other. However, in effect, this often meant women were treated the *same as men*. In other words, men are taken as the norm. Treating women and men the same is not the same as treating women and men equally. Indeed, there is a significant difference between treating people the same and treating them equally. In fact, sometimes you have to treat people differently in order to treat them equally. This becomes more obvious in mainstreaming disability equality than in mainstreaming gender equality. Hence, a major weakness with equal treatment is that it does not lead to equal outcome.

One example where equal treatment fails is the use of criteria such as seniority or number of years' continuous service for promotion. Women are treated the same as men in that if they too have had many years of continuous service, they too are eligible for promotion. In effect this is indirect discrimination, because there are far more men among those likely to have had uninterrupted service than women.

'Positive action' characterised the 1980s approach adopted by the European Commission (EC) and many Member States. This model is based on recognition that while there are similarities between women and men, there are also differences. In recognising that men and women are different in some respects, it seeks to accommodate, or 'make up for' those differences that are construed as deficits or 'special needs' in women. It involves addressing past disadvantages or indeed discrimination experienced by women and to 'make good'. This can be construed as a deficit model of women. For example, women-only training courses were provided for women seeking entry to male-dominated occupations or professions, especially senior management. The EC co-funded many such training initiatives. Such positive action measures have been the source of many examples of good practice in training and employment for women. However, positive action projects tend to be piecemeal, temporary and precariously funded. They also leave the 'mainstream' unaffected. In other words, the sources of women's disadvantage remain intact.

It is also the case that some positive action measures are designed, in effect, to assist women to become more like men. For example, training courses for women in middle management intended to groom them for senior management included on the curriculum 'how to develop a killer instinct, how to get yourself heard in meetings, how to deal with the "office Romeo"', and so on (Rees 1992). In other words, they are geared towards making round women more able to fit into square shapes.

Other positive action measures seek to address 'blockages' by giving women, in effect, prescribed preferential treatment. This may be in the form of targets or indeed quotas designed to enhance women's chances of success where they are severely under-represented. Enforced quotas constitute positive discrimination, which remains illegal in the EU because of the Equal Treatment Directive. However, measures designed to encourage more women into male-dominated areas, by creating a 'level playing field' or 'untying the hand behind the back' to use the well-worn (sportist) clichés, can be described as positive action. They seek to assist women to the 'starting line' on the same basis as men.

'Mainstreaming', started to receive significant attention in Europe in the 1990s, (although measures began in the Nordic states before this). It turns attention away from individuals and their rights, or their deficiencies and disadvantages, and focuses instead on those systems and structures that produce those deficiencies and disadvantages in the first place. It seeks to integrate equality into those systems and structures. Mainstreaming is a long-term strategic approach to gender equality. It complements, rather than substitutes for, the legal right to equal treatment or the need to address women's 'deficiencies' or kick-start obstinate blockages through positive action.

## What has been happening with gender mainstreaming?

The EC published a Communication to the Council of Ministers on gender mainstreaming in 1996: this committed the Commission to incorporate a gender dimension in all its work (EC 1996). This was followed by a commitment to gender mainstreaming in the Amsterdam Treaty as well as equal treatment on six equality dimensions: sex, race and ethnic origin, disability, age, sexual orientation and religious and political belief (EC 1999). The annual reports on the EC's own attempts to adopt gender mainstreaming all report the same problems: lack of awareness; lack of expertise, lack of money: these are clear, consistent messages, year after year (CEC 1998).

Various other international organisations have also shown a keen interest in gender mainstreaming. The Council of Europe, for example, set up an expert group, published a series of reports (Council of Europe 1998) and held a major conference in Athens in 1999. The OECD held a major conference in Paris in 2000 at which countries were asked to provide responses to a questionnaire on what they were doing on gender mainstreaming. The International Labour Office has also shown an interest.

### **Where is the focus of gender mainstreaming for an organisation?**

The focus for gender mainstreaming it is argued should be both internal – in the organisation as an employer – and external, in the ‘business’ of the organisation, whatever that business may be. Hence, for the public sector for example, gender mainstreaming is as much about the delivery of goods and services as it is about recruitment, promotion and work organisation. Frequently, employers that say they are mainstreaming gender equality focus only on the first, the internal arrangements. Mainstreaming equality in service delivery entails considering the gender dimension of a project or policy systematically, from inception to design, implementation and review. It is a new way of doing things, rather than an add-on or an extra.

### **What are the principles behind gender mainstreaming?**

To my mind, there are three principles that appear to underlie much that is done in the name of mainstreaming. These principles could arguably underlie mainstreaming of any equality dimension; however, it is important to stress that the tools to achieve mainstreaming would be quite different.

#### *Regarding the individual as a whole person*

The first principle is about regarding the individual as a ‘whole person’. As such, it challenges head-on the notion that the male is the breadwinner, and that the woman’s participation in the work force is marginal which underpins a whole range of policy areas and is a major barrier to equality. Regarding the individual as a whole person means that individuals need to be treated as people who might also be parents or who might have elderly relatives to look after but at the same time, you do not make stereotypical assumptions about them. It means that looking at men and women as people who may or may not have caring responsibilities. So, it means attaching much more importance to family-friendly arrangements, child-care, parental leave, flexible hours, and all those work/life balance issues without, at the same time, assuming that everyone is heterosexual or necessarily lives in a conventional idea of nuclear family with gender stereotypical roles.

It also means looking at employees as people who may have a role they wish to develop in a trade union or the local community or in civic or public life, or have a personal commitment to a sport or keeping fit, or to lifelong learning or whatever. This means that work/life balance is an issue for all employees. Not just for those with caring responsibilities.

This principle also means that men and women should be afforded equal status and therefore careful attention needs to be paid to the issue of the dignity of the individual. This can be addressed by developing a ‘values’ statement for the organisation, setting out in broad terms how employees, clients, customers and so on should expect to be treated, and by the same token, should treat others. This can be codified into examples of behaviour that are seen as living up to that values statement, and of course examples of those forms of behaving that do not. At the root of many cases of bullying and harassment appears to be a genuine belief on the part of the perpetrator that the behaviour being complained of is acceptable and indeed normal. Policies promoting respect for and protection of the dignity of the individual at work target unacceptable sexual and racial harassment, bullying and discrimination. They can also respond on equal terms to the needs of people with disabilities. They can also be a helpful background factor in seeking to introduce pay claims on the basis of equal value by ‘valuing’ women more.

In essence, regarding the individual as a whole person means challenging stereotypical assumptions and accommodating difference, as an employer and as a deliverer of services. It means treating people as individuals, rather than necessarily typical of their sex.

#### *Democracy*

The second principle is democracy, highly important to mainstreaming. Some public bodies are concerned to consult and encourage participation in the shaping, framing, designing and delivery of policies. This is about allocating scarce resources on the basis of need, both expressed and unexpressed, rather than on the basis

of historical patterns. Hence, there is a concern to try to create cultures and organisations where men and women feel comfortable in expressing their views and needs.

So, this democratic principle essentially involves encouraging democratic participation. It links gender mainstreaming with the idea of modernising government, by ensuring that resources are allocated according to evidence-based need. Hence it is linked with conducting community profiles to provide socio-economic and demographic data on the population being served and carrying out public consultation exercises, to elicit the views of the public. It implies considering the implications of new measures from the perspective of as many groups as possible, including those whose views are rarely heard, and indeed to take steps to hear those voices. This puts an emphasis on communication to all groups, remembering here the importance of large font size for the visually impaired and providing translation of important documents into minority languages. It involves open government and transparency in procedures, processes and outcomes.

The principle also means having a gender balance in decision making, using if necessary devices to seek to achieve this.

### *Fairness, justice and equity*

The third principle or rather set of principles underlying gender mainstreaming revolves around the concepts of fairness, justice and equity. This is the heart of the 'social justice' driver of mainstreaming. This social justice driver means that gender mainstreaming fits well with current European agendas such as 'social inclusion'. It entails adhering to ideas of social justice in the allocation of resources. This means developing progressive measures, designed to re-allocate resources to those who need them most.

### **What tools can be used to deliver a gender mainstreaming approach?**

Seven tools of gender mainstreaming are briefly identified here. It should be re-emphasised that while these tools may be suitable for mainstreaming gender equality, they would not necessarily be appropriate for other equality dimensions. Some of these tools have been tried and tested in many countries, others are in the process of being developed. Few organisations, if any, appear to be using all of them.

### *Gender-disaggregated statistics*

The first is gender-disaggregated statistics. It is astonishing how few organisations use gender-disaggregated statistics as a management tool to review the effectiveness of their policies, to establish patterns in the allocation of resources, or to monitor performance, whether or not they are committed to gender mainstreaming. Gender-disaggregated statistics can be used for all three. Public sector authorities have a duty to know who benefits from their services and who does not.

Swedish regional authorities have developed software packages to assess who benefits from services on a regular basis. It may, of course, be perfectly acceptable that one sex rather than another should benefit more from specific services or budgets, so long as this reflects evidence-based need, rather than being simply demand-led or worse, the consequence of chance or indirect discrimination. Canada and many EU Member States publish annual booklets of gender-disaggregated statistics that are disseminated widely to the general public. By contrast, few UK public bodies are able to provide a gender breakdown of who benefits from their services. Such figures could be used as a management tool for targeting.

### *Equality indicators*

Raw data even when disaggregated by gender, are of course limited in what they show. There is much work to be done in developing gender equality indicators. Baseline statistics are needed, against which performance targets can be measured. But equality indicators are likely to be made up of a combination of variables. They are essential for benchmarking purposes, as raw data can be meaningless for making comparisons.

### *Gender impact assessments*

Gender impact assessments are designed to assess, in advance, the impact of any proposed policy (or indeed legislation) on men and women respectively and to address any undesirable differences that may be anticipated. Gender impact assessments are routinely used in some Nordic countries. The approach has been described as wearing a 'gender lens' or having a 'gender reflex'.

For example, Lindsten (2000) describes the 'gender reflex' as focusing on answering three questions (called the three 'Rs') in relation to any proposed policy:

- representation (what is the gender distribution of relevant decision-making bodies?),
- resources (what is the distribution of /access to resources for men and women?), and
- reality (do men and women profit from the measure? Who gets what, why and on what conditions?).

The EC has published a guide to gender impact assessments (EC 1998b). It should be noted that some organisations using gender impact assessments are of the view that this alone constitutes a gender mainstreaming approach, whereas in my view, it is merely one tool that needs to be used, alongside the others.

### *Monitoring, evaluating, auditing*

Fourthly, gender monitoring, evaluation and auditing are essential. How can we tell if mainstreaming is delivering without monitoring, evaluating and auditing policies? Gender equality needs to be regarded as a performance indicator, and treated the same way for evaluation purposes as, say, balancing the books.

One area of auditing on a gender basis that has started to see some activity is gender pay reviews. Legislation for equal pay was brought in the 1970s, and yet there is still a significant pay gap between men and women. This is in part explained by differences in industry, rank and qualifications, but the rest, the residue, is thought to be a consequence of discrimination, in particular, discriminatory pay grading schemes, where the sex of the majority of workers on that grading system determines how it is valued. Gender pay reviews, however, can show where the gender of the worker, rather than the value of the job, is playing an undue role in the setting of salaries.

### *Gender balance in decision-making*

A gender balance in decision-making is needed to address the democratic principle of gender mainstreaming. It is noticeable that in only three Member States is there legislation to ensure a gender balance on public bodies. In order to ensure a gender balance in decision-making, legislation may be needed. However, targets can also be helpful provided there are sanctions imposed for not reaching them.

### *Engendering budgets*

Sixthly, budgets need to be 'engendered'. This tool has been developed in Canada and again in Sweden and Norway in particular. It is legitimate to ask what proportion of public budgets are spent on men and women and indeed girls and boys respectively. One country found for example that ambulances, that are very expensive, are used disproportionately by men. It may be that this is regarded as an appropriate imbalance in use of resource, but equally, it might be argued that it is any imbalance needs to be examined carefully. Above all, it is essential to have that data as a management tool to ensure resources are directed strategically and equitably.

In some states of the US, the engendering of budgets has had a particularly noticeable impact upon facilities and support for women's sport.

### *'Visioning'*

The final tool to be mentioned here is what I call 'visioning'. It is probably the most difficult element of mainstreaming. Through it, we seek to understand and address how existing practice and institutional arrangements, however inadvertently, however subconsciously, disadvantage more women than men (or indeed, vice versa). Visioning is at the heart of mainstreaming.

The easiest examples to give of visioning refer to measures that fail to accommodate physical differences between women and men. For example, on a six-week, mixed recruitment and selection course for the armed services in the UK, women outperformed men on many of the tests. However, they experienced difficulties with the daily 'square-bashing' – the marching drills. Many developed inflamed pelvises; indeed some dislocated their pelvises. The reason for this, it transpired, was that the regulation stride length was the average stride length of the average male. **Women were marching to the male stride!** Having to march to the male stride is, in a sense, a metaphor for what gender mainstreaming is seeking to combat.



### *What are the prerequisites for mainstreaming?*

Principles and tools are not sufficient for the successful implementation of gender mainstreaming. There is a set of organisational prerequisites. These include:

- a legally backed, public duty to promote equality;
- appropriate institutional arrangements;
- awareness raising;
- training;
- expertise, ('flying experts' are used in many countries);
- reporting mechanisms;
- commitment from the top;
- incentives to 'build ownership';
- sanctions, and finally,
- resources.

A legal imperative to promote equality can have a clear impact on the extent to which gender mainstreaming is taken seriously. The Government of Wales Act that set up the National Assembly for Wales includes a clause that makes it incumbent upon the Assembly to have 'due regard' to equality of opportunity for all, in all that it does. There is mounting evidence that suggests that the progress that has been made in Wales with for example, pay reviews in the public sector, would not have happened without that public duty.

Institutional arrangements that ensure gender equality is mainstreamed are essential. This involves clear allocation of responsibility as appropriate, such as a committee supported by an equality unit, with reporting mechanisms and sanctions. It would entail inclusion of reference to gender mainstreaming in corporate plans, with aims and objectives, and specification as to how they would be met.

Many people have been given responsibility for gender mainstreaming without any awareness raising, training, tool-kits or guidelines. As Agneta Stark, the Swedish expert on mainstreaming says, if a manager were suddenly given responsibility for budgeting, they would not be expected to exercise that function without training and without expertise to hand. And yet people are expected to mainstream gender equality without being clear about what it is. Both awareness raising and training are needed, commitment from the leaders is absolutely vital, and ownership by staff all the way through the organisation is essential.

Building ownership can be encouraged by providing financial incentives to achieve targets (this has been tried in the private sector), integrating equality into performance review systems and by organisational and cultural change. Liisa Horelli, the Finnish mainstreaming expert, argues that you need a team comprising a substantive expert (e.g. human resources director; transport director etc), a gender mainstreaming expert, and a 'change agent' to introduce gender mainstreaming successfully. Appropriate resources are rarely allocated for mainstreaming. This is a major problem, because equality is seen primarily as a cost – little consideration is given to the financial and opportunity cost of not mainstreaming gender equality properly.

### **Is the mainstreaming approach transferable to other equality dimensions?**

So far, the focus of this paper has been exclusively on gender mainstreaming, but the mainstreaming approach can be applied to the other equality dimensions that are in the horizontal Directive pursuant to the Amsterdam Treaty: race and ethnic origin, age, disability, sexual orientation and religious and political belief. After all, the same principles apply. However, not all the tools identified for gender mainstreaming would be appropriate for other equality dimensions. Statistical monitoring would not be appropriate for mainstreaming on the grounds of sexual orientation for example: it would involve 'outing' people.

'Mainstreaming' as an approach can also be applied to other agendas such as environmental improvement, sustainability and so on.

### **What is happening in the name of mainstreaming?**

On the basis of a recent review of progress in the EU since Beijing, it seems to be possible to identify six different statuses among EU Member States and their employing organisations such as regional or local authorities. In some, there is *commitment and action*. Secondly, there are employers where there is *commitment but limited action*; perhaps the commitment is not backed up by expertise, or visioning or training. Thirdly, there are examples of *commitment and the occasional use of the odd tool*, like gender-disaggregated

statistics or gender impact assessments. Fourthly, there is the '*tick and bash*' approach to mainstreaming. This is where a piece of paper is attached to all policy documents and the question posed – 'has this proposed policy any implications for men or women? If not, tick here'. In this particular kind of institutional culture, which characterises some of the EC Directorates, mainstreaming is reduced to a paper exercise. However, the very existence of the exercise may invoke complacency. Then, fifthly, there are organisations that have *apparent commitment, but do nothing*. Finally, and worst of all, there are those organisations, such as local authorities, expressing *apparent commitment* but are in the process of *dismantling equality units, firing equality experts, and getting rid of their special budgets for equality, because, after all, 'we are all mainstreaming now'*. That is going backwards.

Among the Member States, there is considerable variability in approaches to gender mainstreaming. The Nordic countries are clearly leading the way, especially in developing and disseminating gender-disaggregated statistics and using gender impact assessments. Some very innovative mainstreaming measures have been developed, particularly in regional and economic development. Italy has some innovative examples of visioning, particularly in Modena and Venice where the authorities have 're-conceptualised' time and public transport, drawing on consultation exercises with women about what sort of public transport time-tabling and what sort of opening hours of public facilities they would like to suit their lives. Finland, Sweden and Italy it will be remembered, have addressed the gender balance in decision making issue through national laws that say they must have a minimum of 30% or 40% of both sexes on all public bodies.

### **Gender mainstreaming: A new strategy for sports policy?**

Gender mainstreaming, in my view, is potentially a highly effective long-term strategy to promote gender equality that complements the effects of equal treatment and positive action. It represents a paradigm shift in thinking about gender equality. It puts the promotion of gender equality at the heart of policies. What might it mean for women and sports and the engendering of sports policies?

Firstly, it would mean that organisations that fund and deliver sports policies would need to ensure that sex-disaggregated statistics are kept, for example, on the use made of sports facilities, and used as a management tool.

Secondly, it would mean developing equality indicators, as appropriate, to assess the performance in gender mainstreaming of bodies responsible for sports policies.

Thirdly, it would mean conducting gender impact assessments of proposed policies to anticipate their consequences on the two genders, making adjustments if necessary.

Fourthly, it would mean building a gender dimensions into monitoring, evaluation and review procedures.

Fifthly, it would mean ensuring a gender balance on important sporting committees, especially those that have responsibility for making decisions about the allocation of funding for sports.

Sixthly, it would mean engendering budgets, and ensuring that differences in the allocation between women and men and boys and girls can be justified.

Seventhly, it would mean taking a 'visioning' approach to policy review and development, to seek to identify hidden gender biases and to address them

If these gender-mainstreaming tools were to be introduced by bodies responsible for sports, we might have a greater degree of assurance that they were promoting gender equality.

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## Promotion of Physical Activity

### Guidelines for the development of national policies and strategies for promoting health through physical activity

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## Foreword

Since 1996, the European Network for the Promotion of Health-Enhancing Physical Activity (HEPA) has pursued its goals by facilitating the development and implementation of policies, programmes and processes that are based on scientific evidence and the extensive exchange of information and experience in all countries for the European Union, as well as in Estonia, Iceland, Israel, Norway, Slovenia and Switzerland. The basis for this work was documented in the first meeting of the Network in Tampere, Finland, in April 1996. The development of the current guidelines followed a multi-staged course: the basic planning was made by a writing group consisting of the Network managers and Mr. Hans Hagendoorn, former Director of the Dutch Centre for Health Promotion and Health Education; the first draft was written by Mr. Hagendoorn; the draft was discussed and developed at a Network workshop in Tampere in September 2000; the content of the document was accepted in the Second European Conference on Health Promotion Activities in Belfast, Northern Ireland, in October 2000 and finalised by the writing group.

The guidelines at hand identify the fundamental role of policies, broad explicit societal or political agreements on set goals, and the general course with which to achieve the set goals. Without consistent policies the results of physical activity promotion have been found to remain uncertain, modest at best, and unsustainable. It is obvious that the need for and priority order of appropriate policies and other measures

used to promote physical activity in the European countries vary widely. Therefore, the guidelines do not attempt to define a certain set of policies, strategies and actions, but, instead, merely states the necessary components of potentially successful promotion processes.

We are convinced, on the basis of strong scientific evidence, that physical inactivity is a major and real threat to the health and well-being of Europeans and that the societal structures and functions that facilitate physical inactivity lead to an increasingly unhealthy social and physical environment in the European countries and communities. But we are also convinced, again on the basis of sound evidence, that the increase in physical inactivity can be stopped and the trend can even be reversed by systematic, long-term collaborative efforts. We sincerely hope that these guidelines contribute to this end.

Tampere, May 2001

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on behalf of the European Network for the Promotion of Health-Enhancing Physical Activity

## Introduction

Europe is facing a new epidemic: an epidemic of inactivity. Man is made to move, to walk and to be physically active. Yet there is an increasing and strong tendency towards the opposite. The majority of men and women in industrialised countries lead sedentary lives, or are physically active only on an irregular basis. Technical innovations are generating more discretionary free time, but the physical activities that were needed earlier in household chores, recreational pursuits and transport are progressively declining. People are increasingly more desk- and computer- bound in their daily work. Watching television is a favourite free-time activity among adults and children alike. New trends, such as teleshopping and telebanking, enforce this trend. One of the alarming results is rapidly increasing overweight and obesity, particularly among children and young people in most European countries.

The health consequences of this development are enormous. Physical inactivity increases the risk of the most common serious diseases, such as coronary heart disease, stroke, high blood pressure, diabetes, colon and possibly breast cancer, and osteoporosis and related fractures substantially up to twofold. Furthermore, physical inactivity causes decreased physical function in middle aged persons and increases the risk of reduced independence in later life. Physical inactivity is one of the leading contributors to the burden of diseases and poor quality of life among Europeans, and with increasing inactivity these hazards continue to grow.

The health risks of physical inactivity can be effectively prevented and reversed by physical activity. This effect has been shown convincingly in regard to, for example, recreational and transport physical activity initiatives. An essential condition for success is strong and sustained political commitment to counteract physical inactivity and its consequences. This commitment has to lead to the development of comprehensive policies and their implementation as strategies, programmes and actions. Effective promotion of physical activity is an essential and productive part of total health promotion, and it results, not only in better health for individuals, but also in better health-enhancing societal structures, functions and environments. The guidelines at hand have been prepared with the knowledge that promoting health-enhancing physical activity is a complicated task which requires sound scientific foundations, clear visions, systematic planning, extensive involvement of diverse partners, adequate funding, and the skill and perseverance to carry through the plans and actions as long-term collaborative processes. It is hoped that the collective experience of representatives of physical activity promoters in European countries will help future efforts in this important field be successes.

## Purpose and target audiences of the guidelines

The purpose of the guidelines are to help individuals and organisations that are interested in, or responsible for, the planning and/or implementation of measures to promote health-enhancing physical activity (HEPA). The guidelines are targeted towards policy and decision makers, professionals, and representatives of voluntary organisations who are involved in planning, implementing, funding and researching policies, strategies, programmes, projects and measures to promote physical activity and conditions for it. Examples of these areas are sports, education, media, health and social care, land use, urban planning, transport, environment, and research. All functions and measures for promoting physical activity can take place at the national, regional and local level, some of them also internationally. However, the role of the local level is fundamental, because the real action takes place or does not take place locally.

These guidelines were primarily formulated because the experience of physical activity promotion in European countries has been rather limited and it has not been presented in readily available publications or other media. The lack of guidelines has hampered the initiation of promotional activities, or such activities have suffered from serious deficiencies. These include a lack of understanding about the key limiting or facilitating factors of physical activity and inactivity and a lack of appreciation for the necessity of political support, systematic planning, extensive collaboration with several partners, use of multiple simultaneous and successive approaches and measures, a sufficiently long time span, adequate funding, and a critical evaluation of the whole process and its results. As a consequence, the results of many programmes and projects have been disappointing and have led to a loss of resources, time, confidence, and credibility. Following systematic guidelines and applying them to meet the needs, expectations and possibilities of the target population may help overcome some of the common pitfalls of physical activity promotion.

## Health-enhancing physical activity

Most people find that recreational physical activity enhances relaxation and vigour, elevates mood and counteracts feelings of depression. For practically all people regular physical activity improves and maintains the muscular strength, endurance, flexibility and movement skills that are important for sufficient physical function in daily life and in momentary strenuous voluntary or forced activities. The preservation of physical functions becomes particularly valued by individuals, as well as by societies, with ageing, as active individuals maintain their independence and their freedom of choice of activities. In addition to these health-related benefits, regular physical activity effectively prevents or postpones most of the common chronic diseases of European people. Thus,

- the risk of active persons dying of a heart attack or stroke is one half of that of sedentary persons;
- the risk of regularly active persons developing colon cancer is 40-50% less than that of sedentary persons, and the risk of active persons developing diabetes as adults is 20% to 60% less, developing high blood pressure is 30% less, becoming obese is 50% less, and suffering from osteoporotic hip fracture is 30% to 50% less;
- the preceding benefits translate into a substantially decreased risk of premature death and a greatly increased probability of a longer productive life and life expectancy.

All the health benefits taken together mean that the potential health gains that can be attained by physical activity are substantial. The characteristics of physical activity that are effective in producing most of the health benefits, at least to some degree, are the following:

- Physical activity activates respiration, heart and circulation, and metabolic functions in muscles, adipose tissue, liver and the like to a sufficient degree for a sufficient length of time. About half an hour a day, even in several short bouts, of movement by walking, cycling, swimming or the like at a brisk pace fulfils the minimum criteria of the most important type of health-enhancing physical activity. For children and young people an hour a day of vigorous or at least brisk activities is recommended.
- The maintenance or improvement of muscular strength is especially important as age increases and it requires the use of the major muscles of the legs, arms and trunk, in for example, lifting and carrying heavy loads about twice a week, altogether for some tens of minutes. Flexibility can be maintained by callisthenic exercises repeated several times a week, even more frequently with increasing age.

Physical activity that enhances health and function is feasible for the majority of any European population. The recommended activity can be incorporated fully or in part in to ordinary daily activities, such as household chores or transport to or from work or taking care of errands, or it can be done as recreational family activity or as exercise and sports. The requirements for clothing, equipment and facilities are modest, and the risk of injury or other health hazards is small in simple lifestyle activities. In summary, the characteristics of health-enhancing physical activity suggest that it can be practised by most Europeans as part of daily life.

However, less than half, in some countries only a small fraction, of the population is sufficiently physically active. The attempts to increase physical activity at the population level have shown that major changes are difficult to attain. The principal reason is that physical activity is deep-rooted as is other human health behaviour, and it is determined by a number of individual, social and environmental factors. All prerequisites for an individual to choose to be active must be realised on a daily basis. Because most people benefit from physical activity, this should take place for the whole population. These are the challenges of successfully promoting seemingly simple behaviour - health-enhancing physical activity.



## Policy framework for the promotion of health-enhancing physical activity

The principal goal of promoting health-enhancing physical activity in European countries is first to halt the increasing inactivity and then gradually increase the number of people who are regularly involved in health-enhancing physical activity. This goal can be achieved by implementing a number of principles, for example, the following:

- Increased participation in health-enhancing physical activity should be accepted as an important public health goal.
- Opportunities for participation in health-enhancing physical activity should be offered to all members of society on an equal basis.
- Planning and implementing of policies to promote health-enhancing physical activity must be based on knowledge of all major determinants of this behaviour and their inter-relationships. In practice, therefore, an evidence-based model of the determinants and changes in behaviour should be applied.
- The needs, expectations, norms, values, opportunities and limitations regarding the engagement of the target population in physical activity should be identified, and this information should be used through participatory processes in the planning and implementation of the policies, strategies and programmes of physical activity promotion.
- Physical activity promotion should have its own identity and resources, but it should be linked to other components of health promotion.
- Physical activity promotion should involve all relevant actors from early on, in order to tackle successfully the necessary facilitating and limiting factors of physical activity participation.
- Multiple, simultaneous and successive, large-scale measures must be applied in order to achieve changes in physical activity behaviour at the population level.
- Successful physical activity promotion calls for win-win partnerships in all phases of the process.
- A sufficiently long time span - several years - must be allowed for the promotion process before population-level changes in behaviour can be expected.
- A continuing planning-implementation-evaluation cycle must be applied in order to learn from experience and to improve promotional efforts.
- Continuing progress in physical activity promotion depends on the knowledge base because a good understanding is needed of physical activity as individual, group, and population behaviour and of the ways to change such behaviour.

## Levels of promotion

Successful promotion of physical activity calls for policies and strategies that are developed and implemented at local, national and even international levels. The policies and strategies at various levels should be inter-linked in order to strengthen each other and to support concerted actions reaching from one level to another.

### Local level

Regular, continuous participation in physical activity takes place in the local communities and at the sites and settings that are nearest and closest to people. Successful promotion of physical activity depends decisively on how well local policies and strategies make people willing and able to be physically active in their home, work, recreation and transport environments. In order to be able to offer people interesting opportunities for regular participation in physical activities on an equal basis, a comprehensive framework of policies and strategies has to be used. Their development needs to be based on knowledge of the views, possibilities and limitations of the local people themselves, and all relevant stakeholders should be involved in the process from early on. The key partners include representatives of local politicians and government, and of sport and recreation, health, school, community planning and transport sectors, and of media and civic organizations.

### National level

National, or in federal states, state level policies are essential to make physical activity promotion an explicit and credible policy, to give common goals and directions to it, and to secure necessary supporting measures

and funding. National policies offer the supporting framework for local action. The strongest policies are laws, and examples from other types of behaviour, such as smoking, nutrition and the use of seat belts, act as witnesses of the effectiveness, or even necessity, of laws. National policy areas include, for example the following: physical education in schools, training of professionals in sports and health fields, urban planning and land use, every man's rights concerning the use of trails and the like on public and private property, provision of walking and cycling paths and other facilities for physical activity and active recreation, funding of sports and other organisations, research and monitoring related to physical activity and its promotion, incentives connected to, for example, transport and taxation, and major promotional programmes. National policies can be effectively used to facilitate the exchange of information and collaboration between various organisations and institutions in the government and private sector.

## European level

At the European level the European Union (EU) is in a key position regarding policies related to physical activity. Including physical activity as an important determinant of health in the European public health programme is a decisive step. It should gradually influence a number of policies related, for example, to nutrition, transport, land use, education, and research at the EU level and in its member countries, and it would facilitate collaboration with various international organisations, such as the World Health Organization (WHO).

## Settings

We live, work and function in, and use the services of, many settings, such as the home and family, workplace, school, health care, and community. The settings include physical and social environments and structures, they fulfil some social roles and tasks, they have various resources for accomplishing the tasks, and their functions are largely based on human interaction and communication. These qualities form good possibilities for effectively promoting physical activity in various settings. Therefore, it is important to develop and implement measures that facilitate the use of these opportunities. The key settings for physical activity promotion are the home or family, the school and the community. They are closest to people, and they are the most directly responsible for the well-being of their members.

Families are in a unique position to provide some of the most decisive elements for regular, lifelong physical activity: positive values, attitudes and norms, basic skills, good examples, joint pleasurable experiences, and as material prerequisites for participation.

- Schools have, or they should have, the mandate and resources to offer physical education for every child in order to enable them to adopt physical activity willing as part of his or her lifestyle.
- Communities have the responsibility of providing accessible, appropriate and affordable sites and services and related information to enable all citizens to participate in regular physical activity
- The health care system should accept the responsibility of including physical activity as a measure in the prevention, treatment and rehabilitation of diseases, as well as in promoting health. Particular strengths of the health care setting include expert professional knowledge and skills, and the high trust of people in them, the sensitivity of the clients to follow the advice of health care personnel, and the high proportion of the population that has repeated contacts with the health care system.
- Worksites have good opportunities to promote physical activity because they can use internal communication effectively for this purpose.

The effective use of settings in physical activity promotion requires systematic policy development and implementation that addresses various settings and also integrates these policies to support each other in order to facilitate concerted actions.

## Audiences

Physical activity enhances the health of all population groups. It supports the growth and development of children and young people, it deters the development of many serious and common diseases in adults, it helps maintain the functional capacity of the elderly, and it supports the independent living of old people. For all, physical activity can offer pleasurable leisure-time pursuits in good company and thus add to the enjoyment of life. However, both research and experience have clearly shown that promotional measures must be targeted specifically to various population groups in order to meet their greatly varying needs,



possibilities and motivations. Special emphasis should be directed towards the planning and implementation of appropriate measures for those who are physically inactive or irregularly active. The proportion of these people is known to be large in some population groups, such as:

- less educated and less well-off people: the reasons for lack of physical activity include lack of knowledge and information, lack of interest, and insufficient opportunities;
- women: in many societies inequalities related to the roles and duties of women hamper their participation in physical activity, even if they were interested in it;
- obese persons: these people often have physical and psychological factors that deter them from using the ordinary modes of, and facilities and services for, practising regular physical activity;
- unemployed persons: these people may have enough time but not enough self-confidence, skill or money to reach and use appropriate facilities and services.
- ethnic minorities: such minorities share the same problems with unemployed people, and in addition they often experience social isolation and even hostility when attempting to participate in, for example, exercise and sports, and
- chronically ill and disabled people and persons in convalescence: these people would often benefit from physical activity even more than healthy people, but they may need guidance, support in transport, and special facilities and equipment for meaningful and safe activity.

These groups are only examples of the diverse large and small groups within the general population. They share some common characteristics and needs, but there is great variation also within the groups. These facts emphasize the importance of knowing the factors that increase the likelihood of targeted groups becoming interested in trying and maintaining physical activity. A substantial increase in physical activity is difficult to attain even under favourable conditions. Without attending to, understanding and accepting the obstacles, needs and desires of the people in special groups, no major success can be expected.

Intermediaries are an important audience in physical activity promotion. A key group is the professionals in the health care and sports sectors. The leaders at various levels of these systems should be convinced of the potential of physical activity for improving health and preventing diseases in a cost effective way. Their opinions are decisive in choosing work methods and allocating resources in the organisations under their administration.

Another very important group within the health and sports sectors are the professionals who are in direct contact with clients. Their thorough training in providing appropriate counselling and other supporting services is a key task in physical activity promotion. A third group of intermediaries is the volunteers in sports, health, and other organisations who function, for example, as group leaders in activities. Their motivation is often, especially in sports organisations, directed towards emphasising performance rather than health. These people are usually enthusiastic to learn new knowledge and skills in order to succeed in their voluntary activity. The combination of high motivation and appropriate training makes these persons very valuable in physical activity promotion.

## Programmes

In any given population a great number of reasons for physical inactivity or obstacles for physical activity can be found. When the goal is to get a substantial number of people to increase their physical activity, at least the most important obstacles and positive factors for physical activity have to be known and addressed. It is well known that most people do not change any of their living habits suddenly; instead it takes a staged process over a lengthy period of time. The planning and implementation of the measures aimed at increasing physical activity in a population or setting also take time. These facts together mean that physical activity in a population cannot be increased to any notable degree or in a sustainable fashion by short-term projects that use only single interventions. In practice only long-term programmes that consist of multiple, simultaneously applied large scale components and that involve several committed partners and are supported by official local or national policies can be successful. This conclusion may sound somewhat discouraging, but it is based on both theoretical considerations and practical experiences, not only from physical activity promotion, but also from efforts in other health promotion areas, such as those to decrease smoking, alcohol consumption and drug use and those to improve nutrition and traffic safety. The most powerful tool is legislation, and sometimes it is considered to be the only effective way to attain sustainable results.

One of the lessons that has been learned from health promotion programmes is that a programme cannot be copied or a copied programme is not successful when directly applied to another population, in another

environment, and by other people. Naturally, it is possible to learn from the successes and failures of other programmes, and to exchange ideas, experiences and “good examples” is fruitful. However, these experiences are most valuable when they are conceptualised to reveal the principles and models applied that may provide an appropriate basis for new applications under different conditions. The starting point for any physical activity programme should be to select an appropriate working model and to follow it systematically from planning through to evaluation and consequent improvements. An important part of the whole process is to make it local in terms of values, norms, attitudes, traditions, physical activity modes, communication channels, leaders, and other actors. In this way the programme becomes culturally relevant and is felt to be run and owned by the local people for the good of the local people.

The importance of monitoring and evaluating the processes and outcomes of a health promotion programme is well-known and generally accepted, at least in principle. However, in reality, only a small minority of physical activity promotion programmes has been monitored and evaluated, and, in even fewer cases, these functions have been conducted adequately. One of the reasons is, in addition to a lack of funding, the practical orientation of the planning and realisation of the programmes. If pre-planned, theory based processes and indicators are lacking, it is nearly impossible to conduct adequate internal or external monitoring and evaluation. The consequences of these deficiencies are regrettable: even good results cannot be verified by objective data, but they have to be marketed by non-objective claims, and the possibilities to learn from documented experiences is largely missed. Furthermore, the credibility of the given programme suffers, and this situation is often reflected in other attempts to start new programmes and get them funded. Therefore, adequate monitoring and evaluation should be essential parts of any health promotion programme, just as the other, more practical and traditional parts are.

## **Guidelines to enhance daily physical activity in the member states of the European Union**

To promote health, a comprehensive approach, of both the European Union and the member states, is necessary. In order to realise such an approach, the principles of the Ottawa Charter for Health Promotion (1986) and of the Jakarta Declaration (1999) should be followed:

1. to develop, adopt and execute an explicit national, regional and local policy framework to enhance levels of physical activity
2. to develop and to enhance the knowledge and capacities of individuals
3. to create supportive environments for physical activities
4. to strengthen the active participation of communities
5. to reorient services supporting participation in physical activity

The following set of recommendations was prepared, on the basis of the Ottawa Charter and Jakarta Declaration framework, in the meeting of the European Network for the Promotion of Health-Enhancing Physical Activity held in Tampere in 2000. These recommendations are proposed for use as guidelines to develop, within the special context and competencies of an EU member state, adequate national policies, strategies, and programmes.

1. Develop a comprehensive policy framework and supporting structures to enhance physical activity
  - by developing explicit, comprehensive policies that enhance physical activity and include the promotion of physical activity as part of, especially, health, sport, education, and transport policies. Physical activity should also be integrated as an element in the policies related to, for example, the environment, social affairs, youth, the elderly, schools, urban planning, and cultural affairs;
  - by developing a national strategy with explicit goals within the context of the developed policies. This strategy should be implemented through national, regional, and local action plans.
  - by creating and supporting a network of key organisations that serves as a forum to advise, consult, develop, and facilitate activities aiming at facilitating participation in physical activity;
  - by establishing an advisory body to support policymakers in policy and strategic issues;
  - by creating and supporting a national centre or centres of expertise to facilitate the distribution of existing information and to stimulate and monitor participation in physical activity;
  - by securing quality management in services promoting physical activity, for example, by funding research and experimental programmes, by promoting training, and by developing uniform standards, objective measures and standardised methods to be applied in the planning, implementation and evaluation of promotional measures;

- by facilitating the development of training opportunities and the integration of physical activity in existing education and training programme;
  - by establishing links with other relevant actions, programmes and actors promoting health, and
  - by securing adequate funding for all of the aforementioned measures to promote physical activities.
2. Increase individual knowledge and the capacity to act
- by increasing and maintaining the awareness and understanding of the benefits of daily physical activity among the general public, by implementing long-term communication measures;
  - by establishing services for distributing up-to-date information to intermediaries (e.g., health and sport professionals) through appropriate education and training measures;
  - by stimulating programmes and supporting measures directed towards special groups, implemented according to their characteristics and expressed needs, and
  - by facilitating regular information-flow from research to practice, the media included.
3. Create supportive environments for physical activities
- by passing legislation that facilitates the development of safe, appropriate and accessible environments for physical activity;
  - by monitoring political decisions in view of providing accessible environments for participation in physical activity;
  - by stimulating the collaboration of organisations interested in promoting physical activity, and
  - by facilitating the development of social environments that support participation in physical activity.
4. Strengthen active participation of municipalities
- by including the promotion of physical activity as an essential part of the development and implementation of local policies;
  - by developing guidelines for local strategies, actions and measures on the basis of local needs and resources;
  - by assisting communities in the planning and construction of sufficient and safe facilities and safe environments, such as school routes, pedestrian paths, playing fields, parks, and sports facilities;
  - by involving different parties, such as public health, patient, elderly people's and sport organisations, in alliance with the promotion of physical activities, and
  - by considering the potential of the natural environment and of existing values, norms and traditions when local policies and initiatives to enhance physical activities are formulated.
5. Reorient services
- by making full use of the opportunities provided by existing services within the health, sports and leisure sectors to support the adoption and maintenance of regular physical activity and active lifestyles, and
  - by offering adequate training to the providers of services related to physical activity in the health care, sports and leisure sectors in order to guarantee the high quality of these services.

## Finally

The preceding recommendations are important elements to be considered when national policies for physical activity promotion are formulated. How the recommendations are used is up to each country, because it depends on the political and administrative systems, traditions, environments, and resources of the country. Vast experience shows that only strategies and programmes that meet the needs, expectations, opportunities, and limitations set by local conditions can be successful.

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## Symposium Report

### "Sport for Youth" or "Towards a More Human World of Children's Sport " Belgrade, 2002

*Branislav Jetvic, Ph.D. University of Belgrade*

#### 1. Introduction

Formerly a great theoretical and practical system, "the physical culture" also known as "East-European model", is searching for Western European initiative as a guiding principle of its development. Thus, the European Commission has declared the year 2004 to be the year of "Education through sport". As it has been stated, the Commission wants to encourage co-operation between educational institutions and sports organizations in order to achieve a higher integration of sport and incorporation of its values into education. Doping, health, and sport, that is, education through sport, are some of the ten political issues on the agenda which are to be discussed by the Ministers of Education and Sport of the European Union. The European Commission declaration emphasizes a close relationship between classical values of sport and building of democracy, whereby sport is being used as the means of building a personal identity and experience on the way to democracy; that is, sport can be used in integrative processes and forming of a child's identity. With regard to these and similar notions, sport of children and youth has been discussed in most countries. Still, apart from these, so-called axiomatic orientations, modern sports theory and practice is looking for models of identification of talents and their integration into national programs of the top sports achievement. In other words, in discussions about sport, compliance with both the Charter on children's rights (a right play sports) and national programs, aimed at development of system and search for talents who have "sports capacity" with which they can acquire national reputation in big international competitions, can be noticed. Besides these two, opposing views on sport of children and youth, there are also opinions whose professional and scientific effort is focused on studying the axioms of biological and psychomotoric development and finding out the organizational forms in relation to target sports success. No matter what the tendencies regarding sport of children and youth are, each of them has to try to reach the ultimate goal, and that is a "More human world of children's sport". With this same aim of providing better conditions for a more human world of children's sport, the scientific symposium "Sport for youth" with participation of authors from abroad in addition to local participants, was held in Belgrade from 11-13 December 2002.

#### 2. Organization and participation in the scientific symposium "Sport for youth"

In order to clarify some problems and present many aspects of sport for children and youth using an interdisciplinary approach, the Faculty of Sport and Physical Education of the University of Belgrade (founded in 1946) and the Yugoslav Olympic Committee organized the scientific symposium "Sport for youth". This was a second meeting relating to sport for children and youth organized by these two national institutions. The first symposium, with a subtopic "Systematic programs for identification and development of young talents" was held at the end of 2001. The main characteristic of this first meeting was a high quality and diverse discussions. The reason for organizing such meeting was due to the unfavorable assessment of success of Yugoslav sportsmen at the Games in Sydney, as well as the influence of the International Olympic Committee and their aim to direct efforts of national committees, besides the Olympic one, towards other organizational forms of sport as well. Among many important conclusions about sports development today, the new state of Serbia and Montenegro, referred to the necessity of organizing interdisciplinary symposia on sport for children and youth. Based on these conclusions, the organization of the second symposium has started, under the title "Sport for Youth" held at the Faculty of Sport and Physical Education in Belgrade from 11-13 December 2002.

An Organizing Committee has been formed for this symposium as well; the Committee suggested a program with the following subtopics:

- The problems of sport training for youths.
- Long-range planning of the development of young sportsmen.
- Sports training and biological maturation.
- Inherited abilities, talent and selection.
- School sport.

Many domestic authors sent their application forms for participation in this symposium. Having analyzed the submitted abstracts, the Reviewing Commission concluded that proposed subtopics were not challenging enough to domestic researchers, that is, domestic researchers were not conducting researches on some of the current aspects of youth sport. Except for insufficient diversity of issues, the next matter concerning the organization of symposium was a huge number of applications that the Reviewing Commission refused to include in the symposium program. The accepted papers were sorted into four thematic sections:

- Theoretical aspects of sports training of youth.
- Tendencies of youth sports training.
- Technology and methodology of sports training of youth.
- School sport, "Education for living".
- Organizational forms of Symposium work were plenary sessions with invited lecturers for thematic sections 1 and 2, and paper sessions for thematic sections 3 and 4.

## 2.1. Quantitative data of Symposium organization

The scope, professional and scientific contribution of the Symposium can be estimated on the basis of different quantitative analysis criteria, such as:

- the number of accepted papers (40) - in that regard, it was a Symposium with a small number of national participants and international participation of authors from eight European countries; - the content of papers - it could be discerned then that
- the greatest number of authors dealt with the issue of particular sports branches, along with other problems such as school sports organization, training of cadre, sports philosophy, semantic and terminological confusion, education in the field of the Olympic Games, and European tendencies of sports training of children and youth.
- interest of authors in certain topics - in that case, those topics closely related to theoretical aspects of sport for children and youth were mostly dealt with. Among sports branches, not only national sports such as basketball, water polo, volleyball and football were included, but also so-called "small" sports such as orienteering, karate, swimming and others.
- supplementary activities – taking this into account it was a Symposium rich in content, since the main program was followed by an additional seminar for swimming instructors (prof. W. Starosta presented a very interesting paper about the structure and conditions water and its effect on ones feeling when swimming) as well as the promotion of a new Polish sport game for everyone "Ringo". Financial cost of the organization corresponded to financial capacity of the organizers. Estimating the funds spent on the Symposium this could be regarded as low-budget Symposium organization, which nevertheless managed to provide participation of presenters from all university centers of Serbia and Montenegro, print promotional material and set up the presentation in local media and on the Internet.

## 2.2. Qualitative contribution of Symposium

Qualitative parameters of submitted papers were determined by professional and scientific capacity of the participants. The introductory lecture, under a working title "Selected bio-social conditions determining the effectiveness of sports training of children and youth", was delivered by Professor Włodzimierz Starosta from the Department of Kinesiology of the Sports Institute, Warsaw. Prof. Starosta stressed the importance of childhood and youth to the overall sports career. As a serious problem, he singled out the practice of sports training of children and youth and described it as problematic in the following elements: selection of sport and its discipline, sensitive and critical periods of ontogenesis in the development of motor coordination abilities, the relationship between coordination and physical abilities, theoretical preparations of young sportsmen, form and content of technique training, as well as methods and means of restitution. Based on text analysis of this study, it is possible to single out the following aspects of sports training for children and youth. These are:

- an aspect of selection period, where the author sets apart and describes human, pedagogical, social and professional aspects of making a selection during three periods;
- the age of starting training, and orientation of sports training towards a Charter on children's rights by using a motto "sport for children", or doing sports training according to the Roman principle: "slow and steady wins the race".

- sensitive and critical periods and their treatment at the age period of 7-11, but also from 11–13.6 years of age when noticeable individual changes can be crucially important for career planning;
- the need for a new educational model that at the ages between years 7 –11 would entail orientation of sports training towards intensive work on the development of co-ordination abilities and the limited impact on the development of physical abilities.
- the importance of the proportion of physical development to co-ordination abilities;
- technique training where, according to Prof. Starosta, it is necessary to learn techniques as a whole, respecting its form and content;
- as in every pedagogical activity, and thus also in sport, it is necessary to plan pedagogical means and methods of recovery (rational structure of individual training, an individualized load, mastering technique, etc...).

The Organizing Committee received a paper "On the national system of sports training of youth and program propositions of its further development" written by a group of authors from Germany (Martin, D.; Rost, K.; Krug, J.; Reiss, M.). The paper presents a survey of a large number of research studies that use scientific and analytical methods to objectively consider the sport situation in Germany. The purpose of these papers is to study the reality of sport in order to present the results and knowledge to institutions that are responsible for making sports-political decisions. The authors emphasize the problem of a decline in the results achieved in youth sport in a great number of sports branches, which make them conclude that efforts in the field of sports training for youth are producing rather bad results. Thus, they come to the conclusion that if Germany wants to stay at the top of international sport, that it must reorganize sports training for youth which, according to previous conclusions, lacks principled solutions, new directions and a strategy for their implementation; in other words, sport for youth in Germany is neither systematic nor structured; it is sporadic since the basic principles of sports training for youth are missing. The authors raise a large number of questions in the paper and consequently give their suggestions. One of the suggestions is "The principle of solution" which they present in the form of a program with a large number of program goals. The proposed Program assumes a greater number of solutions regarding organizational structures (a partner chain) and draws up general plans of individual sports training. Naturally, this group of authors too, in one truly academic discussion, is talking about the search for talent. They point out the relationship between sport and primary education and see that as an opportunity for schools to search for talents and give their support to talented pupils, thus improving sport for children. As a good example of school-sport organization, they mention "Berlin's experimental model" of the so-called school with intensive teaching of sport. They also have a positive attitude towards co-operative models the relationship between school and sport, of the so-called "school partnership for top sport" (the first and the second grade of high school) that has become effective in some German provinces.

These two examples of content analysis of papers presented at the Symposium in Belgrade, as well as a great international initiative, indicate that there is a great deal of confusion in sport for children and youth. This situation has been an incentive for the Faculty of Sport and Physical Education of Belgrade University to introduce a new subject, "The fundamentals of youth sport" into its curriculum. The new curriculum (effective from the 2002 academic year) contains this subject taught in conjunction with 240 classes of lectures and practice. The significance of this subject for the education of physical education and sport has been discussed in the paper "Student education and their work with children and youth in a reformed curriculum of the Faculty of Sport and Physical Education", presented by domestic authors (Radojevic, J.; Jevtic, B.). The authors have raised many questions in the text which relate to the situation of sport for children and youth in Serbia and Montenegro. They hold the cadre who work with children responsible for the current situation. "The fundamentals of sport for youth" as a new university subject has appeared as "intention to study and concentrate knowledge connected with needs of children and youth in sport, as well as with their protection against possible abuse." Discussing the name of subject - "The fundamentals of sport of youth", the authors have cited curricula for educating cadre who work in sport and physical education. The authors have identified and analyzed reasons (SWOT analysis) for introducing this subject and its syllabus, developing them within the framework of European processes and tendencies, national laws, interest of society, professional cadre, vertical and horizontal relationship of this subject with studies of sport and physical education, etc.

### **3.0 Supplementary programs, Seminar for swimming coaches**

The symposium, organized with the aim of discussing the problems of sports training for children and youth was a good opportunity to present problem-solving practices related to the organization of swimming in Serbia, Montenegro and the neighboring countries. The intention of organizers was to show the experiences of other, successful nations in swimming as a way which demonstrates a change of organization of swimming training and sports swimming in Serbia and Montenegro. Speakers for this part of program were from

Rumania, Slovenia, Russia, and Poland. Professor Voronsov is an author who has intensively researched young swimmers and long-term swimming career planning, submitted three papers that deal with the impact of individual maturity upon strength in young swimmers, patterns of growth for some characteristics of physical development, functional and motor abilities, swimming speed, stroke rate and stroke distance during maturity. Some other topics that were been dealt with at this seminar are: examples of training activities of swimmers from Rumania, categorization of swimmers in Russia, monitoring and evaluation of competitors' abilities in Slovenia, tendencies in theory and practice with a view to applying and improving organization of swimming in Serbia and Montenegro.

#### 4.0 Conclusion

For those who are more familiar with political events in "the West Balkans" in the last decade of the twentieth century it is not necessary to explain thoroughly the significance and position of sport in the process of growing up of the young who have been exposed to political upheavals, economic sanctions and war. In other words, the value of sport is one of the basic props for overcoming problems of everyday life of children and youth. However, to find an answer and be guided towards good solutions in a quality organization of sport for children and at the same time, find solutions to maintain the international trend of success in sport in Serbia and Montenegro in altered living conditions, presents a great professional and scientific challenge of interdisciplinary scope. The Faculty of Sport and Physical Education in cooperation with the Yugoslav Olympic Committee has organized the scientific symposium under the working title "Sport for youth" with a subtitle "Towards a more human world of children's sport". Both domestic authors and those from abroad have participated in the symposium. The necessity for organization and work with cadre in the field of improvement of children's and youth's sport have resulted from the fact that both researchers and sports associations deal with this problem sporadically and in an insufficiently professional way. This situation is a "dangerous" tendency that can be overcome only by good national organization. A small number of papers presented at the symposium bear witness to the fact that the research on sport of youth is sporadic and insufficiently contemporary. Not only that, though, as after the symposium and upon the qualitative analysis of presented papers, an insignificant theoretical basis and inadequate experimental initiative of domestic researchers have been noticed. In addition to conclusion of this symposium, the following guidelines have been proposed:

1. If sport should be organized for children (not vice versa, children for sport), and the status of sports success in Serbia and Montenegro be maintained, then an intensive and highly organized and professional national initiative is needed.
2. Imperatives for highly professional and organized realization of sport of youth are:
  - research and implementation according to its interdisciplinary structure;
  - integration with European initiatives;
  - new programs for education of the cadre;
  - a national program which takes account of the above mentioned issue and leads to "A more human world of children's sport".

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# Partner and Events

## Upcoming Events

Don't forget to check the SIRC Conference calendar at:

<http://www.sportquest.com/resources/conferences/index.html>.

This resource is updated weekly and includes for sport science events world wide.

Following is a list of events under ICSSPE Patronage and/or planned by members of ICSSPE's Associations' Board:

### **WFAT World Congress**

#### **ICSSPE PATRONAGE**

May 26-27, 2003

*Theme: Olympic to extreme: injuries in North American sports*

Hotel Grand Pacific

Victoria, British Columbia

CANADA

For more information, call Helena at:

The Canadian Athletic Therapists Association on (403)509 -CATA (2282) or

Email: [cata12@telusplanet.net](mailto:cata12@telusplanet.net).

### **2nd World Congress of Sociology of Sport**

*Topic: Sport and Social Order Challenges for Theory and Practice*

Cologne, Germany

June 18-21

Contact:

Organising Committee

Prof. Dr. Ilse Harmann-Tews and Bettina Rulofs

German Sport University Cologne

Institute of Sociology and Sport

Dep. Of Gender Studies

Carl-Diem-Weg 6

50933 Köln

Germany

Tel: +49 (0)221 4982 723

Fax: +49 (0)221 4982 825

Internet: <http://www.dshs-koeln.de/issa2003>

### **The Physical Education Association of the United Kingdom (PEAUK) Conference and AGM**

Saturday 21 June 2003 from 09.15am

Location: The National Motor Cycle Museum, Birmingham

*Themes: Assessment for Learning in PE, Continuity and Progression in PE*

To apply and for details of how to become a member contact Phil Ricketts

PEA UK

Ling House, Building 25

Reading, RG1 5AQ

Tel: 0118 378 6240

Fax: 0118 378 6242

Email: [enquiries@pea.uk.com](mailto:enquiries@pea.uk.com)

### **South American Congress - FIEP**

6-10 of July 2003, Cordoba - Argentina

For more information visit: <http://www.fiep.com.ar> and <http://usuarios.arnet.com.ar/otanez>

Email: [otanez@arnet.com.ar](mailto:otanez@arnet.com.ar) and [congreso1@hotmail.com](mailto:congreso1@hotmail.com)



### **SPORT KINETICS 2003 - 8th International Scientific Conference**

19 –21 September, 2003 in Rydzyna (near Leszno) Poland.

*Themes: A New Idea in Sport Science: Current Issues and Perspectives*

*Aging and Physical Activity: Application to Fitness, Sport and Health*

For Further information visit: [www.sportkinetics.com](http://www.sportkinetics.com) or contact

Conference Secretariat: Dr. Janusz Maciaszek, Email: [jmaciaszek@awf.poznan.pl](mailto:jmaciaszek@awf.poznan.pl)

### **8th International Congress of the European Committee for Sport**

*Topic: 'Ancient and Modern Olympic Games: Their Political and Cultural Dimensions'.*

25 - 28 September 2003

Ancient Olympia/Greece.

Contact:

Dr. Evangelos Albanidis

Democritus University of Thrace

Dept. of Phys. Ed. & Sport Science

Komotini, GR-69100 Greece

Tel.: +0-2531-039-663; ++30-2531-039-735

Fax: + 30-2531-039-623

Email: [cesh2003@phyed.duth.gr](mailto:cesh2003@phyed.duth.gr)

Internet: <http://www.phyed.duth.gr/cesh2003>

### **8th All-Africa Games Scientific Congress**

#### **ICSSPE PATRONAGE**

8th All Africa Pre-Games Congress

29th September to 3rd October 2003, Abuja, Nigeria

*Theme: Moving Sports in Africa into New Frontiers*

Sub-themes include: Sport Psychology, Sport Management, Sport Science and Medicine, Women Empowerment in Sports, Sports Marketing, Sports Law, Sports Policy and Legislation, Fitness and Wellness, Sports Technology, Culture and Sport Sociology, and Sports Journalism into new frontiers.

Contact details:

Dr. E. Morakinyo Secretary-General, Local Organising Committee,

8th All Africa Pre-Games Congress Secretariat, Kebbi House (Front Wing),

Plot 70, Kur Mohammed Street,

Central District Area, PMB 544,

Abuja, Nigeria.

Tel: + 234 9 5238581;

Fax: + 234 9 5237043;

Email: [e\\_morakinyo@yahoo.com](mailto:e_morakinyo@yahoo.com)

### **9th European Fair Play Congress**

#### **ICSSPE PATRONAGE**

*Topic: Fair Play, Tolerance and Understanding: Key Principles in Sport For All*

17-21 September, 2003, Madeira Island, Portugal

Prof. Dr. Carlos Goncalves

EFPM President

Av. Tomás Ribeiro, 43-5ºE

2795-187 Linda a Velha

PORTUGAL

Email: [Carlosacbg@hotmail.com](mailto:Carlosacbg@hotmail.com)

### **International Conference on the Science and Practice of Rugby**

5 - 7 November 2003

Internet: [www.rugbystudies.com/conference](http://www.rugbystudies.com/conference)

**The Fifth International Conference on Sport, Leisure and Ergonomics**

November 19-21 2003

Cheshire, England

Congress Secretariat

Sport, Leisure and Ergonomics

Research Institute for Sport and Exercise Sciences

Liverpool John Moores University

Henry Cotton Campus, 15-21 Webster Street

Liverpool, L3 2ET

England

Telephone: 0151 231 4088

Email: [K.George@livjm.ac.uk](mailto:K.George@livjm.ac.uk)

**International Conference for Physical Educators 2004 (ICPE 2004),**

14-16 July 2004, Hong Kong Institute of Education, Hong Kong.

*Theme: The Global Perspective in the Integration of Physical Activity, Sports and Exercise Science in Physical*

*Education -- from Theory to Practice*

Contact:

Dr. Ming-kai Chin

Principal Lecturer

Department of Physical Education and Sports Science

10 Lo Ping Road, Tai Po, New Territories, Hong Kong

Tel : (852) 2948-7850

Fax : (852) 2948-7848

Email : [mkchin@ied.edu.hk](mailto:mkchin@ied.edu.hk)

Internet: [www.ied.edu.hk/pe/](http://www.ied.edu.hk/pe/)

## **2004 Pre-olympic Congress Sports Science through the Ages Challenges in the New Millenium**

6-11 August 2004, Thessaloniki – Hellas  
[www.preolympic2004.com](http://www.preolympic2004.com)

### **Final Announcement and Call for Abstracts now available**

#### **Perspective of the 2004 Pre-olympic Congress**

The scientific community gathers from around the world in the Pre-Olympic Congress to exchange the latest findings, experiences and developments in the various areas of Sport Science and Physical Education. The Pre-Olympic Congress is one of the largest multi-disciplinary, professional meetings in the field. Its goal is to disseminate information about the most recent developments in the field and it is designed to be an interdisciplinary forum in which this process can take place. It is intended to be of interest and relevance to both researchers and practitioners. In addition to original research reports and scholarly symposia, the Congress will provide an opportunity to present findings related to the practice of sport. Papers from the Biological, Behavioral and Social Sciences, as well as from related professional areas are appropriate for presentation at the Congress.

#### **Congress Venue- Aristotle University of Thessaloniki**

The Aristotle University of Thessaloniki ([www.auth.gr](http://www.auth.gr)) will be the venue for the 2004 Pre-Olympic Congress. The congress will be organized by the Department of Physical Education and Sport Science of the University - which was founded in 1982 with a variety of units and laboratories covering a wide range of areas; there are approximately 122 faculty members and research staff and over 2.000 students.

#### **Accommodation**

Accommodation has been arranged at selected hotels within the city center region, with easy access to public transportation stops and the congress venue. A range of hotels have been booked to cater for delegates differing budgets.

#### **Congress' Programme**

The Programme will consist of Interdisciplinary Plenary Sessions, Disciplinary Current Issues, Parallel Symposia, Workshops, Colloquia, Socratic Debates, Tutorial Lectures, Special Events and Thematic Sessions, with space for hundreds of oral and poster presentations. Plenary Sessions, Parallel Symposia and Workshops are basically pre-planned, while Thematic Sessions are meant specifically for free communications. A permanent feature of the Pre-Olympic Congress, the Ernst Jorkl Lecture will also be presented at the closing session.

#### **Scientific Programme Highlights**

##### **Plenary Sessions**

- Ethics & Professionalization
- Healthy Living Across the Life Span
- Human Performance/ Human Development Continuum
- Quality Physical Education

##### **Ernst Jorkl Lecture**

- The Quest for Scientific Truth, B. Saltin (DEN)

##### **Socratic Debates**

- Ancient and Future Olympics
- How much Physical Activity for health

#### Workshops Metabolic

- Field Measurements
- Preparing sport scientists and practitioners
- Exercise and Chronic Disease
- Skinfold Measurement
- Exercise Prescription for Cardiac Patients
- Performance Testing in Aquatic Sports

#### Special Events

- Active Cities: Urban Space for Exercise
- Talent Identification and Development of the Young Athlete
- Sports Facility Architects meet Sports Scientists

#### Symposia

- Revisiting Fair Play
- Mass Media and the Olympic Games
- Adapted Physical Activity
- Successes and Failures in 20th Century Olympics
- Doping & the Health of Athletes
- Biomechanics Applied to Sport Performance
- New Trends in Training
- The Effects of Sport Competition on Children
- Exercise Physiological Responses of Elite Wheelchair Athletes
- Olympic Education
- Biological Adaptations from Exercise
- Exercise & Obesity
- Psychometrics and Sport Psychology
- Gene Doping in Sport
- How Do we Promote Physical Activity in Young People's Lives?
- Science, Paralympics, and Performance
- Violence and Sports
- Educating Coaches to Develop and Maintain Elite Athletic Performance
- Biomechanical Modelling in Sports Performance
- Putting Sport Back into Sport Science
- Health, Gender, Sport and Society
- Psychological Issues of Burnout
- How to promote Physical Activity in the Contemporary Societies
- The Berlin Summit and After – Post Berlin Summit Developments
- Slowing down the Biological Clock: The Role of Physical Activity
- Hypoxic Training & Performance

#### Social Programme

The Scientific Programme of the 2004 Pre-Olympic Congress will be enriched by various social events in order for delegates to meet the host country and the Congress to be an enjoyable and memorable event.

### **Further Information**

For any further information on the 2004 Pre-Olympic Congress you are encouraged to frequently visit the updated congress's web-site <http://www.preolympic2004.com>

**For a copy of the final announcement which includes call for abstracts plus the registration form, please contact**

Prof. Spiros Kellis  
TEFAA - Aristoteles University of Thessaloniki  
Str. Makrigianni 20  
54006 Thessaloniki  
GREECE  
Fax: 00302310992224  
[preolympic2004@phed.auth.gr](mailto:preolympic2004@phed.auth.gr)



## Sport Kinetics 2003 8th International Scientific Conference

is jointly organised by

- International Association of Sport Kinetics (IASK)
- University School of Physical Education in Poznan (Poland)
- State School of Higher Vocational Education in Leszno (Poland)

Honorary Committee:

- Prof. Gudrun Doll-Teppe – President International Council of Sport Science and Physical Education
- Prof. Thomas P. Rosandich – President United States Sports Academy (Alabama)
- Prof. Michal Kleiber - Minister of Science, President, State Committee for Scientific Research (Poland)

Conference Organising Committee cordially invites you to participate in the International Conference of “Sport Kinetics 2003”:

(1) *“A New Idea in Sport Science: Current Issues and Perspectives”*,

(2) *“Aging and Physical Activity: Application to Fitness, Sport and Health”*.

The Conference will be held on **19 –21 September, 2003** in Rydzyna (near Leszno) Poland.

Other information:

[www.sportkinetics.com](http://www.sportkinetics.com)

Conference Secretariat: Dr. Janusz Maciaszek

[jmaciaszek@awf.poznan.pl](mailto:jmaciaszek@awf.poznan.pl)

## Conference Announcement: AIPS meet in Portugal

The 66th AIPS Congress will be held in Porto, Portugal from May 28 - 31, 2003. It is an important Congress as always, but more so this year in that it precedes the 2004 European Soccer Championships in Portugal and the Olympic Games in Athens and thus there will be special emphasis on the progress being made by our Portuguese and Greek colleagues.

AIPS is delighted to be going to Portugal for its 66th Congress - and especially to Porto, a delightful coastal city in the centre of the great Douro wine region.

Our Portuguese hosts are making every effort to make this a memorable Congress. To do this, they have had to overcome some problems, not least a change of government which has meant a fall-back in funding.

AIPS would like to thank, in particular our colleague Jorge Ribeiro, president of the Portuguese NSJA, for all his hard work and efforts to ensure that the Congress will be a success.

Despite their problems, the programme that the Portugal NSJA is offering is attractive and exciting. The official hotel and Congress venue will be at the splendid Hotel Porto Palacio, a five star hotel in the Avenida da Boavista. The hotel is close to all amenities and centres and will allow delegates a marvellous chance to see the real Portugal.

Although the AIPS Executive Committee will arrive on Tuesday, May 27, the delegates will not arrive until Wednesday, May 28. The final programme is:

May 28, Wednesday:	Arrival of Delegates
May 29, Thursday:	9.00am: Continental Sections' meetings 11.00am: Visit to the new Antas Stadium of Euro2004 12.30pm: Lunch 15.00pm: AIPS Congress 20.30pm: Opening Gala
May 30, Friday.	9.00am: Presentations and AIPS Congress 13.00pm: Lunch 15.00pm: AIPS Congress 18.00pm: Flag Ceremony 20.00pm: Farewell Dinner at the hotel offered by IFBB
May 31, Saturday.	9.00am: Visit to the International Training Centre of Melgaco on the border of Portugal and Spain. Lunch in the farm cellars of the famous Green Wine followed by tour along the western coast of Minho with reception Viana do Castelo City.
June 1, Sunday:	Departures.

AIPS has sent goodwill messages to our Portuguese colleagues who have responded by saying how much they are looking forward to welcoming AIPS to Portugal.

We are sure that ICSSPE will wish the 66th AIPS Congress every success.

**Trevor Bond**  
Deputy General Secretary,  
AIPS



## IPC Conference / VISTA 2003

Sports scientists, coaches, athletes and administrators of the Paralympic Family will convene in Bollnäs, Sweden, from 11 to 14 September 2003, for the 2003 Vista Conference. The International Paralympic Committee (IPC) and the Swedish Sports Organisation for the Disabled (SHIF) have collaborated in organising this event, which has become an international forum for the exchange of knowledge and ideas in the field of sport for athletes with a disability.

"We are really looking forward to the VISTA conference in September," said Phil Craven, President of the IPC. "It will be a great opportunity to share and learn."

A unique concept, the VISTA Conference brings scientists, coaches, administrators and athletes together. The four-day conference will carry the theme of "Sports for Youths with Disabilities" and will feature two sub-themes: "Gender Equality and the Paralympics" and "Doping". Responsible for the scientific aspects of the conference is Professor Ingemar Wedman, chairman of the Swedish Development Centre for Sports for Disabled.

The key note speakers for the conference will be Gudrun Doll-Tepner, president of ICSSPE, Yves Vanlandewijck, chairman of the IPC Sport Science Committee, Chris Nunn, a coach from Australia, and Björn Hedman, the Medical Officer of the IPC.

Located in the middle of Sweden, the city of Bollnäs has built a reputation of assuring accessibility for people with disabilities. It is one of the cities in Sweden to offer a high school sports programme for youths with a disability, and there is a unique track and field arena in Bollnäs, designed especially for persons with a disability. The Swedish Federation of Sports' Centre for Development of Sport for Disabled is also located in Bollnäs.

The first VISTA Conference was held in Jasper, Canada, in 1993. The success of this conference led to the second VISTA Conference in Cologne, Germany, in 1999.

For more information visit the VISTA website at: <http://www.suh.se/pdf/VISTA.pdf>

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## WHO Press Statement – Move for Health Initiative

### Global Move for Health Day Initiative gets Underway to Promote Physical Activity Benefits

10 May 2003

*Move for Health Day*, an annual global initiative to promote physical activity sponsored by World Health Organization (WHO), with broad links to communities around the world, formally got underway on Saturday (May 10, 2003). The initiative was called for by WHO Member States following the success of last year's World Health Day on the *Move for Health* theme. Member States have been urged to celebrate a *Move for Health day* each year to promote physical activity as essential for health and well-being.

The timing of events has been left to the discretion and resources of individual countries. Last month, the Brazil-based Agita Mundo Network helped organize more than 2,000 *Move for Health* events in 28 countries. Canada is linking its SummerActive 2003 Campaign (9 May-21 June 2003) to *Move for Health Day* to help populations build physical activity into their daily lives. As part of the European Healthy Cities Network, cities in 11 European countries will organize the Campaign "Day of Dance" (10-17 May 2003). Pakistan organized a national seminar this month to launch the *Move for Health* Campaign and its National Action Plan for the Prevention and Control of Noncommunicable Diseases. Poland is pursuing its national campaign "Putting the Heart on its Feet" this month. And later this year, various other campaigns involving WHO and its partners will be linked to *Move for Health Day* 2003, such as the Global Embrace, which every October organizes events to promote active aging.

WHO and its partners hope to establish *Move for Health Day*, both as an overall concept, and as part of a larger sustained initiative for a range of events and activities to encourage regular physical activity for health and wellbeing.

WHO Director General Dr Gro Harlem Brundtland, MD, said the globalizing of the initiative reflected Member State concerns that the increasing chronic disease problems caused by unhealthy diet and physical inactivity should not be addressed in isolation. *Move for Health* is part of a broader WHO move to address the growing burden of chronic diseases through its Global Strategy on Diet, Physical Activity and Health, which is being prepared for presentation to Member States in May 2004.

These initiatives are strongly backed by findings of the 2002 World Health Report, which lists Physical Inactivity among the main risks contributing to global chronic disease morbidity and mortality, especially unhealthy diet and tobacco use. Overall, chronic diseases now account for 60% of premature deaths annually. Physical inactivity is estimated to cause 1.9 million deaths (in 2000) and 19 million disability adjusted life year (DALY) losses annually, and about 15-20% of cases of ischaemic heart disease, diabetes and some cancers. Worldwide, it is estimated that over 60% of adults are simply not active enough to benefit their health. The risk of getting a cardiovascular disease increases by up to 1.5 times in people who do not follow minimum physical activity recommendations.

"Changes in physical activity, diet and in the environment following rapid globalization and urbanization pose increasing challenges," says Dr Brundtland. "Largely preventable chronic diseases such as cardiovascular disease, stroke, diabetes, cancers and respiratory diseases – as well as obesity and overweight problems – are now the major causes of death and disability worldwide. And they are rapidly spreading throughout the developing world."

Encouraging *Move for Health* activities is "everybody's responsibility," says Dr Brundtland, and needs appropriate support from government and development sectors and civil society.

The solution to producing health, social and economic benefits from physical activity to population groups, men and women, of all ages and conditions including persons with disability, is simple; 30-to-60 minutes moderate-intensity physical activity daily. Greater benefits come from doing more vigorous activity for longer periods.

Dr Pekka Puska, WHO's Director, Noncommunicable Disease Prevention and Health Promotion, says that strong national and local political commitment and support is an essential prerequisite for strengthening and sustaining *Move for Health* at the country level. "Governmental agencies and development sectors, civil society including NGOs, political and professional organizations, relevant private sector and all other concerned stakeholders within society have a role to play in support of the Initiative," he says. "Physical activity is a strong means for individuals to prevent serious disease, and a cost-effective way for societies to improve public health."

WHO is encouraging a wide range of activities, from formulating local and national policies and strategic plans to increase population participation in physical activity and sport for all; to raising public awareness about priority issues related to health and development; to promoting physical activity among young and older people, women as well as men, and people with disabilities.

All Member States have been formally notified of the initiative and provided with backup material. A variety of information, including fact sheets, posters, country actions are also available electronically on WHO's website (see <http://www.who.int/hpr/physactiv/move.for.health.shtml>). *Move for Health* activities can include organising walking, cycling and leisure sport campaigns in the community; promotion of streets free from cars; development of parks and open spaces where people can practice enjoyable physical activities, and including physical activity programmes in health institutions as part of integrated interventions with information on healthy diet and lifestyles.

Physical activity interacts positively with strategies to improve diet and discourage the use of tobacco, alcohol and drugs. These include campaigns such as WHO and its partners' Tobacco Free Sports, which helped eliminate tobacco sponsorship from the 2002 World Soccer Cup, the 2002 Salt Lake City Winter Olympic Games and a number of other major international sporting events. Physical activity also helps reduce violence, enhances functional capacity and promotes social interaction and integration.

However, increasing physical activity is a societal, not just an individual problem and demands a population-based, multi-sectoral, multi-disciplinary and culturally relevant approach that takes into account educational, sport, health, urban planning, cultural, transport, recreation as well as other environmental and development factors.

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## WADA and the Copenhagen Declaration 73 Countries sign anti-doping agreement

*Prof. Dr. Colin Higgs  
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March 5, 2003 may well be remembered as the day that countries of the world finally decided to take concerted action against doping in sport. In Copenhagen, Denmark, the more than 1100 participants at the World Conference on Doping in Sport watched as the World Anti-Doping Agency (WADA) Foundation approved the World Anti-Doping Code, and 73 countries signed, or agreed to sign, the Copenhagen Declaration on action against doping in sport.

The need for concerted, consistent, action against doping in sport has been recognized for a long time, and athletes have been in the forefront of the call for change. Athletes have long complained about a number of problems, but three irritants have risen to the top of their list; multiple (and different) prohibited substance and methods lists, inconsistent penalties for the same offence, and the waste of time and effort caused by more than one anti-doping agency testing the same athletes at the same events.

Over the past three decades efforts have been made by many countries, and by many international sport governing bodies, to stamp out doping in sport. Efforts usually center around educational efforts and catching the cheats, and while differences in educational approaches might be beneficial by giving athletes multiple messages about the damage caused by doping, multiple efforts to catch sporting cheats have lead to considerable confusion.

In some cases, athletes competing in high-level sport have been targeted for testing by both the national anti-doping agency of the country in which the event was taking place, and by a different anti-doping agency working for the international sport federation. Now, while collecting and analyzing multiple samples from the same athlete is a waste of scarce resources, the real difficulty comes when those different agencies have different lists of prohibited substances. Under these circumstances it is possible for the same athlete to be declared drug free by one testing agency while being reported for a doping infraction by the other.

Athletes also have great difficulty understanding why athletes, from some countries and some sports, suffer very different fates when guilty of using the same performance enhancing drugs. This inconsistency in penalties both annoys athletes, and undermines the credibility of an anti-doping agency or sport governing body that routinely reduces the penalty for positive doping infractions.

In an attempt to resolve these difficulties, the independent World Anti-Doping Agency was created by the International Olympic Committee and governments. Under the leadership of IOC Member Richard Pound, WADA was set up in Montreal, Canada, and embarked on an ambitious project to produce three levels of documentation, the World Anti-Doping Code; Anti-Doping Standards for Testing, Laboratories, the Prohibited List and Therapeutic Use Exceptions; and documents of best practice.

### **Level 1: The Code**

The World Anti-Doping Code is a document of the principles that should apply to a harmonized stand against doping in sport, and while it lays out the principles, it is short on details. It does, however, signal a major change in what is considered to be “doping.” In the past, the only criterion for a substance or method being prohibited was that it “enhanced” performance. The range of reasons for putting substances or methods on the prohibited list is now much broader, and this increased range was the subject of considerable debate in Copenhagen. A substance or method can now be placed on the prohibited list if it meets any two of three criteria. Those are, (a) it is a performance enhancer, (b) it is potentially detrimental to the health of the athlete, and (c) it is contrary to the Spirit of Sport. The Code also makes it clear that unannounced, out of competition, testing is a cornerstone of any testing protocol. The Code also extends prohibited and therefore banned actions to include possession of doping materials and equipment.

There was no debate about the inclusion on the prohibited list of performance enhancing substances, but a number of countries and international organizations were concerned that the new criteria changed the prohibited list from a list of performance enhancers to a “Code of Conduct”. There was also debate, some quite

heated, on exactly what might be considered to be conduct that was not in the spirit of sport, and what, in the language of the code, might be methods that have the potential to create future health problems for the athlete.

WADA website:

<http://www.wada-ama.org/en/t1.asp>

## **Level 2: The Standards**

Below the level of the Code are several separate documents each defining the standard of performance required by a country or sport to be in compliance with the Code. Standards were presented for each of the following:

- testing procedures,
- laboratory accreditation,
- the prohibited list, and
- therapeutic use exemptions.

Of particular importance to the athletes is the standardisation of testing procedures, and the move to a single Prohibited List. The standards for the Prohibited List require that a single list of banned substances and methods be published on January 1 of each year, and that the list will be in effect for that year. In addition, there is provision for “fast tracking” new or emerging drugs so they can be added to the prohibited list following 30 days notice. All national anti-doping organizations and international federations have agreed to use the same list, although, at the request of a particular sport, or through the recommendation of WADA, specific drugs in addition to those already on the list could be prohibited for a particular sport.

The standards also call for a harmonized set of punishments for doping infraction. Here too there was considerable debate. The standards call for a minimum of 2 years suspension from competition for a first doping infraction, down from the four years currently used by many countries and international federations. Athletes in particular were not happy with this change, but as Susie O’Neil, Australia’s Olympic Gold Medal swimmer said, “I don’t like the reduction to two years, but I’m prepared to accept it as long as it really is two years, and we don’t see all sorts of reductions under the ‘Exceptional circumstances’ clause. I’m prepared to accept the lower punishment in the interest of getting a harmonized approach.” At the other end of the spectrum some sports with large numbers of professional athletes were concerned that a minimum ban of two years might be so harsh that they would face legal challenges from banned athletes. A two year ban was, at best, something that all parties could live with rather than embrace.

## **Level 3: Best Practice**

To help anti-doping agencies reach the standards set out in the code, WADA will also produce a set of “Best Practice” papers related to each of the standards. These will be based on current best practice of leading anti-doping agencies, and are meant to guide and inform the various countries as they develop their own policies and procedures. No documents related to best practice were distributed nor were they available at the conference.

## **The Court of Arbitration**

There is another part of the Copenhagen Declaration and Code that is going to have a major impact on the future of doping in sport, and that is the inclusion of the Court of Arbitration (COA) in a system of appeals. The Court of Arbitration is an independent body, created by the IOC, to which sports governing bodies have agreed to send disputes for arbitration. In the past, athletes who have disputed either the findings of doping or the penalties imposed have been able to appeal to the Court for a ruling. Much less formal than proceedings in the legal system, and able to adjudicate arbitrations that have complex multi-national or multi governing body jurisdictional complications, the COA has been the court of last resort for athletes faced with bans or suspensions. Under the new rules, the COA will continue to hear appeals from athletes, but, in addition, will be able to hear appeals from the World Anti-Doping Agency if, in their view, the penalty for a doping infraction is considered too low. The minimum penalty under the Code will be a two-year suspension

for a first offence, and WADA has gone on record as saying that they will use the appeal provisions of the Code and the Court of Arbitration if there is any perception that either countries or International Sport Federations are trying to circumvent the provisions of the new agreements and Code.

Court of Arbitration for Sport:  
<http://www.tas-cas.org/>

### **Additional athlete responsibilities**

The adoption of the code puts some considerable additional responsibilities on the athletes. The two most important of which are the concept of “strict liability” and the requirement of athletes to keep anti-doping agencies fully informed of their whereabouts so as to make themselves available for unannounced out of competition testing.

Strict liability means that the athlete is fully and automatically responsible for anything found in his or her system. In legal terms, if an athlete has a positive doping test, the burden of proof will be with the athlete to show beyond a reasonable doubt that someone else put the drug in their system through sabotage if they are to escape the negative consequences.

The requirement to keep anti-doping agencies fully informed of their whereabouts poses both logistic and confidentiality problems. It is not currently clear just how short a time period will need to be reported. Athletes moving to another country to train, or to compete, will clearly be required to make their whereabouts known, and it would be ludicrous to expect WADA to be informed about where an athlete was going to spend the evening. Exactly where the “notification” line will be drawn will probably be established by a body of case law over a period of time when either athletes or the doping agencies appeal to the Court of Arbitration.

The problem of confidentiality is more complex. Any athlete, for any number of reasons, may not want creditors, a spouse, or anyone else to know where they are spending the weekend, and for internationally known athletes stalked by paparazzi the problem is more extreme. And yet, without this information, the critically important ability of anti-doping agencies to track down athletes for meaningful, unannounced, out of competition testing is seriously compromised. Athletes will only be prepared to keep anti-doping agencies informed of their whereabouts if the agencies are able to keep the location information secure, private and confidential. At Copenhagen, WADA demonstrated its web-based athlete location notification system, and the system looks to be secure, but the weakness in any such system is the degree to which the humans with access to the information use it only for the purpose for which it was collected. The attraction of large sums of money paid by tabloids and celebrity-seeking photographers look to be the weak link in the system.

With close to 50% of elite distance skiers exhibiting asthma, and athletes from other sports having a wide range of illnesses and disabilities that potentially require the therapeutic use of prohibited substances there is also provision in the Code and Standards for a unified approach to evaluating and granting what are known as Therapeutic Use Exemptions (TUEs). TUEs will only be granted when there is a well-documented need for the use of a prohibited substance or method in the legitimate treatment of a defined problem, and where there is no viable non-prohibited alternate treatment. Reciprocal agreements among the signatories of the Copenhagen Declaration will reduce inter-jurisdictional disputes over the validity of an athlete's TUE, and WADA will have the opportunity to appeal TUEs to the Court of Arbitration if there is evidence that a particular country is too liberal in the granting of therapeutic use of prohibited substances.

### **Other unresolved issues**

There are other issues that are also needed far greater clarification, and the most important of these is the failure in the Code and the Standards to include all Professional leagues under its auspices. There was considerable concern expressed by delegates that the United States, despite signing the Copenhagen Declaration, would not act swiftly and decisively to subject the National Football League and Major League Baseball to the internationally agreed standard of rigorous testing - for all substances on the prohibited list - both in and out of competition. The large world-wide following of these leagues means that unless they too come under the Code, there will still be too many role models who might be tainted with the suspicion of performance enhancing drug use.

The last of the major concerns was raised by the athletes, and although the same issues were raised by many, could be summed up in the question posed by Olympic Gold Medal speed skater Johann Olav Koss,



who asked, "If we can be banned from competition for the possession of performance enhancing drugs or equipment, who is going to guard the sports bags and locker rooms while we compete. Who will guard us against sabotage?"

## Summary

As was said by many speakers, on many occasions, during the Conference, the Code, the Standards and the descriptions of Best Practice, are all "works in progress". They represent the substance of what could be agreed upon by a hugely diverse group of nations and sports. They are not perfect, but are so much better than the patch-quilt of agreements, procedures, lists, and punishments that are currently in place that they truly do represent a giant leap forward. The 73 nations that either signed the Copenhagen Declaration, or gave notice of intent to sign are committed to solidifying the Code, and Standards in formal international conventions (or other appropriate international agreements) by the first day of the Athens Olympics in 2004, with full implementation by the first day of the Winter Olympic Games in Torino, in 2006.

No, the Code and Standards are not perfect; with disagreement on strict liability for possession of prohibited drugs or methods, and with disagreement on how appropriate it is to ban a cheating athlete for only two years. What is not in disagreement is that, for the first time ever, the countries and sports of the world have come together, and spoken with one voice not only on the need to rid sport of the scourge of drugs, but on some concrete steps that can be taken, together, to create a world of sport in which we can see our children and grandchildren compete in the certain knowledge that those who compete clean are competing on a level playing field.

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Much of the supporting documentation can be found at [www.wada-ama.org](http://www.wada-ama.org)



## The Magglingen Declaration

*Declaration from: Sport and Development International Conference, Magglingen Switzerland, February 2003*

This declaration represents our commitment to sport and development.

While accepting the diversity of sports, we believe it is a human right and an ideal learning ground for life's essential skills. We acknowledge the possibilities and values sport offers, and declare that:

- Sporting activity can improve people's physical and mental health at a low cost, and is essential for development.
- Making physical education and sports a part of the schooling system helps kids perform better, and improves their quality of life.
- Play and recreation can help to heal emotional scars, and overcome trauma for people in situations of conflict, crisis or social tension.
- Local sports is the ideal place for bringing people from all walks of life together, and helps to build societies.
- Sport can help to overcome barriers of race, religion, gender, disability, and social background.
- Sport is effective when practiced free from drugs or doping, in a fair way, with respect, and including everyone.
- By committing to ethical practices, the sports goods industry adds value to its products, and helps to build society in a positive way.
- Partnership between the sports world, media, and development workers will boost understanding of the contribution sport can make to sustainable development.

All this can be achieved by making sport an important part of national and international development work. Therefore, we call upon governments, United Nations agencies, sports federations, the sports goods industry, media, businesses, NGOs, and ordinary people, to contribute to sport for development.

Magglingen is a first step in our commitment to create a better world through sport.

Magglingen, 18th February 2003

## **AAHPERD Symposium Session - Challenges and Opportunities: International Multidisciplinary Organisations**

Prof. Dr Darlene Kluka, Grambling State University  
Ms. Amanda Smyth, ICSSPE Executive Office

The Symposium, Challenges and Opportunities: International Multidisciplinary Organisations was held recently at the American Alliance of Health, Physical Education, Recreation and Dance(AAHPERD) National Convention held in Philadelphia, Pennsylvania, USA in early April, 2003. The Convention in itself was a huge success, with over 6200 delegates in attendance. ICSSPE was invited to present at the session with a panel of experts on international organisations and their role in the world of sport science – all of whom represented an ICSSPE member organisation.

The presenters were: Dr. Gudrun Doll-Tepner, ICSSPE President; Ms. Amanda Smyth, Publications Manager, ICSSPE; Dr. Ron Feingold, AIESEP President; Dr. Keith Henschen, ISSP President; Dr. William Stier, ICSSPE Editorial Board; Dr. Claudine Sherrill, IFAPA President; Dr. Darlene Kluka, ICSSPE Treasurer and USA Volleyball Sports Medicine and Performance Commission

The program addressed challenges and opportunities of international multidisciplinary organisations. The program involved the challenges and opportunities that international multidisciplinary organisations face in the fields of physical education, sport, science, health, recreation, and dance. Highlighted were strategies for co-operation related to matters of consequence within the professions.

As an example of the information presented and, especially with respect to challenges for the various roles of an International Multidisciplinary Organisations, the following perspectives were shared at the symposium by Dr Keith Henschen, President of ISSP.

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## Areas of Concern for International Organizations

*Dr. Keith Henschen*  
*University of Utah*

Any officer of an international organization will readily concede that such a group inherently manifests a number of unique problems/issues. These concerns must be addressed and mitigated if the organization is to function with any semblance of efficiency. Following are a number of the most prominent issues to consider.

**Communication.** Even though English is now regarded as the world's universal language, it is still not understood or employed in the same manner in all parts of the world. The words may be the same, but the perceptions of their meaning is far from universal. Also, the use of humor is very difficult to understand for those who embrace English as a second language. Humor is culture bound which can cause enormous problems for effective communication.

**Volunteerism.** Thank goodness for all the people that are willing to serve in various capacities in international organizations; but this volunteering in itself can be a problem. Other than a few permanent employees, most international organizations rely heavily on non-paid personnel to conduct the business. This becomes a problem because many volunteers have a willingness to serve but sometimes do not have the expertise to do the job. Also, there is a tendency for the majority of volunteers to procrastinate in fulfilling our responsibilities. We all seem to focus more on our daily duties and then tend to our other responsibilities when we have the time (which is only occasionally). So, unless the international organization is of PRIMARY importance to us, we will adhere to a SECONDARY commitment and work accordingly.

**Finances.** Doing business internationally causes a variety of problems. Questions that frequently arise include: How can dues be made equitable for all members? Where is the best place to house the banking and checking accounts? How can the organization conduct business while paying the least amount of fees to financial institutions for conversion of various currencies? Should professional help be employed to handle the finances?

**Conducting business.** The conduct of the organizations normal functions (in addition to financial) will be exceedingly slow. Even with modern technology, the actual operations of the organization will take a long time. This problem is frustrating but understandable due to the previous points made concerning volunteerism. Speed is never a characteristic of an international organization.

**Cultural differences.** Each of us views the world based on our perceptions, beliefs, and cultural orientations. It is incumbent upon us all to learn about different cultural practices and to respect these beliefs. One crucial necessity is to keep political issues away from the business of professional international organizations. The strength of most international organizations is their cultural diversity.

**Travel.** There will never be an ideal time to hold board meetings, conferences, or any type of conference call because you are dealing with an international group. So, in order to communicate effectively, face to face meetings are essential---which necessitates travel. The travel is time consuming and costly but hard to get around.

**Change.** Again, in any organization change is essential; but will be ponderously slow in the international situation. Change is the only constant, but it will not happen in a hurry.

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## AIESEP Report

Prof. Dr. Ron Feingold  
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AIESEP's 2002 World Congress was held in La Coruña, Spain in October and the quaint city at the northwestern tip of Spain, overlooking the Atlantic Ocean, proved a perfect backdrop for the Congress.

The theme of the Congress was "Professional Preparation and Social Needs", with keynote presentations from Daryl Siedentop (USA), Francisco Carreiro da Costa (Portugal), Fernando del Villar Alvarez (Spain), Carlos Marcelo Garcia (Spain), Rafael Martin Acero (Spain), Gilles Klein (France), Neil Armstrong (England), Jose Devis Devis (Spain), and the CAGIGAL Lecture presented by Maurice Pieron (Belgium). In addition there were over one hundred individual research papers and over 200 poster presentations. A few highlights, besides the Cagigal Lecture and keynote presentations included Doune Macdonald's critique of the social responsibility model; Lyndal Groom's presentation on the role of physical education and citizenship; Ming-kai Chin's reforms in China to meet the 21st century; Richard Tinning's presentation on the challenges of preparing teachers to teach a socially critical curriculum; David Kirk's analysis of young people's constructions of muscularity and gender; M. Onofre and Luis Cavalho's analysis of occupational socialization; and Steven Tan's presentation of teaching games for understanding. Besides numerous papers on socialization, other themes spread throughout the congress, included a number of papers relating to socialization in adapted physical education, specific case study analyses of different cultures and the role of physical education, and "teaching games for understanding - TGFU". In regard to TGFU, this congress marked for the first time a special task force meeting on TGFU, chaired by Joy Butler. Over twenty members were in attendance at the TGFU business meeting, and special workshops are scheduled for Melbourne in 2003 and Hong Kong in 2005.

Besides a marvelous reception the opening night at INEF, and tours of La Coruña and Santiago, a highlight was a visit to the City Hall and a meeting with the Mayor of La Coruña. The City Hall was a former palace and still has all of the historic trappings.

Every four years, the annual AIESEP Congress includes a General Assembly and the election of the AIESEP officers and board members. This election was significant because it brought forth a number of new board members, eight in all out of twenty, and expanded the board into Asia and Eastern Europe.

The new board includes the following: Ron Feingold (USA) re-elected as president; Francisco Carreiro da Costa (Portugal), Secretary General; Jean-Francis Grehaigne (France), treasurer; Vice Presidents, Wolf Brettschneider (Germany), Eitan Eldar (Israel), Doune Macdonald (Australia) and Maurice Pieron (Belgium); continuing members, Bart Crum (Netherlands), Israel Harare (Israel), Jo Harris (England), Miguel Gonzalez (Spain), Mary O'Sullivan (USA), Sock Miang Teo-koh (Singapore); and the new board members include Keh Nyit Chin (Taiwan), Ming-kai Chin (Hong Kong), Marc Cloes (Belgium), Carlos Goncalves (Portugal), Pilvikki Heikinaro (Finland), Luis Seno Lino (Madeira), Nathalie Mahut (France), Andrzej Wit (Poland), plus affiliates FIEP Manoel Tubino, ICSSPE Gudrun Doll-Teppe, IFAPA Karen DePauw. John Cheffers was appointed (President Emeritus), and outgoing Secretary General Claude Pare was appointed as a new Honorary Board member.

The closing banquet reception followed the awarding of AIESEP "fellows" certificates and poster prizes by Claude Pare and the last order of business was to pass the banner to Richard Nastasi, our next host and conference organizer, July 30-August 3 at Endicott College, thirty miles north of Boston, USA overlooking the Atlantic Ocean once again. This time, however, from the other side.

At the business meeting, the board approved for AIESEP members, a special 20% discount for the Journal of Teaching Physical Education (JTPE), continuation of the IOC President Prize to be given at the Endicott Conference, and a tentative schedule of meetings, including, Greece (2004), Brazil (2005), Finland (2006), Switzerland (2007), and Hong Kong (2008).

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The International Paralympic Committee (IPC) announced during its Executive Committee meeting, held in Athens from the 4th to 6th April, that a limited number of exhibition events for athletes with an intellectual disability will be included in the ATHENS 2004 Paralympic Games.

The IPC reiterated its decision taken in January 2003 that staging events for intellectually disabled athletes as full medal events at the ATHENS 2004 Paralympic Games is not possible as there is no satisfactory eligibility verification system in place at this time which could ensure fair competition. A revised system for testing athletes' eligibility submitted by the INAS-FID (International Sports Federation for Persons with an Intellectual Disability) did not meet the conditions required by the IPC.

"With this move, the IPC can provide INAS-FID athletes with sporting opportunities at a high level, whilst safeguarding the Paralympic Games," said IPC President Phil Craven.

Jos Mulder, President of INAS-FID, said that the inclusion of exhibition events in the ATHENS 2004 Paralympic Games has an important impact on the sport development for this group of athletes.

The Athens 2004 Paralympic Games event programme was set in October 2002 in order to meet the timelines for the organisation of the Games. INAS-FID was granted an extended deadline of 31 January 2003 to meet the conditions set by the IPC 2001 General Assembly, after several athletes were found guilty of cheating at the Sydney 2000 Paralympic Games by wrongly claiming to have an intellectual disability.

The IPC Management Committee recognised that some progress had been made by INAS-FID, but it had fallen short of developing the sports specific component of its eligibility system and the development and implementation of protest procedures in line with the IPC policy. Under these circumstances the IPC decided that medal events for athletes with an intellectual disability could not go ahead in a fair manner at the 2004 Athens Paralympics and that there was a risk of potential cheats.

The IPC and INAS-FID have now agreed to follow the IPC's proposal to establish a joint eligibility verification committee, which will strive for the development of an eligibility verification system which will meet the requirements of the IPC.

### **14.04.2003 – President Craven Inducted into Hall of Fame**

On 8 April, the Stoke Mandeville Stadium in Great Britain was re-opened by HRH The Prince of Wales after redevelopment of the facilities. The Stadium was first opened in 1969 by Her Majesty The Queen to provide a venue for the Stoke Mandeville Games and the development of sport for athletes with a disability, to continue the work of neurosurgeon Sir Ludwig Guttmann. For over 30 years the centre hosted events and training at all levels from novice and junior to international, including the 1984 wheelchair sport events of the Paralympic Games. The Stoke Mandeville Stadium is owned by the British Wheelchair Sports Foundation (BWSF).

Around 750 guests, including Phil Craven, IPC President, were invited to the re-opening to inspect the new premises, a EUR 14,464,366 project. Furthermore, demonstrations of Athletics, Bowls, Wheelchair Fencing and Wheelchair Rugby were enjoyed by the guests.

After the re-opening ceremony, the first four inductees into the Stoke Mandeville Hall of Fame were celebrated: Phil Craven, Tanni Grey-Thompson, Sir Ludwig Guttmann (received on his behalf by his daughter, Eva Loeffler) and Caz Walton. Mr. Craven was honoured for his outstanding services to sport for persons with a disability.

### **02.04.2003 – Tickets for Athens 2004 Paralympic Games**

In September 2003, one year ahead of the Opening Ceremony of the 2004 Paralympic Games in Athens, the Paralympic Games Ticket Sales will start. Three different types of tickets will be sold:

Ceremonies tickets:	Opening and Closing Ceremonies tickets will provide entry into the stadium on the night of the relevant ceremony.
Day Pass:	These tickets are non-dated tickets. The holder of the ticket will need to validate it on the chosen date. Additionally, the day pass will provide general admission to all sporting sessions during the day of validation.
Reserved Seating Tickets:	The owner of the ticket will have a reserved seat at a particular venue for a specific session.

This summer, a Ticket Sales Guide with all the necessary information for ordering and purchasing tickets for the ATHENS 2004 Paralympic Games will be distributed to all National Paralympic Committees (NPCs) by the ATHOC Ticketing Department. The NPCs have the option to appoint a General Sales Agent to be responsible for ticket sales in their territory.

### **21.03.2003 – IPC World and Regional Championships Awarded**

Several World and Regional Championships in various sports have been awarded. The IPC Archery World Championships (5 to 15 September 2003) will take place in Madrid, Spain. A letter of invitation, the programme and the first entry form can be found on the IPC website [www.paralympic.org](http://www.paralympic.org) in the sports section under Archery. The 2004 IPC Ice Sledge Hockey World Championships will be held in Örnsköldsvik, Sweden, from 17 to 24 April 2004.

Regarding Regional Championships, the 2003 IPC Table Tennis African-Middle East Championships will be hosted by Amman, Jordan, from 11 to 21 July. The 4th IPC Table Tennis East Asia and South Pacific Championships (16 to 23 October 2003) have been awarded to Shanghai, China. Brasilia, Brazil, will host the IPC Table Tennis Pan-American Championships. The championships will take place from 14 to 23 November 2003.

Furthermore, the city of Brno, Czech Republic, has been awarded the IPC Shooting European Championships (smallbore) from 20 to 25 August 2003. The 2003 IPC Powerlifting Open European Championships will take place in Piestany, Slovak Republic, from 28 July to 4 August.

Please note that the IPC Swimming European Championships will not be held this year.

### **26.03.2003 - IPC Selects Nominees for 2003 Laureus World Sports Awards**

The nominees for this year's Laureus World Sports Awards were announced on 25 March. The nominees for the category of Laureus World Sportsperson of the Year with a Disability are:

Tanja Kari, Nordic Skiing, Finland  
Michael Milton, Alpine Skiing, Australia  
Chantal Petitclerc, Athletics, Canada  
Paul Schulte, Wheelchair Basketball, USA  
Michael Teuber, Cycling, Germany

The Laureus World Sports Awards are recognised as the premier honours on the international sporting calendar and are unique in that they honour the world's best sportsmen and women for their achievements across all disciplines and all countries.

The awards categories are:

Laureus World Sportsman of the Year  
Laureus World Sportswoman of the Year  
Laureus World Team of the Year  
Laureus World Newcomer of the Year  
Laureus World Comeback of the Year  
Laureus World Alternative Sportsperson of the Year

Nominations for the World Sportsperson of the Year with a Disability category are submitted to the Laureus World Sports Academy by a specialist Selection Panel made up of the International Paralympic Committee (IPC). The announcement of the winner will take place during the awards ceremony on 20 May in Monaco.

#### **08.04.2003 – Record Number of Countries to Participate in ATHENS 2004 Paralympics**

A total of 129 countries have already submitted their entries for the ATHENS 2004 Paralympic Games. With 123 National Paralympic Committee (NPC) entries in the Sydney 2000 Paralympic Games, this represents an all time Games participation record. By 15 June 2003, the deadline for applications, additional countries are expected to supply their entries for the ATHENS 2004 Paralympic Games. The entries already received include 19 countries, which did not take part at the Paralympic Games in Sydney. The IPC believes that 4,000 competitors from more than 130 countries will participate in the 2004 Paralympics. The number of NPCs worldwide is 161.

As many as 47 of the 49 European NPCs have already entered, only Luxemburg will definitely not take part in the competition. Thirty-one out of 43 African countries have already entered, from the Americas region 19 out of 26, from East Asia 17 out of 22, from the South Pacific 4 out of 8 and from the Middle East 11 out of 13.

For the first time in the history of the Paralympic Games, athletes with a disability will not have to pay an entry fee. Thus, more countries than ever before will be able to send teams to the Paralympic Games.

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## Report from The World Commission of Science and Sports



The current period is a busy time for the World Commission of Science and Sports. There has been a concentration of conferences in the first half of 2003. There have also been some exciting links developed with other agencies.

The 2nd World Congress of Science and Medicine in Cricket was held in Cape Town, South Africa from February 4-7. The Congress was attended by over 150 delegates and was well organised, the chair of the Organising Committee being Richard Stretch from the University of Port Elizabeth. Delegates had the opportunity to attend the opening ceremony of the Cricket World Cup which followed the Congress. The 3rd Congress is fixed for Barbados in 2007, coinciding with the next Cricket World Cup.

The World Commission of Science and Sports co-hosted a one-day conference at the Reebok Stadium, Bolton on February 20th, in collaboration with the FA Coaches Association. The title of the event was "Preparing for Success: the role of sports science". There were 300 delegates in attendance and the invited lecturers are summarised in a forthcoming issue of *Insight: the FA Coaches Association Journal*.

Impending conferences include the 5th World Congress on Science and Football to be held in Lisbon April 11-15th and the 3rd World Congress on Science and Racket Sports fixed for Paris, May 17-19th. A short-list of two (Japan and Turkey) has been drawn up for hosting Science and Football VI in 2007: Representatives of both short-listed organisations present their cases at a meeting of the International Steering Group on Science and Football in Portugal and an announcement of the decision is intended for the closing ceremony of Science and Football V in Lisbon.

The WCSS has established a formal link with the publishers of the *Journal of Sports Sciences*. Henceforth the journal is published in partnership with the World Commission of Science and Sports as acknowledged on the Journal's cover. The first major contribution by WCSS is a special issue devoted to Science and Sports containing the proceedings of the one-day symposium held in Liverpool in July 2002.

A further special issue is planned to include proceedings of a one-day satellite meeting of the European College of Sport Science co-hosted by WCSS. The conference is scheduled for Salzburg on July 13th and is focused on 'Training for Football'.

Plans are also currently in hand for participation at the ICSSPE Pre-Olympic Congress in Thessalonica in 2004. On this occasion the proposal is to have speakers from scientific disciplines outline how their scientific know-how is applied across the range of sports covered by WCSS. It promises to be one of the many highlights of next year's programme.

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**Philip Noel-Baker Research  
Award Ceremony for Jin Ji-chun  
26th February 2003**

*Below is the Award Speech  
Presented by Prof. Dr. Doll-Tepper, ICSSPE-President*



Today I have the honour to present an international award to Prof. Dr. Jin Jichun

Prof. Dr. Jin has made a remarkable contribution to international co-operation in sport science and physical education. For many years he has been a member of the ICSSPE Executive Board and in 1993 and 2001 he hosted ICSSPE's Board meetings and brought international experts to Beijing which contributed greatly to increased international collaboration.

He also serves as ICSSPE's Regional Coordinator for Asia and has helped to develop and improve networks in the Asian region which is highly important for the current and future development in our professional field both in Asia and the rest of the world.

With assistance from colleagues, Prof. Jin translated two of ICSSPE's publications into Chinese language - the Directory of Sport Science and The World Summit of Physical education. These represent important steps towards enhancing understanding amongst scientists and practitioners worldwide.

ICSSPE awards outstanding personalities with the Philip Noel-Baker Research Award.

Philip Noel Baker received the Nobel Peace Price in 1959, from 1960 to 1976 he was President of ICSSPE and was a very successful leader of this organisation. Today I am presenting the prestigious Philip Noel-Baker Research Award to Prof. Dr. Jin Jichun.

**The award states: The 2002 Philip Noel Baker Research Award is presented to Jin Ji-chun in recognition of his remarkable contribution as ICSSPE Regional Co-ordinator for Asia and of outstanding services to sport science and physical education.**

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## Philip Noel-Baker Research Award Ceremony for Carole Oglesby 2nd April 2003

*Below is the Award Speech*

*Presented by Prof. Dr. Doll-Tepper, ICSSPE President*



Today is a very special day as I have the honour to present an international award to Prof. Dr. Carole Oglesby. ICSSPE awards outstanding personalities with the Philip Noel-Baker Research Award. Philip Noel Baker received the Nobel Peace Prize in 1959, from 1960 to 1976 he was President of ICSSPE and was a very successful leader of this organisation.

Carole started her career in Physical Education and over the years has progressed more toward the social scientific area of sport science, recently completing her 2nd PhD in counselling psychology. Throughout Carole's remarkable career she has always been a pioneer and strong and faithful advocate for the equality of women in sport and science. Her exceptional career showcases many Internationally recognised publications and papers, editing of scientific journals, and invited papers at conferences. Always at the fore-front of Carole's contributions have been the issues of women's rights and equality issues, however Carole has also been active in addressing topics of sexual harassment, racial inequalities, homophobic issues and age related issues.

Just this year Carole has completed her licensure examinations to practice psychology in California and Pennsylvania, and has also just been appointed as the Chairperson of Kinesiology, California State University, Northridge, California – heartfelt congratulations on your new position and the completing of your psychology qualifications, we are sure you will be kept very busy for the coming years!! On a more personal note, I was also delighted to hear that your new university has a complete new building, including pools and fitness facilities for disabled persons – as well as continuing our working relations through ICSSPE, I hope that this also means that you and I can work more closely together in the near future.

Carole has also worked actively in many international organisations, and held many positions of influence, such as, President of WomenSport International, and as representative for the International Working Group on Women in Sport. Carole has also worked as a consultant for externally funded research to assist youth, women and ethnic groups. Thank you Carole for giving these special groups a voice and working so diligently to ensure their issues are addressed.

This award represents the latest in a long list of awards recognising your great contribution. Today I take great pleasure in presenting the prestigious Philip Noel-Baker Research Award to Prof. Dr. Carole Oglesby, a very deserving recipient.

**The Award states: The Phillip Noel Baker Award is Presented to Carole Oglesby in recognition of her commitment to advocating for equal opportunities for girls and women to participate in sport at all levels, and of outstanding services to sport science and physical education.**

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# Resources

## Physical Inactivity: Finding Web Documents and Print Sources

*The University of Calgary Law Library*

- While searching Google (<http://www.google.com/>) and WorldCat, the library union catalogue recently, a potpourri of sport sciences websites, fulltext documents and other online information were discovered. For instance:

Society for Tennis Medicine and Science

<http://www.stms.nl/home.html>

Biokinetics Association of South Africa

<http://www.biokinetics.org.za/>

The European Isokinetic Society has morphed into the European Interdisciplinary Society for Clinical and Sport Applications. It can be found on the web at:

<http://www.e-i-s.org/index.htm>

- International colleagues have reported new educational opportunities:

### International Sports Law Master's Program at Griffith University

<http://www.gu.edu.au/school/law/home.html>

James Gray, Adjunct Assoc. Professor announced the program and new law degrees available in international sports law at Griffith University in Australia. See their website for the full details of the various programs that are also offered in a "flexible delivery mode" ie. offsite, distance education.

One new database was identified and another has been revitalized:

### NUTESES: A New Dissertation and Thesis Website from Brazil

<http://www.nuteses.ufu.br/principal.html>

A new database, developed at the Universidade Federal de Uberlândia in Minas Gerais, Brazil was announced recently. Called NUTESES, Núcleo Brasileiro de Dissertações e Teses em Educação, Educação Física y Educação Especial, this database has a keyword search engine to find theses from many Brazilian universities, e.g. UFRGS (Universidade Federal do Rio Grande do Sul), UERJ, (Universidade do Estado do Rio de Janeiro) and UFSM (Universidade Federal de Santa Maria). Each thesis or dissertation has an abstract (click on Ver Resumo), plus the cost if a person or university wanted to purchase a copy.

### South Africa's Sportlit Database

<http://www.sasc.org.za/>

The South African Sport literature database, SportLit, is available again on the website of the South African Sports Commission after some absence. The database was reprogrammed to speed up its operation, and several new editing and maintenance functions were added.

It contains about 20 000 records collected over many years, and is currently being updated with new material. Recent additions include material from the 1999 All African Games, sport demographic research, and a selection of South African sports magazines.

The focus is for the database to be a repository and legacy of all South African sport publications, including books, brochures, newspaper clippings, videos, and other material.

The database is maintained by the SASC's Information and Research sub-unit, located outside Pretoria. To have a look at SportLit, go to <http://www.sasc.org.za/>. or contact, Charl Durand, email: [charl@sasc.org.za](mailto:charl@sasc.org.za).

- *A number of fulltext publications were uncovered in the past few weeks:*

#### European Year of Education through Sport 2004

[http://europa.eu.int/comm/sport/index\\_en.htm](http://europa.eu.int/comm/sport/index_en.htm)

In Decision No. 291/2003/Ec of the European Parliament and the Council of the European Union, the European Year of Education through Sport was declared for 2004. This four page document outlines the aims and objectives of the initiative, the implementation and cooperation of member states, the financial arrangements and participation.

- *Other fulltext documents include economic impact reports and cost benefit analyses for major sporting competitions. See two of the latest reports:*

*Olympic Costs & Benefits: a Cost-Benefit Analysis of the Proposed Vancouver 2010 Winter Olympic and Paralympic Games* by Shaffer, Marvin; Greer, Alan & Mauboules, Celine. Vancouver, BC: Canadian Centre for policy Alternatives, BC Office, 2003.

[http://www.policyalternatives.ca/olympics/olympics\\_summary.html](http://www.policyalternatives.ca/olympics/olympics_summary.html)

The Economic Impact of the Winter Olympic & Paralympic Games: Initial Estimates (Whistler 2010 Winter Olympic Games Bid) Report prepared by Capital Projects Branch, British Columbia Ministry of Competition, Science and Enterprise, 2002. (In PDF format, 196 KB)

<http://www.mcaws.gov.bc.ca/2010/index.htm>

- *Recently there has been discussion on the nature and number of hockey injuries. See a local association's annual reports published from 1997 to 2002.*

#### Injury Data Report (Ice hockey), Toronto: Greater Toronto Hockey Association

[http://www.hdco.on.ca/safety\\_initiatives.html](http://www.hdco.on.ca/safety_initiatives.html)

- *Content-rich commercial websites can be invaluable to the sport sciences researcher. The Sport Business Research Network is one example. Many universities subscribe to this service (\$249 USD for 3 month trial subscription or \$ 750 per year). The yearly subscription provides anyone on the campus network with access. There is a wide scope of information resources found here including sports participation data and sales reports from the National Sporting Goods Association; fulltext articles from 14 periodicals published by Miller Freeman, consolidated market research on many sports, a facility and association directory, and many other topics. The focus is on US information, but international sport marketing information is also available.*

Sport Business Research Network, <http://www.sbrnet.com/>

Gretchen Ghent, Librarian Emeritus

(VP for North America & Publications Officer for the International Association for Sport Information & Chair, North American Sport Library Network)

C/o The University of Calgary Law Library

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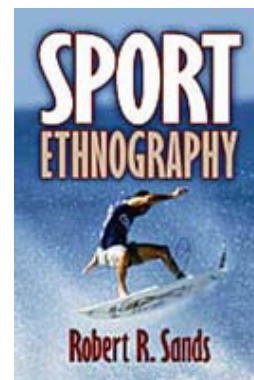
Scholarly Sport Sites: <http://www.ucalgary.ca/library/ssportsite/>

IASI Website: <http://www.iasi.org/>

## Book Review - Sport Ethnography

Courtney Snell, University of New Mexico and  
Darlene Kluka, Grambling State University of Louisiana, USA

**Sands, R. R. (2002). *Sport ethnography*. Champaign, IL: Human Kinetics. 170 pages.  
ISBN: 0-7360-3437-4**



Robert R. Sands' book, *Sport Ethnography*, is a detailed introduction to the emerging field of sport ethnography. The author expresses the need for researchers to enmesh themselves into a research group or culture before devising an intricate description of their purpose, culture and activities. By immersing the group in fundamental values, morals and ethics, one can be, not just as an outsider, but also a part of the society to be investigated.

The author begins by elaborating upon the definition between the fields of ethnography and anthropology by revealing the origin and history of the fields. The author also introduces the research of Malinowski to further explain the ideas represented in ethnographic research methods.

Sands descriptively and vividly intertwines his ideals and experiences with data based on research obtained by Malinowski, Tylor, Spencer and Morgan. He reveals his ideals, research and personal accounts of ethnography by projecting the culture of ethnography, culture shock, participant observation and self-realization as it relates to personal interactions and outside communication on a research group.

The author briefly accounts published research works of Malinowski while he was on the island of Trobriand. According to the Sands, Malinowski accounted his experience on the island as an outsider but was able to communicate and participate in native activities and cultures.

*Sport Ethnography* is a must read for social scientists who are interested in the discipline for sport-related research. Contemporary sport ethnography is poised to take a bold stand in producing fieldwork related to areas involving race, sexual orientation and female athletes. The focus of sport ethnography will be involved with the sharing of abstract and visible features, such as dress, language, and values in sport. The role of the athlete in an individual or team context will provide further information and understanding about the athlete's core identity. Sport ethnography has the potential for tremendous future growth in academia and worldwide commercialism with the inclusion of sport ethnographic research into controversial topics.

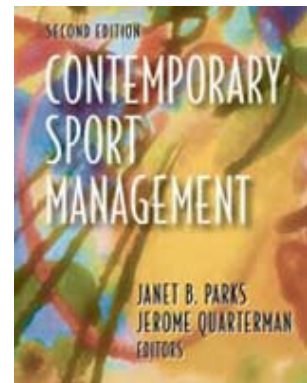
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## Book Review - Contemporary Sport Management

Dawn M. Norwood and Darlene A. Kluka  
Grambling State University of Louisiana, USA

**Parks, J. B., & Quarterman, J. Contemporary Sport Management. 2nd edition. (2003). Champaign, IL: Human Kinetics. ISBN 0-7360-4243-1 \$59.00 USD 435 pages**



*What is sport management?* Most people cannot really explain just what it is. If a person mentions having a career in the field, people commonly assume that it only involves being a sport agent. There is much more to sport management than multi-million dollar contracts and endorsements in professional sport.

*Contemporary Sport Management, Second Edition*, provides a near flawless framework for breaking down the different realms and perspectives of sport under the sport management umbrella. It is a brilliant collaboration from editors Janet B. Parks, D.A. of Bowling Green State University and Jerome Quarterman, Ph.D. of Florida State University. Along with a diverse field of 29 contributing authors, this second edition strategically and easily guides the sport management student or interested individual from chapter to chapter, ultimately serving as a strong tool of reference for pondering a career in sport. The diversity of the authors brings a unique perspective to each chapter as opposed to the reader receiving a one-dimensional, uniformed point of view.

Parks and Quarterman begin by giving an introduction to sport management in Part I. Here, the reader is able to get a good overview of the field. It gives a finite definition of sport and sport management and lays the foundation for the reader to begin thinking 'Is this for me?'

Part II examines the social and behavioral foundations of sport management. This section sifts through the social complexities that exist in sport such as Title IX, racism, sport as an agent of change, homophobia and how the Americans with Disabilities Act (ADA) impacts sport. Also highlighted are the legal and ethical issues in sport management. Introduced are ethical theories and legal concepts that must be considered by the sport manager in decision-making processes. Finally, the authors delve into the psychology behind the sport consumer. They emphasize the importance of consumer behavior in sport and provide ways to strengthen the relationship between consumers and sport organizations.

Next, Part III is a lead-in to Part IV as it provides an overview of the organizational and managerial foundations of sport management. Part III stresses the importance of understanding organizational behavior, as future sport managers will have to be able to effectively manage diverse groups of individuals in a variety of settings.

Part IV further dissects the various areas of sport management such as marketing, public relations, intercollegiate athletics, facility and event management, international sport and more. The uniqueness of this section is not only do the chapters break down and define each area of sport management, many of them give examples of job opportunities in that particular area. This is helpful to readers because they can understand that varied opportunities exist and begin to narrow career choices.

Finally, Part V features the need for sport management research. The authors compare and contrast basic and applied research and qualitative and quantitative data. They also emphasize the importance of asking questions and accepting and welcoming constructive criticism, as it will prove useful in future decision-making processes.

The authors have complemented the chapters with a host of tables, graphs and charts to offer a clearer understanding of concepts. In addition, each chapter contains an extensive bibliography to be used for further research and learning activities that add a hands-on learning component.

*Missing from Contemporary Sport Management*, however, is a chapter/section devoted to sport governance, which would entail structure, function and policies of organizations, such as the National Collegiate Athletic Association (NCAA) and the United States Olympic Committee (USOC) that set standards and guidelines for different facets of sport. It is extremely important for a sport manager or administrator to know governance issues and procedures because it minimizes the occurrence of legal and/or ethical infractions, which could prove costly for any sport organization.

All in all, *Contemporary Sport Management, Second Edition*, is an excellent compilation of information of the sport management field. Moreover, it presents an easy read not only for the sport management student, but also for the individual interested in pursuing a career in the field.

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## Resources on Sport Sciences Tests

Gretchen Ghent, Publications Officer  
International Association for Sport Information



One important part of the research process for many sport sciences researchers is the use or development of the sport sciences test. Within this group a few **named** tests have undergone extensive validity and correlation studies and are generally considered **published** tests. Many are available from test or trade publishers (e.g. Brockport Physical Fitness Test).

The second category of tests is the **experimental** test. These tests are usually found in refereed periodical articles, Master's theses and Ph.D. dissertations and, generally, are available from the authors of the study or are outlined in the publication. Experimental tests are relatively new and are only beginning to undergo years of validity and reliability study and testing. (See the American Psychological Association website, the FAQ section that outlines these definitions.

<http://www.apa.org/science/faq-findtests.html> .

Finding information on tests for a certain physical, mental or physiological attribute or seeking a particular named test, e.g. Sport Competition Anxiety Test, can be a daunting and complex task. This essay will review the print, online, web and database resources for finding information on tests, a test review, or information on how to conduct a test.

### SPORTDiscus: Searching a Sport Sciences Database for Test Information

<http://www.sportdiscus.com/>

In SPORTDiscus there is one descriptor, TESTING, that is the main descriptor or subject heading used to find named and unnamed tests. In the February 2003 updated file there were over 17,900 records with descriptor TESTING of which over 9,800 are advanced level records and 3900 are Intermediate level. The descriptor TESTING can be combined with other descriptors to find named or unnamed test information on more specific topics.

For instance, use the descriptor **TESTING** and

Agility	Muscle Contraction
Anaerobic Capacity	Physical Fitness
Attitude	Power
Coordination	Skill (UF skill testing)
Fatigue (UF fatigue testing)	Skinfold Thickness
Flexibility	Speed
Group Cohesion	Sprinting
Motivation	Strength
Muscle	Treadmill

to find many records on that specific topic. Many other descriptors can be combined with TESTING as well. (Search expression: su testing and su agility)

There are other, more generic descriptors that can be used to find additional, usually unnamed, tests. They are:

Body Coordination Test	Randomized Clinical Trial (Added Jan 15/03)
Clinical Trial (Added Jan 15/03)	Rating Scale
Glicose Tolerance Test	Respiratory Function Test
Heart Function Test	Vision Test
Kidney Function Test	

### Freertext Searching

The freetext search is an essential database search technique for finding articles referring to named tests in SPORTDiscus, PsychLIT, Medline and other major subject databases. Freetext searching accesses the essential **Abstract** (AB) field and secondarily, the **Title** (TI) field. Advanced level and many intermediate level articles published in refereed academic journals are accompanied by a comprehensive abstract. Within the abstracts are the proper names of tests that also include, many times, the acronym of the test name. Thus, if the particular database has not included a test name as an official descriptor or subject heading, access to these important research articles on tests and testing may still be made.

### Named Tests

To determine the state of the art of named tests, a search of SPORTDiscus was conducted and a list of over 200 named tests was created from the titles in the SIRCThesaurus 2002, and from surveying a vast number of records using the descriptor TESTING in SPORTDiscus. In addition, tests listed in textbooks on tests and measurements, in the Educational Testing Service's Tests Collection database, and in Andrew Ostrow's Directory (see below) were also documented. It was found that these formalized or informal test and measurement instruments are variously named batteries, questionnaires, scales, inventories, surveys, indexes, checklists, profiles and measures.

- This list is located on the Scholarly Sport Sites website, <http://www.ucalgary.ca/library/ssportsite/sguide.html> as Appendix A to the Search Guide for Finding Tests/Testing Information in SPORTDiscus

### Testing Information and Methods on CD ROMs and Video

A search of the library union catalogue WorldCat showed a number of test kits, manuals, videos and CD ROMs that outline and provide instructions on how to conduct particular tests. The following citations are illustrative of the most recent test materials:

- Cooper Institute for Aerobics Research. *Fitness gram test kit*, 6.0. Champaign, Ill: Human Kinetics, 1999-2000. (Kit includes 1 CD ROM, the Fitnessgram PACER test on 1 sound compact disc and 1 audiocassette, 1 test administration manual and other test equipment) <http://www.humankinetics.com/>
- Corbin, Charles B.; Johns, Chris, & Lindsey, Ruth. *Muscle fitness*. Champaign, Ill: Human Kinetics, 2002. (1 videocassette that supplements the text, *Fitness for life*, 4th ed. by C. Corbin and R. Lindsey).
- De Castella, Robert. *20m shuttle run test: a progressive shuttle run test for measuring aerobic fitness*. Canberra, ACT: Australian Sports Commission, 1999. (1 CD ROM and Manual, ASC order number 12-031). \$43 AUD, <http://www.ausport.gov.au/pubcat/>
- Epler, Marsha. *Manual muscle testing: an interactive tutorial*. Thorofare, NY: SLACK, Inc, 2000. (On CD ROM, \$190 USD), <http://www.slackinc.com/> )
- Golding, Lawrence A. *Proper technique in administering a stress test*. Monterey, CA: Monterey Bay Video Production Co, 1999. (1 VHS videocassette) Produced in cooperation with the American College of Sports Medicine. (Avail. From ExRx Book & Video Store, Olathe, KS, \$40 USD, <http://www.exrx.net/Store.html> )
- Kellmann, Michael & Kallus, K. Wolfgang. *Recovery-stress questionnaire for athletes: user manual*. Champaign, IL: Human Kinetics, 2001. (1 CD ROM and Manual)

Olds, Tim & Norton, Kevin. *Lifesize: educational software for body composition analysis*, 1.0 Champaign, Ill: Human Kinetics Software, 2000. (1 CD ROM and 1 manual)

*Senior fitness test software*, 1.0. Champaign, Ill: Human Kinetics, 2001  
(1 CD ROM)

Swain, David P. *VO2 reserve: the ACSM's new standard for exercise prescription*. Monterey, CA: Monterey Bay Video Production Co, 1999. (1 VHS videocassette, Avail. From ExRx Book & Video Store, Olathe, KS, \$40 USD, <http://www.exrx.net/Store.html> )

Winnick, Joseph P. and Short, Francis X. *Brockport physical fitness test kit*. Champaign, Ill: Human Kinetics, 1999. (1 VHS videocassette, 1 CD ROM, 1 sound cassette, Brockport physical fitness training guide and Brockport physical fitness testing manual, 1 measuring strip, 1 caliper, 6 computer disks)

### Sport Sciences Tests on the World Wide Web

A search on Google, the meta search engine, (<http://www.google.com/> ) found two websites created by exercise physiology professionals. Each of the websites list many physical fitness, skill and endurance tests. In some cases there are brief validity and reliability statements along with instructions on how to conduct the test. They are:

- Rob's Home of Fitness Testing <http://topendsports.com/testing/me.htm>
- Sports Coach <http://www.brianmac.demon.co.uk/>

### Other Sports Testing Services on the World Wide Web

Again, using Google's search capabilities, a researcher, armed with the key words, sports testing and other key words can find some commercial services or sports testing services emanating from university institutes or departments. For example:

- University of Pretoria. Institute for Sport Research.  
<http://www.isr.up.ac.za/performance.htm>
- University of Cambridge. Cambridge Sports & Exercise Medicine Unit.  
<http://www.sport.cam.ac.uk/injuries/>

### Theses and Dissertations

Master's and PhD theses are also a good information source for the study or development of a test. Access to these works can be made by searching the **Kinesiology Publications** (formerly called the Microform Publications in Human Movement) <http://kinpubs.uoregon.edu/>

For instance a recent search found:

- Mink, Randi S. A confirmatory factor analysis of the Carolina Sport Confidence Inventory. MA thesis, University of North Carolina at Chapel Hill, 1995. (KinPubs stock no. PSY1855).
- Wiersma, Lenny D. Conceptualization and development of the Sources of Enjoyment in Youth Sport Questionnaire. Thesis (D.P.E.) Springfield College, 2000. (KinPubs stock no. PE4143)

**ProQuest's Dissertation Abstracts**, <http://www.lib.umi.com/dissertations/> is another source to consult. Many North American (and now some European) universities deposit their dissertations with this service. In the past 5 years numerous universities have made arrangements for their university's dissertations to be digitized in addition to availability in microformat. The usual arrangement is that a university's faculty and students may freely consult the abstract, or the first 24 pages or the full dissertation that was accepted at their home university. Dissertations from other universities may be searched for and identified. However, there is a cost to purchase the whole dissertation.

### Directories, Handbooks and Textbooks

Many textbooks are currently available that focus on physical fitness testing or elite athlete testing. Directories and handbooks also provide information on testing a particular characteristic. Listed here are two directories that are still in print. For a more comprehensive list, please consult Appendix B of the Search Guide for Finding Tests/Testing Information in SPORTDiscus <http://www.ucalgary.ca/library/ssportsite/sguide.html>

Collins, D. Ray and Hodges, Patrick B. *A Comprehensive Guide to Sports Skills Tests and Measurement*, 2nd ed. Lanham, MD: Scarecrow Press, 2001.

These two authors have compiled 86 "authenticated" sport skills tests for 46 sports. Each sport skill test entry has the following outline/field structure: purpose, description, educational application, time, personnel, equipment & supplies, facilities & space, directions (on how to administer the test), scoring method and norms, validity & reliability, additional comments. Under the Scoring Method and Norms is usually a graph showing the norms. Other graphs are included to show how the test is administered. There is also a citation to the original article where the sport skills test research was announced. Some sport skills tests have a bibliography of articles where other authors used the test.

Ostrow, Andrew. *Directory of Psychological Tests in the Sport and Exercise Sciences* 2nd ed, Morgantown, WV: Fitness Information Technology, 1996. 553p

This edition has over 350 tests with each entry describing the test, generally how it is administered and reviews by academic researchers. A more recent development is the **E-Directory of Psychological Tests in the Sport and Exercise Sciences** where institutions and individuals may subscribe on a semi-annual or annual basis to the updated test file. This file now contains over 500 psychosocial sport measures. Online access to the E-Directory of Psychological Tests in the Sport and Exercise Sciences: <http://www.fitinfotech.com/>

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**The Sport Supplement**  
**A Supplement of the Sport Journal**  
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The United States Sports Academy's Sport Supplement is an E-mail publication which focuses on issues concerning the Sport Professional as well as all those interested in issues and topics regarding fitness, wellness, and physical activity. We welcome your comments and information as well as your general participation in the process of bringing information and well-being to the National and International Community.

The Sport Supplement is a feature publication of the United States Sports Academy. Its purpose is to disseminate information about the field of sport performance, education and items of general interest. The goal of our publication is for sport enthusiasts throughout the world to share in our quest for insight into the sporting experience and together discover the many aspects of the athletic world.

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## **ALTIS**

ALTIS is one of the subject hubs for the RDN (Resource Discovery Network [www.rdn.ac.uk](http://www.rdn.ac.uk)) The RDN is a Government initiative to create subject hubs giving filtered access to electronic learning and information resources for FE HE and the research sector. It is funded by JISC (Joint Information Services Committee) which as an HE/FE funding agency.

We (OFS) supported Birmingham University in the bid that won the ALTIS hub on the subject Sport, Tourism, Leisure and Hospitality and we have helped them build the project [www.altis.ac.uk](http://www.altis.ac.uk) It is run by Birmingham University.

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