



Developing Amateur Clubs as Health Promoting Settings: Current Practice in Europe

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Bridging athlete development, SC activities and HP

- **Many development trends in Western societies that equals to negative trends in PA (more sedentary behaviors)**
 - Technological development = “make life easier for people”
 - Entertainment media/internet (screen time, sedentariness)
- **Increase in obesity and overweight** (also among children and adolescents)
- **Lifestyle factors among young athletes** (next slide)
- **Health promotion-related (inter)actions are deficient overall and (joint)responsibility separated between various settings = home (parents), school (teachers), sports club (coaches)**



Bridging athlete development, SC activities and HP

Sports club participating youth ... than their non-participating peers

- + are more physically active (e.g. Sallis et al. 2000; Vuori et al. 2004)
 - A third of sports club participants does not reach recommended PA level (14 hours in Finland) (Hakkarainen ym. 2008, Eiosdottir ym. 2008, Kokko et al. 2011)
- + smoke less (e.g. Haukkala et al. 2006; Melnick et al. 2001)
- + have better overall nutrition (Aerenhouts et al. 2008, Cavadini et al. 2000, Cupisti et al. 2002)
- use more frequently oral snuff /smokeless tobacco (e.g. Kannas et al. 2002; Rolandsson and Hugoson 2001)
- binge-drink more (e.g. Koski 2000; Kannas et al. 2002)
- Use more (unnecessary) supplements and/or performance-enhancing drugs (e.g. Bents et al. 2004; Calfee and Fadale 2006; Dickinson et al. 2005)
- Over half of Finnish 13 - 15 years old athletes spend more time daily in front of media than recommended (maximum of 2 h) (Kokko et al. 2011)
- A quarter of Finnish 13 - 15 years old athletes use energy drinks at least weekly (Kokko et al. 2011)
- Despite, some inconsistency in these finding, these results undermine **youth sports clubs (automatic) positive contribution to the health behaviors of their participants**

Bridging athlete development, SC activities and HP

- The significance of lifestyle factors can be highlighted by changing those un-healthy...
 - Shortage in sleep, unbalanced diet, abuse of substances, a lots of screen time, over-usage of energy drinks effect on athlete development...for example
 - decreases psychophysical alertness for training (before and during)
 - disturb learning (during and after)
 - slow up recovery from training (after)
- Together with direct effects unhealthy behaviors have in-direct (chain) effects like...
 - shortage in sleep → to tiredness → to feelings of dizziness, restlessness, hyperactivity, unbalanced moods → xxx effects on training and development?!
- Clearly in these cases the best possible training effect can not be reached
- Similar chains of effects can be found under every health topic



Why to invest HP within youth sports clubs? *opportunities*

1) Sports club activities attain a lot of children and adolescents

- Over 40% (43% 2010) of children and adolescents (3-18 y) participate to sports club activities in Finland
- Even 60% of 11-years old boys participate
- The largest form of organized leisure-time activity in Finland

2) Educational nature of sports club activities is informal

- Children and adolescents participate to activities on voluntary-basis
 - They participate, because they are interested of the sports in question
 - This creates an opportunity to HP, when health-issues are represented through sports

Why to invest HP within youth sports clubs? *opportunities*

3) Coaches important authority figures

- At some point of the puberty even the most influential
- Coaches influence on health can be either conscious or unconscious, but is it there whether a coach wishes it or not, recognizes it or not
 - It has been found a contradiction between coaches orientation to comprehensive athlete development and coaching behaviors

4) Health promotion within youth sports club activities benefit both public health and sport itself

- Societal pressure of public health is recognized, but first and foremost...
 - Youth, who has balanced diet, sleeps enough, has balance of exertion and rest, does not use substances, etc., also develop and perform better in sport
 - Also other way around, unhealthy habits / overall ill-being contribute to sports performance!

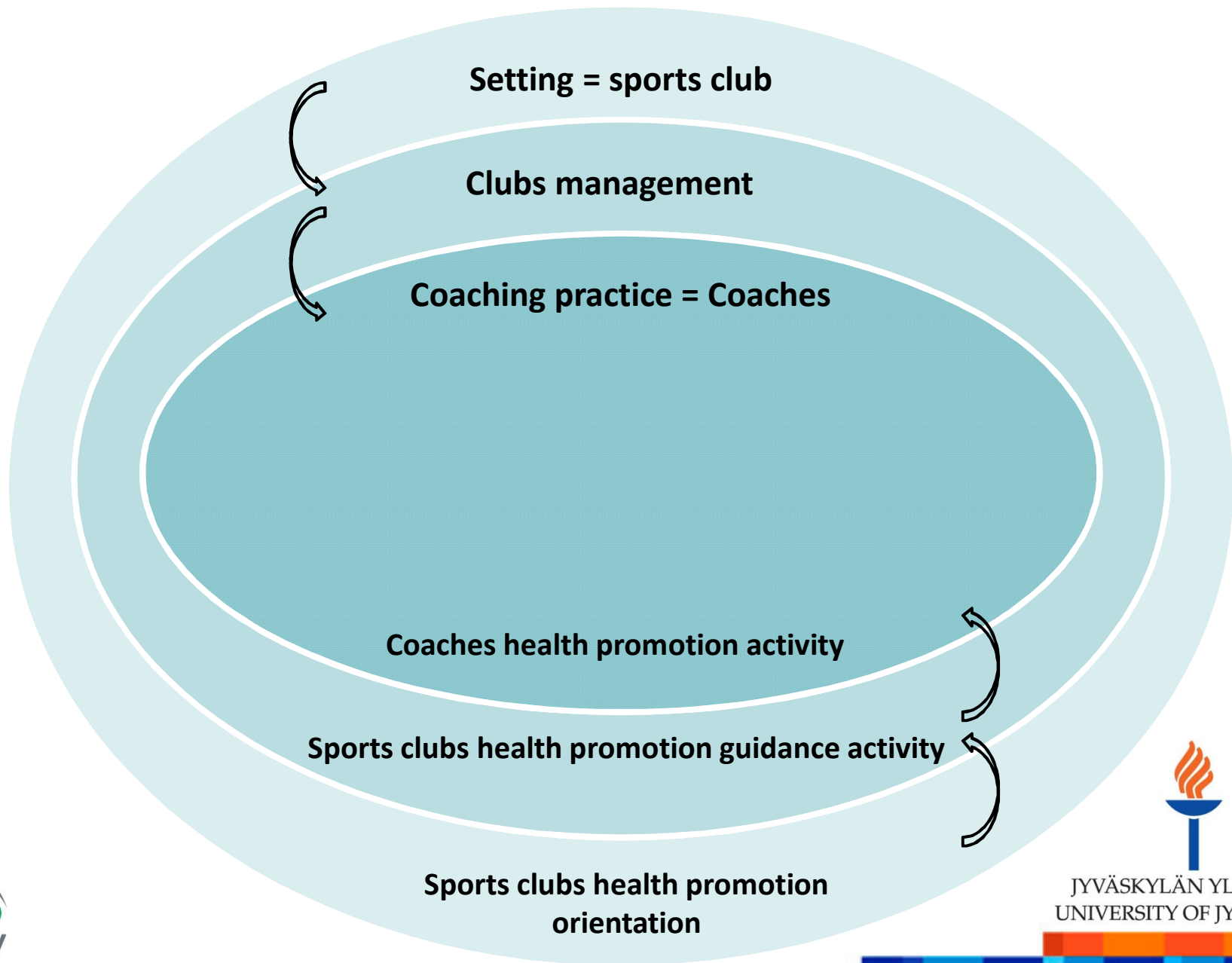
The settings approach to health promotion

- HP is seen as a process of enabling people to...
- SBHP has expanded as one of the key approaches of health promotion today
 - **Previously** people's lifestyle decisions were seen as depending on individual choices and decision-making that were **freely made** without any influence of the context or living conditions
 - **Today realized...** that people's health, along with individually focused factors, is **mediated through settings** e.g. environmental factors

The settings approach to health promotion

- **At general-level...**
 - Setting approach strives for changes in the structure and ethos of a setting, like sports clubs and in the light of Health Promotion
- **To be more exact...**
 - It is a question of cultural, social, economic and environmental conditions within the setting in question!
- **The key questions are...**
 - What kind of preconditions the setting in question (sports club) offers for individuals to make a positive decisions concerning health behaviors?
 - What does the setting (sports club) and its actors (coaches) do (for enabling people to...) before the individual choice?
 - Also what kind of preconditions the setting sets out for its actors to execute health promotion?

Health Promoting Sports Club survey 2004-10



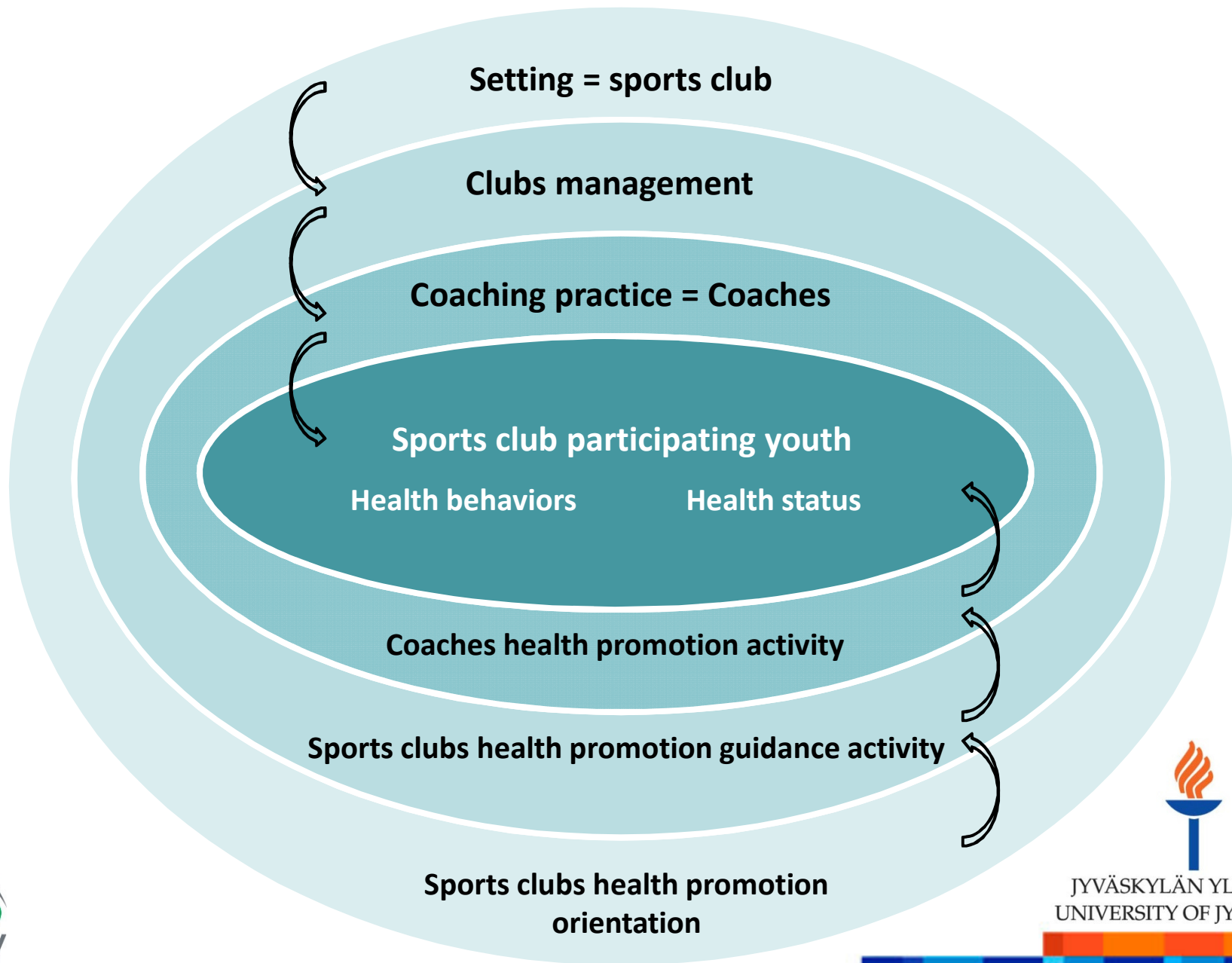
The Health Promoting Sports Club survey

- From orientations to guidance

- **According to Sports Club Survey...**
 - Finnish youth sports club were fairly health promoting in general by their orientations
 - This positive health-orientation had not shifted into practice to the same degree
- **The clubs were...**
 - **fairly actively** guiding their coaches concerning **sports performance-focused** health issues, but
 - much **less active**, even **passive**, concerning **non-performance sports club time** and various **health topics**
 - especially the clubs had guided their coaches surprisingly rarely on substance and doping prevention
- The clubs **Health Promotion Orientations** were clearly **associated** with Clubs **activity to guide** their coaches in HP

The Health Promoting Sports Club study 2012-15

University of Jyväskylä together with UKK-institute and the national network of sports medicine centers



Conclusions and implications

- Current trends in western societies challenge physically active lifestyles and enhance sedentariness, also among young athletes
 - **More attention needs to be paid for lifestyle factors of young athletes**
- Current health behaviors of sports club participating youth...
 - **weaken** the best possible **training effects**
 - **undermine** the (automatic) **positive contribution** of clubs in HP and **athlete lifestyle development**
 - set out a pre-assumption of **passivity in HP** at club-level and coaching
- Sports club (+ coaches) activities **effect athletes health/health behaviors comprehensively**, not "only" to physical health by PA
- **Sports clubs opportunities in HP** support the idea, that HP should be a part of sports club activities
 - Indeed, there is a **win-win situation** for both public health and sports itself

Conclusions and implications

- **Settings approach** emphasizes the **preconditions** the setting provides for its actors to promote and individuals to make health-related choices
 - **Clubs and staff members should be instigators**
- The results from **Sports Club Survey in Finland** indicate, that...
 - youth **sports clubs** have **positive health-orientation** in general
 - but it has not yet **converted into practical activity**
 - neither by the clubs nor coaches
 - or coaches HP means are currently ineffective
- **Positive HP orientation** clearly **generated activity** on club-level
 - thus, club-level awareness of the importance of HP should be primarily targeted
- **Guidelines** for the development work can be found:
 - **Health promoting sports club**
 - **Sports Club for Health**



Thank you for your attention!

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