

Health through sport, an Idea in Motion



A late-summer sun awaited the congress delegates in Punta del Este. An air of end-of-season idleness lay over this spit of land jutting out into the sea and protected by small maritime pines in the shelter of which seals bask unconcernedly. The Uruguayan seaside and tourist resort has successfully exploited all its assets, as witnessed by the construction boom which has led to a mushrooming of blocks of flats vying for the unimpeded views and impressionist-hued sunsets. It is also in this port that boats on long races make a stop. Those taking part in the famous Whitbread, round-the-world race, did just that on the evening before the Congress ended: a nighttime arrival which leaves an incomparable memory... The light breeze wafts seaspray over the English-looking lawns that surround huge villas with curious thatched roofs: the atmosphere vaguely reminiscent of the southern coast of France, even if the many eucalyptus remind others of Australian shores, equally distant, naturally, but at the same latitude for once...

JOINT IOC-WHO ACTION

When it comes to congresses, Punta del Este is no beginner: it was here that the meetings of the Uruguay Round were held. And the 5th Sport

for All Congress was impeccably organized under the leadership of Mr Julio Cesar Maglione, President of the Uruguayan NOC. This was the first time that the congress was taking place outside Europe, and the delegates did not fail to welcome the initiative. For Mr Maglione: *"it is an honour and a recognition of the position of our country on the international stage. Moreover, we must not forget,"* added the FINA honorary treasurer, *"that our country enjoys a certain prestige and is respected in the specific field of sport."* The numerous South American participants stressed on several occasions the importance of Sport for All in the sub-continent. Of course, there is the god football, worshipped everywhere on television, in newspapers and in speeches, but there are also many popular events organized at all levels without much money, but with a great deal of enthusiasm by young and not-so young people: cycle races, swimming competitions or yachting events. And this practice seems to fascinate the crowds even more than high level sport.

Sport helps to improve health, Built around this phrase which sounds like a slogan was the 5th sport for All congress, which this year enjoyed patronage from the WHO as well as the IOC. From 10th to 13th March last, 500 representatives from over 90 countries gathered at Punta del Este, in Uruguay, to describe the development of sports practice around the world but also to highlight the various obstacles which still prevent people from doing some kind of sport at their level,



HEALTH THROUGH SPORT

Placed under the theme of the triumph of health, this encounter enjoyed the double patronage of the IOC and the World Health Organization. This was the first joint action by the two organizations since the general agreement signed between them on 25th June 1993, stating that solidarity and cooperation must allow physical and mental health to become a reality by the year 2000.

this was a no-smoking occasion. Several IOC members, in addition to Mr Jose Vallarino Veraciero, member in Uruguay, had made the journey: Mrs Flor Isava Fonseca, executive board member; Mr Mario Vazquez Rana, member in Mexico and president of ANOC; Mr Ivan Dibos, member in Peru; Colonel Antonio Rodriguez and Mr Sergio Santander Fantini, members in Argentina and Chile who are also members of the

of the ANOCA, and Anton Geesink, IOC member in the Netherlands and member of the Sport for all Commission, were invited to speak. For their part, President Juan Antonio Samaranch and the WHO Director General, Mr Nakajima, spoke at the end of the discussions. Good promotional work had resulted in the presence of representatives of sports bodies, like Luis Baguena, president of the International Judo Federation, as well as governmental and non-governmental organizations, science and research institutions specializing in physical and sports education, like Mr Arthur Gillette, director of the youth and sports activities division for UNESCO. The president of the International Council for Physical Education and Sports Science (ICPESS), Professor Paavo Komi, together with representatives of the TAFISA (Trim and Fitness International Sport For All Association), the International Sport for All Federation (FISpT), the International Association of National Sports Organizations (IANOS) and the International Workers Sport Committee (CSIT) were received as a delegation by the Sport for All Commission for a cordial exchange of views on the situation of Sport for All.

THE IOC AND SPORT FOR ALL, LONG-STANDING SUPPORT

The IOC's work for Sport for All already has a long history. It is even conceivable that Pierre de Coubertin invented the expression which he used as early as 1900: Sport is not a luxury object, nor a leisure activity, nor even a muscular compensation for cerebral work. It is for every man a source of potential internal improvement not conditioned by profession. the prerogative of all to the some degree, and there can be no compensation for its absence. It is in this spirit that the Sport for All Commission continues its work under the chairmanship of Mr Walther Tröger, IOC member in Germany.

With the Olympic Day Run, the IOC, supported by Coca-Colo and the WFSGI, launched a Sport for All event which is o considerable success eve year. In this year of sport and the Olympic ideal, 164 NOCs have already announce their intention to stage this race. But the IOC's support to Sport for Allis not limited to this huge popular encounter. A working group within the commission is responsible for studying the requests for patronage submitted by the NOCs, and each year, around fifteen sports events open to everyone receive support generally worth \$10,000, a significant sum especially for countries which have little, if any, funding available for this kind of activity. The first Sport for All congress under IOC patronage, held in Frankfurt in 1986 and attended by 163 representatives of 63 countries, discussed the possibility of developing Sport for All in the third world. Since then, a congress has been held every two yeas. In 1988 in Prague, 140 delegates gathered to discuss the theme of solidarity and developing Sport for All around the world Two years later in Tompere (FIN), the encounter focused on looking ahead to the year 2000, and in Varno in Bulgaria, the 1992 congress set out to define a framework of Sport for All rules in contemporary society. The 6th Congress is scheduled for Seoul in 1996.

THE SITUATION ON THE GROUND

The representatives of the medical profession and public health research centres took the floor during the first session on the morning after

Health through sport was thus the agenda, with various aspects of it addressed in a highly detailed scientific programme. The school, work place, health institutions, the provision of an adequate number of gymnasiums and sports centres and more generally all kinds of spaces that can be adapted for light but effective sports practice were discussed, along with other topical issues, with particular attention focused on the problems of drugs and tobacco. For good measure, we should point out that



Sport for All Commission chaired by Mr Walther Tröger, IOC member in Germany. Messrs Jean-Claude Ganga, member in Congo and president

of the opening ceremony held in the presence of the Uruguayan and sports authorities, an occasion of great pomp, energy and fervour with



Messrs Mario Vazquez Rana and Julio Cesar Maglione with the Mayor of Punta del Este at the opening of the Congress. On the right, Mr Sergio Santander Fantini.

H.E. Jean-Claude Ganga and Mr André Gorgemans. President Juan Antonio Samaranch and Mr Hiroshi Nakajima. Mrs Flor Isava Fonseca with Mr Ivan Dibos, IOC member in Peru, and Alberto Juantorena (l).



ment that developing countries have more work than others, precisely because they are developing, and so have less time for practising sport. On the contrary, the priorities are not mutually exclusive. But, she added, the question of funds cannot be ignored. On this subject, the Secretary General of the International Federation of Sports Medicine (FIMS), Mr Eduardo Henrique de Rose, also gave several examples, in particular from his own country of Brazil. *“Today, our best allies are the city councils.*



national and Olympic anthems and the famous song from Barcelona: “Friends for life”. After describing various real-life situations showing what could be the causes of a deterioration in health, the experts who spoke in turn used graphs to illustrate the beneficial effects of regular sports activity on the general, physical and mental health of populations. Mr Hisao Iwane, director of the preventive medicine department in Tokyo, described the preventive methods applied in the Japanese capital, with all the difficulties inherent to a megalopolis of over ten million inhabitants. More general considerations then followed, delivered by Mr Hans Embland, director of

the WHO programme on substance abuse among young people. The multiplication and great variety of role models who are difficult to emulate is resulting in ever greater numbers turning to drugs. Nonetheless, everyone could take the opportunity to practise sport each day. Mrs Diane Jones from the Disease Control and Prevention Centre in Atlanta gave an illustration of this based on experiments in the United States, without forgetting to ask the very good question: how is it that so many people, women in particular, do not find the time to practise sport...when it is so simple to be persuaded that playing sport is an enjoyable pastime! Mrs Jones sought to discredit the argu-

For example, that of Rio de Janeiro, where we find some of the most beautiful beaches of the Brazilian coastline, has employed physical education teachers who offer regular exercise sessions. This kind of sports activity has a real effect on daily life. In cities like Porto Alegre which do not have beaches, sites have also been made available to the appointed teachers.” For Dr de Rose, doctors of sports medicine are health guerrilleros, and he stressed that the aim of the FIMS was to offer the

people of the third millennium a life expectancy of up to 115. But, more than quantity, it is quality that we are looking for today.

REACHING THE WHOLE PUBLIC - AND FAST

The more the notion of Sport for All develops, the greater the variety and number of programmes that are on offer to the public. The TAFISA, through the strong voice of its German president, Jurgen Palm, gave a detailed explanation of its ideas of sport for all where the practice of traditional games occupies a large place. According to Mr Palm, after the first revolution which the Olympic Games represented and the internationalization of competition sport, a second is under way: one which ensures that the basic human right of access to the benefits of sport is guaranteed to everyone. This requires promoting forms of games where these exist. The development of new uses for free time must also be encouraged among various target publics. The keystone in this is the concept of sports recreation whose main quality is to allow an almost instantaneous contact between participants and public alike, for whom the aim is to enjoy a recreational approach and activity. With this in mind, TAFISA created the "World Games Festival", several editions of which have already taken place, particularly in western Europe. The next is scheduled for South America, in Bogota next September. As could be seen on a bank of video screens in the foyer of the Puma del Este Congress Centre, these occasions are open to all, young and old.

Everyone can take part in displays of traditional games such as Sack racing or tug-of-war, easily practised by all age groups. These encounters also feature original individual or collective play activities, often the creation of physical education teachers. In Germany, Mr Palm also noted, a sport for health promotion campaign led to Trimming 130, a simple system that everyone can use to evaluate sports ability and state of health. While the methods are simple, they still require access to qualified training and su-

leaders and the need for sports facilities close to poor areas.

The development of partnerships now facilitates both the setting up of medium term programmes with a given group of people and specific highly popular events such as the Olympic Day Run, which enjoys worldwide support from Coca-Cola and the World Federation of the Sporting Goods Industry (WFSGI). On this subject, Mr Andre Gorgemans, WFSGI Secretary General, stressed the powerful stakes

now represented by the various forms of leisure which have multiplied at the end of this century. Manufacturers must therefore compete with ideas and cultivate an image which is both dynamic and positive among a clientele which is equally diverse and changing. From this comes the need to support basic ideas such as well-being, respect for the environment, popular and family values and sports participation.

IOC- WHO JOINT COMMUNIQUE V SPORT FOR ALL CONGRESS

The IOC and the World Health Organization have a common goal: the promotion of health through sport and physical exercise. Both organizations are convinced of the positive effects of sport and physical exercise on the physical, mental and social well-being of individuals.

The IOC and the WHO are committed to encouraging the development of sport and physical education so that they become an integral part of a lifestyle which protects and promotes health and prevent illness and infirmity.

Moreover, both organizations are conscious of the fact that programmes of information and adequate instruction are necessary in order to avoid any negative effects that could result from the practice of sport and physical exercise.

The policies adopted in sport and health for all, drawn up respectively by the IOC and the WHO, cannot be effective if they are not put into effect at national and local level. They demand the creation of supporting infrastructure with installations that are accessible to everyone: children adolescents, adults and the elderly all over the world.

The General Assembly of the United Nations, at its 48th Session on 2nd Novembre 1993, proclaimed 1994 the International Year of Sport and the Olympic Ideal.. The IOC and the WHO invite all members to adopt measures to encourage and promote the practice of sport and physical exercise in order to create a better lifestyle.

per-vision. which can be obtained from, among other sources, the members of national and international federations, high-level athletes, coaches or physical education teachers who agree to give up their free time. Mr Jorgen Moller, representing the International Workers Sport Committee (CSIT), which has set itself the mission of developing Sport for All among disadvantaged sections of the population, highlighted in this respect the difficulty of training quality

mission, a federal body, has set up an original range of specialized programmes. The director of one such programme, Mr Steve Amaudon, was there to address the congress. This plan features several original initiatives, such as the way it seeks, apparently with some success, to encourage older children to look after younger ones - an opportunity for adolescents to develop their personal qualities, and a particularly effective way for young people 'at risk' to

IDEAS ON ALL CONTINENTS

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Australian Sports Commission, a federal body, has set up an original range of specialized programmes. The director of one such programme, Mr Steve Amaudon, was there to address the congress. This plan features several original initiatives, such as the way it seeks, apparently with some success, to encourage older children to look after younger ones - an opportunity for adolescents to develop their personal qualities, and a particularly effective way for young people 'at risk' to

increase their self-confidence. The various talks indicated that the majority of countries have developed similar programmes to this. The speakers ranged from the scientific director of the Finnish institute PKK to the adviser to the US President on physical education and sport, including one of the directors of the Tokyo Medical College and the representative of the Supreme Council for African Youth and Sport. All five continents had sent a representative to illustrate the expertise acquired.

On the theme of organizing and promoting Sport for All, the IOC was well represented. Mr Ju-Ho Chang, vice-president of the Korean NOC, member of the Sport for All Commission and the man in charge of organizing the next congress in Seoul, in 1996, highlighted the need for the IOC, national and International Federations and NOCs to strengthen cooperation with regard to Sport for All in order to increase capacity and give it the same importance as the other world sports organizations. The goal was, said Mr Chang, to create global cooperation where each body was working in the same direction so that the whole remained in good health. Mr Anton Geesink described the significance for him of the love and joy of sport *"which have been discovered by billions of people, and without which the Olympic Movement would not have survived two world wars and never have been able to develop itself into the most important global social movement of the 20th century"*. For Mr Gilbert Felli, IOC sports director and as such a member of the Sport for All Commission, the primary objective of this congress was to look at the work done by the principal organizations that supported Sport for All activities and to envisage the best, and most practical methods, to ensure that a majority of individuals have the possibility of practising one or more sports on a regular basis. It was more important, stressed Mr Felli, to seek to encourage everyone to practise sports activities rather than launching programmes called "sport

for all" which would reach only a few people who were already aware: *"It is not a question of convincing those for whom regular sport is self-evident and who already reap the benefits of it, but rather to show that there are different ways of gaining a better knowledge of one's body in order to avoid damaging health. But above all, the aim of this congress is to update the means needed to convince those who have no connection with any kind of sports activity of the benefits this has on health and to promote the idea and development of Sport for All in economically disadvantaged countries where sport, by improving physical fitness, plays a social role."*

To end his speech, the IOC Sports Director observed that *"any programme for promoting or raising awareness of sport should take account of the environment in which it is taking place, so that the most suitable activities can be proposed. Similarly, there is no need to search out new activities; efforts should be made to evaluate how the existing sports activities can be made available to everyone."*

Sport responds to a general need for activity, it is a way of life and an economic factor, a means of conquering the world, stressed H.E. Jean-Claude Ganga. *"... In a world which is falling apart, where the educational systems are increasingly unsuitable, where families no longer always offer the reassuring framework in which children can develop; in a world also which seeks to defend its values without always being able to guarantee them, where we have to liberate mankind from the shackles of progress and social life, we must no longer content ourselves with flights of oratory on the fundamental problem of development but offer motivating programmes which respond to the needs of our populations and intensely involve young people within the sphere of development. Sport for All, without being a panacea, should, through its specific contribution, its vocation, its conception and systems of organization, be an answer to these expecta-*

tions. In short, the promotion of Sport for All, which President Samaranch has nightily described as the greatest social challenge facing the international sports movement and the Olympic Movement in particular: has become an imperative need." However, Sport for All strategies, Mr Ganga continued, must be concerted in order to contribute to the training of citizens.

SPORT AND HEALTH: MECHANISMS FOR PEACE

The right to health is a fundamental human right, and the expression of this right comes through the opportunity to practise sport. In his closing speech, President Juan Antonio Samaranch recalled the place occupied by Sport for All within the Olympic Movement: *"Today, the Olympic Movement is identified particularly through its ultimate expression: the Olympic Games. But this event would not be possible without a broad base of sports practice placed at the service of all and as an aid to improving the individual and the society in which he lives. That is why Sport for All is an integral and fundamental part of sport as an instrument of the Olympic Ideal, which one hundred-years after its birth is more relevant than ever. But what road leads to genuine sport practised by the majority? Certainly, economic, physical and environmental factors play a major role, but the key element is education. Sports practice is fundamental at all levels of education of the child and young adult, as the necessary part of a full and balanced education."* In conclusion, the IOC President expressed his pleasure at the climate of friendly cooperation which has developed between the IOC and WHO. *"This congress has been a clear example of this fruitful cooperation, and its work and conclusions will be very useful in plotting the, future organization and development of sports programmes accessible to everyone, especially their health-related aspects."* For his part, after similarly expressing his satisfaction at the active cooperation that

IOC PATRONAGE OF SPORT FOR ALL EVENTS IN 1994

Country	Event	Date / Place
AFRICA		
Congo	Sport For All Festival	April, Brazzaville
Djibouti	Sports fair (Kermesse sportive)	4th November
Nigeria	Abula	231rd April, Lagos
AMERICAS		
Puerto Rico	Puerto Rico Olympic Festival	24th July, Olympic Lodge
El Salvador	Rehabilitation of people injured at war through sport and leisure activities	16th April, A community in the eastern part of the country
St Vincent and the Grenadines	Olympic Festival	1st August Amos Vale Sports Complex
ASIA		
China	Shanghai Marathon Race	10th May, Shanghai
Saudi Arabia	National Day Run	Riyadh
Turkmenistan	Finals of the Festival of National Sport Disciplines and National Games of Turkmenistan	26th October, Ashgabat
Uzbekistan	"Kurash" tournaments	25th March - 3rd April, Bukhara & Andijan
EUROPE		
Belarus	3rd Sport Festival of the Belarus Republic	18th-20th June, Gome1
Moldova	Farmers Unions Sport Festival	14th May, Singerei
Russia	Sports Programme on the occasion of Moscow City Day	3rd-4th September Moscow
Slovak Republic	Calocagathia 1994	22nd-25th June, Trnava
Ukraine	1st Youth National Games	April - August

existed with the IOC, the WHO Director General, Mr Hiroshi Nakajima, reiterated **just** how much the success of any programme of action was dependent on the establishment of a partnership between all the social parties concerned. Our common aim must be to promote the installation of easily-accessible sports facilities and the regular use of these by the greatest number of people.

An account of this important meeting would not be complete without mentioning the athletes: Cuba's Alberto Juantorena, Olympic 400 and 800m hurdles champion in Montreal, who held the world 400m record from 1976 to 1979, and for whom Sport for

All 'is the guarantee of high-level success; or the American Billy Davenport who, following his 110m hurdles gold medal in 1968 and a long Olympic career, is now working on the organization of the Games in Atlanta, and for whom it is necessary to convince young people that neither drugs nor alcohol can improve sports results. Many of them were present, some from far away like Jeni Lidgett, who took part in the yachting events in Barcelona, and who has since been a member of the athletes' commission of the Australian Olympic Association; or Sergei Gelov, captain of the gold-medal winning basketball team in Munich, who lit the flame in Mos-

cow in 1980. During this congress by the sea; lying there temptingly, they would have greatly appreciated a spot of physical exercise between the long speeches. Because for former champions, a little daily training... is exactly what everyone should be doing.

DENIS ECHARD