Building a sport-infrastructure for a healthy nation

Play the Game, October 2015

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Mulier: history and goal

- Sportresearch institute
- Since 2002
- Non profit
- 20 fte / € 2 mln
MI

Science

Politics

Sport sector

Statistics
1) On research and monitoring
Research’s role in sportpolicies

1. Monitor sports; draw attention to worrying developments; ask questions and raise debates

2. Explain processes and mechanisms, and so add to effective policy-choices

3. Monitor success (and limits) of policy-programs

4. Develop theories, concepts and scenario’s
Effective policies -1: Stimulate swimming among ethnic minorities

Effects of swimming programs for ethnic minorities on swimming diploma's (%)

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80 83 89 86
87 86 90 89
63 77 83 75

2003 2007
Effective policies – 2: Program to stimulate sport-participation among ethnic minorities ‘Meedoen’

Figuur 5.4 Ontwikkeling jeugdleden meedoen bonden en meedoen verenigingen (in indexcijfers)

Bron: Mulier Instituut (Evaluatie Meedoen Alle Jeugd door Sport, 2010)
Effective policies – 3: Program to stimulate sportmanship and respect (‘VSK’)
Pre-conditions for a productive monitor

• Close cooperation

• Research-involvement from the start on

• Researchers are not auditors

• Respect and understanding of each other’s roles
2) On the future of sports
Netherlands, a grass roots sport nation

Participation in sports and physical activity 2013
Comparing the Netherlands to the European Union (%)
Steady increase in sport participation
Explaining the picture

- No ‘law on sport’
- Sport and PE separated politically
- PE is not mandatory for schools

- Long tradition, strong commitment
- Sound infrastructure (facilities, clubs)
- Healthy interplay between organizations
Challenge 1: structural inequalities

Sport participation remains structured by educational level
Challenge 2: clubs struggling to survive

* 48% of clubs have no interest to grow
* 87% experiences problems
* Marketshare declines
... ‘new’ sports are not club-sports

Bron: K. Breedveld (2014), Sportparticipatie, uitdagingen voor wetenschap en beleid (Radboud Universiteit)
Challenge 3: sport yes, but PA?

Note on the side: sport is not a big thing for most of use

(Leisure time, in hours per week 2012)

Bron: M. Cloin c.s. (2013). Met het oog op de tijd (SCP)
Challenges

1. Budgets are limited
   (NL: 150 mln euro’s, 1% of health-expenditures)

2. Budget is not linked to effective policies

3. Mechanisms are still unclear: further research

4. Policy-influence is limited
Try to develop an effective policy?

‘Everything is allowed in trying to win the World Cup. We didn’t to travel to South Africa to win the fair-play cup.’ A. Robben (2010)
Chance 1:

82% has enjoyed sports (once)

65% participates

->

17% wants to, but has stopped
Chance 2: people want to be physically active
How to continue?

- No quick wins
- Interplay of many stakeholders; combination of different policies
- Long term: raising awareness through physical education and parents
- Short term: seducing people into sports by bringing sport as close to people as we can get (emotionally, psychologically, geographically, networks, routines)

-> Combined effort of policy and research !!
Role public authorities

1. Communicate actively that you take sports, PA and health seriously

2. Invest in an attractive and inviting sport-infrastructure

3. Conduct: connect initiatives and organizations, also private organizations

4. Connect to other policy areas (education, health, well being)
Hartelijk dank voor uw aandacht!