



mulier instituut



Building a sport-infrastructure for a
healthy nation

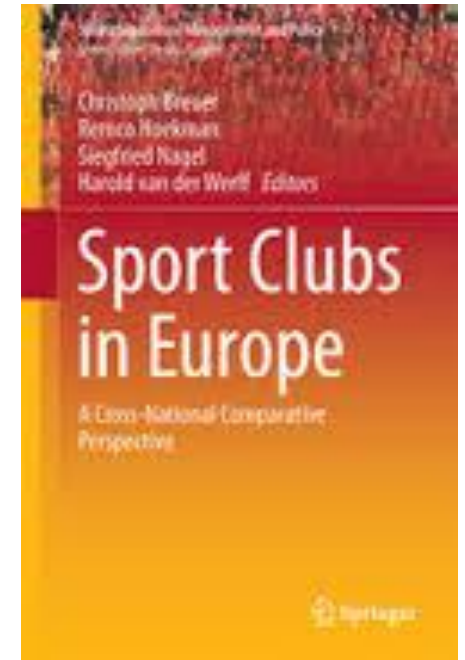
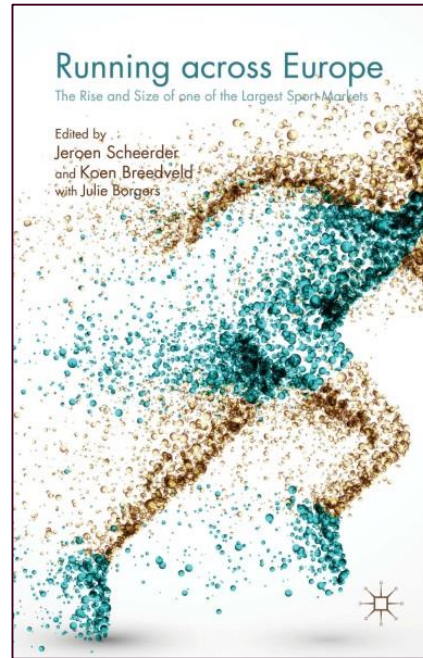
Play the Game, October 2015

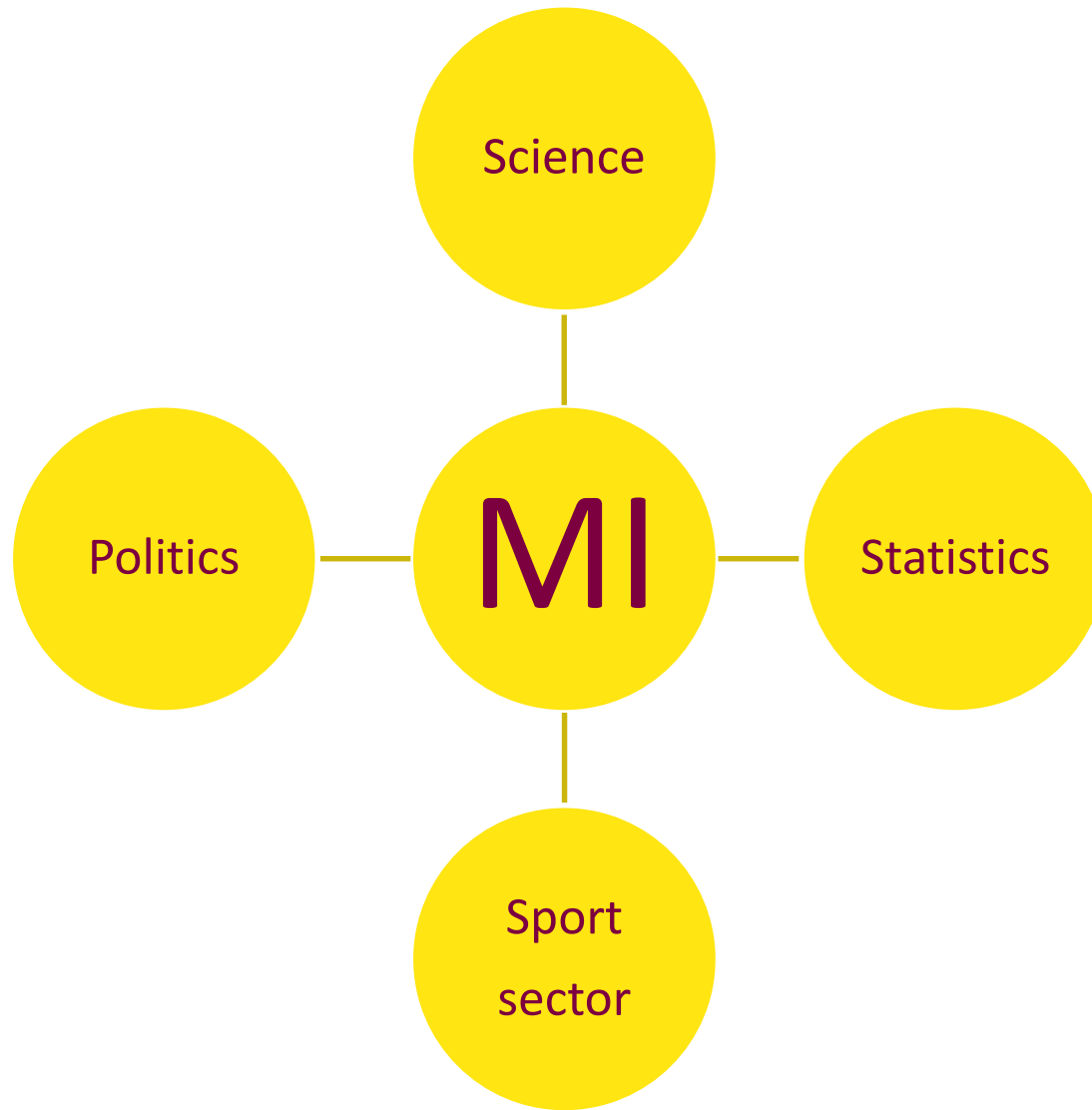
Koen Breedveld
@koenbreedveld

Mulier: history and goal



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





1) On research and monitoring

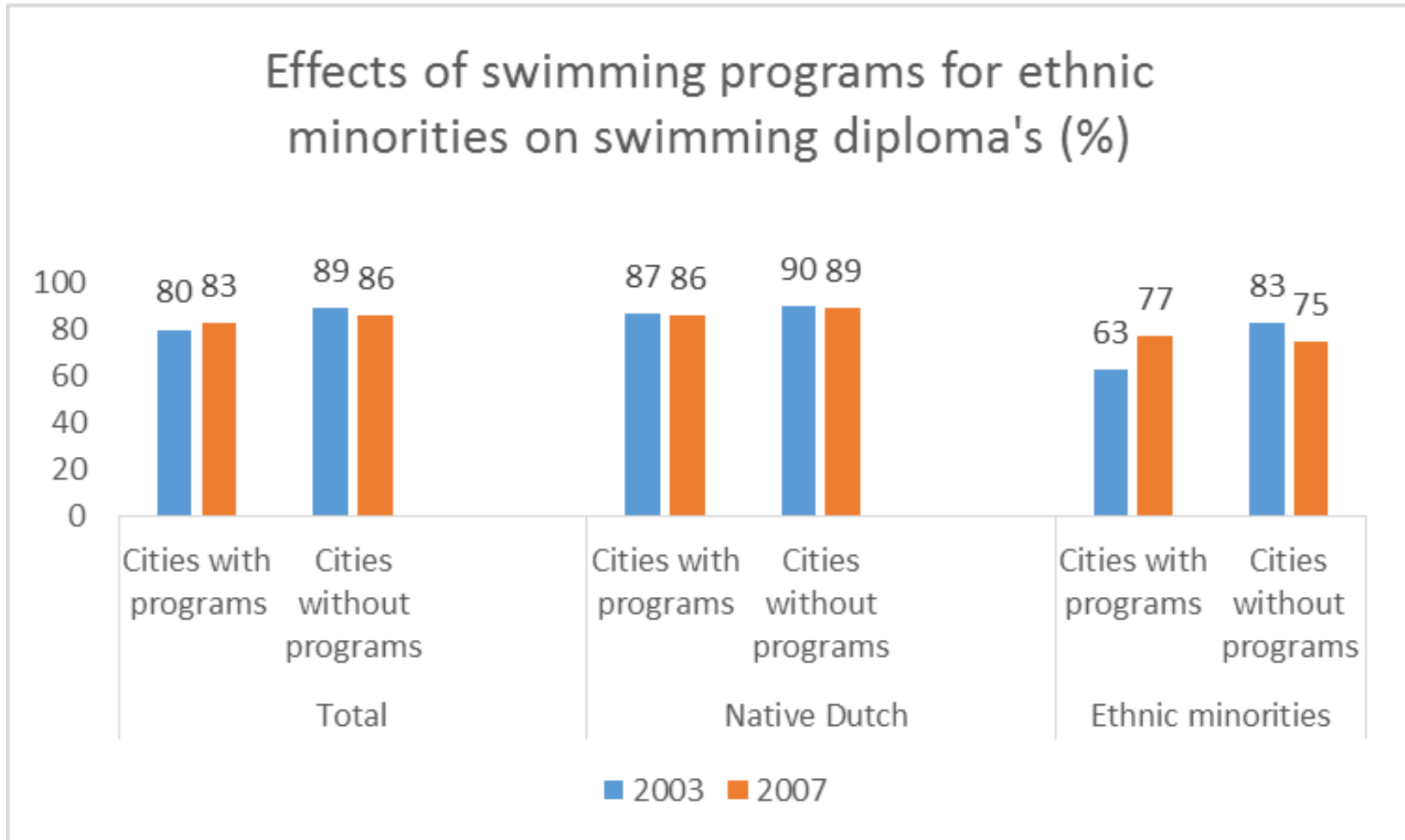


Research's role in sportpolicies

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:

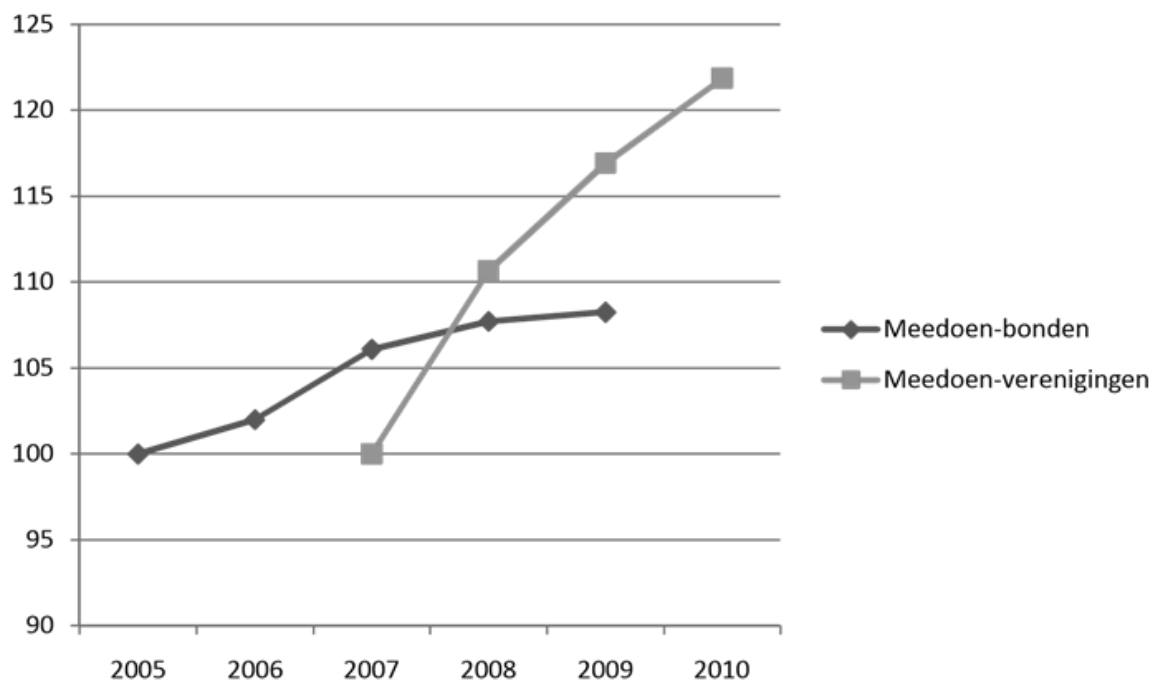
Stimulate swimming among ethnic minorities



Effective policies – 2:

Program to stimulate sport-participation among ethnic minorities 'Meedoen'

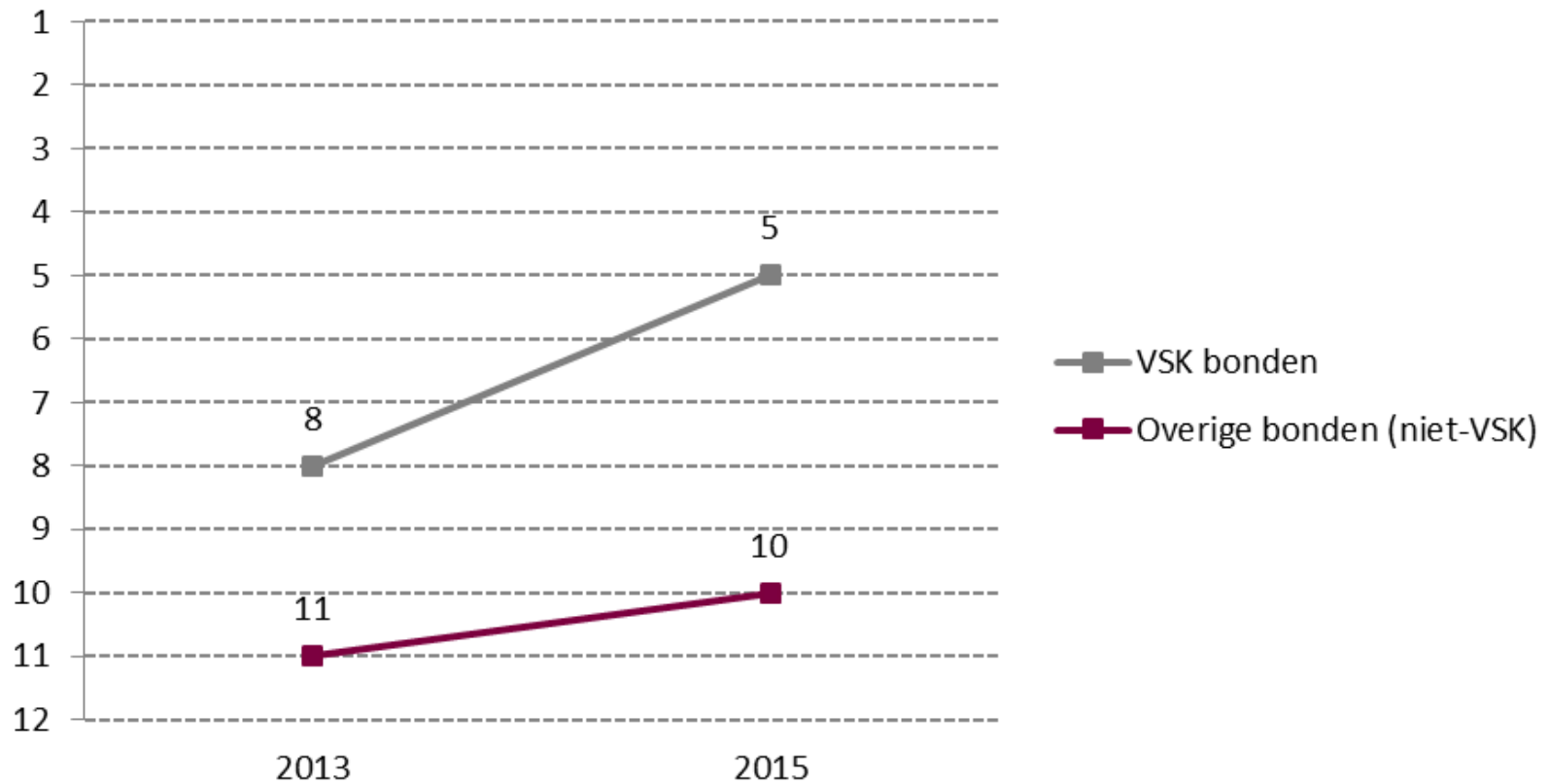
Figuur 5.4 Ontwikkeling jeugleden meedoen bonden en meedoen verenigingen (in indexcijfers)



Bron: Mulier Instituut (Evaluatie Meedoen Alle Jeugd door Sport, 2010)

Effective policies – 3:

Program to stimulate sportmanship and respect ('VSK')



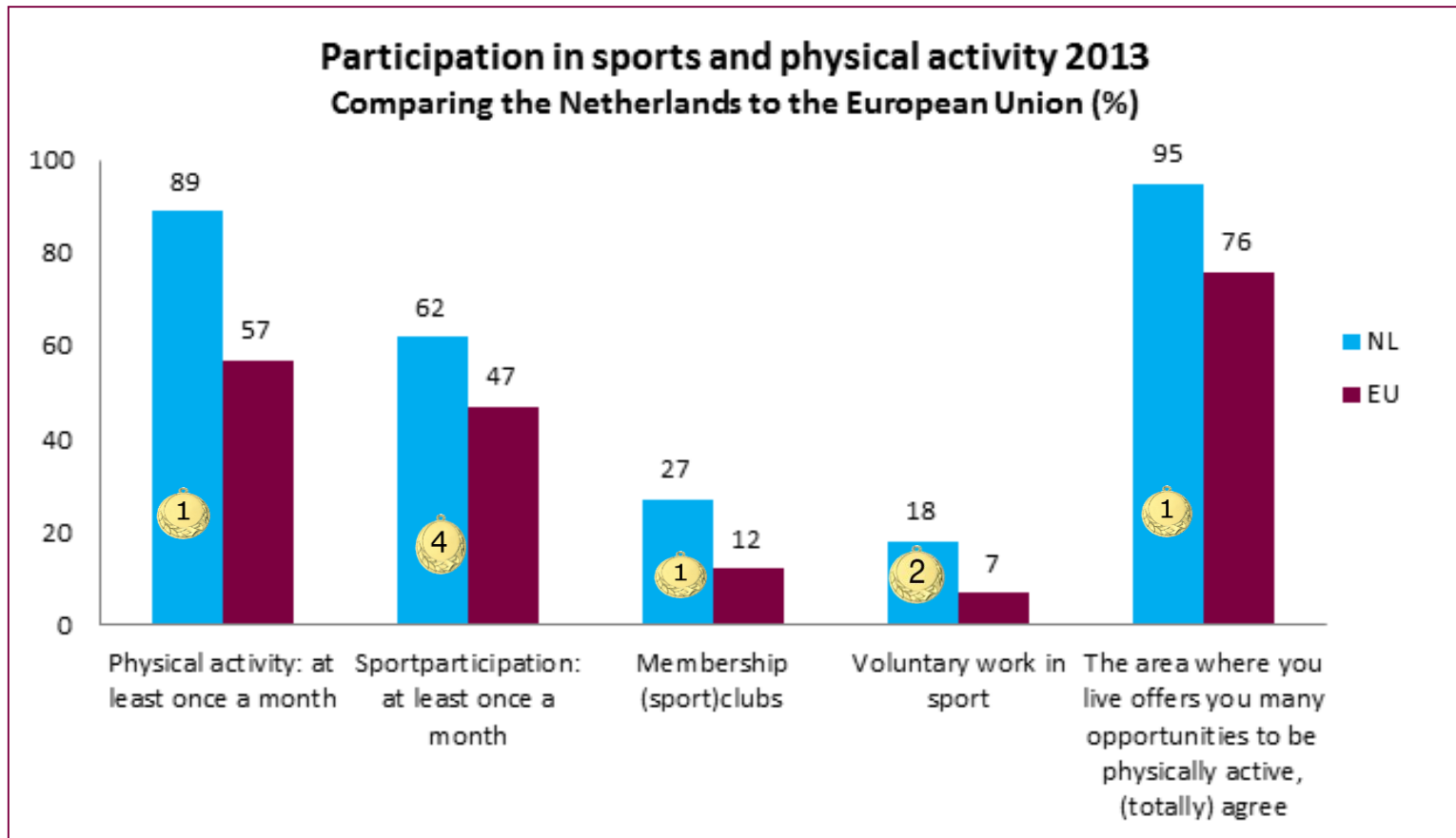
Pre-conditions for a productive monitor

- Close cooperation
- Research-involvement from the start on
- Researchers are not auditors
- Respect and understanding of each other's roles

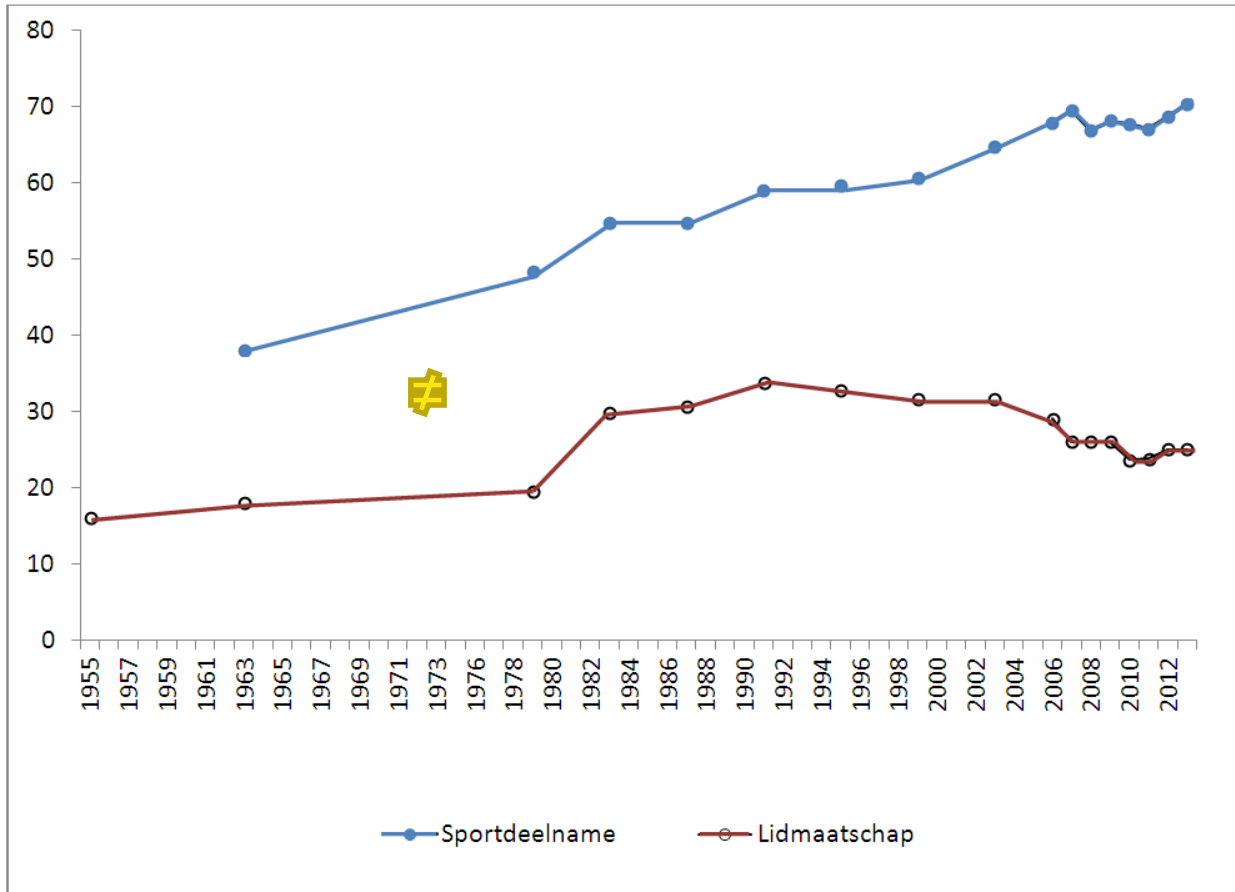
2) On the future of sports



Netherlands, a grass roots sport nation



Steady increase in sport participation

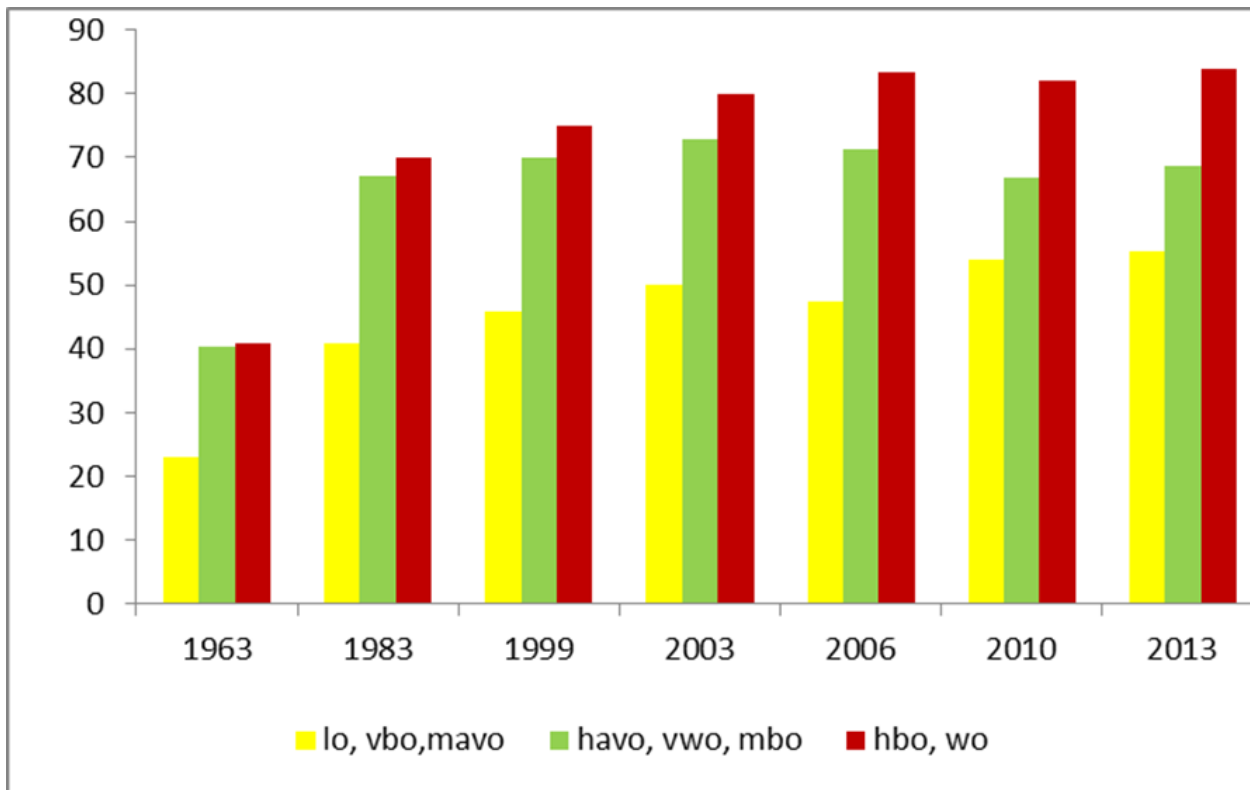


Explaining the picture

- 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



Sportparticipation remains structured by educational level

Challenge 2: clubs struggling to survive



- * 48% of clubs have no interest to grow
- * 87% experiences problems
- * Marketshare declines



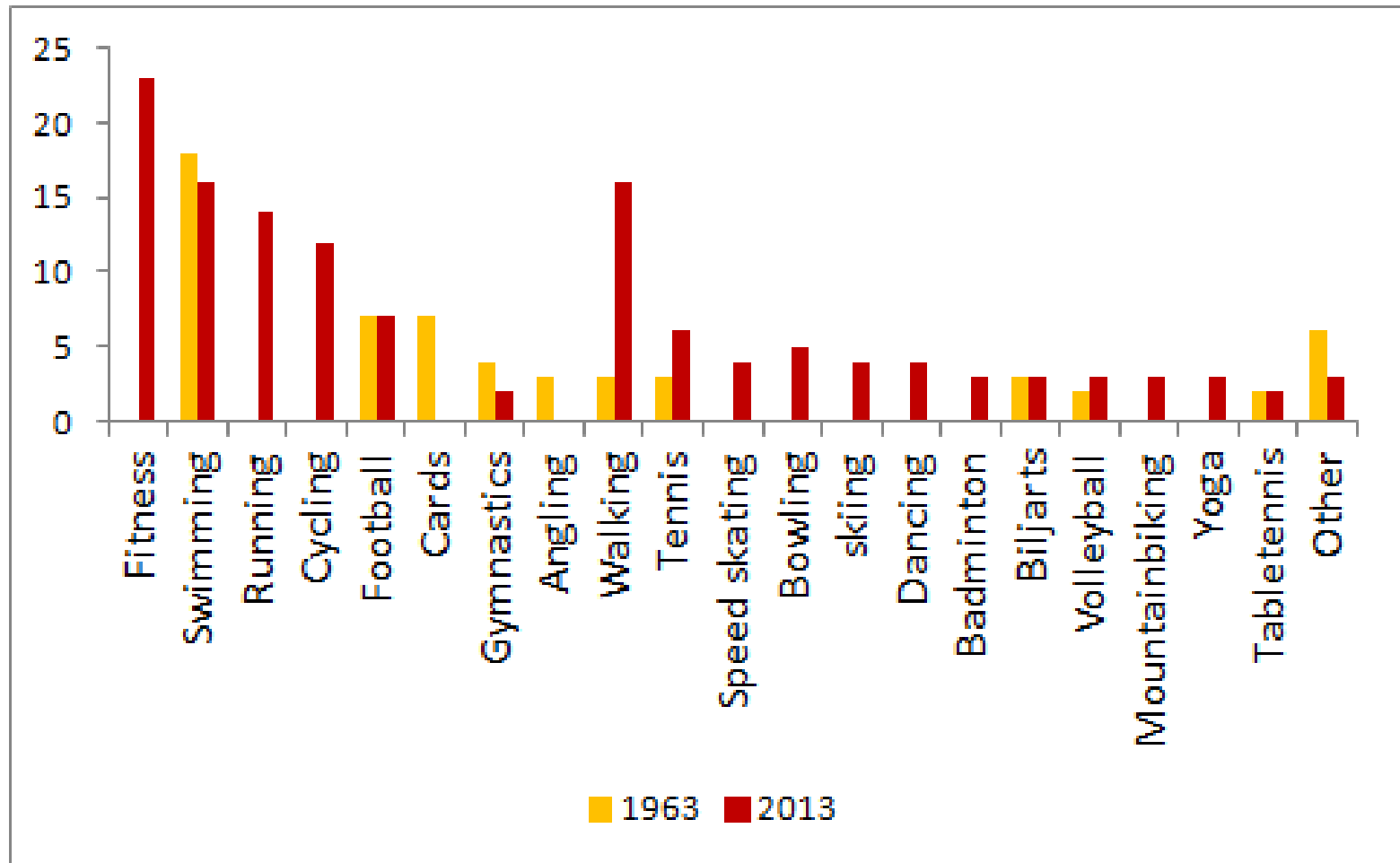
OFFICIAL PARTNERCLUB



KLIK HIER VOOR KORTING!

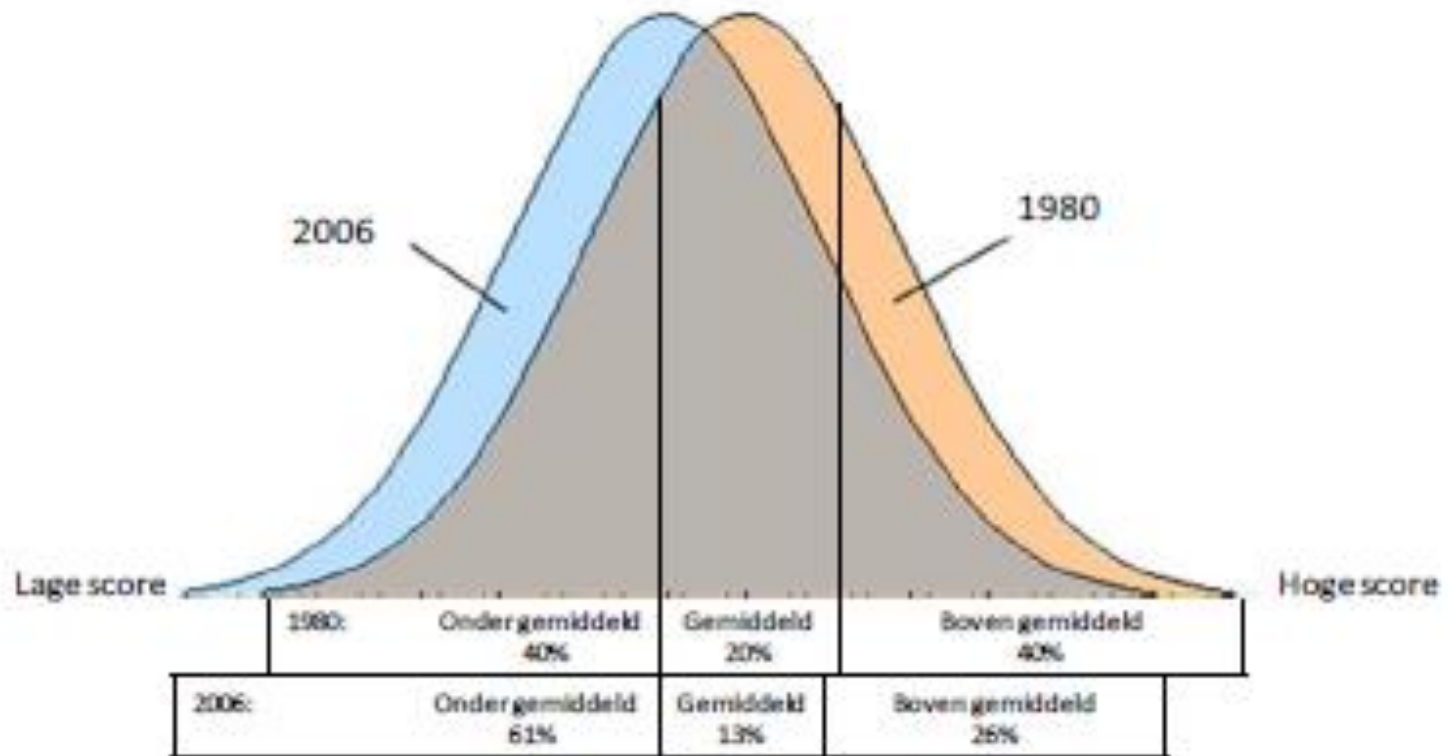


... 'new' sports are not club-sports



Bron: K. Breedveld (2014), Sportparticipatie, uitdagingen voor wetenschap en beleid (Radboud Universiteit)

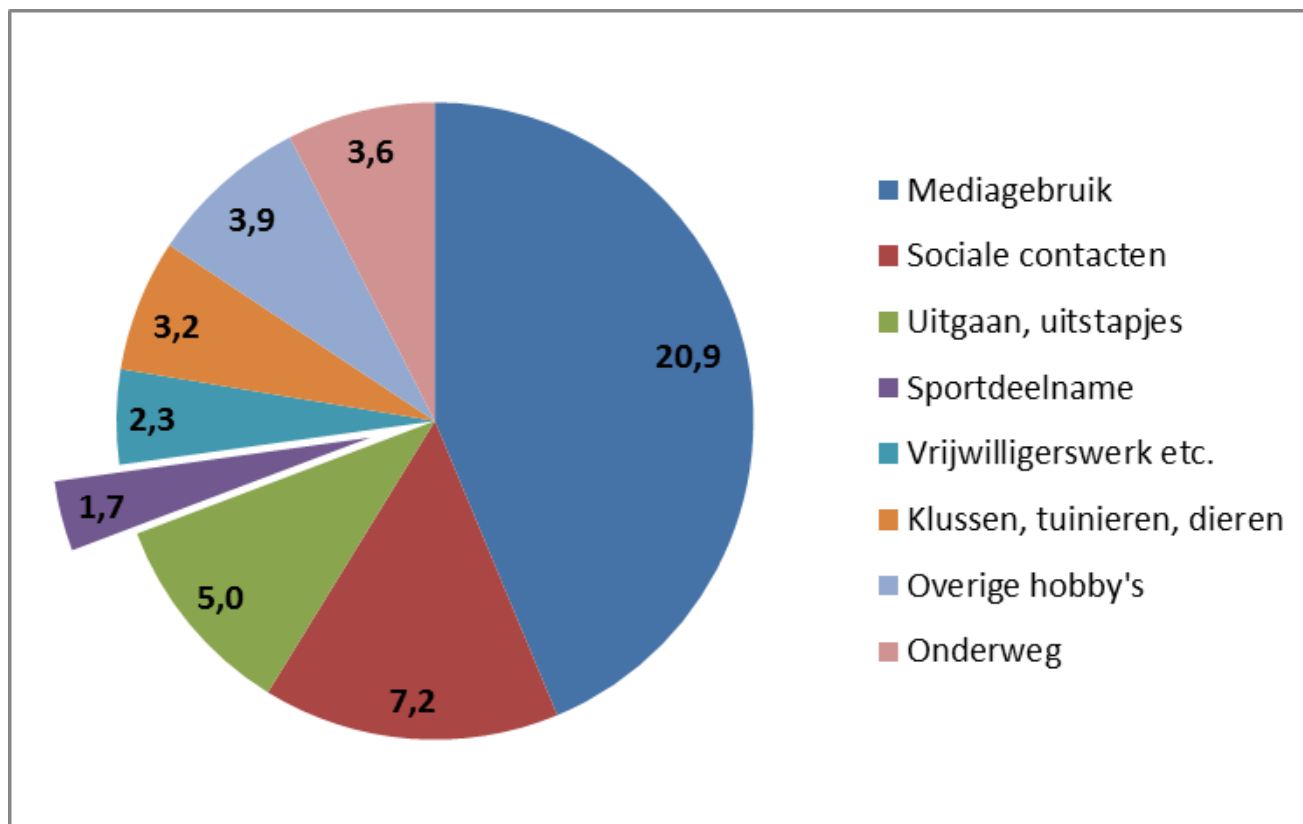
Challenge 3: sport yes, but PA?



Deteriorating PA-performance-scores by kids (2006 vs 1980)

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!

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www.mulierinstituut.nl