

Active Cities – Active Communities – Active Citizens

Urban Space & Human Movement

TAFISA Certified Leadership Course
April 6 – 9, 2009, Melbourne



Wolfgang Baumann
TAFISA Secretary General





Contents

- I. About TAFISA
- II. The Urban Setting
- III. TAFISA's AC-AC-AC Program
- IV. Conclusions




TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net



Part I. About TAFISA

TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net



I. About TAFISA

- The leading international Sport for All and physical activity (SAPA) organisation
- Founded in Bordeaux, France, 1991
- Registered at the law court in Frankfurt/Main
- Run by a volunteer Board of Directors
- Professional office in Frankfurt/Main

TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net




I. About TAFISA

- Fast growing
- More than 200 member organisations in 120 countries from all continents
- Regional structure based on continents
- Network of experts worldwide
- Programs for millions of participants
- Relationships with science, health promotion, world culture and the Olympic movement

TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net




I. TAFISA Board of Directors

- Elected for a four year period by the General Assembly
- Two must be female
- Each continent must be represented
- Present Board (elected 2005 in Warsaw/Poland) consists of 12 members:
 - President
 - Four Vice Presidents
 - Treasurer
 - Secretary General
 - Six other Members



TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net




I. TAFISA Board (2005 – 2009)

President:	Dr. Shang-Hi Rhee, South Korea
Vice president:	Dr. Oscar Azuero-Ruiz, Colombia
Vice president:	Comfort Nwankwo, Nigeria
Vice president:	Joël Raynaud, France
Vice president:	Dr. Thomas Ta-Chou-Huang, Chinese Taipei
Treasurer:	Hon. Brian Dixon, Australia
Secretary General:	Wolfgang Baumann, Germany
Members:	Wim Florijn, Netherlands
	Herzel Hagay, Israel
	Mitra Rouhi Dehkordi, Iran
	Jorma Savola, Finland
	Dr. Ewa Suska, Poland
Coopted Member:	Rodolfo Natalio Valgoni, Argentina
Commisioner:	Sarjit Singh, Malaysia
Honorary president:	Prof. Dr. Jürgen Palm †, Germany
Advisor:	Prof. Dr. Ju-Ho-Chang, South Korea

TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net






I. TAFISA Family

- TAFISA stands for a globe spanning movement with:
 - Member organisations,
 - Partners, and
 - Supporters from the political, cultural, corporate and academic world.
- One objective: *to attract even more people to participate in sport and physical activity worldwide*

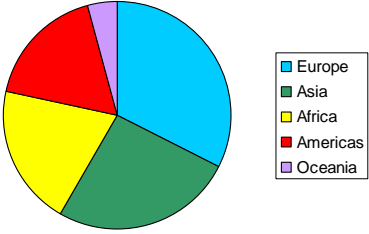



TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net

I. TAFISA Members

- Increased dramatically over the last 15 years
- More than 200 member organisations from 120 countries from all continents
- Greater span than any other SAPA organisation
- Members coming from:
 - Europe (39)
 - Asia (31)
 - Africa (24)
 - Americas (21)
 - Oceania (5)



TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net






I. TAFISA Member Structure

- Unique: brings together governmental and non-governmental SAPA organisations
- Members are:
 - National Sport Federations
 - National Sport for All Councils
 - National Olympic Committees
 - Sport Ministries
 - Universities and Institutes of Sport
 - International Sport Federations





TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net

I. Regional Structure

- To strengthen regional activities and to provide services to its members TAFISA has established a regional network
- TAFISA is represented:
 - in Asia and Oceania by ASFAA (Asiana Sport for All Association)
 - in Europe by ESFAN (European Sport for All Network)
- The establishment of an African and Pan-American body is under way

TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net





I. TAFISA Partners

- TAFISA is well respected by international organisations in the fields of public health, sport sciences, culture and Olympic movement
- This includes official acknowledgements by:
 - International Olympic Committee (IOC)
 - World Health Organisation (WHO)
 - International Council of Sports Science and Physical Education (ICSSPE)
 - UNESCO






TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net



Part II. The Urban Setting



TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net



II. The Challenge

- Three major challenges face the world:
 1. Global warming
 2. Terrorism
 3. Obesity
- Increased physical activity can reduce the threat of these challenges
- „Strategies to increase physical activity are the most effective weapon to combat obesity“
(Prof. Paul Zimmet, Australian Director of the Intl. Diabetes Institute)

TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net

II. The Situation

- In 35 years, the world's population will double to 9.2 billion
- In 1800 2% of pop. lived in cities
- Today 50% of pop. live in cities
- In 2030 65% and in 2050 70% of pop. in cities
- Every day the urban pop. increases of 200.000
- In 2015 there will be 25 mega cities with more than 10 mill. pop
- With 35 mill. Tokyo is the biggest city worldwide

TAFISA Office - Mainzer Landstrasse 153 - Dienstleistungszentrum - 60261 Frankfurt - Germany - Tel.: 0049.69.9739359900 - Fax: 0049.69.9739359925 - baumann@tafisa.net






II. Current Trends

Urban settings provide a decisive source for improving citizen's quality of life and participation rate in physical activity and sport. Trends to be noted:

- urbanization around the world
- growing trend toward physical inactivity
- increasing fracturing of community life
- growing competition between cities
- increasing demand for additional services
- increasing rates of depression
- etc.

TAFISA Office - Mainzer Landstrasse 153 - Dienstleistungszentrum - 60261 Frankfurt - Germany - Tel.: 0049.69.9739359900 - Fax: 0049.69.9739359925 - baumann@tafisa.net



II. Settings-based Health Promotion

Basics:

- Focus in health promotion has shifted from problem- and risk factor-oriented health promotion to its environmental factors i.e. settings
- Basis of the idea that people's health, along with individually focused factors, is mediated through settings i.e. environmental factors
- Settings based approach has two essential dimensions
 1. A setting constitute the context within which and through which health appears.
 2. Settings offers an effective way to study and understand the determinants of health and to attain and influence the individuals and communities.

(Goodstadt 2001)

TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net

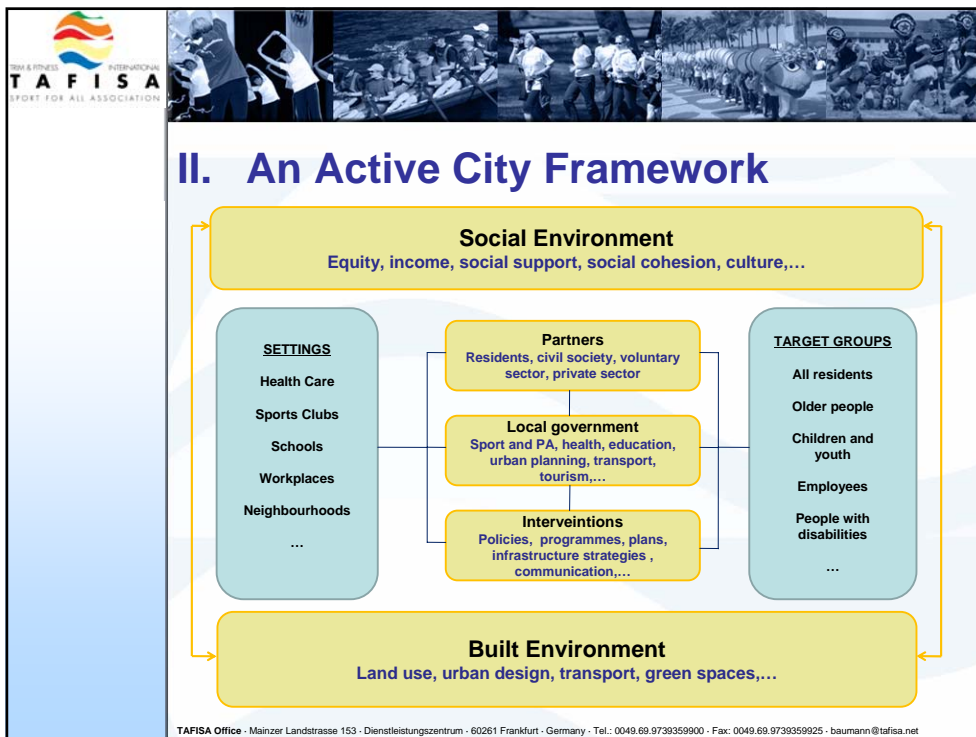
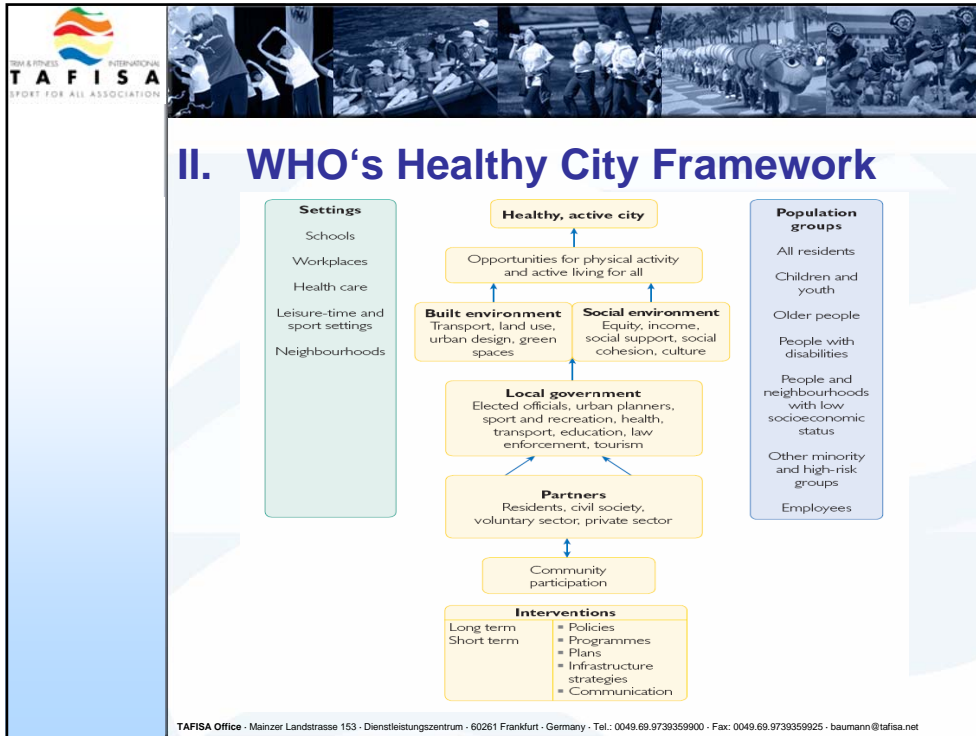
II. Settings-based Health Promotion


Key elements:

- Creating supportive and healthy working and living environments
- Integrating health promotion into daily activities of the setting
- Recognizing that people do not operate in just one setting and that one setting impacts outside of itself

(Dooris 2004)

TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net





Part III.
TAFISA's AC-AC-AC Program

TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net



III. The Solution

TAFISA meets the current and future challenges by launching a global new program under the title of

Active Cities – Active Communities – Active Citizens

- The underlying concept builds upon the long and extensive TAFISA experience with global initiatives
 - International Challenge Day
 - World Walking Day
 - World Sport for All Games
 - Certified Leadership Courses in SAPA

TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net




III. International Challenge Day



- a friendly competition in SAPA
- always on the last Wednesday in May
- where communities compete against each other
- to motivate as many people as possible to get active
- with 40 millions participants per year worldwide



TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net




III. World Walking Day

- largest walking event worldwide
- always held in October every year
- with up to 50 participating countries
- endorsed by the WHO




TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net




III. TAFISA World Sport for All Games

- held every four years
- bring together traditional games, dances, sports from all over the world
- aim at the rediscovery and preservation of traditional games
- offer a unique opportunity for the public to discover traditional games



The last Games were in Busan, Korea, in 2008.
The next Games will be in Siauliai, Lithuania, 2012.



TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net




III. Certified Leadership Courses

- launched in 2007 to meet the great demand of its members for a special educational scheme for the qualification of national and regional leaders in SAPA.
- incorporates specific skills and competences required for the development and promotion of SAPA on the national and regional level.
- Course locations:
 - Lagos, Nigeria
 - Darussalam, Tanzania
 - Isle of Kish, Iran
 - Macau
 - Melbourne, Australia
 - Kuala Lumpur, Malaysia
 - Algier, Algeria

TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net





III. Strategic Vision

„To make more people, more active, more often“

This will be achieved by providing a wide range of high quality physical activity opportunities. These opportunities will aim to be accessible to all, in order to increase participation and enable active lifestyle choices that will improve the health and well being of the people in the city.


TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net



III. The Aims

- To make physical activity an easier choice for people
- To provide a variety of activity opportunities that individuals can choose to suit themselves and their daily lifestyle

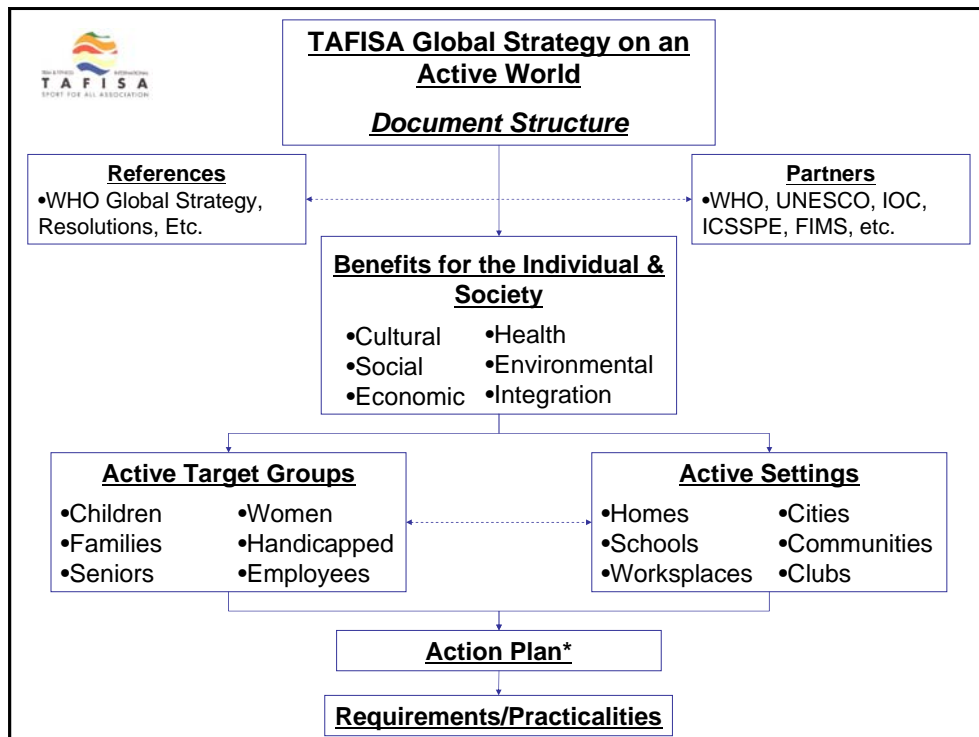
TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net

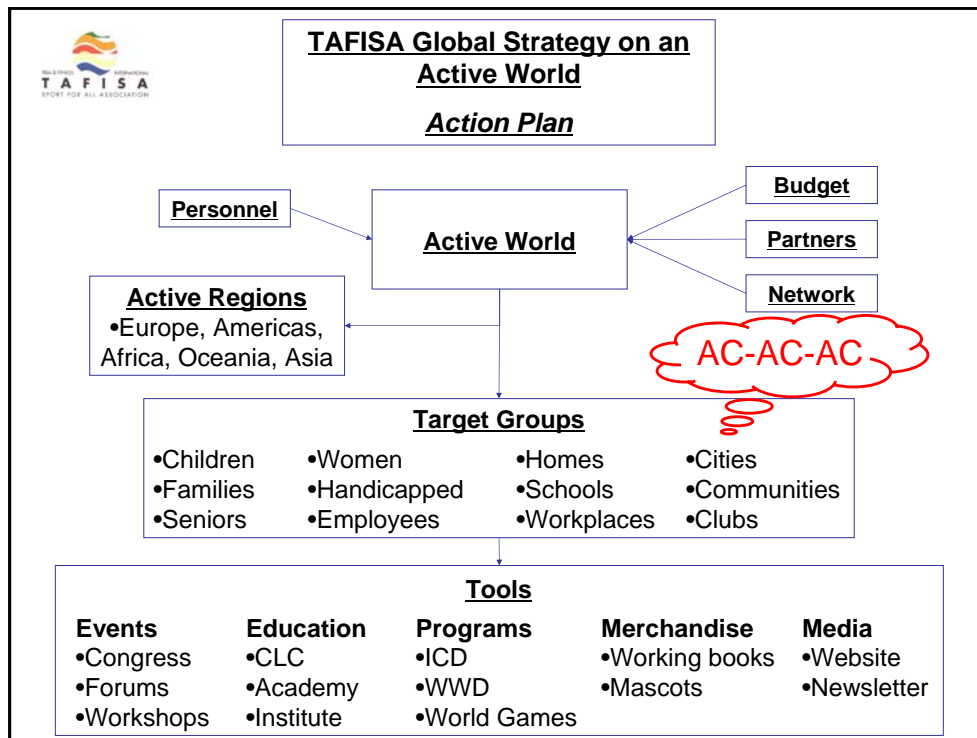


III. The Concept

- The program engages local governments of cities in the development of physical activity and SAPA through
 - political commitment
 - institutional change
 - capacity building
 - partnership-based planning
 - awareness development
 - targeted resources and programs
 - urban development efforts
- It promotes a comprehensive, systematic and sustainable policy

TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net







III. City/Community Benefits

- increased life quality for citizens
- increased opportunities for citizens to participate in active living and thus become more healthy
- increase of connectedness and social ties between citizens
- increase of local, regional and international reputation visibility
- strengthening of market position/competitive advantage



TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net

III. The Concept

- global initiative
- in collaboration with the city of Liverpool
- built upon the policies of WHO and UNESCO
- executed through its international network of members, experts, partners etc.
- open to all cities/communities worldwide to participate
- designed to offer a whole set of practical instruments for participating cities
- making available examples of good practice from other cities
- that are transferable and applicable

TAFISA Office - Mainzer Landstrasse 153 - Dienstleistungszentrum - 60261 Frankfurt - Germany - Tel.: 0049.69.9739359900 - Fax: 0049.69.9739359925 - baumann@tafisa.net






III. The Definition

„Active City“ implies five key elements:

1. a demand oriented program that includes all aeras of sport **(sport and programs)**
2. sufficient and adequate facilities and open spaces to practice sports of all kinds **(sport and facilites)**
3. a network that includes all agents involved in sports that cooperate according to a joint concept **(sport and community)**
4. to consider sport policy as a compulsory task of ist own right **(sport and politics)**
5. cooperation of agents in community networks concerning respective areas of activity i.e. youth, senior citizens **(sport and cooperation)**


TAFISA Office - Mainzer Landstrasse 153 - Dienstleistungszentrum - 60261 Frankfurt - Germany - Tel.: 0049.69.9739359900 - Fax: 0049.69.9739359925 - baumann@tafisa.net



III. 1. Sport & Programs

Active City“ means

- a modern and demand oriented sport program that includes all areas of sport and physical activity from leisure to top sports
- information on the program is available in a comprehensive and modern form




TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net



III. 2. Sport & Facilities

„Active City“ means

- Sufficient and adequate facilities and open spaces to exercise regularly
- Health oriented




TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net


III. 3. Sport & Community

„Active City“ means

- A network that includes all agents involved in sports
- Cooperation according to a joint concept
- Collaboration with other community groups



TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net



III. 4. Sport & Politics

„Active City“ means

- To consider sport policy as a compulsory task in its own right
- Presence of a long term development plan
- Acceptance by all community partners




TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net

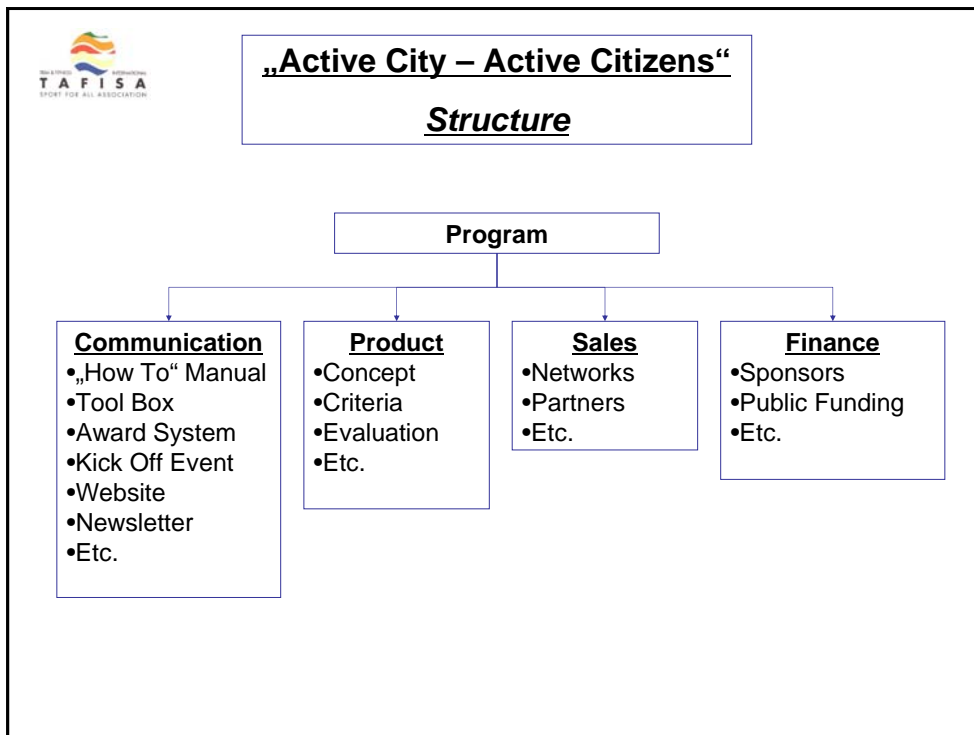
III. 5. Sport & Cooperation

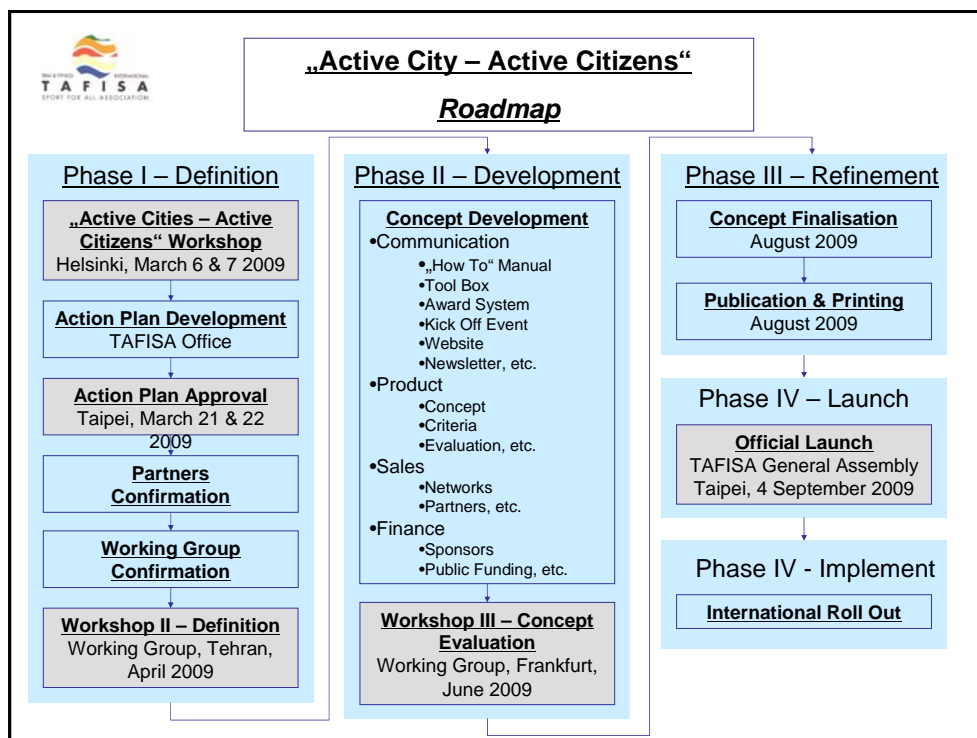
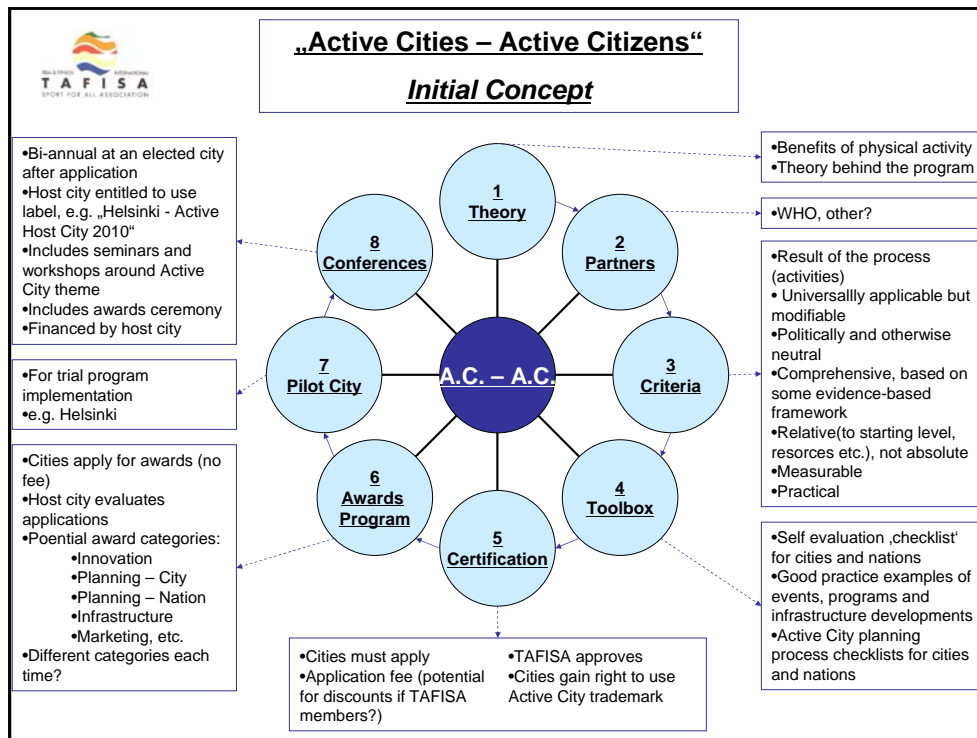
„Active City“ means



- Cooperation of agents in community networks, not just from sports, concerning all areas of activity
- i.e. youth, senior citizens, etc.



TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net









Part IV. Conclusions

TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net



IV. Conclusions

What have we achieved?



- political will at most governments existing
- benefits of physical activity and SAPA scientifically proven

What do we still need?

- A global activity plan/campaign incl. practical tools applicable to every city/community

→ TAFISA's AC-AC-AC

TAFISA Office · Mainzer Landstrasse 153 · Dienstleistungszentrum · 60261 Frankfurt · Germany · Tel.: 0049.69.9739359900 · Fax: 0049.69.9739359925 · baumann@tafisa.net



Thank you very much

for

your attention!

TAFISA Office - Mainzer Landstrasse 153 - Dienstleistungszentrum - 60261 Frankfurt - Germany - Tel.: 0049.69.9739359900 - Fax: 0049.69.9739359925 - baumann@tafisa.net