

Awards and certificates for health-enhancing sports activity programmes



Given that health benefits of physical activity are widely recognised, most sports clubs do not present health benefits explicitly as an argument in their club policy and strategy. The health benefits of sports are taken for granted. Besides, many professionals in the health sector, and health policymakers, and members of the general public, have not yet recognised the sports industry as a competent provider of activities that evidently enhance health.

The SCforH Guidelines have been developed to raise awareness and take a pro-active approach toward promoting the relationship between health and sport club activities. These Guidelines also explicitly define the health objectives and describe health-enhancing initiatives that can help people achieve these health objectives. To increase public awareness of such efforts, a trademark is often used as an appropriate and well-known tool in public relations and marketing activities in industry and commerce ("Claim your name"!).

Certificates serve as indicators for well-managed and guaranteed quality standards. These have become firmly established in business, commerce, and the service industry. They meet the increasing public demand for transparency of processes; in this context to know more about the reliability and effectiveness of products and services. Certificates are now used in the health care system as well as in the professional fitness and health industry. When specific health-promoting activity programmes were initiated in the mid-1990s, they were also made available for organised sports.

As the sports industry has strengthened its focus on the promotion of health, some European sports organisations have created service marks that can be used to identify the health-enhancing activities provided in sports clubs. Their primary purposes were to:

- Motivate the sports clubs to promote health-enhancing physical activity and increase the availability of such activities
- Provide participants with clear guidelines and help them choose the right activities.
- Gain recognition as a competent partner in the public health sector.
- Present evidence of their competence to competitors on the



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Some examples of certification include:

- Certificates for specific club activities and exercise programmes: "Pluspunkt Gesundheit.DTB"; "Sport pro Gesundheit (DOSB)"
- Certificates for club sections: "Sport Pro Fitness" (DTB/DOSB); "Quality in Club Fitness" (DGI/Denmark)
- Certificates for the whole sports club setting: "Healthy Club" (SUS/Slovenia); "Priima" (SVOLI/Finland); Quality Certificate in Youth Sport (Young Finland Association); "Active Workplace" Certificate (Kuunto).

