

GOOD PRACTICE

National Action Plan for Sport and Physical Activity 2008 - 2014

Organization

Netherlands Institute for Sport and Physical Activity (NISB)

Country

Netherlands

Mission

Fostering Active and Healthy Lifestyles

Target Group

100 most disadvantaged municipalities, local projects and sport organizations

Highlight

A National, coordinated and comprehensive strategy that binds actors from complementary backgrounds towards making more people, more active, more often, in the most disadvantaged communities.

Timeframe

2008 - 2014

Budget

NISB:

2010 - € 1,800,000.
 2011 - € 1,600,000.
 2012 - € 1,200,000.
 2013 - € 940,000.
 2014 - € 585,000.



The National Action Plan for Sport and Physical Activity (NASB)

The NASB is a national program by the Ministry of Health, Welfare and Sport (VWS). This programme supports the 100 municipalities with the most disadvantaged health situation by implementing projects focused on sport, exercise and health. The Ministry grants every participating municipality a subsidy based on the number of inhabitants, ranging from €30,000 for a small municipality, to €800,000 for a large municipality. The municipalities have to co-fund the subsidies with an amount equal to the received one. They are then free to select the target groups for which they start new projects. The municipal projects focus on the not-so-active citizens, mainly youth, young people, the elderly, the disabled and disadvantaged people.

Within this framework, NISB is responsible for supporting municipalities that take part in the NASB and for providing promising sport and exercise plans to get inactive people become more active.

Objectives

- Municipalities have and can make use of relevant information, knowledge and tools to pursue a policy regarding an active lifestyle and especially policies focused on not-so-active people.
- Local / regional organisations have and can make use of relevant information, knowledge and tools, to
 - support and implement municipal policies;
 - start collaborations, improve collaborations or build networks.



- Promising sport and exercise interventions have been examined, listed and published, and intervention owners are able to meet the needs and wants of small, medium-sized and large municipalities.
- Professionals (project manager, co-ordinator, employee) have and can make use of relevant information, knowledge and tools, to
 - implement projects focused on not-so-active people;
 - start collaborating, improve collaborations or build networks.

Cooperation and Partnerships

Apart from NISB, the following partners are involved in implementing the NASB:

- The Ministry of Health, Welfare and Sport;
- The Sport and Municipalities Association by helping developing the NASB and informing municipalities;
- The National Olympic Committee by informing and supporting sports associations;
- Regional sport support organisations by supporting municipalities and local project organisations;
- Intervention-owners, by offering sport and exercise plans and supporting local project and sport organisations;
- The Netherlands Institute for Health Services Research (NIVEL), by supporting NISB in monitoring and evaluating the NASB.

The Projects

The NASB consists of a number projects:

1. Municipal support

The Municipal support project is the heart of the program, comprising three sub-projects (plan formation support, implementation support and guarantee support). The support for municipalities consists of:

- Informing municipalities on NASB momentum and the possibilities;
- Reading along with and giving advice on the NASB plans;
- Providing information on NASB interventions and recommendation regarding this;
- Stimulating local collaboration;
- Seeking alignment with local sport coaches;
- Organizing regional NASB touring days events with municipality/municipalities.

2. *Interventions support*

The NASB is starting various activities to get not-so-active people start exercising. Sport and exercise interventions are of major importance in getting not-so-active people to start exercising. The Netherlands already has various sport and exercise interventions for various target groups, differing in effectiveness and approach. To ensure that municipalities will not have to reinvent the wheel and to provide citizens with good (effective) interventions, the implementation of the exercise interventions is supported (with money and advice) and via the NASB communication channels.

3. *Programme co-ordination*

The Programme co-ordination project focuses mainly on the preconditions to ensure successful NASB support. The NASB 'Support Structure' is a significant part of this. This includes the NASB advisers' performance and efforts to (further) engage other organisations (health, welfare, education) in NASB's activities. This project also includes the activities concerning (corporate) communication, monitoring and evaluation and the programme management.

Results

- Successful interventions are continued more often. A municipality sometimes also tailors to individual needs, in response to requests and demands from the field;
- There is more collaboration with other national programs that likewise focus on a healthy and active lifestyle;
- The sport and exercise sector and health, care and welfare sector are collaborating more often;
- More specifically, sport and exercise programmes focus on particular target group;
- When NASB stops, fifty percent of the municipalities will continue the NASB policy and the sport and exercise projects for not-so-active people.

Participating municipalities and other organisations have often evaluated the NASB positively, because:

- The good support structure enabled successful local programme implementation and the possibility of knowledge sharing (between municipalities and from national/regional to local);
- Regional partners of collaborations were very useful for the support of municipalities and other local parties;

- From the start, there was attention to and support for policy embedding (guarantee) and projects within municipalities;
- The good insight into promising (validated) sport and exercise projects was beneficial;
- There have been (regional) support meetings.

Strengths

- Reaching inactive citizens who participated in sport and exercise activities;
- Special sport and exercise projects for inactive target groups that would otherwise not be encouraged to start exercising;
- Using the social value of sport to further engage vulnerable/high-risk groups (from disadvantaged backgrounds) in society;
- The collaboration between local organisations and associations;
- Collaboration with the health and welfare sectors;
- Contribution to public support and agenda setting (sport and exercise theme) in various sectors;
- Broadening the local sport policy (toward sport as a tool and inactive target groups);
- Insight for municipalities into promising interventions (overview);
- Thorough support structure for the municipalities to use;
- Good collaboration with national and regional parties;
- Networks that came about on both regional and local level (both within sport and exercise and between sectors with education, welfare and care).

Key Message

If a national government thinks it can play a significant role in facilitating and encouraging the development of sport and exercise policy in municipalities and/or implementing local sport and exercise projects and programmes, this will result in a higher chance of success, since the support will then be (partly) coordinated and organised on a national level. This enables more effectively and efficiently organised support, and knowledge sharing achieves a more fluent exchange of good local examples.

More information:

www.nasb.nl

www.nisb.nl