

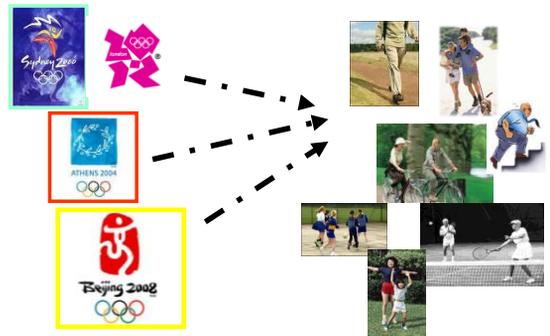
NHF Seminar: Obesity – where do we stand & where do we go from here?

The Olympic effect on spontaneous physical activity

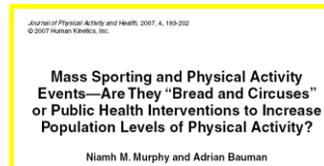
Dr Niamh Murphy, Centre for Health Behaviour Research, WIT
19th September 2012



Effects of Olympics on physical activity & community participation



- What is the evidence that there is an Olympic effect on physical activity?
- Is there any negative Olympic legacy on grassroots physical activity participation, or on other aspects of health?
- How could the Olympics be harnessed to be a positive influence on population physical activity (and obesity) in Ireland?



Health Legacy of the Olympics
Adrian Bauman (1), Niamh Murphy (2), Victor Minicucci (3)
1 Prevention Research Collaboration, School of Public Health, Sydney University
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3 Genetics Laboratory, Sao Paulo, Brazil
Introduction to the concept of an Olympic Legacy



London legacy promises

- We searched relevant recent literature, extending the search strategy previously described in our 2007 review of physical activity and mass events (Murphy and Bauman, 2007). We identified publications since 2007, added a Scopus search, and searched additional references from recent reviews in the area. Sports, physical activity, government and non governmental agency websites were examined and agencies and individuals contacted for publications relating to Olympic Games and health legacy



- The London 2012 Olympic Games bid was premised on legacy promises of children being inspired to be active after the Games by watching “their sporting heroes ..win the gold medal(s)” (Department of Culture, Media and Sports 2008, p. 21).
- London was the first Games to explicitly set specific population physical activity targets - to get two million more people more active by 2012 (DCMS, 2008). This was to increase the prevalence of ‘sufficient physical activity’ among adults from current rates of 30% to 70% by 2012 (UK “Game Plan”, 2002).
- In the year before the Games progress towards the sports participation target was described as ‘glacial’ (Weed, 2011), with the target being dropped one year before the Games.

London Olympics-unprecedented focus on legacy

A Systematic Review of the Evidence Base for Developing a Physical Activity and Health Legacy from the London 2012 Olympic and Paralympic Games

A Lasting Legacy for London? Assessing the legacy of the Olympic Games and Paralympic Games

Meta-Evaluation of the Impacts and Legacy of the London 2012 Olympic Games and Paralympic Games

Beyond 2012

Perspectives in Public Health 2012 132: 75
 Mike Weed, Esther Coren, Jo Fiore, Ian Wellard, Louise Mansfield, Dikaia Chatziefstathiou and Suzanne Dowse
Developing a physical activity legacy from the London 2012 Olympic and Paralympic Games: a policy-led systematic review

EDITORIALS

Active Celebration

Beyond 2012

Olympic physical activity legacy-what does the evidence tell us?

- Evidence on physical activity or sport participation is usually qualitative or consultations with experts or stakeholders that identify the potential for legacy, rather than providing actual epidemiological evidence of population change.
- "Elite sport" legacies** and **"grass roots community sporting"** legacies are quite different potential outcomes of the Olympics. In general, the Olympic legacies have supported programs for elite athletes over community sports programs.(Veal, Toohy and Frawley, 2011).
- The research base on population levels of participation is meagre, but generally **fails to find any evidence of an Games effect.**
- Athens.** Claims of an effect on grass roots sport participation and inspiring people to consider more active lifestyles (Pappous, 2011) but **no evidence** to support this, as Greece did not change its relative position as one of the most inactive nations in Europe (Eurobarometer surveys,2003 and 2009)
- Australia.** Based on observations from the serial National Physical Activity surveys in Australia, the Sydney Games had **no impact on physical activity participation** amongst adult Australians or on Sydney residents (Bauman, Ford and Armstrong, 2001).
- Barcelona.** Increasing adult physical activity participation in Barcelona followed the OG, but was likely to be part of a secular trend in both Spain and other European countries at the time [Artalejo 2002].
- Beijing.** Prior to the Olympics, there was a nationwide fitness program, but it is unclear whether this occurred as a result of the Games or just part of broader development in China (WHO 2010).

Beyond the Olympic glory lies a patchy future for school sports

Teachers report a decline in sports diversity and specialist coaching after government funding cuts
[Aislinn Wainwright](#) and [Dennis Carmichael](#)
[guardian.co.uk](#), Thursday 9 August 2012

London Olympics: Good will, but not good health
By USAToday.com
 LONDON – In the American imagination, Europeans are always whizzing down the street on bicycles or hoofing it across the cobblestones of the town square. But for many Brits, "exercise" is the walk from the telly to the fridge to grab another pint.

Tuesday 21 August 2012



No medals, no money: UK Sport plays hardball with 2012 failures



BMJ

NEWS

Hopes for a health legacy from the Olympic games should focus on community not sport, says expert
 Caroline White

Inappropriate government policy and a lack of dedicated resources are likely to scupper hopes of a broad and sustainable effect on people's health behaviour stemming from the London Olympic and Paralympic games....
 Department of Health for Englandcomprehensive review on the international evidence on the role and potential of the games. Published in January 2009, this showed that the Olympics could boost the nation's physical activity levels, "given the right strategic approach and investment." **But government policy was not based on evidence and placed too much emphasis on the achievements and heroism of elite athletes—known as the "demonstration effect"—to motivate and inspire.**
 "The trouble is that this only works with those people who are already engaged with sport or positively disposed to it," said Professor Weed. "What it doesn't do is get those who are not doing anything to start doing their five times 30 [minutes of physical activity] a week."

Reasons we believe the London legacy will fall short

(Murphy, Bauman and Matsudo, under review)

Very little evidence has been collected to attribute any long term health promotion changes to Olympic Games initiatives

- Policy shifts, u-turns, and redistributions of funding** to 'new' 2012 themed activities, often at the expense of existing programmes.
- Planning for the intended legacies, and the evaluation of these legacies, began too late** and has not been consistently applied across agencies.
- Partnerships** among the myriad agencies have been criticised, **underpinning theories** were adopted at a late stage, and run contrary to government policy, and the **long term sustainability** is questionable.

Several Olympic committees have expressed concerns about obesity (Athens and London) indicating in those bids that the Games would target obesity prevention as an important message.

Beijing Olympic Games: healthy nutrition messages during the Games as part of the "3 Fives campaign" (WHO, 2010).

BUT

countervailing 'obesogenic' Olympic Games forces.

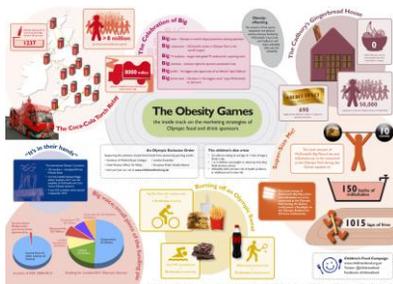
- Food advertising from the mass-market fast food industry commonly provides major sponsorship to the OG, to a much larger extent than any healthy food promotion campaigns (Dickson and Schofield 2005).
- Very small health promotion investment, e.g. Athens Games identified that programs run through public health stakeholders and agencies (Soteriades et al, 2006) predominantly targeted tobacco control and general marketing of the Olympics themselves, and had a total budget of 900,000 Euros, only 0.08% of the OG budget, and concentrated efforts around the actual Games (Tsuoros, 2007).



Sponsorship income is a small piece of the Olympic funding pie, but exerts a disproportionate influence on the Games and on children's eating habits. *The Obesity Games* report finds that corporate sponsorship accounts for less than 10% of the total funding for the London2012 Games, and junk food sponsors contribute only around 2% of the IOC income. Yet sponsors like Coca-Cola, McDonald's and Cadbury's are given an unrivalled platform to promote their unhealthy brands and products. ...The report also criticises the increasing emphasis these companies place on "obesity-offsetting" – funding sports equipment and exercise schemes. **This is just seeking to downplay the role diet has in obesity, rather than acknowledging that both increased activity and a healthier diet are vital.**



What about Ireland? Physical activity and sport top of the agenda!!!-wonderful opportunities to capitalise on London2012!



Independent.ie Tuesday August 22nd 2012

'Cassius Bray': Taylor's Olympic legacy
'Cassius Bray' can inspire next generation of female athletes as gender gap starts to close





- Elements of a successful population-based approach to physical activity**
- High-level (political) commitment
 - Resources / funding
 - Integration in national policy context and with other agendas in related sectors
 - Support from stakeholders
 - Leadership and coordination
 - Workforce; skilled, with capacity



What it is not.....

- Short term projects
- Small time scale
- Piecemeal coverage
- Disconnected / overlapping activities
- No / limited funding
- No coordination
- No / limited evaluation (no surveillance in Ireland!)

EVERYBODY'S JOB.... (AND NO-ONE'S)



Beat the Bleep Fitness Challenge April 2012

First year students across the country have increased their fitness levels by 17% in just six weeks as part of the Dublin City University/John Murray Radio Show Beat the Bleep Fitness Challenge; and the students who completed the challenge are now amongst the fittest in Europe.



irishtimes.com - Last Updated: Thursday, November 24, 2011, 16:54

Coghlan proposes 'fitness for life'

Independent Senator and former world record-holding athlete Eamonn Coghlan is to bring a proposal to the Government to make physical fitness for children and young people a core part of their lives and the school curriculum. Mr Coghlan and fellow Independent Senators proposed a motion before the House this week which recognised that effective health awareness and physical fitness programme in both primary and secondary schools was 'essential for the overall well-being of children'. Speaking to the motion, Mr Coghlan noted that while there was a new physical education curriculum in place at primary school level since 1999, it was not being implemented in full in 65 per cent of schools.



How do we shape up?



A total of 5397 children from 43 primary and 70 post-primary schools participated in CSPPA. The average age was 13.8 ± 2 years (range 10 to 18 years), 52% were female and 48% male. Post-primary students made up 76% of the sample, and 24% were from primary schools.

Physical activity in female adolescents

CSPPA Study, 2010: Table shows the % of primary and post-primary boys and girls who meet national minimum physical activity guidelines (Woods *et al.*, 2010). (National sample of 1275 primary and 4122 post primary students. Measurement tool: physical activity questionnaire)

Age (Years)	% Males meeting guidelines	% Females meeting guidelines
10-12	27	13
12-13	24	13
14-15	16	8
16-18	7	6

International studies confirm that adolescent females are a particularly sedentary group

Physical education in Irish schools

(CSPPA study; Woods et al, 2010)

35% of primary pupils and 10% of post-primary pupils received the Department of Education and Skills recommended minimum minutes of physical education per week.

On average, primary pupils receive 46 minutes of physical education weekly; postprimary pupils receive 77 minutes.

Girls receive less physical education time than boys.

Senior pupils receive less physical education time than junior pupils.

Team games, particularly invasion games, are dominant in primary physical education.

81% of primary principals and 29% of post-primary principals reported not having access to an indoor multi-purpose hall on-site for the purpose of teaching physical education.

So...



It's not OK for our schools to have...

- no indoor sports facilities
 - large (unwalkable) distances from towns
 - no footpaths or unsafe roads
 - unhealthy food on offer
 - inadequate PE provision
 - overemphasis on competition and winning....
 - overreliance on outside agency delivery of programmes
- ...or for Government to fund sport that is not accessible/affordable for all

Irish sports clubs to be urged to sell land with development potential

Jul 7, 2008 - 6:17:34 AM



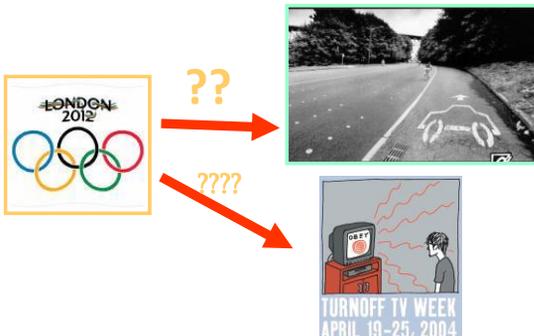
The GAA's new logo, which was launched in March: The Portlaoise GAA club agreed in 2007 to sell its grounds for €19 million.

Irish sports club representatives from across Ireland will attend a conference in Portlaoise next weekend - Saturday 12th July - to discuss issues surrounding the sale of club lands, with development potential, to secure future finance and upgrade facilities. Hosted by experts from Dublin law firm William Fry and property consultants Knight Frank, speakers at the conference entitled [Moving the Goalposts](#), will outline the options and challenges that sports clubs face during the relocation process.

Is this OK?



Effects of Olympics on meaningful policy change to increase opportunities for physical activity and policy to reduce population sedentarism



Big gaps

- Surveillance
- Systematic, timely evaluation of programmes
- Co-ordination, sharing, non-duplication
- Changes in policy, changes to the environment, to structures, to ways of working are less commonplace than programmes, and are rarely evaluated

We need to focus on environments and policies and not just on lots of (often) unconnected behaviour change programmes

