

Awards & Certificates for HESA

As health is generally thought to be related with physical activity, most sports clubs don't use health benefits as an argument explicitly in their club policy and strategy. Health and sport is taken for granted. And more over the professional health sectors and health-policy as well as the public in general does not yet recognise the sport-sector as a competent provider of evident health enhancing activities.

The SCforH-Guidelines want to change this modesty into a proactive propagation of the health relation of sport club activities and to encourage to point out health objectives explicitly as well as to offer health enhancing initiatives approaching these health objectives. To make such efforts more public, the use of an identification mark is a proper and well known tool in public relation and marketing activities in industry and commerce ("Claim your name"!).

Certificates as indicators for managed and guaranteed quality standards have become well-established in business and commerce, as well as in the service industry. They meet the increasing public demand for transparency, reliability, and effectiveness of products and services. Certificates have found their way into the health-care system as well as into the professional fitness- and health industry. With the addition of specific health-promoting activity programs in the mid-1990s, they were also made available for organized sports.

In relation with the growing health orientation in the sports sector some sport organisations in Europe created identification marks to be used for their health enhancing activities in sports clubs. Their primary purpose was

- To motivate the sports clubs, increase the availability of evident health-enhancing activities.
- To provide participants with clear orientation and security for choosing the right activities.
- To gain recognition as a competent partner in the public health sector.
- To document competence towards competitors on the professional fitness- and health- market.

The subjects of certification are different:

- Particular activities and exercise programs: Certificate: "Pluspunkt Gesundheit.DTB" / "Sport pro Gesundheit (DOSB)
- Sections of a club: "Sport Pro Fitness" (DTB/DOSB); "Quality in Club Fitness" (DGI/Denmark)
- The whole setting of a sport club: "Healthy Club" (SUS/Slovenia); "Priima" (SVOLI/Finland); Quality Certificate in Youth Sport (Young Finland Association); "Active Workplace" Certificate (Kuunto).



A detailed description of the certificates is available as they had been part of the former SCforH project in WP 3.1. We should discuss, if a short description would be useful or only a link to the respective organizations and their web-pages (in this case be aware of the language problems).