

Health and  
well-being  
in swimming  
clubs –  
Strategy 2020



**SUOMEN UIMALIITTO**

FINSKA SIMFÖRBUNDET

FINNISH SWIMMING ASSOCIATION



# Strategy 2020

Finnish Swimming Association has included health perspective into its strategy 2020.

One of the aims is to increase participation in all levels.

Health is one of the core promises and the Association actively develops health enhancing activities with their clubs.

Our vision:

Most wanted sport on the top!

Our mission:

We develop together with our clubs:

- swimming skills and aquatics to offer lifelong possibilities for active lifestyle
- to reach success on international level

Our promise:

Health and well-being • Experiences and dreams  
• Inspiration and skills

Our Values:

Joy • Respect • Be the best you can be

# SCforH objectives for the Association

The objectives for the work are:

- increase the awareness of the swimming clubs about the health benefits of aquatics
- encourage clubs to increase health enhancing and recreational sports activities throughout the lifespan
- give tools for clubs how to increase daily physical activity of its members

Goals 2020

- Health perspective is integrated into normal activities of the Association and its clubs
- Club members reach the daily physical activity recommendations in all age groups
- Every practice and event in the clubs will inspire people of all age to be physically active in their daily life

# Workbook for SCforH

Finnish Swimming Association has a "workbook" for the clubs to include health perspective into their activities. The workbook:

- is based on Finnish Swimming Associations strategy
- is based on the known health benefits of aquatics
- gives step by step guiding how clubs can promote health aspect and how to develop SCforH activities for different target groups
- includes steps for assessment of the current situation, planning, implementing, and follow-up
- offers a web platform and a questionnaire for assesment of the current situation

