

Steps to develop an SCforH strategy



Each organisation is unique and has specific goals. Each organisation therefore needs its own SCforH strategy. To create a SCforH strategy, the organisation should:

- Conduct a detailed analysis of relevant factors and circumstances, providing reasons for their decisions as they create the plan. Both internal factors that are related to the individual association as well as external conditions should be considered..
- Use the findings of the analysis to inform the development of general vision and mission, goals and objectives, and operative modules.
- Consider the implementation carefully and design procedures so that they can be closely monitored.
- Perform regular evaluations of the entire strategy and update it as necessary.

Recommended steps to plan and implement an SCforH strategy

Step 1: Prepare to create an SCforH strategy

- Clearly define how your sport may help people improve their health.
- Identify the internal preconditions and the potential for the promotion of SCforH programmes within your organisation.
- Identify any external preconditions that may help support your strategy.
- Consider different approaches that can be taken to implement SCforH interventions, and evaluate their suitability with respect to your SCforH strategy.

Step 2: Create the SCforH strategy

- Transform the results of your analysis into a vision and mission paper; outline the rationales for the strategy; and list the main strategic goals and operative measures.
- Present this paper to members of the upper management in your association and encourage them to approve the strategy.
- Draw up the strategic plan for the SCforH programme.
- Obtain the formal approval for the strategy from the responsible bodies in your association

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Step 3: Implement the SCforH strategy

- Create operating plans/working plans for each section of your strategy and determine priorities, timetables, and authorised budget plans..
- Set up and secure appropriate working structures on all levels of your association.
- Identify persons/working groups with appropriate competences and place them in leading positions to support the implementation of the strategy.
- Follow the working plans step by step and monitor the proceedings closely to assess their feasibility.
- Regularly send reports on the topical status and planned actions to internal and external stakeholders.

Step 4: Evaluate the progress of and impediments to the SCforH strategy

- Create and use evaluation tools (e.g. reports, questionnaires, external auditing)
- Update the strategy continuously on the basis of the evaluation results.

Model to design an SCforH strategy:

