

#22 THE POSITION AND INFLUENCE OF ISCA IN THE PROMOTION AND UNDERSTANDING OF HEALTH ENHANCING PHYSICAL ACTIVITY

INTERNATIONAL SPORT AND CULTURE ASSOCIATION (ISCA)

Presentation, 2010/11

Topic for advocacy HEPA - Physical Activity and Health / Advocacy

http://www.isca-web.org/files/SANTE_WEB/Final_Conference/Presentations/The_position_and_influence_of_ISCA_in_the_promotion_and_understanding_of_Health_Enhancing_Physical_Activity_ISCA_Mogens_Kirkeby.pdf

Description of the good example

The presentation was developed by Mogens Kirkeby, president of International Sports and Culture Association (ISCA) in Denmark in 2010. It shows how to cooperate and communicate with different stakeholders, members, political decision makers, bureaucrats, and partners. It also provides facts about physical activity in Europe and points out some good examples of finding solutions to increase physical activity.

Target - Who can best use this example or document?

Policymakers, local and national government, not-for-profit organisations, members, political decision makers, bureaucrats (also decision makers), strategic HEPA promoters.

**All information in this entry is sourced from the link above and contact mentioned in the document.*

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

ISCA presentation is a knowledge-sharing document that provides information about the position and influence of ISCA in the promotion and understanding of Health-Enhancing Physical Activity (HEPA).

Learning points - What can we learn from it?

The document presents very practical information which can be useful for partners and different organisations to help them understand the importance of establishing relationships and improve cooperation and communication between various stakeholders.

Further information

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