



THE BENEFITS OF SPORT

A Research Project Completed for Sask Sport Inc.
by Marilyn Willox
April 1994

BENEFITS STATEMENTS - LITERATURE SEARCH

1. Benefits of Sport for Children and Youth

A. Physical Health

Well structured sport programs can provide children with opportunities to participate in physical activities that have immediate and long term benefits. These benefits include higher levels of fitness, better health, social involvement and the satisfaction derived from developing skill in group and individual activities.

Maunsell, B. (1985). "Sport for Children: Selected Considerations". New Zealand Journal of Health, Physical Education and Recreation. 18(2).

Physical activity is essential for children. To effectively develop the oxygen transport system in the body, it is important to participate in physical activity. If children do not participate in aerobic activities when they are young, they may suffer as an adult. It may be difficult to repair later in life what has been neglected during childhood.

Bailey, D.A, Malina, R.M. and Rasmussen, R., (1977). "The Influence of Exercise, Physical Activity, and Athletic Performance on the Dynamics of Human Growth". In Faulkner, F. and Tanner, J.M. (editors). Human Growth: A Comprehensive Treatise. Plenum, New York.

Physical activity is essential for preventing children from becoming obese. Physical activity regulates obesity because it increases energy expenditure, suppresses appetite, increases metabolic rate, and increases lean body mass.

Seefeldt, V. and Vogel, P (1986). The Value of Physical Activity. Reston, Virginia: American Alliance for Health, Physical Education, Recreation and Dance. Page 10.

Regular quality physical activity can improve physical fitness, and prevent many different health problems. The focus of physical fitness programs for children should be on cardiorespiratory endurance and general strength.

Werner, P. and Durham, R.(1988). 'Health Related Fitness Benefits in Upper Elementary School Children in a Daily Physical Education Program". Physical Educator. 45(2):89-93.

Women who participated in organized sport and fitness programs as children have significantly higher bone densities as adults than women who were not active as children.

McCulloch, R.G. et al. (1990). "Effects of Physical Activity, Dietary Calcium Intake and Selected Lifestyle Factors on Bone Density in Young Women". Canadian Medical Association Journal. 142(3): 221-227.

Long-term physical exercise programs, in particular swimming and gymnastics, are effective in reducing asthmatic symptoms, frequency of hospitalization, and use of medication for children between 5 and 14 years of age.

Szentagothai, K. et al. (1977). "Physical Exercise Program for Children with Bronchial Asthma". Pediatric Pulmonary. 3: 166-172.

Only 525 of more than 15,000 Canadian schools provide the minimum recommended 30 minutes of physical education each day. This situation, combined with poor eating habits and excessive TV watching, is resulting in a population of young people who suffer from obesity. This condition can lead to such health problems as diabetes, high blood pressure, elevated cholesterol levels and heart disease.

Mickleburgh, R. Globe and Mail. January 7, 1994.

East Elementary School in Saskatchewan, believing the concept that increasing the amount of physical education would improve academic activities, implemented the QDPE (Quality Daily Physical Education) Program. They are now the beneficiaries of expanded intramurals, as well as after school athletic opportunities. The real benefit of the program has been the enthusiasm, excitement and pride of the students in all that they do. An added bonus was winning both the provincial and national QDPE awards.

Leidl, R. (1993). "Facing the Challenge: The Creation of a QDPE School". CAHPER Journal. Gloucester, Ontario. 59(4): 4-6.

QDPE National Awards: Benefits of the Program

Tbom Collegiate - Regina: students are now more aware of being fit, the school atmosphere is more positive, and 72% of the students are taking physical education.

E.D. Feehan - Saskatoon: staff and students are now more active in intramural and other special programs-

Scottsburn - Estevan: the school has gone from a static atmosphere with no intramurals and participation in only one school sport to daily intramurals, many interschool sports, as well as a positive atmosphere and recognition in Estevan and the surrounding area.

Oman, C. (1993). On The Move. Saskatchewan Physical Education Association (SPEA). 9(2).

B. Mental Health

Well-structured physical activity programs for children play a significant role in developing self esteem.

Guyot, G.W, Fairchild, L and Hill, M. (1981). "Physical Fitness, Sport Participation, Body Build and Self-Concept of Elementary School Children". International Journal of Sport Psychology. 12: 105-116.

Girls who participate in physical activity will likely have more positive feelings of self-worth/self-esteem than girls who are not physically active.

Dahlgren, W. (1988). A Report of the National Task Force on Young Females and Physical Activity. Fitness and Amateur Sport. Ottawa: Government of Canada. Page 28.

Physical activity complements academic performance. In various studies, it has been demonstrated that children and youth who participate in regular physical activity have greater academic performances than children and youth who are not physically active.

Hale, M. (1989). "Sound Body, Sound Mind". OPHEA Journal. Fall, Pages 16-17.

High quality sport programs in public housing locations could significantly reduce the incidence of

behavioural and emotional disorders in children and youth.

Offord, D. Boyle, M. and Racine, Y. (1989). Ontario Child Health Study- Children at Risk. Toronto: Ontario Ministry of Community and Social Services. Page 20.

Participation in sport helps emotionally disturbed adolescents become confident, more expressive, and more independent.

Dozier, I.E., Lewis, S., Kersey, A.G. and Charming J. W. (1979). "Sports Group: An Alternative Treatment Modality for Emotionally Disturbed Adolescents". Adolescence. 13(51): 483-488.

Physically disabled youth who participated in sport have shown improvements in self concept and self acceptance.

Seefeldt, V. and Vogel, P. (1986). The Value of Physical Activity. Reston, Virginia: American Alliance for Health, Physical Education, Recreation, and Dance. Page 26.

C. Social Health

A recreational basketball program in Halifax, called Night Hoops, is providing kids with a fun, supportive option to hanging out in the streets. It runs three nights per week from 10 pm to 2 am. The program is based on the concepts that kids having fun and being physically active will gain social skills and self-esteem and will also be less vulnerable to criminal influence.

Leader, T. (1993). Adapted from Interaction, the National Newsletter of the Active Living Alliance for Children and Youth. In Recreation Canada. Gloucester, Ontario. 51 (1): 11.

Physical education classes are excellent mediums for the teaching of cooperative values and skills such as communication, honesty, sportsmanship and teamwork.

Deline, J. (1990). "Why Can't They Get Along? Developing Cooperative Skills Through Physical Education". JOPERD. Reston, Virginia: AAHPERD. 62(1): 21-26.

Participation in sport can promote the transmission of strong positive social values.

Greendorfer, S.L (1987). "Psycho-social Correlates of Organized Physical Activity". Journal of Physical Education, Recreation and Dance.

Sport can enhance the quality of life for children and youth. It is important to provide the widest possible opportunities for young people to participate in physical activity and sport.

Chappel, R. (1986). "Physical Education, Sport and Recreation and the Quality of Life". In Mangan, J.A. and Small, R.B. (editors). "Sport, Culture, Society: International, Historical and Sociological Perspectives". Proceedings of the VIII Commonwealth and International Conference on Sport, physical Education, Dance, Recreation, and Health. Glasgow, Scotland.

Sport provides children and youth with opportunities to set realistic goals and to strive to be the best they can be. It allows young athletes to dream, and to keep in their back pockets a secret desire - a long term goal. Sport helps young athletes learn how to learn; they enthusiastically seek information from others, watch the best, and try to improve their own weaknesses.

Schultz, D. (1984). "Advice from a Champion". Wrestling USA. December. Page 12.

2. Benefits of Sport for Adults

A. Physical Health

A three-year study of the effects of an ongoing, mandatory physical fitness program on law enforcement officers determined that oxygen uptake was improved, body fat was significantly reduced, and all fitness test parameters showed improvement.

Stan, J.R. et al. (1994). "Physical Fitness Performance of Law Enforcement Officers: A Three-Year Follow-up". Research Quarterly for Exercise and Sport. Reston, Virginia: AAHPERD. Vol. 65 Supplement.

Regular participation in physical activity increases the amount of energy you use, even when you are inactive, by increasing the basal metabolism rate - the rate with which you use energy at rest.

Bray, G.A. (1989). "Exercise and Obesity" Exercise, Fitness and Health. Champaign, Illinois: Human Kinetics Publishers, Inc.

Regular physical activity leads to higher levels of energy, improved stamina, weight loss, better eye-hand coordination, and improved muscle tone and flexibility.

Ontario Ministry of Tourism and Recreation. (1985). The Social Impacts of Recreation. Research Report. Page 11.

Sport participation reduces hypertension and obesity.

Ferris, B.F., Landry, F. and Craig, C.L (1987). "Toward a Canadian Standard for Physical Activity and Fitness". Sport Science Review. Cologne, FRG.

Sport participation amongst the physically challenged promotes health, physical appearance, and coordination.

Brasile, FM, Kleiba, D-A- and Hamiseh, D. (1991) "Analysis of Participation Incentives Among Athletes With and Without Disabilities". Therapeutic Recreational Journal. 25(1).

Obesity is related to under-activity and overeating, both of which predispose women to heart disease risk, hypertension, adult-onset diabetes, gall bladder disease and possibly cancer. In addition, research indicates that osteoporosis is associated with a sedentary lifestyle. It is important for all women to be provided with opportunities to be physically active.

Wells, C.I. (1990). Women, Sport and Performance: A Physiological Perspective. 2nd ed. Champaign, Illinois: Human Kinetics Books.

Properly managed exercise is recommended for the diabetic, even when there are problems with glucose regulation. Exercise appears to reduce blood glucose levels and increase the effectiveness of insulin.

International Conference on Exercise, Fitness and Health. Policy Summary Report. (1988, June). Toronto: The Canadian Association of Sport Sciences.

Exercise actually improves the body chemistry. This means that most of us can reduce our risk of heart disease, even if we are only able to exercise a modest amount. Regular exercise increases the substance known as HDL (high density lipoprotein), the so-called "good cholesterol".

Suzuki, D. (1990-91). The Nature of Things. (television program).

Thirty minutes or more of physical activity every other day, at 50% of individual capacity or higher, improves cardiovascular health.

Stephens, T. and Craig, C.L. (1990). The Wellbeing of Canadians: Highlights of the 1988 Campbell's Survey. Ottawa: Canadian Fitness and Lifestyle Research Institute.

B. Mental Health

The use of habitual exercise as a stress management technique has the benefits of mood enhancement, increased self-esteem and reduced psychological and physical stress reactions. Further, the greater the skill in exercise, the greater the appreciation of the quality of life and self-discovery through exercise.

Berger, B.G. (1994). "Coping With Stress: The Effectiveness of Exercise and Other Techniques". Quest. Champaign, Illinois: Human Kinetics Publishers. 46:100-109.

The more participation and satisfaction in sports, outdoor recreation, and other leisure activities you experience, the higher will be your perceived level of wellness.

Ragheb, M.G. (1993). "Leisure and Perceived Wellness: A Field Investigation". Leisure Sciences: An Interdisciplinary Journal. Reston, Virginia: George Mason University.

Physical activity can have a significant effect on mental health. Physically active adults have enhanced self concepts and self esteem, as indicated by increased confidence, assertiveness, emotional stability, independence and self control.

Seefeldt, V. and Vogel, P-(1986). The Value of Physical Activity. Reston, Virginia. American Alliance for Health, Physical Education, Recreation, and Dance. Page 21.

Unemployment can cause many individuals to feel guilty or inadequate. Recreational activities can provide the unemployed with an alternative to work that may help them develop self-confidence and self-esteem and experience satisfaction.

Participation in recreation can provide individuals with an increased regard for their own abilities. It can reduce stress, anxiety and depression and increase satisfaction, well-being and mood control.

Ontario Ministry of Tourism and Recreation. (1985). The Social Impacts of Recreation. Research Report.

Studies have indicated that high level athletes are tough minded, extroverted, have a high pain tolerance, have a high need for achievement are aggressive, have low levels of tension, are dominant, and have high energy levels. Most high level athletes are also risk takers.

Eysenck, H.J., Nias, K.K, and Cox, D.N. (1982). "Sport and Personality". Advances in Behaviour Research and Therapy. 4(1): 1-56.

Research indicates that physical activity can have an effect on the personality of middle-aged women. Women that exercise regularly have stronger feelings of well-being and appear to be less depressed during menopause.

Penny, G.D. and Rust, J.O. (1980). Journal of Sports Medicine. 20(2): 221-226.

Wheelchair athletes adopt many of the psychological characteristics of able-bodied athletes. Studies indicate that wheelchair athletes have higher self-esteem, and more educational, occupational, and athletic aspirations, when compared to those who are physically disabled and non-athletic.

Hopper, C. and Santomier, J. (1985). "Self Esteem and Aspirations of Wheelchair Athletes". Journal of Social Relations. 12(1): 24-35.

Studies indicate that top American coaches from a variety of sports are sociable, highly organized, dominant, conscientious, emotionally stable and mature, open and trusting, can freely express aggression, do not depend on others, and are intelligent.

Hendry, L (1988). "Physical Education and Sports". Sport in Perspective. The Coaching Association of Canada Page 42.

C. Social Health

A study of the best approach to reducing barriers to participation in recreation and leisure activities for those with chronic mental illnesses found that a facilitative approach where participants were encouraged to take responsibility for their own leisure lifestyle led to enhanced empowerment, better community integration, and increased mobility within the community.

Hastie, L., and Pedlar, A. (1993). Community Recreation and Leisure Services and Persons with Chronic Mental illnesses". Journal of Applied Recreation Research. Waterloo, Ontario: The Ontario Research Council on Leisure. 17(4): 308-330.

Physical activity among children may be increased by promoting regular physical activity for parents. Children who have physically active parents are more likely to participate in physical activity than children who do not have physically active parents.

Freedson, P.S. and Evenson. S. (1991). "Familial Aggregation in Physical Activity". Research Quarterly for Exercise and Sport. 62(4): 384-389.

Sport can be used as a unifying force within communities. Ethnic groups have used sport as a mean of coping with urban living. Sport can help communities grow and develop.

Lewis, C-11 (1976). "Ethnic Sport and Recreation Participation: A View from the Middle of the Tightrope". Proceedings of the American Medical Association National Conference: The Humanistic and Mental Health Aspects of Sports, Exercise, and Recreation. Pages 95-99.

One of every four adults in Ontario volunteers for a voluntary organization. Twenty percent volunteer for sport, fitness or recreation organizations.

Ontario Ministry of Tourism and Recreation (1990). Ontario Volunteers in Sport, Fitness and Recreation - Condensed Report. Toronto: Government of Ontario.

3. Benefits of Sport for Older Adults

A. Physical Health

In a Harvard alumni, longitudinal study, long-term and recently acquired exercise habits were found to have a protective effect against all causes of mortality, and therefore, an extended life expectancy in middle-aged and elderly men.

Paffenbarger Jr., R.S. (1993). "Influence of Adopting a Physically Active Lifestyle on Mortality Rates of Middle-Aged and Elderly Men". ICHPER-SD. Journal Reston, Virginia. 30(2): 5- 10.

A moderate level of physical activity regularly performed will help protect older adults against coronary heart disease, diabetes and hypertension.

Holioszy, J.O. (1983). "Exercise, Health and Aging: A Need for Mom Information". Medicine and Science in Sports and Exercise. 15(1): 1-5.

Participation in regular physical activity can improve both the physical and mental well-being of older adults. Activity will help to counterbalance and slow down the aging process, it will. maintain and develop strength, flexibility and balance, and it will, help reduce the incidence of cardiovascular and musculo-skeletal problems.

Harris, R. (1983). "Exercise and the Aging Process". Annals of the Academy of Medicine. Singapore. 12(3):454-456.

Older people often experience a loss in aerobic power (oxygen uptake) which can have debilitating effects. Habitual exercise can be effective in preventing, or slowing, this decline.

Kasch, F.W. et al. (1990) "The Effect of Physical Activity and Inactivity on Aerobic Power in Older Men. A Longitudinal Study". Physician and Sports Medicine. 18: 73-79.

Regular physical activity for the aging can improve cardiopulmonary functioning, lower blood pressure, increase bone mineral content, increase muscular strength and joint flexibility, and improve psychological well-being.

Mom, S.R. (1989). "Walking for Health: A Nurse-managed Activity". Journal of Gerontological Nursing. 15(7): 26-28.

B. Mental Health

Older adults who are physically active are more self confident, more independent and enjoy life more than older adults who are sedentary.

Don't Take it Easy: Fitness for the Older Canadian. (1983). Government of Canada Fitness and Amateur Sport.

A reduction in physical activity for older adults will likely heighten anxiety, increase nervous tension and enhance the development of psychosomatic diseases.

Kilpatrick. D. et al. (1982). "Aging, Alcoholism, Anxiety and Sensation Seeking: An Exploratory Investigation". Addictive Behaviours. 7: 97-100.

Older adults who are not physically active will likely experience feelings of helplessness, with a subsequent loss of self esteem.

Zeigler, M. and Reid, D. (1983). "Correlates of Changes in Desired Control Scores and in Life Satisfaction Scores Among Elderly Persons". International Journal of Aging and Human Development. 16: 135-146.

Sports that complement the rise in environmental awareness and the aging population will be the most popular in the future, such as golf, hiking, and bird watching.

Gregg, A. and Posner. M. (1990). The Big Picture. Toronto: McFarlane, Walter and Ross. Page 156.

Studies have indicated that those who remain physically active at an older age may have a 20 to 30 percent greater performance capacity than sedentary older adults of a similar age. It is important, therefore, to provide opportunities for older adults to participate in sport competitions.

McPherson, B.D. (1984). "Sport Participation Across the Life Cycle: A Review of the Literature and Suggestions for Future Research". Sociology of Sport Journal. 1: 213-230.

C. Social Benefits

Older adults who are physically active have more opportunities for socialization and friendship than those who are inactive.

Don't Take it Easy: Fitness for the Older Canadian. (1983). Government of Canada. Fitness and Amateur Sport. Page 3.

4. Benefits of Sport Through Economic Impact

One sixth of measurable family spending goes for recreation and leisure related items, which attests to the

importance of its place among such competing items as food, clothing and shelter.

John Kettle Incorporated. (1991). Recreation Ontario. 1991-2006. Environmental Factor Analysis and Recreation Sector Impact Analysis. Ontario Ministry of Tourism and Recreation. Executive summary. Page 2.

In 1986, Canadian consumers spent \$4.8 Billion on fitness related goods and services, under the relaxed definition of "fitness expenditures".

A Statistics Canada survey indicates that consumers have been gradually devoting a greater proportion of their spending to fit related goods and services, rising from 13% in 1969 to 2.1% in 1986.

A total of 184,000 jobs or 1.6% of all employment in Canada was generated by the fitness industry in 1986, with retail trade accounting for 41,000 or one quarter of the jobs.

The Conference Board of Canada. (1991). The Fitness Industry in Canada. Summary Report. Research Findings and Issues Associated with Economic Measurement. The Canadian Fitness and Lifestyle Research Institute.

In 1986, the Sport and Fitness industry contributed \$5.6 Billion to the Canadian economy.

In 1986, there were 329,000 jobs associated with sport, fitness and recreation. Purchase of sport and fitness related goods and services created more jobs than general consumption. Government spending of sport and fit created jobs less expensively than spending in other areas - 33% cheaper.

Impact Media Productions Inc. (1991). "The Benefits of Sport and Recreation". Growing Stronger Video. Ontario Ministry of Tourism and Recreation. Toronto.

Active life, involvement and exercise can save \$1000 per person, per year on behalf of institutionalized seniors.

Sheppard, Roy J. (1986). Economic Benefits of Enhanced Fitness. Champaign, Illinois: Human Kinetics Publishers.

There is a close relationship between recreation/sport and tourism. An Ontario study determined that participating in sport events and outdoor activities occurred for 24% of all tourism trips.

Berger E et al. (1983). "Recreation...A Changing Society's Economic Giant". Ontario Ministry of Tourism and Recreation. Page 6.

In Quebec, alpine skiing creates more jobs than the manufacturing industry.

Canadian Ski Council. (1991). Ski Facts. January.

Sport and recreation activities in Saskatchewan depend on thousands of volunteers. It is impossible to calculate the economic impact of this volunteer work, but it is safe to assume that much of the measurable economic activity could not take place otherwise.

Peat-Marwick, Stevenson and Kellogg (1991). The Economic Impact of the Sport and Recreation Industry in Saskatchewan. Sask Sport Inc, Page 17.

A study of the economic impact of an Atom Hockey Tournament in Peterborough found a direct expenditure of \$165,165 in the city - mostly due to hotel accommodation.

Marsh, J.S. (1984). "The Economic Impact of a Small City Annual Sporting Event: An Initial Case Study of the Peterborough Church League Atom Hockey Tournament". Recreation Research Review. 11 (1).

Regular employee participation in a fitness program produced a 22% reduction in absenteeism. Productivity was shown to increase by 7% and with reduced employee turnover, large economic gains were realized.

Cox, M.H. et al. (1981). "The Influence of an Employee Fitness Program Upon Fitness, Productivity, and Absenteeism". Ergonomics. 24: 795-806.

Industrial benefits from appropriate types of fitness programming include an enhancement of corporate image, an increase in worker satisfaction and productivity, a decrease in absenteeism and personnel turnover, and in some situations, a decrease in industrial injuries.

International Conference on Exercise, Fitness and Health. Policy Seminar Summary Report. (1988, June). Toronto: The Canadian Association of Sport Sciences.

In Ontario, the amount of time that volunteers work in sports, fitness and recreation is worth half a Billion dollars annually. This is the same as 22,500 people working full-time 40 hour weeks for a year.

Volunteers spend \$60 Million on out-of-pocket expenses to support their efforts - for which they are not reimbursed.

Volunteers are more likely than non-volunteers to make charitable donations to the organizations in which they volunteer.

Abbey-Livingston. D. et al. (1989). Ontario Volunteers in Sport. Fitness and Recreation. The Status of Volunteerism in Sport, Fitness and Recreation in Ontario. Ontario Ministry of Tourism and Recreation.

The economic as well as the social role value of volunteers is so great that possible reductions in programs designed to encourage or upgrade the skills of volunteers should be regarded with caution.

Berger E. et al. (1983). Recreation...A Changing Society's Economic Giant. Ontario Ministry of Tourism and Recreation.

The Saskatchewan Public Service Commission, in a pilot project involving staff from four government department found there was a return on investment of \$1.82 for every \$1.00 spent on employee wellness. This figure represented improved absenteeism only.

Vance, C. (1991, August) "The Office Ecosystem". Saskatchewan Report Magazine. Pages 10-12.

The total value of personal expenditures in Canada in goods and services related to physical activity was estimated to be \$6.3 Billion in 1986.

Conference Board of Canada (1991). The Fitness Industry in Canada: Research Findings and Issues Associated with Economic Measurement. Summary Report. Ottawa, Ontario.

Recreation and fitness programs can provide positive activities for youth leisure time. It costs more than one hundred times per youth to incarcerate a child than it does to provide recreation programs.

National Park Service (1989). Economics of Parks and Recreation Resource Book. Institute on the Economic Impact of Parks and Recreation, Sacramento, California, May 10-11, 1989. California: National Park Service.

If all Canadians were 20% more active, there could be a reduction of \$300 Million in the direct health care costs associated with heart disease.

Recreation: Beneficial To All. (1993). Alberta Tourism, Parks and Recreation.

April 1994

THE BENEFITS OF SPORT

SOCIAL MARKETING AND COMMUNICATIONS STRATEGIES

1. Develop and provide benefits-oriented marketing and communication tools for utilization by SSI and the Provincial Sport Governing Bodies.

Rationale:

Sask Sport and the PSGBs can form a stronger collective that will be seen as being on the cutting edge of the benefits thrust. With all sports promoting the benefits to their memberships, as well as providing a benefits-driven approach to their programming, the general public will be quicker to develop an awareness of the benefits of sport and will be increasingly supportive of maintaining lottery funding for sport.

Ways and Means:

Using a consultative process and cost-sharing provisions, work with the PSGBs to:

- Adapt current SSI materials for use by each sport. For example, "Sport - It's More Than a Game" could be translated into "Golf - It's More Than a Game". Although some sports don't readily translate into this format, similar versions can be created, such as "Swimming - It Makes a Big Splash".
- Promote the utilization of currently available and low or no-cost activity programs such as Break-Free All Stars and Fitweek '94 (see Appendix B).
- Hold brainstorming sessions to find new methods of promoting the benefits of sport. You might consider requesting placement on the agenda of a few meetings of the Sport Administrators Council as a forum.
- Sask Sport Symposium - put the message across to youth that sport has some great benefits for them. Use this message to sell them on: a) eagerly attending the Symposium, and b) putting into practice the wonderful lessons enjoyably learned at the Symposium.
- Speakers Bureau - train more speakers and go out to the communities and talk to the professionals, the volunteers, the participants and the public. Work closely with SCCO, SPRA and SRS in broadening the base of information and allowing the benefits of sport, recreation and culture to be covered with one visit, one speaker and one message.
- Revitalize mission statements (future vision statements!) and program goals and objectives by replacing them with benefits statements. (Think of the benefits as goals for which you are providing the opportunity to achieve through the medium of the activity.)
- In addition, provide practical information to the PSGBs on how to apply a benefits approach to their respective planning, policies, marketing, training, evaluation, advocacy, budgeting and strategic alliances.
- Identify benefits statements to be added to promotional vehicles such as:
 - Advertising on lottery kiosks and tickets
 - Computer and real bulletin boards advertising
 - PSAs, media kits and coverage
 - Print material - brochures, posters, calendars, etc.
 - T-Shirts, sport bags, etc.
 - Coupon booklets

2. Commit human and financial resources to ongoing research on the benefits of sport.

Rationale:

Through the adoption of and strong participation in, the benefits thrust Sask Sport can enhance its image

with the globals, the Department, and other jurisdictions allied in their support of wellness. Even though the "recreation umbrella" forged the way in this thrust, sport enjoys a much higher public profile and therefore, should realize that it is incumbent upon them to play a leading role. Such an undertaking would do much to complement the efforts of the Lottery Strategic Review Committee, by providing it with Saskatchewan-specific data. In addition, SSI research would provide additional opportunities to assist the PSGBs.

Ways and Means:

- Perform ongoing literature searches through such facilities as the Resource Centre; University of Regina; Public Library; Statistics Canada; publications from the Canadian Fitness and Lifestyle Research Institute, Human Kinetics Publishers, Fitness and Amateur Sport, Active Living Canada, etc.; in-house subscriptions to sport/physical activity/fitness magazines and reports; newsletters from globals, PSGBs, NSGBs, other jurisdictions, etc.
- Perform basic research requiring surveys or questionnaires for targeted populations in Saskatchewan involving any benefits-based topic or area of concern.
- Participate in applied research, utilizing computerized statistical packages and/or sophisticated testing and measurement such as exist at the University of Regina, probably in cooperation with other agencies having a mutual interest or concern.
- Constantly monitor, document, and evaluate all programs and activities, thus increasing the validity and reliability of data concerning the benefits realized. Encourage the PSGBs to do the same with their endeavors.
- Research and develop an economic impact model, complete with a multiplier index, for use at any in-province event.
- Publish and share the research findings locally, provincially and nationally.

3. Develop and participate in interjurisdictional alliances for the purpose of sharing resources (material and human) and developing marketing and communications strategies.

Rationale:

The benefits thrust is a new way of looking at, and expressing, all those things we have always known to be true but have come to take for granted. This has resulted in the need for widespread re-education. Because we are now caught in an economic crunch, and because we have to justify the allocation of lottery monies to sport, recreation and culture, the adoption of the benefits thrust and the forging of strategic alliances are more than common sense - they are survival tactics!

Ways and Means:

- Commit fully to the Interagency Benefits Committee already established as a Provincial collective. Sponsor or co-sponsor events in Saskatchewan communities and monitor and document all activities from start to finish to follow-up. Documentation could be used by the Lottery Strategic Review Committee as well as in Saskatchewan benefits "success stories".
- Foster even wider involvement, with links to culture, health and wellness, recreation, active living, fitness, parks and environment, tourism, social services, municipal and provincial sport and recreation departments, universities, as well as special interests/needs groups.
- Use the opportunities afforded by your involvement with the Interagency Benefits Committee to educate other alliance partners less familiar with implications of the benefits thrust.
- Rely on your alliances and be a reliable partner. Currently, no one organization has the resources to stay on top of the benefits thrust. Duplication, disorganization and competition will result unless territoriality is forgotten and collaboration and sharing become the norms.
- Develop a data base and a computer bulletin board (mini info highway ?) for benefits and strategy information input that all partners of alliances could access and utilize. In addition, establish a central repository of benefits-oriented materials that could be borrowed and adapted to fit the needs of other jurisdictions. These could possibly be located in the Resource Centre.

APPENDIX A - BENEFITS LITERATURE SEARCH - RESOURCES

ADAPTED PHYSICAL ACTIVITY QUARTERLY

Location: U. of Regina, Main library Call # GV 445 A378

ACTIVE LIVING

Resource Centre

ADOLESCENCE International Quarterly of the Physiological, Psychological, Psychiatric, Sociological, and Educational Aspects of the Second Decade of Human Life.

U. of Regina, Education Library BF 724 A1A3

ATHLETIC BUSINESS

SSI, Resource Centre

ATHLETICS

Resource Centre

CAHPER. JOURNAL (Canadian Association for Health, Physical Education and Recreation)

Resource Centre, U. of R. Education library GV 201 C3

CANADIAN COACH

U. of R. Main library

CANADIAN JOURNAL OF APPLIED PHYSIOLOGY

U. of R. Education library RC 1200 C23

FITNESS LEADER'S HANDBOOK

U. of R. Main library GV 481 F727

FITNESS AND SPORTS REVIEW INTERNATIONAL

U. of R. Education library GV 201 S87

FIT THIRD AGE

Resource Centre

INTERNATIONAL JOURNAL OF SPORT PSYCHOLOGY

U. of R. Main library GV 706 A1 152

JOURNAL OF APPLIED RECREATION RESEARCH

Resource Centre, U. of R. Main library GV 14.5 R425

JOURNAL OF THE INTERNATIONAL COUNCIL ON HEALTHL PHYSICAL EDUCATION, RECREATION, SPORT AND DANCE

U. of R. Education library GV 201 G96

JOURNAL OF LEISURE RESEARCH

U. of R. Main library GV 1 J64

JOURNAL OF PARKS AND RECREATION ADMMSTRATION

Resource Centre, U. of R. Main library GV 181.5 J68

JOPERD (Journal of Physical Education, Recreation and Dance)

U. of R. Education library GV 201 J7

JOURNAL OF SPORTS MEDICINE

U. of R. Main library RC 1200 J65

JOURNAL OF STRENGTH AND CONDITIONING RESEARCH

Resource Centre

JOURNAL OF TRAVEL RESEARCH

U. of R. Main library G 155 A1 T6576

JOURNAL OF TOURISM STUDIES

U. of R. Luther library G155 A1 J67

LEISURE SCIENCES: AN INTERDISCIPLINARY JOURNAL

U. of R. Main library GV 1 L44

LEISURE STUDIES

Resource Centre

PHYSICAL EDUCATOR

U. of R. Education library GV 201 P4

QUEST National Association for Physical Education in Higher Education

U. of R. Education library GV 201 Q43

RECREATION CANADA

Resource Centre, SPRA, U. of R. Main library GV 1 R4

Now has a Benefits insert in each issue as well as a regular benefits column.

RESEARCH FILE

Resource Centre

RESEARCH QUARTERLY FOR EXERCISE AND SPORT

U. of R. Education library GV 201 R3

March 1994 Supplementary issue contains current research abstracts.

RUNNER Journal of Health and Physical Education

U. of R. Education library GV 201 A4

S.P.O.R.T.S. (Science Periodical on Research and Technology in Sport)

U. of R. Education library GV 201 S655

U. of R. Main library GV 14.45 R425

SPORTS BUSINESS

U. of R. -now being processed into main library

SPORTS ILLUSTRATED

SSI

SPORTS WMICINE AND HEALTH Proceedings of the XXIV World Congress of Sports Medicine

U. of R. Main library RC 1201 S68

STRATEGIES A Journal for Physical and Sport Educators

U. of R. Education library GV 201 S87

THERAPEUTIC RECREATION JOURNAL

U. of R. Main library RM 736.7 T395
The Best of T.R.J.RM 736.7 T3952

OTHER LITERATURE AND PRINT RESOURCES

CANADIAN FITNESS AND LUTSTYLE RESEARCH INSTITUTE
SSI receives CFLRI mailouts, and has a subscription to Research File.

HUMAN KINETICS PUBLISHERS, INC
Publish a variety of resources. SSI has a copy of their catalogue.

DECIMA RESEARCH

CANADA FITNESS AND AMATEUR SPORT

ACTIVE LIVING CANADA
Resource Centre subscribes to Active Living and is also the repository for other active living resources.

SPORT INFORMATION RESOURCE CENTRE (SIRC)
Publishes Sport Search. SSI has a copy of the catalogue. Copies of research can be requested through the Resource Centre but are very expensive.

APPENDIX B - ACTIVITY PROGRAM EXAMPLES

1. BREAK-FREE ALL STARS

Break-Free All Stars is an active living resource aimed at preventing 8-10 year olds from smoking. This program was created and tested in consultation with health and recreation professionals. The recreation environment is an extremely effective place to deliver messages about smoking and health because the leaders are important role models.

This resource, which is available free of charge, comes with a guide for recreation managers, as well as leaders' kits. The PSGBs that have programs for this age group may find these kits quite exciting.

For more information and to order kits contact:

Rachel Larin-Hagen
Canadian Parks/Recreation Association
306-1600 James Naismith Drive
Gloucester, Ontario KIN 5N4
Tel: (613) 748-5651
Fax: (613) 748-5854

2. FITWEEK '94 May 27 - June 5

Resource kits are free and available from the contact named above. They contain promotional materials as well as all the information needed for the various events (see attached page). SSI and the PSGBs could put this resource to good use.

3. CANADIAN ACTIVE LIVING CHALLENGE

Challenging Children to be Active!

Keys: Fun, Participation and Personal Progress

Ties Active Living to Physical Ability, Culture, Leisure and the Environment

For more information contact:

Canadian Active Living Challenge

Tel: (613) 748-5775

CANADA'S FITWEEK '94

Make it happen!

MAY 27 - JUNE 5

Shift Shuffle

Designed to help employees use this event as the first step to becoming more physically active year-round. It is adaptable to all workplaces. for groups and individuals.

Contact : Jack Smith (613) 739-1535

Canadian Safety Council

2750 Stevenage Drive

Ottawa. ON K1G 3N2 (613) 739-1566 (fax)

Do It Daily-For Life

Participate in the innovative ways that elementary and secondary schools in your area promote physical activity during Canada's Fitweek...and more importantly all year long!

Contact: Anna Men (613) 748-5622

CA.P.H.E.R

Suite 606 1600 James Naismith Drive

Gloucester, ON K1B 5N4

(613) 748-5737 (fax)

Get Cycling Challenge

An invitation to experience cycling adventure at its best. A fit and safe way to maintain a healthy lifestyle while caring for the environment. Bike it, you'll like it!

Contact: Christine Jenkins(613) 748-5629

Canadian Cycling Association

Suite 810, 1600 James Naismith Drive

Gloucester, ON K1B 5N4

(613) 748-502 (fax)

Spacetrek 2000

Canadians over 65 are leading Canada through the solar system. Participation in their favourite physical activity will contribute kilometres on this journey, to be completed by the year 2000.

Contact: Susan Mackenzie (416) 487-6326

Pensioners & Senior Citizens Federation

3033 Lakeshore Boulevard West

Toronto ON M8V 1KS (416) 487-5578 (fax)

FitWalk

Canadian everywhere are walking their way to a healthier lifestyle. Join family, friends and co-workers in this country's favourite physical activity.

Contact: Rachel Lann-Ragen (613) 748-5651
 Canadian Parks/ Recreation Association
 Suite 306, 1600 James Naismith Drive
 Gloucester, ON K1B SN4
 (613) 748-5854 (fax)

Schneiders Lifestyle Sneaker Day

Kick off your shoes ... and the entire week of celebrations by putting on your sneakers on Friday,

May 27, 1994! Wear them to work, school, at play, anywhere! It's a great, yet simple way to get you into the spirit of being active.

Contact: Bess Apostolopoulos (416) 954-1212
 Canada's Fitweek c / o ParacipACTION
 Box 64, Suite 2200, 40 Dundas Street West
 Toronto, ON M5G 2C2 (416) 954-4949 (fax)

Moga Madness (Most Outrageous Group Activity)

Organized for youth by youth to celebrate Canada's Fitweek. MOGA Madness's main objective is to promote physical activity as fun, social and creative by encouraging entire school populations to participate.

Contact: Anna Mees (613) 748-5639
 Cdn. Intramural Recreation Association
 Suite 601, 1600 James Naismith Drive
 Gloucester ON K1B SN4
 (613) 748-5737 (fax)

The ParticiP ACTION challenge

Wednesday, June 1, 1994, mark the twelfth annual Challenge Day event. Encourage everyone in your community to participate in ANY type of physical activity. Everyone's participation will contribute toward the community's total as you "Go for the Gold" or challenge a rival community to see who can get more people active!

Contact: Nanci Colbeck (416) 954-1212
 ParticipACTION
 Box 64, Suite 220, 40 Dundas Street West
 Toronto, ON M5G 2C2 (416) 954-4949 (fax)

APPENDIX C - INTERJURISDICTIONAL CONTACTS

INTERAGENCY BENEFITS COMMITTEE		
Bruce Medhurst	787-8170	Department of Municipal Services, Recreation Branch

Margaret Duncombe	780-9206	Saskatchewan Parks and Recreation Association
Cathie Kryzanowski	777-7145	S.P.R.A. Essential Benefits Chairperson
Bob Phillips	780-9267	Saskatchewan Recreation Society
SRS Volunteer		
Terry Shalley	780-9346	Sask Sport Inc.
SSI Volunteer		
Olivia Shumski	780-9259	Saskatchewan Council of Cultural Organizations
SCCO Volunteer		
Other Possible Contacts		
Ron Knaus	787-3025	Sask Health, Wellness and Health Promotion Branch
Dave Hedlund	787-3647	Saskatchewan Social Services
Dr. Ralph Nilson	585-4876	Provincial Health Council
Dr. Bob Haennel	585-4360	Physical Activity Studies
Stafford Rourke	585-4070	Dr. Paul Schwann Applied Health and Research Centre
Marjorie Willson – Moosomin		Saskatchewan Seniors Fitness Association
Patti Sandison – Cattell	352-4601	Canadian Red Cross Society – Fitness Programs
Don Ratcliffe-Smith – S'toon		Saskatchewan Heart Health Coalition
Bryan Matheson	721-2151	Saskatchewan High Schools Athletic Association
		Canadian Mental Health Association
		Heart and Stroke Foundation of Saskatchewan

BENEFITS STATEMENTS ADDENDUM

from MANITOBA SPORTS FEDERATION

** Statement currently not contained in SSI Benefits Statements*

1. ECONOMIC

Guiding Principle:

**Each year sport turns the government's initial financial investment into a significant contribution to the provincial economy.*

Facts:

*In total, amateur sport has direct expenditures in the range of \$70M million per annum. When indirect and induced expenditures are included, expenditures rise to \$120.1 million per year.

Economic Impact of Amateur Sport in Manitoba, 1988

One sixth of measurable family spending goes for recreation and leisure related items, which attests to the importance of its place among such competing items as food, clothing and shelter.

Environmental Factor Analysis and Recreation Sector Impact Analysis, 1991

*In Manitoba, revenues of approximately \$1.4 million per year are also generated and used through the staging of regional, national and international events which attract some 142,000 participants every year.

Economic Impact of Amateur Sport In Manitoba, 1988

In 1986, the sport and fitness industry contributed \$5.6 billion to the Canadian economy.

The Benefits of Sports & Recreation, 1991

The 372,000 Ontario adults who volunteer in sport, fitness and recreation organizations commit 45 million hours annually-based on Statistics Canada's hourly value to be **over half a billion dollars annually...** This is the same as 22500 people working full time forty hour weeks for a year.

The Status of Volunteerism In Sport, Fitness & Recreation in Ontario, 1989

*For sport activities specifically, volunteers spend about 15.5 million hours annually - which is worth about \$155 million. These estimates do not include out of pocket expenditures by volunteers in the pursuit of their avocation.

Recreation: A Changing Society's Economic Giant, 1983

2. HEALTH (PHYSICAL)

Guiding Principle:

**Regular participation in sport improves immediate physical health and plays a role in long term preventative health care.*

Facts:

Sport and recreation are preventative health cars. "The likelihood of youth never smoking is directly related to the level of physical activity. More than 80% of Canadians between the ages of 10 and 24 who are active have never smoked."

**The Well Being of Canadians:
Highlights of 1988 Campbell's Survey, 1990**

*In childhood and adolescence, habitual physical activity, as opposed to a sedentary lifestyle, leads to increased bone mass and bone strength.

Osteoporosis and Physical Activity, 1985

*Studies have indicated that youth between 10 and 19 years of age who are physically active consider adequate sleep and rest, not smoking, adequate medical and dental care, and maintaining weight as very important for good health. In addition, active youth have a more positive emotional outlook than their less active peers.

Canada Fitness Survey, 1985

Regular physical activity leads to higher levels of energy, improved stamina, weight loss, better eye-hand coordination, and improved muscle tone and flexibility.

The Social Impacts of Recreation, 1985

*Results from a study involving three groups of healthy males, 318 in each group, indicated that in a follow up after 13 years, the group that actively participated in sport had the lowest mortality rate. The highest mortality rate was for those who had given up sport. Those who had never participated in sport had the intermediate mortality rate.

**Sport Activity & Personality as Elements in
Preventing Cancer & Coronary Heart Disease, 1990**

*Physical activity can significantly reduce the chances of coronary heart disease due to its effect on blood lipids, blood pressure, obesity and capacity of physical work. Physical activity prevents the onset of some diseases and postpones the debilitating effects of old age.

The Value at Physical Activity, 1986

*More than 33% of the Canadian population judge regular physical activity as very important to their health, and 39% believe that regular exercise helps them meet important personal goals.

**The Well Being of Canadians: Highlights of
the 1988 Campbell's Survey, 1990**

*Weight bearing exercise of at least 30 minutes three times a week contributes to the prevention of osteoporosis in menopausal women.

Osteoporosis: The Now Flaw in Women or in science, 1987

*Older adults who exercise regularly can improve cardiovascular endurance, physical work capacity, bone mineral content and, consequently, lead more active and healthy lives.

Senior Fitness: For the Health of It, 1983

*Older adults who participate in physical activities tend to be more mobile, stronger, more flexible and

better able to take care of themselves than those who do not participate in physical activities.

The Social Impacts of Recreation, 1985

*Research clearly indicates that physical activity for older adults enhances stature, physique, balance, equilibrium, muscular tone, bone strength, spinal stability and mobility.

Indications and Contradictions of Exercise and Activity for Older Persons, 1979

*Older women who participate in sufficiently intense levels of physical activity experience significant physical benefits, including increased aerobic capacity, greater flexibility, reduced blood pressure and recovery time and a lower incidence of osteoporosis.

The Functional Capacity & Physical Activity

Level of Women Over 60 Years of Age, 1984

3. HEALTH (MENTAL)

Guiding Principle:

Participation in sport has a significant effect on individual self perception and state of mental well-being.

Facts:

*Children and youth are less likely to experience behavioral and emotional disorders if they get along with others and participate in activities, such as sports.

Sport helps emotionally disturbed adolescents become more confident, more expressive, more independent and autonomous. In a study involving 31 emotionally disturbed adolescents, it was demonstrated that sport helped the youngsters feel more self confident and more capable of making new friends.

*Among the disabled population, regular exercise has been found to greatly reduce depression.

The Benefits at Parks and Recreation Catalogue, the Parks and Recreation Federation at Ontario, 1992

*There is a positive relationship between mood and physical activity. As physical activity increases, mental state improves.

The Well Being of Canadians: Highlights at 1988 Campbell's Survey, 1990

Physical activity can have a significant effect on mental health. Physically active adults have enhanced self concepts and self-esteem, as indicated by increased confidence, assertiveness, emotional stability, independence and self control.

The Value at Physical Activity, 1986

Unemployment can cause many individuals to feel guilty or inadequate. Recreational activities can provide the unemployed with an alternative to work that may help them develop self confidence, self esteem and experience satisfaction.

The Social Impacts of Recreation, 1985

*Regular bouts of moderate physical activity reduce the symptoms of mild or moderate depression and anxiety neuroses by improving self image, social skills, mental health, perhaps cognitive functions and total well-being.

The Relationship of Physical Activity and Exercise to mental Health, 1985

The level of physical activity has shown to be positively related to general well-being, lower levels at anxiety and depression and positive moods. The relationship is particularly strong for women and persons 40 years of age and over.

Physical Activity and Mental Health In the United States and Canada, 1988

Research indicates that physical activity can have an effect on the personality of middle aged women. Women that exercise regularly have stronger feelings of well-being, and appear to be less depressed during menopause.

J. Sports Med, 1980

Wheelchair athletes adopt many of the psychological characteristics of able bodied athletes. Studies indicate that wheelchair athletes have higher self esteem, more educational, occupational and athletic aspirations, when compared to those who are physically disabled and non-athletic.

Self-esteem and Aspirations of Wheelchair Athletes, 1985

*Older adults who are physically active have greater abilities to cope with the stresses of aging.

Needed: Physical Educators on the Nursing Home Team, 1981

4. HEALTH (FISCAL)

Guiding Principle:

**A society fit through sport participation requires less medical attention, thus significantly reducing long term health care costs.*

Facts:

*An Australian study found that if 40% of the population became involved in regular physical activity, the net savings to that country from health care alone would be \$6.5 million per day.

*If all adults 20 to 69 years of age reached a modest level of aerobic fitness through sport, the immediate annual savings to the Ontario Hospital Insurance Plan payments would be \$31 million. The associated decrease of coronary factors would lower future OHIP costs by an additional \$ 13 million per year.

Fitness and Lifestyle at the Workplace the Government of Canada, 1988

*With respect to heart disease, it is estimated that there can be a potential savings of \$103.75 million for every 10% of the population which is active. With respect to lower back pain, the estimated savings is \$48.8 million. Considering reduced absenteeism, the savings to industry is \$84.8 million for each 10% of the population which is active.

The Economic Impact of Sports and Recreation Regular Physical Activity, 1988

Active life, involvement and exercise can save \$800 per year on behalf of institutionalized seniors.

Economic Benefits of Enhanced Fitness, 1986

Sport contributes to the image we have of a physically active and healthy population - thereby supporting the shift towards preventative health and potentially lower health care costs.

The Report of the Ministers Task Force on Federal Sport Policy, 1992

5. EDUCATION

Guiding Principle:

**Sport is the "other half of education" ' teaching valuable life skills while improving academic performance and attendance.*

Facts:

*The development of physical skills and a basic level of competence in sport are important components of the educational process for students in elementary school. In a well designed sport program, children can develop self confidence, become more autonomous and develop feelings of self worth.

Sport & Physical Skill Development In Elementary Schools, 1991

Studies in Scarborough, Ontario - Regina, Saskatchewan - and Victoria, British Columbia - discovered that students who were involved in physical activity programs had better self concepts and were academically superior to children who were not physically active. A six year study in Trois-Riviere, Quebec, involving students in grades two to six, demonstrated that children who participated in five hours of physical activity a week had significantly higher marks in academic programs than children who did not participate in physical activity.

Sound Physical Education: The Need Is There, the Programs Aren't, 1992

Physical activity complements academic performance. In various studies, it has been demonstrated that children and youth who participate in regular physical activity have greater academic performances than children and youth who are not physically active.

Sound Body, Sound Mind, 1989

*Sport activity retains the interest of male high school students, thereby keeping them in school longer. Academic quality is improved by physical activity and sport involvement and long-term health status is improved by habits of daily exercise.

The Report of the Minister's Task Force on Federal Sport Policy, 1992

*High school athletes have higher grades and lower dropout rates and attend college more often than non-athletes.

Women's Sports Foundation Survey of 13,481 Athletes from 1980 to 1986

*Student athletes have a higher grade point average (2.84) than the average student (2.68) and are absent from school less (7.44 days a year vs; 8.76).

Minnesota State High School League

*Ninety-six percent of dropouts in 14 school districts in seven regions of the nation were not Participating in activities programs.

National Federation at State High School Associations, 1985

*University of Chicago research suggests:

- a) By a two to one margin for males and a three to one margin for females, student athletes do better in school, do not drop out and have a better chance to get through college.
- b) Student athletes take average and above average courses.
- c) Student athletes' parents are more involved with their educational process.
- d) Student athletes tend to focus more on long-term life accomplishments than short-term goals.
- e) Student athletes are more self-assured.
- f) 92% of participants do not use drugs.

School Sports & Education

*Nearly seven out of ten Americans say high school sports teach students lessons about life they can't learn in the classroom; nine out of ten believe sports contribute to health and fitness.

USA Today, December 28,1993

*Ninety five percent of Fortune 500 executives participated in school athletics (only 47% were National Honor Society members).

Fortune Magazine, 1987

*Sports and other forms of vigorous physical activity provide educational experience which cannot be duplicated in the classroom. They are an uncompromising laboratory in which we must think and act quickly and efficiently under pressure and then force us to meet our own inadequacies face to face - and to do something about them – as nothing else does. In any athletic activity we are thrown upon our own resources to succeed in the face of a strong and immediate challenge. Sports resemble life in capsule form and the participant quickly learns that his performance depends upon the development of strength, stamina, self-discipline and a sure and steady judgement

Supreme Court Justice Bryon White

*Without high school sports, I don't know where I'd be today. Athletics kept me out of trouble, kept me from things kids shouldn't do - drugs, alcohol, hanging around late at night. The more that kids participate and get involved in sports, the better off the world will be.

George Brett Kansas City Royals Baseball Player

6. CULTURAL

Facts:

*As Secretary of State for External Affairs, Joe Clark, explained in a recent speech, "Canada's athletes are usually better known than Canada's diplomats...Our best athletes become symbols, and speak to the world

of what Canada is and can become."

**The Report of the Minister's Task Force
on Federal Sport Policy, 1992**

Sport can be used as a unifying force within communities. Ethnic groups have used sport as a means of coping with urban living. Sport can help communities grow and develop.

**Ethnic Sport & Recreation Participation
A View from the Middle of the Tightrope, 1976**

*Eighty six percent of respondents to a 1993 survey at the Canada Games agreed that sport unites Canadians and makes them proud of their country.

In Touch Survey, Canada Games, 1993

"They came together as rivals ... shared an experience ... and left as Canadians." (the late Honorable Roland Michener, one of Canada's former Governors General)

**The Report of the Minister's Task Force
on Federal Sport Policy, 1992**

As part of the competitiveness of a nation, sport is seen often as a proxy for the competitiveness of a country, its readiness and capacity.

**The Report of the Minister's Task Force
on Federal Sport Policy, 1992**

Sport offers a common experience and a shared language relevant to our day-to-day lives. It offers pride in who we are and what we collectively accomplish. The thousands of sport events and media coverage every day across this country provide a cultural glue. The coverage and performance of Canadians on the world stage gives Canadians a shared sense of pride.

**The Report of the Minister's Task Force
on Federal Sport Policy, 1992**

7. COMMUNITY

Principle Guideline:

**Sport draws together neighbors as participants and volunteers, Strengthening the community and creating a sense of belonging.*

Facts:

In Northern Manitoba, there was a 17.3% reduction in crime in communities which participated in a community sports program and, an average, a 10.6% increase in crime for communities without the program.

**Synthesis of the Research on the Benefits
of Recreation, University of Manitoba, 1989**

*Fifty percent of respondents said that they are attending more community level amateur sports events than they did two or three years ago.

Decima Research, 1992

*Amateur sport in Manitoba presently draws on over 20,000 volunteers who together donate in excess of two million hours of their time.

Economic Impact at Amateur Sport In Manitoba, 1988

*Sixty three percent of the Canadian population participate in some physical activity at least once a week. One in five participate in an activity that is directed by an instructor, coach, or supervisor. Seventeen percent are involved in a competitive activity, with organized leagues or races.

The Well Being of Canadians: Highlights of the 1998 Campbell's Survey, 1990

*Eighty three percent of respondents to a 1993 survey at the Canada Games agreed that "sport brings communities closer together".

In Touch Survey, Canada Games 1993

*About 15 million Canadians (over the age of 10) participate in some physical activity at least every other day for 30 minutes or more.

The Report of the Minister's Task Force on the Federal Sport Policy, 1992

Sport in Canada is there for ail who choose to be athletes: for the young as play or for learning, for masters to continue competitions and as recreation, and for the competitor who seeks the challenge to be the best. The athlete is the centre of sport and sport exists for the athlete.

The Report of the Minister's Task Force on the Federal Sport Policy, 1992

*Sport is a right of all Canadians. Geography, economic status, age, gender, ability, disability, language and other elements of Canadian diversity should not infringe on the opportunity to participate in sport.

The Report of the Minister's Task Force on the Federal Sport Policy, 1992

*Sport is seen as a method of involving socially and economically vulnerable persons in improving their quality of life. Coordinated social development programs - including fitness and sport - can diminish criminal activity among youth.

The Report of the Minister's Task Force on the Federal Sport Policy, 1992

8. CORPORATE BUSINESS

Principle Guideline:

**Sport is in the unique position to itself be a contributor to the business community while serving as a vehicle for private corporations to build their own business.*

Facts:

*Approximately 4,400 People are directly employed by amateur sport. In Manitoba, another 2,257 people are estimated to be employed elsewhere in the provincial economy as a result of amateur sport.

Economic Impact of Amateur Sports In Manitoba, 1988

*A Canadian Sporting Goods Association survey indicates that sales for Manitoba's retail sporting goods industry may be in excess of \$100 million per year.

Recreation and sport create 3% of all jobs in Canada.

*It was estimated that 376,000 jobs were sport related in the U.K This total is similar to the number employed in chemicals and man-made fibres or agriculture, forestry and fishing, and exceeds the number of jobs in the manufacturing of motor vehicles and parts.

The Economic Impact & Importance of Sport In the United Kingdom, 1986

*Quality of life is a factor that is used by relocating industries when selecting new communities.

*Corporate sponsored physical activity programs will decrease employee turnover, decrease absenteeism, decrease industrial injuries, decrease corporate medical and increase productivity.

Corporate Fitness Program & Health Enhancement, 1989

In 1986, Canadian consumers spent \$4.8 billion on fitness related goods and services, under the relaxed definition of "fitness expenditures".

The Fitness Industry in Canada Summary Report Research Findings & Issues Associated with Economic Measurement, 1991

A total of 184,000 jobs or 1.6% of all employment in Canada was generated by the fitness industry in 1986, with retail trade accounting for 41,000 or a quarter of the jobs.

The Fitness industry In Canada Summary Report Research Findings & Issues Associated Economic Measurement, 1991

*Investment in Canadian sport in the long term is an investment in our country and the type of society we want.

The Report of the Ministers Task Force on Federal Sport Policy, 1992

*The organized competitive amateur sport delivery system (with a minimum of three million registered members) is estimated to spend on average \$1000 per person per year in membership fees, facility rental, equipment, travel, coach and instruction fees to a total of \$3 billion.

*A 1988 study estimated that Canadian corporations expended \$1.2 billion in donations to amateur sport, sports-related advertising and event sponsorship (\$1.5 billion in 1991 dollars).

*Hosting of major games in Canada includes expenditures that range from nominal up to \$100 million a year.

*Sport: is a way of investing in the development and preparation of our youth. Canada requires a greater capacity to compete in the global economy. The experience of sport and the pursuit of excellence can build a healthy competitive character and pride in excellence in a significant portion of the future workforce.

The Report of the Minister's Task Force on Federal Sport Policy, 1992

9. TOURISM

Facts:

*An estimated \$3.1 million worth of direct and indirect impacts on Manitoba's tourism industry can be attributed to amateur sport.

Economic Impact of Amateur Sport in Manitoba, 1988

There is a close relationship between recreation (sport) and tourism. A recent study determined that participating in sport events and outdoor activities accounted for 24% of all tourism trips.

Recreation: A Changing Society's Economic Giant, 1983**10. SOCIAL PERSONAL GROWTH****Guiding Principle:**

**Sport instills values and qualities that create better people and improve the quality of life.*

Facts:*Children*

*Children involved in culture, sport and recreation are much less likely to be seduced by the world of drugs, alcohol and vandalism. Positive activities teach youth essential life skills including responsibility, self-esteem, cooperation, discipline and patience. It costs much less to enroll young people in a recreation program than it does to incarcerate them.

*In a Decima survey 93% of respondents agreed that sport is an important way of developing a child's personality and an excellent way for children to learn basic values.

Decima Research, 1992

*Well-structured physical activity programs for children play a significant role in developing self-esteem.

Physical Fitness, Sport Participation, Body Build and Self Concept of Elementary School Children, 1981

*In a study involving 720 boys and 418 girls at a summer sport school, it was discovered that the most important reasons for participating in sport were to improve skills, have fun, learn new skills, be challenged, make friends and be physically fit.

Participation Motivation in Youth Sport, 1983

Physically disabled youth who participated in sport programs have shown improvements in self concept and self acceptance.

The Value of Physical Activity, 1986

*Sport is a vehicle for teaching young participants the following social values:

In sport, young participants can learn how to cope with uncertainty-, not scoring as many goals as other players and learning how to work harder to become better.

Sport provides young participants with opportunities to dream. Through sport, young participants can imagine that they are their sporting heroes. They develop mental and imagery skills.

Through sport, young participants learn that their life is not independent of others. They learn how to

cope with the impact that other people, such as other players, coaches and parents, have on their lives.

Junior Sport Report: Focus on Children, 1987

*Many of the values we admire in our sportswomen and sportsmen - honesty, fair play, hard work, discipline, dedication - are the very social values we wish to see inculcated on everyone. Sport, therefore, is highly significant in the socialization of our young people. (Ann Hall and Dorothy Richardson, Fair Ball, 1982)

The Report on the Minister's Task Force on Federal Sport Policy, 1992

General

*The five most important personal values learned through participation in sport are physical fitness, accomplishment, discipline, team play and cooperation.

Decima Research, 1992

* More than 33% of the Canadian population judge regular physical activity as very important to their health, and 39% believe that regular physical activity helps them meet important personal goals.

*In a study of 525 college students, ninety-five percent of the respondents agreed that sport develops self discipline, 879/6 agreed that athletes enjoy better health, 85% agreed that sport builds character and citizenship, and 81% agreed that sport develops leadership qualities.

Review of Sport & Leisure, 1979

*In a survey of 500 respondents, nearly 900/6 considered sport to be valuable in teaching self discipline. Eighty percent felt that sport promoted the development of fair play, and 7010/6 of the respondents felt that sport fostered authority and good citizenship.

International Review of Sport Psychology, 1075

*In essence, Canadians believe that sport builds character, is a source of personal physical development, fosters participation, encourages a healthy lifestyle, contributes to moral development, teaches fair play and develops a balanced social life.

The Report of the Minister's Task Force on Federal Sport Policy, 1992

*They come here and win or lose, gold medal or bronze or 32nd place, they dare to be measured. This alone is an act of magnificent courage, and yet sometimes, when Lorraine Lafreniere (a reporter) is the first Canadian to greet a Canadian athlete after an event, what she sees is so raw, so naked, she turns off her tape recorder and puts her arms around a heartbroken athlete and cries with her. We should all be so hard on ourselves." (Christie Blatchford, Screams of Glory, Ottawa Sun, Feb 20/92)

The Report on the Minister's Task Force on Federal Sport Policy, 1992



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