

Lecture

The German Gymnastics Federation

(Deutscher Turner-Bund - DTB)

**in the area of Health-Sport, fitness and
physical exercises**

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Deutscher Turner-Bund

- ❖ 22 regional federations (Landesturnverbände)
- ❖ 20.400 clubs
- ❖ about 5.1 million members, with 70 % girls and woman

Responsibility for Olympic disciplines

Artistic Gymnastics - Rhythmic Gymnastics – Trampoline Gymnastics

The concept of “Turnen” is historically based on physical fitness and health effects.

80% of our adult members are active in non-competition-oriented physical activities – specially in fitness and health.

2

The 1st Step:

At the beginning of the 90ies the DTB

- ❖ developed education courses as well as further education especially in health related sport and prevention;
- ❖ convinced and supported its clubs and instructors to offer courses in the field of fitness and health;
- ❖ developed the brand “Pluspunkt Gesundheit.DTB” as a marketing instrument for its clubs.



2 Our experiences in this time

- ❖ **Well educated** and physical **active persons** asked for special fitness and health courses. They have knowledge about the correlation between physical activities and health. They **expect high quality** courses and well-educated trainers.
- ❖ We **didn't reach** inactive persons.
- ❖ We couldn't **clearly define** the difference between fitness and health related sport

2 The Result

- ❖ We wanted to define fitness and health related sport.
- ❖ We wanted to develop the Pluspunkt to a real quality mark.
- ❖ We wanted to reach inactive people from all social levels.
- ❖ We needed help!
- ❖ The DTB allocated a scientific advisory board “health prevention” to consult the DTB on his way from fitness to health prevention.

2 The 2nd Step

With the support of our advisory board, we implemented a shift of paradigm from the

- ❖ HEPA-Intervention-Strategy and
- ❖ Sport for all - Fitness-Strategy

to

- ❖ the **Health Related Sport-Intervention Strategy** (called “Health-Sport” in Germany).

2

Our basic declaration

Each kind of physical activity is better than inactivity!

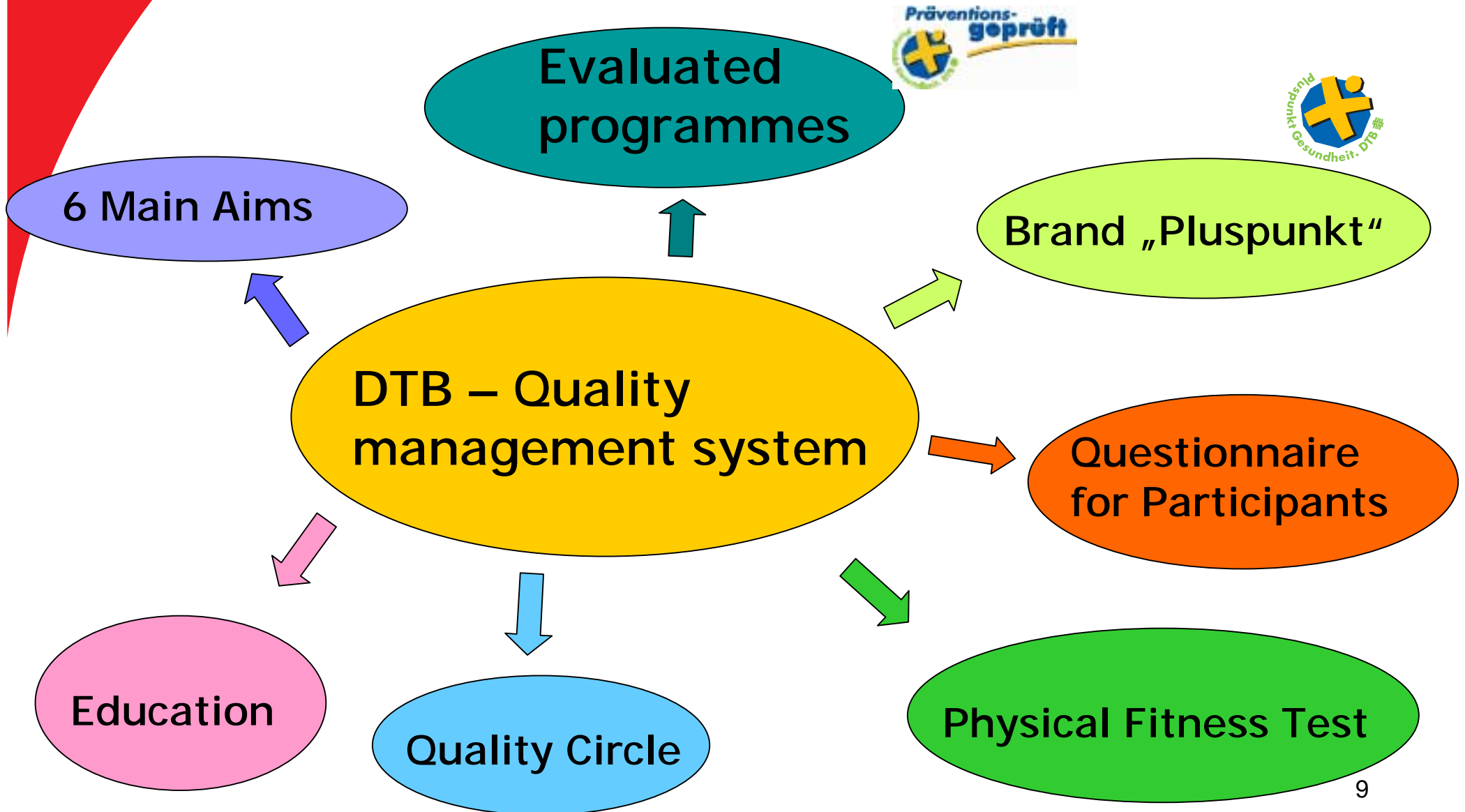
But to reach effects for health behaviour, strictly structured programmes with defined target groups and aims are necessary!

The six major aims on the basis of the “New Public Health Concept” of the WHO:

- ❖ **1. Improvement of physical resources/fitness**
 2. Prevention of risk factors
- ❖ **3. Improvement of psychological and social resources**
 4. Improvement of coping competence
- ❖ **5. Improvement of binding to physical activity - Changing behaviour – reduction of barriers**
- ❖ **6. Creation of supportive settings - network**

2

Our Quality Management System



2 The idea of health sport in our clubs

- ❖ The clubs publish “come and try”- offers (for 3 months) – open for all especially for beginners.
- ❖ Beginners or potential new members can test these offers.
- ❖ After the “come and try”- offer the people decide to become a member of the club or not.
- ❖ “come and try” - offers = low barrier; no binding directly to the club.
- ❖ The “come and try”- offers are “expensive” compared to the membership fee in the club.

2

Our experiences

- ❖ The **organisational structure** in the clubs is changing with the “Pluspunkt”-courses.
- ❖ It is an honour for the clubs to have the Pluspunkt. It is a sign for quality.
- ❖ The people pay attention to the quality mark and to the clubs.
- ❖ The people are willing to pay a course fee for the “come and try”- offers (between 50 – 80 € for 3 months), because they are sure to get a good quality.
- ❖ The instructors are proud to be a Pluspunkt-Instructor and the demand to the special further education increased!
- ❖ The Pluspunkt-instructors get money from the clubs₁ (8-20 € per lesson).

2 Our experiences

The idea works on condition that:

- ❖ the instructor is well-educated in health prevention;
- ❖ the follow up course takes place
 - in the same gym,
 - at the same time,
 - with the same instructor,
 - in the same group.
- ❖ There is a local network between club, insurance company, physicians, schools, kindergarten, ...

2

Our experiences

- ❖ 60% of the participants want to continue the physical activity,
- ❖ 40% break off and some of them are waiting for the next course,
- ❖ Actually we have awarded 45.000 offers with the quality mark PLUSPUNKT.
- ❖ About 15% of our PLUSPUNKT-offers are in cooperation with the insurance companies.

3 Our actual work

In the last 15 years, our focus was

- ❖ on the individual health promotion, to implement different courses and programmes in the clubs.

But now, we need a change to the focus

- ❖ setting oriented health promotion, to develop the club to a healthy setting

3 The 1st step:

The club starts to cooperate with other partners or settings, like

- ❖ school, kindergarden, senior-home
- ❖ community
- ❖ factory, concern
- ❖ Public health department
- ❖ Self-help groups
- ❖ Insurance companies
- ❖

3 The 2nd step:

The club develops to a healthy setting by itself, with

- ❖ healthy food and drinks in the restaurant of the club
- ❖ Cooperation with partners, which are working in the field of health
- ❖ Special events to inform about a healthy lifestyle; healthy food and cooking, ...
- ❖ Organize „health days“, „senior days“,
- ❖ Carry out integration-projects
- ❖ Sponsorships for disadvantaged people
- ❖

3

Setting „Sport-Club“

Changing behaviour:

with health courses/
programmes (Pluspunkt-
offers) in the club

+

**Creation of supportive
setting:**

Sport club as healthy setting in the community

4

Summary

- ❖ The clubs are changing concerning
 - the image in the public – not only a sports club; the club is a place for fitness and health
 - Local networking with partners
- ❖ To reach inactive people means to go to the places, where the people are.
- ❖ Networking means to adapt our standards and our quality.

4

Summary

- ❖ Our clubs are suitable for health prevention, because
 - in each little village is a club – area coverage
 - the club fee is small – matching social preconditions
 - the club has a lot of other courses - sustainability
 - there are many people who hold the same views
 - the social support in the groups
 - the instructors are social talents and well educated
 - the club has a lot of social measures and events
- all these points support **changing behaviour to an active lifestyle.**

Thank you

