



MOVING TOWARDS AN ACTIVE SOCIETY

HRH PRINCESS HAYA AL HUSSEIN

IOC representative • International Olympic Committee



ORIGINAL TEXT IN ENGLISH

LAYING OUT WHY WE NEED A MORE ACTIVE SOCIETY: HEALTH

The contributions demonstrated that all age groups are becoming more sedentary due to a wide range of factors, from increasing emphasis on “screen time” for the youth sector, to urbanisation and office-based working for adults and the effects of “Western standards” on developing nations.

There are increasing indications that elite sport is inaccessible and unachievable for those lacking resources.

Physical activity in terms of both sport and leisure is not perceived as a social activity.

These factors are damaging to the role and importance of sport and to the health of all age groups around the world.

Action:

- The Olympic Movement should work more closely with governments and parents to develop educational and sport programmes implemented at the national level that are accessible to all.
- Harness active participation to increase physical fitness and awareness of individual sports.
- Refocus sport as a social activity for those not looking for a competitive activity.

THE INTERNATIONAL CONNECTION

The lack of continuous worldwide monitoring of physical activity levels means that strategies cannot be founded on fact-based understanding of the present situation, nor can the success of strategies be monitored and adapted.

Sport is a force for good and a vehicle for change. This change can be implemented at a social level and on a political level in conflict resolution and in community cohesion and development.

Action:

- Establish a United Nations (UN) / International Olympic Committee (IOC) link to monitor global physical activity.
- The IOC should require National Olympic Committees (NOCs) to include development and monitoring of programmes for inactive parts of their societies in their mandate.
- The IOC and International Federations (IFs) should more actively harness the power of sport as a force for good and a vehicle for change by working with humanitarian organisations, giving them access to their international and national networks and using their sports to increase the reach and success of humanitarian organisations

A SHIFT IN PERCEPTION – FROM PASTIME TO CAREER

There is a view that sport is not a career. This view leads parents and families to discourage their children from serious and planned participation in sport.

Action:

- The IOC / IFs need to work with parents, schools and governments to create clear career paths for athletes, placing a career as an athlete on the same level as a profession.