



Project



Healthy Sporting
Environments
Demonstration Project

Partner



Year

2015

Purpose



To evaluate the HSEDP against four objectives:

1. To determine the extent to which the HSEDP has supported clubs to become healthy sporting environments by helping them achieve six standards relating to: the responsible use of alcohol; healthy eating; reduced tobacco use; protection from harmful effects of UV; injury prevention and management; creating a safe and inclusive environment for women and reducing race-based discrimination
2. To identify the health and social impacts of delivering minimum standards in sports club environments
3. To determine the capacities of sports clubs to create healthy sporting environments
4. To identify barriers to long term cultural change

Method



The evaluation was divided into four elements drawing on seven data sources:

1. Focus Group interviews (64 club representatives) and End-of-Project online Exit Surveys (23)
2. Club Surveys, Observations and Site Visits (74 clubs, twice)
3. Interviews (64) and End-of-Season Surveys (42)
4. Individual Member Surveys (1557 members of HSEDP clubs and 1308 members of 'control' clubs)

Application



Several conclusions were made for each of the four elements in relation to the four evaluation objectives.

The evaluation found that:

1. All clubs self-reported improvements against the standards that were significant (statistically) with the exception of the alcohol standard.
2. It would be useful to collect data over a longer time period in order to establish whether an HSEDP-style program is likely to result in any health or social impacts.
3. The capacity of sports clubs to create healthy sporting environments through an HSEDP-style program is dependent on a number of important factors
4. Long term cultural change in and through clubs must contend with both the specifics of club culture and the generalised culture(s) that are the terrain clubs inhabit. A series of points were made around club cultural change.

