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An Olympic *LEGACY* for sport

a place where people choose to
live, work & stay

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"…something inherited; a heritage" (n)

"…left behind; old or no longer in use" (adj.)

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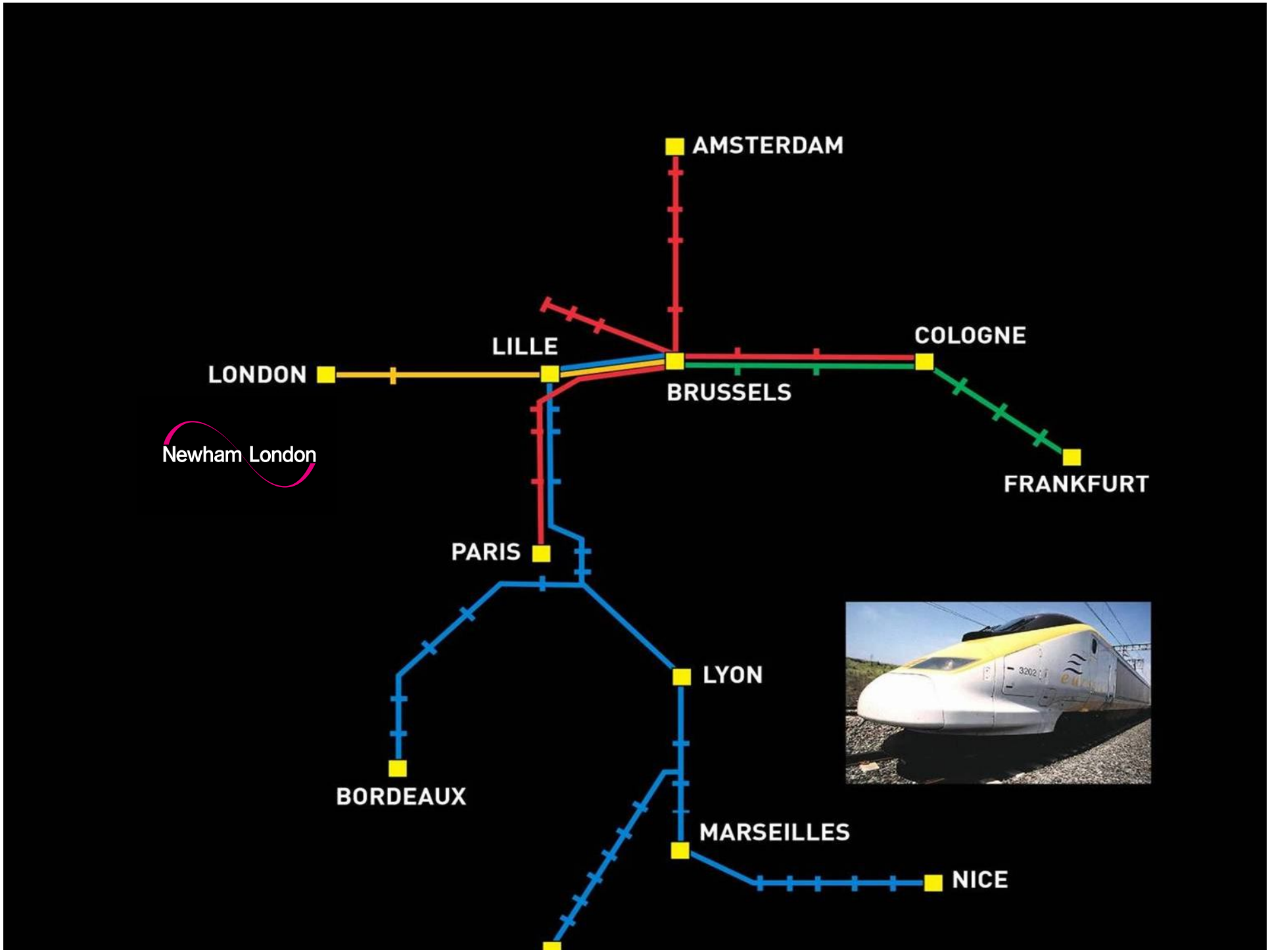
MASS PARTICIPATION – doing more things, more often, in more places…

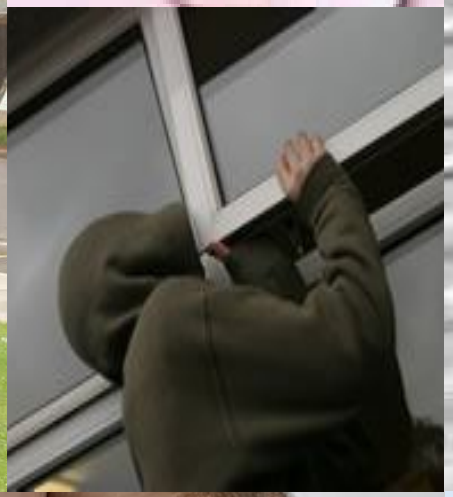
Why?…being physically inactive has the same effect on heart disease as smoking 20 cigarettes a day!

=


AMSTERDAM
LILLE
COLOGNE
LONDON
BRUSSELS
Newham London
FRANKFURT
PARIS
LYON
BORDEAUX
MARSEILLES
NICE

EXCEL
LONDON

YOUR SAY
Newham NHS
SPORTS CAMP



Fat kids will die younger

By NADIA MIRAUDO

A GENERATION of overweight and obese WA children will not live as long as their parents.

The Heart Foundation's disturbing prediction is based on a trend analysis, which found up to four in 10 children will be overweight or obese by 2010.

Foundation chief executive Maurice Swanson said in three years the mean increase in weight for children aged seven to 15 would be the equivalent of carrying an extra two housebricks or more than 5kg.

That would mean 35 per cent of females and 27 per cent of males would be overweight or obese.

By 2010, this will rise to 38 per cent of girls and 28 per cent of boys.

"We're so used to hearing about

might call encouraging motherhood statements, but no firm commitments to new resources," he said.

"That is why we would like to meet whoever is elected to develop an action plan within three months."

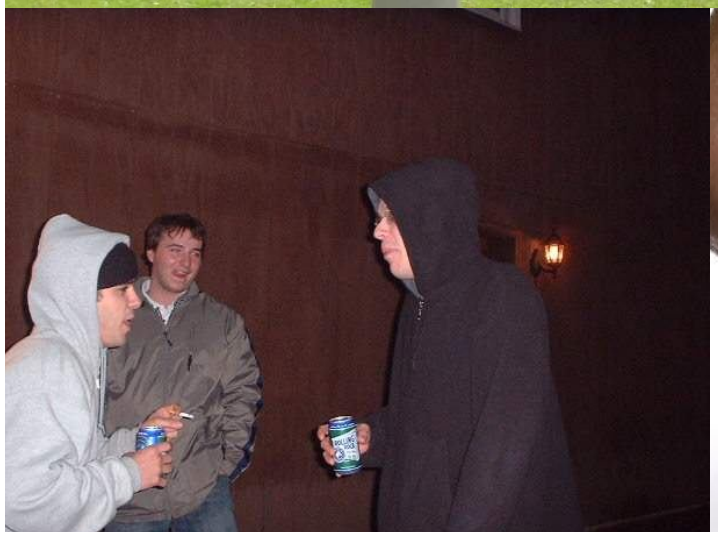
Heart Foundation cardiovascular health director Trevor Shilton said the issue was WA's fastest-growing health problem. From 1985 to 2003, girths increased by 5cm to 7cm.

He said with overweight and obese children at an increased risk of high blood pressure, high cholesterol, type II diabetes and heart disease, the situation had become dire.

"The prediction is a best-case scenario. In fact, it could worsen and inaction would be the surest way to see it worsen," Mr Shilton said.

"For governments, that will have big implications for health budgets."

He said the problem had taken 15



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What does this mean for sport?

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Transactional leadership to transformational leadership

It’s About…

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Inspiring Participation

Inspiring Creativity

Inspiring Ambition

Inspiring Citizenship

Sport adds value…

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Neighbourhood Sports Programme open to all

Campaigns - Olympic ‘try sports day’

Mayor’s sports leagues on a weekly basis

Clear pathways – whole sports system

School sport and sports leadership and volunteering structure, linked to national School Games

Qualifications – supporting people into work

Family games

Holiday programmes in multi-sports activities

Increasing volunteering and skills-building opportunities

What we have learnt

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Can’t do everything – so need to prioritise

NGBs and local authorities need to work together

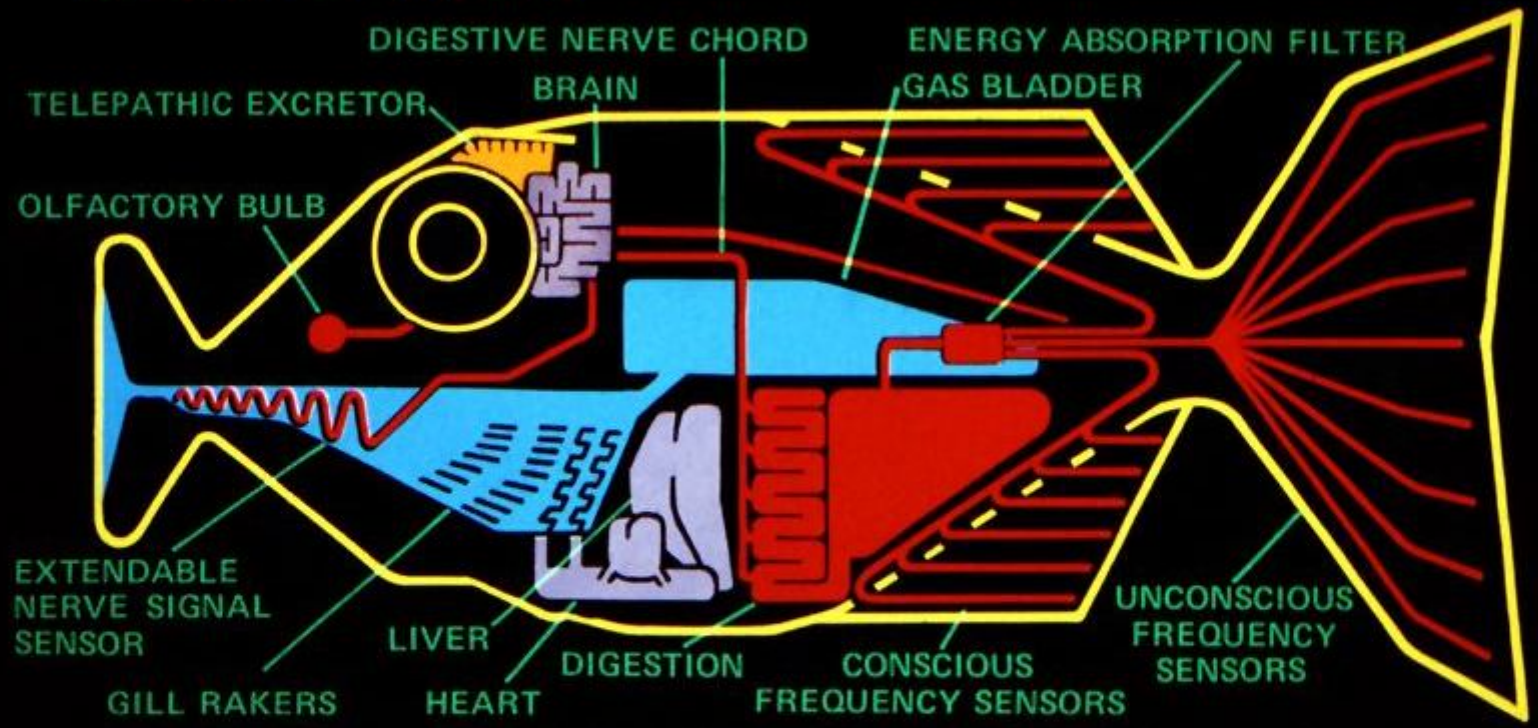
Need to be more visible locally – Campaign’s

2012 will come …. and go…

2014 will mark the biggest change in the facility landscape in London

2014-2024 park identity relies heavily on sport and culture but facilities only part of the challenges

BABEL FISH



THE BABEL FISH IS SMALL, YELLOW, LEECHLIKE, AND PROBABLY THE ODDEST THING IN THE UNIVERSE. IT FEEDS ON BRAIN WAVE ENERGY, ABSORBING ALL

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GPs and other primary health professionals can have a positive impact on individuals' levels of physical activity … encourage people to be more active by highlighting the links between physical activity and health and supporting people in making decisions about how to incorporate more activity into their lives. Greater involvement from health professionals is vital.

KEEP
CALM
AND
CARRY
ON

WE NEED
YOU!