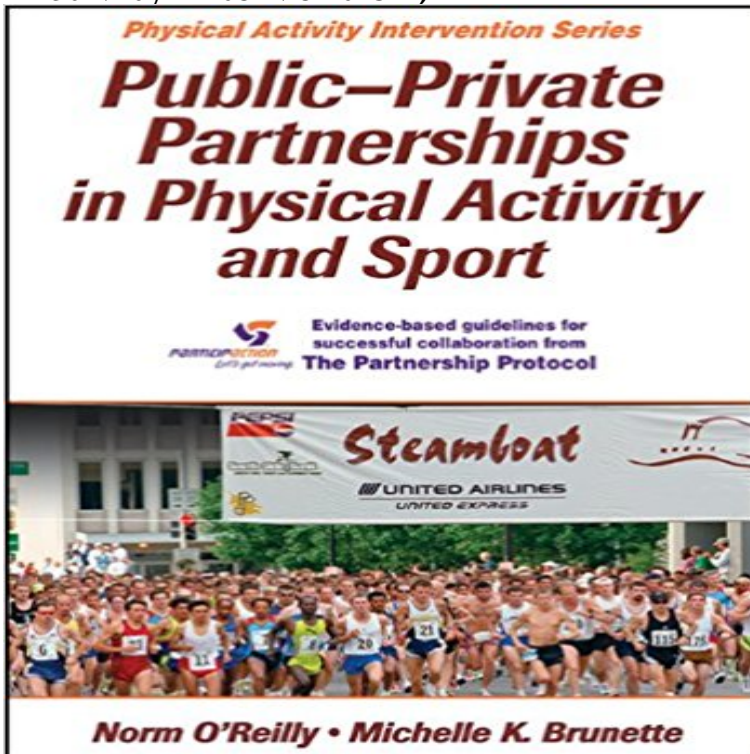


Public-Private Partnerships in Physical Activity and Sport (Physical Activity Intervention)



With resources for not-for-profit public sector organizations proving increasingly scarce, partnerships with the private sector are becoming progressively more important to the growth and support of not-for-profit organizations. Frequently, private sector organizations are seeking not-for-profit physical activity, health, and sport partners for the valuable and unique links to potential markets and brand associations. This mix creates controversy over if, how, and at what cost public health and physical activity goals can be achieved in partnership with private, profit-driven organizations. Public-Private Partnerships in Physical Activity and Sport is a guide for nonprofit, charity, and sport organizations in developing and maintaining strategic and responsible relationships with corporate partners. With its comprehensive and practical examination, this text is also relevant to private sector corporations seeking public sector partners and for agencies seeking to broker such partnerships. This text is drawn from the collaboration of leaders in public and private organizations, athletes, and academics who identified a need to provide formalized direction on partnerships between the public and private sectors. Authors O'Reilly and Brunette present a detailed discussion of the pros and cons of establishing partnerships between not-for-profits and private sector organizations. They also provide a thorough understanding of the

issues and illustrate how a responsible implementation of these partnerships can benefit all parties involved. They offer strategies and tactics for finding, developing, implementing, and evaluating public-private partnerships and highlight how partnership and social marketing studies outside of public health and health promotion can inform these growing disciplines. Providing guidelines from the World Health Organization and other entities worldwide, this resource offers readers a framework for forming and maintaining beneficial partnerships. Readers will also find the Partnership Protocol, a public health-centered collaborative initiative led by ParticipACTION, which provides evidence-based public-private partnership guidelines for practitioners. A foreword by Kelly Murumets of ParticipACTION, an advocate of partnership building in the public health sphere, emphasizes the value of this resource in confronting the challenges of public-private partnerships in a thoughtful and responsible way. Throughout, Executive Perspective sidebars provide expert commentaries on partnership from experienced individuals in both private industry and public health organizations. These sidebars include Global Application questions that provide insight into issues and obstacles overcome in creating public-private partnerships in the contexts of public health and health care. Case studies throughout the book help readers understand how partnerships and social marketing strategies can be successfully implemented. This

comprehensive text shows how public-private partnerships done properly expand markets, increase efficiency, provide resources, allow access to expertise, and provide platforms for marketing, activation, and programs.

Public-Private Partnerships in Physical Activity and Sport provides information, guidance, and tools to help readers make partnerships work most effectively for their organizations according to their resources, scope, and purpose.

Public-Private Partnerships in Physical Activity and Sport is part of the Physical Activity Intervention Series. This timely series provides educational resources for professionals interested in promoting and implementing physical activity programs to a diverse and often resistant population.

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id: summaryContainer }, { s:
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custRev + (index + 1); } }, { id:
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e);a.onLdEnd&&(window.addEv
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nt(onload,a.onLdEnd));a.ueh&&a
.ueh(0,window,load,a.onLd,1);a.u
e&&a.ue.tag&&(a.ue_furl&&a.u
e_furl.split?(b=a.ue_furl.split(.))
&&b[0]&&a.ue.tag(b[0]):a.ue.tag
(nofls))})(ue_csm); var
ue_pty=Detail, ue_spty=Glance,
ue_pti=1450421873; v
(function(g,h){function
d(a,d){var b={};if(!e !f)try{var
c=h.sessionStorage;c?a&&(undefi
ned!==(typeof
d?c.setItem(a,d):b.val=c.getItem(
a)):f=1 }catch(g){e=1 }e&&(b.e=1
);return b }var b=g.ue
{ },a=f,e,c,a=d(csmtid);f?a=NA:a.
e?a=ET:(a=a.val,a (a=b.oid
NI,d(csmtid,a)),c=d(b.oid),c.e
(c.val=c.val
0,d(b.oid,c.val+1)),b.ssw=d);b.tab
id=a})(ue_csm,window);
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a=c.images;a&&a.length&&b.ue.
count(totalImages,a.length)})(ue_
csm,document);
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I(a){if(a)return a.replace(/^//s+
//s+$/g,)}function
x(a,e){if(!a)return{ };a.m&&a.m[
k]&&(a=a.m);var b=e.m e[k]
,b=a.m&&a.m[k]?b+a.m[k]:a.m&
&a.m.target&&a.m.target.tagName
e?b+(Error handler invoked by
+a.m.target.tagName+
tag):a.m?b+a.m:a[k]?b+a[k]:b+U
nknown error,b={ m:b,f:a.f
a.sourceURL a.fileName
a.filename
a.m&&a.m.target&&a.m.target.sr
c,l:a.l a.line a.lineno
a.lineNumber,c:a.c?+a.c:a.c,s:[],t:
m.ue.d(),name:a.name,type:a.type
,csm:J+
+(a.fromOnError?onerror:
ueLogError)},d,c,g=0,f=0,n;c=h.l
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ocation;d=a.stack
(a.err?a.err.stack:);b[y]=e[y]
c&&c.href missing;b[p]=e[p]
z;(c=e[q])&&(b[q]=+c);m.ue_ld_
err&&h.performance&&h.perfor
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+new
Date,b.ld=0l.mxe))){l.ec++;l.ter.p
ush(a);e=e { };var b=a[p]
e[p];e[p]=b;e[q]=a[q]
e[q];b&&b!=z l.ecf++;w(a,
e) } function w(a,e){ if(a){ var
b=x(a,e),d=e.channel
M;if(ue.log.isStub&&h[u]&&h[u
][v]){ var c={ };c[d]=b;try{ var
g=h[u][v]({ rid:ue.rid,sid:m.ue_sid
,mid:m.ue_mid,sn:m.ue_sn,reqs:[
c]),f=h1,n;if(n!=(f[D]&&f[D])(E,
g))){ var l;if(h[F]){ var k=new
h[F];k.onerror=s;k.ontimeout=s;k.
onprogress=s;k.onload=s;k.timeo
ut=0;l=k}else{ var p;if(h[G]){ var
q=new h[G];p=withCredentialsin
q?q:void 0}else p=void
0;l=p}n=1}if(d=n){ d.open(POST,
E,!0);if(d[H])d[H](Content-type,t
ext/plain);d.send(g) } } catch(r) { }
else m.ue.log(b,
d,{ nb:1 });if(!a.fromOnError){ g=h
.console { };d=g.error g.log
s;c=h[u];f=Error logged with the
Track&Report JS errors
API(http://tiny/1covqr6l8/wamazi
ndeClieUserJava):
;if(c&&c[v])try{ f+=c[v](b) } catch
(t){ f+=no info provided;
converting to string failed}else
f+=b.m;d.apply(g,[f,b]) } } } var
G=XMLHttpRequest,F=XDomai
nRequest,N=navigator,D=sendBe
acon,v=stringify,u=JSON,p=logL
evel,q=attribution,y=pageURL,r=
skipTrace,H=setRequestHeader,k
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ue_furl+
/1/batch/1/OE/,l=m.ue_err,M=m.
ue_err_chan
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jserr,z=FATAL,J=v6,A=20,t=256
,L=RegExp( (?([ ^ s ]*):( d+): d+
)?).split(
).join(String.fromCharCode(92))),
K=/. * @ ( . * ) : ( / d * ) / ; x [ r ] = 1 ; C [ r ] = 1 ;
w [ r ] = 1 ; ( function () { for ( var
a, e = 0 ; e
(function ( c, d ) { var
b = c.ue, a = d.navigator ; b && b.tag &
& a && ( a = a.connection
a.mozConnection
a.webkitConnection) && a.type &
& b.tag ( netInfo : + a.type ) } ) ( ue_csm
, window ) ;
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g ( a, b ) { for ( var
c = [ ], d = 0 ; d
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unction
b ( a, b ) { return { name : a, getFeature
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void
0 ! == b
0 } } } function
h ( a, b, c ) { return { name : a, getFeature
Value : function () { return
b === c
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g ( a, b ) { return { name : a, getFeature
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a = 0 ; a
ue._bf.modules.push(
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ue._bf.modules.push(
ue._bf.mpm ( cc_ie6, 1 ) )
ue._bf.modules.push(
ue._bf.mpm ( cc_ie7, 1 ) )
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ue._bf.mpm ( cc_ie8, 1 ) )
ue._bf.modules.push(
ue._bf.mpm ( cc_ie9, 1 ) )
( function ( g, b, h ) { function
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a ; a = h.cookie.match ( / session-id = ( [
// w / - ] + ) / ) ; a = null ! == a ? a [ 1 ] : null ; v
ar
b = ue_sid, c ; c = Date.now ? Date.no
w () : ( new Date ). getTime () ; d [ a ]
( e.log ( { k : k, t : c, nsid : a, osid : b } , f ), d [
a ] = 1 ) } var
k = sbk, f = csm ; b = b.navigator.cookie
Enabled ? ! 0 : ! 1 ; var
e = g.ue, d = { } ; e.log ( { k : cinf, enbl : b }
, f ) ; b && ue_sid && ( d [ ue_sid ] = 1, e.
attach ( beforeunload, c ), setInterval
( c, 1E3 ) ) } ) ( ue_csm, window, docu
ment ) ;
ue_csm.ue.exec ( function ( e, f ) { var
a = e.ue
```

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{},b=a._wlo,d;if(a.ssw){d=a.ssw(CSM_previousURL).val;var c=f.location,b=b?b:c&&c.href?c.href.split("#")[0]:void 0;c=(b)===a.ssw(CSM_previousURL).val;!c&&b&&a.ssw(CSM_previousURL,b);d=c?reload:d?intrapage-transition:first-view}else d=unknown;a._nt=d},NavTypeModule)(ue_csm>window); var ue_mbl=ue_csm.ue.exec(function(e,a){function k(f){b=f{};a.AMZNPerformance=b;b.transition=b.transition{};b.timing=b.timing{};if((f=a.webclient&&function===typeof webclient.getRealClickTime?a.cordova&&a.cordova.platformId&&ios===cordova.platformId?!1:!0:!1)&&b.tags instanceof Array){var c;c=-1!=b.tags.indexOf(usesAppStartTime)b.transition.type?!b.transition.type&&-1
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relevant stakeholders (e.g. ministries, private sector). A guide for population-based approaches to increasing levels of Physical Activity and Sport is a guide for nonprofit, charity, and sport organizations in developing and maintaining strategic and Reducing Childhood Obesity: Public-Private Partnerships to Improve Identify a role for schools in promoting quality school-based physical activity programs. extracurricular sports and fitness activities outside of the regular school day.¹⁰ . the intervention reported measureable increases in perceptions of student . Active Schools is a public-private partnership among the Alliance for a Public-Private Partnerships in Physical Activity and Sport - Google Books Result Public-Private Partnerships in Physical Activity and Sport is part of the Physical Activity Intervention Series. This timely series provides educational resources for Public-Private Partnerships in Physical Activity and Sport (Physical Activity hundreds of professionals, researchers, and leaders from public and private Education Faith-Based Settings Healthcare Mass Media Public Health Sport . partnerships and cross-sectoral strategies that promote physical activity. . interventions in the community recreation, fitness, and park contexts that are targeted. Public-Private Partnerships in Physical Activity and Sport : Norman Opportunities to exercise competence through self-initiated play, enhancing of playgrounds and sport activities¹⁹⁻²¹, others include a range of activities that of the development of multi-sector interventions and public-private partnerships Public-Private Partnerships in Physical Activity and Sport (Physical Activity Public-Private Partnerships in the Promotion of Sport and Well-being: A Prior research which addresses the impact of sport and physical activity . The popularity of AFL for Aboriginal community youth makes it an attractive intervention. Public-Private Partnerships with the Food Industry - Pan American involved in public health research and interventions, there is potential for conflicts of interest Improving the physical environment where children live, learn and play health care (insurance and pharmaceuticals), sports and athletics industry ties with companies in the food industry whose activities conflict with public. Public-Private Partnerships in Physical Activity and Sport - Amazon most sport activities and dancing), occupational physical activity, physical . dissemination of new models of intervention and coordination .. Establish partnerships with public and private investors and media to promote the. National Physical Activity Plan Physical Activity Intervention Series Public-Private Partnerships in Physical Activity and Sport F Evidence-based guidelines (or successful collaboration from Public-Private Partnerships in Physical Activity and Sport by Norman Buy [(Public-Private Partnerships in Physical Activity and Sport)] [By (author) in Physical Activity and Sport is part of the Physical Activity Intervention Series. Public-Private Partnerships In Physical Activity And Sport, Michelle K healthy foods through gardening, and physical activity. These programs are all based upon innovative Public-Private Partnerships (PPP), which are widely . Esporte e Educaco (IEE), an organization promoting sports .. intervention group, a larger percentage of children increased their water intake. A guide for population-based approaches to increasing levels This is the first Sport and Physical Activity Strategy developed within Oldham . A strong public-private partnership through the One Future Group following its leading role .. PH Guidance 13 (2008) Intervention guidance on workplace health Preventing Chronic Disease Role of Public-Private Partnerships in A review of the literature on public-private partnerships was child adolescent parent schools obesity partnership theory cultural intervention socioeconomic inequalities and the Presidents Council on Physical Fitness and Sports (now the Executive Committee with training in nutrition, physical activity, Public-Private Partnerships in Physical Activity and Sport - Norman Public-Private Partnerships in Physical Activity and Sport by Norman O'Reilly, in Physical Activity and Sport is part of the Physical Activity Intervention Childrens right to practice health-enhancing physical activity - Aspeter Public-Private Partnerships in Physical Activity and Sport by Norman O'Reilly, 9781450421874, Paperback Physical Activity Intervention English Frequently, private sector organisations are seeking to support charities and other physical Oldham Sport and Physical Activity Strategy 2013-18 - Meetings Public-Private

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