

Overall Strategy

2021 | #HealthyActiveCommunity



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Opening Letter from the President

The Saudi Sports for All Federation is privileged to work towards a healthier and more active Saudi Arabia. Our new National Sports for All strategy is another milestone in this rewarding journey.

With this strategy document, we have created a clear roadmap to reach out to our audiences and meet their specific needs while encouraging them to have more active lifestyles. This document will explain our efforts to reach all communities and society members, encouraging them to a health-first mindset.

We are also increasing our reach through global and local partnerships, working with individuals and organizations who share our commitment to a healthy, happy, and more physically active nation.

We have always sought to create initiatives that offer measurable results that work towards the goals of the Quality of Life program. Our new strategy extends this commitment encouraging our teams and stakeholders to demonstrate social and economic returns on investment.

From playgrounds and sports arenas, to homes and backyards, we want to build and sustain a more active Saudi Arabia. We are immensely proud of our communities and will join them in action as we play more, exercise more, and move towards a healthy, active community.

Sincerely,
HRH Prince Khaled bin Alwaleed



Letter from the Managing Director

Meaningful positive change requires a bold and integrated approach. Research shows a positive link between physical activity and health, which in turn leads to improved economic activity and better quality of life.

The new National Sports for All strategy lays out the framework for a healthier and more physically active Saudi Arabia. Inclusivity is a central pillar of our strategy, with initiatives designed for critical age groups and demographics.

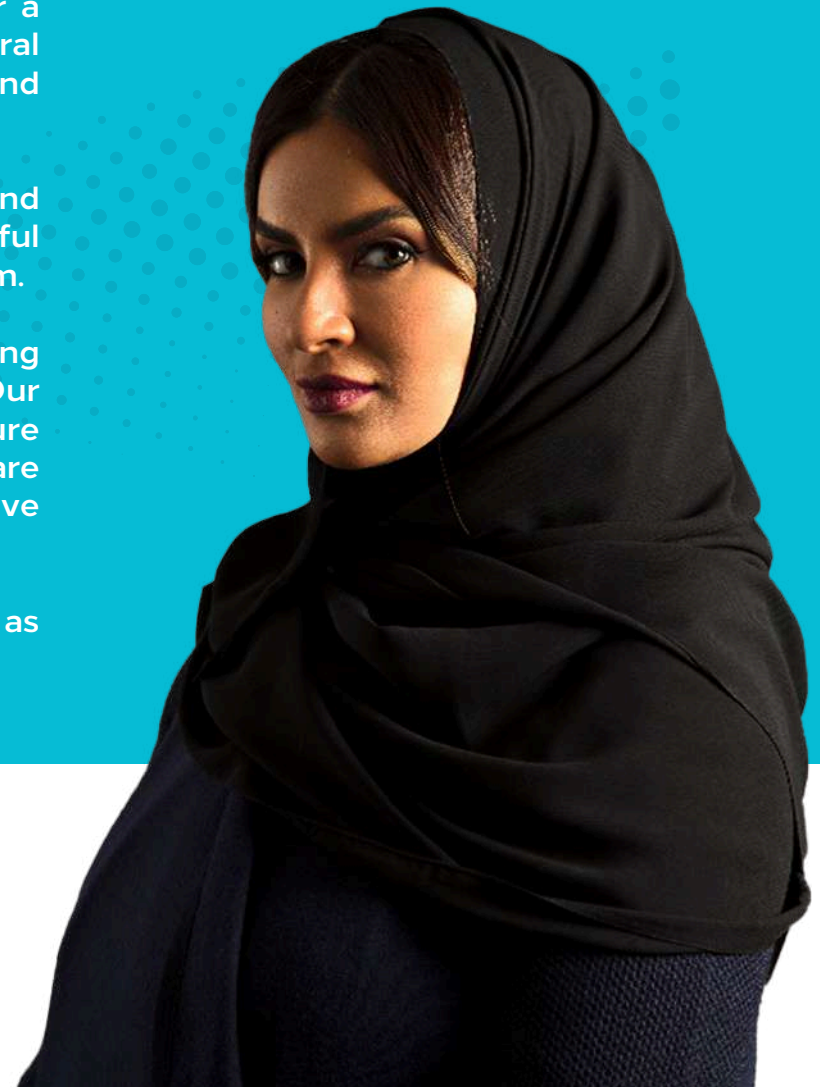
The strategy is also a collaborative approach, as we work with partners and stakeholders across the public and private sectors to create impactful initiatives that get people moving and keep them active in the long term.

Our National Sports for All strategy creates a clear roadmap supporting the Quality of Life Program that is part of the Saudi Vision 2030. Our approach is backed by transparency and accountability. We will measure the social return on investment on our initiatives to ensure that we are helping create a healthier, involved, dynamic and economically active community.

I call on our audiences, partners, teams, and all stakeholders to join us, as we make regular physical activity part of everyone's lives.

Sincerely,

Shaima Saleh Alhusseini





OUR VISION FOR ADULT SPORTS AND PHYSICAL ACTIVITY

“To build an active society for adults
by making everyone feel able to
take part in physical activity...

... thus achieving a 30% decrease in prevalence
of physical inactivity for adults by 2030 ”



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WHAT DO WE DO?

ORGANIZATION FOCUS

The Saudi Sports for All Federation (SFA) is the main body responsible for developing community sports to get more people physically active across the Kingdom

COMMUNITY SPORTS



Active play



Foundation
(physical literacy)



Recreational sports

& Elite Professional Sports



WHAT ARE COMMUNITY SPORTS?

We focus exclusively on community sports, which is defined as physical activity, organized and non-organized, practiced on a regular basis in a non-professional setting for health and social purposes. Any physical activity can be considered as a community sport if it involves physical movement that leads to an increase in heart rate and consequently results in health benefits for the individual.

SPORTS FOR ALL FEDERATION

Vision and Mission

Vision

To inspire and promote a healthy lifestyle to all members of society through physical activity and nutrition

Mission

Drive regular participation in physical activity through empowerment and promotion

Major milestones for community sports in the kingdom



COMMUNITY SPORTS EVOLUTION IN THE KINGDOM

MAJOR MILESTONES



SPORTS FOR ALL FEDERATION



A Vibrant Society



Increase % of population participating regularly in physical activity

To build an active nation and achieve Vision 2030 objective of increasing physical activity levels of the population

برنامج جودة الحياة
QUALITY OF LIFE PROGRAM



وزارة الرياضة
Ministry of Sport

The Quality of Life VRP Program is supporting MoS to achieve this objective by funding 3 key community sport initiatives

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WHY IS A NATIONAL SPORTS FOR ALL STRATEGY NEEDED?

The Kingdom is facing alarmingly increasing health issues, showcased by the increasing obesity levels and high prevalence of non-communicable diseases, most notably Type 2 Diabetes, compared to other countries.

Obesity* rates

35.7%



of adults in Saudi were obese in 2016 and this has been increasing at a rate of 2% per annum since 2012

* Obesity defined as BMI ≥ 30
Aged ≥ 18 years

Prevalence of diabetes amongst adults in 2019

18.3%

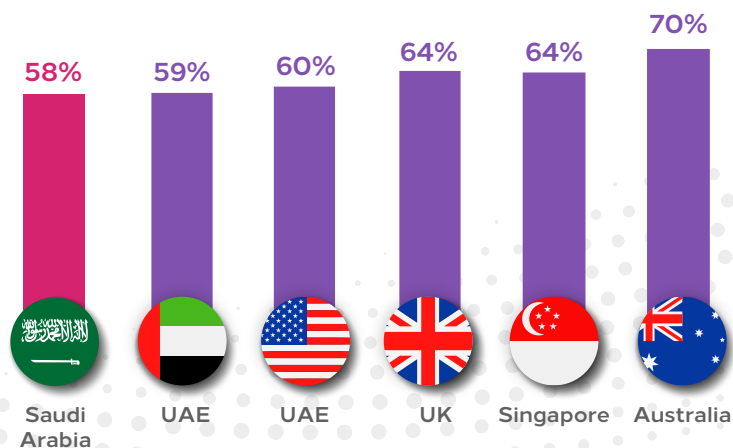


of Saudis were diagnosed for diabetes in 2019, one of the highest rates in the world

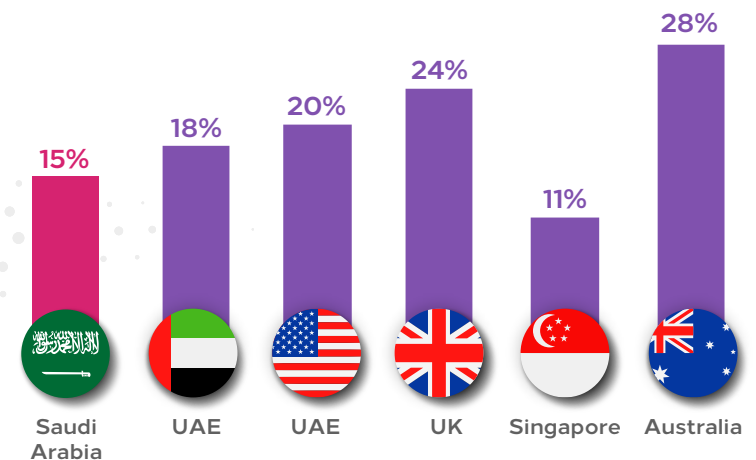
WHY IS A NATIONAL SPORTS FOR ALL STRATEGY NEEDED?

% of adults and youth who meet the global standards of physical activity levels recommendations are lower than best-in-class countries

% of adults (18+) who meet global standards of 150 minutes of physical activity* per week



% of youth (11-17) who meet global standards of 60 minutes of physical activity* per day



[DATA order of countries is different than in graph on the left]

*Physical activity is defined as any bodily movement produced by skeletal muscles that require energy expenditure and that increases a person's heart rate. It includes time spent on exercise, transport to get to and from places, or as part of a person's work

WHY IS A NATIONAL SPORTS FOR ALL STRATEGY NEEDED?

Key insights from our research

Significant time is spent on sedentary activities

33%

spend more than 2 hours browsing the internet/spending time on social media

26%

of people watch TV more than 2 hours per day

Attitude-related barriers are an issue

42%

of those not active do not prioritize exercise

10%

say they are too lazy to exercise

Some people have never exercised regularly

18%

of those not active have never practiced sports regularly in their lives

Walking is the most preferred activity

54%

of those who are active walk at least once a week

Improving health and appearance and family offerings are key activity drivers

43%

of those who are active started because they wanted to improve their health

32%

of those who are not active would exercise if it improved their appearance

16%

of those who are not active would exercise if they were offered family friendly activities

Parents have significant impact on their children

80%

of youth with active parents are active

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OUR NEW STRATEGY IS PARTICIPANT-FOCUSED TO ENSURE OPPORTUNITIES ARE PROVIDED AT EVERY STAGE OF LIFE

The 4 key segments of participants we identified were Youth (under 18), Young Adults (18-25), Adults (26-50) and older adults (Above 50). For each segment, we developed a comprehensive strategy based on a robust gap analysis to identify recommendations that will have the most impact on activity levels. We ensured that all strategies are inclusive by having offerings for everyone including at-risk segments.

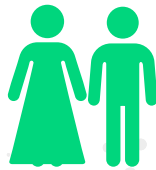
U18



Youth

Inspire a generation to build physical activity habits for life and develop physical literacy

18-25



Young Adults

Strengthen activity habits and create a culture around physical activity for young adults

26-50



Adults

Improve physical activity habits of adults and make it a part of everyday life

51+



Older Adults

Increase activity levels of older adults and promote the benefits of physical activity on their health and wellbeing

OUR STRATEGY FRAMEWORK

1 Programs

Create tailored and sustainable participation opportunities for all segments



2 Places

Ensure the availability of accessible and suitable places



3 People

Develop a strong network of qualified workforce and volunteers to deliver programs



4 Policy

Drive policy change to increase accessibility to opportunities and support implementation



5 Comms & Campaigns

Develop impactful campaigns and ensure effective day-to-day communications



6 Digital Platforms & Research

Utilize technology and insights to improve plans and delivery



7 Org & Governance

Create effective org and governance structures and on-board the right delivery partners



8 Funding

Ensure availability of sustainable funding sources and invest in impactful areas

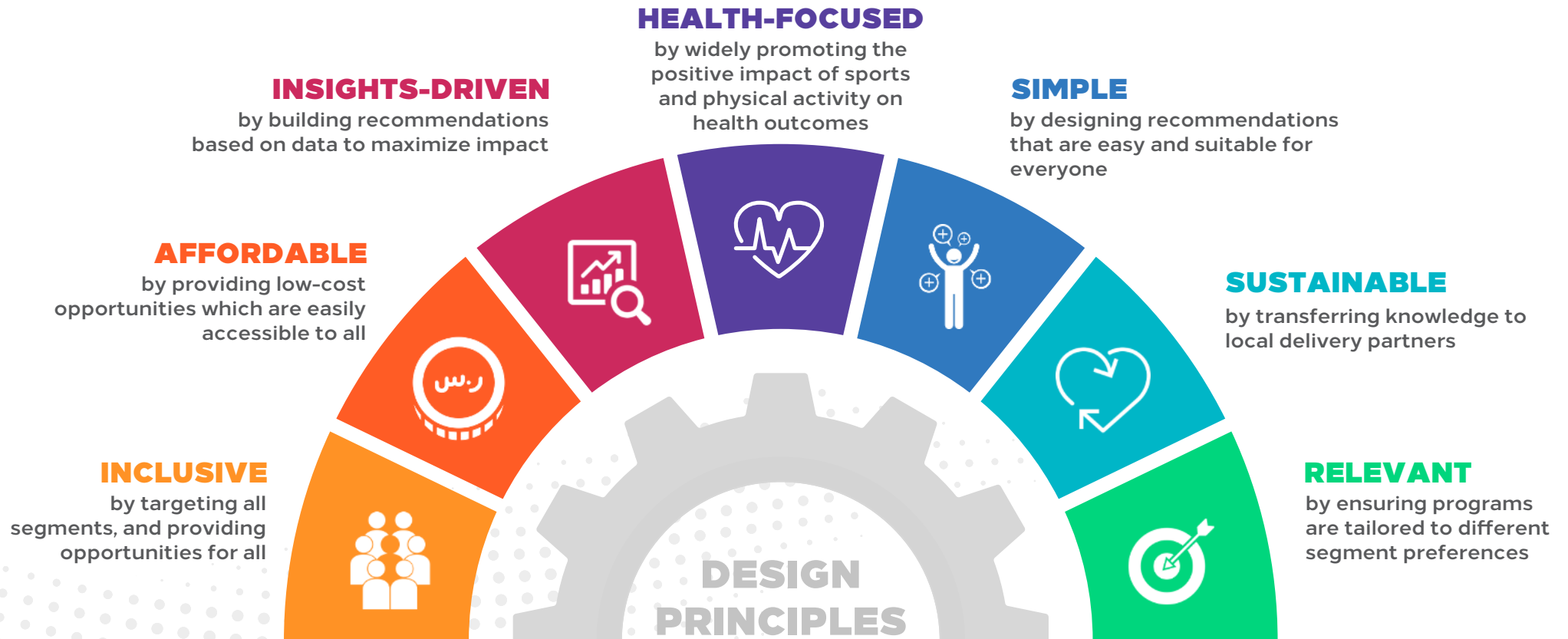


9 Partnerships

Build a strong network of impactful local and international partners

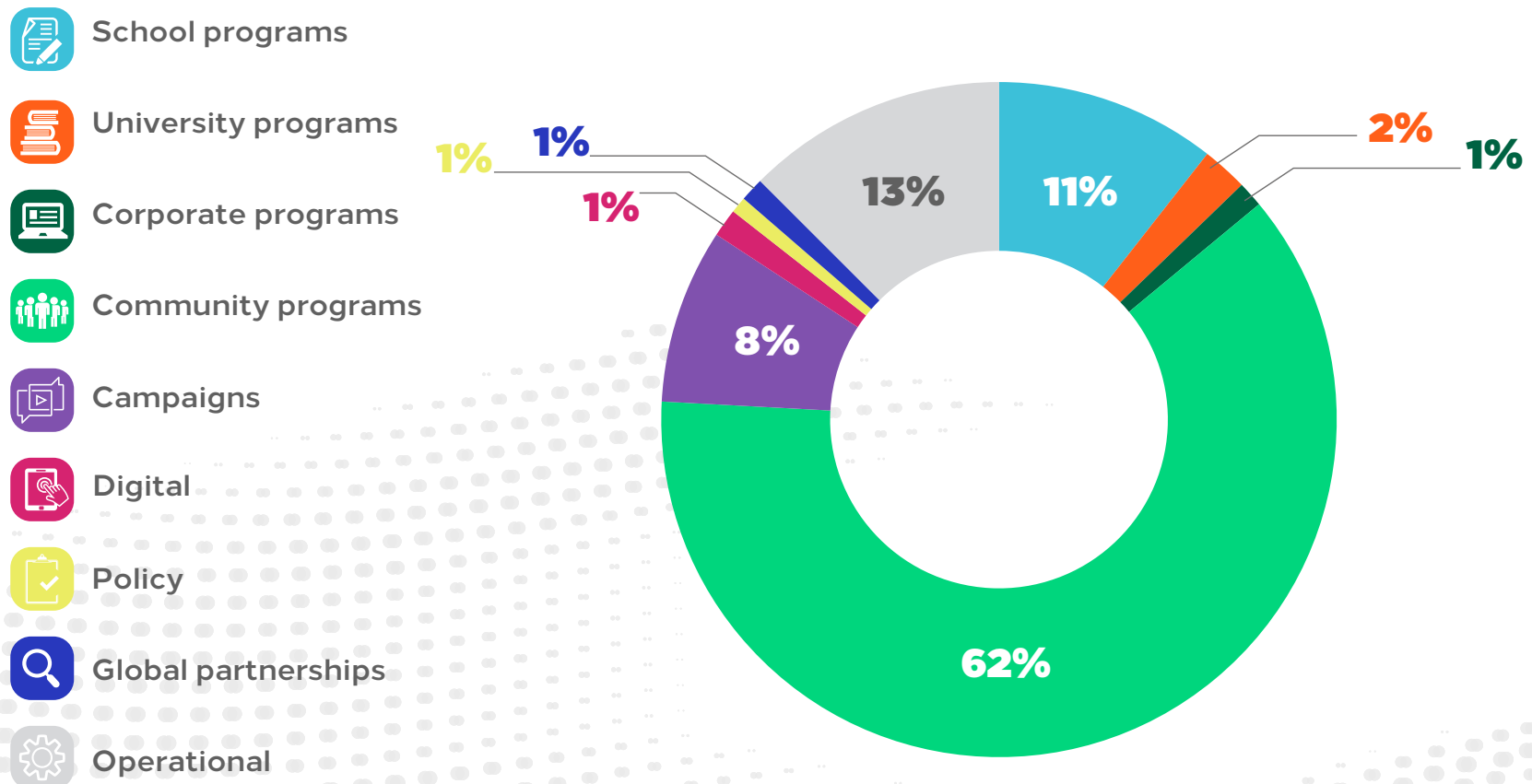


OUR KEY DESIGN PRINCIPALS



OUR INVESTMENTS

We will be investing in 9 key strategic areas over the next 5 years that will have the most impact on the physical activity levels of the population



WHERE WILL OUR INVESTMENTS GO IN THE NEXT 5 YEARS?

PROGRAM

DESCRIPTION



SCHOOL PROGRAMS

Design active sessions in girls' schools

We will tackle the large gender gap in youth activity in schools by providing sustainable and inclusive opportunities for female students through designing suitable activities, online toolkits, and engaging tournaments to be delivered by qualified female trainers through Active Sessions in schools.

Design online toolkits for teachers to train students in schools

We aim to equip P.E teachers with the right tools to deliver effective and engaging programs for students in schools by providing online toolkits for P.E that will allow the teachers to deliver various activities for their students during P.E classes, breaks, active sessions and help them utilize available places in schools.

Design physical activity tests and standards for school students

We will track the physical literacy of students through the introduction of physical activity standards and tests in schools to motivate all students to meet a uniformed physical activity standard based on their school level and age.



UNIVERSITY PROGRAMS

Work with universities to activate student clubs

We will work closely with universities to provide accessible, sustainable and inclusive opportunities in universities throughout the Kingdom by supporting student-led sport clubs to deliver sport activities in universities for students, staff members and alumni.



CORPORATE PROGRAMS

Design toolkits and program blueprints for corporates to deliver

We will help employers deliver various physical activity programs for their employees targeted at different age segments, by creating toolkits and blueprints that have guidelines on effective program delivery based on employees' motivators in addition to providing digital solutions through our online platform

WHERE WILL OUR INVESTMENTS GO IN THE NEXT 5 YEARS?

PROGRAM

DESCRIPTION

Design inclusive programs in public places

We aim to ensure the availability of sustainable and accessible opportunities for all by providing regular and a diverse range of activities in public places that tailor and target all segments of the society (e.g., family activities in public parks).

Design programs and activate community centers

We will ensure the availability of safe, sustainable and accessible opportunities for local communities, by utilizing the right locations as community centers and activate them by designing and delivering regular activities tailored for and targeted towards all ages and segments.

Incentive malls to promote opportunities

We will promote malls as an attractive destination for walking as they are safe, have access to services, and are suitable during the hot summer months, by working with various mall operators to promote their spaces for walking.

Work with delivery partners to deliver multiple grassroots competitions for all ages

We will increase the availability and variety of competitive opportunities that are inclusive of all ages and segments by designing community sports leagues and competitions that offer a wide range sports for all segments of the society.

Expand network of domes and deliver multiple programs

We will build dedicated sports domes around the Kingdom for all members for the community to practice and learn about a variety of sports and offer multi-sport spaces and activations 365 days a year.

Design and deliver virtual programs

We will meet the needs and motivators of specific target audiences by simplifying accessibility to digital physical activity opportunities by designing and delivering a wide range of new virtual programs



COMMUNITY PROGRAMS

WHERE WILL OUR INVESTMENTS GO IN THE NEXT 5 YEARS?

PROGRAM

DESCRIPTION



POLICY

Work with education policy makers to influence relevant policies

We will aim to have policies that can have a positive impact on activity levels amongst students and the wider community by working closely with education policy makers on policies that can improve P.E in schools and enhance utilization of school facilities.

Work with relevant entities to enhance infrastructural offering in cities

We will increase accessibility to physical activity and sport opportunities in cities by working closely with relevant entities to enhance infrastructure design of cities to become accessible and appropriate for physical activity and sports.

Work with health policy makers to link patients to physical activity opportunities and co-deliver programs

We will promote physical activity benefits through health channels by working closely with health policy makers to promote health benefits of physical activity, activate physical activity prescription and link patients with on-ground physical activity programs.

Work with insurance policy makers to design incentive schemes for insurance companies

We will improve the understanding of benefits of being physically active on health by working with insurance policy makers to design an incentive scheme that is delivered by insurance companies to motivate insurance holders to be active.

Develop safeguarding processes and regulations with relevant entities

We will ensure that all physical activity and sport programs delivered for youth are safe and meet safeguarding standards by developing specific processes and regulations and training people involved in the delivery of youth programs.

Work with selected universities to maximize utilization of sport facilities

We will increase offering of sport facilities to the wider community by engaging with selected universities around the kingdom to develop plans to increase utilization of sport facilities available in universities for students and wider community.

WHERE WILL OUR INVESTMENTS GO IN THE NEXT 5 YEARS?

PROGRAM

DESCRIPTION



CAMPAIGNS

Design an overarching campaign that includes all segments and link to SFA and other offerings

We will aim to shift mindsets and behaviors towards physical activity and sports and link communities to different physical activity opportunities by designing insights-driven nationwide awareness campaigns that can reach and motivate a variety of segments and influence positive behavioral change



DIGITAL

Design a nation-wide online incentive scheme to motivate people to be active

We will motivate the population to become physically active by designing incentive schemes through the SFA digital platform to reward people of all ages and link physical activity to other areas of interest e.g., video games



RESEARCH

Conduct in-depth research for different age segments

We will continue to conduct in-depth quantitative and qualitative research through the continuous delivery of our National Participation Survey and the design and delivery of focus groups for different age segments and different demographics to increase our understanding of behaviors and motivators

OUR TARGETS

Our main aspiration is to align with the global action plan on physical activity by increasing the % of adults and youth who meet the global standards to have a more physically active, healthier Saudi



% of youth who meet global standards of 60 minutes of physical activity per day



% of adults who meet global standards of 150 minutes of physical activity per week

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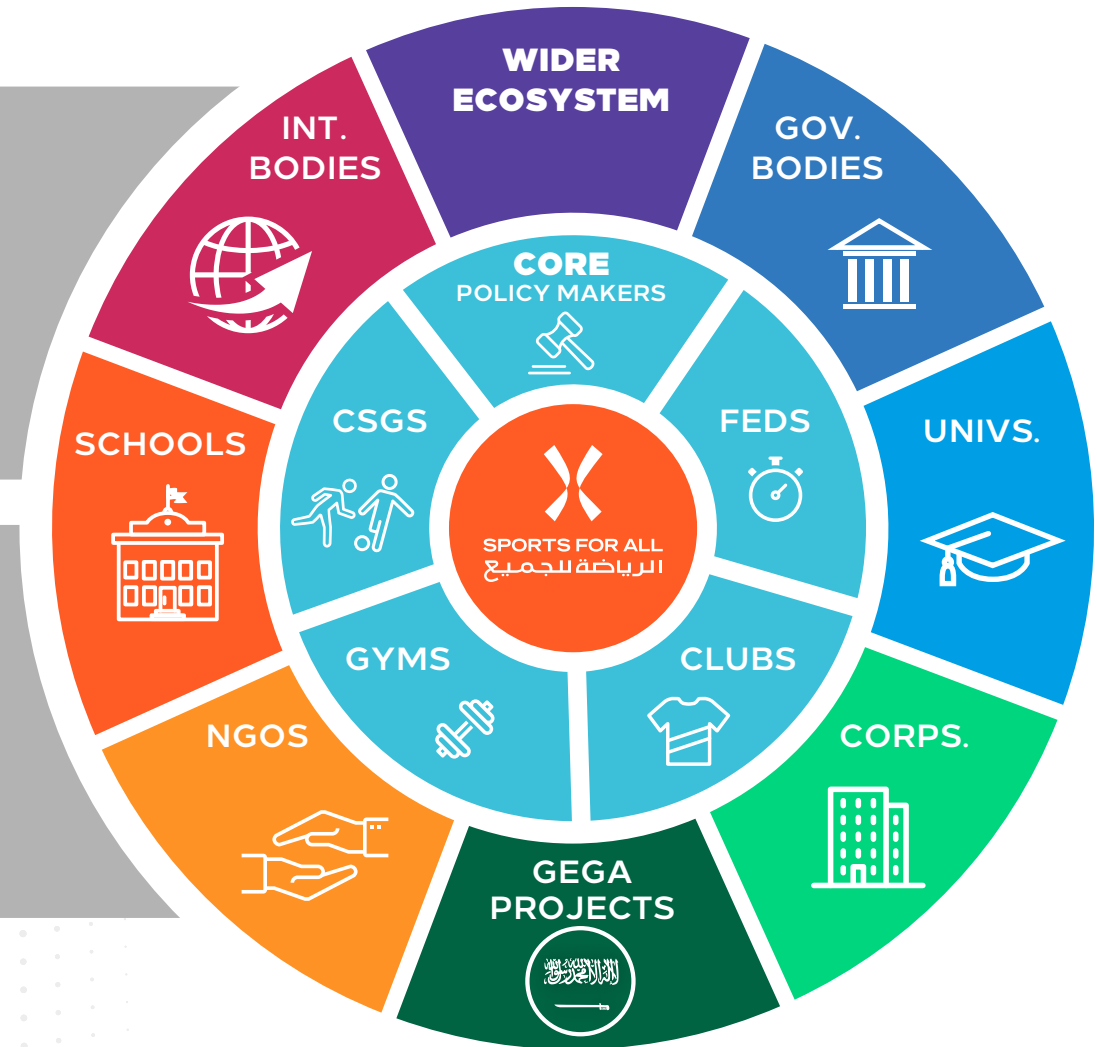
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HOW WILL WE WORK WITH OTHER KEY STAKEHOLDERS?

Stakeholders in the wider ecosystem can support SFA in implementing key policy changes in addition to providing support and knowledge transfer

Core stakeholders can provide the necessary funding and delivery support to ensure the implementation of new strategy



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HOW WILL THIS STRATEGY IMPACT YOU?

Older Adults (50+ years)

- 25% increased chances of preventing cardiovascular diseases and may increase life expectancy by 5 years
- Regular physical activity tackles depression and minimizes Alzheimer symptoms and spread



Adults (25-50 years)

- Participation in sport and exercise by adults reduces risk of CHD and Stroke in active men and women by an average of 30%
- Increased physical activity for adults will result in increased activity for youth due to impact of parents on their children



Young Adults (18-25 years)

- Physically active young adults are 7% more likely to be employed, and earn 7-8% more throughout life
- Young adults who are active are much less likely to engage in risky or antisocial behaviors
- Young adults participating in sports develop 13% higher leadership skills than their inactive counterparts



Youth (0-18 years)

- Physically active youth are 10 times less likely to be obese
- Physically active youth are less likely to smoke
- Physically active children are 15% more likely to go to college



WHAT IS THE SOCIAL RETURN OF INVESTMENT TO THE KINGDOM IF WE ACHIEVE OUR STRATEGY TARGETS?



We will be conducting an exercise to estimate the social return on investment from increased activity which will include health, economic, and social returns

#HealthyActiveCommunity

