

Healthy athlete - Nationwide sport safety implementation case to sport clubs

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■ Background

The Sports and Exercise Safety (LiVE) program (2006–) aims to reduce sport injuries in Finland. The program is coordinated by the Tampere Research Centre of Sports Medicine at the UKK Institute. Every year over 350,000 sports injuries occur in Finland and the trend is increasing. Athletes are in high risk to be injured. Up to 50% of the injuries could be prevented.

■ Methods

Healthy Athlete (HA) aims to foster coaching and training culture that promotes good health and safety in sports. Target groups are young athletes and their coaches, instructors, team managers and families. National and international study findings are delivered to the field by communication and education. Program focuses on 10 segments in the ten-point-circle (Figure 1.). Main communication channels are website www.terveurheilija.fi, Facebook, Twitter, and YouTube channel. Website offers information packages, exercise videos, campaign materials, tutor network information etc. All materials are free of charge. Website attracts over 10000 visits per month and YouTube videos have been watched over 270 000 times. HA also arranges several seminars and tutor meetings with national partners.

■ Results

Program has educated over 80 HA-instructors and created the national Sport Nutrition Society (50 sport nutritionists). Purposes of the networks are to implement preventive strategies against sport injuries among target groups by offering education and counselling for coaches and athletes at their local environments. Tutors share the same education materials and injury prevention strategies and they meet annually for re-education.



Figure 1.
The ten-point-circle

■ Conclusions

Successful development and implementation of preventive strategies against sports injuries in sport club settings continues. HA is currently planning new, modern strategies for implementation e.g. developing technological solutions (mobile and web applications) and webinars.

