# Contents

## Part I  Sport and Health: Setting the Scene

1  **Introduction to Sport and Public Health**  .............................................. 3  
   David Conrad and Alan White

2  **How Can the Health System Benefit from Increasing Participation in Sport, Exercise and Physical Activity?**  ...................... 29  
   Stephen Zwolinsky, Jim McKenna, and Andy Pringle

3  **Sport as a Vehicle for Health Promotion (and More)**  ......................... 53  
   Sami Kokko

4  **Public Health in Sporting Settings: A Gender Perspective**  ............... 61  
   Alan White

5  **Sport and Public Health Partnership Working**  .................................... 77  
   David Conrad and Maria Abraham

## Part II  Case Studies

6  **Time Out for Your Health: A Sports-Based Health Intervention Approach with American Football Teams**  ...................... 91  
   Ana N. Fadich

7  **The Bristol Active Life Project: Physical Activity and Sport for Mental Health**  ................................................................. 101  
   David Carless and Kitrina Douglas

8  **Football 4 Peace: An Activity-Based Community Relations and Reconciliation Initiative**  ......................................................... 117  
   Graham Spacey and Jack Sugden

9  **Resilience Enhancing Program for Youth Survivors of the Beslan School Hostage-Taking**  ......................................................... 129  
   Stefan Vetter
10  Rotary International’s Kick Polio Out of Africa Campaign .......... 139
    June Webber and Chris Skinner

11  Sex and Sport: An Australian Rules Football-Based
    Chlamydia Screening Initiative ........................................... 151
    Fabian Yuh Shiong Kong, Margaret Hellard, and Jane Hocking

12  Skillz Kenya: An HIV/AIDS Youth Prevention Initiative .......... 161
    Enouce Ndeche and Samson Chama

13  A Golf Programme for People with Mental Health Problems ....... 173
    Kitrina Douglas and David Carless

14  The Community Street Soccer Program .................................. 181
    Emma Sherry

15  Promoting Mental Well-being in Rugby League Communities ...... 189
    Jane Riley

16  Slum Soccer: Female Empowerment Through Football ............. 201
    Vikrem Vyab, V.G. Raghvendran, Marisa Schlenker,
    and Abhijeet Barse

17  Fighting for Peace: From the Favelas of Rio de Janeiro
    and Beyond ........................................................................ 211
    Luke Dowdney and Alice Sampson

18  Millwall FC Medical Service: ‘No One Likes Us,
    We Do Care’—Working Together for Better Health
    in South London .................................................................. 231
    Nick Hart and Alison Leary

19  Sport as a Post-Disaster Psychosocial Intervention for Children
    in Bam, Iran ........................................................................ 241
    David Conrad

20  Football Fans in Training: A Weight Management
    and Healthy Living Programme for Men Delivered
    via Scotland’s Premier Football Clubs .................................... 251
    Kate Hunt, Sally Wyke, Cindy Gray, Christopher Bunn,
    and Billy Singh

21  The Stanford Sports to Prevent Obesity Randomized
    Trial (SPORT) .................................................................... 261
    David Conrad

22  It’s a Goal: A Football-Based Mental Health Programme .......... 269
    Pete Sayers and Helen Spandler
23 Promoting Healthy Physical Activity and Nutrition in a Low Socioeconomic Status Community: A University-Australian Rules Football Collaborative Model .......................................................... 279
Murray Drummond, Claire Drummond, Sam Elliott, and Stefania Velardo

24 “Manning Up for Men’s Health”: Sports Radio and the INTEGRIS Men’s Health University, Oklahoma, USA........ 291
Stephen D. Petty and Lyn Hester

25 ‘Quit Smoking with Barça’: An Initiative of the European Commission’s ‘Ex-Smokers Are Unstoppable’ Campaign ........... 297
Jordi Monés and Jan Teulingkx

26 Conclusion: The Next Steps ................................................................. 309
David Conrad and Alan White

Index ................................................................................................................. 317
Sports-Based Health Interventions
Case Studies from Around the World
Conrad, D.; White, A. (Eds.)
2016, XXXV, 324 p. 24 illus., 2 illus. in color., Hardcover
ISBN: 978-1-4614-5995-8