

TAFISA AND UNESCO ANNOUNCE A NEW BOOK AND CALL FOR AUTHORS



UGF

An Invitation from
UNIVERSITY GAMA FILHO
Rio de Janeiro - Brazil

**“Worldwide Trends in Sport for All”
is a forthcoming book with a
Editorial Staff that would be pleased
to hear from prospective writers.
This opportunity is now open to
leaders, scholars, non academic
professionals, scientists
engaged in sports field
and creative writers from
any country which has
experiences in Sport for All
either supported by
governmental, private or
grass roots level organizations.
And...**

*...“it is a privilege to co-operate
with TAFISA and UNESCO in our
increasingly successful
and artful enterprise of
editorial work, graphic design
and computer-assisted
management. For us, the
new book on Sport for All
represents a consolidation
of long-time relationships between
our University and international
sport organizations”.*

*Prof. Almeri Paulo Finger, PhD
Rector University Gama Filho*



WHAT THE BOOK IS ALL ABOUT ?

This book is about Sport for All. In the last three decades Sport for All movement has been growing more from practical approaches than from theoretical interpretations. In reality it is still little-studied and poorly understood in worldwide perspectives especially because of the difficulties in understanding cross-cultural experiences. The rationales of Sport for All today tend to be more related to the health and leisure aspects of people who are engaged in sport almost ignoring the real roots of the movement. It is time then that Sport for All change the old “ought-to-be” framework to the new “be” framework. We then need to build a state-of-the-art book which aims at providing:

-A body of knowledge able to point out adequate ways and means of developing Sport for All in the upcoming 21st century.

-A central focus on comparative analysis to illuminate connections built on the shared conception of Sport for All in different cultures, then proceed by placing them into a larger and updated scope of social needs and scientific knowledge.

-Status-trends of Sport for All by means of understanding how it has developed and may develop in the future, either in poor or in rich countries.

-Explanations of the building up and expansion of Sport for All in different historical contexts.

-Descriptions of the long-run evolution of Sport for All to deepen and to broaden the meanings of common highlights of accomplishments in different cultures.

-Concerns on local appropriateness and global significance of Sport for All.

-Distinctions of focuses on leisure, health, social development, Olympic education, education for leisure, cultural legacy, environmental protection etc. to map out diversions and convergences.

TAFISA CALLS FOR ACTION

*To all members of TAFISA
July 27th, 1998*

According to decision taken by our now Board of Directors during the 15th Tafisa World Congress (Penang-Malaysia), November 1997, the book "Worldwide Trends in Sport for All" will be granted with full support from our Association in view of its aim of mapping the past and present of Sport for All, to chart the trends for the 21st century.

Following this decision, UNESCO joined the book's project to provide financial assistance. Future partnership with IOC, WHO, ICSSPE, FIMS, WLRA, FISpT etc. are now being discussed in order to improve the global reach of this project.

The Chief Editor of the book is Professor Dr. Lamartine P. Da Costa who has the task of bringing together both practical experiences and scientific interpretations from the last three decades of Sport for All worldwide. He will make direct contacts with all members of TAFISA to ensure an adequate participation in the book's editorial works.

The lack of answers for joining this project by any TAFISA member shall have the meaning to the Editorial Staff of searching out authors in each country by other means. Moreover, the participation in the book by authors and advisers will be considered as a non-commercial involvement in view of its free-of-cost in first-hand distribution.



Cordially,
Jürgen Palm
Dr. Jürgen Palm
President of TAFISA

SUPPORT FROM UNESCO

*Division of Youth and Sports Activities
Ref. SHS/YSA/98/AG/sw 156 – Paris
30 January, 1998*

Dear President Palm:

Following the Penang Congress of last November and our discussion at UNESCO Headquarters on 30 January this year, I am pleased to confirm our priority interest in your project for compiling and publishing a state-of-the-art book on *Worldwide Trends in Sport for All*.

I think there is a great need for such a work given both the growing public awareness in developing as well as industrialized countries of the importance (for many reasons) of regular physical activity, and the variety of ingenious and innovative new initiatives in this field emerging right around the world and for the development of which TAFISA's important role has UNESCO's support.

With regard to the book, I sincerely hope that UNESCO will be able to provide financial assistance and remain at your disposal to inform other potential partners/donors of our interest in this project.

Yours sincerely,



Arthur Gillette

Director



**United Nations Educational,
Scientific and Cultural Organization.**

THE BEGINNINGS

November 1997

-During the 15th TAFISA World Congress in Malaysia, representatives from nearly 50 nations were directly consulted about possible approaches and descriptions of their countries' particular experiences.

-First draft of the project of the book was presented in the above mentioned Congress.

December 1997

-The reliability of descriptions and approaches as defined previously in Malaysia was put to test locally in Singapore, where Sport for All is acknowledged as typical.

January 1998

-A complete framework of descriptions and approaches were submitted to 12 leaders and scholars with international background in Sport for All in order to assess the quality of the writing of future chapters.

March 1998

-The editorial staff was located at University Gama Filho - Rio de Janeiro, based on a international class Master and Doctorate Physical Education Program.

July 1998

-End of the project's first phase, previously outlined to define basic arrangements of (a) methodology of text production and review, (b) graphic design, (c) computer aid management.

August 1998

-Start-up of international public announcement of the new book and call for authors (2nd phase of the project).

LOOKING AHEAD

September 1998

-Opening of the process of SELECTION OF AUTHORS (one or more to each chapter related to one country).

October 1998

-Use of Internet for exchanges between authors, Tafisa affiliates, international agencies and national bodies (see addresses ahead).

-Beginning of exchanges and follow-up between authors and the Editorial Staff upon reception of texts (contacts by INTERNET or according to author's choice by fax or mail).

-Announcements of the book's project and direct contact with prospective authors at the (a) 12th International Symposium on Sport Sciences (Sao Paulo, 8-11 October) and (b) WLRA Fifth World Congress (Sao Paulo, 26-30 October).

November 1998

-Announcements of the book's project and direct contact with prospective or selected authors at the 7th World Congress Sport for All under the patronage of I.O.C., (Barcelona, 19-22 November).



-Beginning of the 3rd phase of the book's editorial work: meetings with representatives from I.O.C, WHO, ICSSPE, FISpT etc. to define the group of experts to provide interpretations from countries' chapters being compiled since October 1998 (Barcelona, 19-22 November).

FISpT -Fédération Internationale du Sport pour Tous

January/June 1999

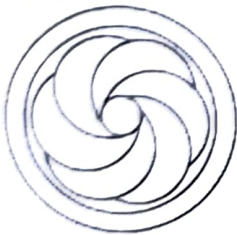
- Building up of a cross-national comparison matrix through computer assisted development and research of Editorial Staff
- Beginning of interpretations and identification of trends by experts connected through INTERNET, fax or mail with Editorial Staff.
- Review of texts in addition to graphic design works.



**INTERNATIONAL
OLYMPIC
COMMITTEE**

- Production of final chapters related to interpretations from countries' reports and international trends.
- End of authors' selection, the collecting and review of texts and the process of interpretation.
- Preparation of word-processing files for editing and typesetting by graphic design team of Editorial Staff (final output: diskettes to be delivered to printer).

ICSSPE



CIEPSS

July 1999

- Assessment of the on-going process of Editing to be reported by Editors during the 16th TAFISA World Congress in Cyprus.

August 1999

- Beginning of 4th phase of the book's project: agreement of partnership for printing and distribution of the book.

September 1999 / June 2000

- Last months to send in manuscripts; end of production of book chapters; end of concluding chapters (final chapters) by specialists (experts).

- Deliver the diskettes to printer.
- Printing the book.
- Distribution of the book according to partners decisions.



**WORLD
HEALTH
ORGANIZATION**

June 2000

- Ceremonial act of the book's public presentation during the World Exhibition EXPO 2000 in Hannover, Germany
- 3rd World Festival of Traditional Sports (June, 19-25).

HOW TO PARTICIPATE AS AN AUTHOR



The possibility of participating in the book as author is now open according to the following guidelines established by the Editorial Staff:

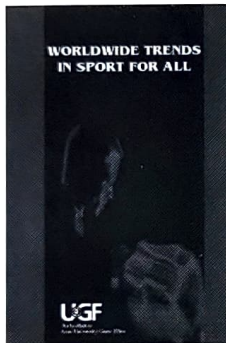
As TAFISA - prior Trim & Fitness Movement - is the oldest Sport for All international organization, having today the largest number of member countries, the priority of defining authors is now offered to the affiliate organizations of each country. For countries with many affiliations, the oldest one will prevail to point out authors and so successively in case of giving up this advantage by any affiliate.

The deadline to communicate the participation in the book by TAFISA affiliates is 30 November, 1998. After this date, the Editorial Staff will search out and select authors in each country according to (i) availability of applications for authorship, (ii) academic, professional and management backgrounds, (iii) connections concerning local, national or international Sport for All institutions (see attached form at the end of this information).

The number of authors of each chapter related to one country's experience in Sport for All is also open to local decision. However, it is suggested that TAFISA affiliates join one national leading person with recognized long-standing involvement with Sport for All to (a) one scholar with experience in research and to (b) one young

professional or leader often identified by creative interventions in the field of sports. These references are also valid to the case of a particular country with applications sent by non-affiliates of TAFISA.

Being the book a non-commercial enterprise in a first-hand edition, applicants will be required to transfer the copyright to TAFISA as a preliminary condition for acceptance.



CHARACTERISTICS OF THE BOOK

LENGTH

The first part encompasses chapters concerned with countries' reports, which represent approximately 450 pages maximum in the book. Each chapter here is referred to a maximum of 60 manuscript pages or 15 pages of the book.

The second part of the book includes the comparative analysis from descriptions and data compiled from the first part as well as, interpretations and trends identified by experts. This last part comprises two or three chapters with 50 pages of the book. Estimated total pages of the book with introductory texts: 500-520 pages.

TARGET

The book is designed to meet the interests of professionals, scholars, students, state authorities, government policy-makers and practitioners devoted to sports when related to recreation, leisure and health, or from a broader perspective, to Sport for All.

tone

Each chapter should be presented in a professional

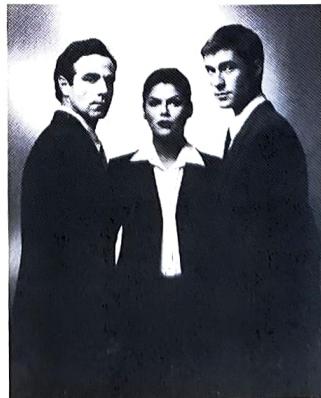
and scientific manner. Being a resource for consultation, mainly useful to institutions oriented to means of social development, the book will not enhance peculiar issues or personal standpoints. In all, authors and advisers are welcome to join a collective work, targeted to collective interest.

DISTRIBUTION

The book is initially planned to have a free-of-cost distribution to institutions in order to be a reference source, likewise comparative and prospective studies on education and health. In addition to government, private and grass roots institutional reception, leading persons of sport and physical education when health-related or leisure-oriented are the second priority for the distribution scheme. In this concern, it is noteworthy mentioning the example of the book “Sport for All”, edited by Pekka Oja and Risto Telama and published by Elsevier-Amsterdam in 1991. For its free-of-costs distribution, the I. O. C. gave financial support and until today these Proceedings of 1990 World Congress on Sport for All (Tampere, Finland, 3-7 June) have remained as one of the main reference sources in its specialization.

GUIDELINES FOR PROSPECTIVE AUTHORS

The authorship of the book “Worldwide Trends in Sport for All”, here considered as a future reference to social interventions in many countries, is reserved for persons



who make primary contribution to and hold primary responsibility for the data and interpretations for a published work. Authorship encompasses not only those who do the actual writing but also those who have made substantial scientific contributions to a study. Thus, the Editorial Staff recommends that a sequential order of authorship be established as early as possible.

In terms of engagement, the prospective authors are invited to follow the guidelines:

(1) Fulfil the attached form at the end of this information.

(2) Sign on the form of copyright transfer sent by Editorial Staff as an answer to applications referred to guideline no.1.

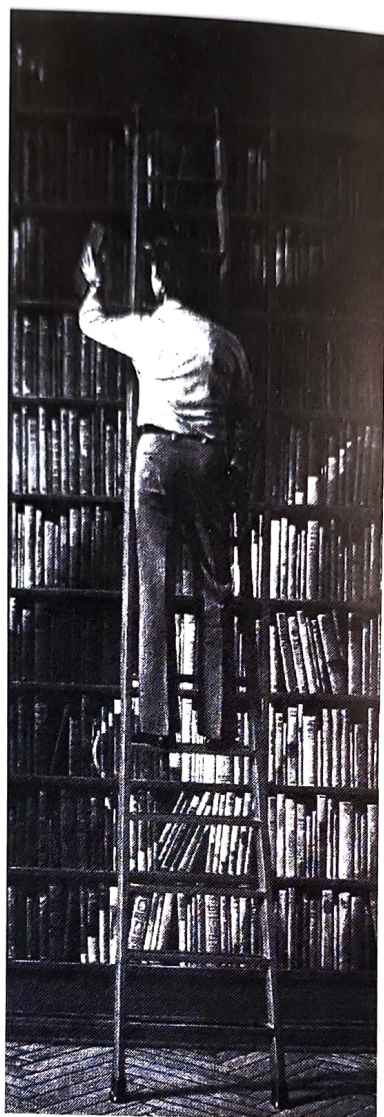
(3) Follow up through INTERNET (see ahead address) the events connected to the book editorial production or wait for direct contact by fax or mail with further instructions for participation. All information sent to the Editorial Staff will be classified as confidential until a final decision involving participation in the book. Disclosure of information on the Home Page of the book only after mutual acceptance between prospective authors and the Editorial Staff. Authors then will sign up a copyright form.

(4) If the engagement is firstly assumed by any TAFISA affiliate (see attached form), guideline no.2 must be followed by this affiliate, which will select the authors and bring about the agreement between these authors and the Editorial Staff as described in guideline no.3.

(5) Authors pointed out by TAFISA members are expected to hold the primary responsibilities of authorship as defined in the introduction of this section.

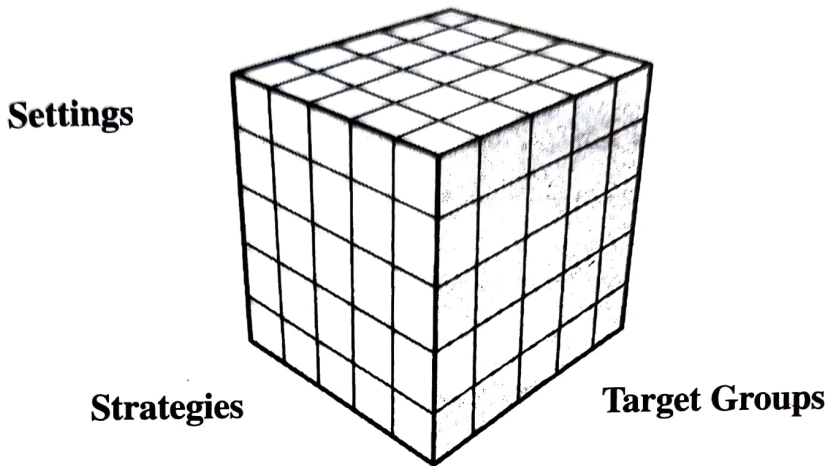
INSTRUCTIONS TO WRITE MANUSCRIPTS

Each chapter should refer to a particular country and should be prepared by one or more authors. Its content should fit a specific model so that it could be submitted to comparative analysis. For this reason the Editorial Staff is proposing a framework for the first part of the book to help organize the writing processes. It should aim at providing consistency of presentation in view of past and present meanings of Sport for All in each national context.



Thus an initial format was designed and then critically reviewed by recognized experts in the Sport for All field to avoid poor and unacceptable methods of presentation of the realities of different countries. Because the contexts of the chapters are often dissimilar in any collective work the first draft of this format was designed in such a way that authors will have to focus on coherence and logic as they prepare their manuscripts. This meaningful content was drawn from the existing literature on Sport for All including a research done through the reviewing of the Proceedings of Sport for All Congresses

POWELL et al. (1991) CUBE



from 1970s, 1980s and 1990s, as published by Trim & Fitness Movement, I.O.C. and TAFISA (see “Bibliography” section).

Consequently, to give orientation to authors the following framework is the product of three successive stages that searched for reliability and validity for a first format. The validity assessment joined 12 distinguished leaders and scholars with international experience in consultations done from January to June 1998 (see ahead “International Advisory Group”). Prospective authors are then requested to adapt their manuscripts to this content delimitation, of course keeping their free hand in descriptions, analysis and interpretations.

Once the Sport for All experience of each country has its peculiarities in time, space, cultural background and technological possibilities, the length of descriptions, the appropriate level and the limits of analysis and interpretation are to be set by local authors. It is also important to make a plan in order to fit existing knowledge on Sport for All locally concerned into the suggested components of the framework.

Please use the section "Instructions for Preparing the Manuscript" to check for appropriate length for each piece of writing, number of pages, number of lines on each page, use of electronic word processing disk, margins and other necessary requirements. After these preliminary steps, the framework may be followed orderly by the title of item, expected outcome of item (descriptions, analysis and interpretations) and components to be chosen by authors according to specific approaches of Sport for All in their national perspective:



HISTORY

Expected Outcome of Writing: Identification of Sport for All (SFA) origins and evolution in each country in order to define characteristic elements either as institutional choices or as social and cultural motivations which have helped develop events, campaigns and programs.

Components for Selection

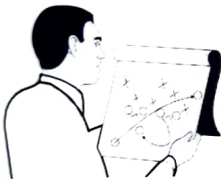
Pioneer initiatives similar to SFA, if any, which became known before 1960s (description).

Initiatives emerged after the 1960s influenced by Trim & Fitness Movement, European Charter of SFA and other influential references (description).

Evolution of SFA in the country promoted by one or several institutions from a national perspective and in terms of

impacts, if any, discontinuities, changes etc. (description), as eventually concerned to international body influence, health awareness, leisure time increase etc. (analysis).

Evolution of local and regional initiatives, if considered important, in terms of impacts, discontinuities, changes etc. after 1960s (analysis). Events, evidences and data, if any, revealing trends, logics and motive forces of physical activity increase in people's common lives since the 1960s, apart from SFA initiatives (interpretation).



INSTITUTIONS

Expected Outcome of Writing: Identification of main SFA institutions or SFA programs from non-specialized institutions in the country, emphasizing the objectives and methods of social intervention as well as typifying the basis of those interventions as governmental, non-governmental or both in association arrangements.

Components for Selection

Main SFA institution or programs with summary of objectives and methods of work in different stages of evolution from 1970s to 1990s (description).

Significant changes in main SFA institutions, objectives methods of programs related to leisure or health or other sector of influence from 1970s to 1990s (analysis).

Presupposed or confirmed relations between impacts of SFA in the country, if reported in previous item, with the roles played by SFA institutions and programs (interpretation).



MARKETING

Expected Outcome of Writing: Identification of marketing rationales on SFA events, campaigns and programs, selecting fundamentals and tools of less or more importance in final results from SFA institutions and programs in the country.

Components for Selection

Basic principles or rationales in the management of events, campaigns and programs according to main SFA institutions experience from 1970s to 1990s (descriptions)

Summary of marketing strategies, communication vehicles and tools as inserted in the management of events, campaigns and programs according to main SFA institutions experience from 1970s to 1990s (description).

Role played by marketing in final results of SFA events, campaigns and programs in comparison to other management tools (interpretation).



CULTURE

Expected Outcome of Writing: Identification of cultural references and conditions with influence on SFA in the planning and implementation of events, campaigns and programs.

Components for Selection

Explicit cultural factors taken into consideration to manage SFA in the country, if any, between 1970s and 1990s (description), either in terms of reinforcement or constraints (interpretations).

Role played by traditional games in the context of SFA programs, if any (description).



SPONSORSHIP AND FINANCING

Expected Outcome of Writing: Identification of financing sources to SFA, summarizing government and private participation as well as the impact of sponsorship in terms of evolution between 1970s and 1990s.

Components for Selection

Examples of government and private financing schemes from past and present SFA events, campaigns and programs (description).

Impacts from sponsorships, if any, in the SFA development, identifying successes and failures over 1970-1990 decades (interpretation).



TARGET GROUPS AND ACTIVITIES

Expected Outcome of Writing: Characterization of target groups during the SFA evolution in the country, as referred to the conception and implementation of events, campaigns and programs. Activities particularly selected to be promoted in the context of target groups are also part of this needed characterization.

Components for Selection

Examples of targeting cases and techniques in SFA according to national experience, if any (description).

Examples of activities selected by institutions or programs or chosen by participants when focusing on target groups (description).

Characterization of relationships between target groups and activities in terms of economic status, cultural traditions, social development levels and others (interpretation).



SETTINGS AND ACTIVITIES

Expected Outcome of Writing: Characterization of settings for SFA (parks, homes, worksites, beaches etc.) during the evolution of options of events, campaigns and programs. Activities particularly connected with those choices are significant part of this needed characterization.

Components for Selection

Availability and preferences of settings for SFA in the country beginning in 1970s or later (description).
Example of activities closely related to most frequent settings of SFA with explanatory remarks of this mutual relationship (interpretation).



STRATEGY AND ACTIVITIES

Expected Outcome of Writing: Summary of strategies (information, media leadership commitment, legislation etc.) of SFA implementation in the country, selecting key elements

of choices from past events, campaigns and programs. Activities are also elements of the needed characterization, when intrinsically belonging to implementation.

Components for Selection

Examples of main strategic choices for SFA implementation between 1970s and 1990s (descriptions).

Examples of activities which have been affecting the strategic options of SFA development with short explanation of these relationships (interpretation).



SOCIAL CHANGES

Expected Outcome of Writing: Identification of confirmed or perceived social changes due to SFA events, campaigns and programs' direct influences or repercussions.

Components for Selection

References to research data, if any, concerned with social changes as a result of SFA interventions (description).

Sport participation data, health statistics and other indicators from which suggested influences of SFA can be presented (analysis)

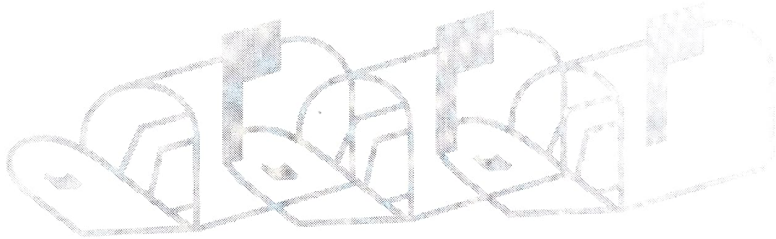
Socioeconomic trends with possible relation with SFA interventions in past and present situations (interpretation).



10.

CONCLUSIONS

Expected Outcome of Writing: free interpretations and concluding remarks from authors in view of the nine previous items, identifying trends for the next coming years on a national basis.



INSTRUCTIONS FOR PREPARING THE MANUSCRIPT

LENGTH

Maximum 60 pages, typed, double-spaced and numbers in all pages in consecutive order.

PRESENTATION

Diskette 3.5 and one copy in paper A4, word processor Windows 6.0 using Times New Roman 12, margins at least 2.54cm (1 in.) at the top, bottom, right and left of every page as well as typing no more than 27 lines of text in each page.

ORDER

Arrange the pages of the manuscript as follows: (a) title page, authors' names and institutional affiliation (numbered page 1); (b) text (separate page numbered page 2); (c) references. For footnotes and tables: list and start on a separate page.

QUOTATIONS

Quotations must be kept to a minimum, avoiding to quote more than 300 words (over this limit copyright protection requires permission from source). When quotations have fewer than 40 words, they should be incorporated into the text and enclosed by double quotation marks (“”).

HEADINGS

Being the framework from previous section a standard for all chapters concerned with national reports, the title of manuscript ought to identify a particular country in addition to optional highlights and general characterizations of local Sport for All. Furthermore, subheadings identified from no.1 to no.10 should strictly express the 10 items of the framework except when authors skip one or more items because of lack of facts or knowledge from their home country. Also subheadings may incorporate expressions of clarification and meaning.

STYLE

The book is being proposed as a reference work. Authors, then should be factual and to the point, saving their evaluations and judgements to the conclusions (item no. 10 of framework).

REFERENCES

All references in the text should be identified by the last name of the author, year of publication and should also include pagination where appropriate, as follows:

.Authors name in text: Tubino (1986).

.Authors name not in text: (Ribeiro, 1994, p. 160).

.Two Authors: (Rezende & Da Costa, 1998, pp. 235).

.More than two authors: (Rezende et al., 1997, p.135).

Again, the last section of the manuscript should be a list of references. In other words, “References” are included after subheading no.10 according to the requirements:

.From books: author’s last name first, followed by the author’s first and middle initials, year of publication, title of publication, place of publication and publisher. For example:

.Oja, P. and Telama, R. (1991) Sport for All.

.Amsterdam: Elsevier Science Publisher.

.Da Costa, L.P. (1996) The State versus Free Enterprise in Sports Policy. In Chalip, L., Johnson, A. and Stachura, L. (eds) National Sports Policies: an International Handbook (pp.23-28). Westport, CT: Greenwood Press.

.From journals: author(s) with the last name of author listed first followed by the author’s first and middle initials, date, title of article and journal, volume number, series and pages, city publication. For example:

.Da Costa, L.P. (1986) Sport for All in Brazil.

.Olympic Message, 16, 17-24. Lausanne.

FIGURES

-“Worldwide Trends in Sport for All” is a reference book which requires priority to technical and scientific information. Thus, authors should concentrate their efforts on text, tables, footnotes and references, not on opinions or judgments of any sort.

LANGUAGE

-Manuscripts are to be written in English at best correct

style and content possible. Professional support is suggested to review author's writings prior of sending them to Editorial Staff.

MAILING PROCEDURES

-In the case of acceptance of prospective author(s) as notified by Editorial Staff, manuscript should be sent to Chief Editor address by overseas airmail or by courier such as Federal Express, DHL etc. We also suggest that authors use appropriate packaging to avoid damages to the diskettes. The chief Editor address for this purpose is found in the next section.