




**A practical look at a
Sector Quality Assurance Strategy in Action**

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**Lessons learnt and the potential
for a Register of Exercise Professionals**




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Why Selection?

**From Sports and Leisure Activities
to
Health Enhancing Physical Activities**

**From Providing
Fun, Adventure and Competition
to
Providing Health Care Services**



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Why Selection?

Fitness
Gymnastics
Power-Aging
Jazzercise
Pilates
Rowbics
Taobo
Canoeing
Swimming
Les Mills
Basketball
Snow-Shoeing
Skating
Spinning
Kinesis
Orienteering
Bodytoning
Aquapower



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Why Selection?

These days,
just about everybody
in the community of providers
of sports and leisure activities
claims to be a health care provider.

Is really everybody a health care provider?

Are all of those claims justified?



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Why Selection?

**An objective, neutral
and independent
which criteria are justified?**

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Why Selection?

**Based on objective
and quantifiable
what claims are justified?**

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Education and Culture DG
Lifelong Learning Programme

What Quality?



What Quality?

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What Quality?



DIN EN ISO 8402

Quality is the totality of characteristics and traits of an entity with regard to its suitability to fulfill defined and assumed requirements.

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What Quality?



Whether something (a product or a service) is well or ill suited to fulfill the **assigned expectations** is decided only by the **customer**.

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What Quality?

Is this quality for the individual customer?

Fitness, Powerlifting, Jazzercise, Pilates, Taekwondo, Rowbics, Les Mills, Swimming, Snow-Shoeing, Skating, Spinning, Tennis, Basketball, Bodytoning, Aquapower, Kinesis, Orienteering, Running, Mountain Climbing, Gymnastics.

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What Quality?

Yes, this is the desired and satisfying service of physical activity.

Desired and satisfying service of physical activity



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What Quality?

Is this quality for the health care community?

Fitness, Powerlifting, Jazzercise, Pilates, Taekwondo, Rowbics, Les Mills, Swimming, Snow-Shoeing, Skating, Spinning, Tennis, Basketball, Bodytoning, Aquapower, Kinesis, Orienteering, Running, Mountain Climbing, Gymnastics.

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What Quality?

Is the quality of the service the best the health care community can provide?

Satisfying Quality of the Service of Health Enhancing Physical Activity

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What Quality?

How does the health care community know?

flunked

Mountain Biking, Fitness, Gymnastics, Jazzercise, Running, Climbing, Paragliding, Canoeing, Tennis, Tai Chi, Taekwondo, Kinesis, Basketball, Snow-Shoeing, Les Mills, Orienteering, Bodytoning, Skating, Spinning, Aquapower

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What Quality?

What kind of quality is the health care community looking for?

The Quality of Service of Health Enhancing Physical Activity

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What Quality?

The Quality of the Method of Health Enhancing Physical Activity

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The Quality of Service of Health Enhancing Physical Activity

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What Quality?

Generic Descriptions of Methods

Scientific Evidence Training Loads
ex. ACSM / AHA / ECSS

- heart rate
- duration
- intensity

Scientific Evidence Physical Activity Risks
ex. Statistics and Surveys

- Risks / Injuries
- Dysbalances

Method Load

Duration

Frequency

undesirable sideeffects

Empowerment

Scientific Evidence Adherence Measures
ex. ACSM / AHA / ECSS

- Self-Efficacy
- Raising Compliance

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What Quality?

The Quality of Competence in Delivering Health Enhancing Physical Activity

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The Quality of the Method of Health Enhancing Physical Activity

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The Quality of Service of Health Enhancing Physical Activity

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What Quality?

The EQF is an excellent tool to systematically describe and sort the competencies identified as being crucial in delivering services with the expected quality.

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What Quality?

The Quality of Competence in Delivering Health Enhancing Physical Activity

→



The Quality of the Method of Health Enhancing Physical Activity

←

The Quality of the Provider of Health Enhancing Physical Activity

The Quality of Service of Health Enhancing Physical Activity

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What Quality?

When it comes to the provider of health enhancing physical activity, one probably would want to know

- what the legal status is;
- whether a liability insurance is in place;
- whether a “Code of Ethics” is followed;
- whether an emergency management is installed.

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What Quality?

The diagram illustrates the components of quality in health enhancing physical activity. It features four main boxes: 'The Quality of Competence in Delivering Health Enhancing Physical Activity' (blue), 'The Quality of the Method of Health Enhancing Physical Activity' (yellow), 'The Quality of the Provider of Health Enhancing Physical Activity' (green), and 'The Quality of Service of the Health Enhancing Physical Activity' (red). Arrows indicate that the first three qualities contribute to the final quality of service.

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Why Selection?

The flowchart details the certification process. It starts with a 'Standards Body' which undergoes a 'Standards Creating Process' to establish 'Norm & Standards'. These standards are then used in a 'Conformity Assessment' cycle involving 'assessed', 'compared', 'judged', 'implemented', and 'certified' steps. This leads to 'Conformity Confirmation' and 'Certification' by a 'Conformity Assessment Body'. The final outcome is a 'Preferred Provider Liste' and a 'certified Service'.

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Why Selection?

The word cloud lists various physical activities: Fitness, Gymnastics, Power-Aging, Jazzercise, Mountain Climbing, Running, Pilates, Canoeing, Tennis, Swimming, Rowing, Les Mills, Kinesis, Basketball, Snow-Shoeing, Skating, Orienteering, Bodytoning, and Aquapower.

In Switzerland this is what we have for the individual customer

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Why Selection?

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Why Selection?



**QualiCert provides a
“Preferred Provider List”
of
qualitop-certified providers
of
health enhancing physical activity**

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Why Selection?

“The Preferred Provider List”

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Why Selection?

The distribution network of certified quality serves as referral network

- for health insurers and health insurers' subsidies
- for corporate programs
- for public policy programs

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What Quality?

Lessons learned

Beautiful is dutiful!

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What Quality?

Lessons learned

Exclusivity is an absolute NO!

Facts! Facts! Facts!
Facts! Facts!

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 **What Quality?**  Education and Culture DG
Lifelong Learning Programme

Lessons learned

Good things take their time!

Patience! Patience! Patience!

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 **What Quality?**  Education and Culture DG
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Lessons learned

Personal Competence is important + crucial, but it is by far not the only thing!

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Lessons learned

Run while you can!

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 **What Quality?** 
EUROPEAN OBSERVATORY
OF SPORT AND RECREATION



Thank you

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