

Preface

This book offers an insight into how sport and public health can come together to create innovative projects that reach into communities in a way that mainstream health services find difficult to achieve. While a myriad of excellent projects are aimed at increasing sports participation as a goal in itself, we have chosen to focus this book on those projects where sport is used primarily as a means to engage hard-to-reach individuals with broader public health interventions. The case studies featured in this book, whether they be aimed, for example, at achieving weight loss, empowerment, overcoming trauma or emotional distress or increasing uptake of immunisation, demonstrate the almost limitless potential for developing innovative and imaginative sports-based interventions across the spectrum of public health activity. Our aim is to showcase examples from around the world of innovative sport and health work in order to fire the imagination of readers, inspire new initiatives and share valuable lessons learnt in this emerging and exciting field.

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Sports-Based Health Interventions

Case Studies from Around the World

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2016, XXXV, 324 p. 24 illus., 2 illus. in color., Hardcover

ISBN: 978-1-4614-5995-8