

RECONSTRUCTION OF PHYSICAL CULTURE

New Relations of Education, Health and Sports

Keiko Itani
Professor, Vice president
Kyoto University of Education, Japan

The purpose of this presentation is to examine the possibility of bringing out social changes in Japan by reviewing sports policies from the perspective of gender and referring to the data concerning sport, health and education.

Contents

1. Real Stories: The Issues

Gender gap in sport participation
Arrival of super-aging society

2. Single Story in Sport Promotion

The foundation of modern sport: Men's perspective
Competitive sport centered school PE
Sport policy
The Basic Sport Plan

3. Other Stories of Sport Participation

Where are the needs?
Content, Goals, Facilities, Environment, Time
Women's Perspective
Active life cohering to everyday life

4. Creation of Alternative Physical Culture & Environment

Diversity: Intersectional perspective
The arrival of super-aging society
SDGs
Good Practices

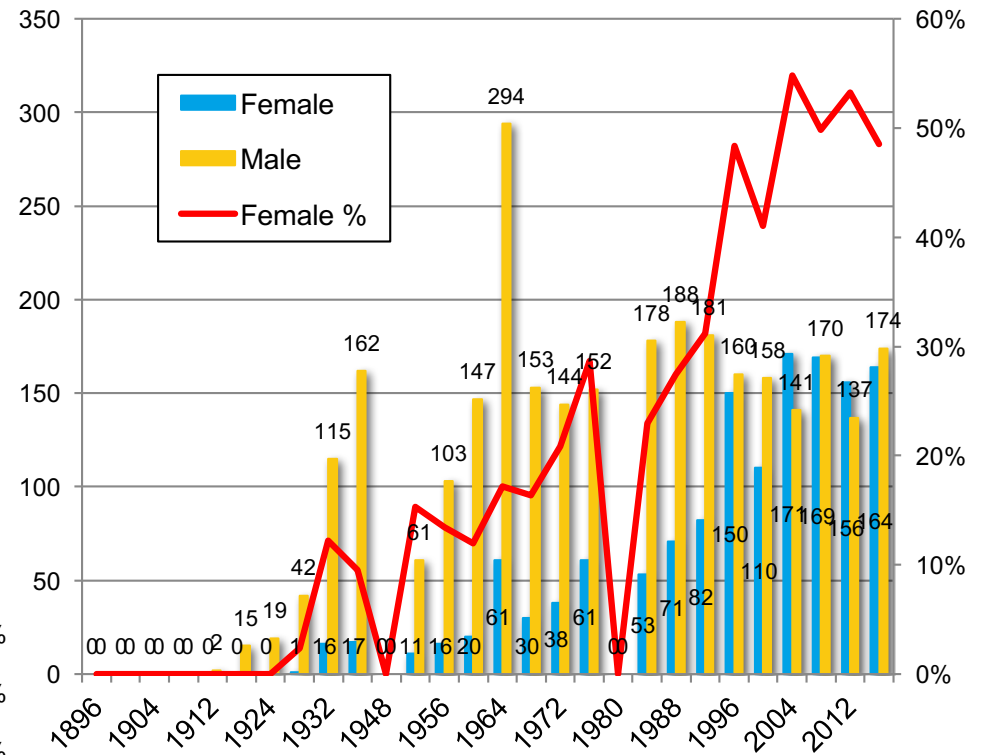
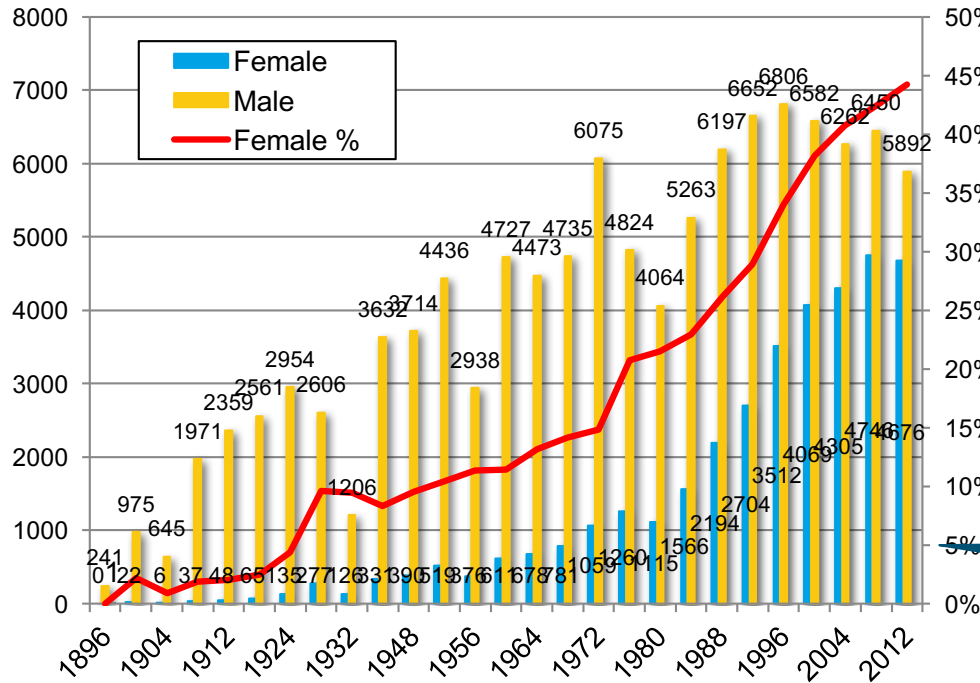
Posing Two Problems

- 1. Gender gap in sport participation and physical activity has not been resolved.**
 - Gender gap begins in childhood.
 - It becomes polarized around middle school age.
 - Small proportion of people exercise regularly.
 - The issue of leadership.
- 2. Arrival of the Super-aging society**
 - Japan has the longest life expectancy in the world.
 - Rapid aging: “The 2025 Issue”.
 - Healthy life expectancy.

First Problem: Gender Gap in Sport and Physical Activity

**Success of Female Athletes in Japan
Only Top Athletes?**

Gender gap in sport participation



Japanese Team

Total of Olympic Games

Gender Gap in Sport Leadership

Composition of Japanese team in Rio 2016 Olympic Games						
Source: JOC website						
Head Office						
Total	Female	Male	% of Female			
29	24	5	17.2%	Female : Head(1), Attache(1), General staff(1), Medical staff(2)		
Example of sports (by events)						
	Athletes			Other than athletes(Coach etc.)		
	Female	Male	% of Female	Female	Male	% of Female
Track and Field	14	38	26.9%	3	23	11.5%
Judo	7	7	50.0%	5	16	23.8%
Volley ball	16	0 (no right)	100%	1	4	20.0%
Wrestling	6	4	60.0%	0	9	0%
Swimming	18	18	50.0%	6	18	25.0%

Gender gap in sport leadership

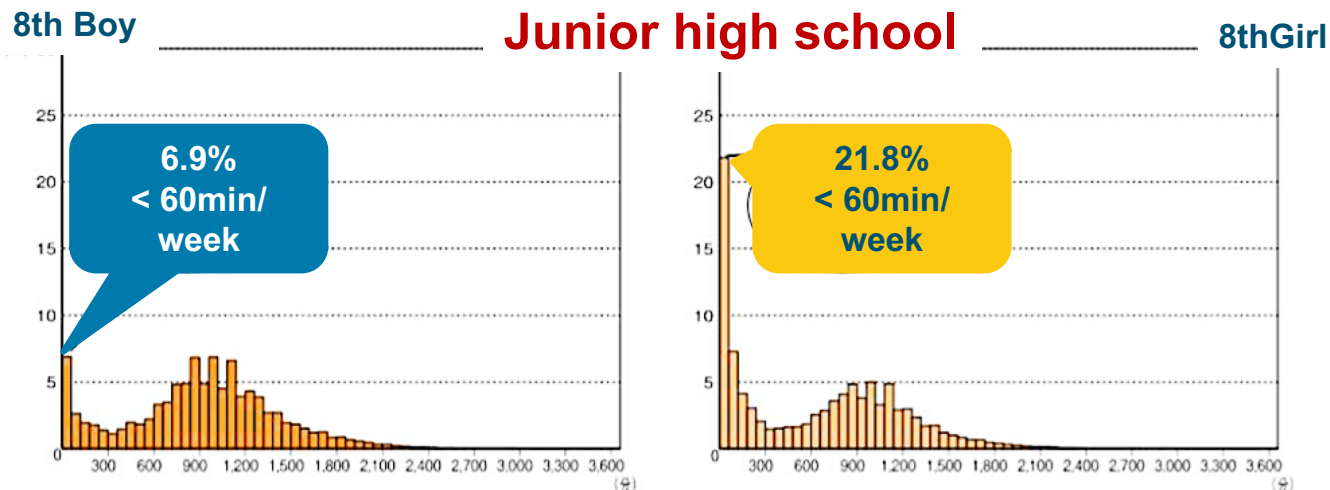
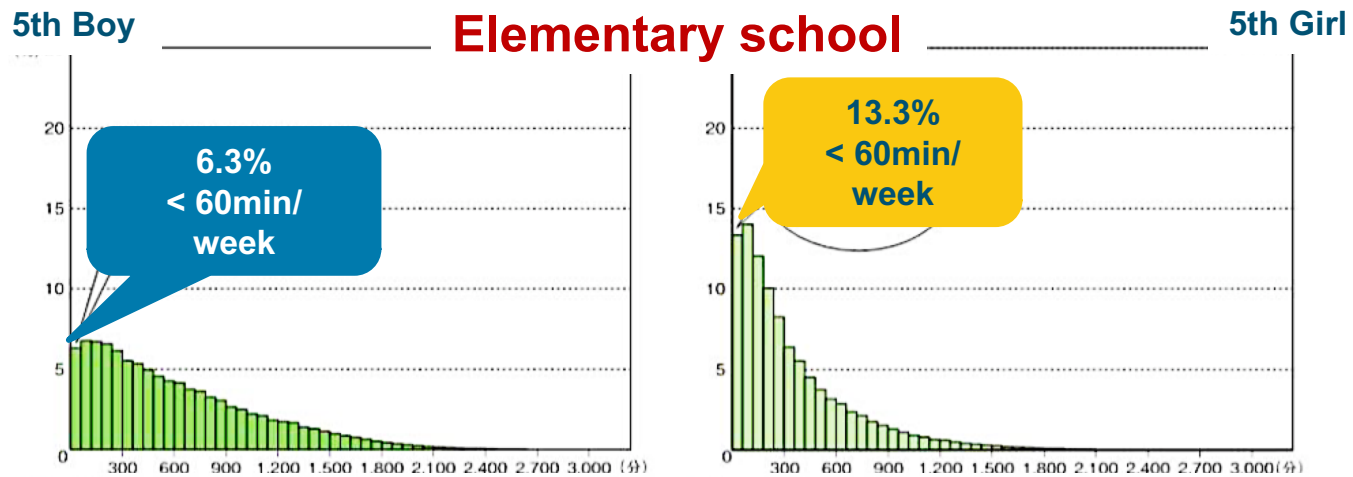
Representative Association 団体名	Decision Making 意思決定機関		
	Female	Male	% of Female
Japanese Olympic Committee (JOC)	3	26	10.3%
Japanese Para-Sports Association (JPASA) 日本障害者スポーツ協会	1	14	6.7%
Japan sport association (JASA) 日本体育協会	3	25	10.7%
JAPAN SPORT COUNCIL 日本スポーツ振興センター	0	5	0.0%

Source: Understanding sport and gender with data(2016)

Gender Gap in Youth Participation in Sport and Exercise

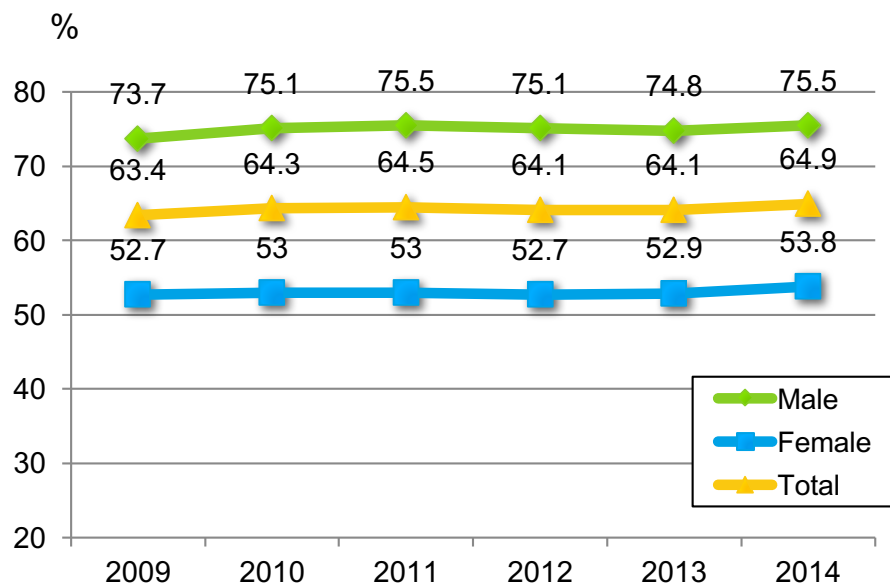
The amount of time engaged in exercise or sport per week

Source: MEXT "National Survey of Physical Fitness, Athletic Performance and Exercise Habits" (2014)

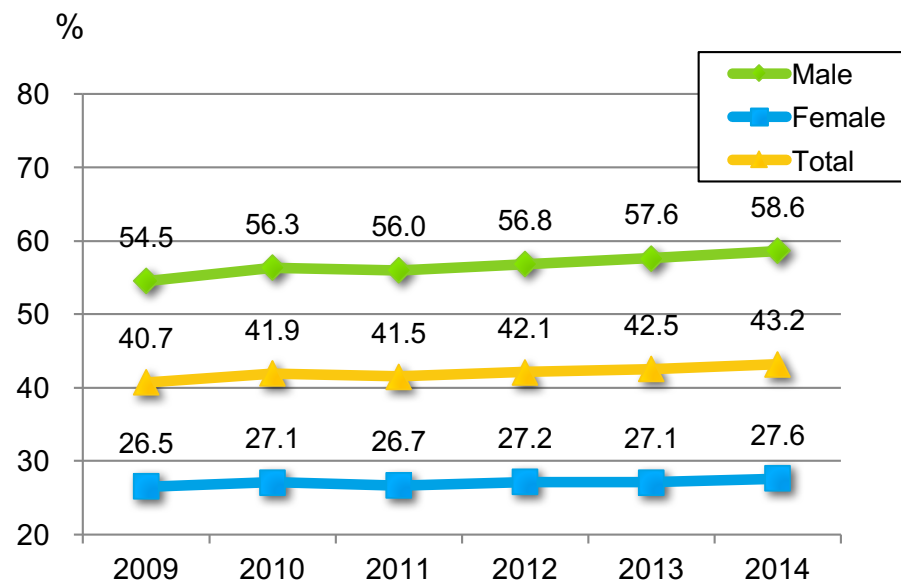


Gender Gap in Youth Participation in Sport Club Activities

Participation Rate of Sport Club in Junior High School



Participation Rate of Sport Club in Senior High School

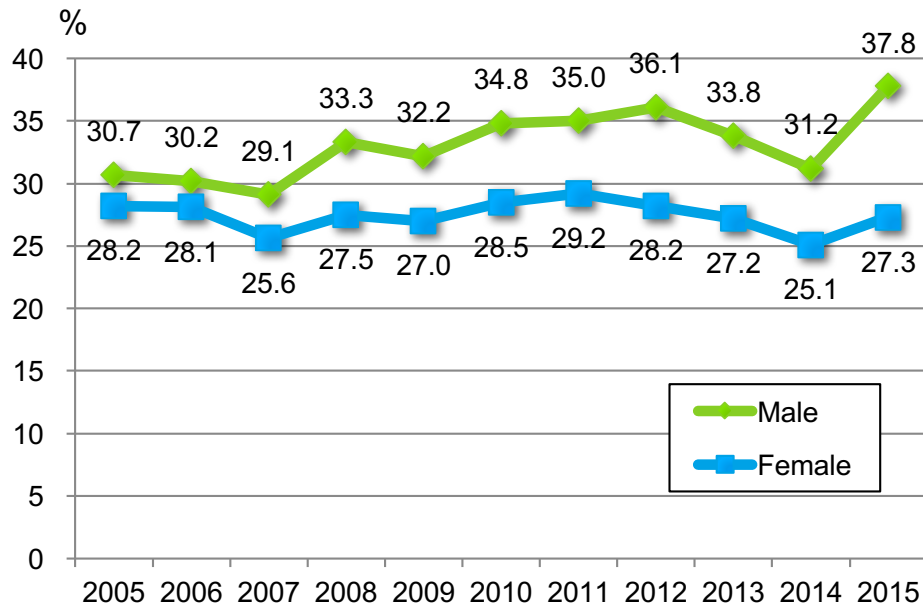


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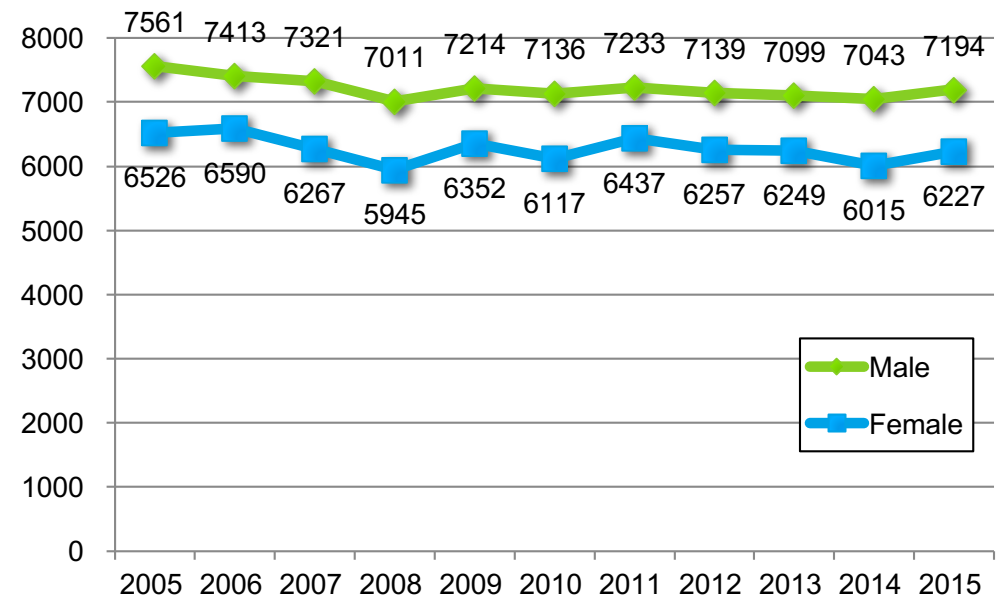
The Basic Dates on Community Sport (MEXT. 2017) 地域スポーツに関する基礎データ集
 Nippon Junior High School Physical Culture Association
 All Japan High School Athletic Federation

Gender Gap in Exercise Habits in Adult

% of Person with Exercise Habits



Mean Value of Daily Steps

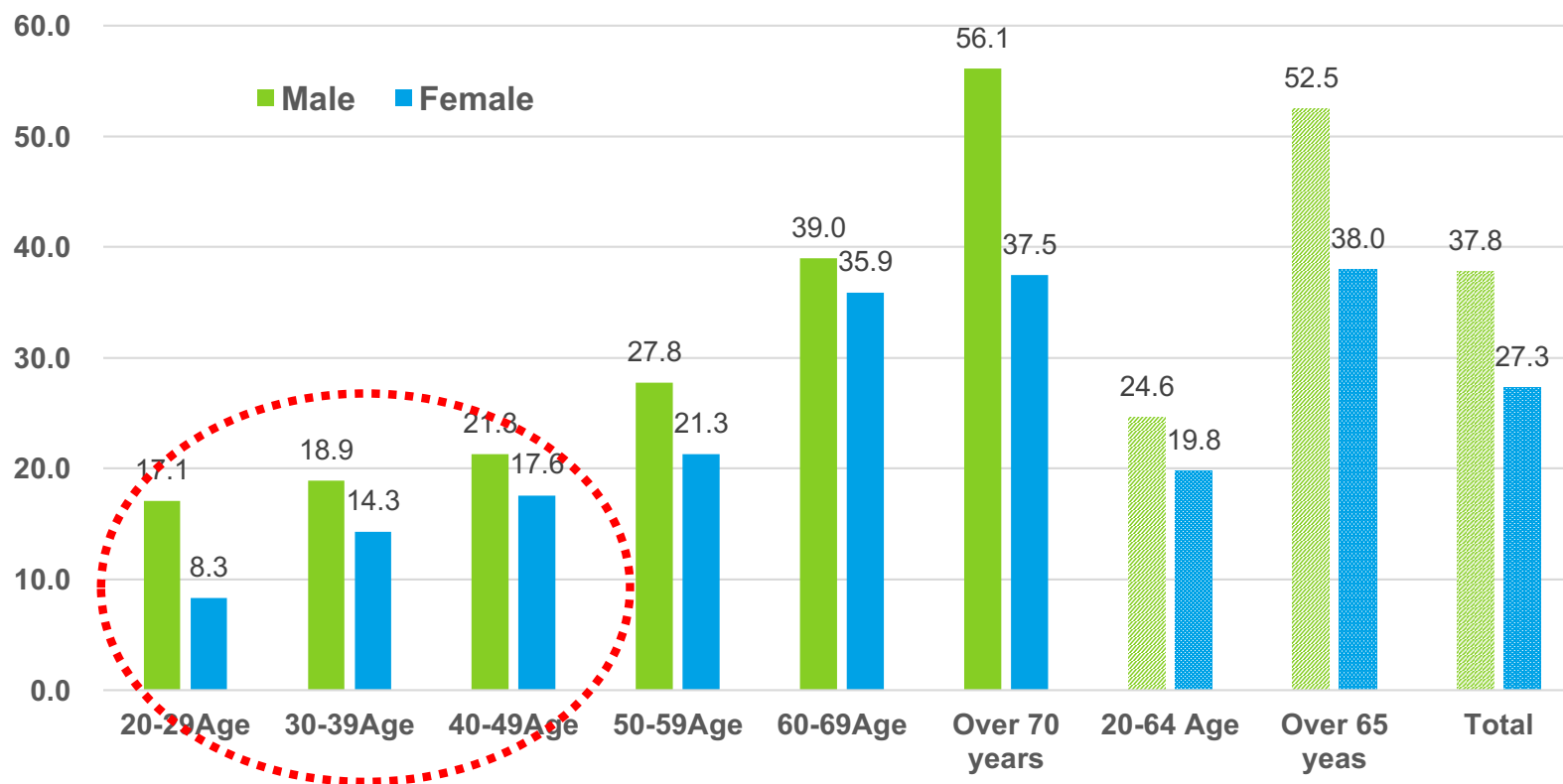


Source: the National Health and Nutrition Survey 2015

平成27年 国民健康・栄養調査結果 概要

Gender Gap in Exercise Habits in Adult by Age

% of Persons with Exercise Habit



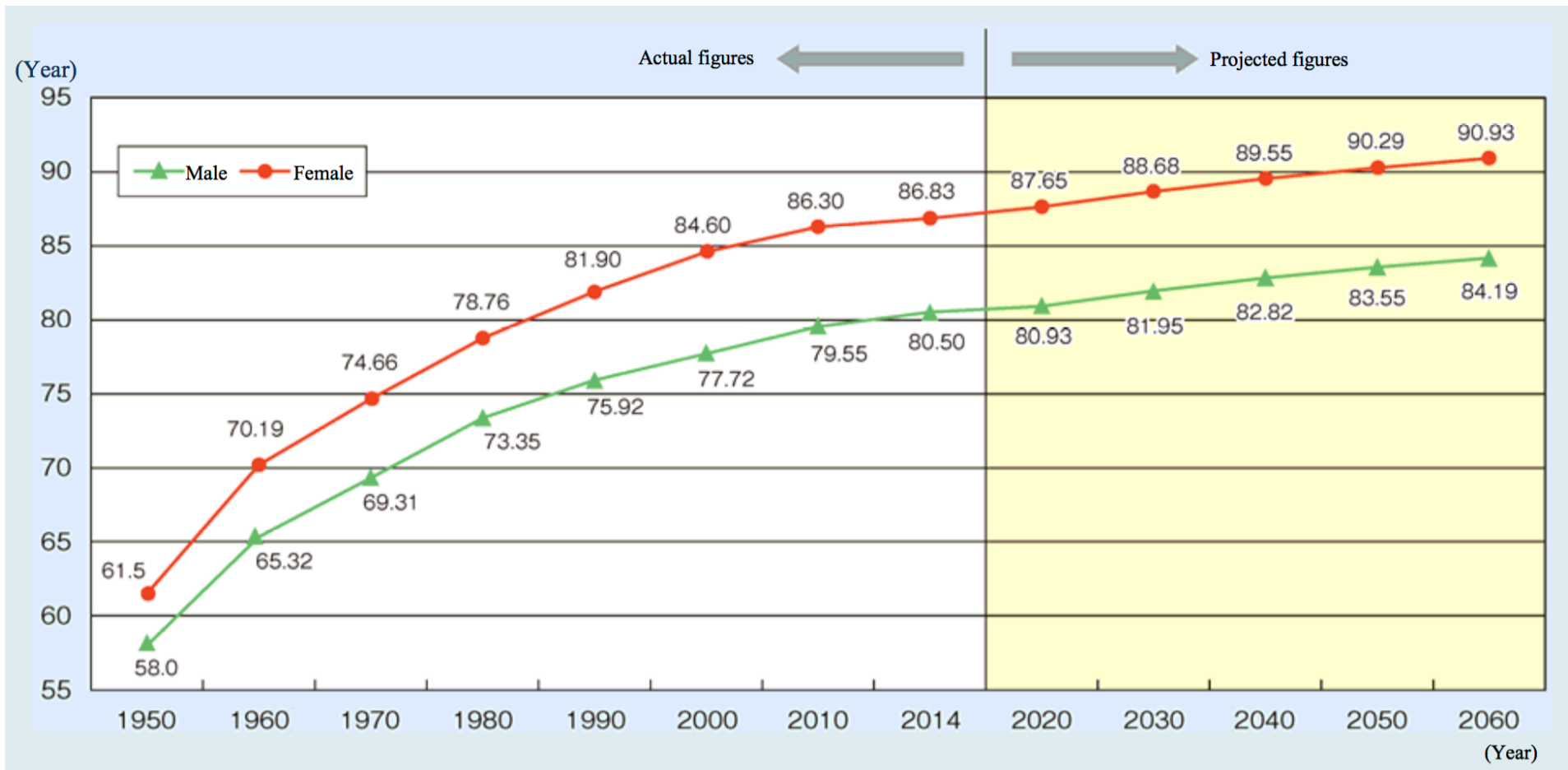
Source: the National Health and Nutrition Survey 2015

出典:平成27年国民健康・栄養調査結果概要

Second Problem: The Arrival of the Super-aging Society

**Japan will be the first country in the world
to experience a super-aging society**

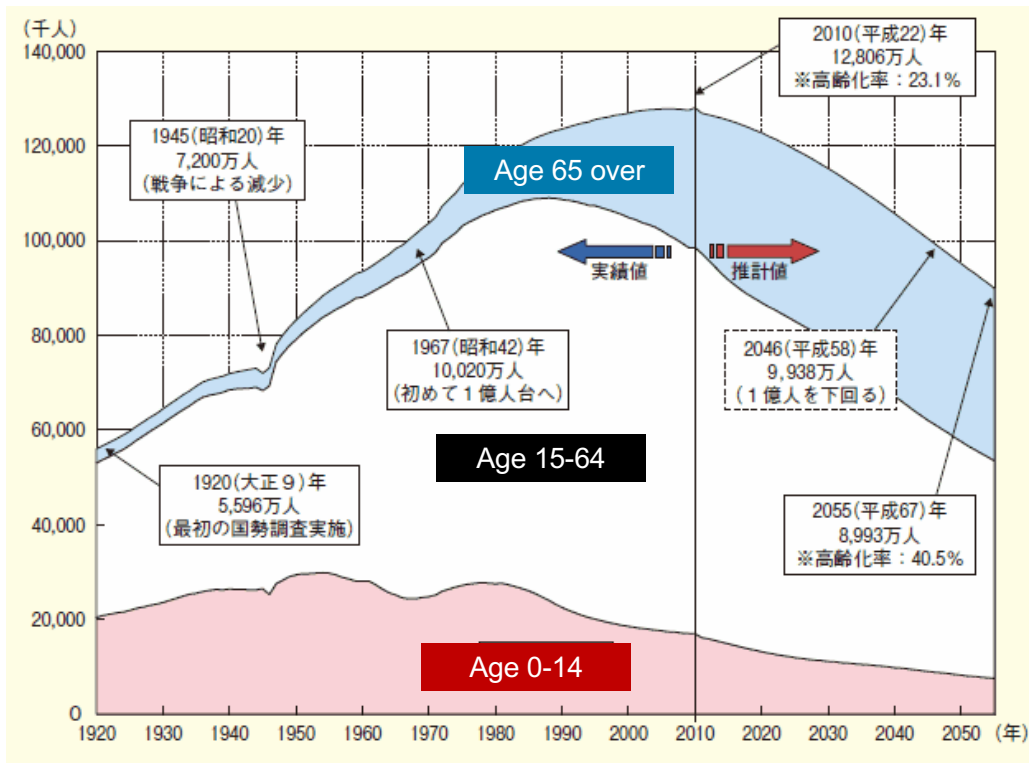
Trends and Future Projections of Life Expectancy at Birth



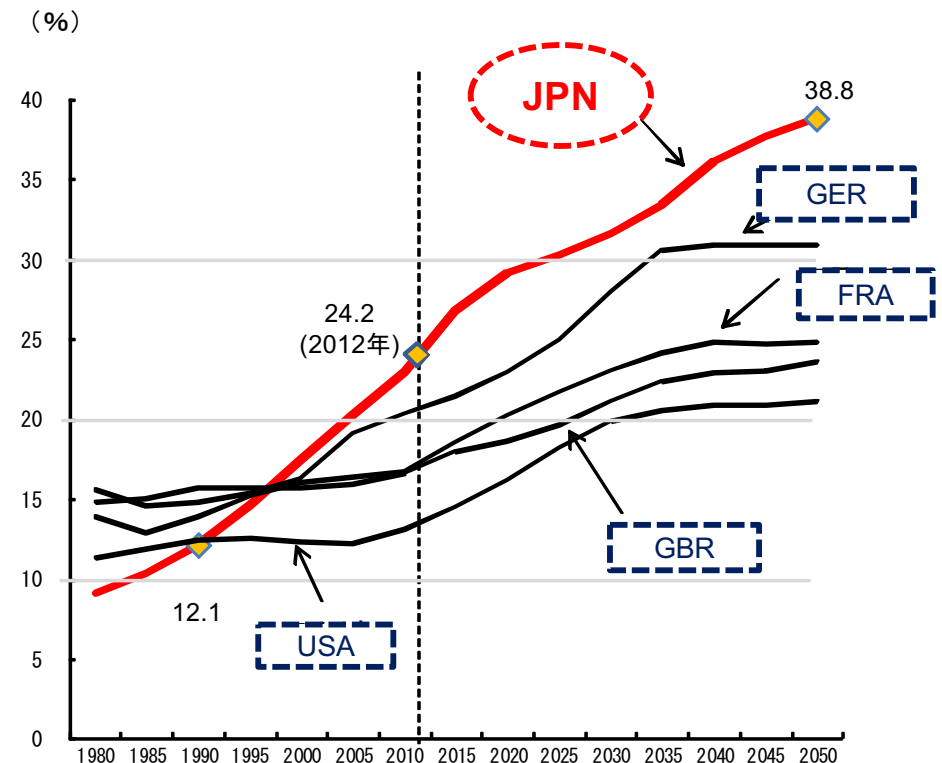
Source: Annual Report on the Aging Society [Summary] FY 2016, Cabinet Office Japan

The Population Decline and Rapid Aging in Japan and the Comparison with Other Countries 日本の人口減少と急速な高齢化、及び他国との比較

Change of the Population Structure 人口構造の変化

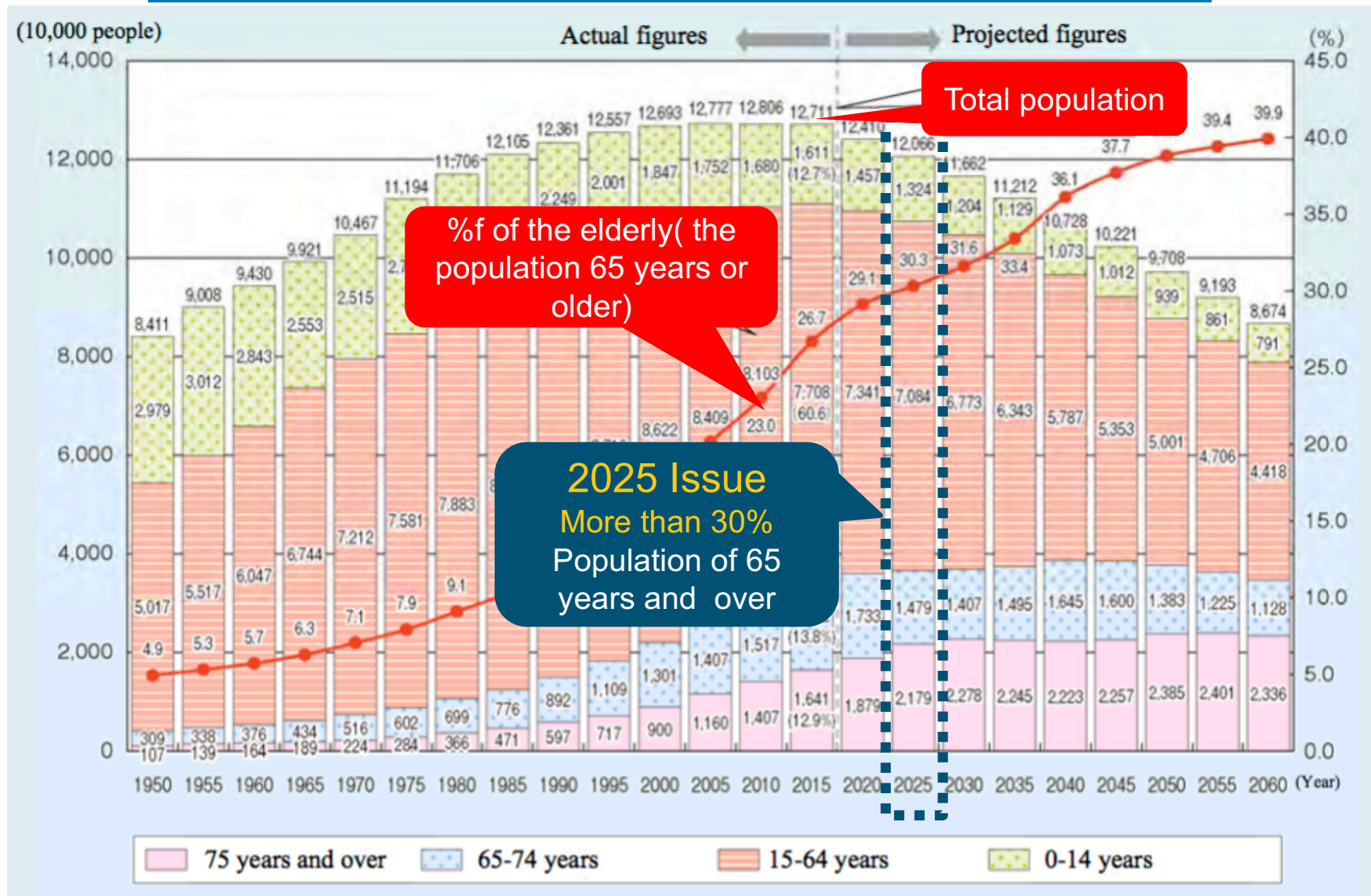


% of the Population 65 Years or Older in Major Industrialized Countries 主要国における65歳以上人口の対総人口比の推移



Source: Health Japan 21 (the second term) reference material 出典:「健康日本21(第二次)」資料集

Trends in Aging and Estimations for the Future

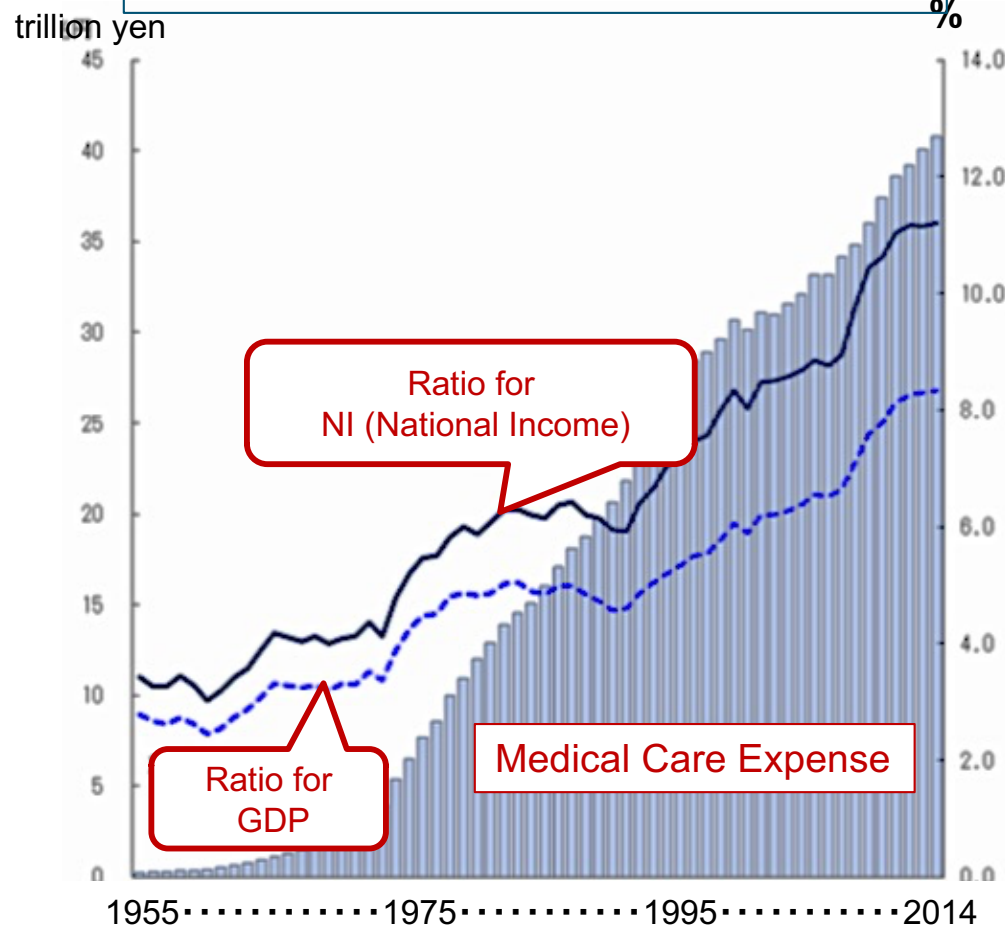


Source: Annual Report on the Aging Society [Summary] FY 2016, Cabinet Office Japan

Medical care expense has increased every year 国民医療費は年々増加
Expense for age group 65 years older is 55% 65歳以上が55%

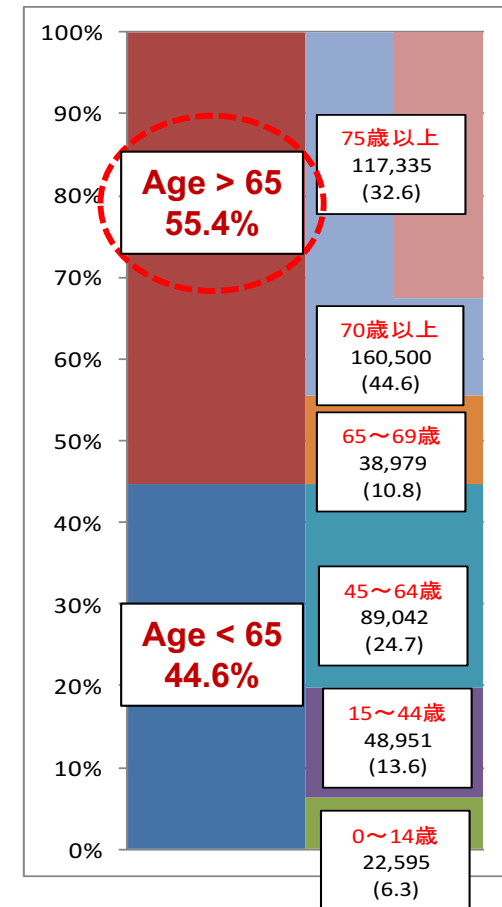
Time Trend of Medical care Expense

国民医療費の年次推移

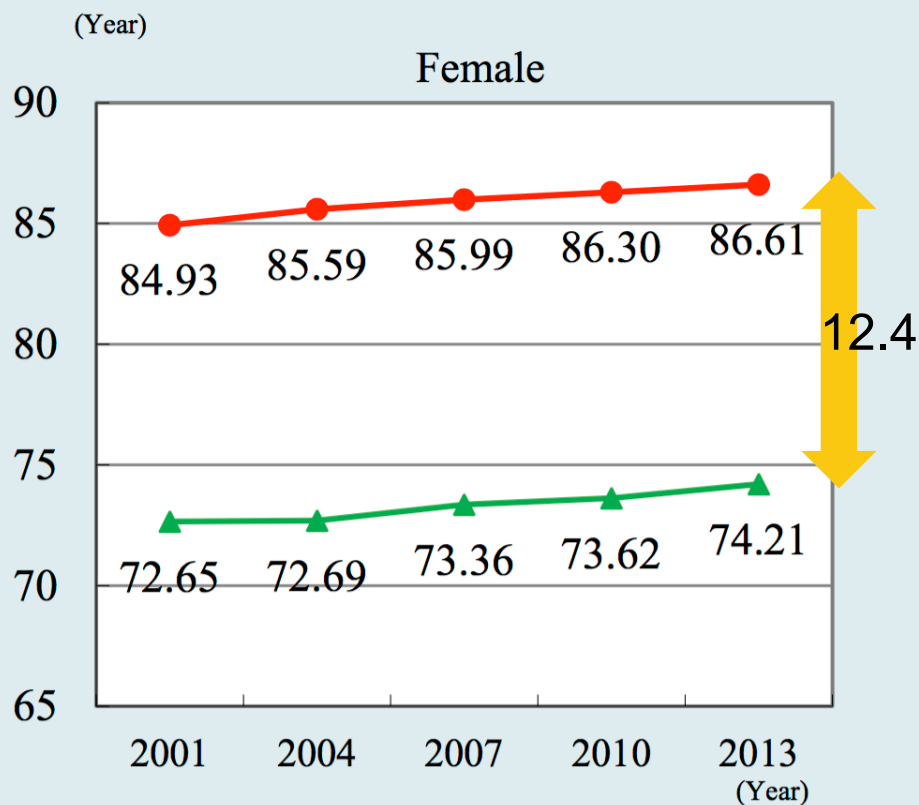
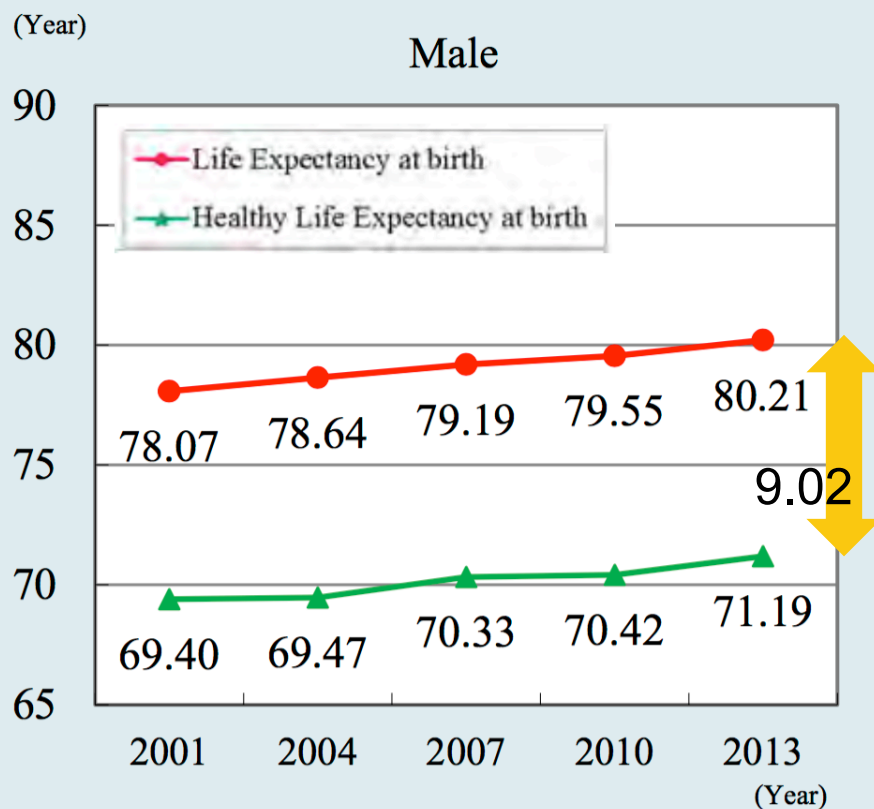


Medical Care Expense by age group

(2009) 年齢階級別国民医療費



Healthy Life Expectancy and Life Expectancy



The Role of Exercise & Sport in Super-aging Society

- The extension of healthy life.
- Particularly for women.
- This problem is also faced by other countries.
- Researches have shown the significant economic loss due to the lack of physical activity.

**However,
The Single Story Has Permeated
Sport Promotion Policy**

Single Story in Sport Promotion

Sport is Intrinsically Good, Men as Model

- Characteristics of Modern Sports: Binary gender system & heterosexist.
- Culture of male superiority
Characteristics of sport (by Goodman), Exclusion of violence (Elias)

Binary gender system in sport causes human rights violation.

E.g. Cases of Caster Semenya, & Dutee Chand among others

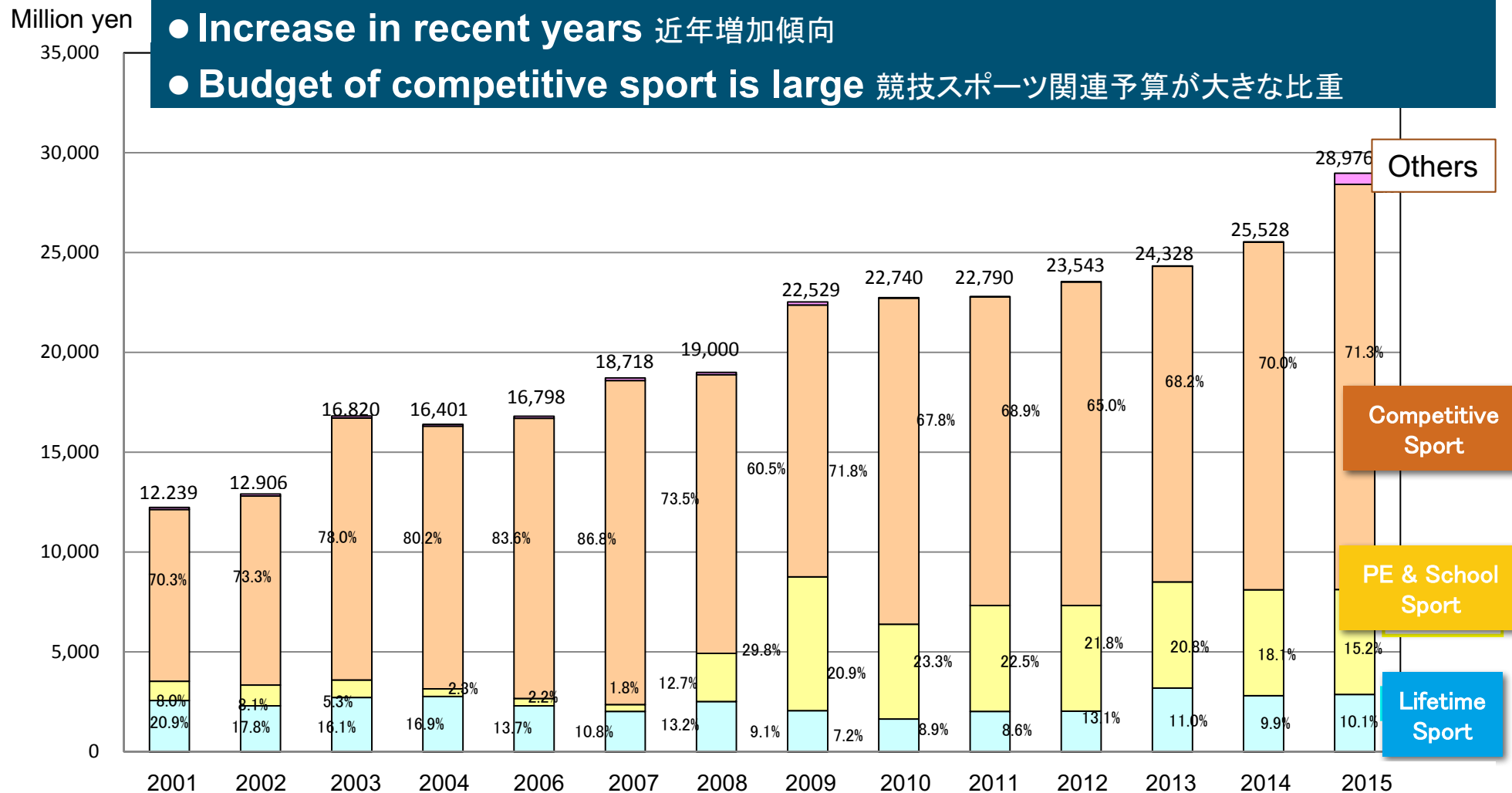
Different rules: Prohibition of body check
Excessive contact often allowed in men's sport (la cross and other sports)

Single Story in Sport Promotion

Sports-related Budget

スポーツ関連予算

- FY2015 Sports-related budget: 29 billion yen 平成27年度予算で約290億円
- Increase in recent years 近年増加傾向
- Budget of competitive sport is large 競技スポーツ関連予算が大きな比重



Source: "The Basic Dates on Community Sport" (MEXT, 2015) 地域スポーツに関する基礎データ集

Single Story in Sport Promotion

Sports-related Budget スポーツ関連予算

FY 2017 Budget for Japan Sport Agency H29年度平成29年度予算

Focusing on Competitive Sport 競技スポーツへの重点的政策

Sports Promotion to Establish Sports Nation

スポーツ立国の実現を目指したスポーツの振興

33,393,116 (1000 yen) **(32,360,310)**

	Budget	previous year
1. Tokyo 2020 Olympic and Paralympic Games Preparation 2020東京オリンピック・パラリンピック競技大会等に向けた準備	16,109,020	11,247,633
2. General Promotion of the Sports Measure スポーツ施策の総合的な推進		0
スポーツの成長産業化	230,000	0
スポーツ参画人口の拡大、地域社会の活性化・障害者スポーツの推進	265,527	0
子供の体力の向上、学校体育・運動部活動の推進	4,896,454	4,729,035

(1) スポーツ人口拡大に向けた官民連携プロジェクト【新規】	90,000	運動部活動の在り方に関する調査研究事業【新規】	100,000
(2) スポーツツーリズム・ムーブメント創出事業【新規】	20,000	学校における体育・スポーツ資質向上等推進事業【新規】	71,972
(3) 運動・スポーツ習慣化促進事業【新規】	80,000	武道等の円滑な実施の支援	4,724,482
(4) Specialプロジェクト2020【新規】	75,527		

(1) スポーツ産業の成長促進事業【新規】	130,000
(2) 大学横断的かつ競技横断的統括組織(日本版NCAA)創設事業【新規】	100,000

Only one item for lifetime sport

Single Story in Sport Promotion

Sports-related Budget スポーツ関連予算

1. Tokyo 2020 Olympic and Paralympic Games Preparation (details) 2020東京オリンピック・パラリンピック競技大会等に向けた準備(内訳)	Budget
(1) Improving Athletic Ability 競技力向上事業【拡充】	9,150,000
(2) Expanding National Training Center ナショナルトレーニングセンターの拡充整備【拡充】	3,640,231
(3) Infrastructure of High Performance Center ハイパフォーマンスセンターの基盤整備【新規】	945,356
(4) Business of Utilizing National Training Center ナショナルトレーニングセンター競技別強化拠点施設活用事業	900,000
(5) Improvement of 'Sport for Tomorrow' スポーツ・フォー・トゥモロー等推進プログラム	1,171,370
(6) Improvement of Doping Protect Action ドーピング防止活動推進事業【拡充】	201,016
(7) Business of Sport International Development スポーツ国際展開基盤形成事業【拡充】	101,047
Total	16,109,020

¥3,640,231,000 / 1833=
¥10,127,000 / Athlete

¥80,000,000 / 100,000,000=
¥0.8 / person

- NTC Regulation: User is limited to JOC certified athletes and athletes recommended by representative association 規約「利用対象は基本的にJOCの強化指定選手及び各中央競技団体の推薦を受けた強化選手に限る」
- Number of JOC certified athletes in 2016: 1822 (2017.1.1)

Single Story in Sport Promotion

Contents of Physical Education, Current Japanese Course of Study

Competitive sport centered physical education curriculum

Emphasis on Systematics of Sport

	1・2	3・4	5・6
Elementary School	Development of Physical Strength and Various Movement 体づくり運動		
	Movement & Play Using Apparatus 器械・器具を使っでの運動遊び	Apparatus Gymnastics 器械運動	
	Running & Jumping Exercise & Play 走・跳の運動遊び	Running & Jumping Exercise 走・跳の運動	Track & Field 陸上運動
	Water Exercise & Play 水遊び	Floating & Swimming Exercise 浮く・泳ぐ運動	Swimming 水泳
	Games ゲーム		Ball Games ボール運動
	Creative & Rhythmic Play 表現リズム遊び	Creative Movement & Dance 表現運動	
		Health 保健	

Case of the US

SHAPE America's National PE Standards

Society of Health and Physical Educators

SHAPE America's National Standards & Grade-Level Outcomes for K-12 Physical Education define what a student should know and be able to do as result of a highly effective physical education program. States and local school districts across the country use the National Standards to develop or revise existing standards, frameworks and curricula.

- Standard 1 - **The physically literate individual** demonstrates competency in a variety of motor skills and movement patterns.
- Standard 2 - **The physically literate individual** applies knowledge of concepts, principles, strategies and tactics related to movement and performance.
- Standard 3 - **The physically literate individual** demonstrates the knowledge and skills to achieve and maintain a health-enhancing level of physical activity and fitness.
- Standard 4 - **The physically literate individual** exhibits responsible personal and social behavior that respects self and others.
- Standard 5 - **The physically literate individual** recognizes the value of physical activity for health, enjoyment, challenge, self-expression and/or social interaction.

Variety of Activity Categories

Operational Definition of Activity Categories : Fitness Activities, Dance and Rhythmic Activities, Aquatics, Individual-Performance Activities, Games and Sports, Lifetime Activities

Single Story in Sport Promotion

- **The Policy of 'Promotion of Establishment of Sports Hub' for regional development went into effect in 2004.**
- **The number of National competition** 
- **Competitive sport for elementary and junior high school students** 

H16年の「スポーツ拠点づくり推進」政策以降、小・中学生対象の競技スポーツが推進され、全国大会が増加

Number of Supports by the Governments in 2015: 33 prefectures 60 Sports Events

Single story in the policy of sport promotion



Competitive sport is the first priority?



However, people's needs are
different and diverse

The Situation of exercise sports and future intention

運動スポーツの実施状況と今後の意向

● ‘Did you do any exercise or play sport in the past 12 months?’

この1年間に運動・スポーツを行ったか？

✓ YES

Female 77.8% Male 84.3%

● ‘What kind of exercise or sport did you do in the past 12 months?’

この1年間に行った運動・スポーツ (Multiple answers allowed)

✓ Female

1. Walking 51.8% 2. Exercise/Fitness activities 34.3%

3. Bowling 10.1% 4. Swimming 9.3% 5. Running/ Jogging 10.1%

✓ Male

1. Walking 49.7% 2. Exercise/Fitness activities 26.8%

3. Running/ Jogging 17.7% 4. Golf 16.7% 5. Bowling 15.6%

● ‘What kind of exercise or sport do you want to engage in the future?’

今後行ってみたい運動・スポーツ (Multiple answers allowed)

1. Walking 53.9% 2. Exercise/Fitness activities 30.4% 3. Swimming 20.6%

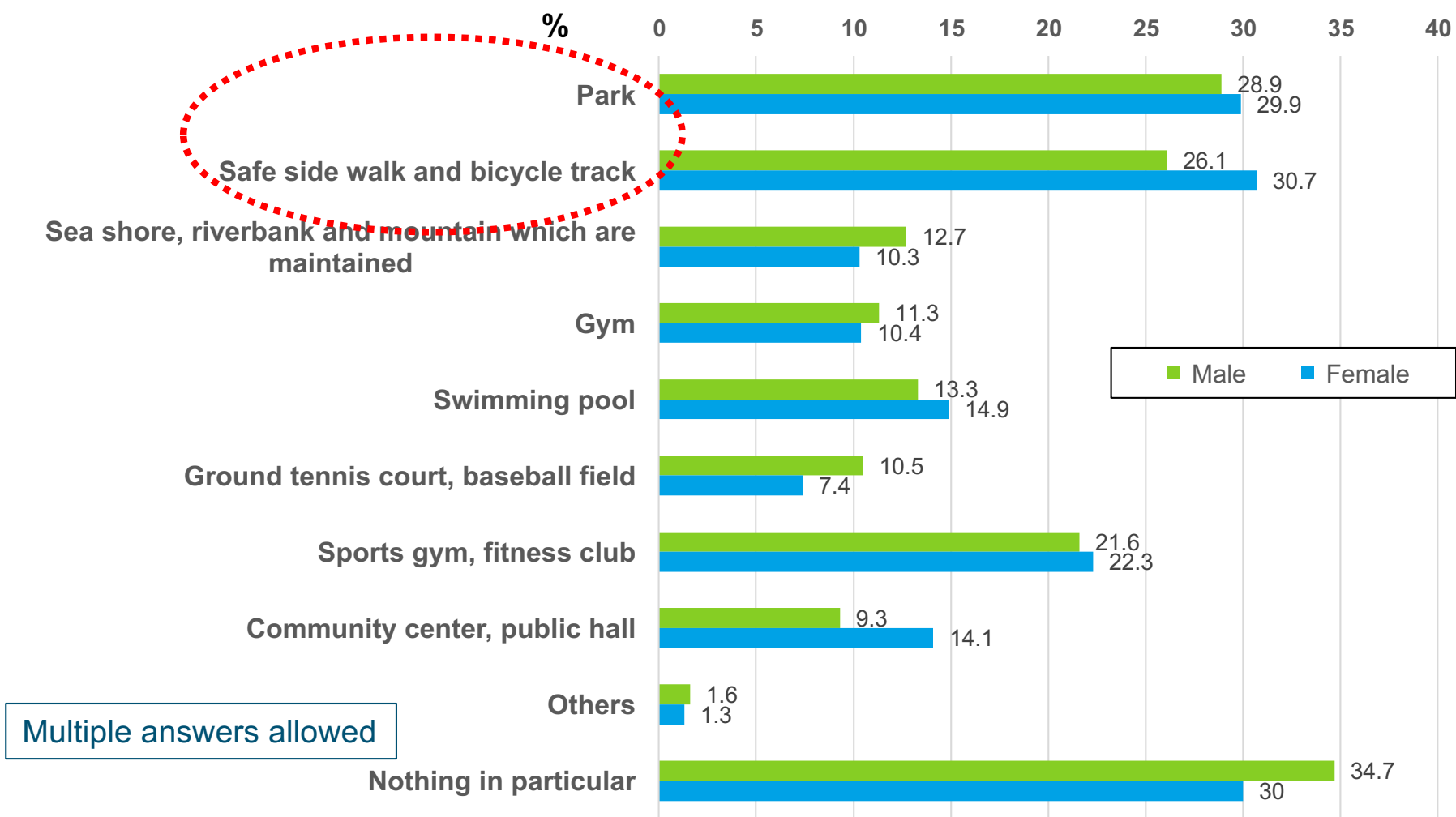
* no difference between female and male (in sex)

Source: Public opinion poll about physical strength, sports (Conducted on 2013)

体力・スポーツに関する世論調査 (H25実施)

Other Stories of Sport Participation

Which facility do you want in your community area? (Person without exercise habits, 20years or older) 運動習慣ない者における、整備されることを望む運動ができる場所 (20歳以上)

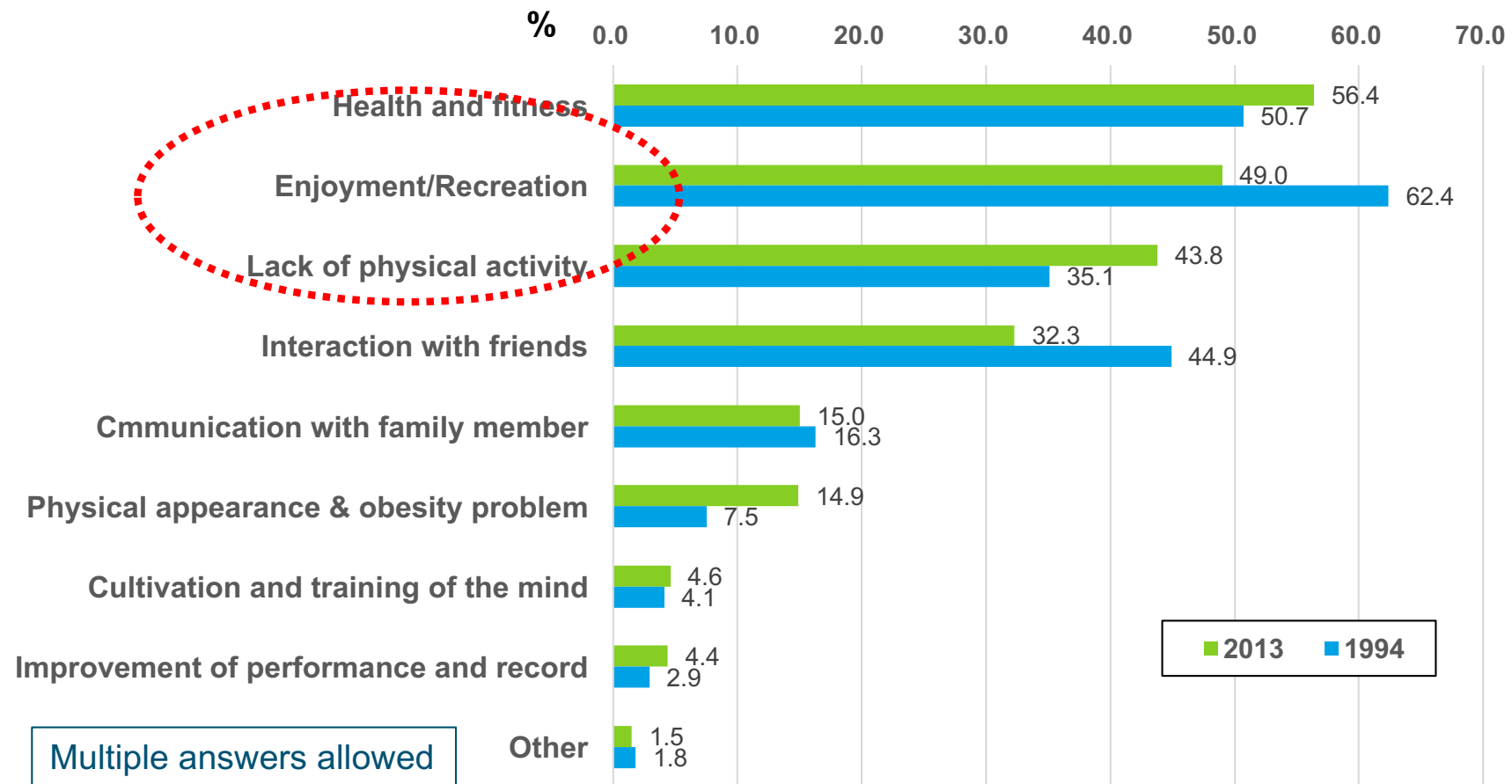


% of person with exercise habit: Male 37.8% male, Female 27.3%

Source: the National Health and Nutrition Survey 2015 出典:平成27年 国民健康・栄養調査結果 概要

Other Stories of Sport Participation

Change of Reason That Played Exercise and Sports compared to 20 years Before 運動・スポーツを行った理由の変化(20年前との比較)



Source: Annual Health, Labor and Welfare Report 2014 厚生労働白書H26

Other Stories of Sport Participation

Difference in obesity and lifestyle depends on household income (20 years or older) 世帯の所得の違いにより肥満や生活習慣に差

Household Income 世帯所得

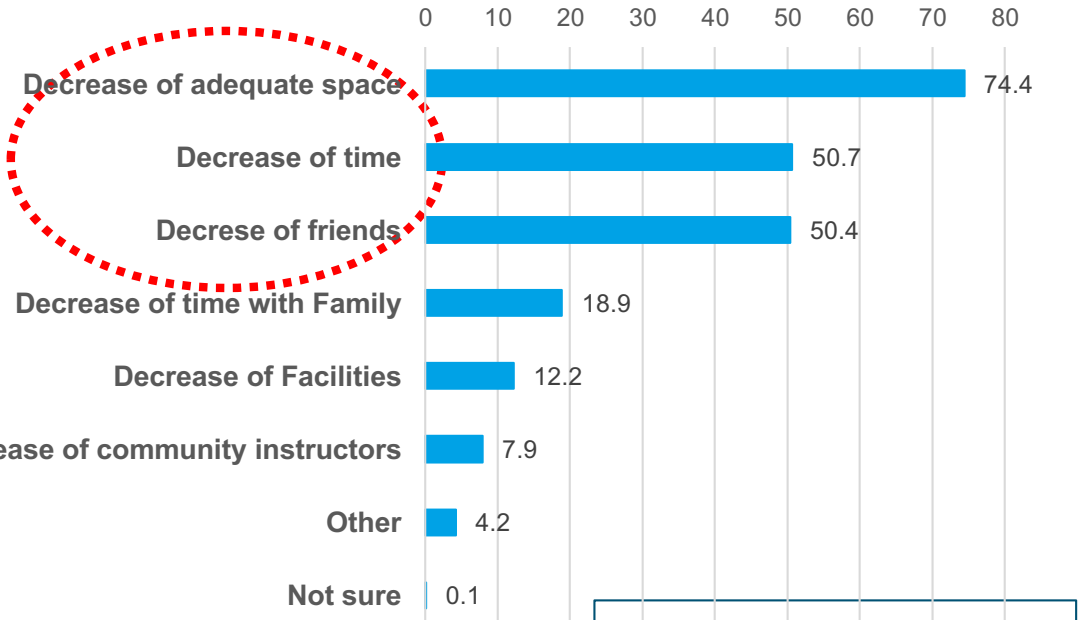
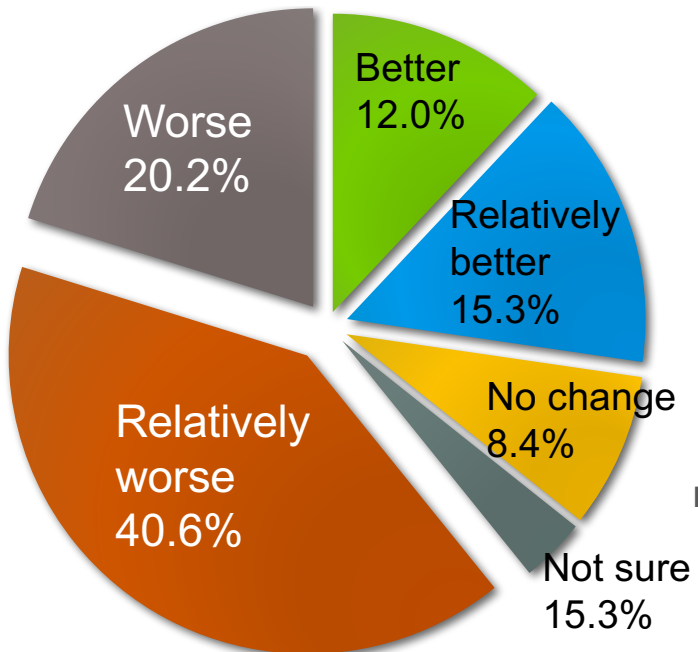
			Less than 2 millions yen	2 millions yen – 6 millions yen	More than 6 millions yen	Less than 2 millions yen **	2 millions yen – 6 millions yen **	
			% or Mean 割合または平均					
Body Type	Obesity	M	31.5%	30.2%	30.7%			
	肥満者の割合	F	25.6%	21.0%	13.2%	★	★	
Dietary	Skipping Breakfast	M	20.7%	18.6%	15.1%	★	★	
	習慣的な朝食欠食者の割合	F	17.6%	11.7%	10.5%	★		
	Vegetables Intake	M	256g	276g	293g	★	★	
	野菜摂取量	F	270g	278g	305g	★	★	
	Salt Intake	M	10.9g	11.7g	11.4g			
	食塩摂取量	F	9.6g	10.0g	10.1g	★		
Exercise	Exercise Habits	M	70.6%	63.7%	62.5%	★		
	運動習慣のない者の割合	F	72.9%	72.1%	67.7%	★	★	
Smoking	Smoking Habits 現在習慣	M	37.3%	33.6%	27.0%	★	★	
	的に喫煙している者の割合	F	11.7%	8.8%	6.4%	★	★	
Alcohol	Drinking Habits	M	32.6%	36.6%	40.0%	★		
	飲酒習慣者の割合	F	7.2%	6.4%	8.0%			
Sleep	Poor Sleep	M	11.1%	11.8%	10.8%			
	睡眠の質が悪い者の割合	F	15.9%	15.4%	11.4%		★	

Source: the National Health and Nutrition Survey 2010 出典:平成27年 国民健康・栄養調査結果 概要

Other Stories in Sport Participation

Today's Environment for Sport and Outdoor Play for Children 今の子どもスポーツや外遊びの環境

60.8% “Worse” “Relatively Worse” in comparison to respondent’s childhood
自身の子どもの頃と比較して、今の子どもスポーツや外遊びの環境が「悪くなった」、「どちらかといえば悪くなった」とする者の割合
Reasons: Decrease of space
悪くなった理由、「子どもが自由に遊べる空き地や生活道路が少なくなった」が最も多い。



Multiple answers allowed

Source: Public opinion poll about physical strength, sports (Conducted on 2013)
体力・スポーツに関する世論調査 (H25実施)

Other Stories of Sport Participation



Content: **Who plays?** Competitive sports, walking, kinesthetic

Place & Facilities: **Expensive stadiums not required**

Purpose: **Health development**, recreation, socializing

Cost: Prefer to **save money**

Time: **Too busy** to exercise

Creation of Alternative Physical Culture & Environment

Positive Change by Alternative Physical Culture

Ensuring the diversity of participants and contents.
True realization of “Sport for All”.
Suitable for the super aging society.

Ensuring
various physical
activities
幅広い身体活動を
保証

Safe space for
physical
activities
安心・安全な運動環
境

Rethinking of
PE and school
based sport
学校体育の再考

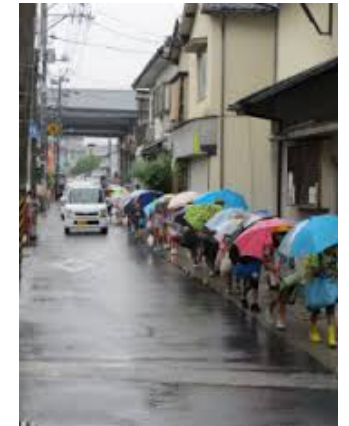
Developing
inclusive
community
包摂的な街づくり

Cross-sectional
approach for health,
sport and
community planning
健康・スポーツ・街づくり
の連携的政策

Contribute to the sustainable, inclusive society
through sport promotion

Toward the Sustainable Inclusive City

- Local environment for exercise than expensive stadiums.
- The city designed for daily physical activity.
- Pedestrian and cyclist friendly city.
- Walkable, compact city.
- Comprehensive city planning: Children, elderly, disabled, stroller friendly.



Development of Safe and Active Community

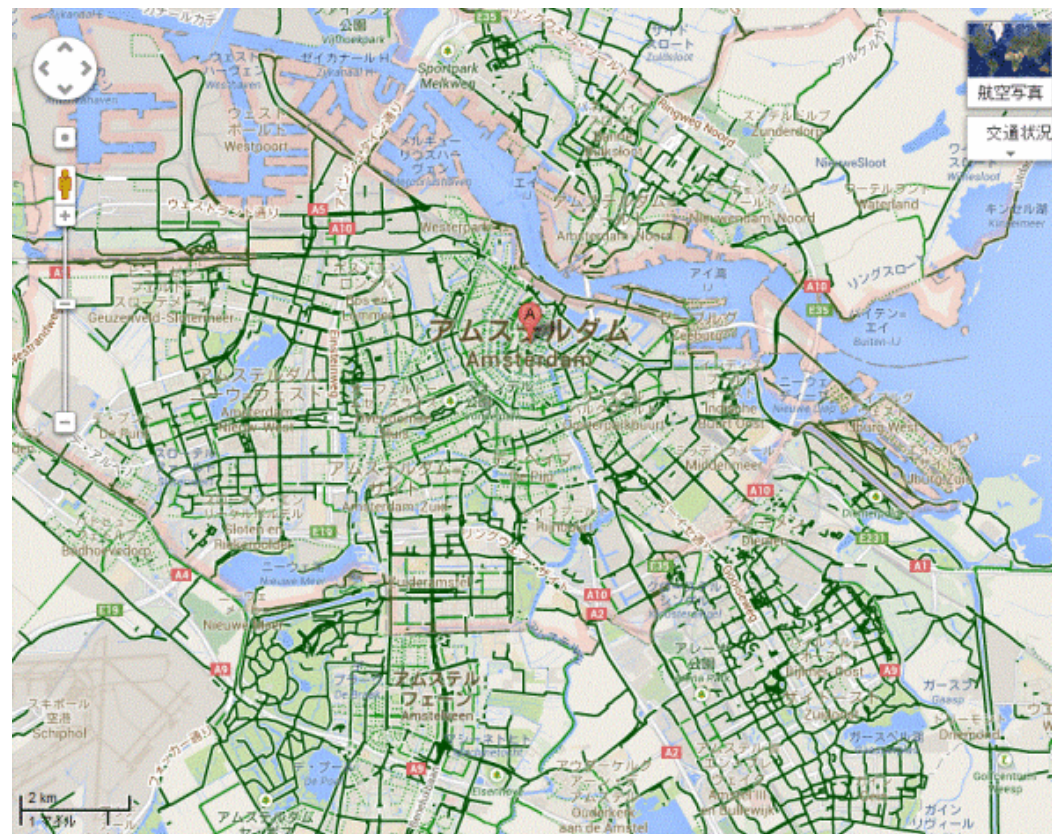
生活に密着した安全なスペースづくり

Example of Netherlands

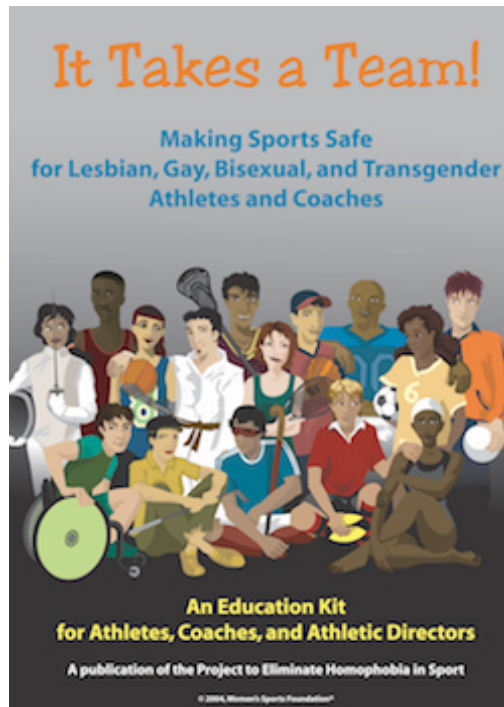
Bicycle lanes approximately **35,000km**
Cf. approximately **3,000km** in Japan



Netherland's Groningen Bicycle City



Beyond Binary System in Sport Inclusive Sport Environment



It Takes a Team
Woman Sport Foundation



LGBT Inclusive Sport

Creation of Alternative Physical Culture & Environment

Example



Physical Activity and Sport for Women Aged 55 to 70+ Program

mothers *in* motion

Canadian Association for the Advancement of Women (CAAWS) Advanced Programs



Ontario in Canada PE Curriculum
National Standards of SHAPE America for
“Physically Literate Individual”



**Grade-Level Outcomes
for K-12 Physical Education**

Creation of Alternative Physical Culture & Environment

Example



Europe

Safe and Active
Community

Advocacy, support groups
支援団体

Comprehensive
Partnership



Portland, US

Compact and
Walkable City



Fukui and Toyama, Japan



Creation of Alternative Physical Culture & Environment

Comprehensive Partnership for Sustainable Inclusive Society

