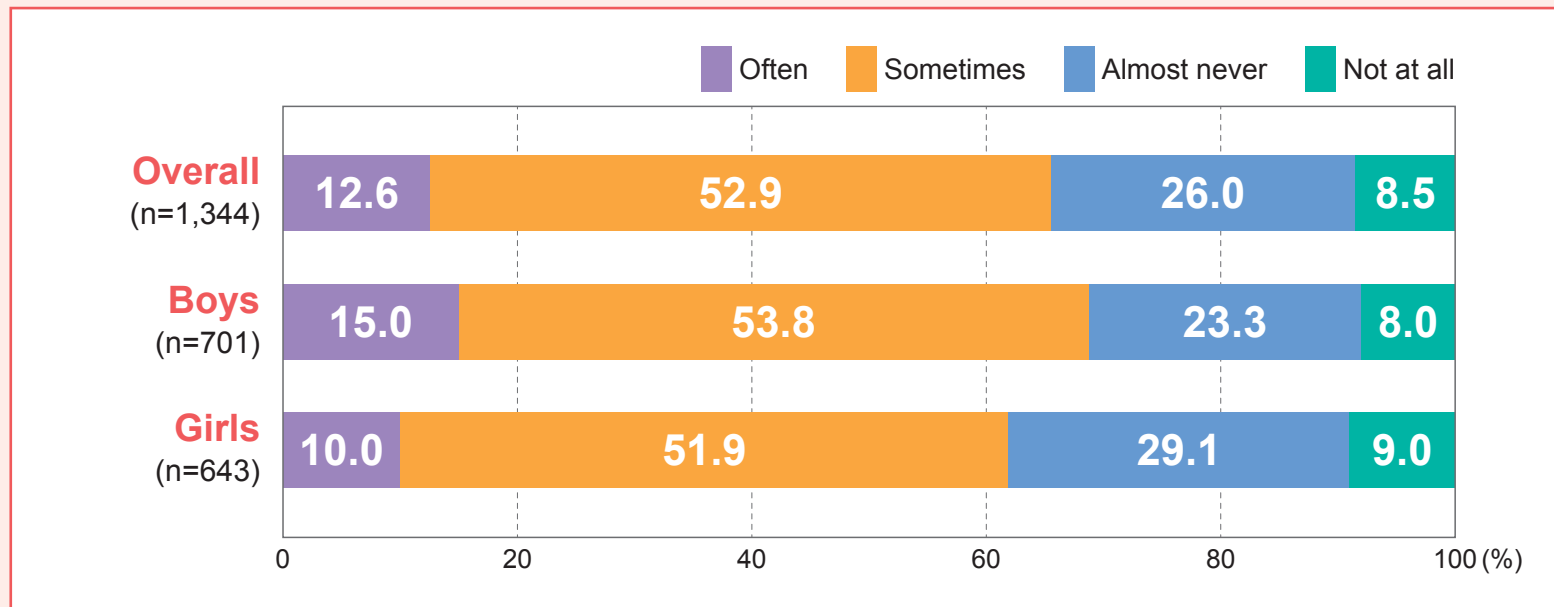


Frequencies of exercise, sports, and physical play with family

■ 4-11 year olds

[Fig.13] Exercise, sports, and physical play with family (4-11 year olds)



*1) Family indicates parents and guardians.

Source: 2023 Sasakawa Sports Foundation National Sports-Life Survey of Ages 4 to 11

Figure 13 shows the frequency of engaging in exercise, sports, or physical play together with family for the 4-11 age group. Their parents or guardians were asked: “Do you or another family member engage in exercise, sports, or physical play together with your child participating in the survey?”.

Overall, **12.6%** responded with “Often”; **52.9%** with

“Sometimes”; **26.0%** with “Almost never”; and **8.5%** with “Not at all”. A total of **65.5%** of children aged 4-11 engaged in exercise, sports, or physical play together with a family member “Often” or “Sometimes”; **68.8%** for boys and **61.9%** for girls.

President's message

A think tank whose every dream and action is taken with the future in mind.

The activities of the Sasakawa Sports Foundation (SSF) are aimed at creating a "Sport for Everyone society" in which everyone enjoys sports in a manner that fits their own lifestyle and interests. Sports not only have the power to maintain and improve mental and physical health, but also the mysterious ability (value) to act as a universal remedy that helps people grow and encourages the formation of society.

The role of the community in people's lives has been shrinking over the years, and kids are growing up with fewer opportunities to interact with those in different age groups. The rapid graying of the population is pushing up health- and nursing-care costs, exacerbating already strained fiscal resources. These are issues confronting not just Japan but also an increasing number of countries around the world.

We at the Sasakawa Sports Foundation (SSF) believe that one way of tackling these issues is to utilize the power of sports to build a healthier, more vibrant, and more inclusive society.

Sports can lead to better physical and mental health and can also be used as a communication tool to bridge differences in age, language, and gender. Our task at the SSF is to help provide an environment where everyone can participate in sports and expand opportunities for interpersonal contact, thereby energizing and invigorating both individuals and communities. Such initiatives can not only encourage greater "self-help" efforts toward better health but also deepen understanding of others, fostering an altruistic desire for "mutual aid" and prompting the government to enhance "public assistance."

And as people's engagement with sports and the community increases, they will experience all three facets of sports: "participate," "spectate," and "volunteer."

To achieve these goals, we undertake research activities to obtain the data needed to develop concrete, effective policy solutions. We then work with individual and organizational partners to implement those policies, actively engaging with the community to gauge their effectiveness and feeding the results back to our research team. The two pillars of our activities thus act as a feedback mechanism, enabling us to develop even better, more practical solutions confronting society.

A key component of this virtuous cycle is World Challenge Day—a day on which communities around the world encourage as many people as possible to be physically active. It provides an opportunity for not only individual participants to take up physical activity but also the host municipalities to directly engage with local residents and to promote good health and stronger community ties.

It has been thanks to our active involvement in Challenge Day that we have been able to conclude partnership agreements with a number of local governments to jointly develop and implement sports-related initiatives, and we hope to share the best, most successful practices with many more municipalities both in Japan and around the world.

It is our strong hope that our efforts to address social challenges through the power of sports will trigger similar initiatives abroad, and we intend to actively offer our insights to organizations sharing the Sports for All philosophy. At the same time, we seek to incorporate many innovative, promising practices from other countries, working closely with researchers and professionals around the globe to create a better world for all.

Kazutoshi Watanabe, President
Sasakawa Sports Foundation

Outline of activities

1 Research and surveys

The Institute of Sports Policy, established in SSF carries out fact-finding surveys, case studies and empirical research in the three fields of “sports policy”, “community-building through sports” and “promotion of sports among children and youth”.

The institute gathers and analyses quantitative data and advanced cases in the country as well as overseas, which are essential for the national government and local governments to draft sports policy and for various organizations to plan sports promotion programs. SSF proactively makes proposals for policies to governments and for plans to sports organizations, based on evidence obtained from the research and survey.

2 Collaboration with local governments

SSF promotes a nationwide sport program, which aims to encourage people to participate in sports and physical activities, called Challenge Day. In this program, municipal communities with similar size of populations compete over the percentage of their residents who did some kind of sports and physical activities for a minimum of fifteen minutes on the last Wednesday of May. Through Challenge Day, SSF is able to forge closer links with local governments and other organizations, and to verify that sports are beneficial in building local communities and promoting relationships between people of different generations, and to propose a system in which individual residents can enjoy sports in their communities.

Furthermore, in collaboration with local governments who participate in Challenge Day and with other local governments nationwide, SSF draws up sports promotion plans for local communities and offers the results of its surveys and research.

3 Public relations

SSF disseminates the information about its initiatives as described above, and releases the latest sports information in the country and overseas that is beneficial for sports policy research, using its official website, social media, at symposiums, seminars, and international conferences.

As part of its public relations activities, SSF publishes the results of the National Sport and Lifestyle Survey, which is biannually conducted to understand the state of participation and involvement in sports by Japanese, by means of a report called the SSF National Sports-Life Survey.

SSF also brings out and extensively distributes White Paper on Sport in Japan, in which the latest data in the country and overseas is printed.

SPORT FOR
every
one

The 2023 SSF National Sports-Life Survey of Children and Young People Executive Summary

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