



Hvordan er forholdet
mellem elite og
bredde?

Analyse- og
forskningschef

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Foto: Nnchenga_Flickr



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Er elite og bredde komplementære størrelser?

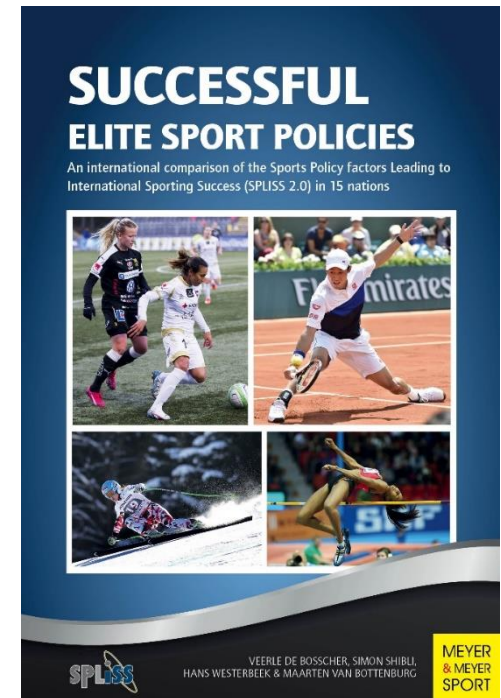
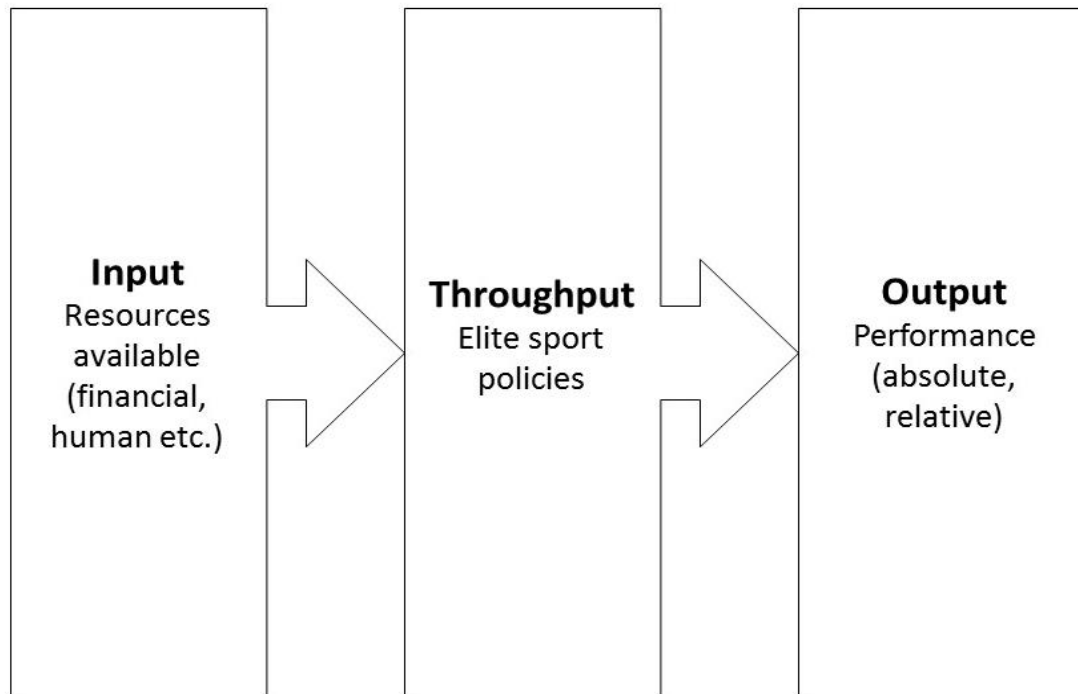
Dagens præsentation



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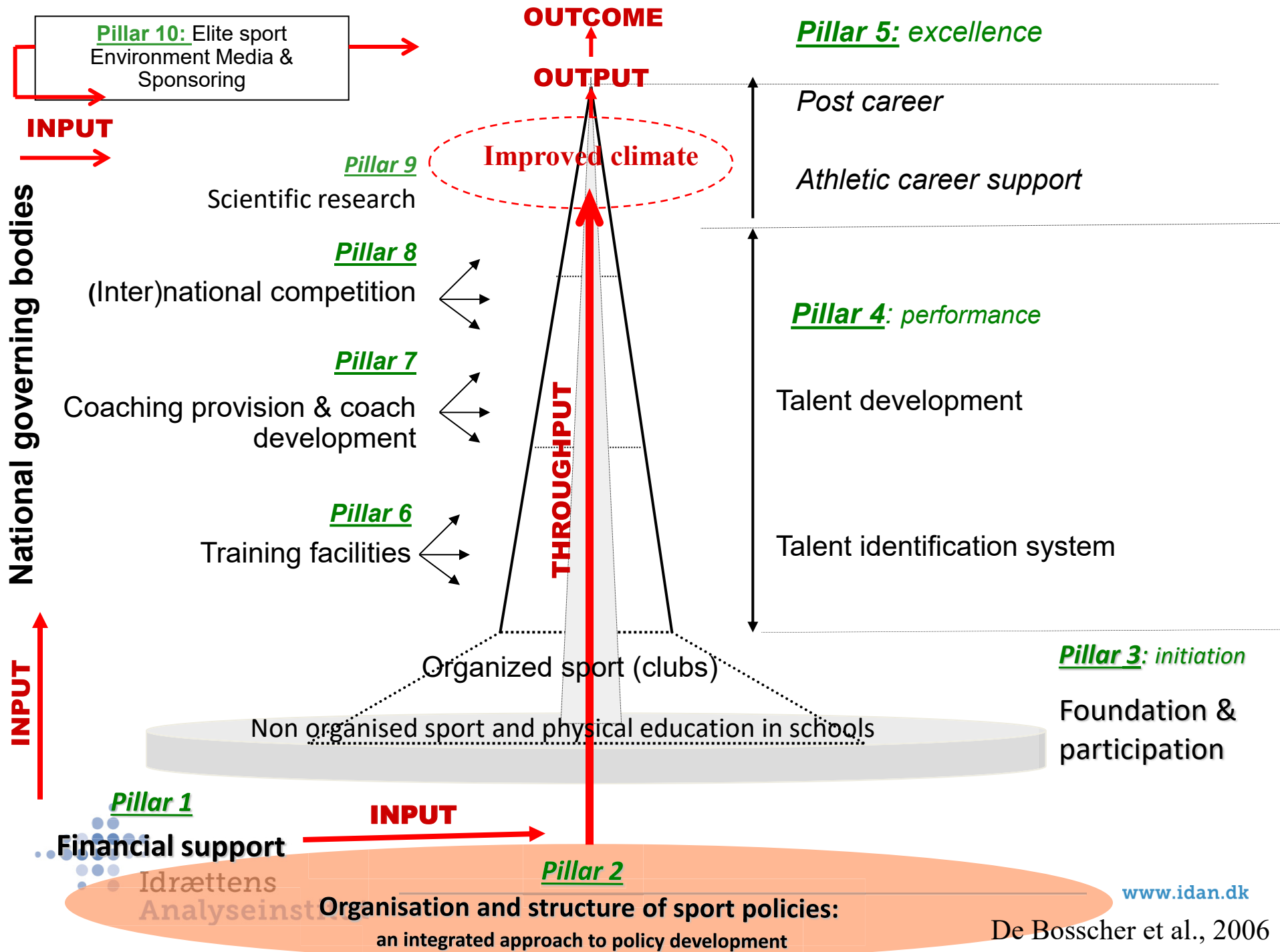
- Hvordan skaber man eliteresultater? (kort)
- Hvad er den teoretiske (og typiske) forståelse af forholdet mellem elite og bredde?
- Lever forestillingen op til virkeligheden?
- Hvad kan vi lære af det?

Hvad skaber elitesportsresultater? [SPLISS-tilgangen]



Nations covered in SPLISS: Belgium, Denmark, Estland, Finland, France, Netherlands, Northern Ireland (UK), Portugal, Spain, Schwitterland, Australia, Brazil, Canada, Japan og South Korea.





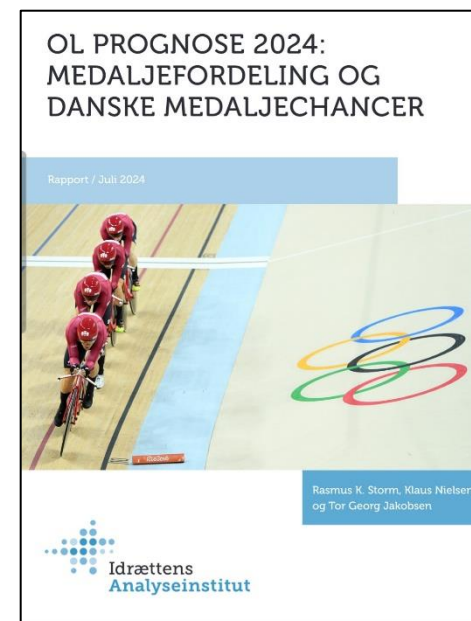
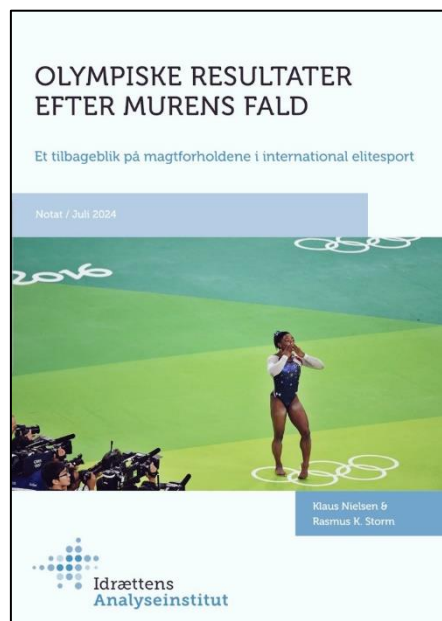
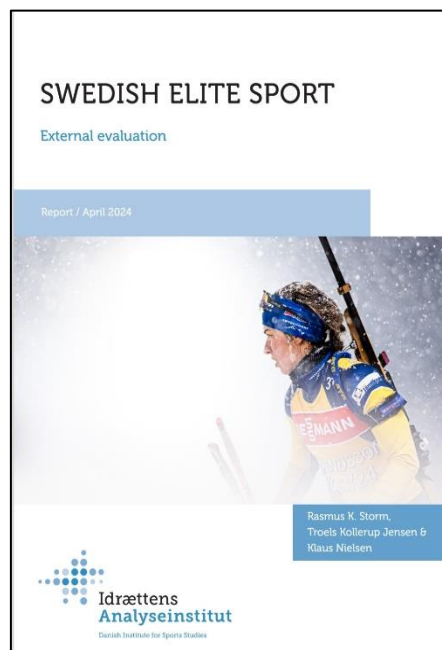
Reklame

Idan har brugt SPLISS-tilgangen i flere projekter:

- 2022: Evaluering af det finske elitesportssystem:
<https://www.idan.dk/nyheder/ny-rapport-afdaekker-hvorfor-finsk-elitesport-har-tabt-terraen-internationalt/>
- 2023/24 Evaluering af det svenske system:
<https://www.idan.dk/udgivelser/swedish-elite-sport/>
- 2024: Optakt til OL: Regimetype og resultater, medaljeprognoser:
<https://www.idan.dk/temaer/eliteidraet/>

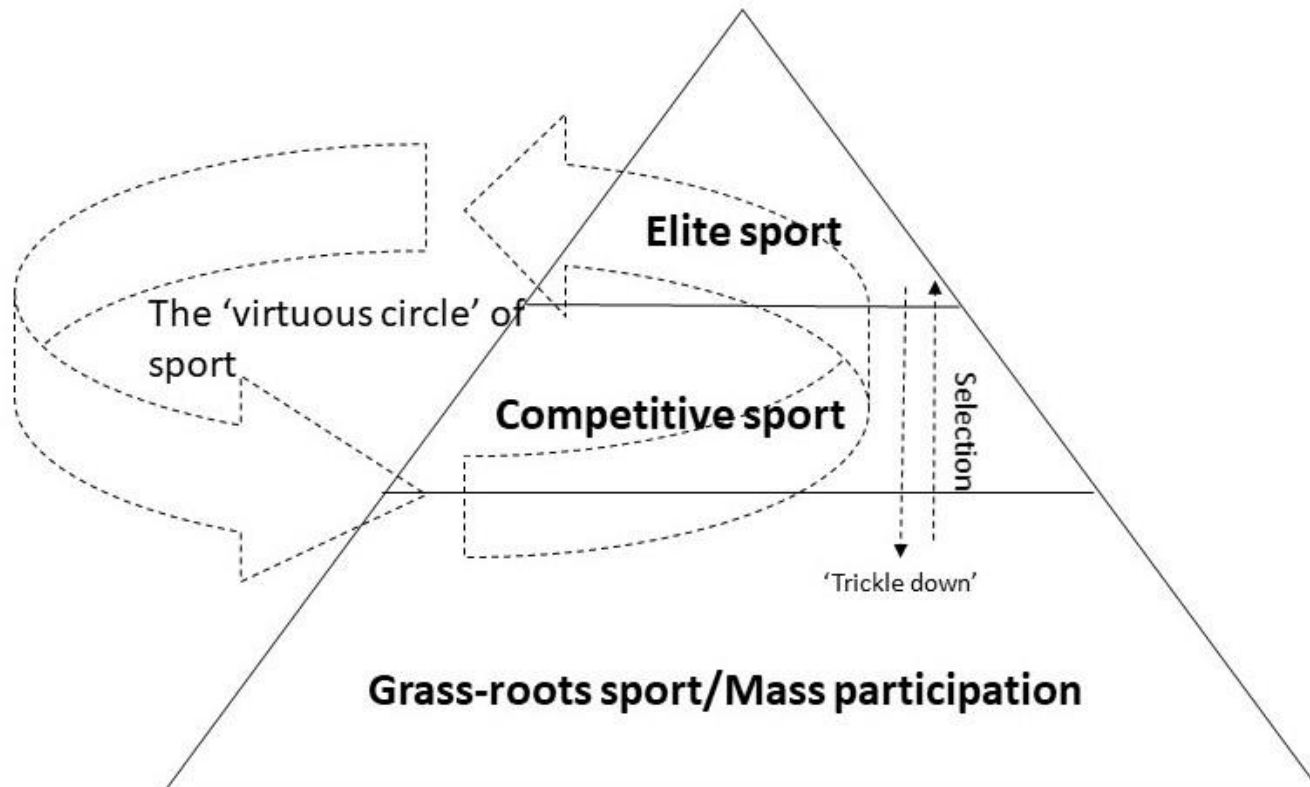


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Ideen om idrættens pyramide og trickle-down



Ideen mere specifikt

Normalt forestiller man sig tre former for 'trickle down':

- a) Inspirationseffekten af elitepræstationer (spænding, æstetik og fascination)
- b) Inspirationseffekten fra eliteatleter (sportsstjerner som rollemodeller)
- c) Inspirationseffekten fra events (legacy-effecter).



Photo: Klaus Thøstesen

De bedste studier inkluderer alle tre elementer, OG kontrollerer for andre variable. Men kvaliteten er svingende.



Hvad skaber breddedeltagelse?

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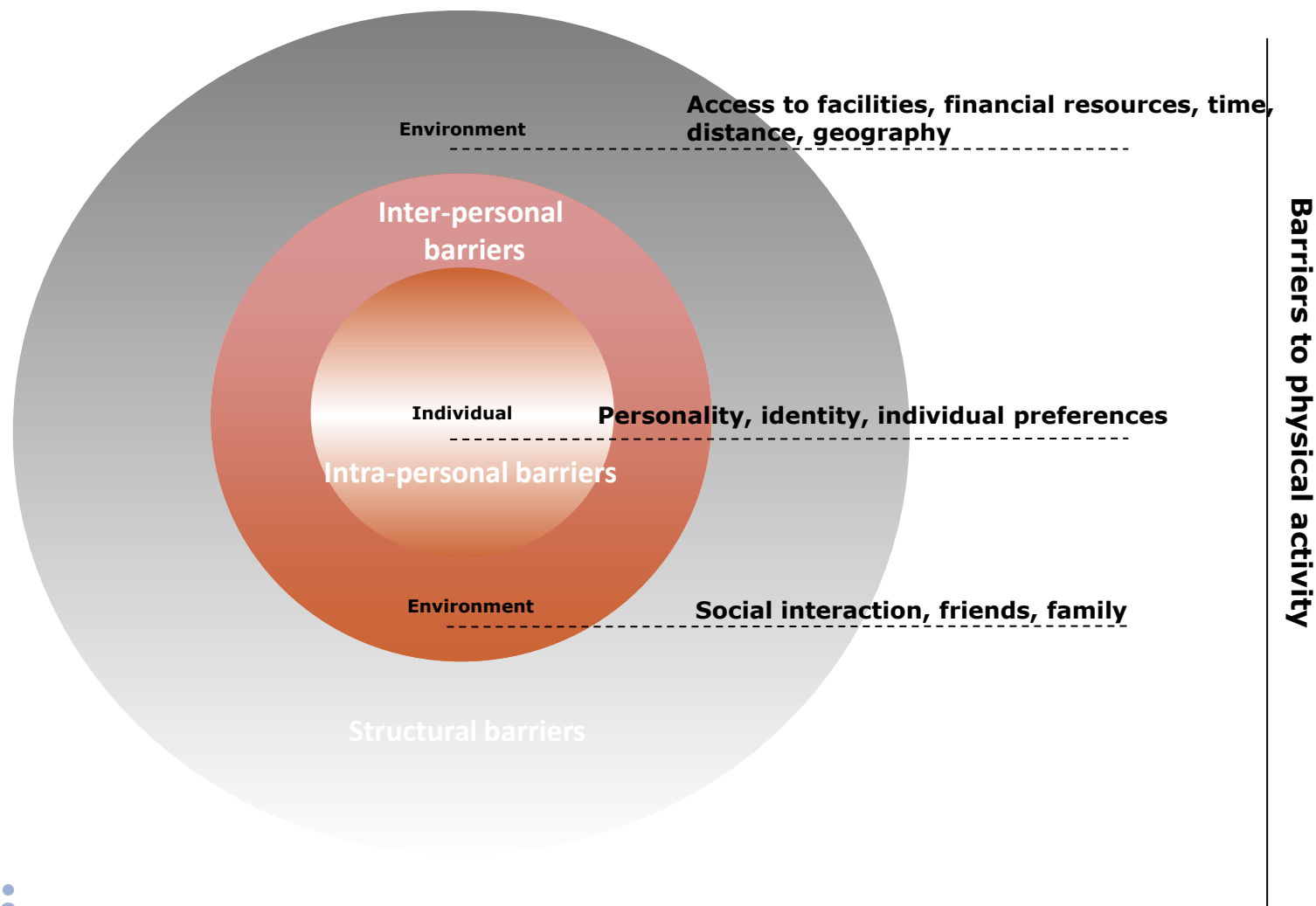


- Variationen i deltagelsesniveauet (bredden; antallet af medlemmer) og karakteren af aktiviteterne er en funktion af mange faktorer
- 'Inspirationseffekten' er kun en blandt dem
- Hvis vi overser, at det er den eneste, så risikerer vi at tage (mange) forkerte beslutninger

Aktivitetsniveau = *inspirations effekt + faciliteter + socio-økonomi + netværkseffekt + træner + klubtilbud + køn + pris + afstand + x + y + (.....)*

Hvordan skaber man breddeidræt?

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Det generelle billede

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Effect of Elite Sport on Physical Activity Practice in the General Population: A Systematic Review

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Background: Our study investigated the effect of elite sport on physical activity (PA) practice in the general population.

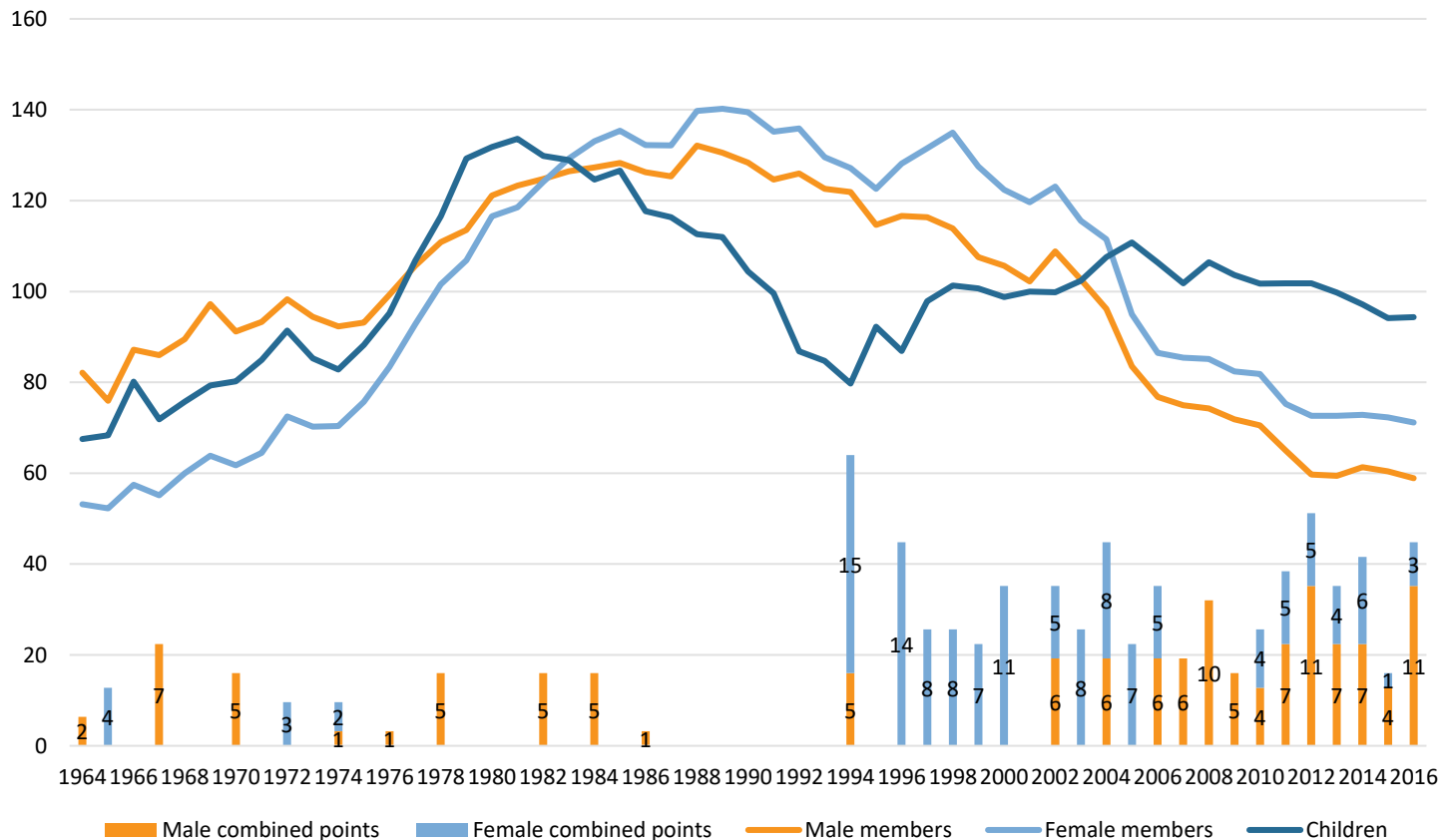
Methods: Structured Boolean searches were conducted across 5 electronic databases (PubMed, JSTOR, Web of Science, SPORTDiscus, and PsycInfo) from January 2000 to August 2021. Peer-reviewed studies in English were included if the effects of hosting elite sport events, elite sport success, and elite sport role modeling on PA/sport practice in the general population were measured. **Results:** We identified 12,563 articles and included 36 articles. Most studies investigated the effect of hosting elite sport events (n = 27), followed by elite sport success (n = 16) and elite sport role modeling (n = 3). Most studies did not observe a positive effect of hosting elite sport events, elite sport success, or elite sport role modeling on PA/sport practice in the general population. No evidence of a lagged effect of elite sport was observed. No evidence of elite sport

effects was observed according to age range and geographical scale. **Conclusion:** There is no evidence supporting the effect of elite sport in increasing PA or sport participation in the general population. Decision makers and policymakers should be aware of this and invest in strategies such as those recommended by the World Health Organization.

Keywords: demonstration effect, festival effect, role modeling effect, trickle-down effect, decision and policymakers

CASE: Dansk håndbold

DHF-medlemstal: Kvinder, mænd og børn, 1964-2016 (standardiserede værdier) og EM, VMC og OL top 8-point for det mandlige og kvindelige landshold



Et konkret studie, der viser effekt

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33 sportsgrene i perioden
2007 – 2016:
Medlemseffekter af inspiration
(+), socio-økonomiske (+)
forhold samt arbejdstid (-).



Resultat: *“Although the three inspiration variables have a statistically measurable and significant positive impact on sports club membership, they are associated with relatively small effect sizes on membership”.*

Et konkret studie, der viser effekt

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En selvbyggende (social) netværkseffekt:

“The positive coefficient implies a ‘build-up’ effect whereby the membership within sports clubs generates its own membership” (Castellanos-Garcia et al. (2021), s. 117.



Med andre ord: For hvert nyt medlem kommer der 0,96 nye medlemmer (registreret) næste år (eller: for hver 100 nye medlemmer, 96 ekstra – kontrolleret for andre forhold)



Hvad er virkeligheden?

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Der er også substitutionseffekter (konkurrence)



"The results of Model 3 also show that senior membership numbers are significantly affected by the number of members in fitness centers. The negative influence indicates that the growth of the commercial fitness sector has taken away memberships from non profit sport clubs. Evidently, senior club members have replaced sport activity in clubs by workouts in fitness centres" (Weimar et. al. 2014: 16).

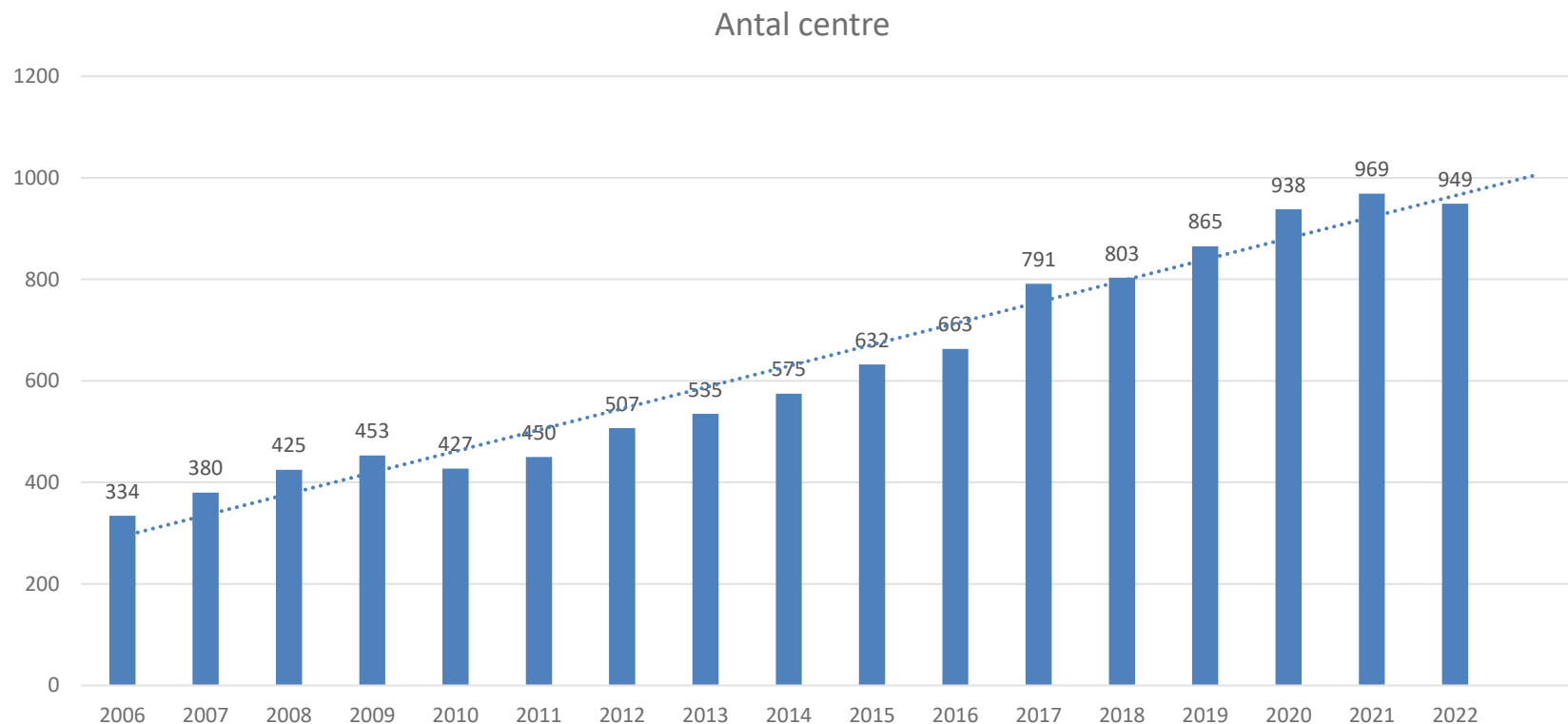
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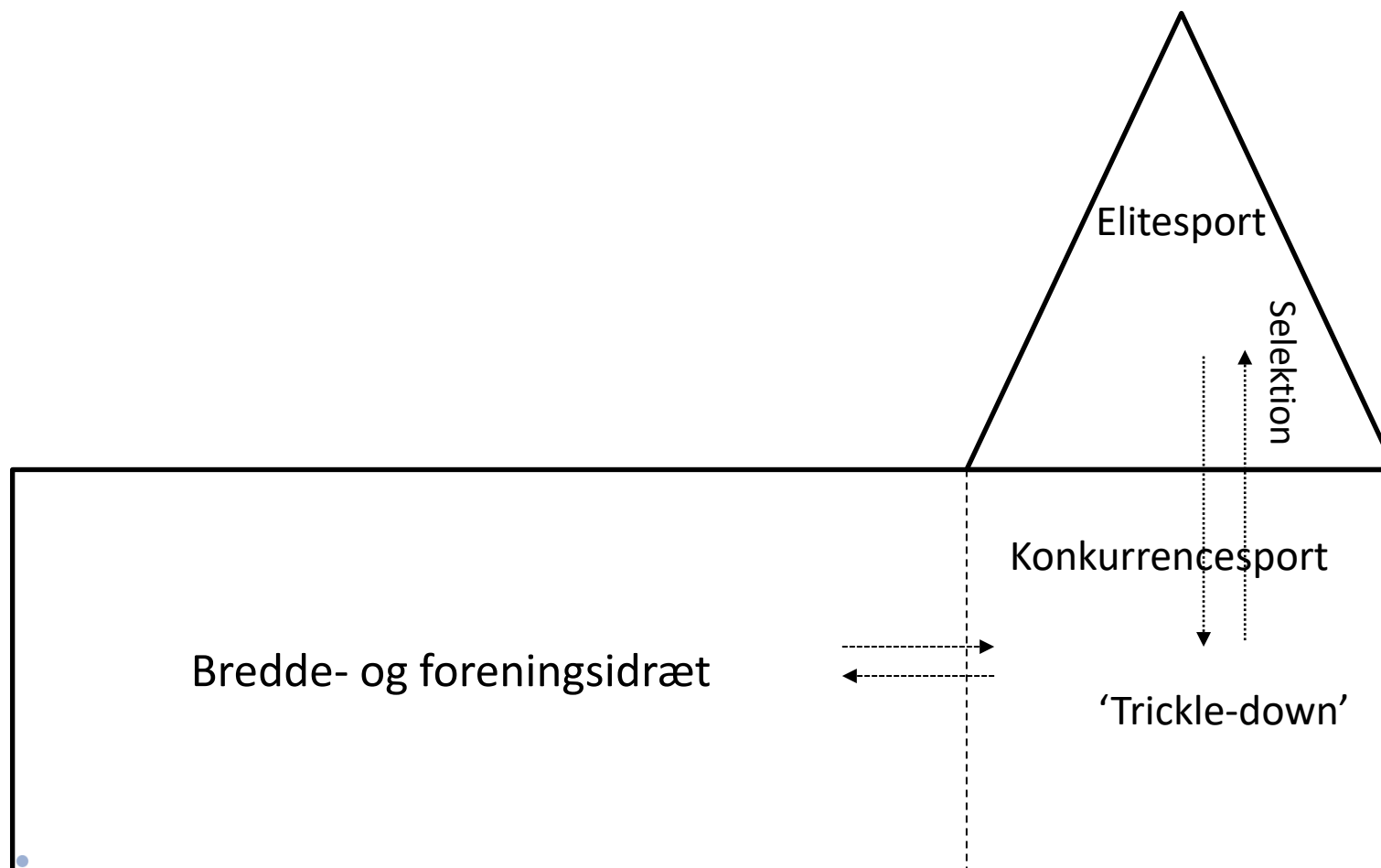
Udviklingen i kommercielle fitnesscentre i Danmark, 2006-2022



Kilde: Facilitetsdatabasen.dk



Hvordan ser virkeligheden i virkeligheden ud?



Hvad kan vi lære af det?

- Store dele af bredden er i realiteten afkoblet fra eliten
- Eliteidræt kan godt inspirere (nogle)
- Men medlemsrekruttering og fastholdelse kræver en indsats
- Overser man det, så mister man aktive til de, der laver gode tilbud (også uden for idrætten)
- Det giver en mindre base af at rekruttere til eliten fra



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**Mange tak for
opmærksomheden!**