Examples of action based on the actions proposed in the global plan of action for physical activity promotion

Example 1: Creation of local sports centers

In order to impact the everyday life of citizens by bringing the sporting and social dimension closer to their neighborhoods and by making them participate daily in physical, sports and social activities, the Ministry of Sports in Morocco has created since 2009, in terms of its sports infrastructure policy, a new concept for local sports facilities. These are integrated socio-sports centers (ISSC), which converge on an optimized area of land, sports and socio-educational activities within the same center.

In order to ensure a broad and equitable distribution of these centers, both in the urban and rural areas, the Ministry of Sports has ensured that the territorial communes have been adhered in their implementation through the conclusion of partnership agreements where both parties undertake to:

- Finance the implementation of the project up to 50% of its cost (Ministry of Youth and Sports)
- Make available to the landowner to host the center and finance the project to the extent of 50% of its cost (Territorial Commune)

Currently, the number of partnership agreements signed to build the integrated socio-sports centers is 777 of which 250 ISSC are functional, the others are either in the process of being completed or under consideration for their feasibility.

Given the success of the integrated socio-sports centers, today, other parties are involved in the creation of these facilities.

Example 2: Development of Women’s Sport

In order to develop women’s sport in Morocco, a National Committee for the Promotion of Women’s Sport was created to increase the number of concrete actions to support the promotion, training and empowerment of women in and through sport at all levels.

This committee is made up of women executives from the various departments of the Ministry of Sport.

The National Committee for the Promotion of Women’s Sport aims to:

- Promote and revitalize women’s sporting activities (local and regional),
- Increase the number of women practicing sport at urban and rural levels
- Create women’s sports associations in different cities of Morocco.

**Example 3: Creation of Sports Schools**

Sports activities are an important element in the education of children, their integration into social life and in the dissemination of culture in the sense of practices, customs that make collective identity, living together. In this regard, the Ministry of Sport created a sport schools in order to:

- Promote and popularize the practice of sports in Morocco;
- Encourage encounters, sportsmanship and friendliness;
- Create local, regional and national sporting events;
- Prospect and detect talented young athletes and integrate them into the sports movement.

**Targeted audience**

Boys and girls aged between 10 and 12 and members of sports schools under the Ministry of Sports.

**Indicators**

64,000 boys and girls beneficiaries, 2017 edition

80,000 beneficiaries’ boy and girls, by the year 2020

**RETAI**ned DISCIPLINES

- Athletics: 60m, 600m, long jump; relay B / G
- Football: Boys / girls;
- Basketball: Boys and girls;
- Handball: Boys and girls.
- Judo: Boys and girls.
- Taekwando: Boys and girls
**Exemple 4: Neighborhood Champions National Program**

As part of its strategy to broaden the basis of sport practice and to integrate the sport to the maximum of children and young people in urban and rural areas, the Ministry of Sports has set up a program named **Neighborhood Champions National Program** which aims to promote sport through football and 3x3 basketball.

More than 70,000 girls and boys, aged from 10 to 14, throughout Morocco benefit from this program.

The objectives of this program are:

- Create a space to develop the skills of youth through sport;
- Encourage sport in rural and urban areas;
- Promote and popularize sport
- Detect and prospect talented elements, so that they can integrate into the sports movement;
- Making sport a factor of social inclusion and integration.

**Example 5: Campaign of communication on Healthy lifestyle campaign**

The Ministry of Health, in April 2016 (April 18 to May 16, 2016), had organize a healthy lifestyle communication campaign including the promotion of physical activity.

The goal of the campaign was to raise awareness among the general population about the importance of adopting a healthy lifestyle to prevent non communicable diseases.

Awareness-raising was based on various channels of media communication: Spot television (https://www.youtube.com/watch?v=Tu5KrZzAI7Q) and radio and non-media using urban posting, information on the website of the Ministry of Health www.sehati.gov.ma which offers documentation on healthy living, regional awareness-raising meetings for health professionals, awareness-raising seminars in schools and universities and health training institutions.

However, the evaluation of this campaign has not been scheduled.