

**104 - PUBLIC POLICIES OF SPORTS**

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**INTRODUCTION**

From the wide field of interests which may be the sport, we aim to investigate how this is being managed by the government and the population as presented. For that, initially conceptualize some important terms such as Public Policy, Public Administration and Public Policy Sports.

The term public policy can be understood as political actions or activities undertaken by the State, providing the proper functioning of society. These are actions that occur in the concerns of the state with society, so that citizens have the opportunity to enjoy their rights and live harmoniously in society (ALVES; BERTAZZOLI; AMARAL, 2005). The same author adds that the role of these public policies, through a consistent management model is to adapt its concepts to reality, making investments and determining the social impact generated by your application, being consistent in speech and action.

The term public administration, according to Amato (1971, cited by SILVA, 1995), can be understood in its broadest sense, as the government, the set of human behaviors that determine the distribution and exercise of political authority, with the aim of improving government activities, serving more intensely the collective ideals, is a movement of action for reform.

Through the actions taken to the sport, Linhales (2001) states that this as a social institution, is politicized, and has established a relationship sports, society and state, which is supported by the plurality of interests at stake in the dispute over the possibility consolidation and presentation of such interests.

**THE DEVELOPMENT OF POLICIES FOR SPORT**

The presence of the sport in the actions of government can give this one aspect of assistance - to prevent violence, reduce drug use, to improve population health, among others - which overlaps, often, the possibility of sports be held politically as a social right (LINHALES, 2001). Thus, the Public Policy Sports has been more present in social demands, seeking a better quality of life. One possibility for civil society participation in the process of implementation and policy evaluation is done by the Sports Councils (BRUST; BAGGIO; SALDANHA SON, 2006).

The management councils are deliberative bodies that emerged in the mid-1980s in Brazil. It has the intention to democratize the political and social decisions related to the federal, state and local governments. It seeks to establish new management practices to allow the public articulation of the various public and private agencies that operate in certain activity, establishing a space for negotiation of diverse interests in society and contributing to greater transparency of decision making related to public policies (IBGE, 2003).

Consolidation of Public Policy for the sports sector can point us to the thought that, according Linhales (2001), the presence of sports on state actions shows us that the sport has acquired importance and public visibility along its trajectory.

In the field of Public Policies of Sport, we emphasize the need to define the guiding principles of this policy. To think for Public Policy Sports and understand the role of government in sports is necessary to discuss issues of public spaces and the redefinition of "public policy" to provide access of the people (WALTER, 2004).

The study by Walter (2004) in the Municipal Sports and Recreation Curitiba sought to identify the process of decentralization of sports and leisure, provided the government plan of the Municipality of Curitiba. The author highlights three important factors for understanding the formation of the structure of sport and leisure in the city of Curitiba, they are: the creation of public spaces, the influence of urban planning in the city's sports developed, and the proposal for decentralization of sport and leisure.

In a lecture given by then-former Secretary of Sports Cariacica, at the Centro Universitario Vila Velha, 19 August 2010, Geraldo Luzia de Oliveira Junior, the guiding principles of public policies adopted by your municipality became very evident. They were: social inclusion; media visibility and rehabilitation and construction of sports facilities.

Placed in this way, the guiding principles are visible to the population in general, which may require the Government what was proposed, making it is also understandable that those who have the role of managing the public actions, they may do so from a technical reference.

To contribute to the elaboration of public policies and to have clarity of what should be developed for the sport, we refer back to the National Sports Policy which, from some actions as priorities, points out that the main feature of Brazilian sport is a plurality or diversity of situations, occurring in four events, namely, education in sports, school, sport, leisure and sport performance.

For better definition and understanding of roles together developed the sport, the National Policy defines the assignment of each government entity, for this area.

The Union should consider the sport in all its socially inclusive, involving all ministries and their sectors, constituting the practice sports as a means of promoting the population, to improve the quality of life and self-esteem. By this document do so by implementing the Plan of Development of Sport, which should be inserted in a policy of greater reach.

Concerning the role of the States, they should formulate and implement policies and State Plans for Sport, in which the actions that will shape the role desirable, from diagnostic and inventories made.

For municipalities, it is popular and the sports community, and a direct responsibility in schools, on the Sport Education and Sports School.

We observed that all public sectors of government have their roles defined in relation to promotion of sports, and therefore the company should require, as a social right, a sports and quality that meets every sphere population. For this, one must assume a more effective participation in the preparation of Public Policy. An alternative to this may lie in the decentralization of the sport.

**SOCIETY PARTICIPATION IN THE DEVELOPMENT OF POLICIES FOR SPORT**

Thinking the Public Policy Sports and assume the participation of society from a decentralized action passes over “the notion of citizen participation”.

For Jacobi (2000, cited by WALTER, 2004, p. 34), this participation has emerged in the late 1960s and “highlighted the need for institutional arrangements that encourage, from the State level, the creation of channels of communication with society and allowing some way to broaden the sphere of ownership”.

This author also claims that decentralization is the key to formulating an effective democratization of the state.

From the conceptual point of view, Jacobi (2000, cited by WALTER, 2004) defines decentralization as a transfer of legal and political authority to local governments, so that they can plan, make decisions and manage public functions from central government.

This type of relationship in which society and Government in dialogue to find solutions to the problems of the city, requires an attitude that the government must pay attention and be sensitive and open to broad public participation. The Government should be an agent provocateur for such participation to determine the direction of the city (WALTER, 2004).

Therefore, people's participation as co-manager of the Government, will only be effective when there is a balance between them considering the interdependence of them towards a common goal of both: better quality of life of all citizens (WALTER, 2004).

This search requires a politicized society, to discuss their interests and rights before the government, in trying to develop a coherent work, which actually serves the people and their local needs, from analysis, and diagnostic studies should be performed.

**CONCLUSION**

From that was present, we believe that sports analyzed as a social right should be part of the state's concern with society. To think that we saw for Public Policy is important that the organ in question has guiding principles of this policy. These may give a technical direction for the shares and allow citizens to demand from the government that these actions be taken, and contribute to researchers in the area, allowing a better understanding of the role of the government in fulfilling its government program.

As the development of these public policy, area studies is increasingly pointing to a decentralized action sports, which allows for greater public participation in decisions of the government. These actions should serve social interests, in pursuit of providing sports activities as a social right, which supersedes the use of sport in a utilitarian view.

Another major challenge is the enhancement of management agencies that, according to Saldanha Son (s / d.) can get along with increasing their technical capacity, better management tools, training and qualification of human resources, increased capacity to mobilize public resources more efficiently and developing management skills that contribute to the viability of the new powers of the municipality.

These elements become essential for the proper construction of Public Policy. Thus we affirm that the Government should play an important role in developing public policy on Sport, assuming the role of managers of these Policies.

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**PUBLIC POLICIES OF SPORTS****ABSTRACT:**

This literature review aims to present some concepts and discussions on Public Policies for Sport. This is part of a monograph study still under construction. We started initially from the conceptualization of terms such as Public Policy, Public Administration and Public Policies for Sport, to develop after a review of the Public Policies and the decentralization process of Sport.

**KEYWORDS:** Public Policy, Public Administration and Public Policy Sports

**POLITIQUES PUBLIQUES DE SPORT****RÉSUMÉ:**

Cette revue de littérature vise à présenter certains concepts et discussions sur les Politiques Publiques pour le Sport. Cela fait partie d'une étude monographique encore en construction. Nous avons commencé d'abord par la conceptualisation des termes tels que la Politique Publique, Administration Publique et les Politiques Publiques pour le Sport, à se développer après un examen des politiques publiques et du processus de décentralisation du Sport.

**MOTS-CLÉS:** Politique, Administration Publique et des Sports des Politiques Publiques.

**POLITICAS PUBLICAS PARA EL DEPORTE****RESUMO:**

Esta revisión bibliográfica tiene como objetivo presentar algunos conceptos y debates sobre Políticas Públicas para el Deporte. Esto es parte de un estudio monográfico en construcción. Comenzamos inicialmente a partir de la conceptualización de términos tales como Políticas Públicas, Administración Pública y Políticas Públicas para el Deporte, para desarrollar después de una revisión de las Políticas Públicas y el proceso de descentralización del Deporte.

**PALABRAS LLAVE:** Políticas Publicas, Administración Publica y Deportes de Políticas Publicas.

**POLÍTICAS PÚBLICAS DE ESPORTE****RESUMO:**

Esta revisão de literatura tem por objetivo apresentar alguns conceitos e discussões sobre Políticas Públicas de Esporte. Trata-se de parte de um estudo de monografia ainda em construção. Partimos inicialmente da conceituação de termos como Políticas Públicas, Administração Pública e Políticas Públicas de Esporte, para após desenvolver uma revisão sobre a elaboração de Políticas Públicas e o processo de descentralização do Esporte.

**PALAVRAS-CHAVE:** Políticas Públicas, Administração Pública e Políticas Públicas de Esporte.