33 - DIFFUSION OF KNOWLEDGE IN PHYSICAL EDUCATION AND SPORTS: AN ISSUE OF SOCIAL SUSTAINABLE DEVELOPMENT IN AN IMPLEMENTATION OF MUNICIPAL PUBLIC POLICY

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The physical activities, like the ones developed in sports, recreation and leisure, are worldwide well known as an important mean of promoting health, education, social inclusion and integration, development of children and adolescents, among others (TUBINO , 2002). However, as part of the municipal public organizations, there are still discrete investments on the sport, especially in areas of great social vulnerability. This may be related to the fact that only in the 80s, with the promulgation of the Brazilian Federal Constitution, the municipalities assumed the policies of local development and the environment. According to Jacobi and Pinho (2006), despite the limit of resources, the municipalities not only took on the policies of local development but also began to move in search of new policies and new practices, generating a break with the patterns of vertical relationship State - Society. These scholars support the innovations in terms of possible actions and say that they can bring examples and questions able to generate important solutions. Emphasize yet, the importance of knowledge of present time, or “what is established and which is considered the most important currently", but with a look to the future, to “what is emerging in daily practice", so that the low valuation of knowledge of common sense do not prevent the spread of scientific knowledge and enable sustainable local development. The development of individuals as citizens and participatory members of the entire network of relationships of democratic society is borne by Souza (2002), which also states: "No reform process, any management system, can prosper without the development of people through quality training ." Thus, the goal of the study was to assess the practical sport-educational under stock of social actors and supervision of sports in the Subprefeitura of Ermelino Matarazzo/Ponte Rasa occurred before the implementation of the concept and the "Clube Escola (School Club)" program adopted by the Secretariat Hall of Sports, Leisure and Recreation of the City of St. Paul (SEME) to the end, propose a model of actions that extend the chances of people having access to basic knowledge in physical activities, sports or entertainment, to integrate the management participatory, so democratic, inclusive, effective, efficient and effective.

METHODOLOGY

The study is characterized by the qualitative research approach, which has the world research the meanings, the motives, the aspirations, the beliefs, the values and the actions of individuals in a society, is using techniques of search action-participant proposals by (MINAYO, 1996; MOLINA AND TRIVIÑOS NETO, 1999). It has been observed and analyzed 08 sport equipment called the “Clubes da Comunidade (Community Clubs) (CDC)”, as well as the actions of its managers and social actors of the setting in which they are located. The data was obtained by the Supervisor of Sports of the Subprefeitura of Ermelino Matarazzo, in a period of six months at 2007, through interviews with individuals and collective open questions, in situ visits, participation and observations of activities and sport events in the course of action, together with people of the local community, photos, surveys on the current conditions of implementation of sport community practices and analysis of studies conducted by students with guidelines for teachers of the School of Arts, Sciences and Humanities (EACH-Education-East), about problems related to public areas for recreation, and on the profile of users. The data was analyzed and interpreted from the techniques of qualitative approach such as a reflexive reading of the records, categorization, classification, analysis discursive and conversational.

RESULTS

The visits enabled a number of informal conversations that ensured contacts, perceptions of daily practice, intersubjective relations of the communities surrounding the CDC's and a significant number of people able to disclose the secret aspects of the subject studied. The observations on the course of action favored questions about peculiarities of the various activities carried out, such as the strategies used in the resolution of problems. With all the data collected, it is the key elements that guided a balanced path in the construction of strategic proposals for action, namely:

Professional training: There was complete absence of professionals in Physical Education and Sports in the conduct of physical activities, sports and leisure clubs in the eight communities studied; None of the clubs had a professional for Physical Education and Sports in the board of managers. Among the schools of sports that rent the sport equipment, it is recorded that only one professional maintained for Physical Education and Sports.

Conservation of sport equipment: The observations point to a lack of conservation of the public places for the practice of physical activities, sports and leisure, regarding to the low awareness of users about the maintenance of equipment and their relation to health.

Preventive practice: They weren't observed, hygiene and health habits, preventive practices such as water supply in events, first aid materials and lack of control and evaluation of health issues.

How to think about actions: There is a predominance of thought that supporting a political party is the only way to promote social activities, and looks explicitly monodisciplinares following logic of welfarism. There are arguments observed between political issues in blends with the administrative, often creating situations of confrontation and conflict, but the current administration has demonstrated efforts to establish the transparency of actions with social responsibility.

Action propose

Whereas: The Secretary of Sports, Leisure and Recreation of the City of São Paulo, are expanding their efforts to ensure the implementation of public policies geared to sport-education programs, mainly seeking partnerships with those who have the task of the development sport, leisure and recreation; The Subprefeitura of Ermelino Matarazzo/Ponte Rasa, aims to deploy and develop the proposals socio-sport-educational of SEME to promote the improvement of living conditions and development of the full human person, transforming everyday life of Ermelino Matarazzo/Ponte Rasa, in the search for local solutions that promote a better quality of life for their residents; One of the goals of the Public Power is encouraging the voluntary practices aimed at promoting human development, providing community leaders and householders the opportunity to access the basic knowledge required for voluntary action in the mobilization of activities, actions and events sport-educational, which focus on changing habits relating to the practice of physical activities, sports and leisure, as a form of cultural expression in its most

varied forms and dimensions, ensuring the pleasure in participation at the same time that expands the repertoire of knowledge of the community, thereby reinforcing, the link between the public administration and the community; The broad legislation identifies the role of the state in promoting physical activity, sport and leisure and, the citation of UNESCO on International Charter of Physical Education and Sport (1978) and the World Manifesto of Physical Education (FIEP, 2000), which recognizes the sport as a right of all; The surveys on the current conditions of achievement sports practices of the community, made by the Supervision of Sports of the Subprefeitura of Ermelino Matarazzo/Ponte Rasa point to lack of professionals in Physical Education and Sports in the conduct of physical activities, sports and leisure; Studies by students with guidelines for teachers the EACH - USP-Leste, on problems related to public areas for recreation, as well as profile of users, point to the lack of conservation of public places for the practice of physical activities, sports and leisure, lack of alternative activities and lack of awareness of the people involved in existing activities; considering still, the general analysis of the results, there was a priority the spread of scientific knowledge to train human resources involved in the process of practical sport-education, both as regards managers of CDCs about the social actors of the local community, mainly those who do not hold professional training in Physical Education and Sports. Thus, in order to achieve the goals of public policy established by the Secretary of Sports, Leisure and Recreation of the City of São Paulo, based on the prospect of a sustainable social development, Bobbio (1992) apud Jacobi and Pinho (2006), directed the universalisation of access, it is this proposal for a work in progress: establishment of a partnership between the University of Sao Paulo, School of Arts Sciences and Humanities - USP-Leste; Formation of nine mobilizing actions sport-educational groups - GRUMAEE, one for each CDC and one for the Sub-; Elaboration and implementation of the training course for GRUMAEEs

Analytical Framework of the proposed dissemination of knowledge in Physical Education and Sports through innovations in governance.

Parameters of action	***Goals***	***Literature Basic***
Formation of mobilizing action sport-educational groups, able to generate protagonists' organizations, transfer of knowledge and critical citizens.	Community Organization; Exercise of citizenship.	Jacobi e Pinho (2006)
Analysis of projected demographic and social demand in the formulation of municipal socio-sport-education public policies.	Strategic Planning.	Januzzi e Pasquale (1999) Kayano e Caldas (2002)
Establishment of partnerships with Higher Education Institutions	Construction of network relationships; Partnerships to promote advice in the planning of projects; Training Human resources; Development of research; Dissemination of knowledge.	Plano Nacional de Extensão Universitária/Sesu-MEC, Brasil, 200/2001.
Reform process in sport equipment.	Breakup of architectural barriers to practice sports; Health and quality of life.	SEME-SP (2007)
Process of training and continuing education of managers, community leaders and householders.	Continuing education; Production of knowledge.	Tenório (1995, 1999)
Process training and deployment of the socio-sport-education programs; Definition of contents and goals to be achieved from a potential teaching, educational and organizational; Implementation of systems of management information and evaluation systems.	Implement and monitor the program; Collect information; Storing information in the database; Treat and analyze the data; Integrate information collected; Evaluate and interpret results.	Januzzi e Pasquale (1999) Nakano e Ceolin (2006) SEME-SP (2007) SESI (2005)
Estimation of the target audience to take in the future, by the program.	Planning progressive and strategic; Continuity of government policies implemented.	Januzzi e Pasquale (1999)

FINAL CONSIDERATIONS

Achieving the goals of participatory governance and the principles of Physical Education and Sports for citizenship, involves competent performances. Understanding the concept of competence as the set of knowledge, skills and attitudes aimed at achieving adequate alternatives and gather in the resolution of problems (Ropé and Tanguy, 1997), it was concluded that expanding the forms of scientific knowledge reach the general population can effectively set new decision processes, management and provision of public services geared to the democratization of projects and sport-education programs, in order to produce answers commensurate with the needs and expectations of success, thus promoting the sustainable development of public management and the local community.

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DIFFUSION OF KNOWLEDGE IN PHYSICAL EDUCATION AND SPORTS: AN ISSUE OF SOCIAL SUSTAINABLE DEVELOPMENT IN AN IMPLEMENTATION OF MUNICIPAL PUBLIC POLICY

ABSTRACT

Despite the acknowledged importance of physical activities and sports as a mean of promoting health, education, inclusion and social integration and development of children and adolescents in the context of public organizations, notes that the sources for the implementation of public policies towards the sport, are still very timid, generating demands that lead volunteers of the local community to develop sport activities without support or knowledge concerning the implications that the misuse of the sport can bring to their lives. Thus, this article presents an assessment on how the sport-educational practices within the actions of the social actors and Supervision of Sports in the Subprefeitura of Ermelino Matarazzo/Ponte Rasa occurred before the implementation of the concept and the "Clube Escola (School Club)" adopted by the Secretariat Hall of Sports, Leisure and Recreation of the City of São Paulo (SEME), Brazil, as well as a proposal for a social empowerment as a model for suggested actions that guarantee individuals access to basic knowledge in physical activities, sports or leisure, to integrate a participatory management, so democratic, inclusive, effective and efficient.

KEYWORDS: sports, public policy, social sustainable development.

DIFFUSION DE LA CONNAISSANCE EN EDUCATION PHYSIQUE ET SPORTS: UNE QUESTION DE DÉVELOPPEMENT SOCIAL QUI SOIT SOUTENABLE AUPRES DE L´IMPLANTATION DES POLITIQUES PUBLIQUES DE LA MAIRIE DE SAO PAULO

RÉSUMÉ

Malgré l´importance reconnue des activités physiques et sportives comme instrument de promotion de santé, d´éducation, d´inclusion et d´intégration sociale et du développement des enfants et des adolescents au niveau des organisations publiques, on se rend-compte que les ressources destinées à l´implantation des politiques publiques envisageant le sport restent encore trop timides; a son tour cela attire donc des volontaristes des communautés locaux à développer des activités sportives sans la soutenance ou la connaissance des mauvais résultats qui le sport peut apporter à leur vies. Cet article présente alors une évaluation sur comment les pratiques sportives-éducatives auprès des actions des acteurs sociaux et de la supervision des sports de la sous mairie d`Ermelino Matarazzo / Ponte Raza se développaient avant l´implantation du concept et le programme “Club Ecole” adopté par le Sécretariat des Sports, Loisir et Récreation de la ville de Sao Paulo (SEME), Sao Paulo-Brésil, et en plus attribuer un certain pouvoir social au fure et à mesure qui ce projet propose un modèle d´actions qui veut garantir aux individus l´accès aux connaissances fondamentales en activités physiques, sportives ou de loisir et ainsi s´intégrer à une gestion participative d´une façon démocratique où l´inclusion soit effectivement efficiente.

MOTS CLES: sport, politiques publiques, développement social soutenable

DIFUSIÓN DEL CONOCIMIENTO EN EDUCACIÓN FISICA Y DEPORTES. UN PROBLEMA DE DESENVOLVIMENTO SOCIAL SUSTENTABLE EN IMPLANTACIÓN DE POLÍTICAS PÚBLICAS MUNICIPALES.

RESUMEN

Apesar de la reconocida importáncia de las actividades físicas y deportivas como instrumento de promover la salud, educación, inclusión y integración social del desenvolvimiento de niños y adolecentes, en el médio de las organizaciones públicas, se observa que los recursos destinados a implantar políticas públicas voltadas para el deporte, todavia son muy pocos, generando voluntários de la comunidad local para desenvolver actividaes deportivas sin apoio o conocimiento de las implicaciones que el uso indebido del deporte puede traer para nuestras vidas. Así, el artículo apresenta um avaliación de como las prácticas deporte-educación em el médio de las acciones de los factores sociales y de la Supervisión del Deporte em la Sub-prefectura de Ermelino Matarazzo/ Ponte Rasa ocorrian, antes de la implantación del concepto y el programa “Club Escola” adoptado por la Secretaria Municipal de Deporte, Lazer e Recreación de la ciudad de São Paulo (SEME) , São Paulo Brasil, bién como de uma propuesta de empoderamiento social a medida que propone um modelo de aciones que garanticen a los indivíduos el acceso de los conocimientos básicos en las actividades físicas, deporte o de Lazer, para integrarse a una gestión participativa, de modo democrático, inclusivas, eficiente, eficaz e efectiva.

PALABRAS CLAVES: deporte, políticas públicas, desarrollo social sostenible.

DIFUSÃO DE CONHECIMENTO EM EDUCAÇÃO FÍSICA E ESPORTES: UMA QUESTÃO DE DESENVOLVIMENTO SOCIAL SUSTENTÁVEL NA IMPLANTAÇÃO DE POLÍTICAS PÚBLICAS MUNICIPAIS

RESUMO

Apesar da reconhecida importância das atividades físicas e esportivas como instrumento de promoção da saúde, educação, inclusão e integração social e do desenvolvimento de crianças e adolescentes, no âmbito das organizações públicas, observa-se que os recursos destinados a implantação de políticas públicas voltadas para o esporte, ainda são muito tímidos, gerando demandas que levam voluntários da comunidade local a desenvolverem atividades esportivas sem apoio ou conhecimento das implicações que o mau uso do Esporte pode trazer para suas vidas. Assim, o artigo apresenta uma avaliação de como as práticas esporte-educativas no âmbito das ações dos atores sociais e da Supervisão de Esportes na Subprefeitura de Ermelino Matarazzo/Ponte Rasa ocorriam, antes da implantação do conceito e programa “Clube Escola” adotado pela Secretaria Municipal de Esportes, Lazer e Recreação da Cidade de São Paulo (SEME), São Paulo-Brasil, bem como uma proposta de empoderamento social à medida que propõe um modelo de ações que garantam aos indivíduos o acesso aos conhecimentos básicos em atividades físicas, esportivas ou de lazer, para se integrarem a uma gestão participativa, de forma democrática, inclusiva, eficiente, eficaz e efetiva. PALAVRAS-CHAVE: esporte, políticas públicas, desenvolvimento social sustentável.