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"From whom comes the new question of well-being in Italy? Practitioners of Sport and Physical Activity"

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Abstract

In the last decades, the growing demand for health, the search for well-being by Italian people and the awareness of the greater benefits of adopting healthy and active lifestyles have changed the relationship between sport and quality of life, according to the "2030 Agenda" on Sustainable Development Goals (SDGs) for growing sustainable and active lifestyles.

This means considering the importance of sports practices in relation to the amount of population doing sports or physical activity; and for the reasons they convey. The wider goal that an increasing number of people and institutions pursue is therefore to direct sport and physical activity towards a better quality of life, healthier from a psycho-physical, environmental and relational point of view.

The Authors analyse the theme of promoting sport for health and well-being in Italy, through the evolution of types of Italian people who practice sport and physical activity, with specific attention to those who practice for health reasons (quantitative comparison through Istat data). In short, the Authors aim to highlight the main and recent trends taking place in sports and physical activity in Italy.

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1. Introduction: towards a “wellness culture”

In the last decades, the physical and mental well-being of the population has become one of the primary goals of "advanced" societies. The concept of well-being is now a “concept-guide” for innovative actions for health, consumption and sustainable lifestyles. Daily life is becoming the object of "care" as never before. With a view to a better "life-time value" (Rifkin 2000, p. 11), individuals are becoming more aware of themselves and their needs, which leads to question of well-being that goes beyond overcoming the disease or pain, or the indication of a specific social status.

The notion of health is strongly intertwined with that of a healthy lifestyle, intercepting in sports practice and physical activity one of the keys to interpret the socio-cultural change that goes under the wider term of "wellness". It is not just a matter of putting together fitness and well-being, but of going further. Nowadays, wellness refers not only to the idea of improving/preserving the health of the individual in order to increase wellbeing, but also to spread this vision to the community and the environment (Russo 2018).

The approach and work strategy presented in the document of the World Health Organization “*The European health report 2012: Charting the way to wellbeing*” (Who Europe 2013) states this key point. The report involves the broad perspective of well-being as a frame to achieve improvements for the psycho-physical, social and relational health of the population. Pursuing and maintaining these goals is part of the social contract that connects Governments to the citizens they represent. Health and wellbeing are therefore the most meaningful aspects of a social transformation in which integration, social cohesion and security are requirements to the European welfare state. They are particularly important not only themselves, but also because they reduce inequalities in health that still are one of the main challenges for civilized countries.

The most well-known international documents aimed to promoting health and active lifestyles lie on these premises - from Ottawa Charter (1986), to Jakarta Declaration (1997), up to the Toronto Charter (2010) - specifically and strongly support physical activity as a tool of advocacy and invite people to adopt active and sustainable lifestyles. In this context, health promotion represents a global, social and political process, including actions aimed to strengthening the skills and abilities of people both at an individual level, and at a macro level, thus changing social, environmental and economic conditions.

In other words, it is necessary to create favourable conditions for health and healthy lifestyles in terms of *advocacy* for health (ibidem), mass media and the new subjects of public and social communication becoming strategic instruments for empowering people.

One of the *advocacy* main priorities is therefore, to counter the population's tendency to overweight and obesity, mainly reducing people's sedentary habitus (Bourdieu 1979) by promoting healthy and active lifestyles. The sedentariness is in fact the main reason for several diseases (chronic non-communicable diseases, including cardiovascular diseases) that cause about 600 thousand deaths per year in 53 European Who countries only. In these areas 30 to 80% of adults are obese and/or overweight; about 20% of children are overweight, among which 1/3 are obese (Who 2015). Obesity, especially among children and elderly people, is a key issue for health organizations. Since 2000 «for the first time in human evolution the number of adults with excess weight (*has*) surpassed the number of those who were underweight” (Caballero 2007, p. 1).

This condition is mainly due to three interconnected factors, the following:

- 1) Rapid globalization and urbanization: the growth of economic, social and cultural integration between different areas of the world has led to a change in lifestyle, involving nutrition and physical activity, which are often defined as unhealthy. The scientific community defines the so-called *obesogenic environment* (Who 2007) referring to the plurality of causes (economic, technological and political factors) that increase the chances to gain weight and become obese. The exposure to the obesogenic environment «is increasing in both high-income countries and low- and middle-income countries and across all socioeconomic groups» (Who 2016, p. 4);
- 2) Changes in food availability and type: over the last decades, food production and distribution of always cheaper fatty food and therefore more easily accessible for a lot of people (ibidem);
- 3) Decline of physical activity: decreasing opportunities for physical activity, and more time spent on sedentary leisure activities. Sedentary work and modern transportation imply that most of our life is spent while sitting (EU 2014, p. 6).

The direct consequences of a sedentary habitus are very important at an economic level, in terms of both private and public spending for hospital treatment, but the social, cultural and environmental effects are even worse (Edward, Tsouros 2008). Therefore, between "macro" effects (welfare policies) and individual trajectories, cultural parameters are established to rede-

fine the concept of well-being by stating the importance of sporting activities in order to keep fit/healthy.

The evolution of sports practices with a view to the pluralisation of sports choices, together with a conception of preventive and pro-active health, has highlighted the importance of sport and physical activity, their diffusion and ability to pursue a better quality of life. Physical activity plays a double role in health promotion strategies. On one hand it contributes to countering obesity and chronic diseases; on the other, it is part of the broader project of promoting an active lifestyle among the population, encouraging people to walk, use a bicycle, move around the city, etc., with environmental advantages such as decreasing air pollution and reducing the risk of getting involved in traffic accidents. This in a perspective of sustainability and implementation of collaborative and relational dynamics (Who 2016). This way, sports policies and widespread physical activity become instruments of social integration which are essential for health, environmental and sustainable mobility policies. Moreover, they also appear useful social "devices" for planning of urban spaces, design of infrastructures, mobility, social and educational services (Edward, Tsouros 2011).

Following these standards, the *European Gaining in health* strategy promoted by Who Europe (autumn 2006), was included in Italy in the 2007 National Health Prevention Plan. The main objectives of the program were the following: promoting healthy eating, encouraging regular physical activity, controlling one's own weight and abandoning behaviours that are harmful to health. Therefore, a set of basic actions have been implemented for the well-being of citizens to improve their lifestyle (IstiSan 2016, p. 118).

The socio-cultural change behind these transformations concerns the progressive expansion of the concept of sustainable well-being in the global society, which appears increasingly linked to life chances (Dahrendorf 1989) and the spread of "*wellness culture*" (Foster, Keller et Al. 2011; Russo 2018). Exploring the wellness phenomenon nowadays it's particularly interesting because it helps to broaden the concept of well-being, whereby through sports practice it implies improving the "quality of life". Hence the assumption that wellness relates to a concept of healthy life, in which sporting activities are the main means of staying healthy, physical and psychic. Wellness as practices and knowledge, oriented towards a "good life" (Soper 2007): a healthy existence, that is aimed to a more authentic and socially adequate concept of *well-being*.

The new challenges of the politics of well-being and health of the population are increasingly played on the awareness of the importance of active,

healthy and socially participated lifestyles on an individual and collective level. This means considering the importance of sport practices not only in relation to the amount of people doing sport or physical activity; but rather, for the proposed and spread values. The broader goal of sport and physical activity is pursuing a better quality of life, being healthier from both a psycho-physical and environmental and relational point of view (Russo 2018).

The following paragraphs discuss the core reflection of wellness culture and the strategies for physical activity at European and Italian level starting from Who Global Action Plan 2013-2020 (2015) to confirm the diffusion of the process of "sporting health".

On these premises, the chapter analyses the theme of promoting sport for health and well-being in Italy, through the following aspects:

a) the evolution Italian people who practice sport and physical activity recently (par. 2);

b) the emerging portrait of "Fan for health" (par. 3). This kind of description makes it possible to distinguish those who play sports for wellness reasons only (health-conscious), and those who do so for other reasons. On the overall, this analysis highlights the characteristics of "wellness Italian people" (who they are, how many they are, for what reasons they practice physical activities wellness oriented), giving a socio-cultural portrait of sportsmen motivated by the health goal.

In short, the aim of the chapter is to highlight the main and recent trends taking place in sports and physical activity in Italy.

2. "Keep on moving & stay healthy": a portrait in Europe and Italy of sporting practices

A series of legislative and regulatory measures for sport and physical activities have been developed in the new millennium, in order to go beyond the merely economic dimension of sport and enhance its social, cultural and political aspects. The White Paper on Sport (2007), as well as the Treaty of Lisbon (2009), have in fact formalized the interest in sport at the European level due to its important social function and the ability to promote a shared cultural identity.

Mainly the strategies of the European Region of the Who consider sport and physical activity as a fundamental tool to promote good health for all citizens through a culture of movement aimed to combine physical activity, well-being education and citizenship rights.

The document “Physical Activity strategies for the Who European Region 2016-2025” (Who 2015) was prepared in view of the main objectives of the Who Global Action Plan (Who 2013), in which the increase in daily physical activity for the population is considered one of the main 9 targets at global level. The aim is a 10% reduction in prevailing insufficient physical activity by 2025; in addition, an increased level of sporting practice could play an important role for three other goals (ibidem, p. 1):

- ✓ «a 25% relative reduction in the risk of premature mortality because of cardiovascular diseases, cancer, diabetes or chronic respiratory diseases;
- ✓ a 25% relative reduction in the prevalence of raised blood pressure or containment of the prevalence of raised blood pressure, according to national circumstances;
- ✓ halt the rise in diabetes and obesity».

Despite the known benefits of physical activity, there is a worldwide trend towards lower global daily physical activity per day. Globally, 1/3 of adults do not achieve the recommended levels of physical activity. In Europe, estimates indicate that more than 1/3 of adults are insufficiently active; 1/6 of teens (15 y.o or above) never/rarely exercise or play sport; more than half never or seldom engage in such physical activities (dancing, cycling, gardening) (ibidem, p. 2).

The consequences of sedentary life are impressive in terms of deaths (1 million, about 10% of the total), burden of coronary heart disease (5%), type 2 diabetes (7%), obesity (more than 50% of adults, about 70% adult population) and so on. Given these data, there are many strategies implemented in the Health 2020 Plan – the Who European policy for health and wellbeing: the ongoing debate on sport and physical activity suggests and promotes different guiding documents² to enhance it for people, organization and whole country.

Therefore, many studies and researches have been carried out to investigate these issues starting from the demand and supply of sports, but also the impact of active participation in the various European countries. The last survey of Eurobarometer (2018) shows a heterogeneous picture, in line with the latest surveys from 2005 to date. The proportion of Europeans that state to do exercise or play sport with at least some regularity is only 40%, including 7% who exercise or play sport regularly. Conversely, the amount of those that never exercise or play sport continues to increase. Almost half

² In this sense, see for example: *Step to Health a European framework to promote physical activity for health* (2007); *A healthy city is an active city* (2008); *Eu Action Plan on Childhood Obesity 2014-2020* (2013).

of Europeans (46%) say that they never exercise or play sport, while 14% only seldom do so. Compared to 2013, the proportion of those who never exercise or play sport has increased (+4 percentage points, from 42% to 46%), while the proportion that does so seldom has decreased (from 17% to 14%). This has kept being the longer-term trend since 2009, when 39% of the interviewed said that they never exercised or played sport.

In general, it is important to note, with respect to the 2013 survey (Eurobarometer 2014), the awareness of the importance of physical activity: 42% of the interviewees stated they were interested in it. The tendency to carry out physical activity in an informal manner (bicycles, walks, dancing ...) is confirmed, involving 44% of the European population at least once a week. Performing outdoor activities (40%), at home (32%) or in sports centre (12%) is an increasingly popular trend that highlights a new "people" of practitioners who want to combine distraction, relaxation and movement in the name of good health. In fact, this is one of the individual motivations for physical-sporting practice in Europe to reap the greatest consensus (ibidem, p. 5, and p. 51): 54% of European citizens interviewed say that they carry out a physical activity in order to preserve and improve their health status³.

This summary of European sporting practices explains the different welfare demand of the population. The phase of pluralization of sports practice (from the 70s onwards), is no longer connect to the competitive nature of sport. The spread of outdoor sports, the emphasis on the playful dimension, the emergence of the acrobatic component, fitness, sports tourism, gentle exercise shows evidence of the success of the "post" -modern sport culture.

Above all, it emerges the importance of "keeping fit", the result of a "good work" on themselves (not only physical) and the pleasure of leisure.

The scene of sports practice traced at European level shows strong discrepancies between the member states of the EU. The most physically active countries are in particular those of northern Europe, while the percentages of physically active European citizens belonging to the so-called Mediterranean countries, including Italy, are lower.

Over the last decades, Italians have changed their attitude with sport and physical activity, but the ambiguous approach of social policies (in sports)

³This is followed by motivations such as: "fitness improvement" (47%), "relaxation" (38%) and "fun" (30%). The aesthetic improvement of the body instead appears a secondary motivation: 28% are trained to improve their physical appearance, 14% to counteract the effects of aging, 12% to strengthen their self-esteem (Eurobarometer 2018, p. 51).

does not really promote healthy and active cities, in which citizens can improve their habitus⁴.

Nevertheless, a briefly view on the latest ISTAT report (2017: 1) shows that the numbers of sports practitioners have increased considerably in all age groups, in both genders and in all regions. From 2013 to 2016 (+ 4.2 points), 2 “new” million and 519 thousand Italians approached the sporting practice. Overall, the active population in Italy is composed of 35 million 593 thousand individuals who do one or more sports or some physical activity in their free time.

In specific, a long-term tendency to participate more in sport seems to emerge: in 1982 the share of participants aged over 6 was only 15.4 percent. This increase affects both men and women and, although in a differentiated manner, all age groups. Nevertheless, the number of sedentary citizens remains very high over time: after a decrease between 2006 and 2010 (from 42.0 % to 38.8 %), since 2010 the share of inactivity is stable at around 39 percent [ibidem: 2].

According to Istat (2017), in 2015 there were 20, 2 million people aged over 3 practising one or more sports (34.3 % of the population) in their spare time, of which 24.4 percent with continuity and 9.8 percent occasionally. On the other hand, the 26.5 percent of the population, while not practicing a sport, carry out physical activities such as walking, swimming, cycling or others (15,64 million). The inactive people are 23,05 million (39.1 % of the population).

The attitudes to participate in sport are not homogeneous across the different regions of the country. This is also due to a different availability of organized structures, habits, and cultures. In the North-East there is the highest rate of people practising sport (40.4 %), followed by the North-West (39.5 %) and the Centre (35.3 %). In the South and in the Islands the rate of sport participation is 26.2 percent. The participation in sport is the highest for the group age 11-14 (70.3 %, of which 61 % regularly and 9.3 % occasionally) and tends to decrease with the age. Predominantly, Italians participate in sport and physical activity for passion or pleasure (60.3 %), to keep fit (54.9 %), for leisure (49.5 %), and to reduce stress (31.6 %). A strong gender difference emerges: participating in sport and physical activity for passion or pleasure is more common among men (67.8% vs. 49.6%

⁴ A deeply analysis of the different welfare policies on sport and PA in Europe is carried out by Pioletti A. and Porro N. [2013], *Lo sport degli europei*, Franco Angeli, Milano [*European's sport. Citizenship, activities, motivation*]. In this study the sporting European system emerge in all its contradictions and differences between all the countries about the Union.

of women), as well as considering it as a source of leisure (50.8% vs. 47.7%).

In specific keeping fit, reducing stress and improving physical appearance are the motivations privileged by women (59.8 %, 32.6 % and 22.3 % vs. 51.4 %, 30.9 % and 17.4 % respectively). Moreover, while women attribute greater value to the therapeutic potential of sport and fitness (15.9 % vs. 8.8 % of men), the values that sport transmits and the contact with nature are motivations declared above all by men.

Motives of sport participation vary considerably by age. The youngest live mainly sport as a pleasure (76.9 % in the age group 11-14 and 75.7 % among those aged 15-17). Children and adolescents highlight the socializing aspect (more than a quarter of the boys six-nineteen practice sport to "to be with others") and the importance of the sport values (over 26 % between three and fourteen). Young people over the age of twenty consider sport related to playfulness and pleasure, but the desire to keep fit, indicated by over 65 percent of people aged between 25 and 44, seems to be the most important motivation. People between 35 and 44 state a decrease in stress (44.5%) as a major motivation. The therapeutic features of sport are related with ageing: it gets value from the age of 45 to become prevalent over 75.

For Italian people, these data show a growing awareness of the importance of physical activity and sport as a tool for health and wellbeing (even if not yet turned into a habitus: data on inactivity remain high). In this framework, the practice of fitness and wellness is evolving. Over the last years fitness (including gymnastic, yoga, aerobic and body building) involves 25.2 percent of the active population (5,97 million people; 38,7 % females, 15.6 % males). In particular it represents the first sporting activity (23%, 4,642 million people), overcoming football as most participated sport since 2006.

Physical activity is therefore a vehicle of growing awareness aimed to the health and well-being process of the individual, but not yet turned into current practice in the lifestyle of both European and Italian citizens.

3. "Fan for health": a socio-cultural profile of Italian people (*who practice sport for a healthy life*)

What motivations push many Italian persons to practice sports or physical activities, with continuity or occasionally? In the special editions of its 'multiscopo' survey, Istat prepared a list of nine motivations to do sport

and other activities in the leisure time, which the Institute conducted in the last 20 years⁵.

So one can see that Italian people practice sport and physical activity more frequently because these three motivations (the frequencies in brackets show the findings of last Istat survey (2015):

- i) to *keep fit* (62.9%),
- ii) for *pleasure, passion* (59.1 %), and
- iii) for *recreation* (49.8%).

Less frequent motivations to practice sport are the following: the *chance to relieve stress* (37.5%), the *desire to improve its own physical appearance* (22.4%), the *desire to meet other people* (19.6%), the *therapeutic purpose* (18.6%), the *opportunity to live in synphony with nature* (12.7%), *to practice for the values that sport transmits* (10.8%), and –the last diffused motivation–, *to keep up with the times* (1.9%).

One can ask if there are hidden structures in the motivations, useful to explain these findings. And if there are evidences such as to reinterpretate sport as a movement for physical and mental well-being or wellness; or if other motivations stay in the background and affect the overall wellness demand.

By a factor analysis, repeated for each survey conducted in the four already mentioned years, the “Alma Mater” SportComLab has looked at this hidden structure in the motivations to do sports or physical activities. One studied the statistical correlations among these motivations and discovered that those Italian persons who practice sports for healthy or therapeutic purposes, namely wellness, form a distinct group on the three extracted clusters⁶. Another very different group is shaped by sportsmen/sportswomen *for the wish to achieve a better physical fitness*⁷. The ex-

⁵ Istat conducted these four surveys in 1995, 2000, 2006, and 2015: this motivations list has never changed. These surveys are “a special edition”, because a wide section of their questionnaire has a lot of queries on sport and physical activities; on the contrary, in the annual (‘normal’) ‘multiscopo’ survey the questionnaire has very few indicators on movement practices. These ‘special’ surveys were performed on a sample of about 20,000 Italian families, living in about 840 Italian municipalities of different demographic size; the amplitude of each sample was more than 60,000 people, who were statistically representative of about 60 million of Italian citizens (from 3 to 75 and more years old). Their data has been collected by mixed ways: the CAWI technique (computer-assisted web interviewing), or the PAPI one (paper and pencil interviewing). For further information: http://schedefontidati.istat.it/index.php/Indagine_cittadini_e_tempo_libero.

⁶ This group was shaped by the *factor 3* (obtained by rotated factor loading, in the pattern matrix, and unique variance: 0.8284); it identified 209 Italian persons on 4.562 of sportsmen/sportswomen (4.58%).

⁷ This group was shaped by the *factor 2* (0.7255, and other 2 values); it identified 1.266 Italian persons (27.75%).

tracted third group of respondents gathers Italian persons who *practice sport for the implicit values which it spreads, and better relate oneself with others and with the nature*⁸. Moreover, the most numerous group is composed by Italian sportsmen/sportswomen *with mixed up motivations*, which is to say persons who are moved by motivations belonging to two extracted factors, or even all of the three of them.

Fig. 1 shows the rate of these four extracted groups on Italian sportspeople, according to the most recent survey. In the year 2015, the amplitude of these four groups was been the following one:

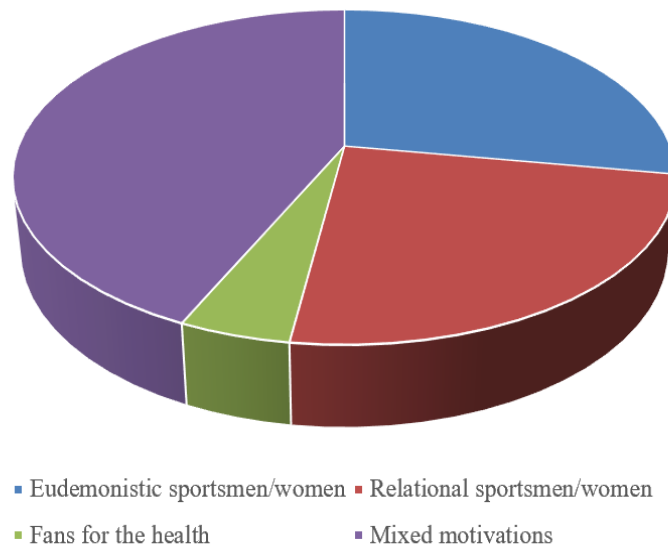
- i) Eudemonistic sportsmen/sportswomen (27.7%),
- ii) Relational sportsmen/sportswomen (24.5%),
- iii) Fans for the health (4.6%), and
- iv) Sportspeople with mixed motivations, that is the ‘residual’ group (43.2%)⁹.

The profile of each of these four groups, drawn by the usual socio-demographic variables, reveals well characterized types. In short, one can see that the “Fans for health” are a small minority of Italian sportsmen/sportswomen (4.6% in last Istat survey). Their amplitude has grown in the considered period, moving from about 350,000 Italian people in 1995, to more than 1,6 million in 2015. Most frequently they are: females; adults (+45 years); married persons; inhabitants in a northern region of Italy, such as Valle d’Aosta and Alto Adige; and most commonly they practice postural gymnastics, walking and footing.

⁸ This group was shaped by the factor 1 (0.6588, and other 4 values); it identified 1.118 Italian persons (24.51%).

⁹ The consistency of each group is good and one can observe that the four groups have been extracted in each survey, conducted by Istat in the period 1995-2015. Obviously, their amplitude varies according to the survey; for instance, in the year 2006 it was the following one: “Eudemonistic sportsmen/sportswomen” (27.9%), “Relational sportsmen/sportswomen” (16.2%), “Fans for the health” (2.4%); and Sportspeople with “mixed motivations” (53.5%). Moreover, I have proposed [Martelli 2011a] to interpret the first three clusters as distinct sporting styles; indeed, each of them could be interpreted as the effects in the sport of more wide socio-cultural trends, which are transforming the modern society in a ‘post’-modern one.

Fig. 5 – The four groups of Italian sportsmen/sportswomen, extracted by the factor analysis according to their motivations at movement practices (2015)



Source: Istat 2015. Processing: the “Alma Mater” SportComLab.

It also is possible to complete the socio-demographic profile of the “Fans for health” with many other details, useful for a better understanding of this group of sportsmen/sportswomen; e.g. in the field of cultural and media consumption, their choices are most frequently the following ones:

a) According to their exposure at television broadcasts:

- a.i) The “Fans for health” are the less frequently viewers of ‘mediated’ sports (Martelli 2010) among Italian sportsmen/sportswomen: less than 1 out of 4 of them (21,5%) watches sporting games on Tv; indeed, more frequently they prefer to watch *other Tv programs*. Furthermore, they expose themselves at television broadcasts for a *number of hours* a day that is higher than the average of Italian sportsmen/sportswomen (2.80 hours, +0.23 hour on average).
- a.ii) Among those who turn on the Tv set *exclusively to see sporting events* –not watching anything else, such as movies, fiction, quizzes etc. – the “Fans for health”, especially if females, expose themselves less frequently to sports-related broadcasts (- 19.7 percentage points on average).

- b) *According to their exposure to newspapers and magazines:*
- b.i) Less frequently than the other extracted groups, the “Fans for health” *read newspapers daily to look at sports news* (-19.5 points): no other explanatory variables such as sex, age, or residence seem to affect their choice;
 - b.ii) As a confirmation of this less frequent orientation to the reading of sport newspapers, no “Fan of health” *reads* the “Gazzetta dello sport” or other *Italian sporting newspapers* (indeed these magazines seldom offer news about health or wellbeing);
 - b.iii) Unlike the other groups of Italian sportsmen/women, the “Fans for health” do not even *read weekly sports magazines*.
- c) *According to their exposure to radio broadcasts:* The “Fans for health” *listen to sport news on the radio set* less frequently than the other groups of Italian sportsmen/women (-11.8 points), and Italian women make this choice less frequently than males;
- d) *According to their use of a personal computer:*
- d.i) Among the heavy users of the *on-line personal computer*, the “Fans for health” appear to be the least frequently represented (“I use Internet every day”: -16.3 points). This less frequent propensity of this group of Italian sportsmen/women to frequently surf the Internet strictly depends on the main independent variables, such as age: and the “Fans for health”, being more frequently *adult persons* and the *elderly ones* (“45 and more years old”: 81,3% of this group), are therefore less accustomed to frequent use of their pc;
 - d.ii) Even among the surfers *in the sports websites*, the “Fans for health” are the least commonly represented among the four groups of Italian sportsmen/women (-6.4 points);
 - d.iii) If the *computer is off-line*, the “Fans for health” *use it for gaming* less frequently than other groups (-11.8 points). Distributing their answers according to the independent variables, one can note that the age affects the choices of these sportsmen/women very much: the *younger* “Fans for health” use pc for gaming most frequently (+10.5 points), while the *adult persons* and the *elderly ones* are far below the average of this group (-6.4 and -4.5 percentage points on average, respectively);

Now, if one looks at the choices of the “Fans for health” to spend their free time, one can observe that:

- e) *Presence of “Fans for health” in a stadium*: in the year 2015 the sportsmen/women of this Italian group were less frequently present at *competitions or sports events* than the ones of the other three extracted groups: only about one out of “Fan for health” four persons went there: 22,3% (while 35,3% of the second group, the “Eudemonistic” ones, and 55% of the first group, the “Relationistic” ones went at the stadium). Among the “Fans for health”, this happened more frequently if males, young people, and inhabiting in Southern Italy;
- f) *Participation of “Fans for health” in cultural activities*:
- f.i) In 2015 the “Fans for health”, most frequently than the other extracted Italian groups, *visited museums or other historic and artistic locations* (+1.6 percentage points on average). Even in this case, the influence of independent variables –such as gender, age and education title– was felt: indeed in that year males, young people or graduates, visited a museum or another historic monument more frequently, than females, elderly people, and people with lower education titles (for instance: the “Fans for health” graduates: +20 percentage points on the average of educational titles);
 - f.ii) On the contrary, in 2015 the “Fans for health” *read books* less frequently than the other extracted groups (-3.1 points); they also *went to a library* less frequently than the other ones (-6.3 points on average);
 - f.iii) Furthermore, in 2015 the “Fans for health” *listen to heard music* less frequently (-6.9 points).
- g) *Their social relations in free time*:
- g.i) In 2015 the “Fans for Health” went for walks with their own friends more frequently than the average of Italian sportsmen/sportswomen (+2 percentage points);
 - g.ii) In the same year they *practiced sport with friends* much less frequently than the average (-1.3 points);
 - g.iii) In the same year the “Fans for health” *went to a stadium or to other sporting facilities with their own friends* less frequently (-0.9 points);
 - g.iv) The “Fans for the health” *went also dancing with their friends* less frequently than the average (-1.4 points).

In short, the choices of the “Fans for Health”, both in the field of exposition to mass media, and in the field of cultural activities and social relationships in free time, confirm the set hypothesis, i.e. that this Italian sports-

men/sportswomen group shows the emerging transformation of modern sport as itself, to a means of keeping healthy or wellness. The aim to prevent the risks for health, which are often related to aging or therapeutic treatment of joint diseases, is a powerful motivation, even if such aim is shared by few, compared to the majority of Italian sportsmen. The “Fans for Health” group, indeed, seems to be the bearer of one of three main trends in the ‘post’-modern culture; it shapes a motivational “pure” type, easy to spot in the widest range of Italian sportspeople.

It's clear now the relevance of the nexus that the “Fans for health” have established between sport and lifestyles, and the importance to study the movement for health in all its socio-cultural implications.

In short, the emerging and the choices made by Italian “Fans for health” in the field of cultural activities and mass media, confirm their undiscussed relevance for the emerging well-being society in Italy. At the same time, it's evident the importance of strengthening the scientific observations on relationship between healthy lifestyles and movement practices to answer the wide and growing demand-making of well-being.

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