



Segundo Tempo

Promoting the practice and benefits of sport

The Segundo Tempo programme offers multiple experiences through sports activities and implements sport education for children, adolescents and youth, aimed at improving life skills.



Location	25 states across Brazil
Organisation	Brazilian Ministry of Sport
Start-end date	2003 – ongoing
Target group age	6-20 years old
Reach	Over 6 million participants since 2003
Partners	Various federal government agencies, State Governments, counties and NGOs
Key facts	Over 75% of participants showed an improvement in self-esteem, communication skills, social life and family life; and greater interest in school activities, improvement in school performance and/or health; and a reduction of exposure to social risks was observed.
For inspiration	www.esporte.gov.br/index.php/institucional/esporte-educacao-lazer-e-inclusao-social/segundo-tempo



Summary

The Segundo Tempo programme was created by the Brazilian Ministry of Sport with the aim of promoting the practice and benefits of sports in school environments. The programme focuses on the development of life skills of children, adolescents and youth with the aim of improving their quality of life. It primarily targets groups located in areas of social vulnerability. Participants are selected without any distinction or discrimination based on gender, race/ethnicity, religion or sexuality. Since 2003, the programme has reached over 6 million people across Brazil, and in the coming years, it hopes to further expand the number of participants and to triple the number of cities that are currently involved.

Keys to success

Multi-sector collaboration and support

Segundo Tempo is made possible through different partnerships. It aims at generating new jobs for physical education and sport professionals in the respective local areas, and improve sports infrastructure in the public school system in the country.

Decentralised operations

The local institutions are invited to participate in the planning and execution of their programmes so that the programmes are more attractive and specific to the beneficiaries.



Sport for All objectives

Promote sport and physical activity

The programme keeps children occupied and active by offering multiple experiences and sports activities which help them to improve their own self-development. The programme also seeks to implement sport in schools to improve the interaction of children, adolescents and youth with each other. The target participants are primarily enrolled in public schools.

Support active societies

The implementation of activities in schools, public and private places, either with activities before or after school, ensures that the existing infrastructure is leveraged and that its worth is valued by the community.

Improve public health and well-being

The programme provides learning opportunities through sport and recreation. This helps to keep children, adolescents and young people occupied for long periods off the streets throughout the day which will help them to stay safe and at the same time provide them with opportunities for development, therefore contributing to a better society.

How is the programme communicated?

The programme is communicated through a mix of different channels, including various websites and social media platforms.

How is the programme evaluated?

The programme is evaluated using a System Monitoring and Assessment Programme. The system is based on a survey that collects operational aspects of the programmes, and constructs and validates indicators of efficiency, effectiveness and impact. A publication with the results is then produced.





Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

Get inspired by more than 45 projects around the world

Learn more about best practices with our toolkit

Create your project based on proven academic research and experience of organisations

Share your experience and lead the way to inspire more projects

Connect with a vast network fueled by inspired partners

Find more information

-  Sports and Active Society Programmes
-  A Guide to Implementation
-  www.olympic.org
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