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Conference 2023

# GOLF'S **GOLDEN** OPPORTUNITY

Professor Charlie Foster OBE

R&A



# Healthy Golf

**“Putting with policy makers”**

“



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*I'm improving my mental health, via deploying multiple different brain functions, including attention, motor planning, coordination, calculation of timing, functional neuroplasticity and emotional control.  
And have fun too.*

*67+ million golfers around the world*

”

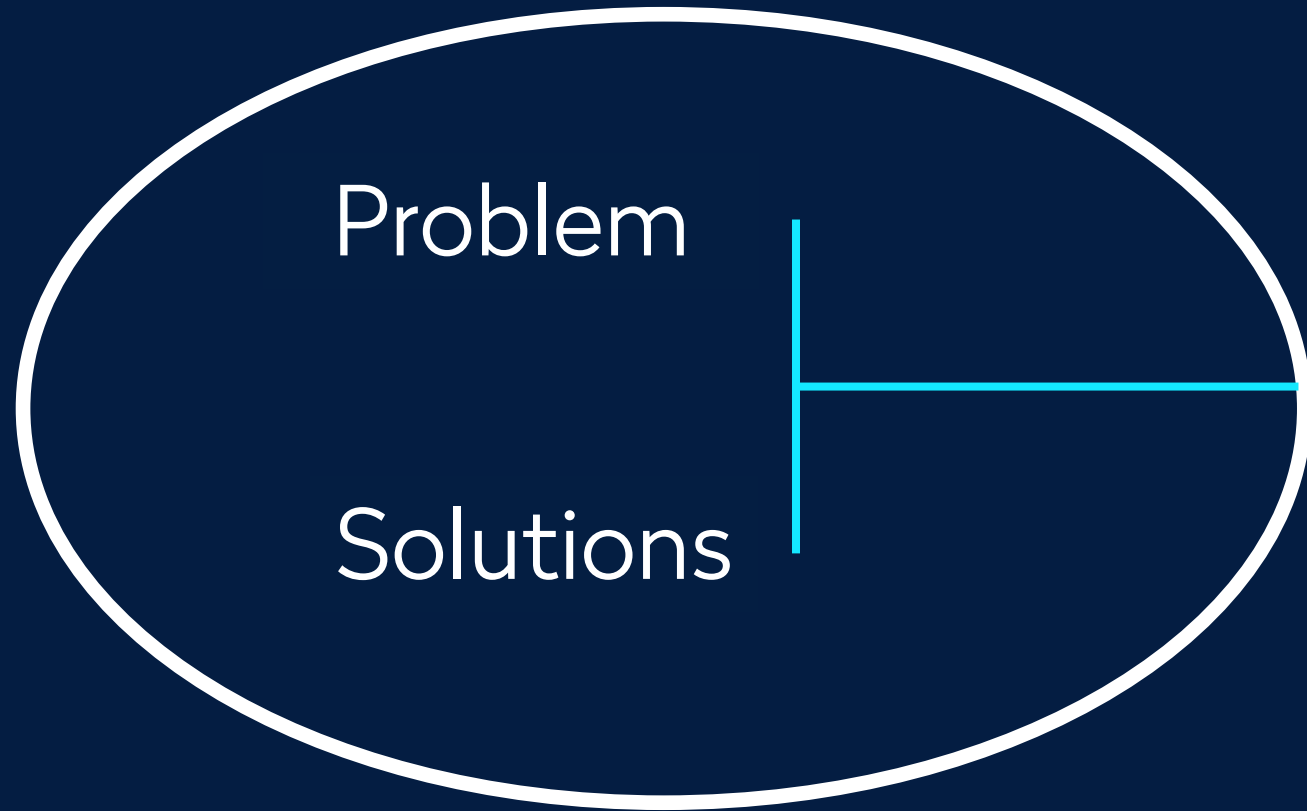


To introduce practical ways of working with policy makers using evidence and stories



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# Use Evidence to create Policy windows



Policy Window

Research  
& Practice  
Evidence



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# Do people know playing golf is healthy?

If you compare the views of compare golfers and non-golfers.

Golf is still a sport that is perceived differently by non-golfers and golfers.

While golfers generally agree that golf is a health sport, non-golfers do not.

## PLAYING GOLF CAN MAKE YOU HEALTHIER & HAPPIER

HERE'S ARE SOME TOP TIPS TO MAXIMISE THESE BENEFITS

**PLAY REGULARLY**  
Aim to play golf or other physical activities at least 150 minutes per week, helping you meet global exercise guidelines

**WALK THE COURSE**  
Walk the course, as opposed to riding a golf cart, if able.

**WARM UP**  
Do some aerobic exercise, stretching/ mobility exercises, then practice swings to maximise performance and minimise injury risk.

**HELP OTHERS**  
To feel welcome, and encourage others to play golf or take part in other physical activities.

**PROTECT YOUR SKIN**  
Using sunscreen and appropriate clothing (collared shirt, hat, etc). Avoid excessive exposure to direct sunlight

**FIT FOR GOLF**  
Appropriate strength and conditioning exercises can decrease injury and illness risk, and improve performance

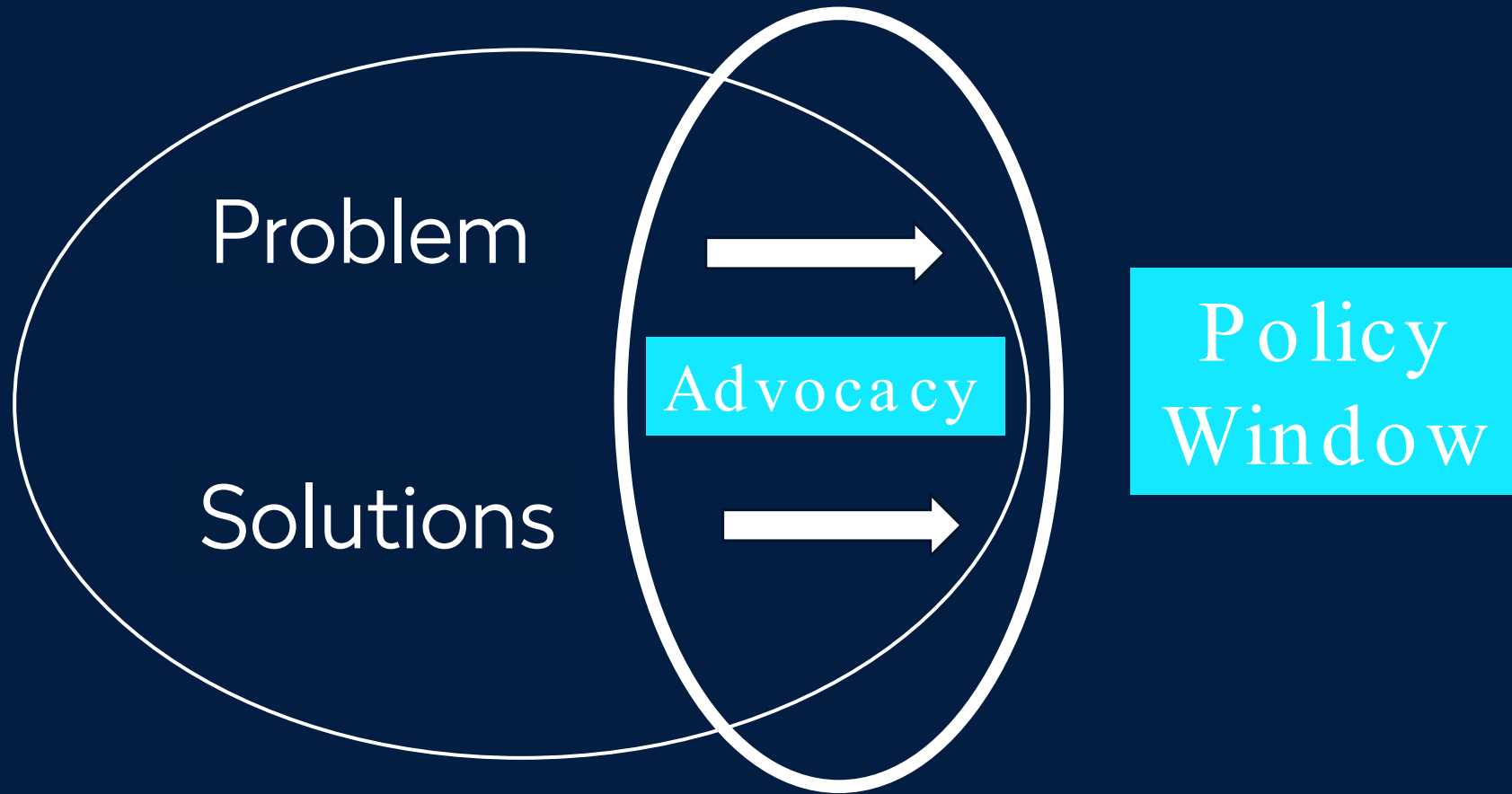
**BE SAFE**  
Follow appropriate safety, golf cart safety, and lightning safety guidelines.

**RULES**

**R&A** **BJSM APPROVED** **WORLD GOLF FOUNDATION** **THE UNIVERSITY OF EDINBURGH** **Golf & Health**

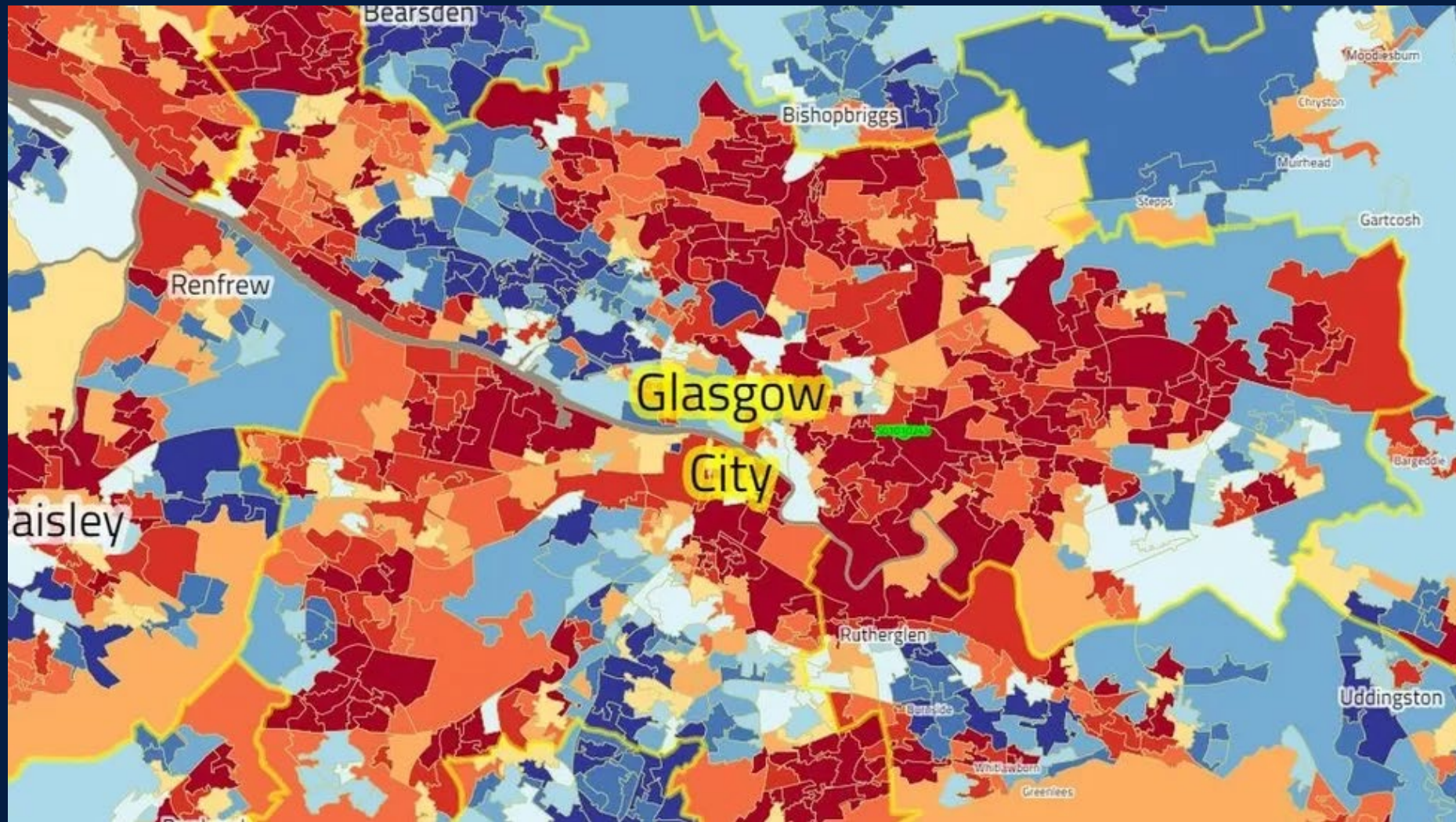
INTERNATIONAL CONSENSUS ON GOLF & HEALTH BJSM 2018  
Infographic by: Dr Danny Glover & Dr Andrew Murray 2018

# Policy windows



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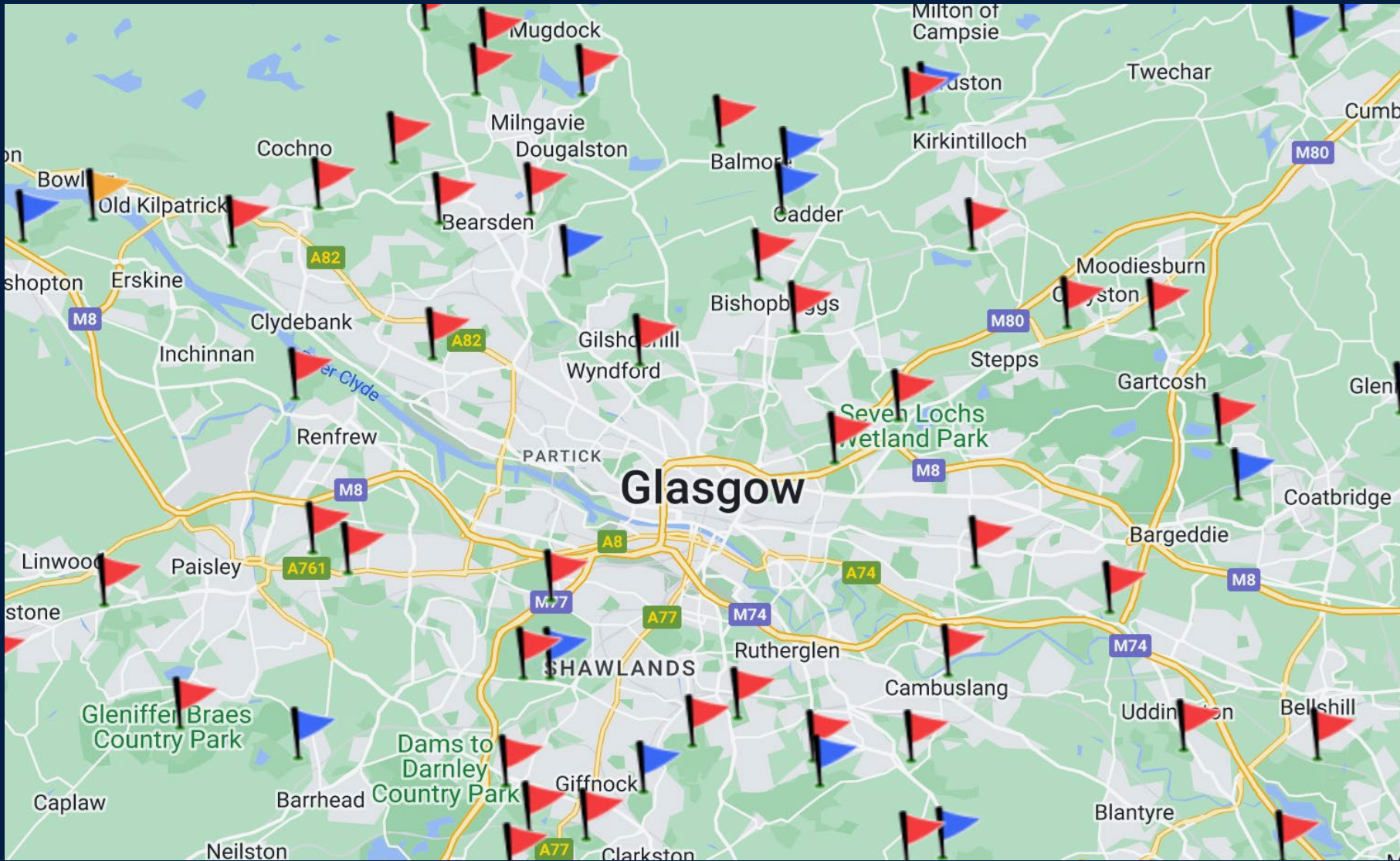




The dark red areas are the most-deprived and the dark blue are least deprived according to SIMD



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Public and Semi Private Scotland Golf Courses



Private Club



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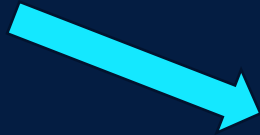
Distribution of public and semi-private golf courses across Glasgow (quintile of SMID)



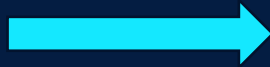
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# Policy windows

Problem



Solutions



Politics



**Policy  
Window**



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Connect with policies areas where golf can offer solutions

Advocate to change those that don't support golf



# Policy windows

Policy  
Entrepreneur

Problem



Solutions



Politics



Policy  
Window

**WHO reveals shocking  
\$300 billion timebomb  
as a result of inactivity  
from 2020-2030**

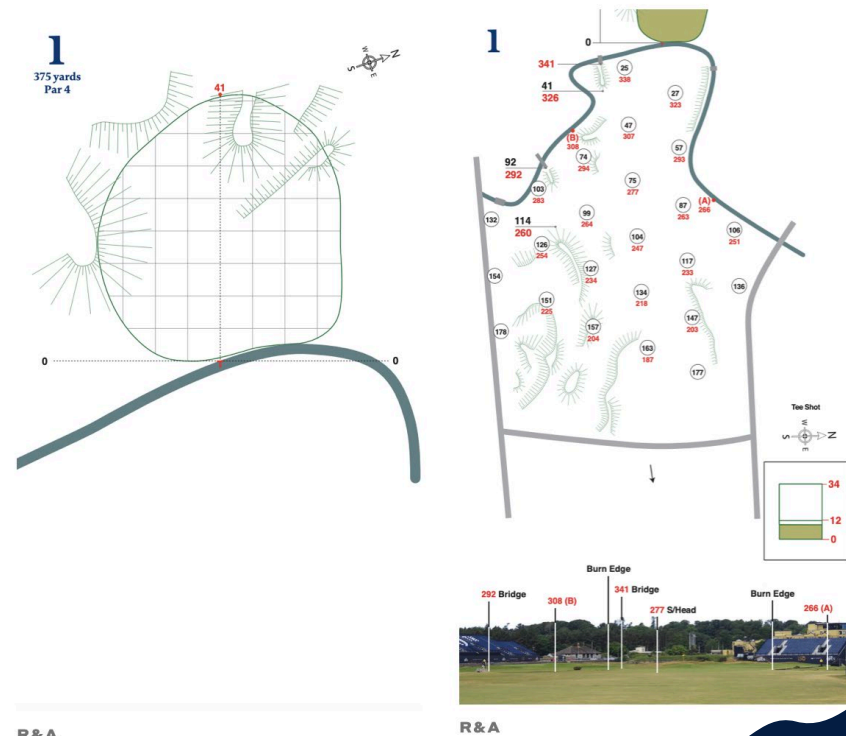
Global Status Report on Physical  
Activity 2022



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- Global civil society organizations and NGOs
- Professional associations
- Public-private partnerships
- National governments
- UN system and intergovernmental
- Philanthropy
- Multilaterals



The policy landscape is dynamic and complex – so at least get a course guide



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The likelihood of successful agenda setting substantially increases if all three elements—problem, proposal, and politics—are planned together.

**It's a bit like putting...**



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# Putting-Policy model will create change

Problem

Line

Solution

Speed

Politics

Break



**Policy  
Entrepreneur**

(Our Guide, Caddy & Local Knowledge)



Policy  
Window



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# Golf and brain health: Our Narrative



V

Just off to improve my mental health, via deploying multiple different brain functions, including attention, motor planning, coordination, calculation of timing, functional neuroplasticity and emotional control.

**And have fun too....**



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# Healthy Golf – “Putting with policy makers”

Lets make this a little easier for ourselves

Use evidence and stories to  
**advocate**

Fit what **golf** can offer into  
**existing policies**

Get help to **support** your  
**plan** for achieving **policy**  
**change**



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