

## A CLOSER LOOK AT THE BENEFITS

### THE HUMAN CAPITAL MODEL

*The comprehensive benefits of physical activity, sports and physical education are underestimated today. This model shows the spectrum of benefits to an individual and economy. Each “capital” refers to a set of outcomes that underpin our well-being and success.*

#### INTELLECTUAL CAPITAL

##### IMPROVEMENTS IN:

- Educational attainment
- School engagement
- Processing speed
- Executive function/Inhibition/Mental flexibility
- Memory
- Academic performance
- Brain structure and function
- Concentration/Attention/Impulse control
- Learning
- ADHD management
- Age-related cognitive decline management

#### FINANCIAL CAPITAL

##### IMPROVEMENTS IN:

- Income
- Job success
- Productivity/Job performance
- Morale/Commitment/Turnover

##### REDUCTION IN:

- Health care costs
- Absenteeism
- Presenteeism

#### PHYSICAL CAPITAL

##### IMPROVEMENTS IN:

- General motor skills
- Functional fitness/Physical appearance
- Cardio respiratory fitness
- Muscular strength
- Adiposity/Body composition
- Lipid profile
- Bone health/Osteoporosis
- Joint health
- Maternal & infant health
- Rehabilitation & recovery
- Immune system function
- Sleep patterns
- Nutrition/Diet

##### PREVENTION/TREATMENT OF:

- Metabolic syndrome/Type 2 diabetes
  - Overall mortality
  - Cardiovascular disease
  - Coronary heart disease
  - Hypertension
  - Stroke
  - Colon & breast cancer
  - Lung, endometrial, ovarian cancers
  - Back pain
- ##### REDUCTION OF:
- Falls
  - Smoking
  - Teen pregnancy
  - Risky sex
  - Drug use
  - Addiction
  - Suicide



#### SOCIAL CAPITAL

##### IMPROVEMENTS IN:

- Social norms
- Social network/Positive relationships
- Social status/Social commitment
- Social inclusion & acceptance
- Trust/Teamwork/Collaboration
- Civic participation
- Gender equality
- Equity for persons with disabilities
- Crime, juvenile delinquency & gang participation reduction
- Community cohesion
- Peace/Understanding/Recovery
- Bridging differences (socio economic status, racial, ethnic, disability, religious, sexual)
- Safety & support

#### INDIVIDUAL CAPITAL

##### IMPROVEMENTS IN:

- Activity knowledge and skills
- Social skills/Life skills/Non-cognitive skills
- Sportsmanship
- Time management
- Goal setting
- Initiative/Leadership
- Honesty/Integrity/Respect/Responsibility
- Enthusiasm/Intrinsic motivation
- Commitment/Self discipline/Self control/Persistence
- Assertiveness & courage

#### EMOTIONAL CAPITAL

##### IMPROVEMENTS IN:

- Fun, enjoyment, satisfaction
- Feeling good
- Self esteem
- Self efficacy
- Body image
- Intrinsic motivation for physical activity
- Mood

##### PREVENTION/TREATMENT OF:

- Stress
- Depression
- Anxiety

Nike, Inc. initiated a multidisciplinary input and validation process with a pool of experts to develop this model, which is informed by more than 500 pieces of published research. The scholarly foundation for this work is further elucidated in Bailey, R., Hillman, C., Arent, S. & Peitpas, A. [2013]. "Physical Activity: An Underestimated Investment in Human Capital?" *Journal of Physical Activity and Health*, 10, 289-308.

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