

# 3ICHC

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## 3er Congreso Internacional de Comunicación en Salud

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# Cartel

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## How sport newspapers deal with health?

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### Introduction

The sports press has experienced a growing interest in health by including every time more material between its pages. Different studies have analyzed the health contents published in the general press being these related to a specific sport, medical disease and / or psychological illness. However there are not studies which the health content of sports newspapers have been analysed.

### Objective

To analyse the health content of the Spanish sport press and identify its main features.

### Methods

This was an observational, cross-sectional study. Data were collected over 30 days. We carried out descriptive analysis of the 90 print editions of the three main Spanish sport newspapers (Marca, As and Sport).

### Results

On average 14.79% of the content of sport newspapers was health-related. AS had the highest percentage of health content (15.65%). The most important proportion of health content was included in the central sections of the papers (median and mode on pages 27 and 34 respectively).

The majority of health content (52.27%) was attributed to one or more named journalists. Direct observations and press releases were the main source of information (58%). The most frequently covered topics were injuries to football league players (52%), doping (21%) and diseases in athletes or their relatives (8.6%).

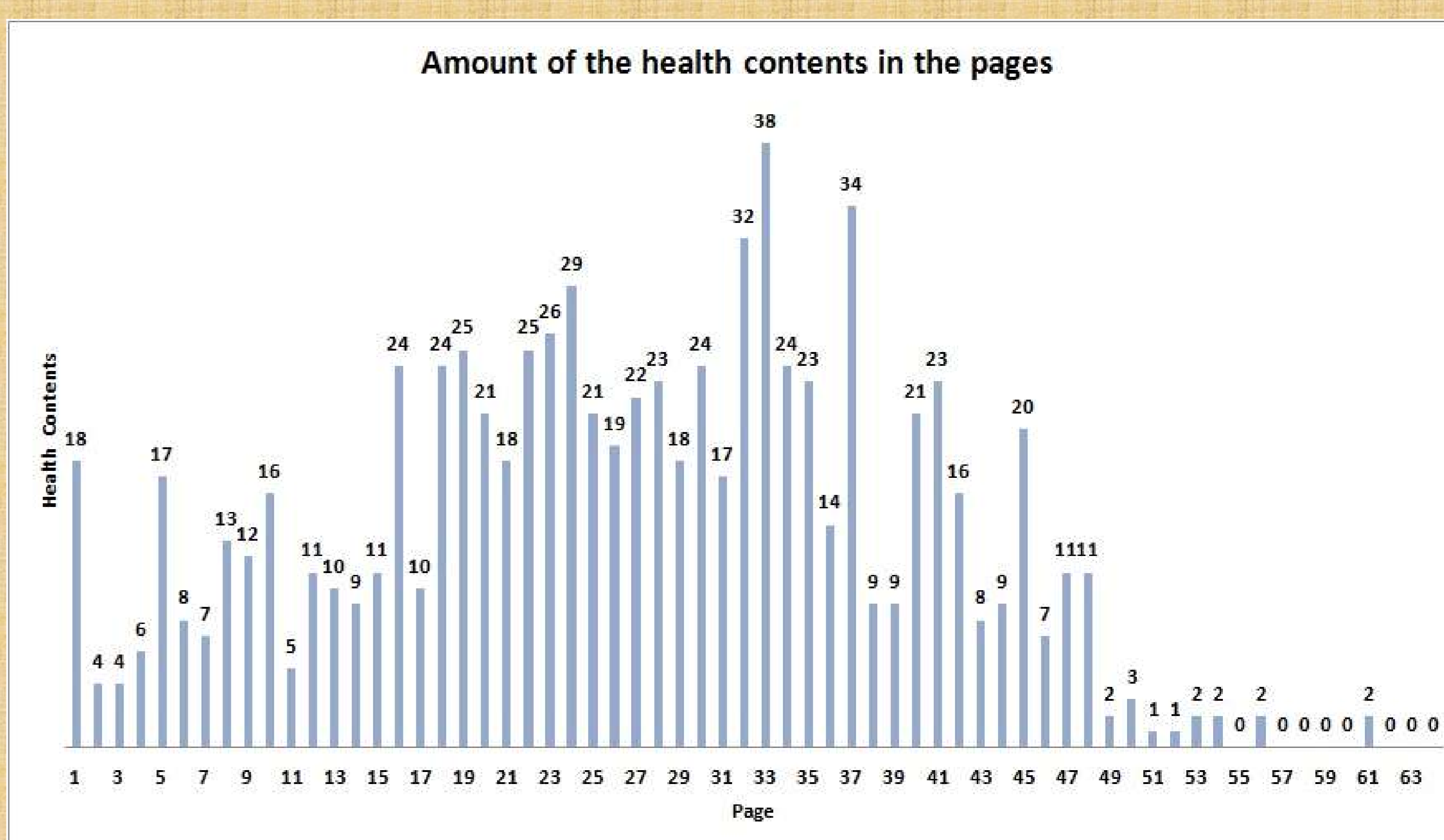
Table 1. Sample information

Newspaper	Pages reviewed N (%)	Pages published with HC N (%)	HC units N (%)	Proportion* of HC per HC page mean (range)
AS	1438 (32.97%)	225 (15.65%)	279 (34.23)	0.81 (0.05 – 1.00)
MARCA	1596 (36.59%)	228 (14.29%)	299 (36.69)	0.82 (0.05 – 1.00)
SPORT	1328 (30.44%)	192 (14.46%)	237 (29.08)	0.69 (0.05 – 1.00)
TOTAL	4362 (100%)	645 (14.79%)	815 (100)	0.77 (0.05 – 1.00)

HC: Health content; \*Full page=1

### Conclusions

Spanish sport newspapers include a high proportion of health-related material, including detailed descriptions of athletes' diseases.



### Recommendations

This study is the first to assess health contents in Spanish sport newspapers using comprehensive content analysis. Besides and considering the influence of sport newspapers as a source of health information, data obtained in this report suggest that this type of press be able to have a great potential as health communication tool.

These results could be used to encourage journalists, editors, politicians and others to consider using sport newspapers to promote the physical and mental wellbeing of the population.

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