



UNIVERSITY OF
STIRLING

DEPARTMENT OF
SPORTS STUDIES

(Thinking about) Programming for Positive Social Outcomes

- (i) What do we want from sport and what do we assume about?**
- (ii) It's not what you do, but the way that you do it: process is all**
- (iii) Evidence – M&E as programme/organisational development**



Prof Fred Coalter



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Session 1 Sporting and non-sporting outcomes What do we want and what are we assuming?



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Mathare Youth Sports Association (MYSA) Nairobi)



 **Magic Bus (Mumbai)**



Go Sisters (Lusaka)



Youth Education Through Sport (YES)



Liberia: Post war conflict resolution
Senegal: Rural Muslim communities
South Africa 1: Peer leader training: Limpopo
South Africa 2: Vulnerable children: Cape Flats
Malawi: Street children/re-integration
Uganda 1: HIV/AIDS
Uganda 2: IDP camps
Tanzania: HIV/AIDS and female empowerment
Mumbai: Slum, street children and peer leaders
Calcutta: Railway children



Playing on everybody's team

“ Sport can contribute to **neighbourhood renewal** by improving communities' performance on four key indicators - health, crime, employment and education.”

Policy Action Group 10 (DCMS, 1999)

“ Arts, sport and leisure **activities**....have a role to play in countering **Social Exclusion**. They can help to increase the self-esteem of individuals; build community spirit; increase social interaction; improve health and fitness; create employment and give young people a purposeful activity, reducing the temptation to anti-social behaviour.”

Social Inclusion Strategy (Scottish Office, 1999)

Shift in aid paradigm

Economic ⇔ cultural, human and social capital

Louise Fréchette, the UN Deputy Secretary General. World Sport's Forum March 2000

“The power of sports is far more than symbolic. You are engines of economic growth. You are a force for gender equality. You can bring youth and others in from the margins, strengthening the social fabric. You can promote communication and help heal the divisions between peoples, communities and entire nations. You can set an example of fair play. Last but not least, you can advocate a strong and effective United Nations.”

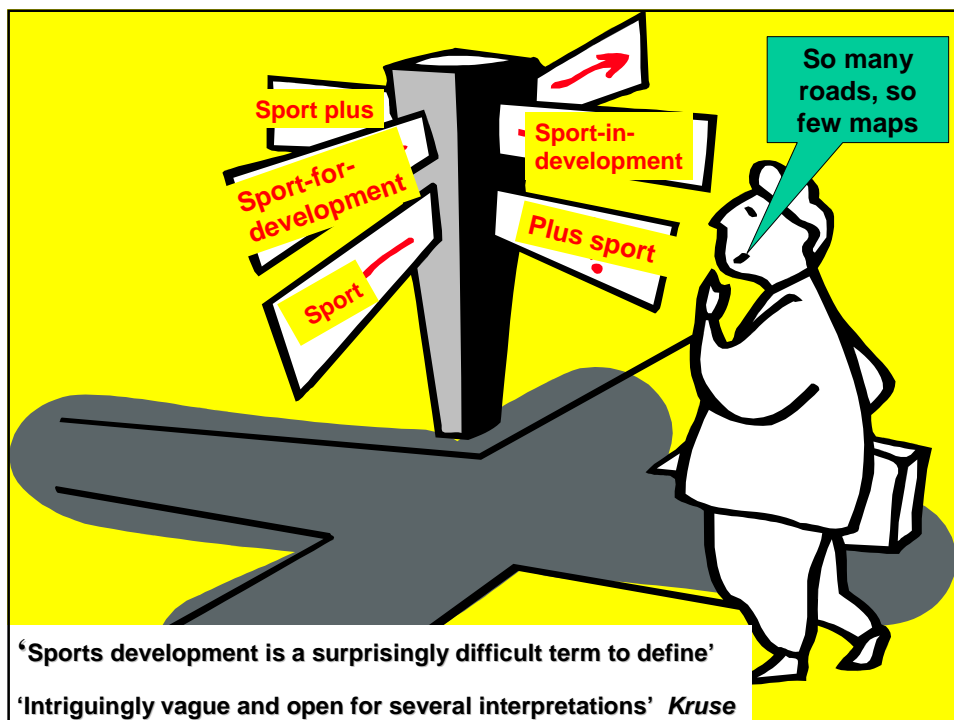
Going beyond the touch line

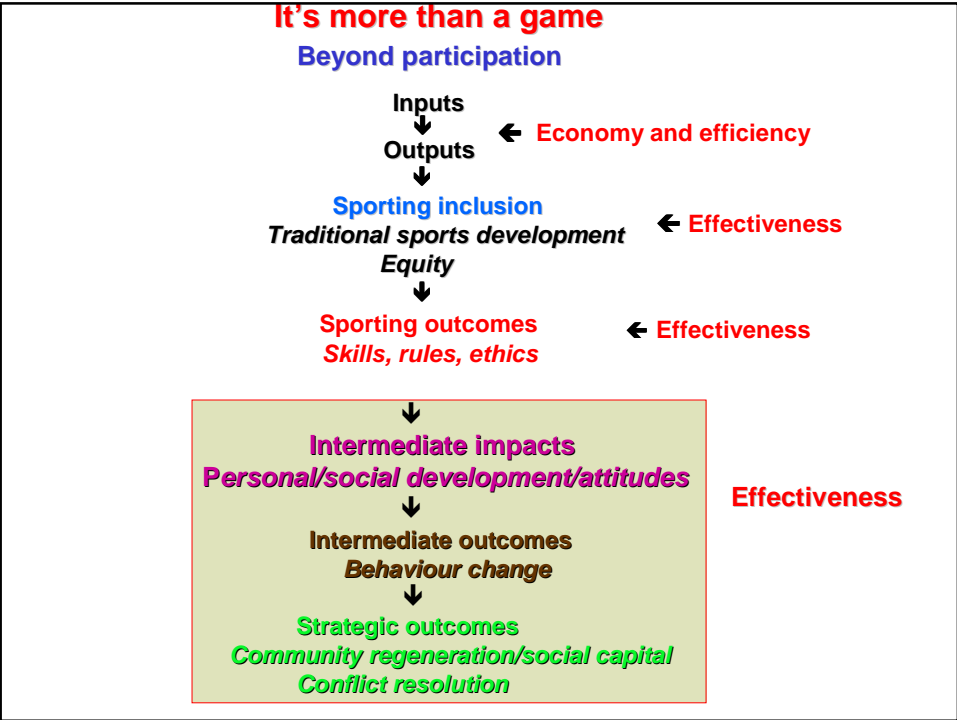
2005: UN Year of Sport and Physical Education,

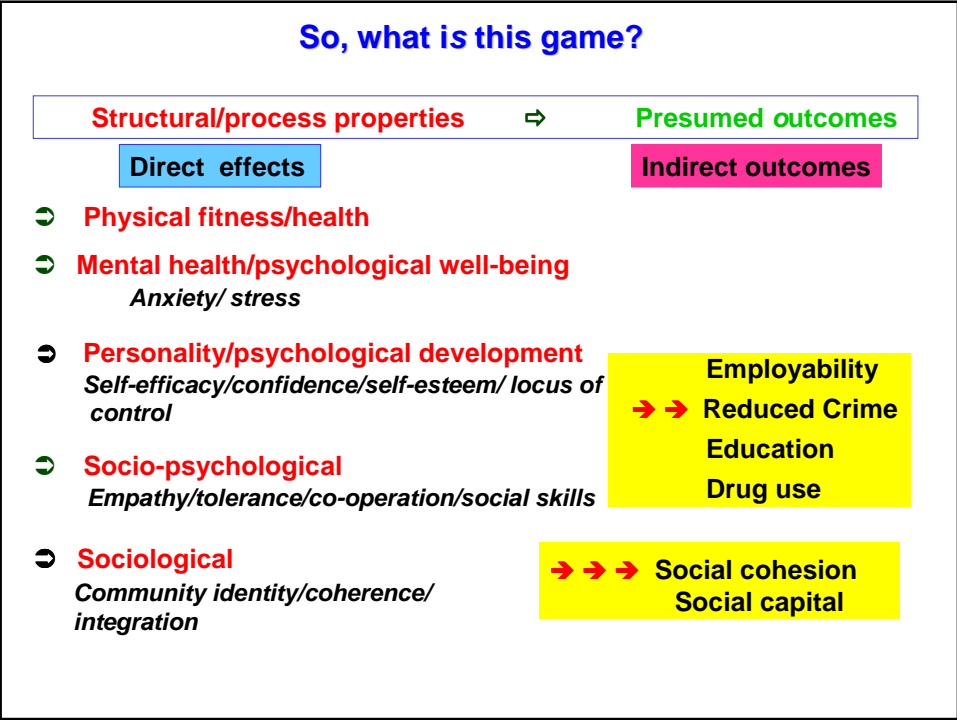
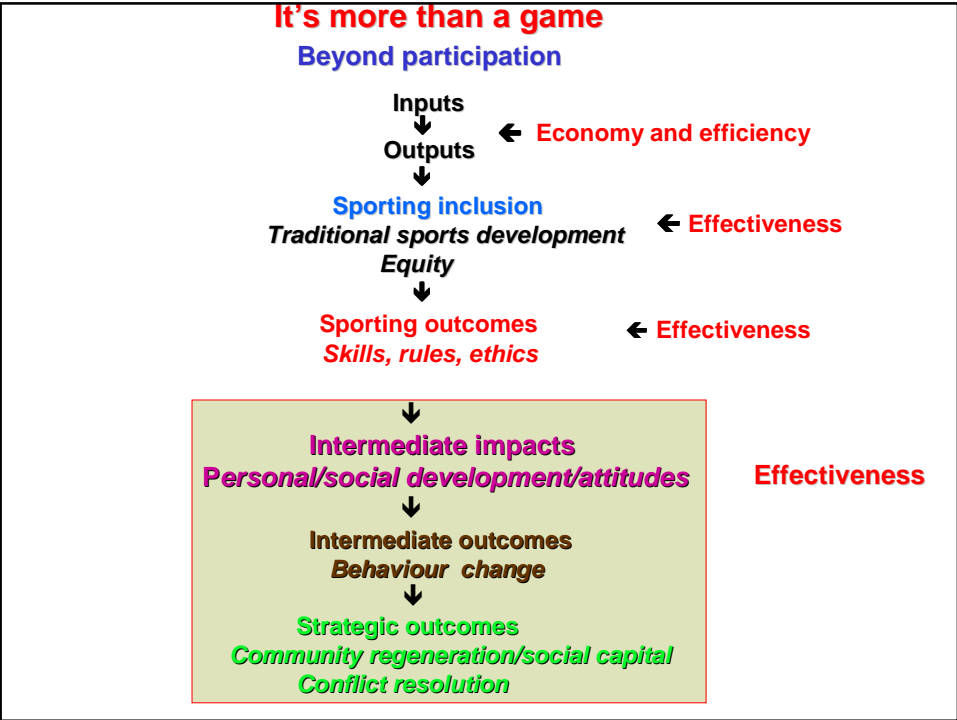
collaborated with organisations in the commercial, public and voluntary sectors

“what was missing, however, was a systematic approach to an important sector in *civil society*: sport the United Nations is turning to the world of sport for help in the work for peace and the effort to achieve the Millennium Development Goals”.

- Universal primary education
- Promoting gender equality/empowering women
- Combating HIV/AIDS
- Addressing issues of environmental sustainability







Sport as magic



Sport
Magic box; social vaccine



'Sport' presumed to have causal powers
⇒ Closed system: medical/treatment model
⇒ Measure 'outcomes'
⇒ Generalisation: "Sport can..."

A Question of Sport

Fire, steady, aim

'....there is nothing about ...sport itself that is magical....It is the experience of sport that may facilitate the result'.
Papacharisi et al (2005)

Patriksson (1998)

'Sport, like most activities, is not a priori good or bad, but has the potential of producing both positive or negative outcomes.

Questions like 'what conditions are necessary for sport to have beneficial outcomes?' must be asked more often'.

Necessary condition ⇒ **sufficient conditions**

Playing in mid-field



Sports evangelism ⇒ middle range theory
⇒ Mechanisms, processes, networks and 'purposive action'

- 'Generative approach' to causation
- Not 'sport' → *underlying resources/process is all*
- Families of programmes → *families of mechanisms*
- Causation is contingent/interactive/not guaranteed
- *Theory underpinning programme* ⇒ *generalisation*

Understanding:

(i) Causes of problems

(ii) Possible solutions

⇒ *managing for outcomes*

It's more than just balls

SportS: Processes → relationships → learning → **outcomes**

Individual	Strategy	Cognitive	Contact	Criterion	Competitive
Partner	Physical	Motor	Non-	Norm	Recreational
Team	Skills		Contact		

- ⇒ Which sports
- ⇒ what processes
- ⇒ which outcomes
- ⇒ for which individual/groups
- ⇒ in what contexts?

