

Sport for Development & Social Change

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+ SD v SDP

Sport Development (SD)

- *Concentrates on developing athletes, coaches, officials, structures, institutions and facilities involved in organised sport; commercial sport, high performance sport.*

Sport for Development and Peace (SDP)

- *Defined as the intentional use of sport, physical activity and play to attain specific development and peace objectives, including, most notably, the UN Millennium Development Goals [and the Post-2015 Agenda]. (SDPIWGG, 2008)*





SDG's

■ <http://www.fivetalents.org.uk/un-sustainable-development-goals/>



Determinants of health

General background factors
Culture
Resources
Systems
Policies
Wealth
Social cohesion
Media
Other.

Environmental factors
Landscape
Climate
Chemical
Human-made

Socio-economic characteristics
Education
Employment
Income
Family

Health behaviors
Dietary behavior
Physical activity
Tobacco use
Alcohol consumption

Biomedical factors
Body weight
Blood pressure
Blood cholesterol
Glucose
Inflammation
Gene

These underpin the SDGs

Other

Knowledge and attitudes

vaccination status
Sexual practices
Other

Psychological effects

status
Other

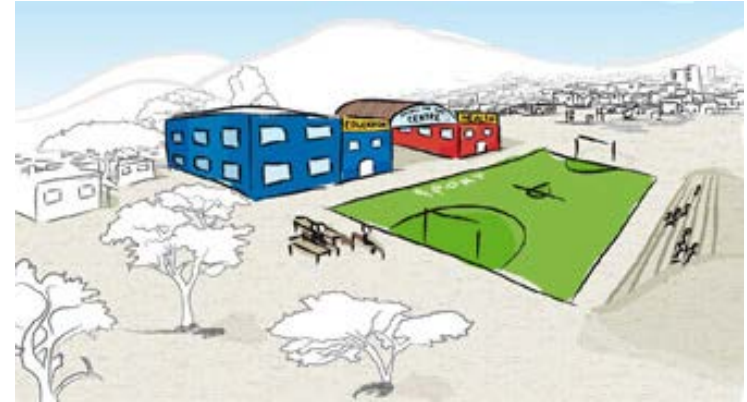
Safety factors

Individual makeup: Physical and psychological (genetics, intergenerational, ageing, and life course influences)

Indiv and pop health

Football For Hope “Centres

- Developed to leave a legacy from 2010 FIFA World Cup South Africa™.
- Aims to achieve positive social change through football by building twenty Football for Hope Centres for public health, education and football across Africa.



The centres are to:

- address local social challenges in disadvantaged areas and improve education and health services for young people
- become hubs for cooperation and exchange of best practice among local organisations as well as on the global level.

The objective is to promote social development within their community and strengthen local organisations (the "Centre Hosts") with vital infrastructure.

Street League

LOCATION: London, Glasgow, Newcastle

FIELD OF WORK: anti-discrimination & social integration

TARGET GROUP: disadvantaged and homeless people

The programme :

- helps build confidence,
- improve health,
- extend social networks,
- develop skills towards
long-term education,
employment & independence.





Sport for Development



• Youth and community development

• Health

NCD prevention

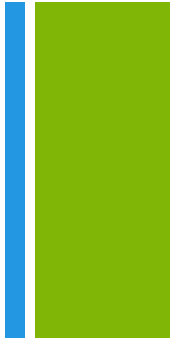
- ✓ Obesity
- ✓ Healthy eating
- ✓ Physical activity
- ✓ Tobacco, other substances

STI's/HIV prevention

• Gender equity

- ✓ Violence prevention
- ✓ New opportunities

+ Sport for Social Change across the Globe



- Streetfootballworld

<http://streetfootballworld.org/>

- Laureus Sport for Good

<https://www.laureus.com/>

- Sport and Dev

<https://www.sportanddev.org/en>



Football United
A program increasing social
cohesion in vulnerable communities
in Australia



Humanitarian Refugees *Special Challenges*

practical

↳ new languages, cultural & societal values

emotional

↳ traumatic experiences

Can often result in

↳ issues of disaffection

*“Sympathy between
players”*



Original objective

Enable newly arrived to settle safely and feel welcome



Participation in community sport, as currently practiced, is largely not possible for many socio-disadvantaged youth to



• Too hard – not FR cost – effective

- Issues
- ✓ Financial
 - ✓ Cultural
 - ✓ Logistic

football united
create chances

vision

**a world where everyone
can reach for their goals**

mission

**empower and enable youth
through the magic of football**

values

integrity

teamwork

fun

equity

respect

diversity

How do we work?

Improving social cohesion through Football

- Playing opportunities
- Training opportunities
- Leadership /Lifeskills
- Community partnerships
- Research



Advocacy

REGULAR WEEKLY ENGAGEMENT IS KEY

- School – based, secondary and primary
- Integrated within curriculum,
- held during, after school, or both
- Community drop in



**“Creating Chances helped
me make a plan for my life”**



Society is changing

the 'product' offering of community sport is the same as 30 years ago.

Systemic Change is needed to achieve, community, social, educational and personal development outcomes

*Football United and
Creating Chances are
working to influence
this change*



<http://www.youtube.com/watch?v=PS3CV0yVSAg&list=UUMyvllN9hd591AbeH3Qc9sg>