

ENGAGING WITH DIVERSE COMMUNITIES: SPORT AS A VEHICLE FOR SOCIAL DEVELOPMENT

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BACKGROUND

- Sports research tends to focus on the elite sporting environment, processes of globalisation, and performance enhancement.
- However, it has also long been acknowledged that sport can be a powerful social vehicle for promoting health, education, social development, peace and for reducing conflict (Beutler, 2008).
- A paucity of research examining the broader social implications of engaging with communities through sport (Skinner, Zakus, & Cowell, 2008).

THE PROJECT



DAVAO



MAPAC MANILA



GENERAL SANTOS



PROJECT AIMS

More than a sports coaching module.

AIMS

To use athlete-centred coaching principles to :

1. Encourage a Paradigm Shift
2. Develop awareness of how sport can be used as a vehicle to connect with other human beings
3. Develop awareness of how sport can be used as a vehicle for developing personal and social skills
4. To encourage ownership and to be sustainable in the long-term



ACTION RESEARCH



MARCELLIN FOUNDATION

Mission: "To be advocates and to promote the well-being of children-at-risk."



My aim: Provide opportunity for positive personal and social development through a sporting context.

Competence. Confidence. Character. Connections. Care.

THE PROGRAM

5 C's

Key Aspects (5 C's – overall goals to work towards)	Key Skills (breakdown of the C's – more specifically what we want students to develop)
Competence	<ul style="list-style-type: none">• To perform a variety of sporting skills• To teach others skills you have learnt• To manage yourself• To manage others
Confidence	<ul style="list-style-type: none">• In your own skills• To make good decisions
Character	<ul style="list-style-type: none">• Having values as the foundation of your performance/behaviour• Fair play• Setting personal goals• Leadership• Resilience
Connections	<ul style="list-style-type: none">• Working co-operatively with others• Being able to communicate clearly with others
Compassion/Care	<ul style="list-style-type: none">• Being respectful of others• Understanding others and having empathy• Helping others

Triple focus:

- 1) Teach the various life skills to the boys.
- 2) Model how to facilitate these sorts of sessions to the staff.
- 3) Up-skill the staff about the use of physical activity for non-traditional outcomes.

Project:
MOVE
2014