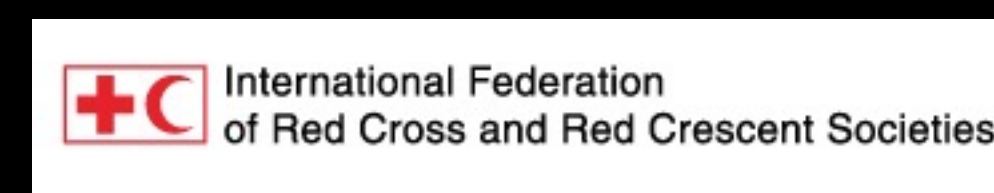




Making the Case for Sport in Development



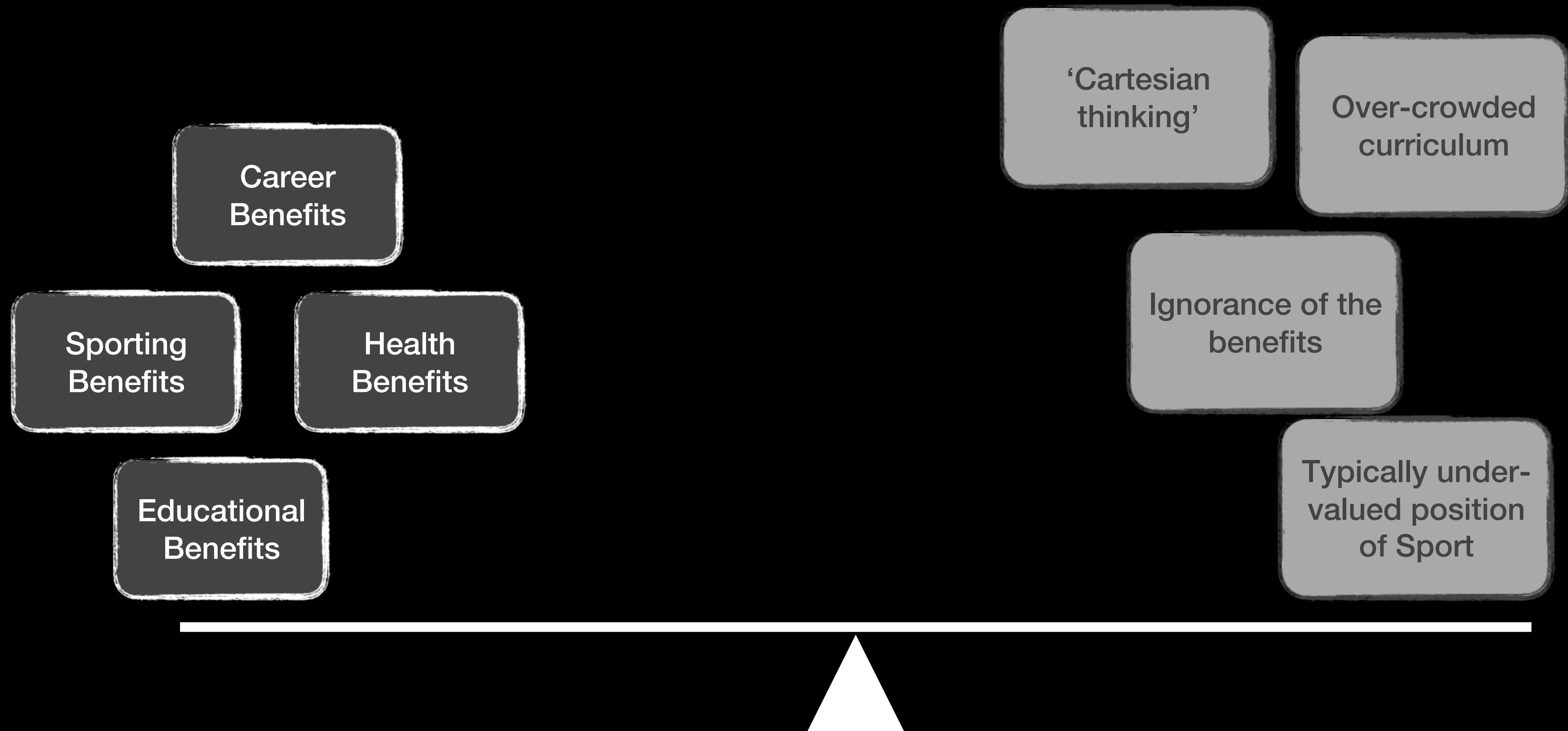
Richard Bailey MA PhD FRSA
University of Nottingham Malaysia



Outline

1. Why make a case?
2. The evidence
3. “Then a miracle occurs”

Why make a case?



Reasons to be cheerful

- There is an expanding evidence base on the potential benefits of sport
- Sport is slowly becoming a standard feature of sport for development
- Sport is increasingly being recognised as a valuable setting for the promotion of health, social inclusion & education - Red Cross, UNESCO, UNSA, Commonwealth, etc.
- Physical activity is now part of the OECD's PISA assessment

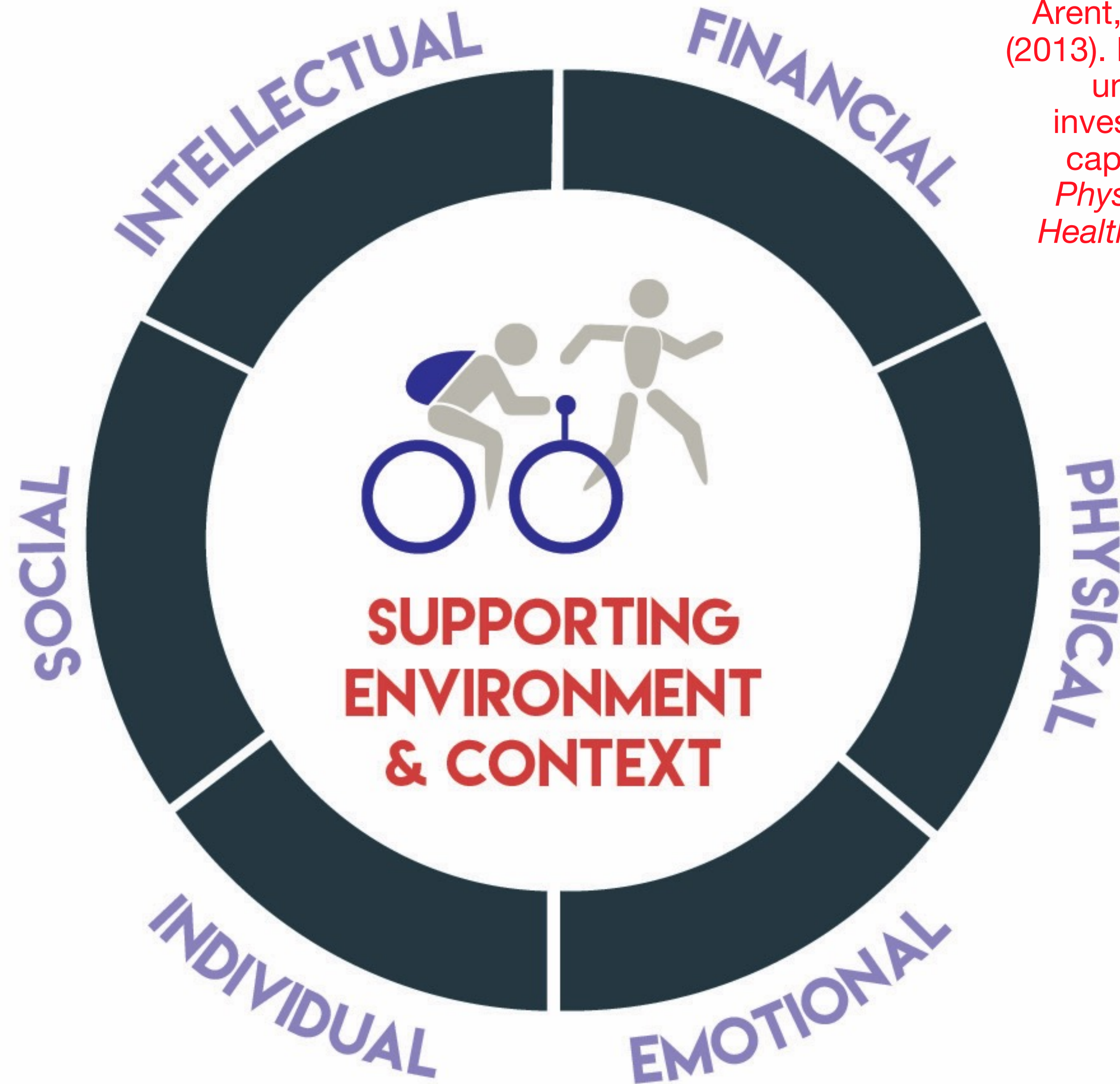


Reasons to be cautious

- The claimed benefits for sport are frequently over-stated
- Benefits associated with physical activity are also assumed for sport
- Local delivery for sport for development often ignores best practice
- There remain many policy-practice gaps



The evidence



Bailey, R., Hillman, C., Arent, S., & Petitpas, A. (2013). Physical activity: an underestimated investment in human capital?. *Journal of Physical Activity and Health*, 10(3), 289-308.

Crime/Juveni
Bridging differenc

fits

are
earch
n

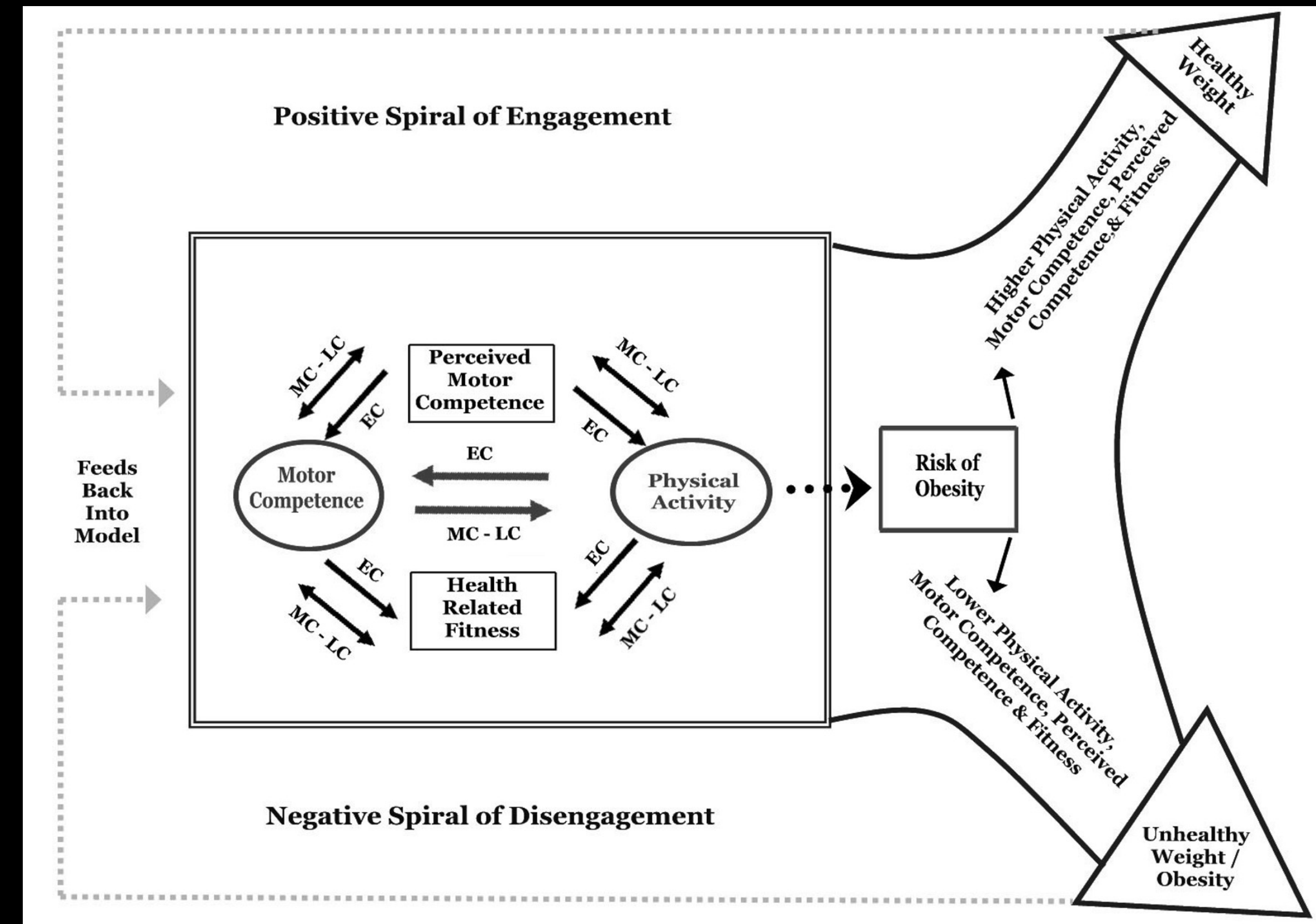
The evidence

- Target: average of 60 minutes of moderate-to-vigorous physical activity every day for health maintenance (World Health Organisation, 2020)
- About 40% of 5-16 year olds achieve this target
- Risks:
 - Type II diabetes
 - Heart disease
 - Obesity
 - Cancers
 - Bone ill-health



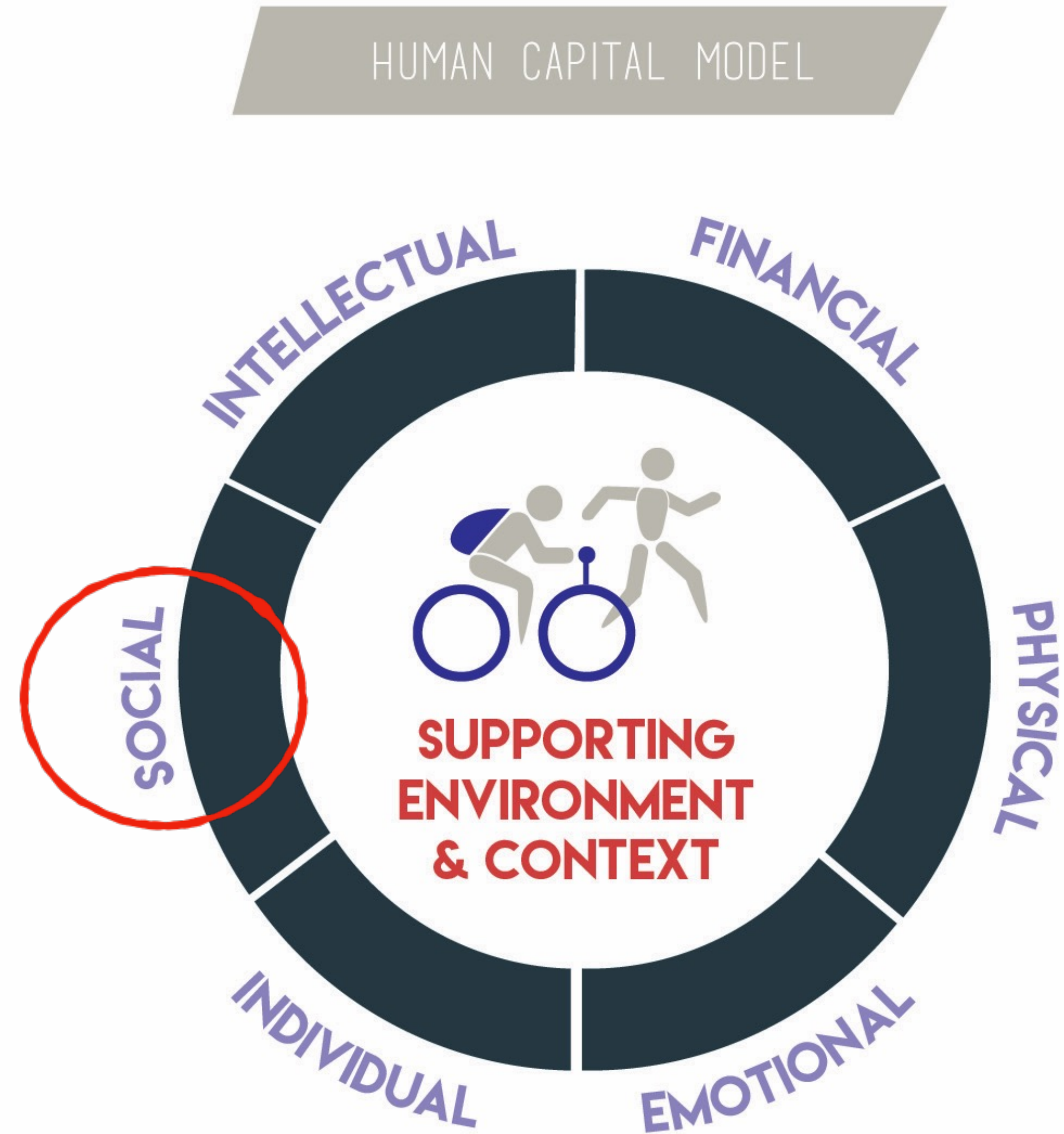
The evidence

- Motor (movement) skills
- Physical fitness
- Perceived physical competence
- ‘Proficiency barrier’ - a window of opportunity in motor development



The evidence

- Social networks
- Positive relationships
- Teamwork
- Crime & delinquency reduction
- Bridging social, cultural, economic, and religious divides



The evidence

- “Soft skills” / “Life skills” / Non-cognitive skills”
- Leadership skills
- Self-discipline / self-control



The evidence

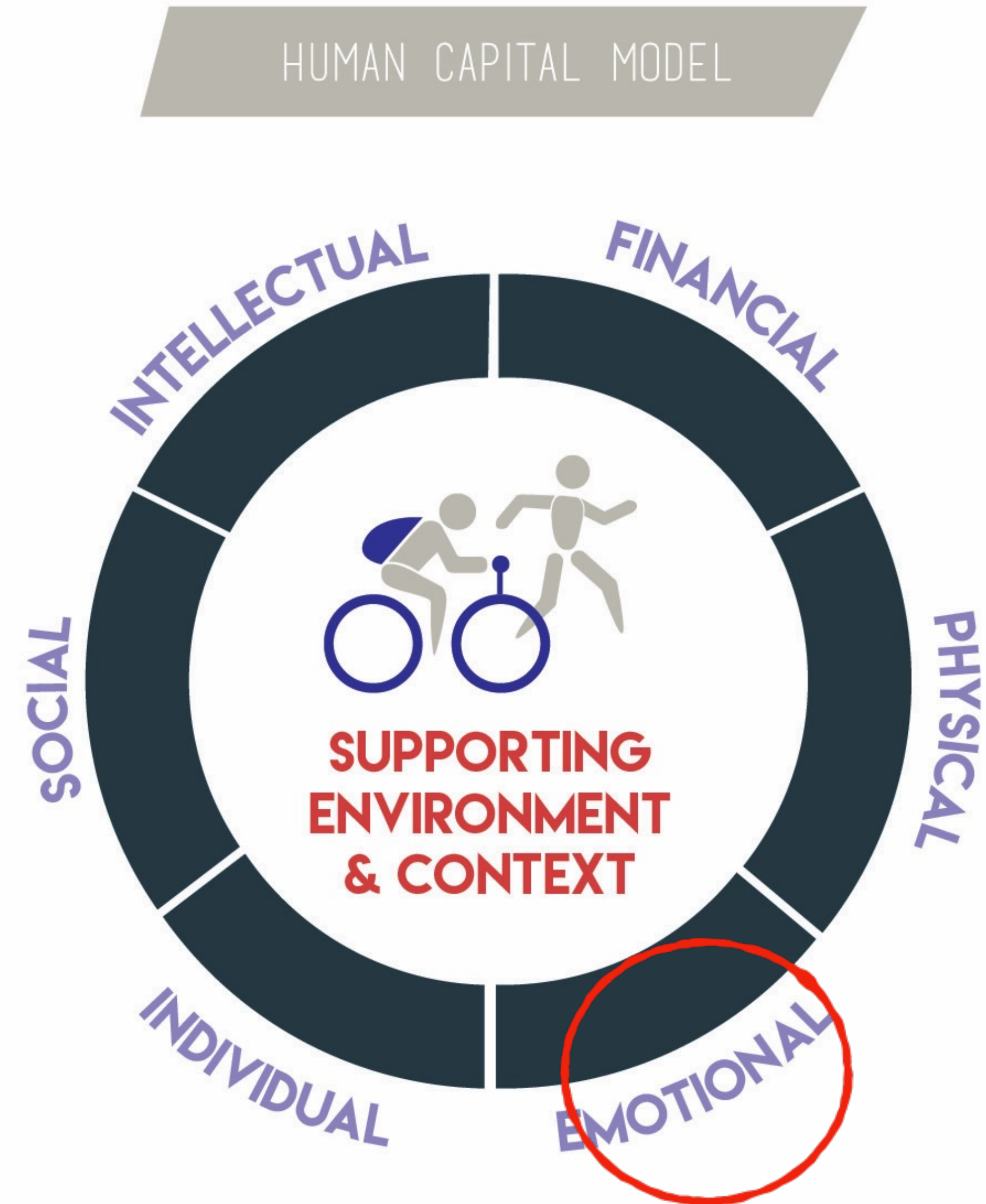
Increased ...

- Fun, enjoyment, satisfaction
- Self-esteem
- Self-efficacy

• Mood

Decreased

- Stress
- Mild-to-Moderate Depression
- Anxiety



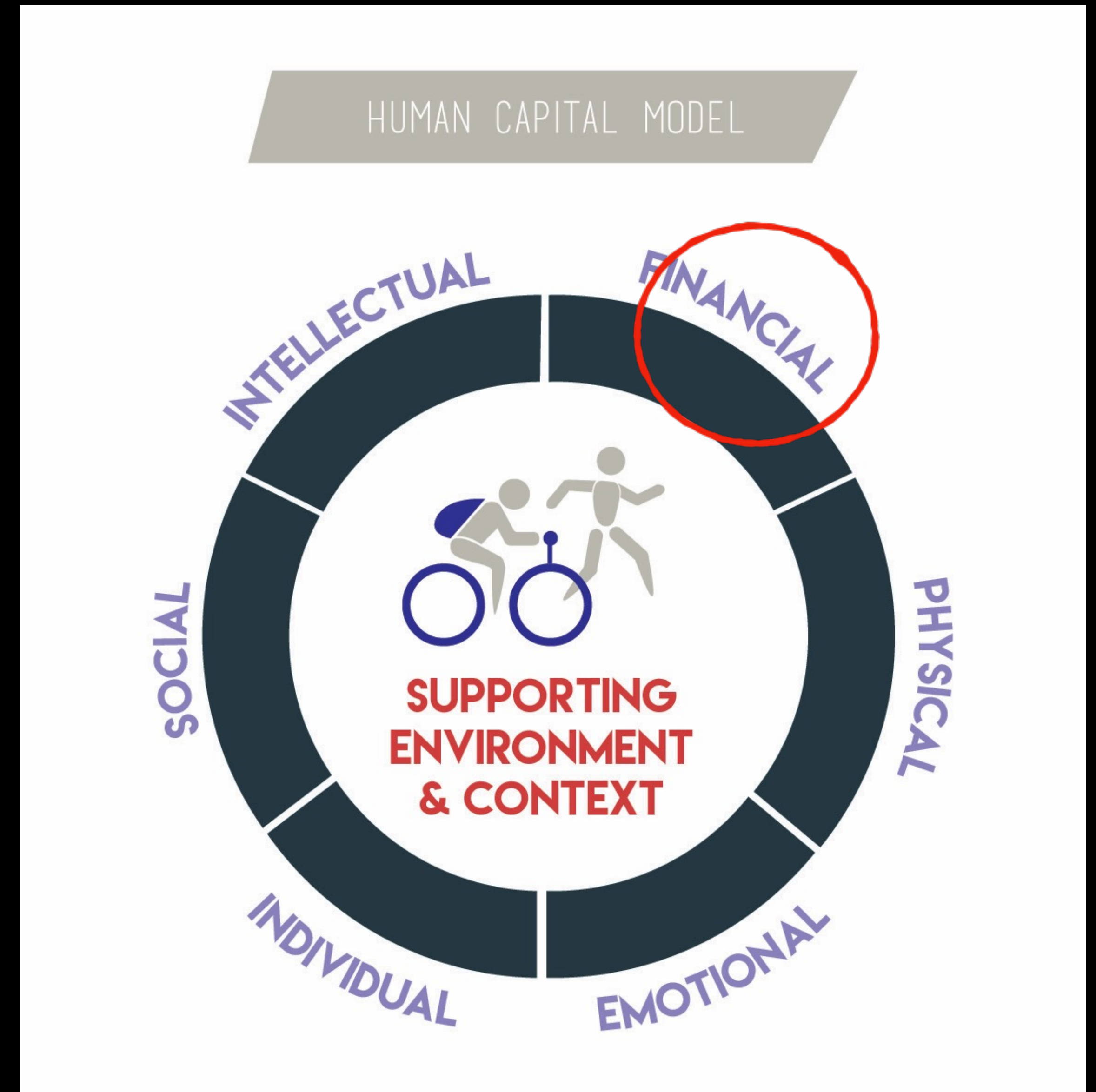
The evidence

Increased ...

- Income
- Job application success
- Productivity

Decreased ...

- Health care costs
- Absenteeism



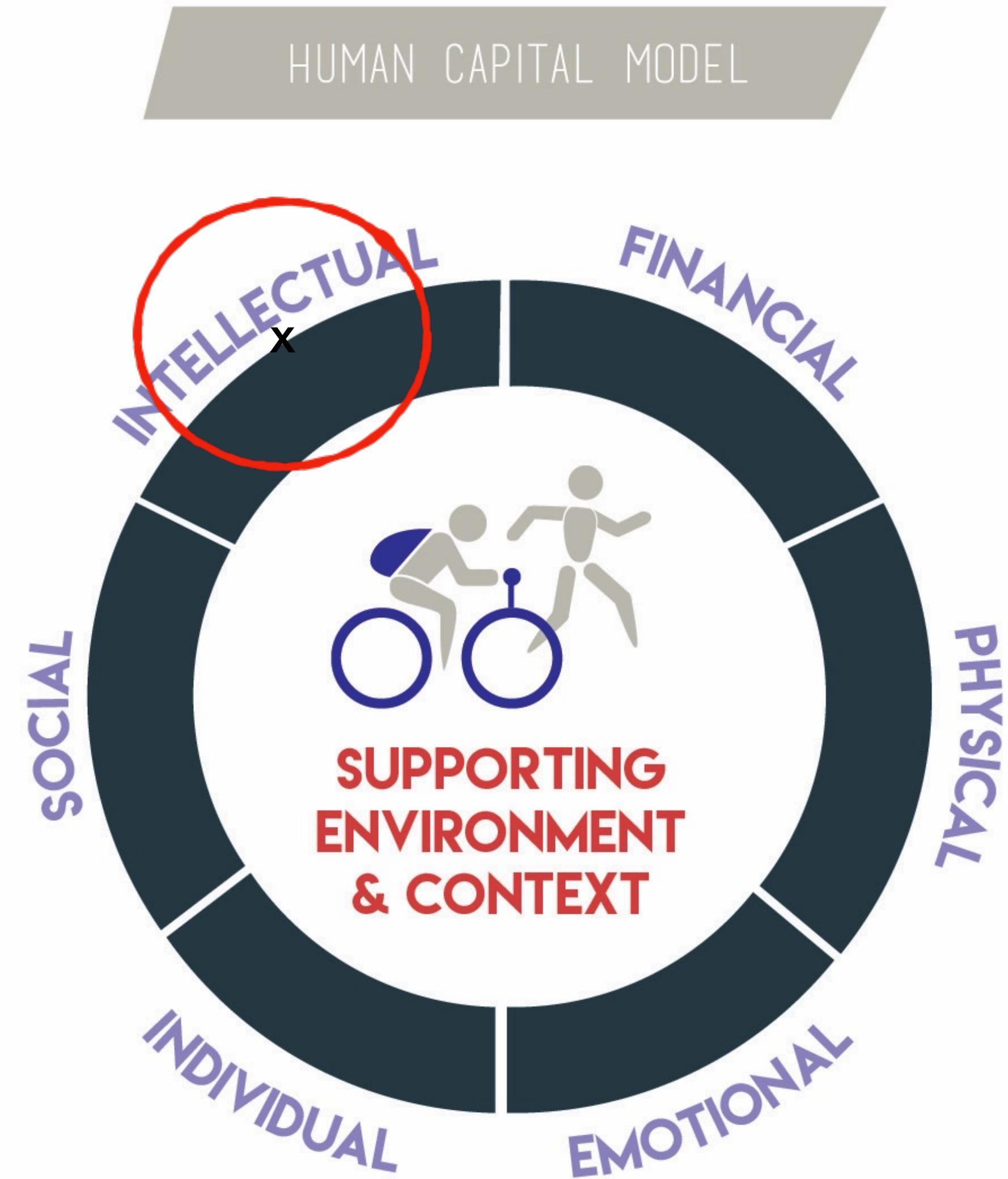
The evidence

Cognitive functioning

- Memory
- Concentration
- Cognitive processing

Academic achievement

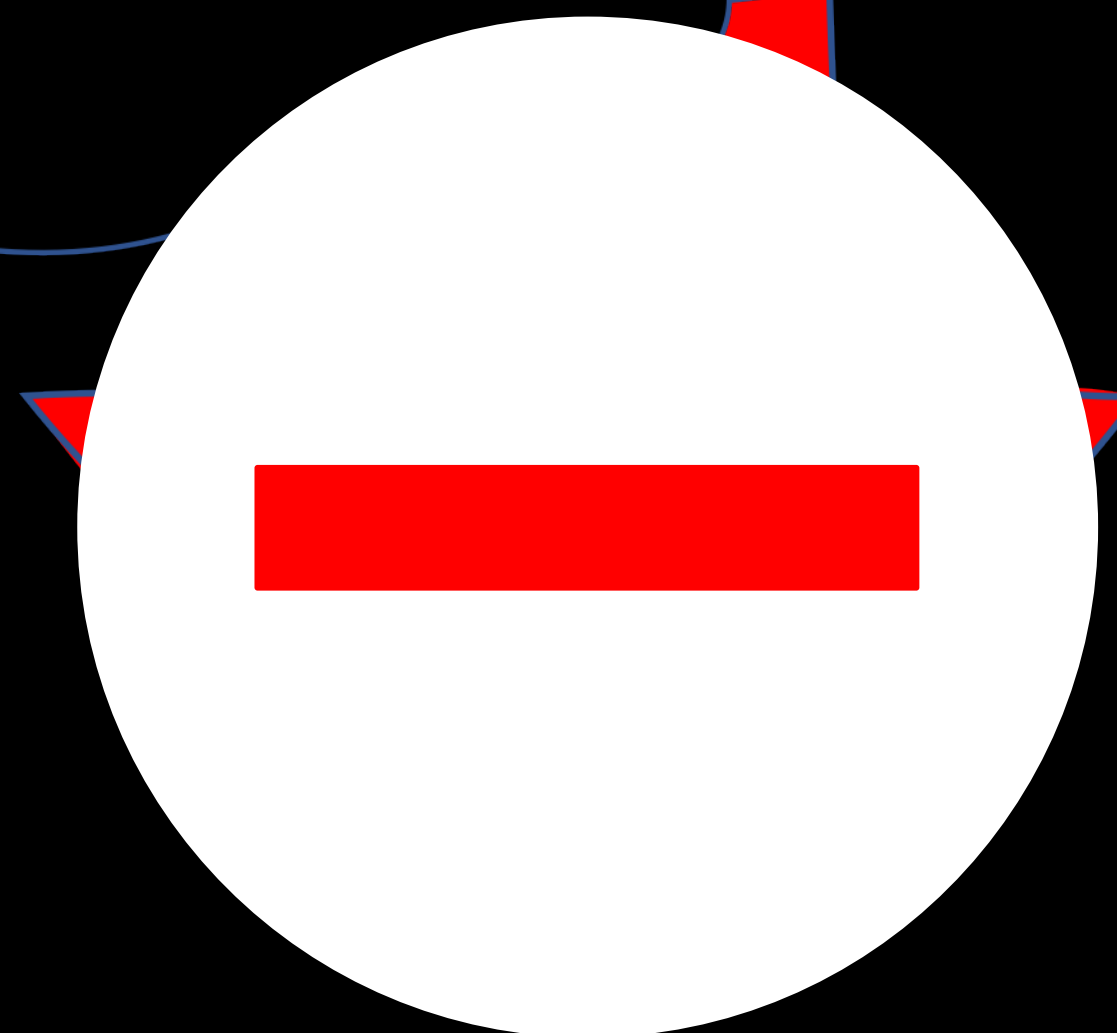
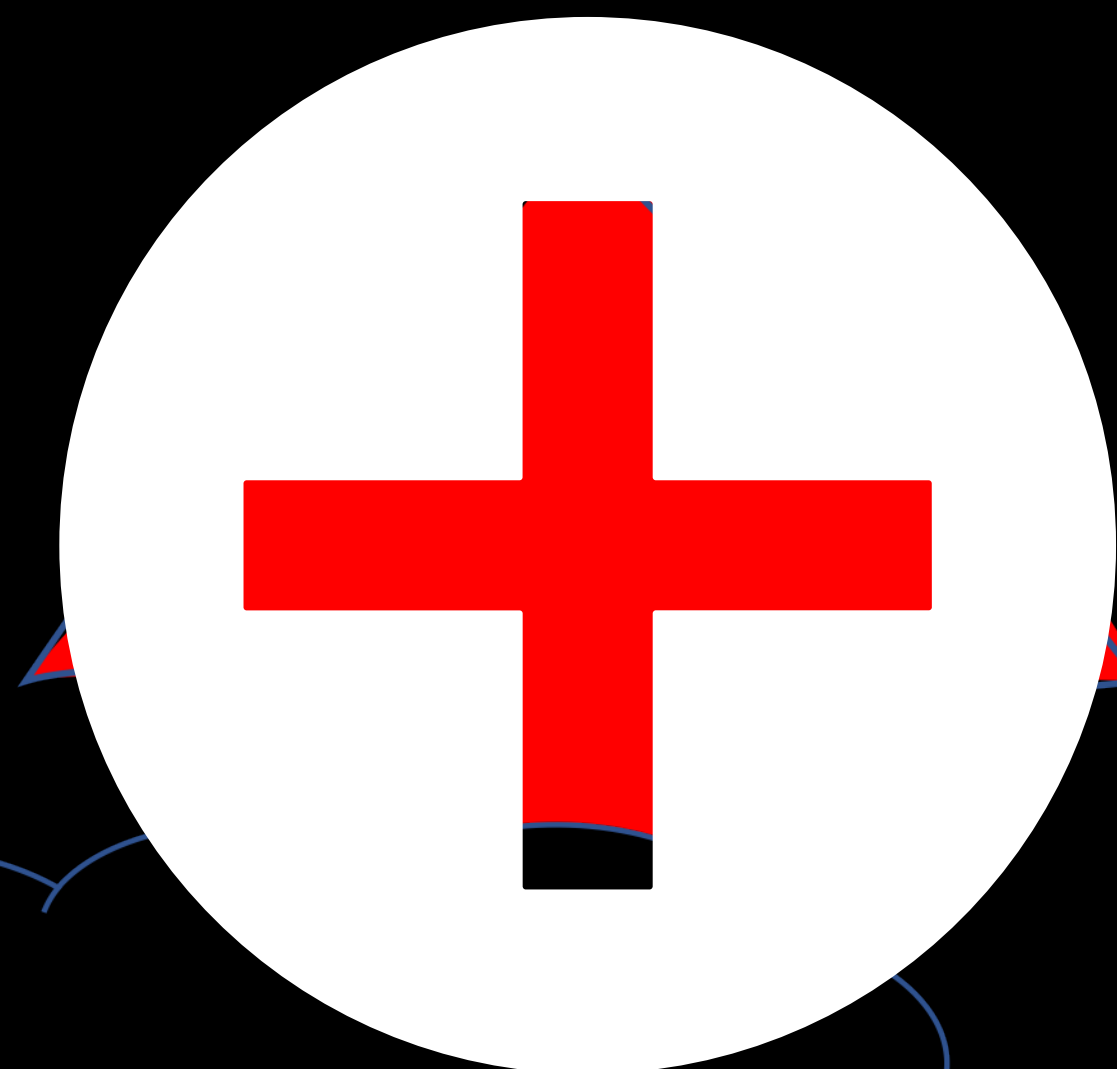
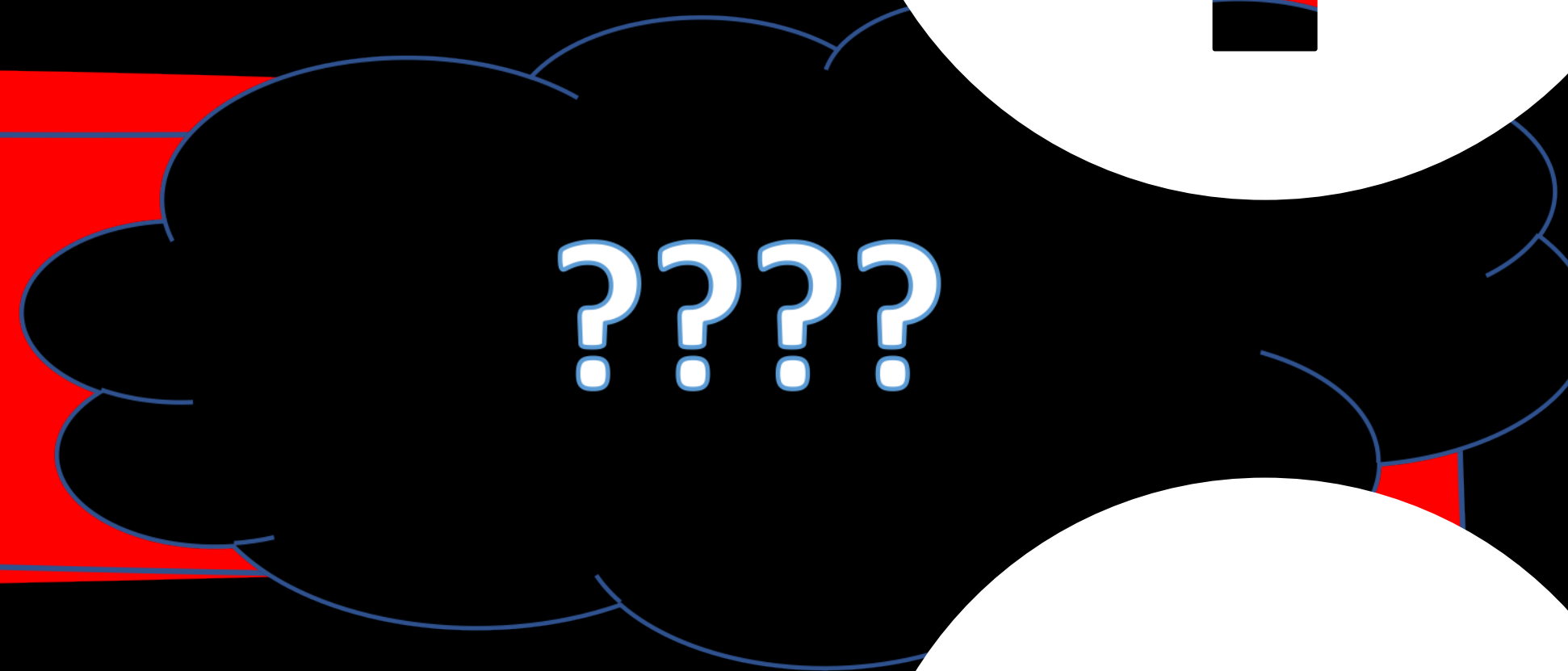
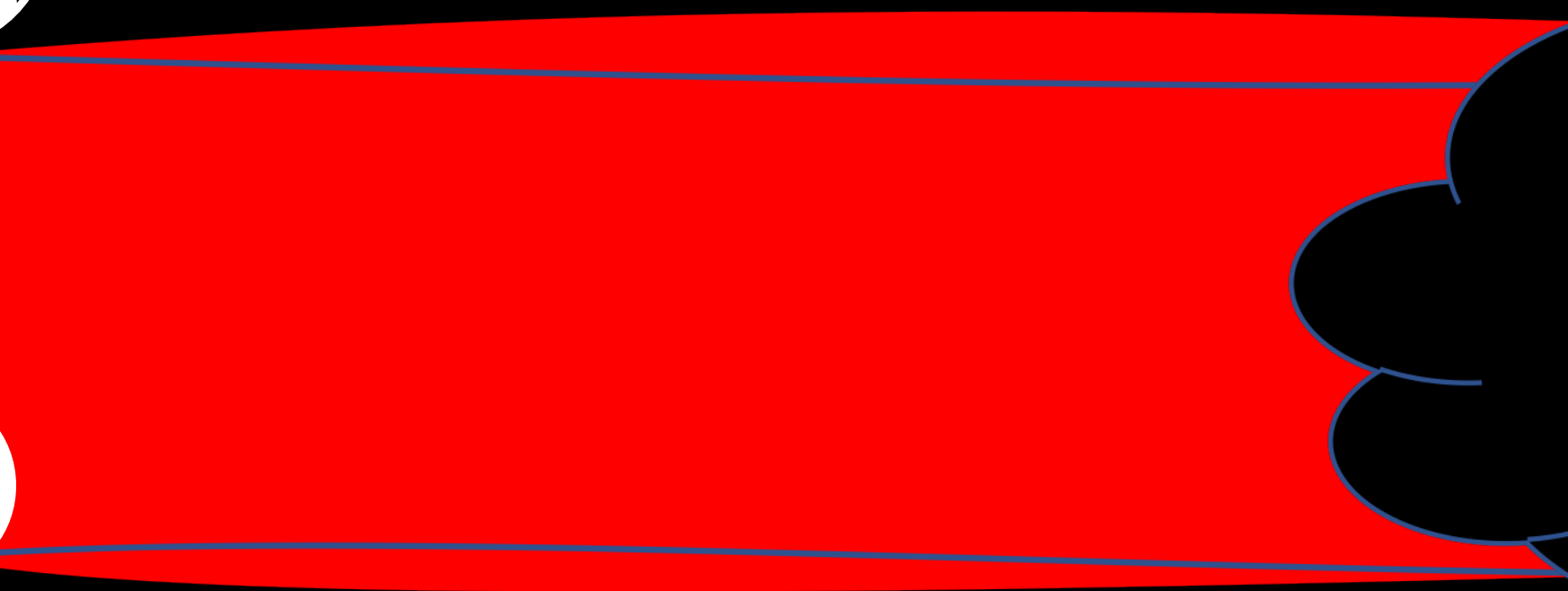
- Mathematics
- Active learning
- Examination success



“Then a miracle occurs”



"I THINK YOU SHOULD BE MORE EXPLICIT HERE IN STEP TWO."



Where now?

- ‘It’s all about relationships!’
 - What kinds of relationships are associated with positive outcomes in sport for development?
- The power of pedagogy
 - What would a ‘positive pedagogy’ look like in sport for development?



Thank you!

baileyrichard1@me.com