



## Play the Game Conference 2009

**Sport/Development/Peace**  
**Deam or reality?**

*The dream coming through*

**Poul Hansen, UNOSDP**









# UN Office on Sport for Development and Peace





Sport is a language  
that everyone of us  
can speak





**No doubt that sport can unify and engage!**



**Is it a tool for development of society?**

# HARNESSING THE POWER OF SPORT FOR DEVELOPMENT AND PEACE: RECOMMENDATIONS TO GOVERNMENTS



MILLENNIUM DEVELOPMENT GOAL	CONTRIBUTION OF SPORT
1. Eradicate extreme poverty and hunger	<ul style="list-style-type: none"> <li>• Participants, volunteers and coaches acquire transferable life skills which increase their employability</li> <li>• Vulnerable individuals are connected to community services and supports through sport-based outreach programs</li> <li>• Sport programs and sport equipment production provide jobs and skills development</li> <li>• Sport can help prevent diseases that impede people from working and impose health care costs on individuals and communities</li> <li>• Sport can help reduce stigma and increase self-esteem, self-confidence and social skills, leading to increased employability</li> </ul>
2. Achieve universal primary education	<ul style="list-style-type: none"> <li>• School sport programs motivate children to enroll in and attend school and can help improve academic achievement</li> <li>• Sport-based community education programs provide alternative education opportunities for children who cannot attend school</li> <li>• Sport can help erode stigma preventing children with disabilities from attending school</li> </ul>
3. Promote gender equality and empower women	<ul style="list-style-type: none"> <li>• Sport helps improve female physical and mental health and offers opportunities for social interaction and friendship</li> <li>• Sport participation leads to increased self-esteem, self-confidence, and enhanced sense of control over one's body</li> <li>• Girls and women access leadership opportunities and experience</li> <li>• Sport can cause positive shifts in gender norms that afford girls and women greater safety and control over their lives</li> <li>• Women and girls with disabilities are empowered by sport-based opportunities to acquire health information, skills, social networks, and leadership experience</li> </ul>

**MILLENNIUM  
DEVELOPMENT GOAL****CONTRIBUTION OF SPORT**

## 4. Reduce child mortality

- Sport can be used to educate and deliver health information to young mothers, resulting in healthier children
- Increased physical fitness improves children's resistance to some diseases
- Sport can help reduce the rate of higher-risk adolescent pregnancies
- Sport-based vaccination and prevention campaigns help reduce child deaths and disability from measles, malaria and polio
- Inclusive sport programs help lower the likelihood of infanticide by promoting greater acceptance of children with disabilities

## 5. Improve maternal health

- Sport for health programs offer girls and women greater access to reproductive health information and services
- Increased fitness levels help speed post-natal recovery

6. Combat HIV and AIDS,  
malaria, and other  
diseases

- Sport programs can be used to reduce stigma and increase social and economic integration of people living with HIV and AIDS
- Sport programs are associated with lower rates of health risk behaviour that contributes to HIV infection
- Programs providing HIV prevention education and empowerment can further reduce HIV infection rates
- Sport can be used to increase measles, polio and other vaccination rates
- Involvement of celebrity athletes and use of mass sport events can increase reach and impact of malaria, tuberculosis and other education and prevention campaigns



## United Nations Sustainable Development Goals

MILLENNIUM DEVELOPMENT GOAL	CONTRIBUTION OF SPORT
7. Ensure environmental sustainability	<ul style="list-style-type: none"><li>• Sport-based public education campaigns can raise awareness of importance of environmental protection and sustainability</li><li>• Sport-based social mobilization initiatives can enhance participation in community action to improve local environment</li></ul>
8. Develop a global partnership for development	<ul style="list-style-type: none"><li>• Sport for Development and Peace efforts catalyze global partnerships and increase networking among governments, donors, NGOs and sport organizations worldwide</li></ul>



**SOME WAYS THAT SPORT FOR DEVELOPMENT AND PEACE CAN REDUCE PUBLIC COSTS**

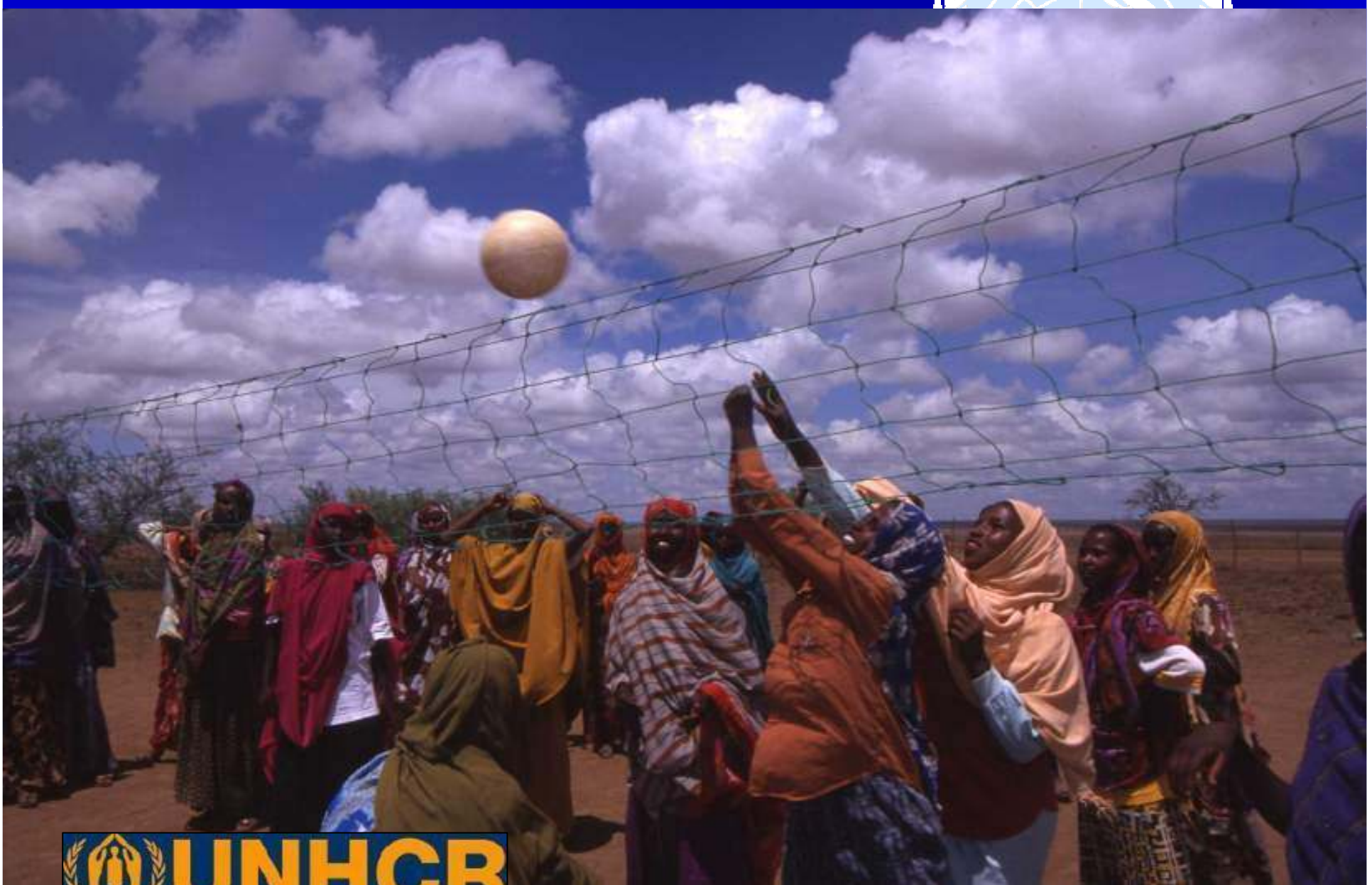
Increased physical activity levels	➔	<ul style="list-style-type: none"> <li>• Reduced health care costs associated with chronic diseases and mental illness</li> <li>• Reduced costs to individuals from lost work and health care expenses incurred due to illness</li> <li>• Reduced employer payroll costs due to reduced absenteeism</li> <li>• Economic benefits from improved productivity</li> </ul>
Higher childhood vaccination rates	➔	<ul style="list-style-type: none"> <li>• Reduced health care costs due to reduction in preventable childhood illnesses</li> <li>• Reduced productivity losses due to absences by family members to care for sick children</li> </ul>
Reduced adolescent health risk behaviour	➔	<ul style="list-style-type: none"> <li>• Reduced health care costs due to reduction in high-risk adolescent pregnancies</li> <li>• Reduced health care costs arising from diseases linked to smoking</li> <li>• Reduced health care and policing costs from reduced alcohol and drug use</li> </ul>
Improved HIV prevention knowledge	➔	<ul style="list-style-type: none"> <li>• Reduced health care and productivity costs as a result of fewer HIV infections</li> </ul>
Increased access to reproductive health information and services	➔	<ul style="list-style-type: none"> <li>• Reduced health care costs due to improved maternal and infant health</li> </ul>
Increased school enrollment and attendance	➔	<ul style="list-style-type: none"> <li>• Increased economic productivity and reduced social costs due to better educated and more employable youth</li> </ul>
Acquisition of transferable skills by youth	➔	<ul style="list-style-type: none"> <li>• Increased productivity and reduced social costs due to higher youth employment</li> </ul>
Prevention of youth crime and involvement in armed militia and gangs	➔	<ul style="list-style-type: none"> <li>• Reduced policing and security costs and reduced costs to victims of crime due to lower crime rates and less militia/gang activity</li> </ul>
Increased employability of persons with disabilities	➔	<ul style="list-style-type: none"> <li>• Reduced cost pressure on families and income-assistance programs due to increased employment among persons with disabilities</li> </ul>
Job creation through sport equipment manufacturing	➔	<ul style="list-style-type: none"> <li>• Reduced cost pressure on income assistance programs and increased productivity from increased employment and skills training</li> </ul>





# Sport in aid and development programmes







[project-air.org](http://project-air.org)



IJF





**Alive & Kicking**



## Real game changer



***Sport mainstreamed in Government and local policy***



- **UN Special Adviser on Sport for Development and Peace**

- **Core Functions:**

- Advocate
- Facilitator
- Representative



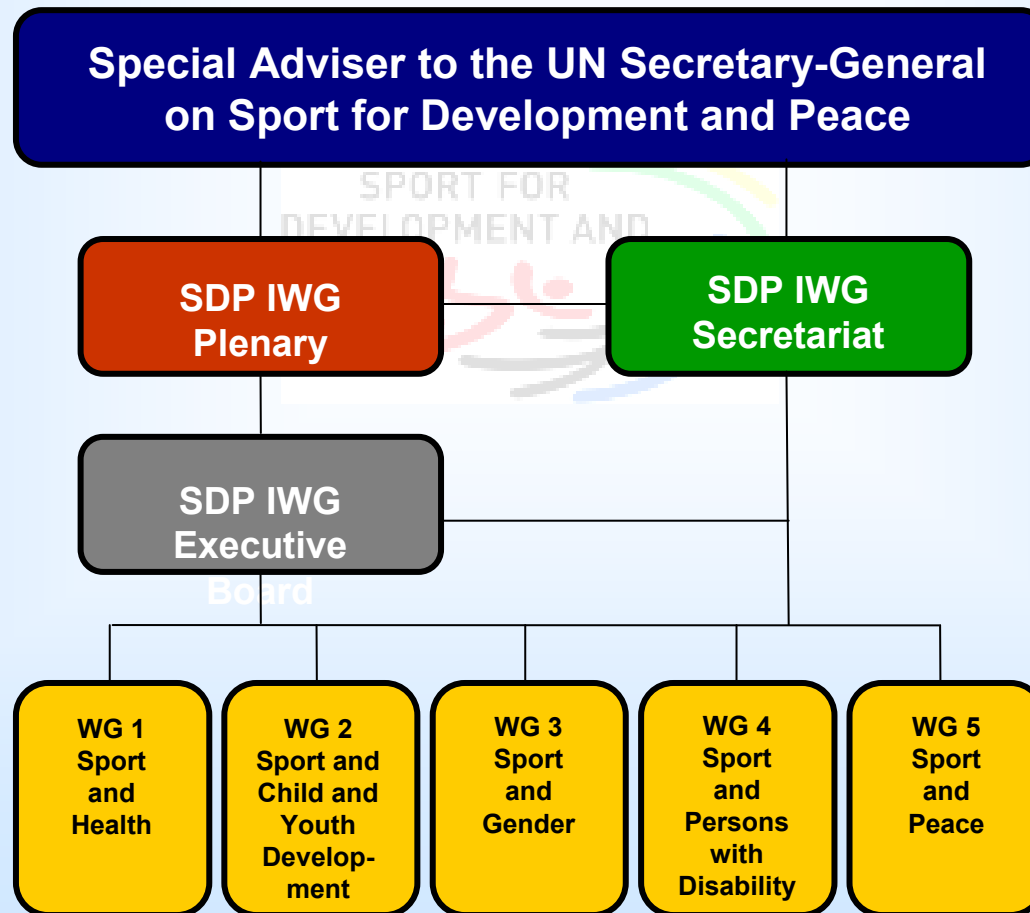
- **Gateway to UN Family**

- **Secretariat of the SDP IWG**



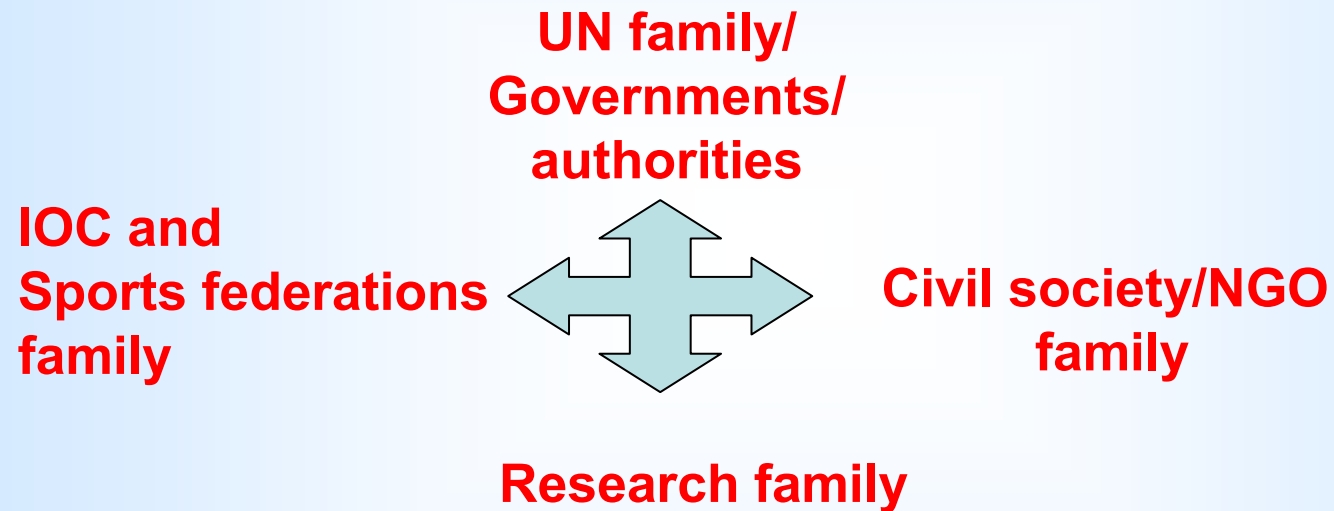
## Sport for Development and Peace International Working Group

### Mainstreaming sport in development





## Partners in Sport and Development



**Example**  
*Guinea*



# Challenge

(both in developed and developing countries)



***Translate commitments into action***

***Then the dream will be reality***



**THANK YOU FOR YOUR ATTENTION**



For further information:  
<http://www.un.org/sport>