Play the Game Conference 2009

Sport/Development/Peace
Deam or reality?

The dream coming through

Poul Hansen, UNOSDP
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
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<th>MILLENNIUM DEVELOPMENT GOAL</th>
<th>CONTRIBUTION OF SPORT</th>
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| 1. Eradicate extreme poverty and hunger | • Participants, volunteers and coaches acquire transferable life skills which increase their employability  
• Vulnerable individuals are connected to community services and supports through sport-based outreach programs  
• Sport programs and sport equipment production provide jobs and skills development  
• Sport can help prevent diseases that impede people from working and impose health care costs on individuals and communities  
• Sport can help reduce stigma and increase self-esteem, self-confidence and social skills, leading to increased employability |
| 2. Achieve universal primary education | • School sport programs motivate children to enroll in and attend school and can help improve academic achievement  
• Sport-based community education programs provide alternative education opportunities for children who cannot attend school  
• Sport can help erode stigma preventing children with disabilities from attending school |
| 3. Promote gender equality and empower women | • Sport helps improve female physical and mental health and offers opportunities for social interaction and friendship  
• Sport participation leads to increased self-esteem, self-confidence, and enhanced sense of control over one’s body  
• Girls and women access leadership opportunities and experience  
• Sport can cause positive shifts in gender norms that afford girls and women greater safety and control over their lives  
• Women and girls with disabilities are empowered by sport-based opportunities to acquire health information, skills, social networks, and leadership experience |
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| 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 |
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| 7. Ensure environmental sustainability | - Sport-based public education campaigns can raise awareness of importance of environmental protection and sustainability  
- Sport-based social mobilization initiatives can enhance participation in community action to improve local environment |
| 8. Develop a global partnership for development | - Sport for Development and Peace efforts catalyze global partnerships and increase networking among governments, donors, NGOs and sport organizations worldwide |
### SOME WAYS THAT SPORT FOR DEVELOPMENT AND PEACE CAN REDUCE PUBLIC COSTS

| Increased physical activity levels | • Reduced health care costs associated with chronic diseases and mental illness  
| | • Reduced costs to individuals from lost work and health care expenses incurred due to illness  
| | • Reduced employer payroll costs due to reduced absenteeism  
| | • Economic benefits from improved productivity  
| Higher childhood vaccination rates | • Reduced health care costs due to reduction in preventable childhood illnesses  
| | • Reduced productivity losses due to absences by family members to care for sick children  
| Reduced adolescent health risk behaviour | • Reduced health care costs due to reduction in high-risk adolescent pregnancies  
| | • Reduced health care costs arising from diseases linked to smoking  
| | • Reduced health care and policing costs from reduced alcohol and drug use  
| Improved HIV prevention knowledge | • Reduced health care and productivity costs as a result of fewer HIV infections  
| Increased access to reproductive health information and services | • Reduced health care costs due to improved maternal and infant health  
| Increased school enrollment and attendance | • Increased economic productivity and reduced social costs due to better educated and more employable youth  
| Acquisition of transferable skills by youth | • Increased productivity and reduced social costs due to higher youth employment  
| Prevention of youth crime and involvement in armed militia and gangs | • Reduced policing and security costs and reduced costs to victims of crime due to lower crime rates and less militia/gang activity  
| Increased employability of persons with disabilities | • Reduced cost pressure on families and income-assistance programs due to increased employment among persons with disabilities  
| Job creation through sport equipment manufacturing | • Reduced cost pressure on income assistance programs and increased productivity from increased employment and skills training  

Sport in aid and development programmes
UN Office on Sport for Development and Peace

project-air.org
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
Mainstreaming sport in development

Special Adviser to the UN Secretary-General on Sport for Development and Peace

SDP IWG Plenary

SDP IWG Secretariat

SDP IWG Executive

WG 1 Sport and Health

WG 2 Sport and Child and Youth Development

WG 3 Sport and Gender

WG 4 Sport and Persons with Disability

WG 5 Sport and Peace
Partners in Sport and Development

UN family/
Governments/
authorities

IOC and
Sports federations
family

Civil society/NGO
family

Research family

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