



# SPORT FOR DEVELOPMENT AND PEACE

Alison Qualter Berna, UNICEF

For every child  
Health, Education, Equality, Protection  
**ADVANCE HUMANITY**

unicef 

# Sport for Development & Peace

## Sport as a means and an end

- Broadly defined (play, recreation, physical activity)
- Sport as a *means* - programs directly and indirectly target achievement of Millennium Devt Goals
- Sport as an *end* - Right to play, CRC article 31

## Sport as tool for UNICEF

- Programs are youth-focused and address participation
- Fosters partnerships (world of sport, govts, NGOs)
- Benefits in programming, advocacy, fundraising

# United Nations Inter-agency Task Force on Sport

## **UN Task Force on Sport for Devt & Peace**

- Convened by UN Secretary-General (October 2002-April 2003)
- Co-Chairs UNICEF Exec Dir Carol Bellamy and Adolf Ogi, Special Advisor on Sport to the UN Secretary-General
- UN agencies on the Task Force – WHO, ILO, UNESCO, UNDP, UNV, UNEP, UNICEF, UNAIDS, Mr Ogi's office
- Secretariat: NGO Right To Play
- Report positively received by UNSG, public launch of report at United Nations, NY, 17 September 2003

# Benefits of Sport and Play

Participation

Teamwork/cooperation

Physical fitness/health

Confidence/Self-esteem

Positive outlet/ Forum for expression/ Psychosocial

Awareness and respect for body, self, others

Resilience

Communication, social interaction, interpersonal skills

Tolerance/ Conflict resolution skills

Structure/ Keeps kids off the streets

Integrates communities, families.....

# Programme Links

## **Sport and Child Protection**

- Sports teams/ play areas provide safe and supportive environment for expression
- Provision of healthy alternatives, drug and alcohol prevention, offers structure, care for orphans

## **Sport and Conflict/Peace**

- Offers children sense of normalcy, security
- Supports process of dispute resolution and confidence-building between communities, critical aspects for young people
- Builds tolerance, bridges ethnic divides

# Programme Links

## **Sport and Education**

- Enhances child's learning and achievement
- When sport programs offered, demonstrated lower rates of school drop-out

## **Sport and HIV/AIDS**

- Addresses 4 components - knowledge, life skills, access to services, safe environment
- Forum for education on prevention
- Particularly effective in care and support for orphans by providing structure and giving young people their right to play

# Programme Links

## Sport and Health

- Physical Health: For every \$1 spent on sports-related programs, \$3 saved on public health care costs -WHO
- Mental Health: Healthy body = healthy mind

## Sport and Immunisation

- Social Mobilisation value of sport - an effective tool during national immunisation campaigns
- Zambia measles campaign in June with RTP, FIFA-UNICEF “Kick Polio out of Africa,” etc

# Communications through Sport

Communications through sport programmes have long-term effects beyond events

- Messages taught to children and adolescents during sport practice (role of coaches, peer education)
- Role models developed
- HIV/AIDS prevention language in coach training manuals, etc

# Communications through Sport: Social Mobilization

Sport is an effective tool to support social mobilization efforts at local/regional levels

- Sports festival in Ghana gathered hundreds of people from rural areas into district centre and allowed UNICEF to immunize 4000 people in one day
- June 2003 measles campaign in Zambia is using sport as a vehicle to gather communities and address the importance of immunization

## Role of Athlete Goodwill Ambassadors

- powerful role models for youth
- over 30 athlete GWAs for UNICEF nationally, globally

# UNICEF Partners in Sport

## **FIFA**

- Over 75 national football associations working with UNICEF country offices on key development issues
- *Global partnership issue*: Girls education, HIV/AIDS
- \$100,000 donation for sport-in-a-box kits (girls football prog)

## **International Olympic Committee**

- Many of the 199 National Olympic Committees in partnership with UNICEF country offices on key development objectives
- *Global partnership issue*: Child and Adolescent Participation and Development through Sport, Support for children affected by conflict

## **Volleyball Federation**

- 2003 programme for children in Iraq– sending equip, coaches

# Examples of national partners with global implications

## **Manchester United** (“United for UNICEF”)

- UK Natcom partnership with major global applications
- *Partnership issue*: Child Protection
- United for UNICEF has raised over 1million pounds for UNICEF
- Half of these funds were pledged to education projects in India, in particular West Bengal. To date, U4U has supported the training of 841 teachers and helped to equip almost 850 alternative learning centres. Over 350,000 boys and girls have for the first time been provided with a primary school education.
- U4U also supported the Gujarat Emergency appeal after the earthquake Jan/Feb 2001.

# Examples of national partners with global implications

## **NBA / WNBA**

- US Fund for UNICEF partnership with major global applications
- *Partnership issue*: Education
- Basketball without Borders clinic in 2003 used basketball as tool to address HIV/AIDS prevention among youth

## **Feeynoord Football Club**

- UNICEF Netherlands partnership
- Feeynoord Academy in Ghana focuses on UNICEF's Right to Know initiative, using football as a vehicle to address HIV/AIDS prevention among youth through peer-to-peer education

## **Cricket Council**

- UNICEF India - "Bowl Out Polio"

# Communications through Sport: Events

Events provide UNICEF with opportunities to deliver messages to diverse audiences, work with global media, broadcast UNICEF PSAs, highlight successful partnerships and raise awareness about sport for development projects in countries

Convening power of sport

- Opportunities to communicate UNICEF messages at Global and Regional Sporting Events
- World Cup, Olympics, Paralympics, All Africa Games, etc
- Events provide ideal forum to communicate messages at local, national, regional global levels
  - Performances during half-times, videos at competition venues, PSAs, publications, etc

# Global Events in 2003

## **Fox Kids Cup 2003 in Netherlands**

- Annual football tournament for girls and boys under-13 in 20+ countries. An international event with a 6-month national mobilisation of youth on the issue of girls education.
- *Partnership issue*: Girls education “Go, Girls! Education for Every Child”

## **Manchester United Summer 2003 Tour in USA**

- “United for UNICEF” –partnership with UK Committee for UNICEF
- Partnership since Nov 1999, Issue is Child Protection
- Manchester United to play in USA 22 July – 3 August as part of the “Champions World 2003 Summer Tour” of European Football Clubs (Man Utd, AC Milan, Barcelona, Celtic, Club America). All games are dedicated to UNICEF.

# Global Events in 2003

## FIFA Women's World Cup 2003 in USA

- Games are dedicated to UNICEF Girls Education “Go,Girls! Education for Every Child”
- 11 October 2003 is “*Global Girls Football Day*” promoting global action to raise awareness about girls education and increase access of sport to girls
- UNICEF to participate in FIFA Women and Football symposium and related events during the WWC USA games
- FIFA donated \$100,000 to UNICEF and procured 600 Sport-in-a-Box kits aimed at increasing sport programmes for girls

“Very often the normalcy of sports is the most important thing a child needs...Sports is an international language, and so it brings a credibility about the importance. Sport helps people come together. Sports is a language children understand, and this is a way to inform, to educate, to bring in, to make young people feel less vulnerable.”

- Carol Bellamy, UNICEF Executive Director, at an Olympic Aid Roundtable, 2002 Olympics



UNICEF

Sport for Development and Peace