

Sport Development (SD)

Concentrates on developing athletes, coaches, officials, structures, institutions and facilities involved in organised sport; commercial sport, high performance sport.

Sport for Development and Peace (SDP)

Defined as the intentional use of sport, physical activity and play to attain specific development and peace objectives, including, most notably, the UN Millennium Development Goals [and the Post-2015 Agenda]. (SDPIW/GG, 2008)

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SDG's



General background factors
Culture
Resources
Systems
Policies
Wealth
Social cohesion
Media
Other.

Environmental factors
Landscape
Climate
Chemical
Human-made

Socio-economic characteristics
Education
Employment
Income
Family neighborhood
Access to services
Other

Knowledge and attitudes

Health behaviors
Dietary behavior
Physical activity
Tobacco use
Alcohol consumption
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Street League

LOCATION: London, Glasgow, Newcastle

FIELD OF WORK: anti -discrimination & social integration

TARGET GROUP: disadvantaged and homeless people

The programme :

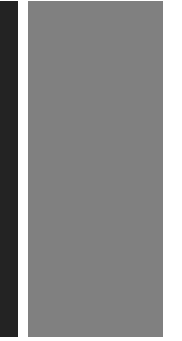
- helps build confidence,
- improve health,
- extend social networks,
- develop skills towards
long-term education,
employment & independence .



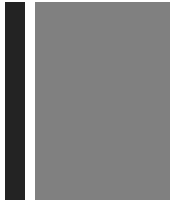
Sport for Development

- Youth and community development
- Health
 - NCD prevention
 - Obesity
 - Healthy eating
 - Physical activity
 - Tobacco, other substances
 - STI's/HIP008 Td Tw -0.

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Complex social problems require innovative solutions



Football United
A program increasing social
cohesion in vulnerable communities
in Australia

Original objective

Enable newly arrived to settle safely and
feel welcome

Original objective

Enabling newly arrived to
join the scene

- Too hard – not HR cost –
effective

Issues

Financial

Cultural

Logistic





Society is changing