

# Sport as an Intervention: What Do We Want from Sport?

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## Development for Sport



Creating the necessary physical, economic, and social infrastructures to grow and sustain sport programs and events

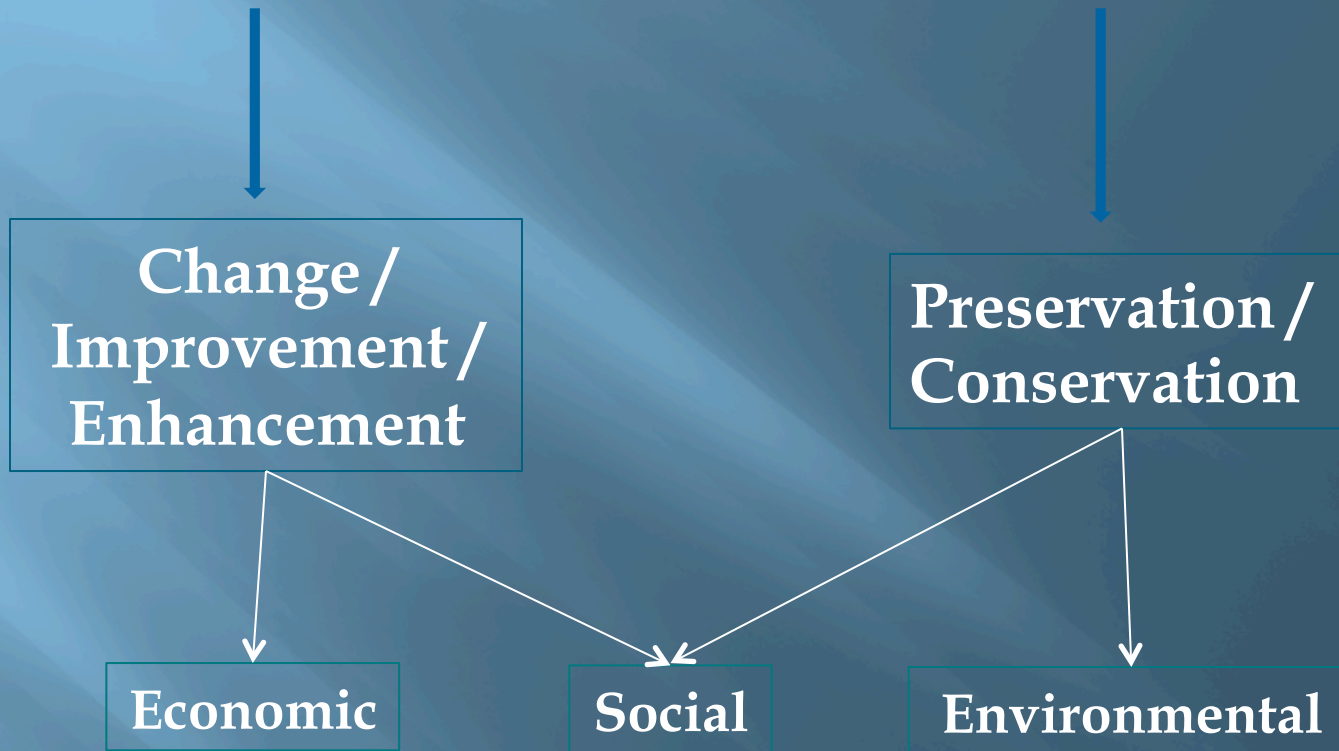


## Development via Sport



Using sport to enhance the economic, social, and/or environmental conditions of the community, region, and/or nation

# Development via Sport



# Some Example Programs

9 different types of programs, each having  
at least one of 3 different objectives, and  
using at least one of 3 different approaches



# Sport as an Attraction (Hook) for Economic Development



# Sport as an Attraction (Hook) for Health / Healthy Behaviors





# Sport as an Attraction (Hook) for Improving Social Relations



# Sport as a Source of Analogies for Economic Development





# Sport as a Source of Analogies for Health / Healthy Behaviors

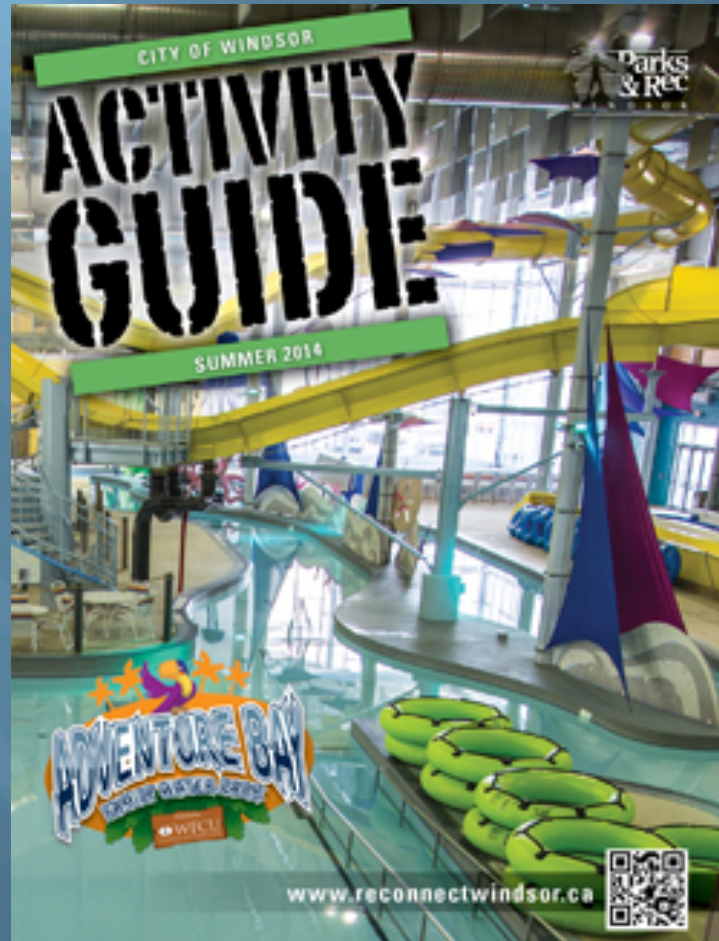




# Sport as a Source of Analogies for Improving Social Relations



# Sport as an Escape/Distraktion for Economic Development





# Sport as an Escape/Distraction for Health / Healthy Behaviors



# Sport as an Escape/Distraction for Improving Social Relations



# Why sport?

## What is the value added for development?



**Beware of (overusing)  
extrinsic rewards**

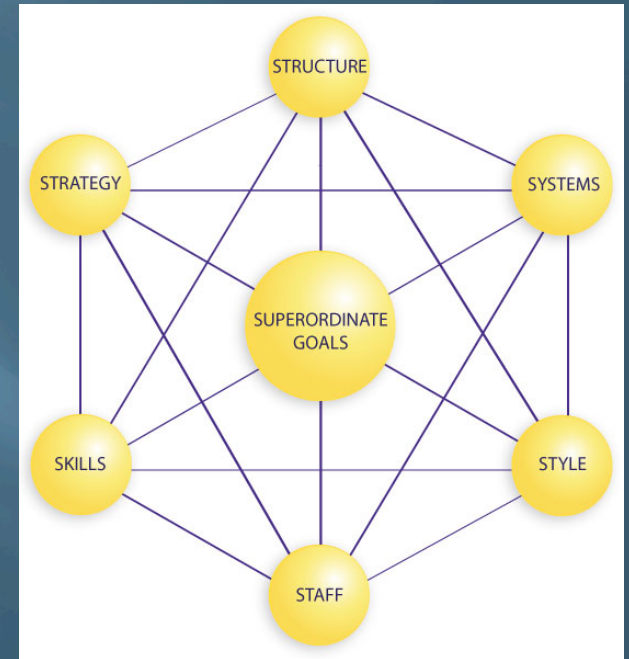


# Why sport?

What is the value added for development?



(sometimes) in  
the context  
of (well  
structured)  
superordinate  
goals



**Beware of the dark side of competition**

# Sport's effects can be negative



→ It is not the fact of sport; it is how we design, implement, and use it

**Beware of  
sport  
evangelists**

	<b>Sport as a hook</b>	<b>Sport as (a source of) analogies</b>	<b>Sport as distraction (or incompatible behavior)</b>
<b>Economic development</b>	e.g., sport events	e.g., place branding via sport	e.g., lifestyle enhancement
<b>Health</b>	e.g., anti-HIV programs in South Africa (and elsewhere)	e.g., protecting the ball, wicket, plate like protecting self	e.g., promote (playful) physical activity
<b>Social integration (&amp; conflict resolution)</b>	e.g., programs that include group discussion sections and/or cultural training	e.g., use of teamwork examples and metaphors	e.g., creation of blended teams and leagues

# Different situations call for targeted and tailored approaches

Sport for development programs must be tailored to the specific conditions, needs and objectives at the target location.

There is no one-size-fits-all approach to sport for development (even though some organizations pretend that there is).



# So....

1. Have a logic model
  - a. Multi-pronged interventions needed
  - b. Necessity *AND* sufficiency
    - a. Sport may be facilitative but it may not be necessary or sufficient.
2. Evaluate throughout
  - a. Formative
  - b. Monitoring
  - c. Outcome



# Key Ideas

- ▣ Developing for sport (*sport development*) needs to be differentiated from developing via sport (*sport for development*) although the two are related.
- ▣ Sport for development is ultimately a triple bottom line concern.
- ▣ Sport's potential for development builds from its hedonic character in its superordinate goals
- ▣ Sport is a double-edged sword. There can be negative as well as positive aspects associated with it.
- ▣ It is useful to understand differences among sport for development programs in terms of a 3 X 3 matrix: (economic development, health, social development) X (sport as hook, sport as analogy, sport as distraction/escape/incompatible behavior)
- ▣ Sport for development programs must consider differences in local needs, resources, problems, and contexts.
- ▣ Tailoring sport development programs can be assisted if adequate professional program evaluation is built in.