



Football  
United

# *Creating Chances for Youth through the Power of Sport*

## **Promoting Equity and Empowerment for Youth, through**

- Sport for Social Change (S4SC)**
- Illustrating connection between S4SC and HP**
- Social Enterprise as a path to sustainability**

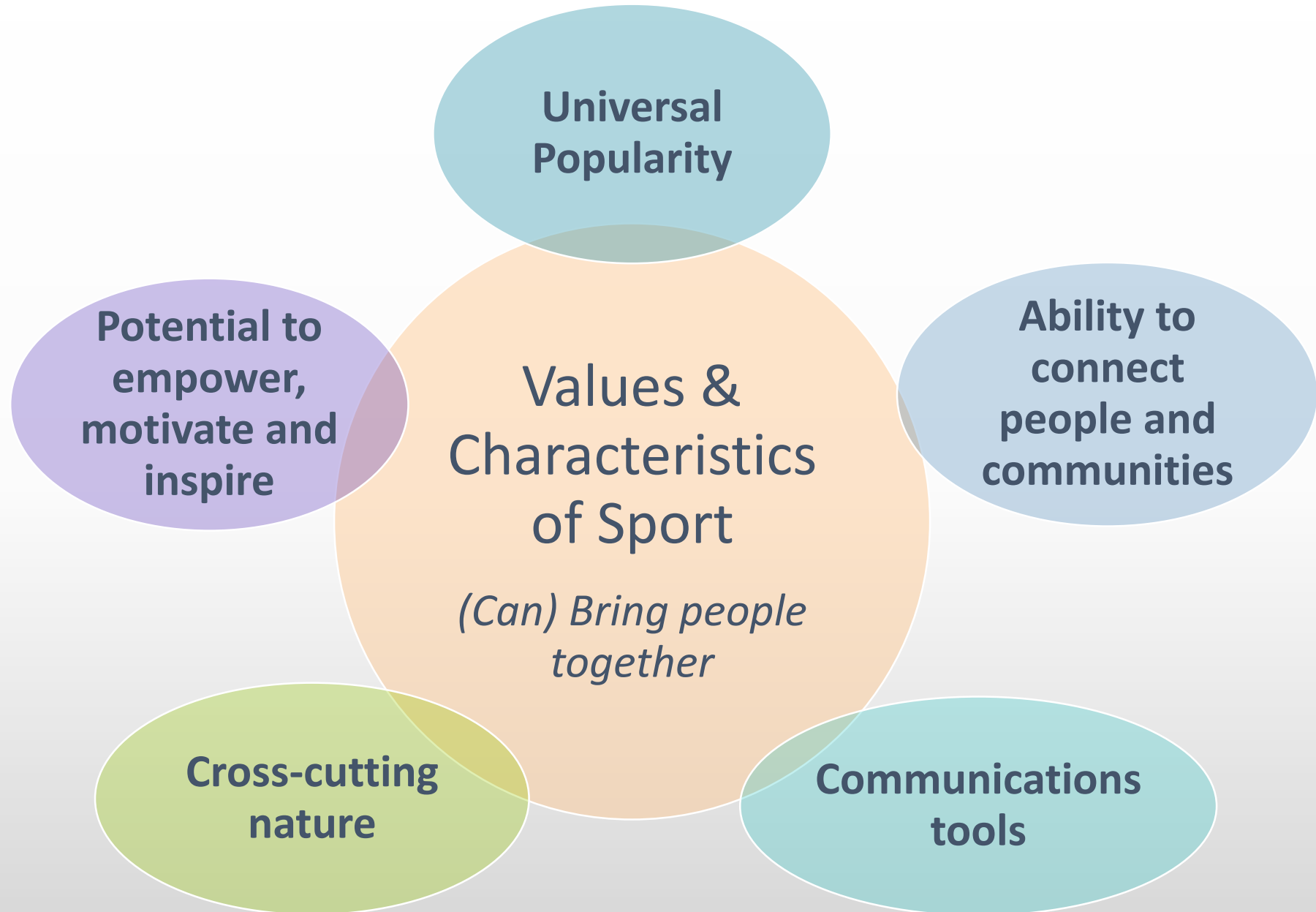
# Sport for Social Change (S4SC)

## Sport for Good, Sport for Development and Peace,

*“Sport has the power to change the world...it has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than government in breaking down racial barriers.”*

*Nelson Mandela,  
Laureus World Sport Awards, 2000*





# Sport for Social Change (S4SC)

## Development of Sport

*Focus on the 'business'*

- increased participation, removal of barriers to sports participation
- development of training and support of leaders and coaches
- Development of sporting infrastructure & sustainable sporting organisations
- Concentrates on developing athletes, coaches, officials, structures, institutions and facilities involved in organised sport; commercial sport, high performance sport.

## Sport for Development and Social Change

*Focus on promoting equity and social justice*

- defined *'the intentional use of sport to exert a positive influence on public health, the socialisation of children, youth, and adults, the social inclusion of the disadvantaged, the economic development of regions and states, and on fostering intercultural exchange and conflict resolution'* (Peachy, Lyras, and Welty, 2011, p. 311).
- uses sport's ability to bring young people to achieve the aims of social/health programs
- address a number of broader social issues - values of harmonious and cohesive society, gender equity, general education, general fitness & healthy life style
- Non-sporting outcomes & contributes to SD

## Timeline of key highlights in S4SC on global stage

- 1978 → Sport and physical education is recognized as a fundamental human right
- 1979 → Right of women and girls to participate in sport is affirmed
- 1989 → Every child's right to play becomes a human right
- In 1991 → Heads of The Commonwealth Governments acknowledged the unique role of sport in eliminating poverty and promoting development.
- 1994 : Olympic Aid : following Lillhammer Winter games : mostly funding support to disadvantaged areas of the world
- 2003 → UN GA adopted a resolution affirming its commitment to sport as a means to promote education, health, development and peace; established UN Office on S4DP (UNOSDP)
- 2015 → UN formally acknowledges S4SC role in addressing the in SDG's





# S4SC

## Sport for Social Change Primary Theoretical bases

Health Promotion : overarching theoretical foundation :

- Social change theories
- Community development
- Positive youth development
- International development
- Conflict prevention and peace-building

## S4SC in Action: What does it look like?

- Holistic, socio-ecologic approach
- Mixed/multiple/varying
  - Health issues : single, holistic (HIV, nutrition, substance prevention)
  - Social inclusion, promoting social harmony, including disability
  - Addressing vulnerability including homelessness, social integration, back to work, rehabilitation,
  - Gender Equity and empowerment: 50% engagement objective
  - Focus on youth empowerment & capacity building : youth leader development core component; research has indicated that this element increased impact and more sustainable outcomes



2006



Creating chances for Youth through the magic of the global game



# Football United (FUn)

- Regular school & community-based playing, training
- Special events, festivals, residential retreats
- Creating Chances : Youth Leadership and Lifeskills training
- International engagement



- Unique University-community engagement
  - Research
  - Teaching
  - Advocacy
- Focus on sustainability in collaboration with Yunus Social Business for Health Hub

# FUn - Australia

From 2006 to date :

Youth Participants engaged: **5000+**

Youth leaders trained **500+**

Youth leaders employed within the programs: **60+**

Programs across 3 states; many dozens of communities





# Similar core activities to Football United Australia (adapted of course!)

Football United



State, National level Advocacy



Weekly Football Coaching at schools led by trained university student volunteers



Football-based Life Skills Development Facilitator Training

Football United Myanmar (2013-present)



Football-based life skills health education for youth with disadvantaged backgrounds

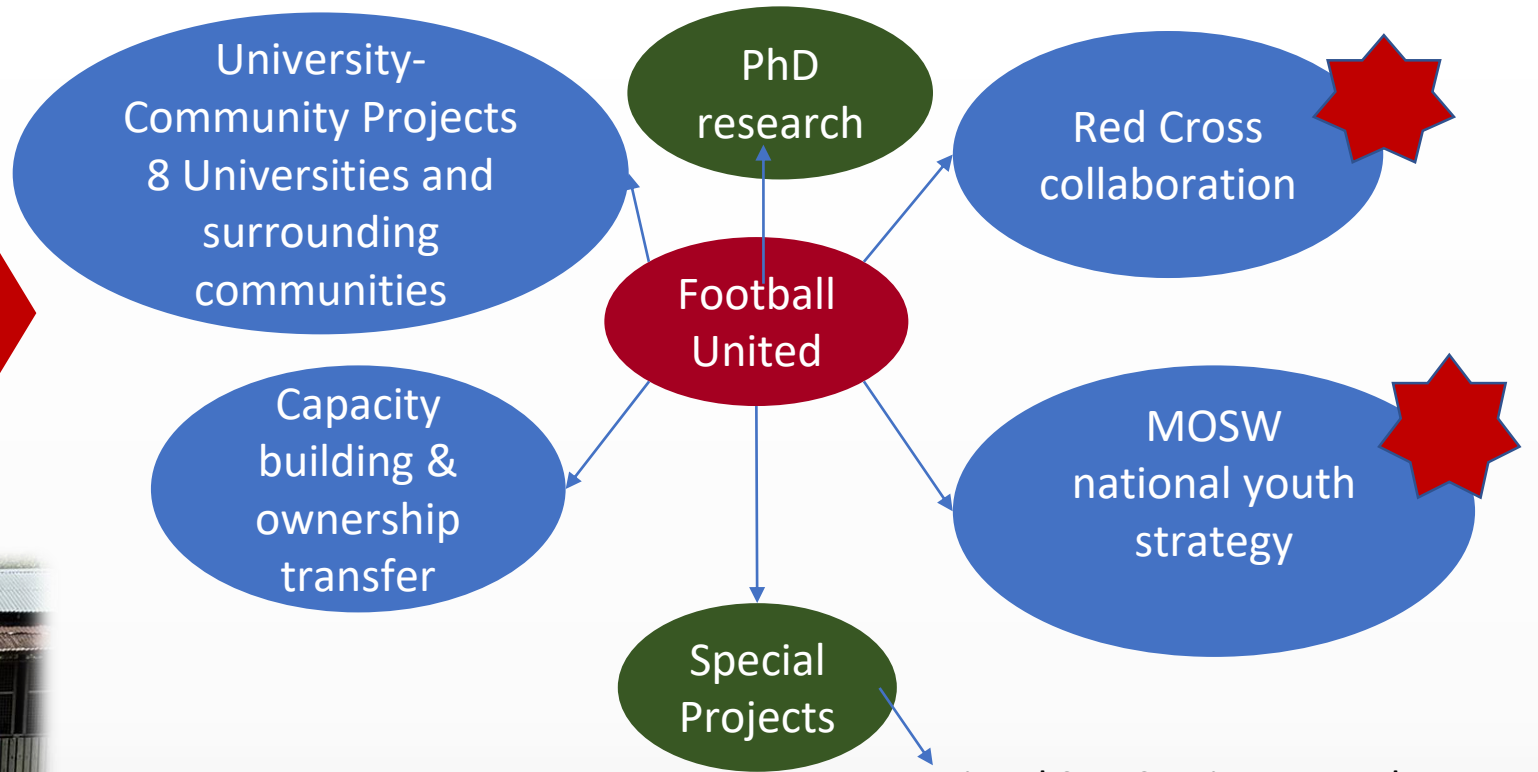


Football Festivals: university student volunteers apply community mobilisation and event management learning



Advocacy: Sport for Development Conferences

**Football United  
Myanmar  
(2013-present)**



- National S4D Seminars; youth Fora
- HIV Health Promotion
- International Youth Capacity Building
- Football for Peace Community Centre

**General MO**

**Football United : Training, technical support, research, teaching**

**Myanmar Red Cross – national, local implementation & support**

**University students – coaches, facilitators, project staff, eventually research**

**University staff – ongoing logistics, coordination support, eventually teaching & research**

## Measuring our impact:

- process monitoring
- quantitative/qualitative evaluations
- mixed methods research protocols

Football United® Research Report



## Global Research confirms that

*“Sport is a widely recognised platform for which to target the UN Sustainable Development Goals. S4SC organisations show that the specificity of a sport programme’s structure can reduce poverty, combat the HIV epidemic, encourage peace and reconciliation, increase educational opportunities, and deliver basic human rights to marginalized societies around the globe”*

(Burnett, 2016; Schulenkorf et al., 2016).

# M & E findings

## Australia : qualitative studies note consistent Pro-social impacts

*“Thanks to Football United, I have learnt to be respectful, tolerant and honest. I do think my positive attitude and behaviour has improved because I learnt to appreciate teamwork”.*

### Australia

Quantitative impact evaluations (pre/post model) with participants note consistently significant changes in :

- Optimism
- Resilience
- positive change in attitudes and engagement in school
- Pro-social behaviour
- Positive sense of belonging

Teachers (90% + in 2018) note positive impacts on :

- participants’ relationships with their peers
- school attendance
- students’ self-confidence
- improved the students’ relationship with teachers

<https://www.youtube.com/watch?v=nMjlpCHyVgQ&t=44s>

### Myanmar

Quantitative and Qualitative findings note Significant increases in:

#### Youth Participants:

- Sense of belonging
- Civic Attitude
- Social connectedness

#### Coaches :

- Decision Making
- Critical Thinking
- Communication
- Goal Setting
- Problem solving





## Exploration of Sustainable Funding Mechanisms

used by football for good organisations

- 125 organisations
- Few social enterprises
- 100% seek support to build sustainable funding options



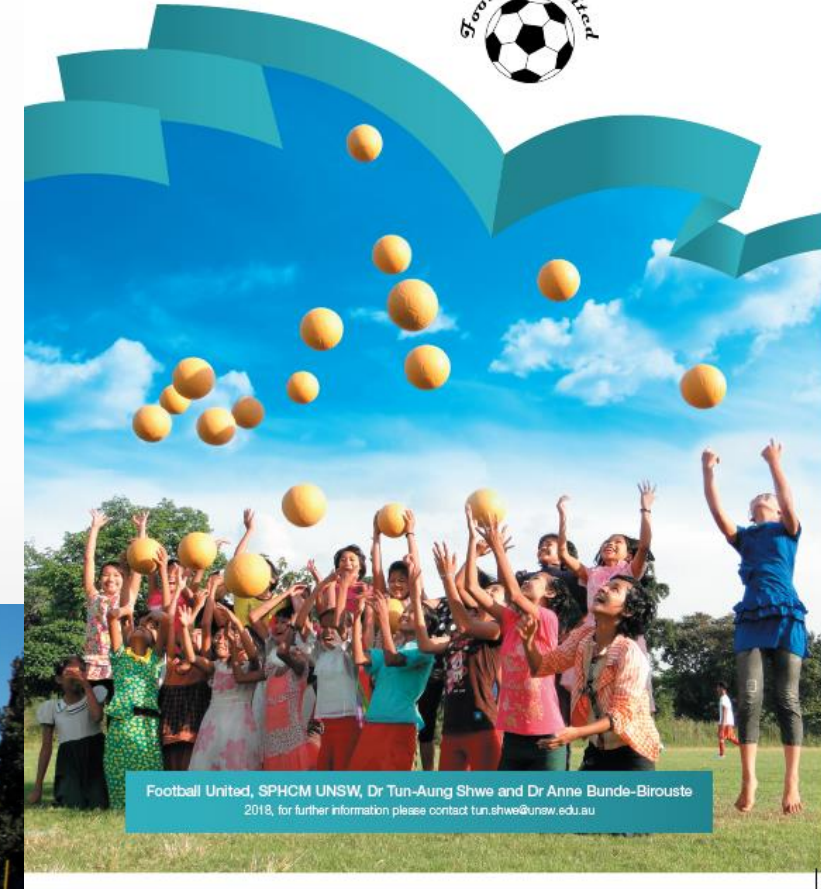
# Examples of research areas

Impact, Outcomes,  
Process evaluations  
Social cohesion  
Youth empowerment

FOOTBALL UNITED MYANMAR

## FOOTBALL FOR PEACE

2017 PROJECT EVALUATION REPORT



Football United, SPHCM UNSW, Dr Tun-Aung Shwe and Dr Anne Bunde-Birouste  
2018, for further information please contact [tun.shwe@unsw.edu.au](mailto:tun.shwe@unsw.edu.au)



SPHCM

**Where are they now? 5 year impact of FUn youth leadership training and program activities**



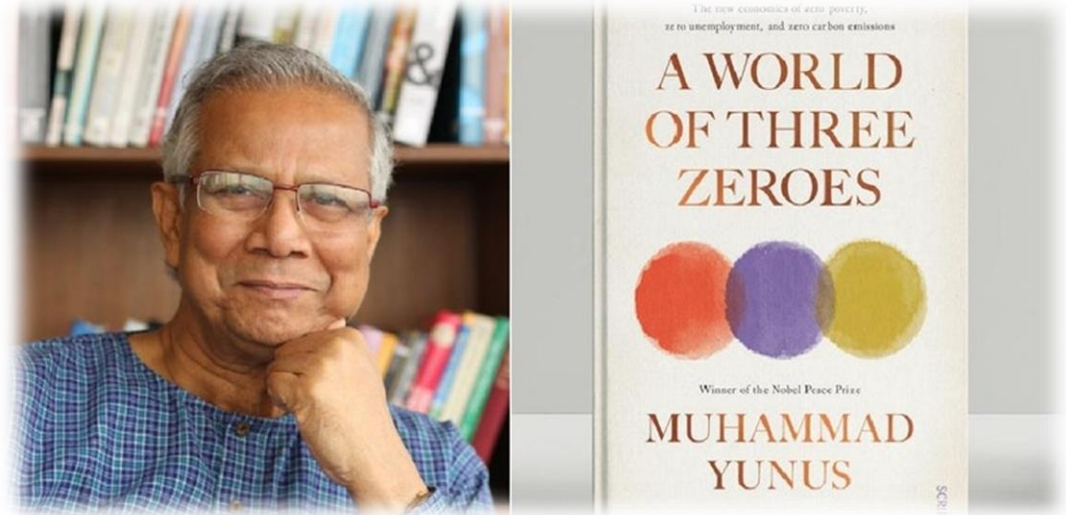
# Funding Mechanisms

- voluntary/donations
- corporate philanthropy : donations; CSR; partnering; sponsorship
- government grants
- social enterprise / social business
- crowd funding/fund raisers/etc...
- Mix (obviously)

## Social Business / Social Enterprise for sustainability in S4SC



*‘Once poverty is gone, we’ll need to build museums to display its horrors to future generations. They’ll wonder why poverty continued so long in human society-how a few people could live in luxury while billions dwelt in misery, deprivation & despair’.*



Muhammad Yunus  
Nobel Peace Prize Winner-2006

The main impetus is to **solve any specific social problem**

- using an initial source of funds to develop the business;
- the subsequent profits are reinvested.
- The positive social impacts are the outcomes to measure the success.



“Creating Chances helped me make a plan for my life”



Fiscal Health Promotion?  
Ref F Baum, 07/04/209



*Packaging our lifeskills training programs, developing teaching training for professional development education credit SE approaches also provide further training and employment to youth form S4SC programs*



# Football United Community Peace Centre

Hpa-an, Kayin State

- Seed funding UEFA Foundation
- Social Enterprise





- Football for HIV prevention
- Health promoting communities



Lesotho

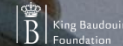


**Changing  
the industry!**

**COMMON  
GOAL**

FOOTBALL UNITED

Starting XI Brochure



<https://social-enterprise-assist.org/sea-video-unveiled/>



SPHCM





## *S4SC IS HP, Creating Chances for Youth*

Well-designed S4D program is  
able to:

- create supportive environments
- strengthen community actions
- develop personal skills

One of the best investments for  
social health is investing in S4D  
program.

<https://www.youtube.com/watch?v=PS3CV0yVSAg>





