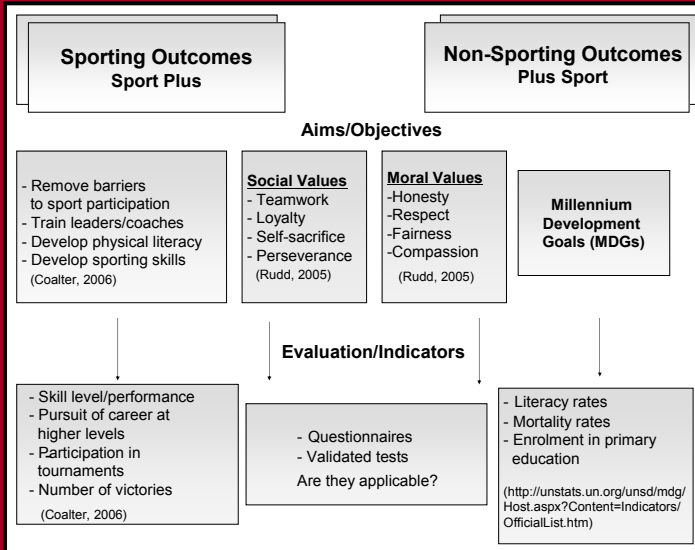




Introduction

"Sport in the sub-Sahara Africa is useless if it remains indifferent to the problems of the community."
(Oscar Mwaanga, EduSport Foundation, n.d.)
<http://www.sportanddev.org/data/document/document/153.pdf>



Coaching challenge 1

Prevent the shift of sport for development programs solely towards sporting outcomes and competition



A. Report by Organization A (2006)

Goal: Promote AIDS/HIV awareness

Indicators of success: - Number of victories, goals
 - Participation in large tournaments
 - League championships

"Joel is currently the top scorer with over 180 goals in 3 years. He is at present one of the success stories of the program."

B. Report by Organization B (2006)

Goals: - Reduce youth delinquency
 - Promote environmental awareness
 - Promote gender equality

Indicators of success: Development of talent

"Football can have positive impacts on the children's development as they might be able to make a living out of this sport."

C. Report by Organization C (2005)

Goals: - Break down prejudices against race, gender and tribe
 - Support partnerships and networking

Indicators of success: - Number of victories
 - Participation in tournaments
 - League championships

"What the Program has achieved so far: developed and managed the best girls sport program in the country. The united girls team has twice won gold in the Norway cup and has been the best football team for three years in a row in the National League"

Coaching challenge 2

Find indicators that effectively evaluate goals and objectives

Indicators Used:

- Number of participants
- Number of victories
- Personal testimony



Indirect

"The program has trained over 500 youth peer coaches who work with over 5000 young people in slums and rural areas." (Organization D)

Limit:

Although easy to collect, there is no way to determine whether behaviors or attitudes have been modified.

Possible Evaluation Instruments:

- Questionnaires
- Interviews
- Observation

Limits:

- Lack of resources (qualified researchers, funds)
- Self-selecting sample = Possible biased results
- Time consuming and labor intensive process

Coaching challenge 3

Develop programs that will give leaders and coaches the necessary tools to teach fundamental values

Peer Leaders/Coaches:

- Young people slightly older than the people they are coaching.

Do these young leaders possess the necessary skills to teach values, life skills, and develop character?

Coach Education:

- Basic coaching/leadership skills
- Interpersonal competencies
- Usually less than 1 week

Can coaches learn how to teach values and life skills during these condensed training sessions?

Is it reasonable to expect volunteer coaches to invest greater amounts of time in training given the peoples' struggle to meet basic human needs (housing, water, food, sanitation, medical care)?

Conclusion

- This presentation does not seek to undermine the work of NGOs around the world; their work is immensely valuable. Our goal is to demonstrate that there exist numerous challenges that coaches and sport programs need to be aware of. Working to overcome these challenges would aid in making positive strides towards the development of life skills, the promotion of positive youth development, and the attainment of the Millennium Development Goals in a coordinated and comprehensive manner.

- In order to achieve these objectives, enhanced coordination is needed between non-governmental organizations, the United Nations, researchers, and international partners, such as the ICCE.

