

CONTRIBUTION OF SPORT TO THE MILLENNIUM DEVELOPMENT GOALS¹

MDG	CONTRIBUTION OF SPORT
1. Eradicate extreme poverty and hunger	<ul style="list-style-type: none"> • Participants, volunteers and coaches acquire transferable life skills which increase their employability • Vulnerable individuals are connected to community services and supports through sport-based outreach programs • Sport programs and sport equipment production provide jobs and skills development • Sport can help prevent diseases that impede people from working and impose health care costs on individuals and communities • Sport can help reduce stigma and increase self-esteem, self-confidence and social skills, leading to increased employability
2. Achieve universal primary education	<ul style="list-style-type: none"> • School sport programs motivate children to enrol in and attend school and can help improve academic achievement • Sport-based community education programs provide alternative education opportunities for children who cannot attend school • Sport can help erode stigma preventing children with disabilities from attending school
3. Promote gender equality and empower women	<ul style="list-style-type: none"> • Sport helps improve female physical and mental health and offers opportunities for social interaction and friendship • Sport participation leads to increased self-esteem, self-confidence, and enhanced sense of control over one's body • Girls and women access leadership opportunities and experience • Sport can cause positive shifts in gender norms that afford girls and women greater safety and control over their lives • Women and girls with disabilities are empowered by sport-based opportunities to acquire health information, skills, social networks, and leadership experience
4. Reduce child mortality	<ul style="list-style-type: none"> • Sport can be used to educate and deliver health information to young mothers, resulting in healthier children • Increased physical fitness improves children's resistance to some diseases • Sport can help reduce the rate of higher-risk adolescent pregnancies • Sport-based vaccination and prevention campaigns help reduce child deaths and disability from measles, malaria and polio • Inclusive sport programs help lower the likelihood of infanticide by promoting greater acceptance of children with disabilities
5. Improve maternal health	<ul style="list-style-type: none"> • Sport for health programs offer girls and women greater access to reproductive health information and services • Increased fitness levels help speed post-natal recovery
6. Combat HIV and AIDS, malaria, and other diseases	<ul style="list-style-type: none"> • Sport programs can be used to reduce stigma and increase social and economic integration of people living with HIV and AIDS • Sport programs are associated with lower rates of health risk behaviour that contributes to HIV infection • Programs providing HIV infection education and empowerment can further reduce HIV infection rates • Sport can be used to increase measles, polio and other vaccination rates • Involvement of celebrity athletes and use of mass sport events can increase reach and impact of malaria, tuberculosis and other education and prevention campaigns
7. Ensure environmental sustainability	<ul style="list-style-type: none"> • Sport-based education campaigns can raise awareness of importance of environmental protection and sustainability • Sport-based social mobilization initiatives can enhance participation in community action to improve local environment
8. Develop a global partnership for development	<ul style="list-style-type: none"> • Sport for Development and Peace efforts catalyze global partnerships and increase networking among governments, donors, NGOs and sport organizations worldwide

¹ *Harnessing the Power of Sport for Development and Peace: Recommendations to Governments*, Right to Play, (Toronto: 2008), p 11-12.