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Leveraging Paraspport Events for Sustainable Community Participation

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Sport Canada Research Initiative



How does this fit with Canadian Sport for Life?



Research context



- ✧ Article 30 of UN Convention on the Rights of Persons with a Disability
- ✧ Barriers to participation
- ✧ Benefits of hosting
 - ✧ Access scarce resources (e.g. sport and recreation facilities, transportation)
 - ✧ Increase supportive services (i.e. coaching, volunteers, programs)
 - ✧ Potentially change attitudes about disability
- ✧ The Challenge
- ✧ Little empirical evidence

Focus



- Attitudes: A more positive attitude toward traits or behaviors, or not underestimating the potential quality of life of those with impairments
- Social support: resources, aids or positive discrimination to overcome them, for example providing a buddy to explain work culture for an employee with autism,
- Information: Using suitable formats (e.g. braille) or levels (e.g. simplicity of language) or coverage (e.g. explaining issues others may take for granted),
- Physical structures: Universal Design

Research aim & objectives



Research Aim:

- ✧ To examine how the hosting of different forms of sport events for persons with a disability are being leveraged to create opportunities for community participation, and influence community attitudes towards disability

Research Objectives:

- ✧ Compare and contrast social legacy tactics, strategies, and programmes
- ✧ Analyze spectator, volunteer, and community members' attitudes and awareness of disability
- ✧ Develop framework for leveraging parasport events to benefit participation opportunities

Parasport Legacy Research



“Events and the opportunities they present are merely the seed capital; what hosts do with that capital is the key to realizing sustainable longer-term legacies” (O’Brien, 2006: p. 258)



Commonwealth Games 2014 & Parapan Am Games 2015



Glasgow, Scotland (July 23-Aug 3, 2014)

- 5 parasports, 22 parasport medal events
 - Athletics, Swimming, Powerlifting, Lawn Bowls and Track Cycling
- Parasport athletes integrated
- Legacy planning as *a general process*



Toronto, Canada (Aug 6 – Aug 15, 2015)

- 15 parasport events
- Parasport athletes separated by time and space
- *Distinct* Legacy planning for Pan and Parapan Games

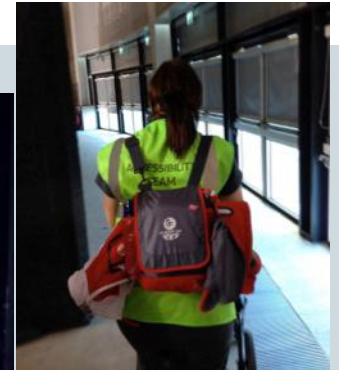


Research Methodology

Type of Evidence	Glasgow 2014 	ParaPan Am Games 2015 
Documentation	Bid Documents Glasgow City Council/ Scottish Legacy Framework	Bid Documents Social Capital Strategy Evaluation Reports
Physical Artifacts	Media Reports Marketing and Promotional Materials (Brochures, posters)	Media Reports Marketing and Promotional Materials (Brochures, posters)
Direct Observation	Observation of Glasgow 2014 parasport sport events	Observations of Toronto 2015 Parapan sport events
Semi-structured Interviews	24 Strategic interviews (OC, policy, disability sport)	Strategic interview
Targeted Interviews: On-site Surveys w/ volunteers & spectators	Scale of Attitudes towards Disabled Persons Glasgow Household Survey	Scale of Attitudes towards Disabled Persons



IT'S NOT JUST
ATHLETES AT
THE HEART OF
THE GAMES



- *Legacies will be felt throughout the pathway because of...*

- ✧ Accessibility
- ✧ Games
- ✧ Policy
- ✧ Education

Interim Results

Accessibility



Accessibility



- ✧ Games venue accessibility exemplary (seating 1.5 times IPC)
- ✧ Games-time experience of integrated events a great success: sensitive programming, explanation of classifications, knowledgeable audiences
- ✧ Travel and transport adequate – though pre-Games concern
- ✧ Permanent improvements to some venues – planned legacies (e.g. Hampden Park)

‘Hope’ that *the physical accessibility of the venues...may encourage people to come along and go to these places again*
(Accessibility & Inclusion Mgr, G2014)

Games



- Emphasis on quantity and quality of parasport competition and time to prepare (22 medal events)
- ✧ G2014 Ltd demonstrated ‘*evangelic*’ leadership in the sphere of parasport and wider advocacy for disability issues:
- ✧ BUT, recognition of Games delivery responsibility and limits of legacy expectations:

*We liquidate and wrap up the company in just a year's time.
We do enable it (legacy), we do support it, we do feed the
beast...so it's important that decisions we make have a direct
impact on the success (CEO, G2014)*

Strategies



- ❖ Physical Education Disability Inclusion; support coaches in Disability training SDS, targeted the 5 parasports. (Scottish Disability Sport)
- ❖ Develop enhanced pathways, support local clubs and secure better monitoring/evaluation data
- ❖ £6 million investment in dedicated parasport facility
- ❖ BUT diversion of resources away from established programming in favour of Games sport

Games / Volunteers

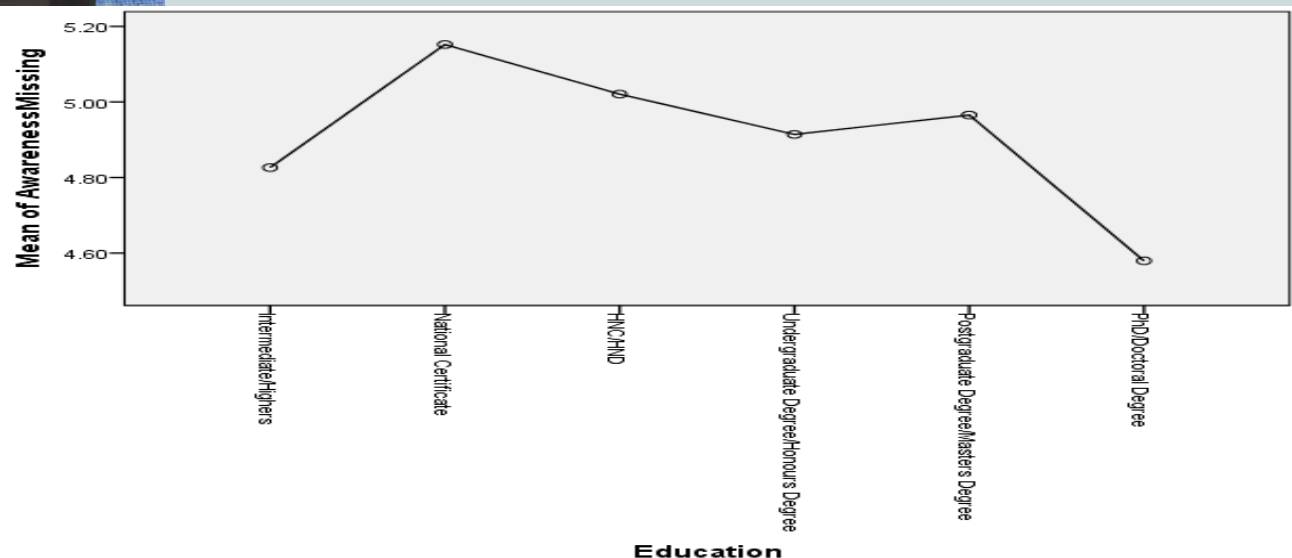


- Positive Pre-Games Attitudes (12 items; $\alpha = .74$; $\mu = 5.52$)
- High Levels of Awareness (4 items; $\alpha = .88$; $\mu = 4.9$)

Games / Awareness



- Pre-Games training; integrated marketing; messaging



$$F(5, 2628) = 2.50, p = .029$$

Pre-Post: Did the Games make a difference?



- Awareness of Integrated Event
 - Females Time 1: = 4.88, Females Time 2 = 6.14 ($p = .00$)
Significant increase in awareness post
 - Males Time 1: = 5.07, Males Time 2 = 6.08 ($p = .00$)
Significant increase in awareness pre-post
- Attitudes
 - Females Time 1: 5.83, Females Time 2 = 6.02 ($p = .00$)
Significant increase in attitudes pre-post
 - Males Time 1: 5.67, Males Time 2 = 5.89 ($p = .00$)
Significant increase in attitudes pre-post

Spectators



- Lower levels of awareness; less positive global attitudes
- High interest in disability sport
- 70% Games did not change attitude towards disability



Headline Findings: Sustaining legacies



- ❖ The absence of ‘specific’, ‘identifiable’ and ‘resourced’ strategies, tactics and programmes *beyond the Games*
- ✧ G2014 provided role models & positive media coverage BUT choice of parasports does not map easily onto host country sport participation or development pathways
- ✧ Investment to address the ‘mundane’, ‘everyday’ barriers to sustained community participation:
 - ✧ Pathways, coaching, transport, pricing, equipment



Conclusions and next steps



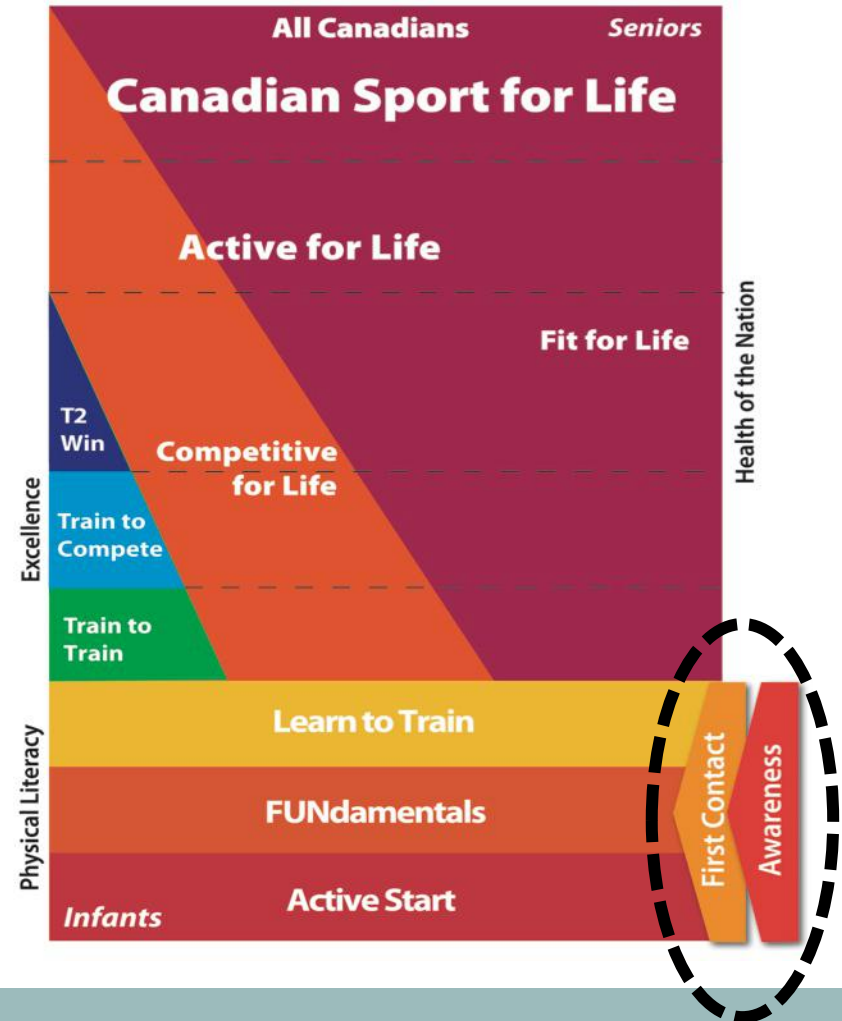
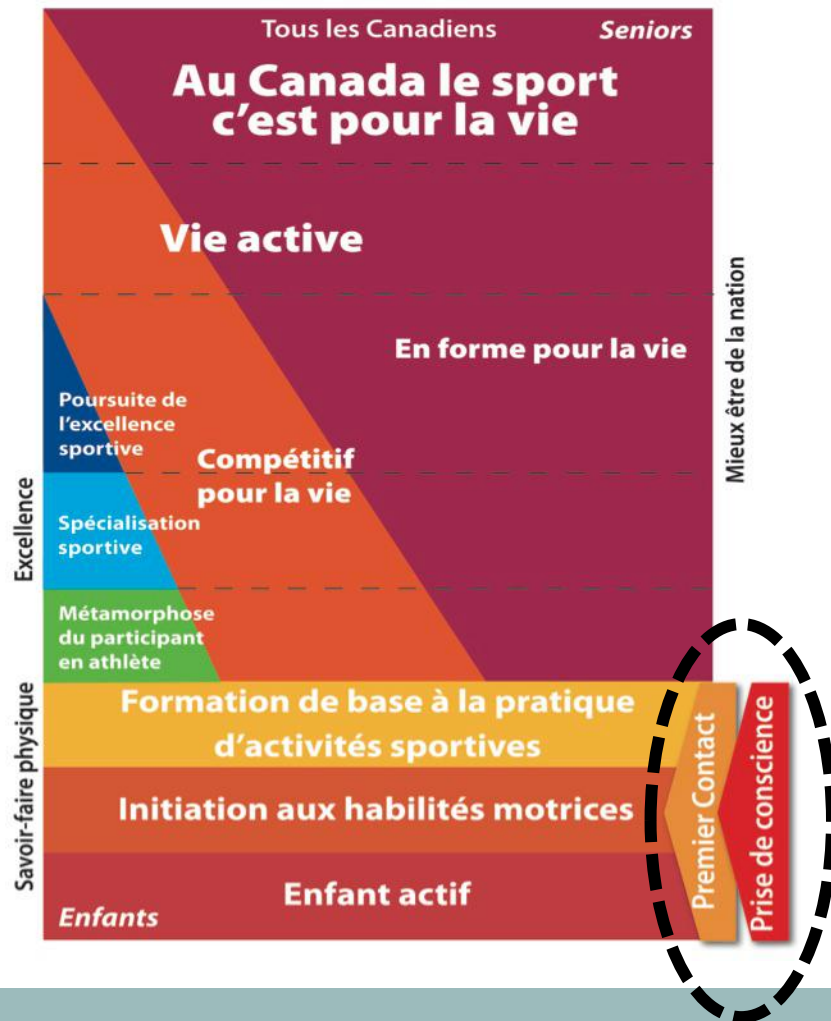
- ✧ Growing recognition of importance of social legacies
- ✧ Leadership is vital but Games-time effect needs pass to National and Local agencies
- ✧ Regional sport likely benefits most
- ✧ National investment for elite parasport but, where is the broader sport development infrastructure and coaching network to support that investment?

TO 2015 ParaPan American Games -In progress



- ✧ Triangulation of datasets (quantitative and qualitative)
- ✧ Follow up empirical work in Glasgow/Scotland:
 - ✧ Repeat GHS – March 2015
 - ✧ Follow up strategic interviews – April 2015
 - ✧ Accessibility audit of Games facilities – May 2015
- ✧ Emulate with non-integrated event: Parapan American Games Toronto 2015

Emphasis on Awareness and First Contact



TO 2015 Parapan American Games -In progress



- Narrowing of scope is absolutely necessary
- Partnerships/coordination are critical to success – remove silos and build capacity
- Event-Themed programming specific to municipalities focus on constraints – greatest likelihood of success
- Consider: HOW CAN WE REMOVE SOME OF THE UNINTENTIONAL BARRIERS??



What Have we Learned Thus Far...



- Initial enthusiasm for legacy may not translate into action...**but small steps can make a BIG change**
- Events are powerful tools to advance this social change agenda
- **Capacity building and system integration** is critical to success
- Communities should drive the agenda for parasport development – IF ITS NOT RELEVANT AT A LOCAL LEVEL THEN IT WON'T BE SUSTAINABLE

Where do we go from here...

WHAT CAN WE MEASURE?



- Participation Numbers over a long term
 - Need partners willing to track participation numbers, registrations, pathways
- Pathways to participation – negotiation of constraints and barriers (e.g. awareness, attitudes)
- Sustainability – Fit with Master Recreation Plan; AODA; Canadian Sport for Life
- Systems and Structures – (i.e. sport development and supports)
- **CONSIDER HOW ‘SUCCESS’ WILL BE DETERMINED!**

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Thank you!

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