



R184 – Contemporary Issues in Sport (Part 1)

Name _____

Class _____



Topic Area 1: Issues which affect participation in sport

Topic Area 2: The role of sport in promoting values

Barriers to participation in sport can include:

- Limited time available to participate
- Cost of participation
- Lack of provision or accessibility
- Discrimination



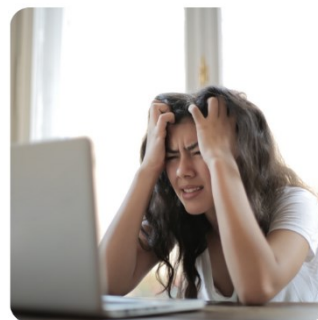
The table below outlines some of the groups of people within society. Fill in the table by listing some of the barriers to participation

Group	Barriers to sporting participation
Gender	
Ethnic Groups	
Retired People/Over 60s	
Families with Children	
Carers	
People with family commitments	
Young Children	
Teenagers	
People with Disabilities	
Parents (Singles or couples)	
People who work	
Unemployed/Economically Disadvantaged people	



The table below looks at some of the barriers to participation in sport. For each barrier, outline some of the groups within society who will be impacted. Look back at the information on the previous page to help you.

Barrier to Participation	Which group(s) does this barrier have an impact upon?
Employment & Unemployment	
Family Commitments	
Lack of Disposable Income	
Lack of Transport	
Lack of Positive Sporting Role Models	
Lack of Positive Family Role Models & Family Support	
Lack of Appropriate Facility Provision	
Lack of Awareness of Provision	
The Lack of Media Coverage (particularly equal coverage across different gender and ethnic groups)	



Strategies that can be used to improve participation in sport can be categorised into three areas:

- Provision
- Promotion
- Access

Provision refers to sport being available. For example, provision could be given by a local sports centre who put on a tennis session once a week.

Who provides the sports and activities that you and your family take part in?

Provision can be split into four categories:

Appropriate Programmes. Sessions. Activities. Available times for different user groups.

A leisure centre has been asked to provide sport and exercise for 10-11 year olds during the school holidays. Give some examples of the types of sessions that they could provide.



How can a tennis club make sure that they are providing available court time to people of all ages?

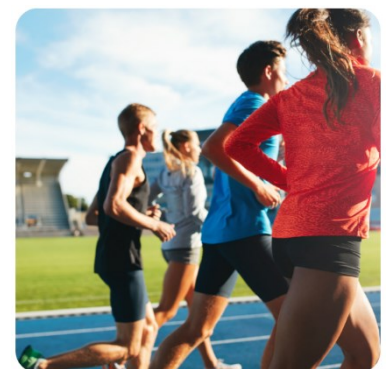
Promotion refers to the advertising and marketing of sports. This might be targeted at certain groups. Promotion can include advertisements, initiatives, incentives and taster sessions.

How can promotion be used to encourage more females to participate in sport?



How can an advertising campaign use a role model to encourage more young people to participate in rugby?

An athletics club has seen a reduction in members over the past year. Give an example of an initiative that they can put in place to encourage people to take up the sport of athletics.



Access refers to sport being accessible for all people.

Why isn't golf seen as being a sport with high accessibility? Which sports have higher access levels to the wider population?



Access to sport can be improved by:

- Improving transport availability
- Improving availability of facilities and equipment
- Creating access to facilities for all user groups
- Creating appropriate pricing for all user groups

A small town has a brand new swimming pool. How can the council make sure that everybody has access to this facility?



Popularity of sports in the UK varies from one sport to another.

The factors shown below can all have an impact on the popularity of a particular sport.

1. **Environment** – the lack of optimum conditions can reduce participation. For example, the lack of _____ for winter sports such as _____ can make the sport less popular.



2. **Media Coverage** – Some sports like football get more exposure than sports like _____.

The media increases spectatorship and participation. But, how can it dissuade people from taking part in sport?



3. **Spectatorship** – If there are opportunities to watch both in person (live) and on TV, the sport will be more popular.



However, if the crowd is being violent, how would this impact the popularity of the sport?

4. **Social Acceptability** – Some people might not find it ethically acceptable to play some sports. Suggest why the following sports might be unacceptable:



Boxing: _____ Horse-riding: _____

5. **Role Models** – The number of role models available can increase the number of people wanting to _____ . For example, Tom Daley has boosted the popularity of diving.



If a famous athlete were to misbehave, how does this affect the sport?

6. **Success** for both teams and individuals – a successful sport in a big event boosts its *legacy*, for example, cycling has become popular due to its success in the _____.



7. **Provision of Facilities** – In big towns and _____ there are lots of facilities and clubs available for sport. However, in small villages less provision is available.



8. **The Number of People Participating** – Sports such as _____ and _____ are hugely popular in the UK. This increases media coverage and results in more people taking part. Other sports such as _____ and _____ are a lot less popular.



Emerging Sports in the UK

It can be difficult for sports to become more popular. They may rely on **increased media coverage**, **role models** and a **change in public opinion**.

In the UK do you think that the following sports are 'popular', 'unpopular' or 'emerging'.



Skiing



Girls/Women's Rugby



boys/Men's Football



Tennis

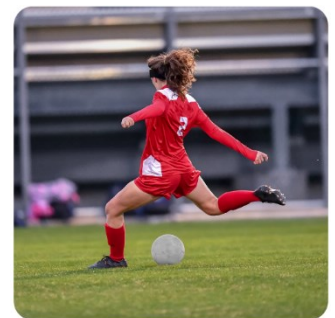


Baseball



Girls's/Women's Cricket

Both participant numbers and viewing figures have doubled for Women's football in the UK over the past few years. Why do you think that this is the case?



Snowboarding is less popular in the UK than in countries such as France and Italy. Why do you think that this is the case?

Promoting Values Through Sport

Sport has the advantage of promoting positive values.

Use the descriptors to fill in the table below, giving an example of how each value is promoted.

Value	Example
Team Spirit	
Fair Play	
Citizenship	
Tolerance and respect	
Inclusion	
National Pride	
Excellence	

Initiatives to get under-represented social groups involved in sport
Striving to be the best that you can be in your sport and to become an elite performer
Learning the importance of adhering to rules and being fair to others
Supporters and performers unite behind the flag in international events and singing the national anthem
Getting involved in your local community through sport
Learning to work together/support each other as part of a team
Developing understanding of different countries and cultures



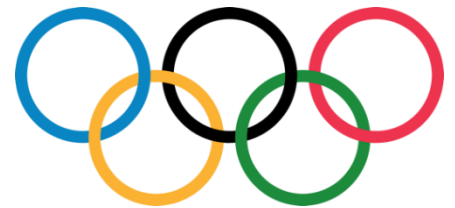
The Olympic and Paralympic movements are very important in promoting the following values:

The Olympic Creed says:

The most important thing is not to win but to take part, just as the most important thing in life is not the triumph but the struggle. The essential thing is not to have conquered, but to have fought well.” Pierre De Coubertin

What is the message behind this creed?

The image to the right shows the symbol for the Olympic Games.
The rings represent the closeness between the five continents.



The Olympic values can be seen below.

Respect – Excellence – Friendship

How have you displayed these values when participating in sport?

The paralympic values can be seen below.

Courage – Determination – Inspiration – Equality

How have you displayed these values when participating in sport?

Etiquette & Sporting Behaviour

The conduct of performers in the commercialised world of sport can vary greatly. The three words below are all used in discussions about the conduct of sports performers. Match the definitions below to these words.

Etiquette -

Gamesmanship -

Sportsmanship -

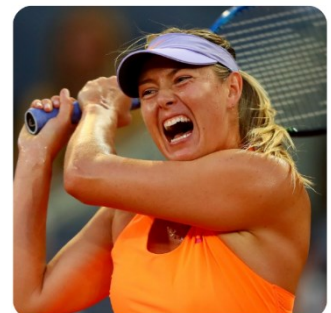
Aiming to gain an advantage by stretching the rules to their limit

Fair and generous behaviour or treatment of others, especially in a sporting contest.

The customary code of polite behaviour in society or within sport

Highlight the examples below as either **etiquette**, **gamesmanship**, **sportsmanship** or abiding by the **contract to compete**.

- Grunting in tennis
- Clapping an opposition batsman when they make 50 runs
- Kicking the ball out of play when an opponent is injured



Give some examples of times when you have displayed sportsmanship, gamesmanship or etiquette in sport.

Sportsmanship

It is very important that **elite** sports performers show instances of sportsmanship. Explain why sportsmanship is important at an elite level. Use the following points to help your answer:

- Role Models
- Millions of Viewers
- Media
- Copied
- Positive Reflection
- Grassroots Level



Gamesmanship is the use of dubious methods to win or gain an advantage within a sport. An example could be taking extra time between points in tennis in order to upset your opponent's rhythm or walking across the line of your opponent's ball in golf.

Sport	Example of Sportsmanship	Example of Gamesmanship
Golf		
Tennis		
Cricket		
Netball		
Football		
Rugby		

Not only do performers need to show good etiquette during events, but so do **spectators**.

Usually, spectator etiquette is shown through staying quiet during certain events or at certain timings.

For example, spectators should stay quiet during rallies at Wimbledon.

What else should spectators do as part of spectators' etiquette?

- _____
- _____
- _____



At times, spectators can display negative behaviour that can decrease the enjoyment of other fans and participants, or even put people in danger.

Give some examples of negative displays of behaviour that can be shown by spectators.



Performance-Enhancing Drugs

Performance enhancing drugs have become a major problem in sport. They are taken to gain an advantage over other competitors, but this creates **unfair competition** and drugs also have **harmful side effects**.

Reasons for taking performance-enhancing drugs include:

Sponsorship	Competitors		
Media	Succeed	Short	Advantage
Financial	Confidence		



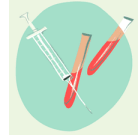
- Pressure to _____ or win at any cost
- Pressure from the _____ and the public to be successful
- Pressure to be successful in order to gain _____
- Pressure to succeed for _____ reward
- Sport is a short career and performers need to make as much money as possible to set themselves up for life
- Improve physical condition (speed and strength) to gain an _____
- Boost _____
- The belief that other competitors are taking drugs, so without drugs they will not be able to compete equally

Using PEDs can have negative effects such as giving an unfair advantage, and it could be considered cheating. What are some other negatives that you can think of?

1. Taking drugs can cause _____ problems, and too much can cause an _____.
2. The reputation of the performer or sport is _____ if it has repeated scandals, e.g. cycling and the use of EPO.
3. It goes against the ethos of _____ play and breeds a 'win at all costs' attitude.
4. Using PEDs creates _____ role models.
5. Sometimes using the drugs is illegal and can lead to players being fined/banned.

The World Anti-doping agency (WADA) prevents the use of drugs through various procedures.

1. **Drug Testing** – Testing for drugs can be through samples of hair, urine, blood and nails.



2. **Sanctions/Penalties** – Why is it important that people get punished/banned if found guilty of taking drugs?



3. **Education Initiatives** – What information would programmes created to educate on drug use aim to teach?

4. The 'Whereabouts' Rule - athletes need to inform governing Body of where they will be all the time:

- Random testing\Drug testers can then visit unannounced for testing to take place
- Performers must inform the authorities of their location to allow drug testing to take place
- Is for out of competition testing

What does this mean?

- Must notify of a one hour period in every 24 hours so that they can be tested
- Notification is via national organisation/NGB for the sport who inform WADA
- Must notify of any change to normal location/routine

(e.g. Athletes undertaking warm weather training /altitude training must inform authorities that they will be overseas))

What does the Whereabouts rule achieve differently to normal drug-testing?

What do you think the impact of using drugs has on the sport?

- _____

- _____

- _____

Think about:
Results
Reputation
Suspicion
WADA policy

The following drugs are used in sport.

Using your own knowledge/research, match up the drug to its use.

- | | |
|----------------------------------|---|
| 1. Steroid | <ul style="list-style-type: none">• Block adrenaline, reducing heart rate and blood pressure, allowing for more concentration |
| 2. Amphetamine\stimulants | <ul style="list-style-type: none">• A synthetic version of testosterone used for muscle growth |
| 3. Growth Hormone | <ul style="list-style-type: none">• Relieve pain, allowing a player to continue training with an injury |
| 4. Diuretic | <ul style="list-style-type: none">• Injecting red blood cells into the blood |
| 5. EPO (Erythropoietin) | <ul style="list-style-type: none">• Stimulates Red blood cell production, making respiration more efficient so athletes have a higher stamina |
| 6. Beta Blockers | <ul style="list-style-type: none">• Increase heart rate, blood pressure and alertness |
| 7. Narcotic analgesics | <ul style="list-style-type: none">• Increases the amount of water expelled from the body, which helps weight loss |
| 8. Blood Doping | <ul style="list-style-type: none">• Enhances growth and cell repair, usually used to build muscle |

Two of the following athletes were banned from their sport after drug-use, the third athlete was banned as a result of missing a drugs test.

Who are these athletes and which drugs did they take?



Some athletes might **want** more drug testing in their sport to protect sponsorship deals for the sport and protect the sport's reputation. Why else do you think some athletes may benefit from an increase in drug testing?

Key words: *Reputation / achievements / undermined / deterrent / ban*

Key Terms:

Access – Having the money, equipment and time to take part in sport and activities

Promotion – Advertising and marketing sport and activities

Provision – Providing sport in the community

Media – The main means of mass communication

Socio-Economic Group – A way of grouping people in society, based on income

Emerging Sport – A sport that is growing in popularity

Sportsmanship – Fair and generous behaviour

Etiquette – The customary code of polite behaviour in society or within sport

Gamesmanship - Aiming to gain an advantage by stretching the rules to their limit