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**USING SPORT AS MEANS TO ACHIEVE SOCIAL OBJECTIVES AND HUMAN
DEVELOPMENT**

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FIGHT AIDS NOT PEOPLE AIDS

1. INTRODUCTION

Some development issues in Africa do not only affect individual nations, but also entire regions. For example the spread of disease such as AIDS are not limited by national boundaries. Aids is an extraordinary kind of crisis, it is both an emergency and a long-term development issues, the Aids epidemic continues to out pace the global response and Africa is affected more than any other continent by this enormous tragedy. No region in the world has been spared. To meet such challenges effectively, African nations must work together through regional institutions, organizations and communities that can identify and implement concrete solutions.

Kicking Aids Out is an International Network of organizations working together using sport and physical activity to raise awareness about HIV/AIDS and motivate behavioral change.

Present members of the Kicking Aids Out Network:

- **Norwegian Olympic Committee Confederation of Sports (NIF)**
- **Norwegian Football Association (NFF)**
- **Common Wealth Games Canada CGC**
- **UK Sport**
- **Right to Play**
- **National Sports Council of Zambia**
- **EDUSPORT Foundation of Zambia**
- **Sports in Action - Zambia**
- **(Zimbabwe Sport And Recreation Commission (YES)**
- **EMIMA, Tanzania**
- **Matare Youth Sport Association, Kenya**
- **Sports Coaches Out Reach (SCORE) in South Africa, Namibia and Zambia**
- **Eritria**
- **Vietnam**
- **Lesotho**

This is an African initiative, brought about by people directly affected by the disease. African sports organizations are mobilizing their communities and, in partnership with organizations in the north, developing innovative new approaches to address HIV/AIDS and some of the related social issues.

2. TARGET

Kicking Aids Out program targets those at risk, especially youth, girls and women. Persons living with HIV are also involved, assisting in breaking down the stigma and the myths surrounding this disease.

•**Primary target**

- Most at risk the children and youth orphans and the poor
- Focus on the age 05-14 group children who are most vulnerable to HIV/AIDS.
- Young women 15-19 yrs (who are five times vulnerable than males)

•**Secondary target**

- Adults (families and communities living and interacting with primary target)
- Peak ages for HIV among female is between 20-29 yrs, male 30-39yrs.
- Teachers and coaches who are handling more than 60% of school and non-school going children.

3. ACTIVITIES

The Network shares information and best practices, promotes policy development, and supports local projects. It provides a forum for exchange between organizations from different countries and continents – as equal partners – with different contributions.

4. CONCEPT

Promotes the use of sport as a tool for development, Sports & physical activities are used to build awareness about HIV/AIDS through education games and activities which encourages peers to discuss issues that affect their lives and their communities.

Programs implemented by members organizations integrate sport and life skills through movement games, role plays, drama and other cultural and recreational activities. Central to the success and sustainability is capacity building.

Kicking Aids Out develops programs to train coaches, trainers and leaders, build capacity at the individual, organizational and community level

5. DEVELOPMENT OBJECTIVES

PRIORITIES

- **Health and Nutrition:** to promote better health for women and children, improved knowledge, and the control of infectious diseases.
- **HIV/AIDS:** to increase public education, improve health-care training, and utilize alternate methods of communicating the HIV/AIDS message.

- **Basic Education:** to improve basic education as a stepping-stone to overcoming poverty, sickness and conflict.
- **Child Protection:** to create strategies for the physical, mental spiritual, moral, and social development of children at risk of exploitation, abuse, and discrimination.
- **Gender Equality:** to encourage gender equality as a basic human right and as a tool for poverty control, economic growth, strength of governance, and an improved standard of living.
- **Environment:** to help developing countries to protect their environment and to contribute to addressing global and regional environmental issues.
- **Promotion of Economic Prosperity:** to increase employable skills of targeted groups within the host community

6. Why Sport can be a vehicle for many areas of development.

- Inclusive (gender, age,etc)
- Involving
- Conducive climate non-threatening
- Suitable for the level (activity, age, gender)
- Enjoyable
- Empowering
- HIV/AIDS competence of a minimum level

7. IMPACT

- Conducted feasibility studies on sport and HIV/AIDS in the southern region
- 60 Master trainers from 5 African countries have been trained within a year 2004
- Promoted the concept at several International Forums i.e. UNAIDS, World Bank, IOC/UNAIDS/REDCROS, Next Step Expert meeting Amsterdam, International Youth Alliance US , the recent British Council African Champion Seminar in Addis ababa, as well as numerous local forums
- Replication of resource materials for trainers

This has resulted in:

- Dissemination of accurate HIV/AIDS information
- Reduction of misconception
- Increased safe sex knowledge and practices
- Accessibility of tools to make health life styles choices
- Extended reach and accessibility of HIV/AIDS information to those who need it most
- Reduced stigma and increased tolerance towards those affected
- Community participation in implementing of programs

8. OBSERVATIONS

- The use of sport as a tool in the mitigation of HIV/AIDS, as an effective method has not been well understood or mastered by many including some politicians, donors and the implementing community and yet it has been proved to be one of the most effective method.
- A case has already been built, what is required is the recognition by institutions and stakeholder to promote and put on the development agenda as priority for funding. There is need for a more strategic partnership in using this power of sport as a tool for youth development

9. RECOMMENDATION

- Support projects designed to use of sport and integrate HIV/AIDS education into PE and sport activities.
- Support and strengthen the use of already existing structures i.e. schools, NGOs and community clubs
- Support sport programs aimed at sensitization and marketing of role models i.e. Kicking Aids Out concept in addressing cross cutting issues i.e
- Support youth involvement through establishment of Youth Task Forces come up with roll out plan of action for education in crossing cutting issues
- Funding and promotion of Pan African youth networks and increase partnerships by sponsoring regional sports events, festivals, dramas, training, workshops, news letters, radio & TV sports debate programs etc.

10. CONCLUSION

The Commission for African Consultation should consider that for sustainable development, initiative must come from Africans and African organizations. Building pan-African partnerships and net working are the key to success, and that partnership have to reach deep into the local level communities with practical hands-on projects that are driven by the communities themselves.

The Kicking Aids Out Network program supports this philosophy through its unique concept model for sport and development. Program initiated in African communities by Africans will help African achieve their development goals and eliminated the barriers to

reduce poverty, establish peace and security in Africa using sport and physical activities to raise awareness about HIV/AIDS and motivate behavioral change.

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