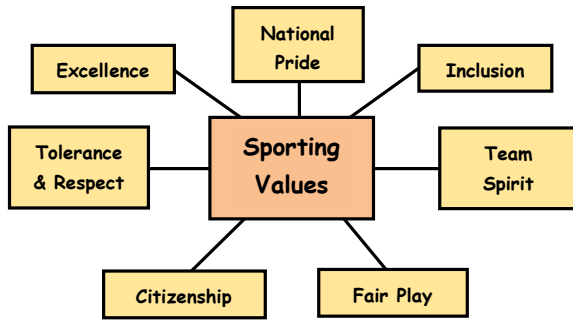


# Topic area 2: The role of sport in promoting values

## 2.1 Sporting values



	<b>Team spirit</b> refers to the support given to fellow team/squad members and being able to work together to reach a collective goal, for example the captain of the team encouraging other team mates to stay focussed and motivated.
	<b>Fair play</b> is when performers adhere to the rules and do not cheat whilst performing. When playing rugby, you do not tackle around the neck or take performance enhancing drugs
	<b>Citizenship</b> relates to how people create community links & community spirit by getting involved in local sports clubs and teams. For example, Marcus Rashford raising awareness of food poverty. Professional clubs delivering coaching sessions & supporting local charities.
	<b>Tolerance &amp; respect</b> is one sporting value not two separate values, & relates to how sport can generate a greater understanding of other cultures. For example, respecting national anthems at sports events. Respecting team mates from a different culture or religious belief.
	<b>Inclusion</b> refers to the fact that in order that all social groups can participate in sport, there should be equal opportunities for all social groups in society to play sport. Every social group can take part in football. For example, the elderly can play walking football.
	<b>National pride</b> is the support for your national team/squad in a sport creates national pride by uniting the whole population in their support of for the team/sport. For example, displaying flags and posters of your national team.
	<b>Excellence</b> can be evident in sport at all levels when performers strive to be the very best that they can in their activity and work with maximum effort. For example, representing your club or country at all levels (Junior - senior).
	<b>People who work</b> have money to play sport but find it hard to find time. Some companies provide sports facilities so workers can take part in sport. People may also exercise around work such as cycling to work or exercising at lunch time.

## 2.4 The importance of etiquette AND sporting behaviour

Sportsmanship	Gamesmanship	Examples of spectator etiquette	
<ul style="list-style-type: none"> <li>Kicking the ball out of play in football when a player is injured</li> <li>Admitting that the ball touched your bat in cricket</li> <li>Performers at the Wimbledon Tennis Championships being expected to leave the court together at the end of the match</li> <li>Shaking hands at the beginning and end of a match</li> <li>Being gracious and respectful both in victory and defeat</li> <li>Being respectful to officials at all times</li> </ul>	<ul style="list-style-type: none"> <li>Time wasting by dribbling the ball into the corner of the pitch in football</li> <li>Grunting when playing tennis to try and put their opponent off</li> <li>Faking a foul or injury</li> <li>Trying to distract or put the batsman off by sledging them</li> <li>Going for excessive toilet breaks in tennis to put opponent off</li> <li>Entering a weakened team</li> </ul>	<ul style="list-style-type: none"> <li>Be quiet during tennis rallies</li> <li>Be quiet during golf shots</li> <li>Respect the referees and don't boo decisions</li> <li>Sing the national anthem and respect the oppositions</li> <li>Enter and leave the venue safely</li> </ul>	<ul style="list-style-type: none"> <li>Don't entering the field of play before, during or after the game</li> <li>Respectful opposition fans</li> <li>Respectful opposition players and clap if they perform well</li> <li>They should not chant anything that could cause offensive</li> </ul>

## 2.2 The Olympic and Paralympic movement






**The Olympic creed:**  
The Olympic creed is a statement created by the founder of the modern Olympic Games:

'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.' **(Baron Pierre de Coubertin)**

**Olympic symbol:**  
The Olympic symbol is made up of five interlocking rings. They represent the closeness (union) of the five continents of the world and the coming together of athletes from across the globe at the Olympic Games.

Olympic Values	
<b>Respect</b>	This includes respect for yourself and your body, for other people, for rules and regulations, for sport and for the environment
<b>Excellence</b>	Excellence means doing the best we can, on the field of play or in our professional life. The important thing is not winning, but taking part, making progress and enjoying the healthy combination of body, will and mind
<b>Friendship</b>	Friendship is at the heart of the Olympic Movement. It encourages us to see sport as an instrument for mutual understanding between individuals, and between people all over the world
Paralympic Values	
<b>Determination</b>	Paralympic athletes have a unique strength of character that combines mental toughness, physical ability, and outstanding agility to produce sporting performances that regularly redefine the boundaries of possibility
<b>Inspiration</b>	Paralympic athletes maximise their abilities, empowering and exciting others to be active and participate in sport
<b>Courage</b>	Paralympic athletes, through their performances, showcase to the world what can be achieved when testing your body to its absolute limits
<b>Equality</b>	Paralympic athletes celebrate diversity and show that difference is a strength. As pioneers for inclusion, they challenge stereotypes, transform attitudes and break down social barriers and discrimination towards persons with disabilities

## 2.3 Sporting values initiative and campaigns

	<b>Kick it out</b> is a national campaign that aims to put an end to all forms of discrimination within sport including: Racism, Sexism, Homophobia, Transphobia.
	<b>This Girl Can</b> launched in January 2015, This Girl Can is our nationwide campaign to get women and girls moving, regardless of shape, size and ability. This was to reduce the gap between the activity levels of males and females
	<b>We Are Undefeatable</b> is a national campaign to support the people who live with one or more long-term health conditions in England. It aims to help those with conditions such as diabetes & cancer & to build physical activity into their lives.
	<b>Join the Movement</b> is a National Lottery-funded campaign helping us all find ways to get active. We're all about simple, fun and free ways to get active, both indoors and outdoors, that you can enjoy safely.
	<b>Rainbow Laces</b> is a Stonewall campaign where participants do something active while wearing Rainbow Laces in their boots or trainers, to show support for LGBT equality.

## 2.5 The use of performance enhancing drugs in sport






Reasons why sports performer use PED's	Reasons why sports performer Should NOT use PED's
<ul style="list-style-type: none"> <li>Pressure from coaches/family/sponsor</li> <li>To gain advantage over the opposition</li> <li>To gain advantage over the opposition</li> <li>Improve the performance</li> <li>Financial gain or to win trophy/medal</li> <li>Lose weight</li> <li>Mask pain/train harder</li> </ul>	<ul style="list-style-type: none"> <li>Suffer consequences when found guilty</li> <li>Unfair advantage over others</li> <li>Can cause addiction</li> <li>Can damage reputation of performer</li> <li>May suffer ill health</li> <li>Immoral to take PED's and cheat</li> </ul>

**The role of WADA (World Anti-Doping Agency) in eradicating the use of PEDs:**  
The World Anti-Doping Agency (WADA) was established in 1999 as an international independent agency. Its key activities include scientific research, education, development of anti-doping capacities, and monitoring of the World Anti-Doping Code

**WADA's Whereabouts Rule:**  
Elite performers are required to provide whereabouts information. This information is used by Anti-Doping Organizations to locate athletes for effective out of competition doping control. Athletes are required to provide the following whereabouts information on a quarterly basis:

**Sanctions to prevent the use of PEDs:**  
A sanction (punishment) is one of the most common methods used by sports organisations to try to stop performers from using PEDs. The most common sanctions within sport are:

- Bans
- Fines
- Removing medals, records and achievements
- Damaged reputation

	<b>Dwain Chambers</b> 100 m sprinter	<ul style="list-style-type: none"> <li>Tested positive for steroids.</li> <li>Gold medal taken away.</li> <li>Banned for 2 years</li> </ul>
	<b>Lance Armstrong</b> Tour de France	<ul style="list-style-type: none"> <li>Tested positive for EPO,</li> <li>Lifetime ban.</li> <li>All achievements after 1998 removed,</li> </ul>
	<b>Maria Sharapova</b> Tennis player	<ul style="list-style-type: none"> <li>Tested positive for meldonium.</li> <li>Banned for 15 months (from 2 years after appeal)</li> </ul>
	<b>Anderson Silva</b> UFC	<ul style="list-style-type: none"> <li>Tested positive for a diuretic.</li> <li>Banned for a year.</li> <li>Fined nearly \$400 000</li> </ul>
	<b>MUTU</b> Footballer	<ul style="list-style-type: none"> <li>Tested positive for cocaine.</li> <li>Banned for seven months</li> <li>Fined £20,000 by the FA</li> </ul>

**Educational strategies to prevent the use of PEDs:**

Strategy	Explanation
<b>100% Me</b>	Provides a values-based education to help athletes make the right choices. It supports the principle of strict liability, which means that athletes are solely responsible for what is found in their system, regardless of how it got there, or whether there was any intention to cheat
<b>Clean sports week</b>	A national campaign to emphasise the importance of being a clean athlete
<b>Protect your sport</b>	A whistleblowing strategy to encourage parents, coaches, performers to report drug cheats to UKAD
<b>Athlete Support Personnel</b>	The UKAD website includes detailed information to support athletes to know the rules and provide informed guidance
<b>Future performers</b>	UKAD offers education programmes for school aged performers: <b>Spirit of sport:</b> (7-10 year olds) To promote Olympic and paralympic values <b>Spirit of sport in competition:</b> (11-14 year olds) reinforces sporting values <b>Think Real:</b> Helps young people understand about nutrition, recovery & Sport

**Impact of the use of PEDs on the sport:**

- The reputation of the sport is damaged if it is connected to drug scandals
- Spectators may question if they are watching a clean and fair sport
- There may be mistrust in the results in the sport
- It can affect the credibility of the sport
- People may stop watching or taking part in the sport

