

SPORT AS MEDICINE: ADDRESSING DELIVERY FAILURES

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Objectives

After this session, my hope you will be able to:

- Critically understand the need and value of challenging common assumptions surrounding sport.
- Recognize how “grounded theory research” can and should inform sport management practice.
- Identify strategies for creating a high quality sport experience that improves population health.

Research Idea

My Starting Point

What are the common assumptions in sport and what I care about and/or find interesting?

Example:

The five most common legitimations of sport are health, salubrious socialization, economic development, community development, and national pride (Chalip, 2006).

Research Idea and Background

People have assumed sport promotes health, but how and under what conditions does sport promote health?



Research Idea and Background

Review of the literature does not show that appropriate and adequate theory exist on how sport can promote health.

Example:

~~Sport promotes health.~~



When Sport DOESN'T promote health . . .

The Link Between Sport and Unhealthy Behaviors

Athletes are more likely to . . .

- Binge Drink** ¹
- Suffer Eating Disorders** ²
- Report Higher Anxiety Levels** ³
- Suffer Sports and Recreation-Related Injuries** ⁴

1. Lorente et al., 2004; Rainey et al., 1996; Wichstrom & Wichstrom, 2009

2. Martinsen & Sundgot-Borgen 2013; Smolak , Murnen , Ruble, 2000

3. Huffman, 2014; Kimball & Freysinger, 2003

4. Oates, 2011; Rechel , Yard , & Comstock, 2008

When Sport DOESN'T promote health . . .

The Link Between Spectator Sport and Obesity

- ❑ *Increase in sedentary activities* ¹
- ❑ *Competes with time spent playing sport* ²
- ❑ *Encourage unhealthy eating* ³
- ❑ *Excessive alcohol consumption* ⁴



1. LeBlanc et al., 2012; Tremblay et al., 2011
2. Warner, Chalip, & Woolf, 2008; Zhang, Smith, Pease, & Jambor, 1997
3. Cornil & Chandon, 2013; Ireland & Watkins, 2010
4. Neal & Fromme, 2007; Palmer, 2011

When Sport DOESN'T promote health . . .

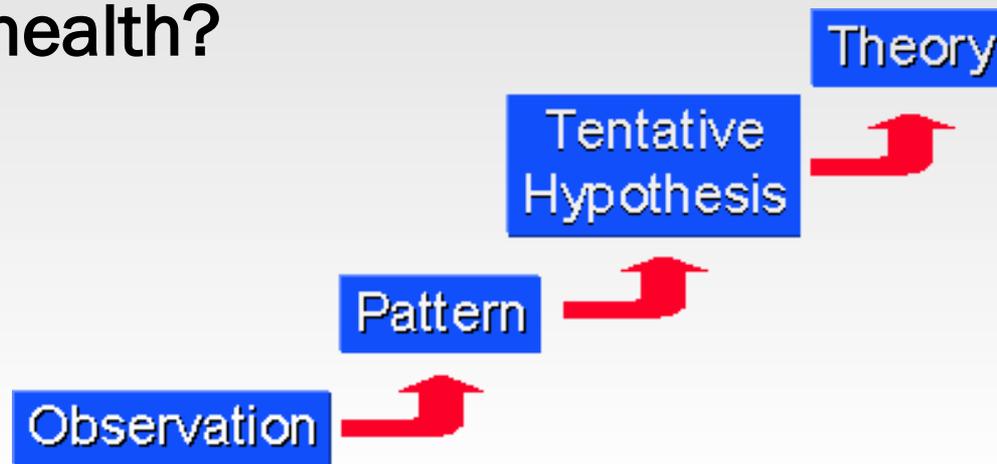


The NEED FOR A PARADIGM SHIFT

“We know very little about the factors that currently inhibit or that could ultimately foster a stronger contribution to health by sport. Identifying those factors could help us build added value into the sport that our organizations design and deliver” (Chalip, 2006).

Research Design And Methodological Approach

- Grounded theory - Inductive: bottom-up approach
- **Micro approach considers smaller groups' patterns and trends in the context of the everyday lived experiences.**
- RQ: How and under what conditions *can* sport promote health?



Collecting Data

How and under what conditions can sport promote health?

Who: F3 (Local Men's workout group)

What: Achieving notable health outcome

When: Dark :30

Where: All over town

Why: I have no idea.



Collecting Data

Method: Observation and Interviews



Collecting Data – Research Context

- F3NC started in 2015 with 5 men and 2 weekly meetings. It rapidly expanded to 14 weekly sessions, and by 2016, it provided an avenue for becoming fit for over 300 local men.
- The city in which F3NC resides has over 25% living below the poverty line and 73% of adults in the county are obese or overweight (U.S. Census Bureau, 2016 ; Centers for Disease Control and Prevention, 2013).
- Anecdotal evidence suggests F3NC is serving participants in a manner that is promoting health and perhaps not traditionally observed within many sport programs.

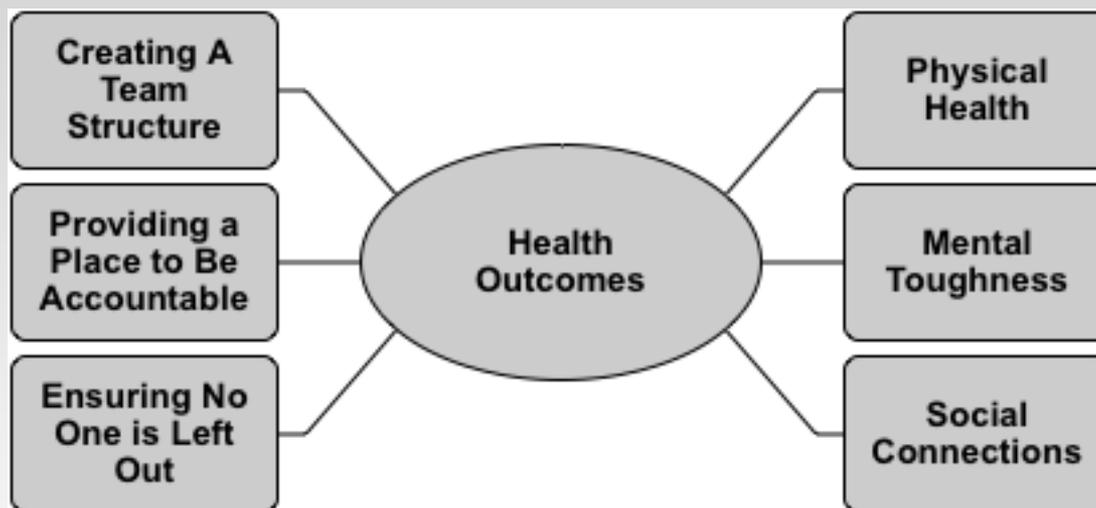
Collecting Data

Observation and Interviews



Analyzing

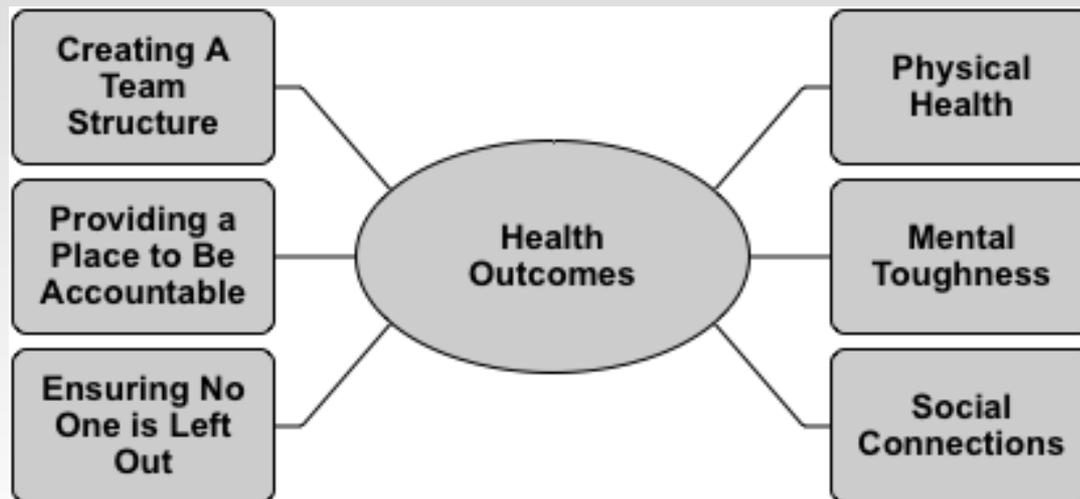
Mind Maps: Final Sport As Medicine Model



Results

Creating a Team Structure

The theme, *Creating a Team Structure*, encompassed the competitive and team atmosphere that the organization formed.



Results

Creating a Team Structure

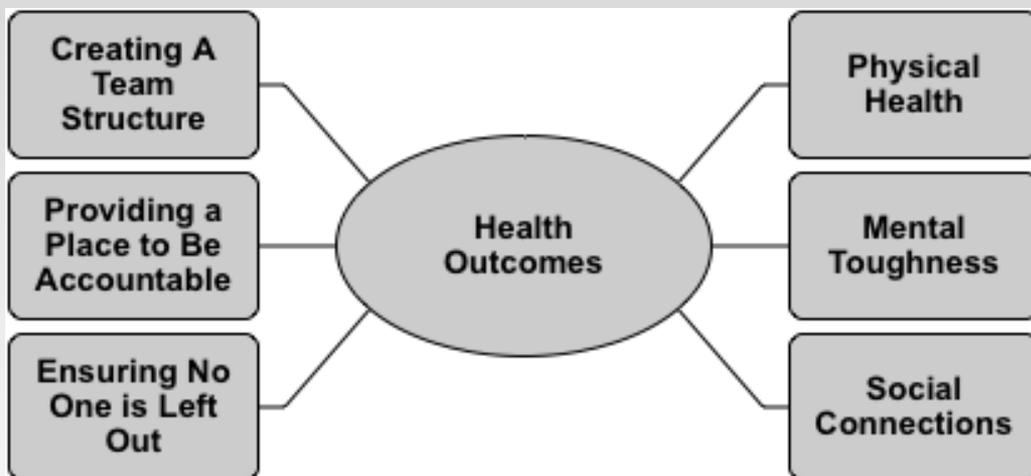
Thomas (55) explained entering his post- military career:

”But I also missed the tighter sense of community. And that kind of whole thing– you get used to it and accustomed to it. And when it’s gone, there’s a vacuum. And F3 really helped fill this vacuum that I was just longing for and missing tremendously. And so F3 resonated with me. . . . it gives some of the positive aspects of a group workout and teamwork. And we’re all in this, encouraging each other. Men want a goal and some competition. . . . I want to be a part of a team that is collectively doing positive things, but also is allowing me to push toward whatever my goals are.”

Results

Providing a Place to be Accountable

Providing a Place to Be Accountable captured the idea that F3NC offered a social space for accountability.



Results

Providing a Place to be Accountable

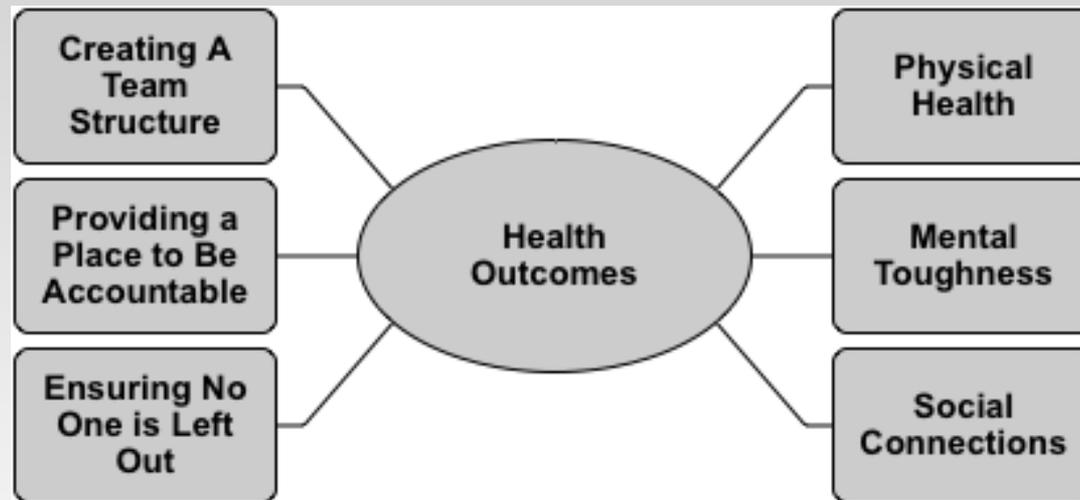
“...As iron sharpens iron, one man sharpens another. This is a place where men are fed humble pie and hold one another *accountable* to be better men, not just in regards to their physical health. And this group really encourages you to be a better person, a better husband, a better father. “



Results

Ensuring No One is Left Out

The idea that F3 was a welcoming environment that was for everyone.



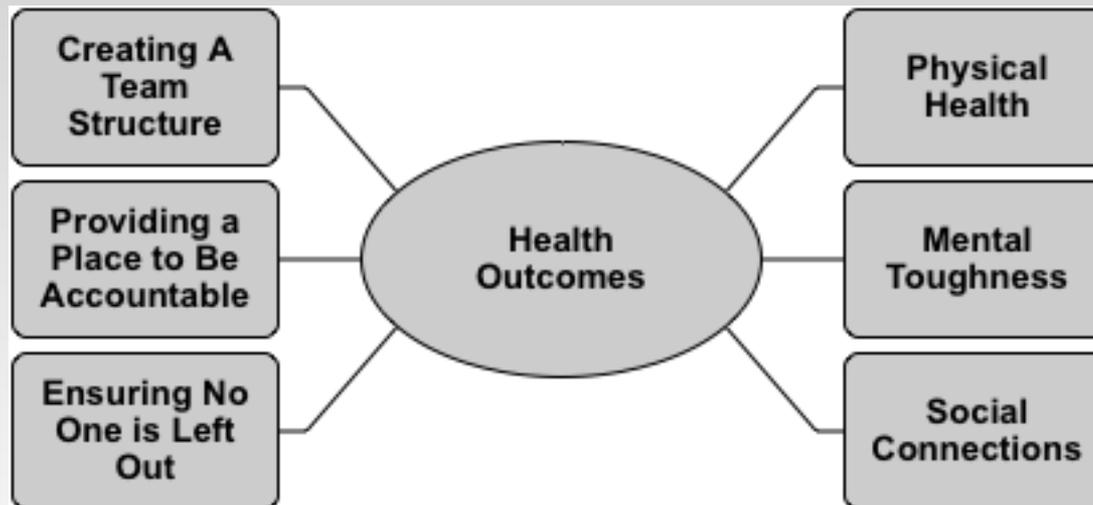
Results

Ensuring No One is Left Out

Messages such as “our mission is to give it away” (Joshua, 49; Jeffery, 48) and this is “anybody’s workout” (Bryan, 33) are communicated throughout the organization.



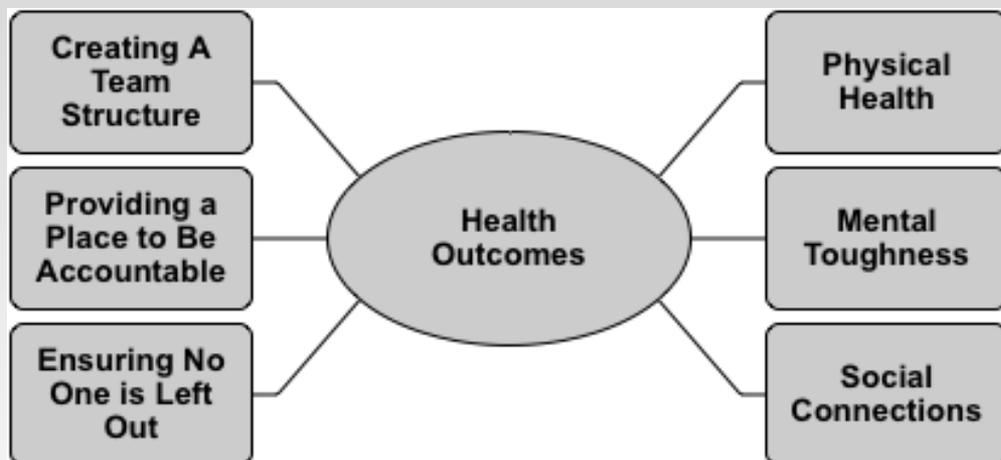
Sport As Medicine Model



Results

Physical Health–

Aiden (42), Joe (55), and Jeffery (48) described that because of their participation in F3NC they were able to avoid cholesterol, blood pressure, insulin, and/or asthma medications.



Results

Mental Toughness –

“The best I have gotten out of it, *mental toughness*. The biggest thing I have noticed in my life is I am mentally stronger. I think that to handle things, the crises in life don't bother me as much. I feel much more mentally able. It's funny because I really see F3 now as a leadership group instead of a fitness group. It's amazing how much of a positive influence it has had on my life. I feel like I just get frustrated less, people don't bother me as much as they used to bother me. I feel more confidence. I mean, even my kids and my wife noticed a change in me and they noticed that I laughed more and that I can handle things better. After I was involved for about six months, they noticed a change in me, so yeah it is kind of hard to quantify. I mean how do you quantify that?”

Results

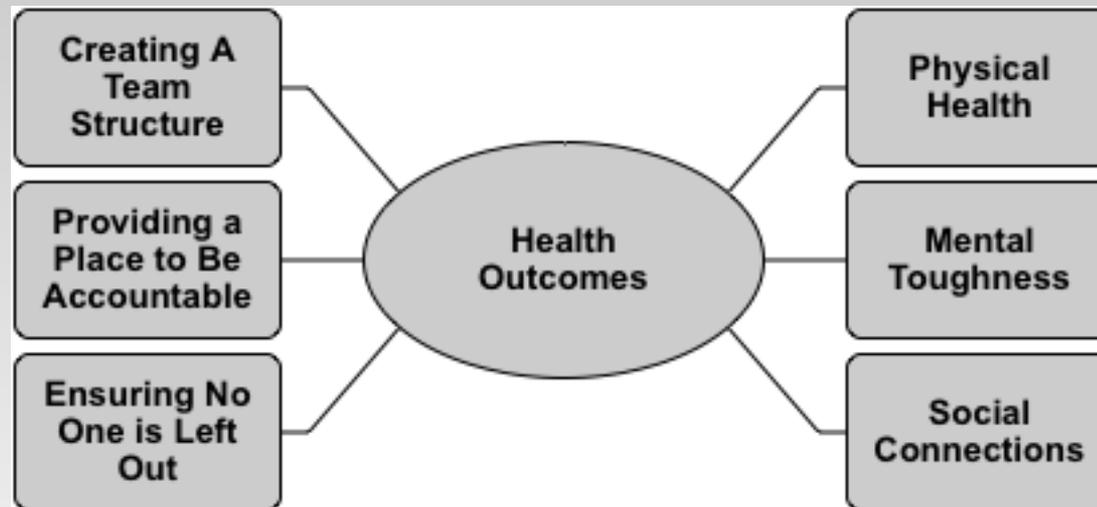
Social Connections–

“I’m with guys I can trust, because I just ran with ‘em in below freezing weather. They’re gonna have my back. And that’s the other thing is we talk about problems with relationships, you can’t tell anybody that. But you gotta have an outlet.”



So What?

Sport As Medicine Model



Warner, S. (2019). Sport as medicine: How F3 is building healthier men and communities. *Sport Management Review*. doi: 10.1016/j.smr.2018.06.006

Questions?

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