



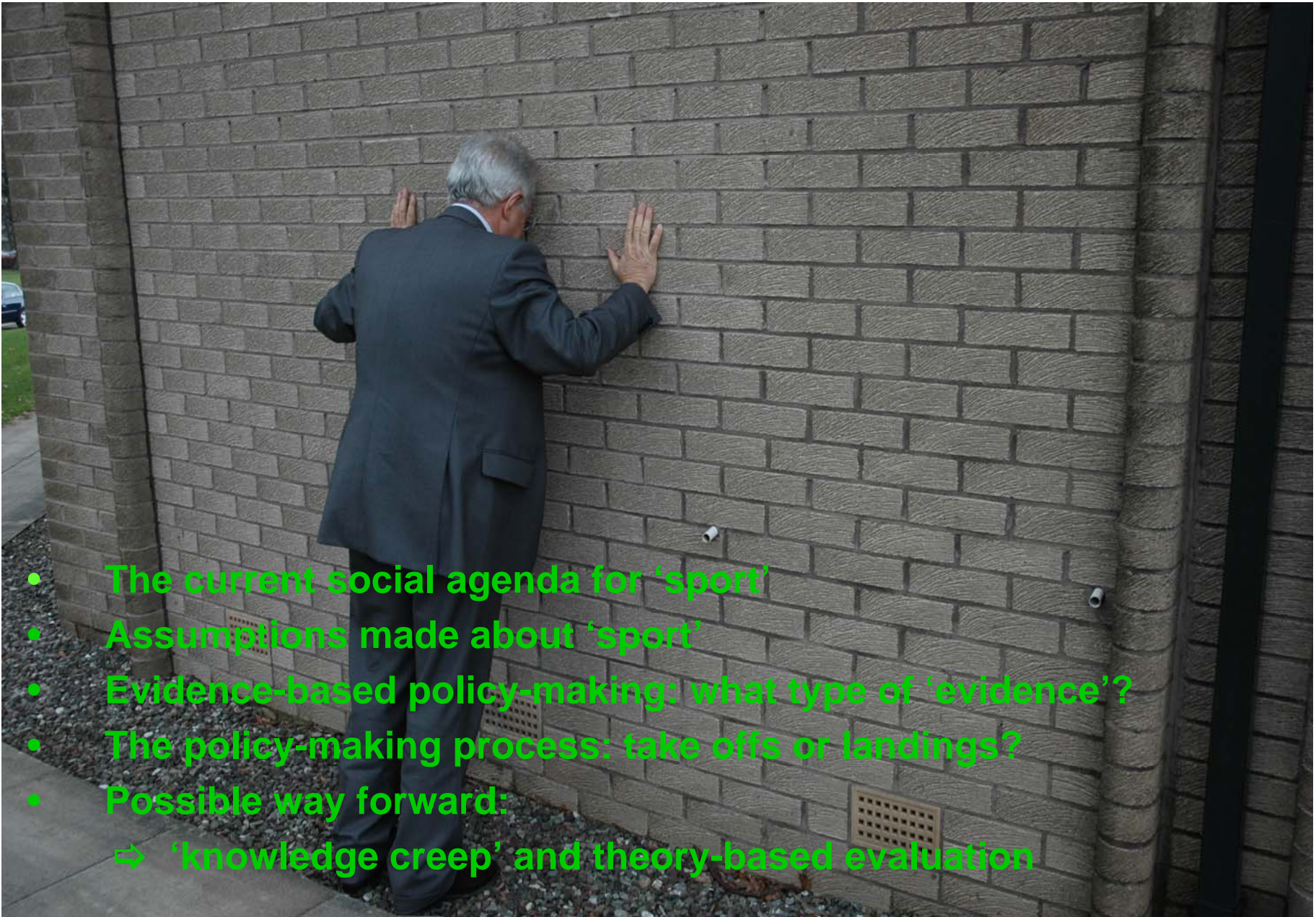
Are take offs more important than landings?

A realistic view of policy and a realist view of evidence



**Prof Fred Coalter
University of Stirling**

Researcher trying to communicate with policy makers



- The current social agenda for 'sport'
- Assumptions made about 'sport'
- Evidence-based policy-making: what type of 'evidence'?
- The policy-making process: take offs or landings?
- Possible way forward:
 - ⇒ 'knowledge creep' and theory-based evaluation

An economy of remedies



New Labour and the 'Third Way'



How targets will you hit?



Nobody knows the score



Sport as a magic box



Sport



‘Sport’ presumed to have causal powers

- ⇒ Closed system: medical/treatment model: *social vaccine*
- ⇒ Search for the ‘killer fact’/empirical generalisation: ‘Sport can....’
- ⇒ Outputs/ outcomes emphasised ⇒ ‘heterogeneous replication’

Issues ignored/downplayed

- ⇒ Conditionality of evidence
- ⇒ Cultural contexts
- ⇒ **Validity**: comparing same thing? *Major conceptual weaknesses*

⇒ Process/mechanisms: how/why? **Sufficient conditions**

Fire, steady, aim



big010 www.fotosearch.com



Why are take offs more important than landings?



6 stone weakling meets 400 pound gorilla



My evidence
suggests that
you might not
be correct

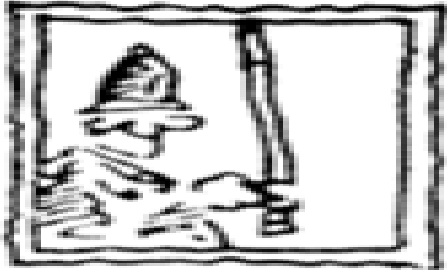


**‘...there is nothing a government hates more than to be well-informed;
for it makes the process of arriving at decisions much more
complicated and difficult.’**

JM Keynes

Cost benefit or political benefit?

I'LL WRITE THE CONCLUSIONS,
THEN YOU CAN DO THE RESEARCH.



PI = political influence?

Political process

- Persuasion/negotiation: *'sport can.....'*
- Coalitions/partnership support: *they have the money....*
- Pressures: cross-cutting agenda/joined-up government
- Pragmatic opportunism
- Marginal policy area: status anxiety/legitimacy



Political/professional; commonsense 'repertoires/'tacit knowledge'



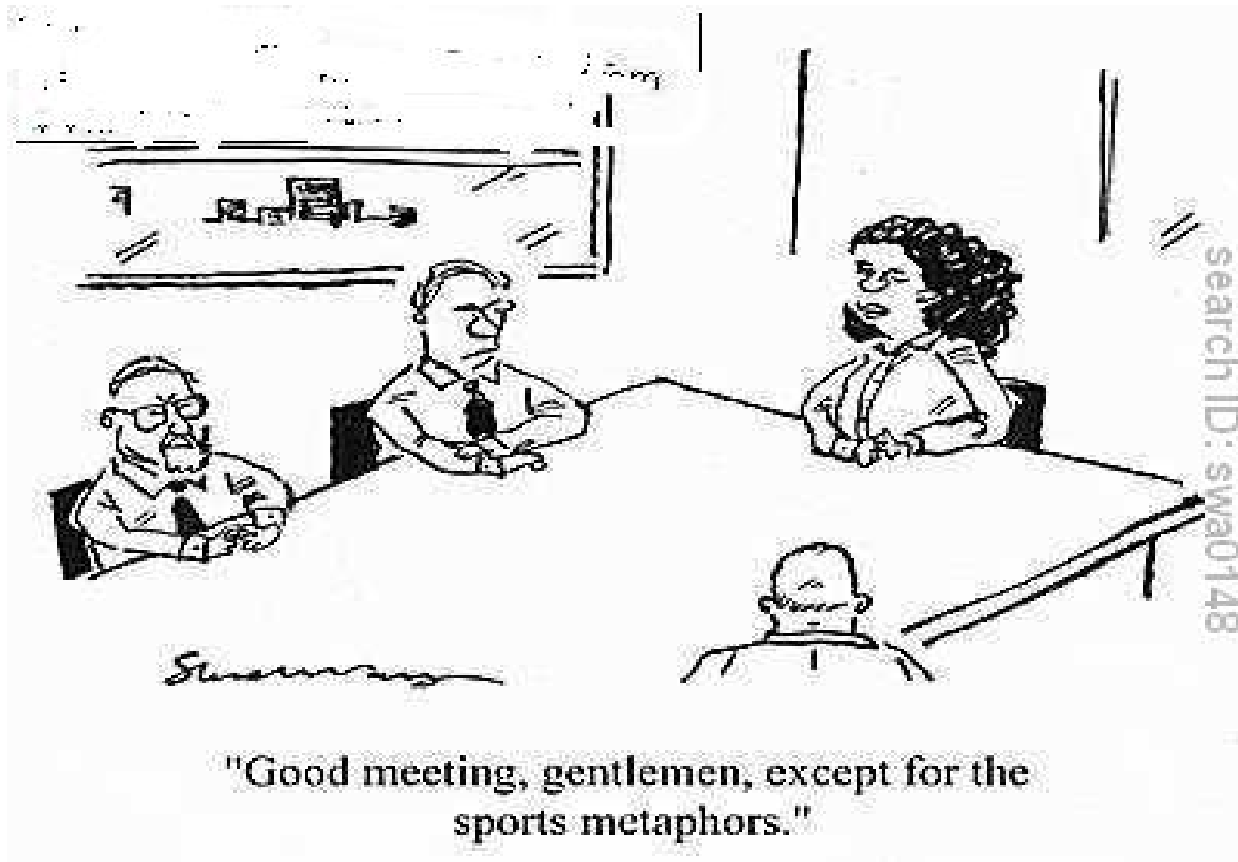
Policies

- Inflated promises/programme goals
- Vague/lack intellectual coherence
- Little analysis of *causesor processes.....or how/why*

On the balance of probabilities ← → Beyond reasonable doubt

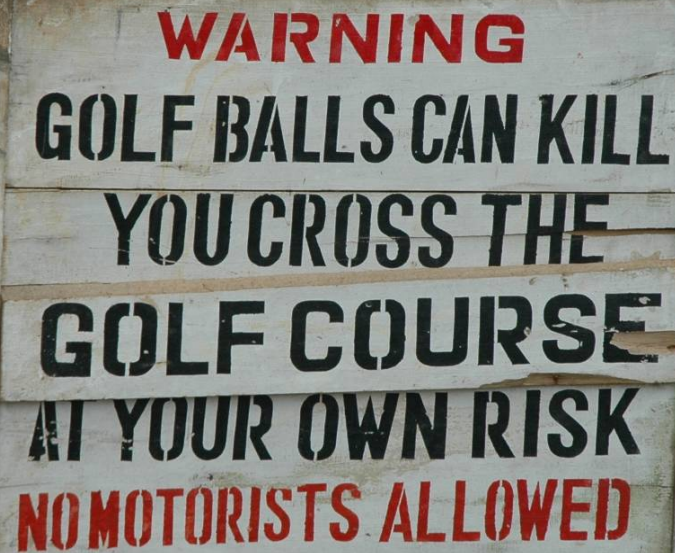
Sports evangelism





search ID: swa0148

A Question of Sport



WARNING
GOLF BALLS CAN KILL
YOU CROSS THE
GOLF COURSE
AT YOUR OWN RISK
NO MOTORISTS ALLOWED

The sign is made of several horizontal wooden planks. The word 'WARNING' is at the top in red. The main message is in black, and 'NO MOTORISTS ALLOWED' is at the bottom in red. The sign is set against a background of trees and a golf course.

A word from the Weiss



It's more than a game

Beyond participation

Inputs



Outputs



Sporting inclusion

Traditional SD: Equity



Sporting Outcomes

Skills, rules, ethics

'Research free zone'



↔ **Theory of change**



Intermediate impacts

Personal/social development/attitudes



Intermediate outcomes

Behaviour



Strategic outcomes

Community regeneration/social capital

Conflict resolution

↔ **Theory of change**



↔ **Theory of change**



From strategy to tactics



TBE: Improving the menu



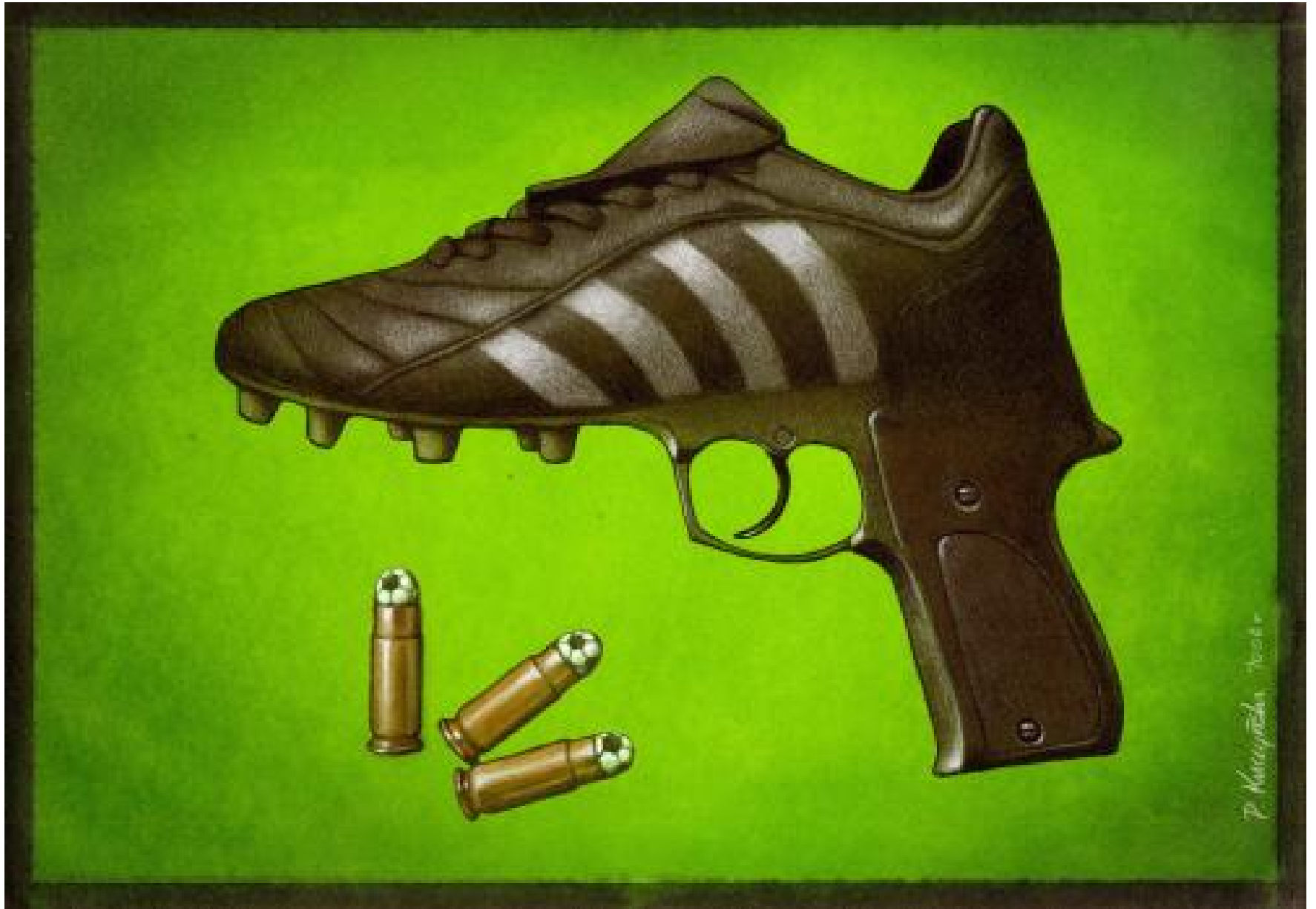
A Model /Theory of Sport, HIV/AIDS and Sexual Behaviour Change



Are we all aiming at the right target?



‘There are no killer facts



Putting the right foot forward



the
wisdom
of
whores

bureaucrats, brothels,
and the business
of AIDS

elizabeth pisani

“Whose side are you on?!!”



What game are we playing?