

November 3, 2007

## Building Community Through Sport

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Huntsville/Lake of Bays Sport Council Annual Conference

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### First String, a Community Team Inc.



"How come everybody  
talks about it, but  
nobody does  
anything about it?"

– Peter McFarland



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### The Power of Narrative and the Transformative Possibilities of Sport

- Personal Stories
- Dominant Cultural Narratives
- Community Narratives



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## From Community **Sport** to **Community** Sport



"Community sport ought to start and end with concerns about community."

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## Sport and Social Capital

"An investment in others will result in a return to the individual."



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## The Dark Side of Community and Sport



"Attitudes of 'winning at all costs,' 'playing while hurt,' and 'if the referee doesn't see it, it doesn't count' can make sport a hostile cultural space in which children receive destructive messages."

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## Preventing Negative Outcomes

"We need to take our roles as supporting characters in the narrative of sport seriously."



*"I'll have an ounce of prevention."*

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## My Personal Journey



"The career I have today is an outcome of my positive experiences at the Y, which stem from my love of basketball. Sport is very much part of my life story. Let's make it a positive part of others' stories, too."

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Thank you

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