


### Cross-National Project


Advance Girls and Women's Sport in Montenegro

AAHPERD  
Boston 2012



A sport (activity form) for every girl/woman and every girl/woman engaged in active life style

In every country  
Of every race/ethnicity  
Of every age  
Of every capability



### Contemporary Moment

- Sport and Development
  - Surging popularity as a tool
    - 2005 – UN Year of Sport and Physical Education
  - Embraced with enthusiasm by many
    - Sport Federations
    - Corporations
    - NGOs
    - Athletes
    - In the North and South




### Sport – Development – Peace

TEAMS

NETWORKS




### Montenegro Team

Montenegrin experts  
Milli and Marko Begovich  
Women Sports Foundation  
Dr. Marj Snyder and Dr. Don Sabo  
WSF "Her Life Depends on It"  
Dr. Cheryl Cooky, Purdue University  
International expertise  
Dr. Carole Oglesby



### Montenegro Networks

Girls and Women's Sport  
WSF, WSI, IWG  
Montenegro  
Montenegro Olympic Committee, UNDP,  
National Office for Gender Equality  
Funding  
IOC Solidarity Fund




### Investing in San Antonio Girls

GoGirlGo!




### Gender and Sport in Montenegro

PURDUE UNIVERSITY




### Background of the partnership

- Montenegro Olympic Committee and NGO, Game Set Peace contacted the women's sport foundation to request assistance in assessing gender and participation rates in Montenegro.
- Women's Sport Foundation reached out to scholars to design and assist Montenegrin partners with the study.
- This is the first empirical study on girls and women's participation in Montenegro.



### Purpose of the project

To conduct the first evidence-based research assessing the current status of girls and women participation in sport:  
 Who participates in Montenegro;  
 What factors contribute to, or limit, participation



### Description of research


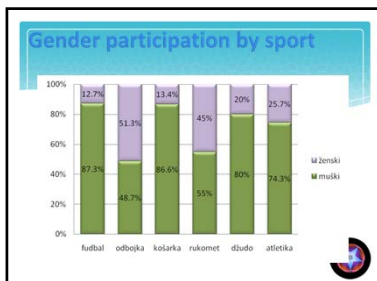
The study, conducted 2010-2011, featured

- Mixed methodologies
  - Survey, focus group interviews
- To identify why girls and women do/do not participate and examine the nature of their experiences.



### Major findings


- Females comprise only 10% of all sport participants at the national level.
- Women underrepresented in sport professions; 8.8% coaching; 12% regional management; 6% national management; 25% medical staff; 13% referees.

### Facilitations and Barriers


#### THE USUAL SUSPECTS

- Family
- Finances
- Gender stereotypes
- Traditional family role structure
- Lack of visibility
- Few role models in leadership



### Strategies for Change

- Engage and education parents, community and sport leaders on myths and stereotypes as well as benefits of participation (health, social, psychological).
- Identification of female sport leaders (athletes or otherwise) who are successful and can be promoted as role models for girls and women.
- Increased media attention of women's sport.
- More funding and investment in resources for women's sport.



### The way forward

- Significant progress on development and planning leading to a "National Strategy" for girls and women's sport development.
- Networking with cooperating international bodies [www.iwg-gti.org](http://www.iwg-gti.org)  
 Click "conference legacies; Montreal Toolkit"
- New committed leadership



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