

# Relational Aspects of Gender Equality in Sport Male-Female Collaborative Advocacy

*WomenSport International in cooperation with the International Working Group on Women and Sport (IWG) and the Women's Sports Foundation (WSF)*

**February 22 • 10:00-11:30 • CCUN • 10th Floor**

P A N E L S P E A K E R S

**Carole Oglesby, Ph.D., Panel Chair**

*Professor emeritus, Temple University, Philadelphia, PA*



Carole Oglesby is a scholar, author, teacher and consultant in sport psychology. She has served as the

president of WomenSport International, a member of IWG and as a trustee of the Women's Sports Foundation.

**Raija Mattila**

*IWG Co-Chair 2010-2014*

Raija Mattila is the former sports director of the Finnish Ministry of Education and Culture. She also served as chair of the Committee for the Development of Sport (CDDS) of the Council of Europe during 1996-1999. She now serves as IWG Co-Chair for the 2010-2014 quadrennial term.

**Matilda Mwaba**

*Founder & Executive Director, NOWSPAR, Zambia*

Matilda Mwaba is the first female president of the Zambia Judo Association and the International Kicking AIDS Out Network. She has served on the National Olympic Committee and the National Sports Council of Zambia.

**Don Sabo, Ph.D.**

*Professor of Health Policy, D'Youville College, Buffalo, NY*

Dr. Sabo founded and directs the Center for Research on Physical Activity, Sport & Health. He is an expert on gender relations, physical activity and health, gender equity in athletics, sport and masculinity, and men's violence since 1980. Dr. Sabo is a pioneer in the development of men's health studies and applications of gender theory to better understand men.

**Kari Fasting, Ph.D.**

*Professor & former rector, Norwegian School of Sport Sciences, Oslo*

Dr. Fasting is the former president of the International Association of Sport Sociology and president of WomenSport International, an NGO that encourages increased opportunities and positive changes for the involvement of women in sport and physical activity. She also serves as an expert consultant on sexual harassment and abuse for the IOC and UNICEF.

P A N E L T O P I C S

**The Brighton Declaration – accelerating national policies on gender equality in sport: A case report from Finland, Raija Mattila**



The Brighton Declaration was adopted at the First IWG World Conference on Women and Sport in 1994. Its main objective is to develop a sporting culture that enables and values the full involvement of women in every aspect of sport.

The presentation focuses on various actions taken in Finland during 1995–2010. Special attention is given to cooperation between governmental and non-governmental institutions. Examples of national programs, educational initiatives and sports specific projects are presented. Some recommendations based on these experiences are given.

**Every Body Matters – women and men cooperating towards gender equality in sport, Matilda Mwaba**

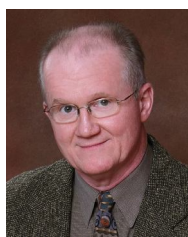
NOWSPAR was established in 2006 to lead advocacy towards gender equality in the sport sphere in Zambia. Through a program called



“Every Body Matters” that incorporates advocacy, capacity development, awareness raising, research and networking, NOWSPAR works with men and boys at national and community levels and in rural and urban areas to address issues including

access to sport opportunities, harassment and abuse and leadership. The presentation will highlight the challenges and successes encountered with this approach.

**A Relational Analysis of Women's and Men's Health: A Focus on Sport, Don Sabo, Ph.D.**



Public health advocates have mainly focused on how gender influences health and illness within the sexes rather than between the sexes. In this presentation, variations in women's and men's health are understood within the larger social, cultural, and political contexts of gender relations. The reciprocal

connections between women's and men's health behaviors and outcomes within sport are analyzed within a relational analysis of gender and health. It is argued that relational analysis provides a roadmap for research and community health interventions that promise to meet both men's and women's health needs without losing sight of policy imperatives that call for gender equity.

**Sexual harassment and abuse in sport – the growing concern of the International Olympic Committee, Kari Fasting Ph.D.**



Studies over the last 15 years have shown that sexual harassment and abuse also occur in sport. Both young male and female athletes have been victims, but the perpetrator is most likely to be a male coach. The growing awareness of the problem has led to the development of programs to prevent sexual harassment and abuse from

occurring in sport. The presentation focuses on the work of the International Olympic Committee in this area.