

# *Integrated or Separate? A Longitudinal Investigation of Legacy Approaches and Impacts of Parasport Events*

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Funding for this project provided by:



## Research Aim:

To examine how the hosting of different forms of sport events for persons with a disability are being leveraged to create opportunities for community participation, and influence community attitudes towards disability.

## Research Objectives:

- Compare and contrast social legacy tactics, strategies, and programmes
- Analyze spectator, volunteer, and community members' *attitudes and awareness* of disability

# Parasport Legacy Research

*“Events and the opportunities they present are merely the seed capital; what hosts do with that capital is the key to realizing sustainable longer-term legacies”* (O’Brien, 2006: p. 258)

**LEGACY** → **LEVERAGE**

# Conceptual Framework

- ❖ Critical disability lens: explore exclusionary social structures and examine how events are being used to devolve those structures
  - ❖ Attitudes
  - ❖ Social Support
  - ❖ Information
  - ❖ Physical Structures

# Commonwealth Games 2014 & Parapan Am Games 2015

Glasgow, Scotland (July 23-Aug 3, 2014)

- 5 parasports, 22 parasport medal events
  - Athletics, Swimming, Powerlifting, Lawn Bowls
  - and Track Cycling
- Parasport athletes integrated
- Legacy planning as *a general process*



Toronto, Canada (Aug 6 – Aug 15, 2015)

- 15 parasport events
- Parasport athletes separated by time and space
- *Distinct* Legacy planning for Pan and Parapan Games



Type of Evidence	Glasgow 2014	ParaPan Am Games 2015
Documentation	Bid Documents Glasgow City Council/Scottish Legacy Framework	Bid Documents Social Capital Strategy Evaluation Reports
Physical Artifacts	Media Reports Marketing and Promotional Materials (Brochures, posters)	Media Reports Marketing and Promotional Materials (Brochures, posters)
Direct Observation	Observation of Glasgow 2014 parasport sport events	Observations of Toronto 2015 Parapan sport events
Semi-structured Interviews	17 Strategic interviews (OC, policy, disability sport)	21 Strategic interview (OC, policy, legacy group, disability sport)
Targeted Interviews: On- site Surveys w/ volunteers & spectators	Scale of Attitudes towards Disabled Persons  Glasgow Household Survey	Scale of Attitudes towards Disabled Persons

# Preliminary RESULTS

## GLASGOW 2014

- Integrated OC
- Integrated messaging – lack of highlighting
- Broad legacy objectives – planning and resources?
- Local parasport objectives??

## TORONTO 2015

- Integrated OC
- Integrated messaging – distinctive para-messaging
- Broad and specific legacy objectives – strategic, But resources?

POLICY OBJECTIVES  $\neq$  STRATEGIES

# ***Survey: Scale of Attitudes Towards Disabled Persons***

## **GLASGOW 2014**

Volunteers

Pre-Event N=2,896

Post-Event N=2,324

Spectator = 710

## **TORONTO 2015**

Volunteers

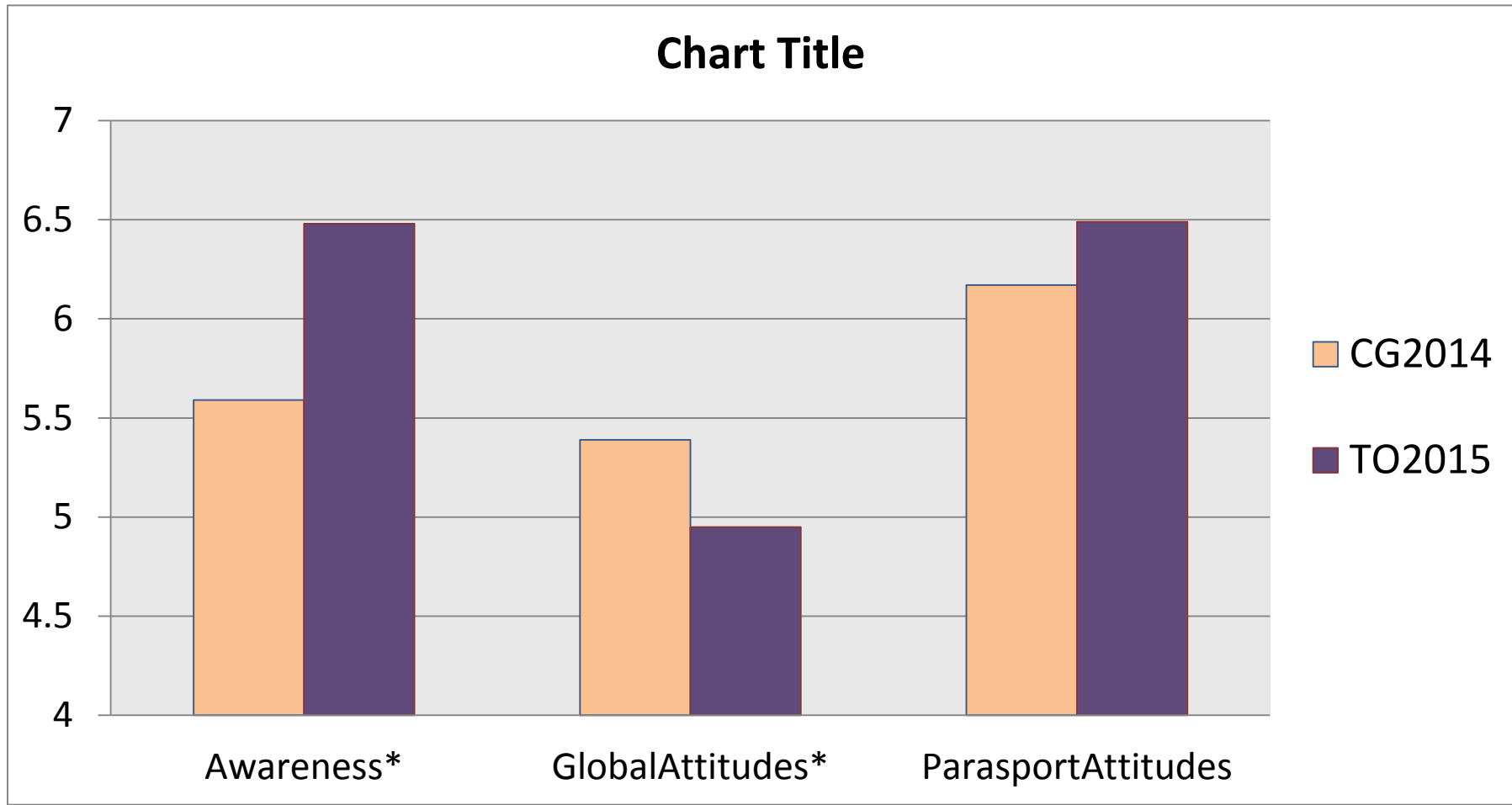
Pre-Event N= 3,127

Post-Event = in progress

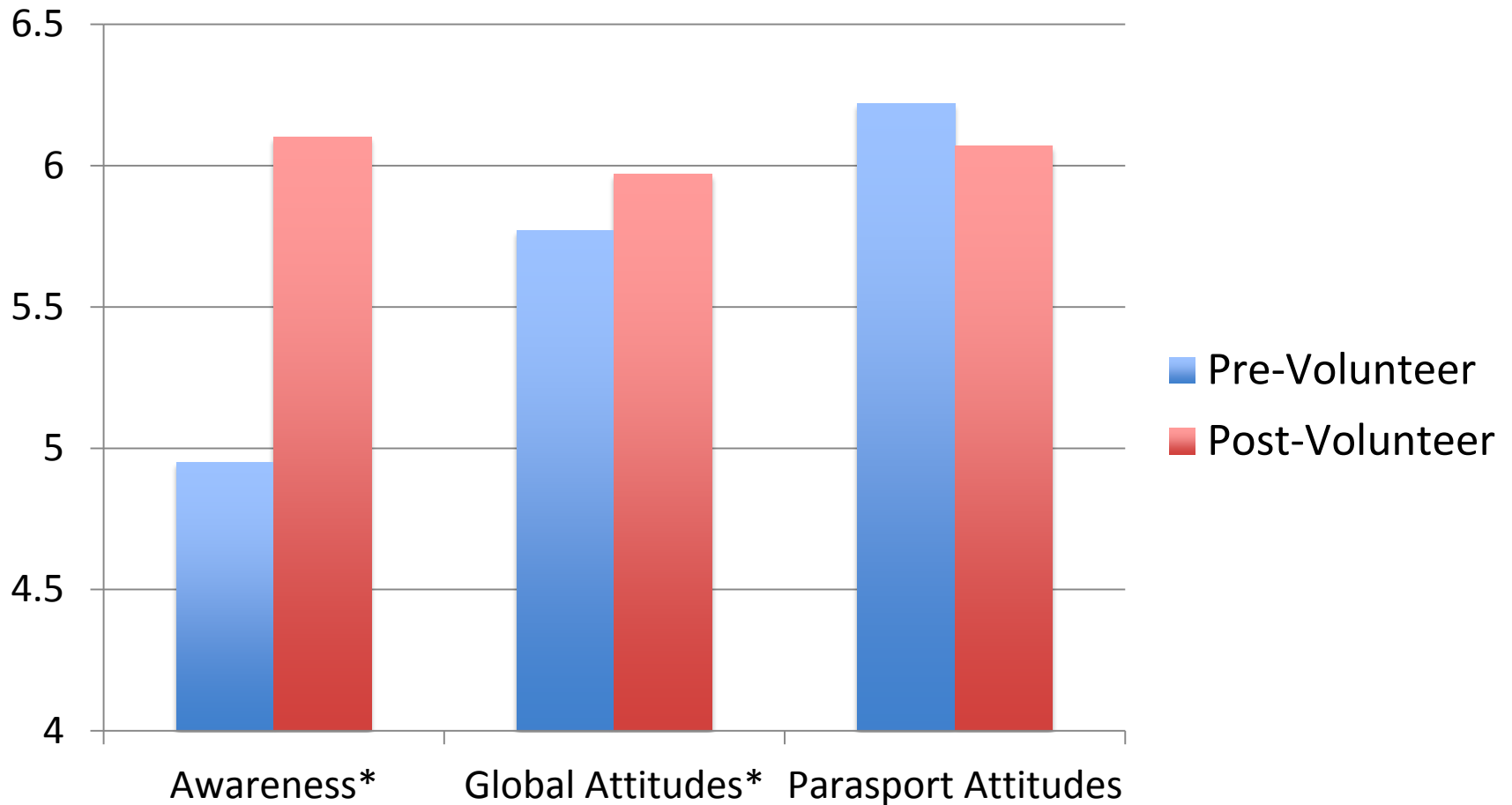
Spectator N= 1,023



# Spectator Results



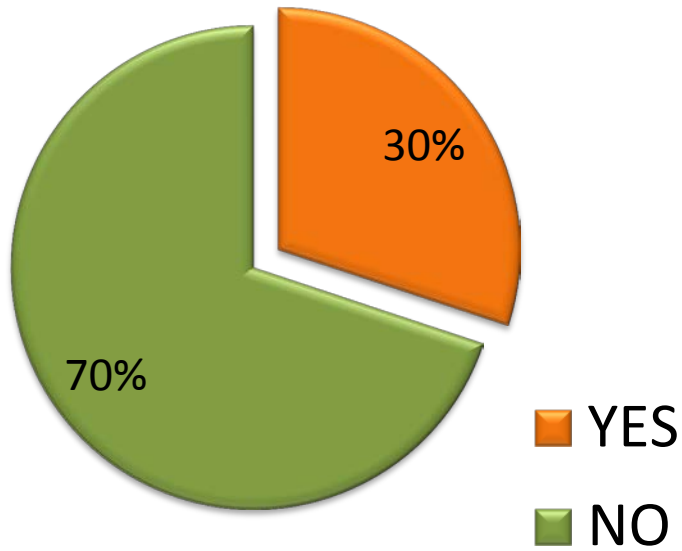
# CG Volunteer Results – Impact of the Games



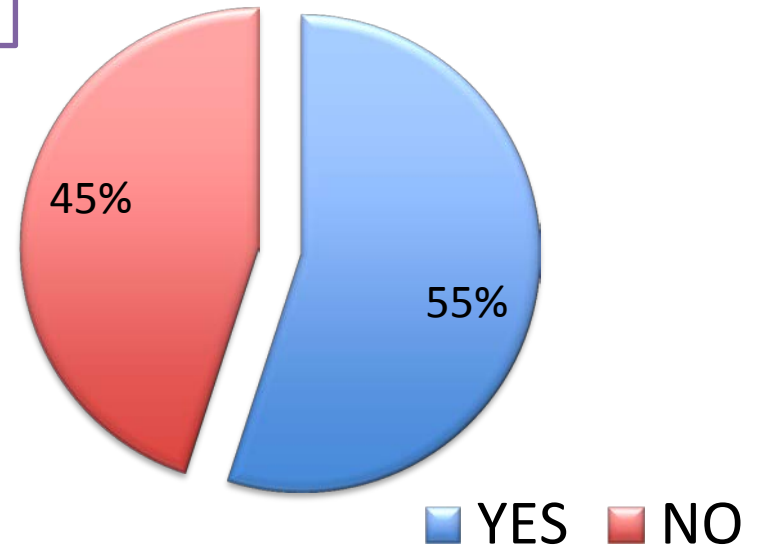
# Impact of the Games (Spectators)

Has the EVENT changed your attitude towards disability?

CG2014



TO2015



# What does this tell us...

- Contact Theory
- The absence of ‘specific’, ‘identifiable’ and ‘resourced’ strategies, tactics and programmes *beyond the Games*
- Assumptions about outcomes
- Investment to address the ‘mundane’, ‘everyday’ barriers to sustained community participation:
  - ✧ **Pathways, coaching, transport, pricing, equipment**

# ...Integrated or Separate?

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