

Institution: Brunel University		
Unit of Assessment: 24 Sport and Exercise Sciences, Leisure and Tourism		
Title of case study: Safeguarding Children in Sport		
Period when the underpinning research was undertaken: 2012-2017		
Details of staff conducting the underpinning research from the submitting unit:		
Name(s): Dr Daniel Rhind	Role(s) (e.g. job title): Senior Lecturer	Period(s) employed by submitting HEI: 01/09/2008 to 30/6/2018
Period when the claimed impact occurred: 2014 to Dec 2020		
Is this case study continued from a case study submitted in 2014? N		

1. Summary of the impact (indicative maximum 100 words)

High-profile media coverage and empirical evidence have demonstrated the need to safeguard children from emotional, physical and sexual abuse in sport. Rhind's research has (i) helped to safeguard 35,000,000 children who access sport through local, national and international organisations, (ii) designed the first International Safeguards for Children in Sport and the culturally sensitive implementation guides, (iii) changed the safeguarding policies and procedures of the 125 international organisations that have used the Safeguards to promote athlete welfare worldwide, and (iv) changed the policy goals of the Commonwealth Secretariat and the United Nations on Safeguarding.

2. Underpinning research (indicative maximum 500 words)

The first international publication of sport, children's rights and violence prevention, commissioned by UNICEF and focused on industrialized countries (DR1). It identified that the existing body of work at that time had primarily been conducted in single countries based in the global north. Existing research had also been focused on the prevalence of abuse and the experiences of survivors. Brunel academics' leading work called for a global approach and highlighted the need for, and approach to, achieving a set of international standards for safeguarding in sport, which could be tailored to different contexts (DR2).

In July 2013, Dr Daniel Rhind led a team, commissioned by International Inspiration (GBP146,000), to conduct the first solutions-focused research with a global perspective on how to safeguard children in sport. The researchers collaborated with representatives from 32 international organisations governing and/or delivering sport to approximately 10, 000, 000 children in a diverse range of settings across Africa, Asia, Europe and North and South America. In phase 1 of the research, data were collected via interviews and group discussions to inform the development of the guidelines. Based on the key findings of this research, the International Safeguards for Children in Sport were launched in 2014 (DR3).

The researchers then conducted a two-year process and outcome evaluation regarding the impact of working towards these International Safeguards using interviews, online discussions and self-audits. In-depth case studies were also conducted with six of these organisations. In phase 2, the data were analysed to identify the factors that influence effective and efficacious implementation. Through this process the CHILDREN Pillars were identified (DR4):

Impact case study (REF3)

- Cultural Sensitivity — There was a clear need for flexibility within the Safeguards such that they could be tailored to the cultural and social norms of the context
- Holistic — Safeguarding should be viewed as integrated into all aspects of an organisation as opposed to existing individually as an additional element
- Incentives — There needs to be a clear reason for individuals and an organisation to work towards the Safeguards
- Leadership — The Safeguards need to have strong support from those working in key leadership roles
- Dynamic — The safeguarding systems within an organisation need to continually be reviewed and adapted to maintain their relevance and effectiveness
- Resources — The implementation of the Safeguards needs to be supported by appropriate resources (e.g. human, time and financial)
- Engaging Stakeholders — A democratic approach should be adopted that invites and listens to the voices of those in and around the sport (e.g. parents, coaches, community leaders)
- Networks — An organisation's progress towards the Safeguards will be strengthened by developing networks with other related organisations

In phase 3, the quantitative and qualitative data were analysed to identify the impacts of working towards the International Safeguards (DR5, DR6). This evidence has been used in advocacy efforts, which have resulted in significant engagement with these International Safeguards beyond the original 32 organisations involved in the research.

3. References to the research (indicative maximum of six references)

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- DR1 Brackenridge, C. H., Kay, T., & Rhind, D. J. A. (Eds.) (2012). *Sport, Children's Rights and Violence Prevention: A source book on global issues and local programmes*. London: Brunel University Press.
- DR2 Rhind, D. J. A., Brackenridge, C., Kay, T. & Owusu-Sekyere, F. (2015). Child protection and SDP: the post-MDG agenda for policy practice and research. In L. M. C. Hayhurst, T. Kay & M. Chawansky (Eds.). *Beyond Sport for Development and Peace*. London: Routledge, (p.74-98).
- DR3 Mountjoy, M., Rhind, D. J. A., Tiivas, A. & Leglise, M. (2016). Safeguarding the child athlete in sport: A review, a framework and recommendations for the IOC youth athlete development model. *British Journal of Sports Medicine*, 49, 883-886.
- DR4 Rhind, D. J. A., Kay, T., Hills, L., & Owusu-Sekyere, F., (2017). Building a system to safeguard children in sport: The 8 CHILDREN pillars. *Journal of Sport and Social Issues*, 41, 151-171.
- DR5 Rhind, D. J. A., & Owusu-Sekyere, F. (2018). *International Safeguards for Children in Sport: Developing and embedding a safeguarding culture*. London: Routledge.
- DR6 Rhind, D. J. A., & Owusu-Sekyere, F. (2019). Evaluating the impacts of working towards the International Safeguards for Children in Sport. *Sport Management Review*, 23, 104-116.

Grant

- i. Daniel Rhind (PI), Oak Foundation. Safeguarding Children in Sport. (July 2013-June 2016), OAK01072013 (GBP146,880)

4. Details of the impact (indicative maximum 750 words)**Impacts on Safeguarding through the Design and Implementation of International Safeguarding Guidelines for Children in Sport**

The research had a significant impact on safeguarding guidelines through identifying and disseminating good practice with 32 organisations across Africa, Asia, Europe and North and South America. Firstly, the International Safeguards emphasise the need for design strategies that are appropriate, accessible and useable. We emphasised the development of core principles tailored to country needs. A senior manager within an international governing organisation identified the need for clear principles that could be easily followed as a key learning about designing safeguarding guidelines for children in sport from the research saying

“One thing that I would say is simplicity. Looking at it from the outside you could say is safeguarding about this or about that. This whole piece has so many elements...we need clarity”

Secondly, the development of an evidence-based flexible framework within the International Safeguards to allow people to tailor implementation to the specific cultural characteristics of the given settings (DR4) was identified. The underpinning research and adoption by international organisations showed the need for culturally sensitive guidelines to ensure that the Safeguards are applicable to a globally diverse range of organisations (DR5, E5.1, E5.2).

The research also had a significant impact on implementation. The CHILDREN Pillars were identified through a focus on targeted, tailored and culturally sensitive principles which underpinned effective implementation of a safeguarding system (DR4). These findings are embedded throughout the implementation guides which have been produced for the 126 organisations working directly with children as well as organisations working indirectly with children (e.g. through funding or governing other organisations) (E5.1). These resources impacted work with around 10,000,000 children and were valued by stakeholders in doing so:

“That is why your case studies of people who have actually been there and done it, talking about it and sharing it is a key way of getting the key messages across.” – International Governor

“There is always a desire to go back to what can be measured and boxes that can be ticked. The qualitative examples which come from case studies are so powerful because they can illustrate the issues which are faced and the complexities of what we are trying to deal with.” – International Deliverer

Impact on International Implementation of Safeguarding Guidelines in Sport Delivery

Research evidence demonstrates a range of significant impacts for the participating organisations (DR6). These are documented in detail within the research monograph (DR5). Survey data illustrated that there had been a significant progression towards the implementation of all eight safeguards across the organisations. Participants reported that the project findings provided clarity with regards to safeguarding, a clear road map to inform their safeguarding efforts and a genuine sense of progression that had not previously been experienced. The benefits were also demonstrated through the qualitative data. Participants reported impacts as a direct result of their engagement with the research at the organisational (e.g. policy and procedures), relational (e.g. codes of conduct to enhance interactions) and individual levels (e.g. improved awareness, confidence and behaviours related to safeguarding). These changes were

manifested by an increase in the number of disclosures of abuse being reported across the organisations. Impacts were also identified beyond the organisation through improved engagement with parents, communities and partner organisations. There is strong empirical evidence that the research impacted the policies, procedures and practices of the 32 participating organisations. This helps to safeguard the 10,000,000 children with whom these organisations interact (E5.3, E5.4, E5.5). These cultural changes are illustrated by the following quotes from participants:

“At the beginning, people just saw it as hoops that they had to jump through. This was particularly from our coaches, who are mostly volunteers, and they saw it as them having to do this and do that to tick boxes. People have really started to embrace safeguarding.”
– Local Deliverer

“Since starting the Safeguards project, we have gone from a position of people saying that they cannot believe you are making me do this, to one where they say I would not put my child in a club that did not do this.” – National Deliverer

“In the 3 years of the Safeguards project we have gone from people at the governing body level thinking that this is not our business to now where it is mandated as part of our strategic plans moving forward, this has been a great change.” – International Governor

Impact on International Strategy on Safeguarding

The Commonwealth Advisory Body on Sport (CABOS) has recommended the adoption of the Safeguards to the Sports Ministers of the 53 nations of the Commonwealth (E5.2). The Safeguards have been publicly endorsed by the Association of IOC Recognised International Sports Federations (ARISF), which took the decision to promote the Safeguards to its 35 Member Federations (E5.4). The Safeguards have also been adopted by leading football clubs (e.g. Manchester City and Manchester United), National Governing Bodies (e.g. Scottish Football Association) and key international organisations (e.g. International Netball Federation). A 2018 audit revealed that 125 organisations, working with over 35,000,000 children worldwide, had signed up to work towards the Safeguards (DR6, E5.1). This global impact has been facilitated by the fact that the International Safeguards are available in English, French, Spanish, Portuguese, Arabic, Bengali, Hindi, Japanese, Chinese, Russian and Swahili thanks to voluntary translations by advocates of the Safeguard). A Brunel hosted project website has been viewed by over 25,000 individual users.

Two recent and important impacts have been the utilization of the research by key international bodies. Firstly, the multi-stage approach to safeguarding identified through the research is embedded in FIFA’s Football Guardians’ Safeguarding Toolkit (E5.3). It states, ‘The five steps are based on the practical application of the International Safeguards for Children in Sport.’ This toolkit is being rolled out to all 211 member associations. Secondly, the research was featured in two webinars organised by the International Olympic Committee for senior figures across all international federations.

This global impact has been facilitated by collaborations with the advisory group convened by Dr Rhind. This group has representatives from UNICEF, NSPCC, Comic Relief, Keeping Children Safe, Right to Play, Women Win and the Caribbean Sport and Development Agency. The members of this group have been strong advocates for the Safeguards within and beyond their

organisations as well as at key events around the world. This collaboration continues with working groups convened by Dr Rhind now focusing on advocacy, resources and monitoring.

There has also been an impact beyond sport. Dr Rhind was the keynote speaker at the British Association for the Study and Prevention of Child Abuse and Neglect Conference, in Warwick (May 2018). This is the leading conference for child protection practitioners and academics from all sectors with over 600 attendees. The International Safeguards were identified as good practice in the United Nations' Special Rapporteur's report on the sale and sexual exploitation of children (E5.6). The research project is also highlighted as best practice in a global evidence review of 'What works to prevent sexual violence against children?' by Together for Girls (2019).

5. Sources to corroborate the impact (indicative maximum of 10 references)

- 5.1 A corroborating letters from UNICEF, UK.
- 5.2 Commonwealth Advisory Body on Sport (2016). *Policy guidance to Commonwealth Governments on protecting the integrity of sport*. London: CABOS
- 5.3 Scottish FA: <https://www.scottishfa.co.uk/news/scottish-fa-become-pioneers-in-unicef-uk-safeguarding//>
- 5.4 FIFA Safeguarding Toolkit - <https://resources.fifa.com/image/upload/toolkit-fifa-guardians.pdf?cloudid=nz1lyz3ykaioy7qwfmgs>
- 5.5 International Olympic Committee – Programme for the series of webinars on safeguarding
- 5.6 UN Special Report:
<https://www.ohchr.org/EN/Issues/Children/Pages/ChildrenInSports.aspx>