

PROJECT PROPOSAL

PROJECT TITLE:

IMPROVING HEALTH OUTCOMES THROUGH SPORTS: A TARGET AT ADOLESCENTS
HEALTH IN EASTERN PROVINCE

DURATION:

24 MONTHS (1ST January 2021 – 31ST December 2022).

IMPLEMENTING AGENCY:

ST FRANCIS FOOTBALL CLUB.

(Established 1975)

FUNDING AGENCY:

THE FRENCH EMBASSY IN AFRICA

1.0. INTRODUCTION

In 2012 UNFPA report, it was concluded that youths or adolescents are faced with challenges such as communicable and non-communicable diseases (NCDs), particularly: Sexually Transmitted Diseases (STIs), including HIV and AIDS; and behaviour **related health problems**, including early and unprotected sex, sexual abuse and early marriages. If left unattended, our gains in reducing infant and maternal mortality will be reversed and further increasing the prevalence of STI and HIV.

World over, sports like football has been used to relay important health campaigns benefiting the community. Football has been and continued to be a major sporting event in the world. The game of football has resulted to skill development in many nations across the globe and has contributed in enriching individuals. Besides, sport in general and football in particular have emerged as a single unifying factor, even in the moment of political, ethnic and socio-religious tension and feuds. Nations across the world have united behind this game. Football has bridged racial divide and brought people of other nation into a union of oneness.

The study done by Menon AJ et al in Chadiza, Katete and Petauke demonstrated that child marriage and teenage pregnancy were prevalent in Eastern Zambia, further portraying the sexuality of the community and risk of STI/HIV spreading. With the increased demand for football in Katete outstripping supply, is an opportunity to address the health related challenges faced by adolescents with sports. However the growth of the game is limited by financial resources and state of the ground being un-safe for health play especially that which is meant to improve the standards of football and carrying out health campaigns.

2.0. BACKGROUND

St Francis football club is a non-profit organization that exists to help people of Katete district improve their quality of life through sports. St Francis Football club operates under the auspices of St Francis Hospital; also a nonprofit hospital under a joint management board of the Anglican and Catholic church. The club is affiliated to the football association of Zambia in the Division two league which means the club plays much within the province which is an opportunity to spread the message across the province. At the time of writing this proposal the club is sitting on top of the league and is poised for a promotion to Provincial Division 1

Since inception in (1975) the club has been working in partnership with the hospital and the communities in developing the potential of the youth and adults to enable them improve their

lives through participation in sports and physical activity. The club has been a tool for the hospital for spreading primary health care services. This is because whenever the team is playing it draws a lot of people and so creates an opportunity for spreading health education/promotion messages to the communities for both home and away matches.

The proposed project is geared to improve participation of adolescents in sports.. The aim is to target adolescents currently in schools and drop outs and form a junior teams which will blend into the senior team for both girls and boys.

As a club, we wish to keep our youths busy through sports as sports men and women; and also as supporters. With financial support, the club will manage to keep the teams running, and partly the project will also be aimed at reestablishing a girls' team and have it affiliated with the national federation. The girls team will equally have a nursery through which talent will be nurtured from.

3.0. PROJECT

The Aim of the Project is to contribute to the development of football in Katete district and delivering the social, health and community benefits that are well-recognised with community participation in and support for sporting teams and competitions.

3.1. PROJECT OBJECTIVES

The overall goal of the project using the Club as the vehicle to promote health through youth participation in football while ensuring many health and social benefits inherent in sporting activity form greater outcomes beyond sporting arena into everyday life by;

1. Providing youths in Katete district with role models for participation in exercise and organised teams sports.
2. Improving health outcomes through adolescent participation in sports
3. Encouraging and growing the rates of participation in football at all ages, levels and across gender in Katete; providing potential football players in Katete district an aspirational pathway for a professional football career and/or fulfilment of their individual sporting potential.

4. To build capacity of volunteers who will help in the running and managing of football activities
5. To provide appropriate infrastructure in order to advance football, recreation and physical activity in the St Francis Hospital community while addressing the Government's public health promotion agenda.
6. Contribute to enhancement of social fiber and eradication of social ills such as through public health campaigns

3.2. ACHIEVING THE OBJECTIVES

The Project aims to achieve the above Objectives through the following measures:

Engagement with the local community from the outset in development of the Club's culture, strategic direction, identity and "brand". This once appreciated will aid in talent identification. Also because of the culture of rural Katete some myths will be broken hence the girl child will be allowed to participate in football.

With teams established coaches and staff from both teams will be exposed to capacity building so as to improve their service delivery as they interact with the athletes. It is hoped that with this the team will perform to the extent of reaching the National Division 1 league during the life span of the project

Because of the uniqueness of the club and the mission statement; '*helping people through football*'. And the need to escalate the club's participation in public health activities, in meeting the set objective the recruitment of players will be based on not just their playing ability but their adoption of the club values and their aptitude and willingness to embrace the community engagement ethos.

One strength which the club possesses is the composition of its executive committee. The committee is made up of health workers who are the pillars of health promotion campaigns.

3.3. PROJECT COMPONENTS

The Project will include the following components

1. Component of Mass health campaigns on specific issues affecting the community before, during and after the matches.
2. Use of the Club's training and administrative facilities for the conduct of certain community engagement activities such as member and fan days, junior training clinics, gala days, award nights.
3. Improving the club's facilities; infrastructure and equipment to accommodate both sporting activities and health campaigns,
4. Expanding our teams to include women's team and introducing a nursery team for men's football.
5. Acquiring of transportation modalities

4.0. PURPOSE OF GRANTS & FUNDING

This project meant improving the training and competition facilities for St Francis football club. The project will consist process of;

1. Ensuring that club activities are a vehicle for public health campaigns
2. Player/talent identification,
Training activities with the aim of developing men and women who will participate in national and international events, which are income generating.

4.1. Needs of the for the club.

1. Training material: football boots, Jerseys and training kits, cones, soccer socks, goal keeper gloves, shin guards, footballs, first aid medical facilities, nets.
2. Refurbished Competition/training ground; A reasonable capacity pitch and running track.
3. Transport: To facilitate movements for our teams to and from competitions.
4. Capacity building for our coaches, volunteers and support staff.

5.0. AFFILIATIONS WITH SIMILAR ORGANIZATIONS

St Francis football club is a club with two teams, men's and women's teams; the men's teams is affiliated with the football association of Zambia. The club is a social platform for the hospital – St Francis hospital.

The women's team is yet to be affiliated with the local federation. Sports Center will be working closely with other sports related businesses for industry exposure.

6.0. THE PROBLEM STATEMENT

The youth and especially girls in Katete district are lacking in both recreational facilities and equipment to play sports. Young people especially girls are the most vulnerable to social problems caused by idleness and sport is a sure way to meaningfully engaged and support youth in today's rapidly changing world. Because of idleness, it has become an increasing concern that much of the youth are being forced into life of crime.

From inception St Francis football club has been a vehicle for positive change. The club has been used for campaigns against HIV/AIDS associated stigma in Katete district and beyond. This was the time the club was even referred to as "HIV fighters", this worked well because of lack of recreational facilities and entertainment in this set up, whenever there was a football match huge crowds would flock to the venue to watch the boys play. This would eventually create an opportunity for anti-stigma campaign. The anti HIV/AIDS and stigma messages would be delivered through songs by its supporters (mainly consisting of health workers escorting the team), drama during half time, banners, and of course the branded jerseys.

During the matches, people would be offered opportunities for testing for HIV/AIDS in designated tents that would be erected on the sidelines of the ground. Stigma was managed and the team changed its name back to St Francis football club.

Public Health Care needs have evolved there is therefore need to refocus the efforts on health promotion campaigns. It is still certain that Football still stands a crowd puller! Among the public health concerns that are ravaging this community are teenage pregnancies, early marriages, gender based violence, malaria, cervical cancer and substance abuse. Recently non communicable diseases have also been recognised as a public emergency in Zambia.

Deeper insight into all these issues reveals that lack of social amenities among the youth is a contributing factor. These amenities include sporting activities. It is for this reason that an improved sporting environment is being sought.

Currently the club has not been doing well in terms of meeting its public health campaigns owing to a reduction in income. Left unchecked the situation is likely to get worse, consequently the club which has mainly been surviving on contributions from individuals from the hospital will

fail to run. This can be attributed to the outbreak of COVID 19 which has had a negative effect on the incomes of many people including supporters of the club.

7.0. JUSTIFICATION OF THE PROJECT

Football is a viable and practical tool to assist in the achievement of the SDGs. Public health has been recognised as one of the major issues in the MDGs. Every opportunity available to contribute to the attainment of these goals must thus be perused. Football present such an opportunity. Football based prevention programs employ the competitive, participatory, team based and communicative aspects of the game to facilitate both knowledge acquisition and lifestyle change.

Football's natural convening power creates a platform for the delivery of health and social services important for health, such as voluntary testing and counselling, treatment and care services for HIV/AIDS positive individuals, cervical cancer screening etc. The project is poised to bring immense benefits to individuals, the community even to the country as a whole. Some of the views proposed which show the significance of the project with all its components are as follows;

7.1. Sport and recreation infrastructure is key to:

- a) Football talent identification
- b) Transformation and promotion of football in Katete and Eastern Province as a whole
- c) Repositioning of the club's excellence at provincial level (the poorer the foundation, the poorer the performance high performance level and the reverse is true).
- d) The location of the football ground for the club provides a unique opportunity to the surrounding schools as they will also be able to improve their football by sharing in the use of the ground. Apart from the community the club shares the football ground with three schools and a nursing college.

7.2. The project will contribute to local economic development:

An improved sporting environment will have added advantages which are bound to trickle down to the youth direct and indirectly. This will be through creation of opportunities such as;

- a) Sport Tourism
- b) Employment opportunities
- c) Infrastructure development.

7.3. There is a general lack of sporting activities among girls in Katete district and this scenario is exacerbated by lack of facilities and equipment. In addition to improving footballing opportunities for the youth, the project will contribute to enhancement of social fiber and eradication of social ills such as:

- a) Alcohol and drug abuse which often leads to crime.
- b) Undesirable sexual behaviour:
- c) Reducing in teenage pregnancy
- d) Reduction of early marriages
- e) Gender based violence and
- f) Contributes towards the fight against the spread of HIV and AIDS.

7.4. Improvement of football for the club through this project will have direct benefits to the youths' themselves as this will contribute towards improved total well-being and quality of life. This will be through reduction of risk factors for non-communicable diseases such as cardiovascular diseases, hypertension, diabetes mellitus, lower back pain, cancer etc. Non-communicable diseases have been recognised as a public health concern by the ministry of health. Apart from improving football, the project will contribute to improving community participation in sports and physical activities. This will arise from the fact that once the ground is refurbished it can also be used for other related sports like; Netball, handball, and athletics. This will have a positive impact on the health of the community.

8.0. RISKS INVOLVED IN THE PROJECT.

- a) Families need girls to stay at home.
- b) Cannot get the number of volunteer teachers and coaches to run the project.
- c) Members of the community may not be willing to participate in the program.

10.0. PROJECTED COSTS

The indicative club budget allocations to cover the various program components outlined above are as follows:

S/N	Item Description	Unit Cost	Quantity	Total Cost
1	Refurbishing the pitch	250 000	1	250 000
2	Training equipment	50 000		50 000
3	Competition equipment	100 000		100 000
4	Medical equipment	80 000		80 000
5	Bus 200,000	200 000		200 000
6	Youth development - talent identification, development and competition through the programs	200 000		200 000
7	Public health programs	40 000		40 000
8	Staff capacity development	60 000		60 000
9	Total			

11.0. THE ORGANISATION'S CONTRIBUTION

St Francis Football club is a not-for-profit organization established for charitable purposes and therefore depends on donations and membership subscriptions. In implementing this project, the club will contribute by paying the staff and recruit volunteers to help in running the project for 24 months.

12.0. OTHER REVENUE STREAM

As already highlighted the club is an affiliate of the football association of Zambia, it is therefore entitled to an annual grant. The federation occasionally supports the club with equipment.

Partners of the hospital also whenever resources are available would support the club in kind. This help from hospital partners is however is unpredictable making it un reliable because when the club needs its unavailable.

The only predictable source of income is contribution from individuals who work at the hospital. This is the main source of income for the club.

13.0. MONITORING AND EVALUATION

The club executive committee will monitor the implementation of the project to see to it that the goal, objectives and expected outcomes are accomplished. Monthly reports will be written and submitted. Monitoring of the project for improvement and assessing the objectives against outcomes will be done on a regular basis and reports submitted. At the end of the project, there will be an evaluation meeting between the project staff and the related stake including community representatives.

13.1. Monitoring and evaluation will involve:

- a) identifying number of participants and regularity of attendance for training
- b) identifying number of number of teams successfully established
- c) designing questionnaires for participants to assess their satisfaction with the Program.
- d) recording of the number of volunteer coaches who participate in the capacity building program
- e) the condition and use of sports equipment provided.
- f) League standings for the established teams
- g) Income collected from the initiated /running income generating projects
- h) Whether or not the bus has been bought and used accordingly.

14.0. SUSTAINABILITY OF THE PROJECT

Sustainability will be achieved through identification of income generating activities to keep the club going after the project life span comes to an end. Currently the club is exploring possible projects. among these project include starting

1. fish farming through which some youth will be engaged as workers. From the sales it is expected that; the money could help with the running of the club.

2. Once the initial equipment has been purchased and worn out, the club will institute a replacement plan with resources from various income generating projects that will be implemented.
3. Communities and clubs with no sporting infrastructure who may wish to use the sports facility will be asked to make some financial contributions, which will be channeled toward the maintenance of the equipment.
4. Currently even though the club and the surrounding schools use the ground for football, the ground is entirely on an open space such that it is impossible to institute gate takings.

This could be an option will be explored so as the community can participate in the maintenance of the infrastructure. It is also important to noted that the club will continue to run under the auspices of the hospital as well as remain affiliated to FAZ.