

## Forging Space for Advocacy in Sport



Angela Hucles Mangano  
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## What is Sport?

Activity? Place? Exercise?

- Activity/Game
- Profession
- Culture/Society
- Place
- All of the Above

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## What is Sport?



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## What is Sport?

What I've learned to be true is that:

***Sport is  
the vehicle that allows opportunities to be  
physically healthy, mentally strong, socially  
competent, and self-confident.***

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## The Power of Sport

"Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than government in breaking down racial barriers."  
- Nelson Mandela



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## Power of Sport

- Language Translator
- Therapeutic
- Life Lessons
- Empowers & Unifies
- Provides a Platform

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# Sport Translates Language

SPORT ALLOWS UNSPOKEN  
COMMUNICATION

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# Sport Translates Every Language



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## Sport as Therapy

Research Backs Physical & Mental Health of Sports

Safe Space

Vulnerability & Strength

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## Life Lessons

- Different ways of learning
- Individual growth and lessons
- Group and team lessons
- Skill development in safe spaces

Goal setting

Work ethic

Time management

Self-efficacy

Overcoming adversity

Moving Past Defeat

Self-awareness

Different personalities

How to Trust

Confidence

Leadership

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## Empowerment Through Sport



Empowers  
Individuals  
&  
Unifies  
Groups

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SPORT IS  
ONE OF THE GREATEST PLATFORMS

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## Sport as a Platform



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## Why We Must Forge Space for Advocacy...NOW

Advocacy Over the Years

Advocacy Culture

We're Awake!

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## ADVOCACY OVER THE YEARS



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## ADVOCACY OVER THE YEARS



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## Advocacy Culture: Equal Pay



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## Advocacy Culture: Black Lives Matter



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## Advocacy Culture: Equal Pay



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ADVOCACY CULTURE

WE'RE AWAKE

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## ADVOCACY CULTURE: We're Awake



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## So What Do We Need to Do?

- Allow Opportunities in Youth Development
- Spokespeople
- Be Present
- Life Cycles of Athletes

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## Life Cycles



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## One Nation, One Team Forge The Space for Advocacy in Sport



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