

Mapping UNSW Impact Global Development

Primary SDG	11: SUSTAINABLE CITIES AND COMMUNITIES
Broad theme	Football for social change
Research	Promoting positive youth development, social inclusion and peace-building through sport for social change
Impact region	Myanmar
Faculty	Medicine
School/Institute	School of Public Health and Community Medicine
Academics	Dr Anne Bunde-Birouste, Tun Shwe
Project partners	UEFA Foundation, Laureus Sport for Good Foundation, Paung Sie Facility, Paung-Ku Organisation, Myanmar Red Cross Society
	Myanmar universities: Dagon University & University of East Yangon, Mawlamyine University, Hpa-an University, Keng Tong University, Myeik University, Bago University, Patheingyi University (planned), Myittha University (planned)
Related SDGs	3: Good Health and Well-being
	4: Quality Education
	10: Reduced Inequalities

Elevator pitch

Anne and Tun have created a football training and life skills program that is being implemented in Myanmar and is reaching over 400 university students and 2,400 high school kids in low income areas, encouraging their engagement, expanding their skills, and creating a more peaceful and cohesive society.

The Challenge: Myanmar society is divided and children's development is impacted

Emerging from six decades of military rule, Myanmar is still a very divided society with its diverse religions and ethnicities. It is also a relatively poor country with many living in rural areas where children do not have access to education and their development is limited. Some children are suffering from PTSD, others are engaging in drug use, and many face feelings of hopelessness.

UNSW's solution: Create a life skills and football program for kids

Motivated by football's capacity to bring people together and build their confidence, Anne started [Football United](#) in 2004 for refugees living in low income areas in Sydney. The program includes training, games and workshops in the classroom around social cohesion, youth development and life skills (including modules on health, diversity, stress management, communication, teamwork, conflict resolution, and problem solving). Successfully engaging youth in school and reducing anti-social behaviour, the program grew rapidly across

Australia, and is now in Myanmar. Football United is part of a global network of over 130 organisations using football for positive social change.

Tun Shwe, who is from Myanmar, joined Anne and Football United in 2008 as a volunteer. With a grant from UNSW in 2013 they began the program at three universities in Myanmar targeting high school kids. University students are trained up by Tun and Australian Football United coaches to run the programs in schools in their local areas. The program is now live in 33 locations across seven Myanmar states, with over 400 volunteer coaches (university students) training more than 2,400 (high school student) players. Some of the original coaches are now managing the growth of the program.

Tun has added a 'football for peace' module to encourage the use of football to create harmony, and to increase the self-sustaining capacity of the program. As part of his PhD he is also researching the peacebuilding capacity of the program and its ability to promote positive social change, through interviews with kids and parents, and via media monitoring.

Supported by a UEFA Foundation grant, Football United is building a new football centre in Hpa-an that features a playing field, meeting rooms and accommodation. The centre is expected to become a harmonious meeting place for the community, and the facilities provide an opportunity for income and sustainability. As a Board member of the streetfootballworld global network Anne is engaged in a project investigating sustainable funding mechanisms for 'football for good' programs. Within that project Football United will offer social enterprise training at the centre in Hpa-an. With further funding, Anne and Tun can increase the number of football clubs they assist.

The Impact: Promote social cohesion among kids, develop their life skills and future prospects

Football United promotes social cohesion and positive life skills among kids from different parts of Myanmar's society. It encourages empathy and respect, and communication and conflict resolution in a safe and fun environment. After the program, kids have a proven capacity to manage themselves and their lives better. They are more confident with a more positive outlook, and have a higher chance of becoming the leaders of tomorrow.

University trainers also benefit, getting free training in research, project management, English and financial management. The experience furthers their life and career prospects. The impact on both sets of kids has a positive effect among parents and the community, reshaping attitudes and outlooks for the country.

Researchers

Dr Anne Bunde-Birouste is a Senior Lecturer and the Convener of the Health Promotion at UNSW, and Founding Director of Football United. She is also the Director of the Yunus Social Business for Health Hub at UNSW, Director of Creating Chances, and she is on the Board of Street Football World. Prior to joining UNSW, she was the Scientific Director of the International Union for Health Promotion. She has worked in France, Africa, and more recently, Sri Lanka and the Solomon Islands. Ever since France won the 1998 World Cup when Anne was living there, she has been acutely aware of the ability of football to foster social change.

Dr Tun Aung Shwe is the Myanmar country director for Football United. He worked as a general practitioner after being awarded MBBS from the Institute of Medicine (1) Yangon in 1991 before moving into the NGO sector and working with Myanmar Red Cross Society (MRCS) in 2002. In 2008, he moved to Australia and earned a Master degree in Public Health and Health Management from UNSW. Tun's PhD explores how football contributes social cohesion, grassroots peacebuilding and reconciliation in the Kayin State in Myanmar.

Ben Falkenmire 23.05.18