

Original Article

## Sport and social inclusion. Study of the program "segundo tempo" in Feira de Santana, Bahia – Brazil

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### Abstract:

The "Segundo Tempo" program is an attempt by the Federal Government of Brazil, through the Ministry of Sports, to democratize children's and adolescents' access to sports in both public schools and outlying areas. This study seeks to understand the effects of the "Segundo Tempo" program on social inclusion in the city of Feira de Santana, Bahia (Brazil). This ethnographic study used the techniques of content analysis. The research instruments were document analysis, participant observation, and semi-structured interviews with 27 key informants - which involved past and/or current board members, technicians, and those who benefitted from the program. Thus, socialization is highlighted as the primary reason for determining sport as this project's central theme. Among its main objectives, the "Segundo Tempo" program focuses mainly on democratizing access to sport, and creating job opportunities for needy citizens. The main results achieved by this study consisted of the social inclusion of children and adolescents at social risk, integral education, and civic education. Accordingly, partnerships between different sectors, leadership and organization, and community recognition are greatly emphasized among the core reasons for this program's success. The overall results of this study point out the importance of sport in social matters while it provides better opportunities for needy individuals, as well as for children and adolescents at social risk. Nonetheless, it is essential that the public, private, and third sectors are interconnected.

**Key words:** sport; inclusion; social program; ethnography.

### Introduction

Evidence indicates that integrating sport as a permanent extracurricular activity in schools could produce advanced improvements on individuals' physical and social-emotional health, as well as on their academic well-being (Coatsworth, 2007). Social programs focusing on extracurricular activities "generally utilize a particular sport (eg: tennis, football, squash, baseball or basketball) in order to facilitate learning, and develop life skills in youth" (Perkins & Noam, 2007 p.75).

Rising levels of childhood obesity have led to a growing number of government-sponsored attempts to restrain the problem. In this regard, evidence suggests that "much of today's focus is on sports as main extracurricular activities" (Voss, Hosking, Metcalf, Jeffery, & Wilkin, 2008, p.470). This way, how well children and adolescents occupy their free time represents one of the most important factors to predict their development and success (Taliaferro, Rienzo & Donovan, 2010).

It is a fact that the occupation of free time with sport practices is seen as an opportunity to encourage healthy behaviors (Costa, 2006). However, one should take into consideration that as children grow up and no longer attend school, their participation in sport activities tends to reduce (Crombie, 1996). Thus, we recommend that conditions for the acquisition and maintenance of a physically active lifestyle be created (CONFEE, 2010; Kilpatrick, Hebert & Bartholomew, 2005).

Sposito and Corrochano (2005) indicate that the idea behind programs directed towards young individuals may comprise the compulsory school attendance, but it must also focus on individuals' necessary presence in social and educational activities. In addition, these programs must put great attention onto citizens' participation in actions for community engagement, which are generally offered by partner institutions responsible for implementing the program in different locations.

Elling (2005) suggests that the mechanisms of inclusion and exclusion which influence sport participation and leadership form a complex constellation of factors. Questions such as who can participate and what is allowed in a particular sport activity are as highly influenced by institutional selection mechanisms as by

citizens' singular choices. Socialization, available income, access to sport facilities, and sport skills interact with factors of exclusion, which then influence the choices of many people coming from various social status (such as age, gender, and ethnicity) to whether they want to practice a specific sport or not. Thus, changes in the process of selection and organization of sports can not only increase the number of participants in sport activities, but also promote broader social inclusion.

Mendes and Azevêdo (2010) compare the historical precariousness of physical education in schools to the growth of public policies regarding sports and leisure, and to sport social projects in Brazil. Although the target audience is the same - children and school-aged individuals - the objectives are very distinct. As a result, both authors analyze these policies in order to understand its functionality regarding sport and leisure. To do so, they performed a thorough review that allowed them to observe the path that had caused such growth. The results showed that, in the current socio-political-economic system, the use of sport and leisure sometimes occurs as a commodity - when considering its use as an ideological state apparatus (in and out of school).

According to Vianna and Lovisolo (2011), the ideological discourse present in the programs and policies of social inclusion through sport does not seem to involve the interest and retention of significant portions of the people registered to activities. Clearly, mere participation in sport activities directed towards professionalization, through sufficient training and participation in sport events, does not necessarily represent adherence to that activity.

It is important to note that these programs use outsourced infrastructures and/or schools without improving these institutions. Thus, the program structure and the training and competence of social workers who work in these programs are obviously questionable. This context leads us to an idea of massification and detection of athletes instead of to the democratization of access to sport and leisure (Mendes & Azevêdo, 2010).

Despite the promulgation of the new constitution, sport has not been regulated in Brazil yet. For instance, the Ministry of Sports was only created in 1995 with an extraordinary character - seven years after the most important legal document in the country entered into force. In addition, it took another eight years for the creation of a permanent ministry, whose existence does not depend on the nuances of Brazilian politics. These long delays demonstrate the lack of recognition of the importance of sport to the country (Vianna & Lovisolo, 2011).

The institutional history of the Ministry of Sports (Azevêdo & Barros, 2004) started in 1937 when the Division of Physical Education of the Ministry of Education and Culture was created through the n.378 Law of January 13, 1937. Sport did not have a unique ministry until January of 2003. Such ministry was developed in order to formulate and develop positive and inclusive public policies, consider sport and leisure as rights of every citizen, and contribute to the development of the country.

In terms of research regarding the science of sport, themes such as public policy, sports, and the third sector (Azevêdo & Barros, 2004; Mendes & Azevêdo, 2010) are highlighted in response to their international characters. An example of these themes is the various studies addressing the development and evaluations of actions that seek to build a body of knowledge which will then contribute to the formation of more realistic public policy for sport in the country.

Sport neither solves all social problems, nor is it the cure for all ills of body and soul. This is a multifaceted and complex phenomenon that needs to be further investigated in all its aspects and dimensions. Thus, it is concluded that the science of sport as "a study of the body" should take an open and cooperative attitude within the Natural Sciences and Social Sciences. The interdisciplinarity that results from these sciences points to the use of multiple approaches directed toward practical activity intervention and transformation of society (Mendes, Dias & Morais, 2009).

Thus, we highlight the need for more studies on the impact that social projects along with the implementation of sports and leisure activities have on communities. The results of such investigations may provide precious data to the federal government, state governments, universities, businesses, and third sector institutions so that they are able to make adjustments to current programs, as well as to configure and implement future projects.

The "Segundo Tempo" program is an attempt by the Federal Government of Brazil designed in 2003, through the Ministry of Sports, in order to democratize children's and adolescents' access to sports in both public schools and outlying areas. Accordingly, this study aims to understand the roles of the program, spurred by a nonprofit organization called Fundação de Apoio ao Cidadão e Mobilização Social (FAMFS), on social inclusion in the city of Feira de Santana, Bahia - Northeastern region of Brazil.

## Methods

We used ethnographic methods (Ribeiro, 2003; Tedlock, 2000) in order to give an overview and analysis of the performance of the program. The research techniques used consisted of: i) desk review: institutional base of 3.372 pages (base year of 1989-2011) and electronic database of 1.697 pages (base year of 1995-2013); ii) participant observation (base year of 2011 and 2013), board meetings, administrative meetings with the curator and tax counsel of the entity; domestic and international trips, and program actions; iii) semi-

structured interviews with 27 key informants, involving past and/or current board members, technicians, and those who benefitted from the program.

We used interviews as the first methodological procedure (Ruquoy, 1997) because we understand that this form of data gathering represents a breakthrough in anthropological theory in tune with current trends in research of sciences of sport (Garcia, 2005).

The step of building the first version of the interview scripts (director, technical, and those who benefitted from it) took into account the intended goals, as well as the literature review related to the theme of our study (Bailey, 2006; Bento, 1995; Bento, 2004; Constantino, 2006; Crespo, 1990; Da Costa, 2006; Dishman, Washburn, & Heath, 2004; Green, 2008; Perkins & Noam, 2007; Tubino, 1992; Tubino, 2010; UN, 2004; Whitney, 2007).

Then, the project was evaluated by experts, who validated the instrument. This was followed by interviews, which involved a director, a manager, and a person benefitting from the program in order to assess the clarity and relevance of the questions of the interview guidelines. Based on the reflections resulting from the analysis of those interviews, we prepared new versions of interview guidelines, which were again subjected to experts. This ultimately led to the final versions of the study. Also, all interviews conducted with individuals in our field of study were recorded on a digital audio recorder, and then transcribed.

After transcribing the information, we began to analyze the data. According to Belei et al. (2008), the technique most commonly used is the content analysis proposed by Bardin (2008), which consists of "detailed reading of all transcripts, the identification of words and set of words that make sense for the research, as well as the classification into categories or themes that have similarity to the syntactic or semantic criterion" (Oliveira, Ens, Freire Andrade, & Mussis, 2003 p.190).

Discursive categories were constructed based on native speech while taking the theory as reference (Bardin, 2008; Pereira & Leitão, 2007).

## Results

Our study focused on the role of the "Segundo Tempo" program in Feira de Santana (Brazil), and its effects on children's and adolescents' inclusion in sport.

We now turn to the analysis of the data obtained through the interviews conducted. We will present various tables relating to the issues raised in the interviews, which will be referenced such as the categories, subcategories, and their frequencies. Further, we will analyze the results obtained in each frame by establishing a relationship between bibliography, field notes from participant observation, and document analysis.

### Reasons for Sport as the Study's Central Theme

In this category, we intended to understand the reasons behind the use of sport for social inclusion. According to Table 1, most respondents characterize socialization as the main reason for using sport as the central theme of the promotion and development of the "Segundo Tempo" program in Feira de Santana. Also, other respondents mentioned the benefits to health and education.

Table 1. Reasons for using sport as the study's central theme

| SUBCATEGORIES                    | Frequency |
|----------------------------------|-----------|
| Socialization                    | 08        |
| Benefits to health and education | 07        |
| Others                           | 02        |

In this regard, we note the following statements:

"... With sport, everyone is involved ... Whoever does not like a specific sport, will surely like another ..." (D3).

"... Not only health itself ... But the general improvement of citizens ..." (T10).

"... Question of survival, right? ... Physical and mental health ..." (D6).

"... You have to practice sports first and foremost for your health ..." (B7).

Such statements meet the purposes of FAMFS expressed in our document analysis. Effectively this institution aims to collaborate with the government in the implementation and development of national policy for the welfare of children and adolescents. It is the responsibility of FAMFS: a) to formulate and develop community programs for children and adolescents; b) to assist the underprivileged, abandoned, and minors in social error, while ensuring priority to programs aimed at integrating the community; c) to promote education and vocational training for children and adolescents; and d) to develop studies on relevant social issues (FAMFS, 1999).

During the period of our study (and in the context of participant observation), we participated in the elaboration of one project to renew the "Segundo Tempo" program in Feira de Santana and other municipalities in the state of Bahia - in order to provide the inclusion of 8.000 children and teens through educational sport practices. The project was approved on October 10, 2011 - according to the list of 612 selected entities, and published by National Department of Sports, Education, Leisure and Social Inclusion. FAMFS was one of the

NGOs classified. However, the appeal was not released as it coincided with the period of suspension of the covenants of the Federal Government with non-governmental organizations.

These results lead us to the thought of the United Nations (UN, 2004), in which activities involving sport do not aim merely to the creation of new sport champions, but rather to the use of sport for extensive development and promotion of peace. Furthermore, it is estimated that for every US\$ 1 spent on physical activity, over US\$ 3 is saved in medical costs (UN, 2004).

Sport is a means for socialization, which favors collective activity, the development of community awareness, and the identity and symbolic representation of the nation as evidenced in major competitions. To these functions, Bento (1991, quoted in Alves & Pieranti, 2007) also adds the strengthening of health, recreation, and communication between participants as fundamental aspects of sport. Likewise, from the point of view of Constantino (2006), sport can be an important means of socialization that allows society to transmit social norms and values, and to ensure rights of citizenship. In this respect, Pires (1998) argues that socialization through sport can be considered a form of social control.

### Intended Goals

At this point, we seek to understand the goals of the "Segundo Tempo" program in Feira de Santana (Brazil).

According to Table 2, we can see that the majority of respondents agreed that the democratization of access to sport is the main objective intended by the "Segundo Tempo" program in Feira de Santana (Brazil). Others commented that the goal of this program consisted of generating labor, employment, and income.

Table 2. Intended Objectives

| SUBCATEGORIES                          | Frequency |
|----------------------------------------|-----------|
| Democratize access to sport            | 22        |
| Generate labor, employment, and income | 14        |
| Others                                 | 01        |

Respondents assert the following in their testimonies:

"It creates opportunities ... sports function as a way to educate, and then turn youths into great professionals ..." (D5).

"... The objective is to promote sport, labor, employment, and income, right? ..." (D2).

"... To allow anyone to practice sports. Even those who have no access to them..." (T4).

"... It is the dream of every child to grow up, play football, buy a house ... and help his/her parents ..." (B7).

This information is also evident in the Internal Rule of FAMFS (1998). Then, one can verify that FAMFS aims to provide integrated care for children and adolescents, and ensure the rights to life, health, food, education, sport, leisure, professional training, culture, dignity, respect, freedom, family, and community life.

These results are as indicated in the institution's bibliography. For Sposito and Carrano (2003), therefore, the programs developed by non-governmental organizations are important promoters of new ideas in respect to governmental actions. Everything suggests that before being incorporated into the governmental sphere, programs and policies for children and/or adolescents were already being experienced by society through NGOs and corporate foundations.

The creation of social projects is necessary because the state does not fulfill permanently and effectively the needs of its population. Thus, it has transferred to the civil society the responsibility to take care of its citizens through programs that often have no continuity nor the commitment to prepare the community for the transformations it will experience (Souza et al., 2010).

### Strategies Used in the Implementation of the Program

Within this category, this study intended to verify what strategies were used to implement the "Segundo Tempo" program in Feira de Santana (Brazil).

For most respondents, creating better life opportunities for the needy constituted the main strategy for the implementation of the program. On the other hand, others respondents mentioned the formalization of agreements and partnerships as main strategies as well (Table 3).

Table 3. Deployment Strategies

| SUBCATEGORIES                                | Frequency |
|----------------------------------------------|-----------|
| Create opportunities for the needy           | 20        |
| Formalization of agreements and partnerships | 18        |
| Others                                       | 03        |

In this regard, we can observe testimonies of some interviewees:

"... it discusses at the state and federal levels, and ends up formalizing agreements ..." (D7).

"... schools, sports clubs, football fields in neighborhoods were all implemented ..." (T6).

"... We chose the most troubled neighborhoods ... as the first locations to develop the program..." (T2).

These strategies are consistent with what was found in the bibliography (Elling, 2005; Sposito & Corrochano, 2005; Vianna & Lovisolo, 2011). Thus, social inclusion can mean enabling and empowering individuals to participate in society while improving their chances of living according to their social experiences. A typical definition is that social inclusion is a process that helps individuals at risk of poverty or social exclusion to gain essential opportunities and resources in order to fully participate in economic, social, and cultural life. So, it ensures that citizens have greater participation in any decision making that might affect their lives, and access to their fundamental rights (Waring & Mason, 2010).

We note at the institutional basis that the implementation of actions by FAMFS, in particular the "Segundo Tempo" program in Feira de Santana, was based mainly on agreements with the municipal government, state and federal universities, and nonprofit organizations.

In this context, we were present during the opening of the first edition of the "Portal do Conhecimento" - the result of a partnership between FAMFS and the Foundation of the University of Brasilia (2011), through the Faculty of Physical Education at the University of Brasilia. In that occasion, about 250 people were trained. However, the "Segundo Tempo" program was not renewed (2011), and the current active programs are either only those agreed by local governments or a few others sharing agreements with higher education institutions. In addition, nongovernmental organizations have not benefitted since 2011 once national public resources designed to NGOs have been suspended - which is expressed in Decree of the Presidency of the Federative Republic of Brazil nº 7.568 of September 16, 2011.

## Results

Having in mind the "Segundo Tempo" program in Feira de Santana (Brazil), which is promoted by FAMFS in partnership with the Ministry of Sports, we intended to learn about the results it obtained during the periods of 2003 to 2009.

According to Table 4, we can see that the majority of the respondents characterized the social inclusion of children and adolescents at risk as the main results obtained by the "Segundo Tempo" program in Feira de Santana. In addition, others considered integral education and citizen training as also a part of those results.

Table 4. Results obtained

| SUBCATEGORIES                                               | Frequency |
|-------------------------------------------------------------|-----------|
| Social inclusion of children and adolescents at social risk | 20        |
| Integral education and citizenship                          | 18        |
| Others                                                      | 01        |

Which can be proved below:

"... More than 600 poor children and adolescents who neither knew the city of Salvador (which is 110km far from Feira de Santana) ... travelled to more than 15 countries in the world ..." (D5).

"... we managed to rescue those already involved in drug trafficking, robberies, prostitution, drug users... and even individuals in conflict with their own family, which became a part of the program as well. We definitely had good results ..." (T2).

"... The greatest experience I had was to the travel to the United States ... That one, I'll die and I'll take it with me ... I left the farm, then: 'Oh, it will not work' ... Then there's a School Training for Athletes... then: 'Oh, there's a trip' ... you see yourself in the U.S., and then ... how do you feel? You thank God every day for every single opportunity you received as being part of this project ..." (B7).

"... I was trying to get involved with the criminal world ... But these people always caught me and kept me from following the wrong paths ..." (B9).

According to the database analyzed, the "Segundo Tempo" program was developed in Feira de Santana in 2003 with the intent to serve 30.000 youths in Feira de Santana and 50 other cities in the state of Bahia. Yet, it proceeded to a gradual increase at the extent that the covenants were renovated with the Federal Government. Based on the report of 21 years of FAMFS (2011), the foundation has served more than 300.000 children and adolescents in 134 cities in the state of Bahia; thus, providing opportunities for social inclusion through sport. This foundation represented the social projects of the Federal Government of Brazil in 12 other countries during international sport events such as football tournaments in the U.S. (Pensacola, 1996, Memphis, 1997; Bourboville, 1998, Orlando, 1999, Dallas, 2000), the World Cup in France (Paris, 1998), the World Cup in Germany (Munich, 2006), the World Cup in Africa (South Africa, 2010), among others sport events.

FAMFS was then named Public Heritage (Journal Noite e Dia 05 to 11/09 2008). Because of the success achieved by this organization, it was visited by various federal and state authorities, including the President of Brazil, Luiz Inacio Lula da Silva, the President of the Court of Bahia, and other governors.

For some authors (Whitney, 2007; Hayes & Stidder, 2003; Pegg & Compton, 2003), social inclusion must be understood as a process and active form of interaction and social integration. Thus, social inclusion is a goal to which sport can make a positive contribution as it ensures sport participation for marginalized social groups, and facilitates their social mobility and integration. The actions and initiatives for young people, age group that represents the greatest risk factors in the comprehensive plan, are a key aspect in the field of social cohesion (Constantino, 2006).

Sport came to be inextricably linked to public policies. Recognized as fundamental to human development, sport practices approached the fields of health and education. As it was concluded from experiments in the public and private sectors, sport helps prevent health problems, truancy, drug use and crime while increasing self-esteem, cooperation, solidarity, and social inclusion (Alves & Pieranti, 2007).

### Reasons for the Program Success

In this category, we analyze the reasons behind the success of the "Segundo Tempo" program in Feira de Santana (Brazil). According to Table 5., one of the reasons for this program success was its ability to link with different sectors (public, private and nonprofit), as well as its involvement with universities and non-profit organizations. Also, some considered leadership, the organization itself, and the recognition of local communities as the main reasons.

Table 5. Reasons for success

| SUBCATEGORIES                                | Frequency |
|----------------------------------------------|-----------|
| Establishment of intersectional partnerships | 20        |
| Leadership and organization                  | 10        |
| Recognition of the community                 | 09        |
| Others                                       | 02        |

This is evident in the following statements:

"... The director threw himself in body and soul in the program ..." (D6).

"... When we had the agreement with the Federal Government, then we had a strong partnership ... However, that did not persist for various reasons ..." (T4).

"... Football, volleyball, basketball, handball, everything was developed here ... 07 soccer fields, 01 gymnasium, one track field, one stadium ... a bus that picked up the kids from other communities to bring them here ... we have all the space for it to happen..." (B1).

"... When you loaded the truck and went to various poor communities ... and you visited some houses there, you could see many families that nothing to eat. However, as you gave children a little soccer ball, they would smile to you. In response, you would cry. And I've cried a lot all these years ..." (B9).

Through electronic research, we identified that the Annual Assessment Report of Sports Ministry (ME) (2004-2007) indicate good results for the partnerships between social projects and non-governmental organizations - such as those achieved by the Fundação de Apoio ao Menor de Feira de Santana (FAMFS), in Bahia. These partnerships have allowed the construction of athletic fields with recycled material from tire production facilities. Based on this report, this project enables young citizens to access a noble sport era, meets ecological requirements, and provides suitable conditions for a better intellectual development of adolescents.

In 2003, the "Segundo Tempo" program was ranked among the 20 best practices of local management of Brazil, and received the prize as one of the 100 best practices in the world in the United Arab Emirates (Dubai). This project is available in the "Guide for the Transfer of Best Practices for Latin America and the Caribbean" ([www.bestpractices.org](http://www.bestpractices.org)) and entitled: "Projeto Rumo Forte: Educating through Sport in Feira de Santana." Moreover, the Order of Parliamentarians (OPB) of Brazil granted FAMFS with a merit position in the segment of Non-Governmental Organization in the country, and recognized the roles and importance of the project which produced great services and products (Homage OPB, Brasília - Top Prize of Quality, 2009).

Over the past 30 years, different groups have engaged in the development of scientific research in the third sector. As a result, the concept of civil society has been strongly associated with the interaction between the state, the private sector, and the community responsibility. By strengthening the process of democratization (Salamon et al., 1999), nonprofit organizations increase in number, visibility, and performance in the country. This expansion brings with it the need for analysis and research (Landim, 1993) since the technical qualification of people who are responsible for its implementation is crucial for its results to be achieved (Abramo, 2010).

### Conclusions

Our study aimed to understand the role of the "Segundo Tempo" program, which is promoted by FAMFS, on the social inclusion of children and adolescents in the city of Feira de Santana, Bahia - Brazil.

Most data points socialization as the main reason for using sport as the central theme of the program. Among its main objectives, the program prioritizes the democratization of access to sport, and the production of employment and income.

The main strategies used to implement the program were the creation of life opportunities and the formalization of agreements. Social inclusion of children and adolescents at risk, comprehensive education, and citizen training were identified as the main results achieved.

Among the main reasons for its success, we highlight this project's ability to interconnect with different sectors, leadership and organization, and community recognition. Once this study is an explanatory study, the findings obtained through it apply only to this organization (FAMFS) and the various actors involved in this program. Therefore, we cannot generalize the results to other social organizations.

Still, the overall results obtained through this study determine the importance of sport to social inclusion as it provides life opportunities for children and adolescents at social risk. Therefore, the interconnection between the various sectors (Public, Private, and Third Sector) is crucial.

Undoubtedly, this area still needs further studies. For the purpose of further investigation, we suggest a study with greater focus on the role of sports, which are promoted by societal organizations, in the inclusion of different groups of society. We live in a moment of legitimacy of civil society institutions in Brazil, including non-governmental organizations, associations, and entities that are not public but that aim at a common good without intentions to profit. Finally, highlighting this program's potential as well as recognizing the need for improvement can be a way to strengthen social participation when consolidating public policies for sport and leisure in respect to social inclusion.

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