

Lifespan analyses of influences on the sport commitment and participation of Masters athletes

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Social Sciences and Humanities
Research Council of Canada
with joint funding from Sport Canada

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Acknowledgments

- Social Sciences & Humanities Research Council of Canada
- Sport Canada
- Nikola Medic
- Janet Starkes
- Robert Grove
- Patricia Weir
- Matthew Piamonte
- Jennifer Wigglesworth
- Stacie Carey
- Andrea Giajnorio
- Christina Latham
- Ryan Shea
- Samantha Cameron
- Isabel Theberge

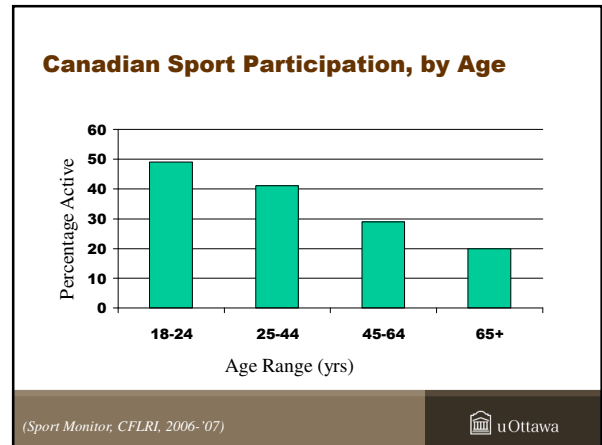



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Masters Sport Participants


- 35 + yrs of age
- participate in rule-governed, organized sport activities
- acknowledge that they 'prepare in order to participate'
- regular patterns of involvement surpass guidelines for healthy/active aging
- Masters sport is a viable conduit for promoting community health to an ever increasing segment of our population

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- What motivates Masters to train and participate?
- How important is social support for fostering Masters' participation?
- Barriers and threats to continuous involvement
- How might research inform Masters sport programming?

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Understanding Motives & Benefits



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Factors that Foster Commitment to Masters Sport

- ENJOYMENT –
- INVOLVEMENT OPPORTUNITIES –
 - To improve health and fitness (4.85)
 - To improve **physical skills** (4.49)
 - To do something exciting (4.40)
 - To have a good time and enjoy oneself (4.38)
 - To travel (4.20)
 - To relieve stress (4.08)
 - To achieve **competitive goals** (4.06)
 - To be with friends (4.03)
 - To delay the effects of aging (4.01)
- **anticipation of special occasions unique to masters sport** especially predicts commitment among younger masters (40 yrs)

(Young, Piemonte, Grove & Medic, '11; Young & Medic, '11b)

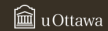


Factors that Foster Commitment to Masters Sport

- PERSONAL INVESTMENTS –
 - already invested time
 - already invested energy
 - already invested effort
- **personal investments** more strongly predict commitment among:
 - older athletes (> 60 yrs) than younger athletes
 - females



(Wigglesworth, Young, Medic & Grove, in press; Young et al., '11)



Implications for Masters Sport programming

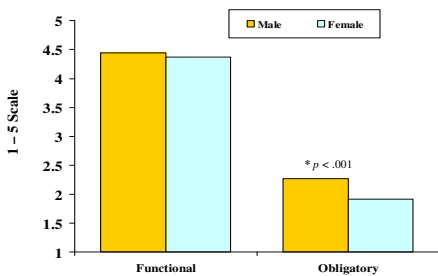
- Cater Recruitment Strategies to specific motives:
 - emphasize opportunities for **competitive achievement/personal challenge**, as well as **social motives** together in programming
 - emphasize opportunities for **health and fitness**, and **skill learning** equally
- Retention Strategies should focus on these motives, as well as:
 - **sunken investments**, especially for older and female participants



Social Support & Masters' Participation



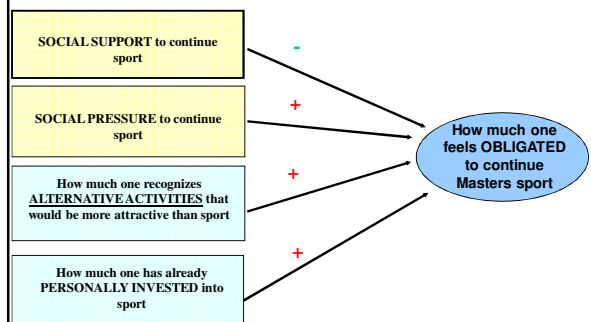
Commitment Profile of Masters Athletes



(Wigglesworth et al., in press)



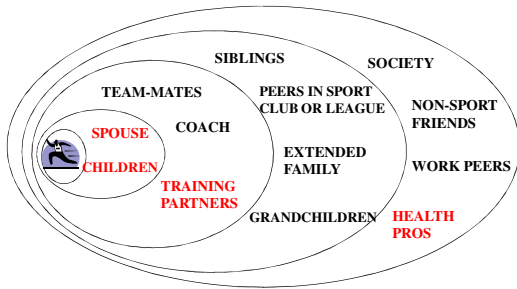
Considering Social Influences on Obligatory Commitment



(Young et al., '11; Young & Medic, in press)



Incorporate Supportive Aspects of the Social Environment into Masters Sport Programming



(Young & Medic, '11a)



Implications for Masters sport programming

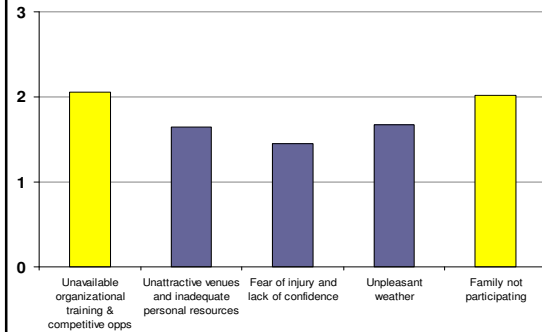
- When designing social interventions to retain more people in Masters sport, results suggest:
 - possible strategies to **increase encouragement and approval** from,
 - possible strategies to **reduce perceived pressures** from,
 - **spouse, own children, training partners, and health professionals.**




Barriers & Threats To Continuous Participation



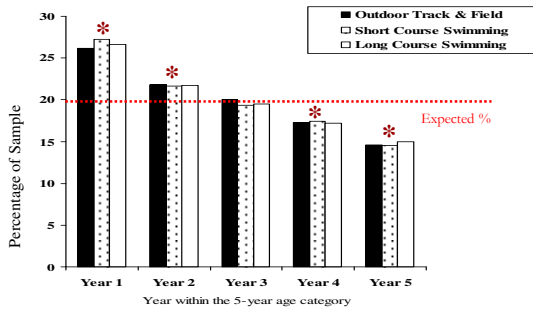

Address Perceived Barriers to Increased Involvement



(Young, Medic, Cameron, Theberge & Latham, '09)



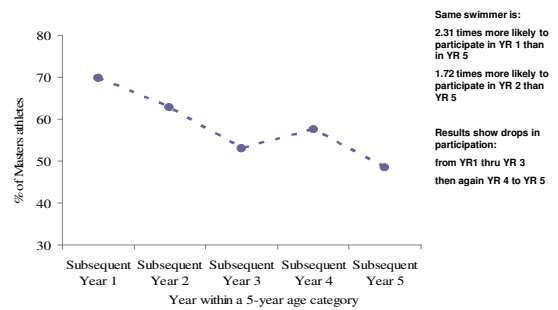
5-Yr Competitive Brackets: Effects on Participation



(Medic, Young, Grove et al., '08; Medic, Young, & Saarloos, '08)



5-Yr Competitive Brackets: Longitudinal Effects on Participation



Same swimmer is:
 2.31 times more likely to participate in YR 1 than in YR 5
 1.72 times more likely to participate in YR 2 than YR 5
 Results show drops in participation:
 from YR1 thru YR 3
 then again YR 4 to YR 5

(Medic, Young & Medic, '10)



Implications for Masters Sport programming

- Consider options for organizing competitive sport that do not threaten continuous participation:
 - 3-year brackets where numbers warrant,
 - use age-graded tables,
 - emphasize 'personal best programs'
- Address key barriers in order to increase participation:
 - increase **awareness** of available organizational training and competitive opportunities (coaches, teams, training groups, leagues/events, closest Masters club, closest sport facility)
 - develop opportunities for families to participate together (co-acting, or parallel activity programming)



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