

**Trickle down effect?  
Exploring the influence of the Olympic Games on preschooler sport participation and development**

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**Objective 1**

To explore preschoolers' development through sport.



**Method**

- Participants:
  - 19 parents of preschoolers
  - 8 childcare providers
  - 57 preschoolers (ages 2-5)
- Data Collection:
  - Interviews and focus groups
  - Spring/summer 2012/2013
  - Children's drawings as a tool to enhance conversation



**Results**

- Parents/childcare providers often perceived extensive developmental benefits
  - Health, fitness, motor skills
  - Psychosocial and life skills
    - Interpersonal skills, competence/confidence, team player, winning/losing
- Program shortcomings hindered optimal outcomes



**Objective 2**

To examine preschoolers' sport participation patterns pre- and post-Olympic Games



**Method and Results**

- Participants
  - N=30 in 2013; N=96 in 2012 (limitations of 69% dropout rate)
- Data Collection
  - Parent proxy 7-day sport/PA recall tool (2012, 2013)
  - Olympic Games exposure log (2012)

**Results: NS difference in weekly sport/PA**

2012 M=10.3 activity bouts/week (SD=7.5)

2013 M=12.1 activity bouts/week (SD=6.5)

t(29) = .47, p=.64

### Objective 3

To explore the influence of the Olympic Games on preschoolers' psychological and social development



### Results

- Parents/childcare providers felt Games positively influenced children
  - Positive life skills (work ethic, perseverance, teamwork, role models)
  - Winning and losing (pride and disappointment; trying one's best, sportspersonship)
  - National identity, culture, geography








### Policy Implications

- Preschooler Sport
  - Coach training (age-specific): session planning, communication skills, cognitive/social development
  - Program structure: shorter sessions, modified rules, decreased instruction, increased physical activity
- Preschooler Trickle Down Effect
  - Need improved mechanisms to enhance sport/physical activity through and outside the Games
  - Benefit from age-appropriate educational curricula, materials, activities explicating connection between Games and pro-social norms/values

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