

How Sports Can Be Used to Build Social Bridges for Shaping Social Norms and Mindset of People

Namuyanja Stella Moreen

Abstract

This paper looks at the power of “sports” as a powerful convening tool and a silent language with power to bridge racial divide, boundaries of age, social status and political divides. The paper is benchmarked on world success stories in Rwanda, England, USA, and Australia among others. It looks at Ugandan community as a case study, which is currently engrossed in egocentrism and ideological disorientation (*i.e there are no longer shared values, participation in communal activities, and an outward vision for the country*). The paper notes that sports can play a vital role in rebuilding the community fabric, shape social norms and mindset, as well as help government realize national and global government commitments *especially* NDP II¹ vision, and SDGs² goals 3, 5, 10 & 16.

Keywords: Sports, Social Bridges.

¹ *Equipping workers with globally competitive skills; Developing and nurturing national values; changing the mindset; Promote nationalism and patriotism; Enhancing national identity; and Nurturing a conducive ideological orientation.*

² *Goal 3. Ensure healthy lives and promote well-being for all at all ages; Goal 5. Achieve gender equality and empower all women and girls; Goal 10. Reduce inequality within and among countries; & Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.*