



**DEAF FOOTBALL ASSOCIATION  
OF KENYA**



**ROADMAP TO BRAZIL-MAY 2022.**

## NATIONAL LADIES' SOCCER TEAM FOR THE DEAF

### BACKGROUND

The athletes of the Deaflympics set records and break barriers every time they participate in the Summer and Winter Deaflympics. These new records set do not apply only to athletic feats but in other areas of life. Since the debut of the first Deaf international games, records were also continually broken for the number of nations participating in the Deaflympics as well as the number of new sports added. The first games, known as the International Silent Games, were held in 1924 in Paris with athletes from nine (9) European nations participating. The games were the brainchild of Eugène Rubens-Alcais, himself Deaf and President of the French Deaf Sports Federation.

At a time when societies everywhere viewed deaf people as intellectually inferior, linguistically impoverished and often treated as outcasts, Monsieur Rubens-Alcais envisioned the international sports event as the best answer to prove that the deaf were more than what they were viewed. The Silent Games were the first ever for any group of people with disabilities. Furthermore, it was the secondly created internationally-competitive games of any kind with the modern-day Olympics being the first.

After the initial Paris Games, Deaf sporting leaders assembled at a café and established Le Comité International des Sports Silencieux (the International Committee of Silent Sports), commonly known as the CISS. Not long ago, the CISS was renamed Le Comité International des Sports des Sourds (The International Committee of Sports for the Deaf), the ICSD.

The competition at the games immediately became the social context for countries to deliberate about similarities and differences in the welfare of their deaf people. Over the years, games have been awarded with the aim of spreading these deliberations into new areas. As a result, many of the misconceptions about deaf people were greatly reduced in many parts of society and around the world. Furthermore, inroads are continually

being made in the battle against prejudice. The break-down speed of prejudice has increased as more nations and individuals join in the Deaflympic movement.

The Deaflympics are distinguished from all other IOC-sanctioned games by the fact that they are organized and run exclusively by members of the community they serve. Only Deaf people are eligible to serve on the ICSD board and executive bodies.

Today, the number of national federations in the ICSD membership has reached 116, a big difference from the original 9 countries almost 100 years ago. So far Twenty-three (23) Summer Games have been held consistently at 4-year intervals since the initial Paris games. The only exceptions were the cancellation of 1943 and 1947 Games because of World War II.

Brazil will host the 24<sup>th</sup> summer games in May 2022, and this is *the road to Brazil* for Team Kenya...!

"Deaf Sport" describes the full ramifications of athletics for Deaf people, from the meaning of individual participation to the cultural bonding resulting from their organization. "Deaf Sport" profiles noted Deaf sports figures and the differences particular to Deaf sports, such as the use of sign language for score keeping, officiating, and other communication.

## **DFAK PRESIDENT**

We are made wise not by the recollection of our past but by the responsibility of our future. By borrowing these words of wisdom from George Bernard Shaw, DFAK aims to create the future we desire.

This comes in the form of the DFAK Roadmap to Brazil 2022. It is a monumental opportunity for DFAK and its stakeholders to chart the best way forward.

Admittedly we have been guilty of building the house from the roof, causing years of neglect on developmental and management issues which led to a trust deficit among the key stakeholders.

Therefore, the thrust of this vision is fixing the fundamentals. Through this roadmap which features three strategic plans spanning a period of six months, including the philosophy which will offer a common model of play, we hope to win our detractors and doubters back. We need all partners to be on the same page, helping DFAK on this rebuilding process and making it a true National Sports agenda.

I am certain this roadmap will define a clear philosophy and realistic pathways for the development of Deaf football, with the ultimate aim of achieving and sustaining international success at senior level.

We realize management is doing things right, and leadership is doing the right things. From our standpoint, kicking this off is the DFAK Roadmap to Brazil 2022.

Thank you.

Stephen Waweru

## **President DFAK**

### **DFAK Marketing Department.**

DFAK is about to enter a new phase.

We plan to set ground breaking impulses by proposing explicit requirements and guidelines. This means everyone will be able to comprehend what is required in order to move forward together in all aspects of the game, especially governance, competitions and development.

We wish to re-animate our efforts in the area of Youth football and social responsibility and give new thrust and impetus in the development of Deaf coaches and referees because without them, the total picture will not be complete.

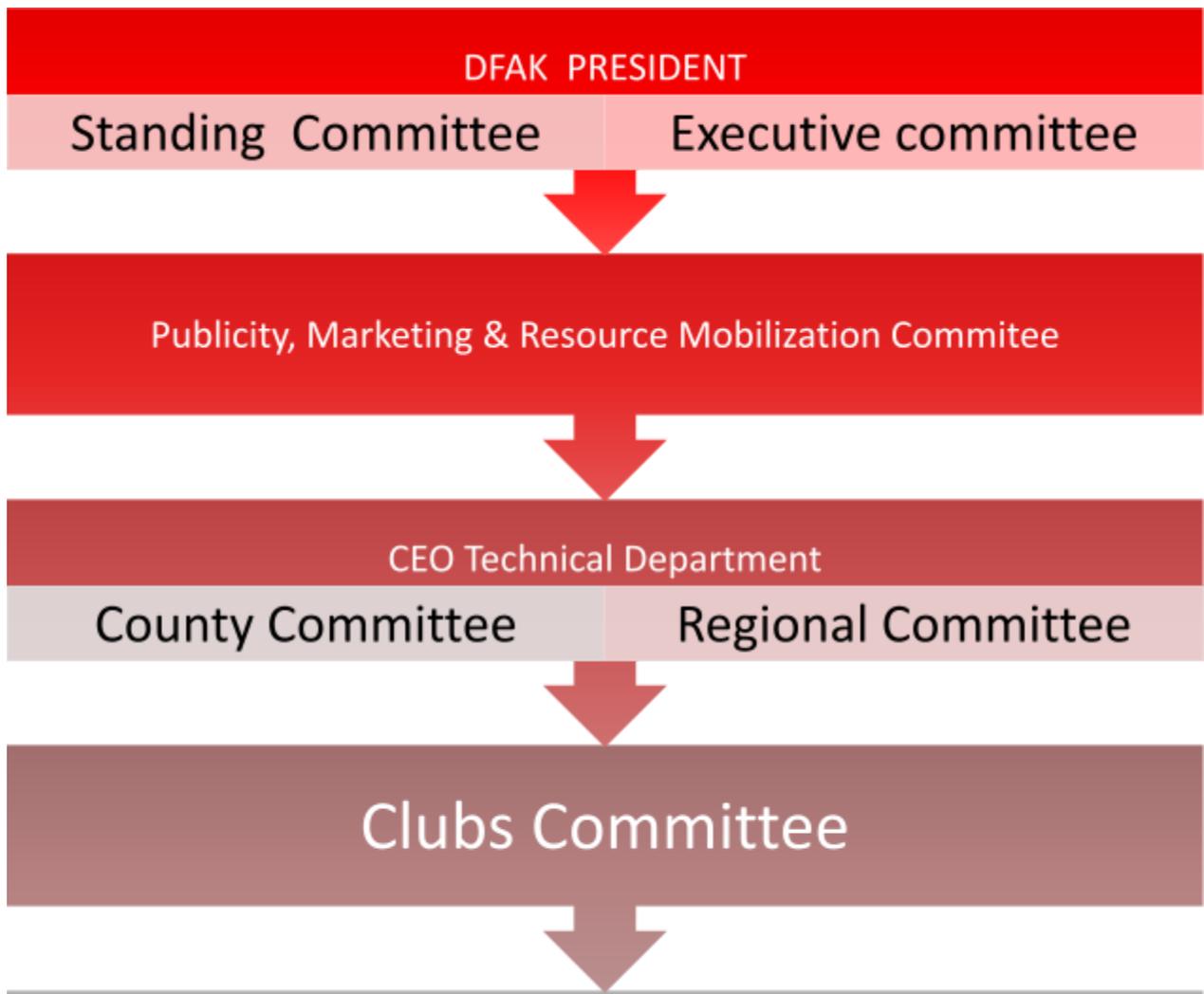
Reflecting a uniformed pattern of play across all levels - is also a key signpost in the roadmap we hope will resonate in schools, Colleges, development clubs and all elite pathways. So how do we do this? We cannot be out of step with contemporary reality, hence the need to have all the overwhelming recommendations, remedial measures and new ideas documented in this roadmap. It is broken into three phased strategic plans that will take into consideration the priorities and key focuses required to ensure its relevance, effectiveness and impact.

This working live plan will also allow reassessments at identified dates throughout the duration of the roadmap. This is done through current data which will be used to make adaptations and changes to suit the times.

While we do not expect a sudden wave of change, this roadmap will be the guide for DFAK to focus and align all its efforts towards a common target. We know it is reliant upon the delivery system based on consistent implementation and uncompromising quality assurance.

*Come and join us in the journey.!*

**DFAK ORGANIZATIONAL STRUCTURE.**



**VISION:**

To revolutionize sporting governance in the country and to be seen as a top Sports Association in Kenya and have the National team performing at the biggest stages in Africa & Globally.

**Governance:**

To revolutionize sporting governance in the country, through realistic implementation of optimal and effective governance reforms and practices.

**Development:**

Taking responsibility with a unified focus on the development of deaf football games at all levels.

**Affiliates:**

Developing stronger affiliates via DFAK'S President's Initiatives, empowering, supporting the course.

**Competitions:**

Via a progressive and holistic competition structure.

**Commercialization:**

Introduce and commercialize a distinct DFAK brand to support and increase the commercial value of football for the deaf in the country.

## INTRODUCTION

Soccer is viewed by many as a major sporting event in the world. The game of football has resulted in skill development in many nations across the globe and has contributed to enriching individuals. Besides sports in general, football in particular has emerged as a single unifying factor, even in the moment of political, ethnic and socio-religious tension and feuds. Nations across the world have united behind this game. Football has bridged racial divides and brought people from different nations into a union of oneness.

Most Deaf youths are ready to defy some of the challenges prevailing in the world today such as unemployment and economic hardship, which has reduced them to the level of desperation. Most of them have given up hopes and have buried their talents and indulged in activities such as drug abuse, prostitution, turned into street urchins and banditry. It can therefore not be argued that idleness breeds crime and other numerous malpractices that can only lead to the destruction of individuals and their communities.

Football among the Deaf individual is generally the same as non-disabled persons (hearing), all rules governing the game, the systems applied and all aspects of training are the same EXCEPT officiating whereby the centre referee uses whistle accompanied by flag.

In the Kenyan context, there are numerous challenges still predominant in most part of the country, the game is widely played in schools and institutions of higher learning for

the Deaf but post school life it is often seen to be of major challenge as most talented players opt to look for jobs to ensure they meet day to day needs.

Talented Deaf footballers find it completely difficult to continue marketing their talents because at times most of them lack proper academic qualifications, clubs to play for because most clubs are for the hearing. This makes the Deaf to try to adjust in those areas through prospects of marketing their talents and turning them to an employment but normally it hits a snag. This project proposal is submitted for funding and sponsorship

Kenya's bidding on the 1<sup>st</sup> Africa Deaflympics Ball Games Qualifiers received huge backing from the world deaf football governing body, Deaf International Football Association. (DIFA). Initially, the 24th Summer Deaflympics Games were to be held in Brazil from December 5 to 21, 2021, but postponed to 1<sup>st</sup> -15<sup>th</sup>, May 2022. Back then, Football qualification matches were required to be played from March 22 to April 4, 2021 at Nairobi, Kenya but this was not possible due to the covid-19 pandemic, then the qualifiers were pushed to September 11<sup>th</sup> - 25<sup>th</sup>, 2021.

Kenya had been pooled alongside Ghana and Zanzibar though they never showed up hence automatic qualification to the 24th Summer games in Brazil, May 2022.

The Kenya Women's Deaf football team has a real chance of making a name at the 24th Summer games in Brazil, May 2022. Sure, it sounds crazy, especially when you say that of a nation that has never participated in such ball games internationally. In stark contrast to the runaway success of its Athletics team which has won several international titles and dominates the sport

And yet, isn't it the people who are crazy enough to think they can change the world who end up being the ones who succeed? That's what Apple co-founder Steve Jobs said in his company's famous 1997 ad. The slogan he presented was 'Think Different', and that's exactly what the Deaf women's football national team is doing now, after decades of megalomaniacal bungling.

So, here's a thought, what if we stopped thinking of the small milestones Kenyan football has realized, stopped thinking of possible huddles DFAK might face and thought of the whole thing as a huge start-up instead? Brazil will host the 24th summer

games in May 2022. What prospectus would this football start-up produce for the Athletes, Country, partners as well as investors who may desire to put in their resources in this program.

Most often, we always want to be the best straight away, without realizing that success is often a long, drawn-out process. This roadmap will outline the pathway to be followed for meaningful success in Brazil, 2022.

## **ROLE OF PARTNERS.**

This section outlines the duties, roles and responsibilities of what is expected of each partner.

### **MINISTRY OF SPORTS, CULTURE HERITAGE.**

- Funding
- Help in organizing Local and international tournaments.
- Branding and publicity of the team
- Protect the integrity of the sport
- Provide balls and training kits to the team

### **KENYA ACADEMY OF SPORTS.**

- Conduct recruitment process for DFAK Women's team
- Capacity built deaf coaches, referees and umpires.
- Develop inclusive programs that enable participation by deaf people.
- Provide accommodation for the team during camp

### **SPORTS KENYA**

**SPORTS, ARTS &SOCIAL DEVELOPMENT FUND.**

- Allocate funds for the deaf programs.
- Monitoring & evaluation

- Provide training grounds for the team.
- Offer catering services or Accommodation for the team during camp.

**FOOTBALL FEDERATION KENYA (FKF)**

- Certification of trained coaches, referees and umpires.
- Provision of instructors to facilitate the training.
- Assist in Providing enough training equipment
- Assist in developing an elaborate training program for the team during camp per the set targets

**NATION MEDIA GROUP**

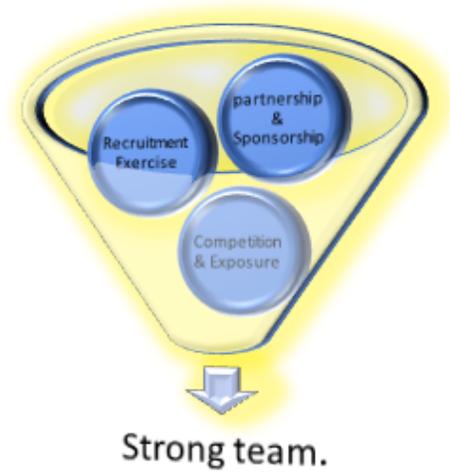
- Publicity and marketing
- Advertisements

**DFAK PARTNERS**



**DFAK Strategic Pillars.**

1. Recruitment
2. Partnerships & Sponsorship
3. Exposure & Competition



**ACTION POINTS.**

- ❖ Technical Bench – Full list of officials and their roles pre & Post Brazil
- ❖ Country wide scouting & recruitment of players
- ❖ Residential Camping for the team
- ❖ Branding & Marketing
- ❖ Elaborate Training Program
- ❖ Exposure tournaments- Local & International

## **RECRUITMENT AND SELECTION CRITERIA**

In sports, identifying and selecting the right talents are imperative for the development of future elite level performers. However, the process is complex with many coaches using numerous physiological and technical performance assessments to identify future elite players. This implies that Deaflympics recruitment should be highly professional and be conducted countrywide to bring the most talented girls to the camp and prepare them for the 24<sup>th</sup> summer games in Brazil, May 2022

Further DFAK would partner with the Kenya Academy of Sports in its effort to fulfill its mandate of Sports talent identification, nurturing & development, to assist in conducting scouting and recruitment exercise for the Deaf women's football team.

### **Objective of the recruitment**

- To recruit and develop players with the traits and fundamentals that DFAK requires to competitively participate in 24<sup>th</sup> summer championship in Brazil 2022
- To beef up the deaf women's football team that will participate in the 24<sup>th</sup> summer games in Brazil.
- To have a bigger pool of potential players who can compete in national, regional and international sports meets.

### **Selection committee**

The scouting committee will comprise officers from DFAK, Department of Sports, Kenya Academy of Sports, FKF, Sports Arts and Social Development Fund (SASDF). Officers from these organizations will go to each of the mentioned regions to scout and arrange on the dates when the identified players will be called for a training camp in Nairobi.

### **Initiating the recruitment and selection process**

- Initiating or arranging first contact with a prospect, family member, legal guardian, or coach whether in person, by telephone, or by correspondence to prepare a tournament competition in their regions and invite the scouting officers from the mentioned organizations to scout talents at the specified dates.
- DFAK, Ministry of Sports, Culture & Heritage (MOSCH) KAS and FKF will create links with local communities and clubs to enhance opportunity within the local area and scout out the best.

### **Requirements for recruitment**

1. Recruiting activities will involve the following: On school Visits, referrals, Phone Calls to recruits, social media (Facebook, Instagram etc.) College games, and regional matches.
2. Recruitment Logs must include: Name of recruit, skills, School, County or region and Contact
3. Equipment - Soccer balls, cones/markers, Refereeing flags and whistles.
4. FKF Scouts
5. Covid Marshals

### **Advertisement and Publicity.**

The awareness of the program will be sensitized through social media, Radio stations and TV channels on the date of when the program should be started.

### **Factors to consider when selecting the athlete**

- The physical fitness and health status
- Disability trait (deaf)
- Football skills
- Gender
- Mental wellness

### Talent mapping.

Region	Counties	Time frame (Nov.-Dec. 2021)	Number of athletes to be recruited	Budget (kshs)
Western	Kakamega, Bungoma, Teso and Busia	8 days	18	491,000.00
Nyanza	Siaya, Kisumu and Migori	8 days	16	547,000.00
Rift valley	West pokot, Trans-Nzoia, kericho Usain- Gishu Laikipia and Nakuru	8 days	18	510,600.00
Coast	Kwale, Mombasa, Kilifi and Lamu	8 days	16	623,800.00
Eastern	Machakos, kitui	6 days	16	435,000.00
Nairobi/Central	Nairobi, Kiambu, Meru, Nyeri and Embu	8 days	16	545,600.00

	<b>Total Athletes Recruited</b>	<b>100</b>	
	<b>Total Cost of Nation-Wide Recruitment</b>		<b>3,153,000.00</b>

The Hundred identified players shall be called for a three (3)-days tournament in Nairobi for further selection of the best forty-five (45) who will go into a three (3) months residential training camp to sharpen their skills and further reduce them to Thirty-five (35) in the month of April,2022.

Attached find an itinerary template for the scouting entourage.

#### **Skills to be considered during scouting**

<b>Attribute</b>	<b>Definition</b>
<b>First Touch</b>	Good touch when receiving the ball; good first touch; ability to control the ball; understanding of how the ball rolls
<b>1 v 1</b>	One of the four core skills outlined by Selection committee; comfortable in attacking 1v1 situations; taking on an opponent
<b>Striking the Ball</b>	One of the four core skills outlined by selection committee; ability to pass the ball; accuracy of the pass; can play a disguise pass; pass their way out of trouble; strikes a ball in more ways other than the inside of his foot; confidence using both feet
<b>Coachability</b>	Ability to be coached; willing to learn; coachable; good learners; responsive to coaches

<b>Decision-making</b>	Make good decisions; smart; football brain; intelligent; identify options, accurately play the best option, thought behind the intention; can identify where to take the ball
<b>Positive Attitude</b>	Positive reaction after a mistake; how they handle disappointments; resilience; ability to overcome adversities; not wanting to give up
<b>Technique Under Pressure</b>	Good technique under pressure; can keep the ball under pressure; first touch in tight areas; doesn't panic on the ball
<b>Running with the ball</b>	One of the four core skills outlined by selection committee; can they run with the ball and maintain control
<b>Game Sense / Awareness</b>	Game awareness; football awareness; read the game; ability to scan; perception; tactically aware; aware of their surroundings
<b>Love of the Game</b>	Buy in to football culture; watches football; knows football; self-educating by watching; loves the game; training themselves; putting extra work in; fans of the game
<b>X-Factor</b>	Unpredictable; creativity; thinks outside the box; talent; gift
<b>Anticipation</b>	Identify early, intuition, foresee movements, can see a pass, knows what to do before they receive the ball, knows where to defend without advice and before it's occurred
<b>Confidence</b>	Confident within a group; brave; wants to be involved; wants the ball; wants the ball under pressure; confident to be able to get into positions to receive the ball all the time; have the guts to try and fail and do something different; belief in themselves; no fear of failure
<b>Competitive</b>	Resolve; desire; hunger; strong willed; determination; intense; fighting approach towards wanting the ball; winning mentality

<b>Consistent Execution</b>	Being able to perform skills and action well consistently; precision; execution; comfortable with the ball
<b>Personality/ Character</b>	Disciplined; hard worker; wants to win in the right way
<b>General Game Understanding</b>	Understand the game tactically; try to create options; finds space; constantly moving; smart off the ball; correct positioning; support in the right place; being in the right place at the right time
<b>Vision</b>	Ability to scan the game area and see important information; Can use peripheral vision to see what is around them
<b>Adaptability</b>	Adapt skills to game situations; how they react to information given to them
<b>Agility/ Balance</b>	Explosiveness, quickness, change of pace, change of direction, mobility, good movements, balanced running with the ball
<b>Team Understanding</b>	Can affect the game; effective in the game; understand positions and their roles; tries to do what he's been asked to do; adapt to more than one position; can play in different positions
<b>Concentration</b>	Ability to focus during games and training
<b>Defensive ability</b>	Defend 1v1 situation effectively; strong defensively
<b>Professionalism</b>	How they manage themselves; how they carry themselves on and off the pitch; contribute to the team environment; self-analyze; growth mindset; willingness to accept that everything is a challenge
<b>Communication</b>	Can have a dialogue with players and coaches during the game; ability to connect with both players and coaches; have positive interactions with

	peers; prepared to ask questions of players and coaches; appropriate body language
<b>Speed</b>	Pace, speed, quick reaction, fast running with the ball
<b>Pressure</b>	Ability to deal with game-related pressures
<b>Strength</b>	Strikes the ball with power and over greater distance; core body strength
<b>Short Stature</b>	Shorter, smaller, little

### Method of Rating Skills

	<b>Attribute</b>	<b>Rating (5/5)</b>	<b>Comment (Excellent, good, fair, /Recommended)</b>
Most Important	First Touch		
	1 v 1		
	Striking the Ball		
	Coachability		
	Decision-making		
	Positive Attitude		
	Technique Under Pressure		
Moderately Important	Running with The Ball		

	Game Sense/Awareness		
	Love of The Game		
	X-Factor		
	Anticipation		
	Confidence		
	Competitive		
	Consistent Execution		
	Personality/Character		
	General Game Understanding		
Deleted after First Round	Vision		
	Adaptability		
	Agility/Balance		
	Team Understanding		
	Concentration		
	Defensive Ability		

	Professionalism		
	Communication		
	Speed		
	Pressure		
	Strength		
	Short Stature		

**Rating Method summary.**

Evidence from the above data will show the importance of technical skill proficiency, with first touch (i.e., the ability of the player to control the ball at initial ball contact), one-versus-one ability (i.e., the ability of the player to perform actions to get past an opponent), striking the ball (i.e., the ability of the player to distribute the ball), technique under pressure (i.e., the players ability to perform technical skills in pressured situations) and running with the ball (i.e., the players ability to control the ball while running) all rated as important attributes

**EXPOSURE & COMPETITION.**

The Kenya Women’s Deaf football team has a real chance of making a name for themselves at the 24th Summer deaf ball games in Brazil, May 2022. Therefore, it is imperative that the team has sufficient and effective training to optimize their performance and ensure the nation is well represented.

This section highlights the impact of a pre-season training camp, as well as friendly competitions that increase the team's exposure and the impacts it will have on enhancing their performance. However, not only will the training and competitions develop their skills, but also will allow the young athletes to test themselves against others and develop self-confidence and courage in a playful context. A self-confident athlete performing at high levels will be able to achieve great things not only individually but also offer huge inspiration to other young people getting involved in the game.

### **Details of the Training Camp**

**Duration:** Three months

**Expected number:** 50 Athletes

**Sport discipline:** Football

### **IMPORTANCE OF THE TRAINING CAMP**

According to Clark and Mesch (2018), the social processes found in Deaf sport are designed specifically to satisfy the physical, psychological and social needs of deaf individuals. Aslan (2019) states that deaf people do not have equal social and cultural facilities due to their sensory loss. Furthermore, deaf women struggle with double discrimination and oppression based on being female in a male-dominated global society especially in the sports arena and also being deaf in a world dominated by hearing people.

Physical activity provides a state of well-being that enables individuals to realize their potential and helps to cope with the normal stresses of life or adversity. However, limited access and communication barriers to information, training and coaching is often minimal, or lacking altogether, further making it difficult for deaf girls and women to participate in sport or even develop their skills.

Some other reasons for the lack of female participation in sport include:

- ❖ Negative stigma towards deafness or hearing loss;
- ❖ Lack of opportunities and programs for participation, coaching, training and competition;
- ❖ Lack of financial support
- ❖ Lack of research and documented facts on deaf/hard of hearing female athletes, coaches, leaders, trainers, referees, etc.;

The training camp will provide the athletes with opportunities to train with coaches, alleviate negative stigma towards the deaf community, encourage research in disability sports and a chance to compete in friendly matches against each other as well as various teams from different regions and nations.

The training sessions aim to create an environment where the female athletes with hearing impairment are at ease and therefore able to train at optimum level.

Moreover, the training sessions will have an adapted football environment to make communication easier. The setting will be adapted in various ways including:

- ❖ Limit distractions by using the right training ground.
- ❖ Use visual aids such as photos, pictures, videos or wipe-off boards.
- ❖ Agree a visual sign: everyone should know what to do in case of an emergency among others.

The training sessions will also provide a place for meaningful interactions with other athletes. This type of participation strengthens their self-identity, enhances their self-esteem, and increases their confidence in maintaining a lifestyle that allows them to be contributing members of their community.

## **OBJECTIVES AND BENEFITS OF THE EXPOSURE COMPETITIONS**

DFAK proposes that the team gets opportunities to play several tournaments within the country during the camp period and at least two international tournaments before the

end of April 2022. Exposing the athletes to game play through participation in friendly matches locally and internationally has various benefits including but not limited to:

- ❖ Great to build up form before the competition.
- ❖ Help players get back in shape.
- ❖ Ample time for new players to adjust with each other.
- ❖ Setting and working towards achieving targets
- ❖ Asses the team's strength and weakness (monitoring and evaluation).

## CONCLUSION

Being one of the prominent names in the sporting world, venturing into disability sports would be a way to cement our dominance in sports while contributing to attainment of the SDG's and Vision 2030.

**DFAK** seeks support from the Ministry of Sports Culture & Heritage, (MOSCH) and Sports, Arts & Social Development fund (SASDF) to conduct a countrywide recruitment for the ladies' National football team for the Deaf because through this, the country will be promoting sports inclusivity and raise awareness on the deaf community that disability is not inability and abolish discrimination