



Bridge: A MindSport For All

Connects People, Challenges Minds

Bridge, Youth and Mindsport Education

We're experiencing exciting times in the bridge world, with new playing platforms, post-covid digital opportunities, new tournament structures and innovative thinking for tackling challenges. Thus, it is timely for collaborative initiatives to attract and engage more younger players. BAMSA's new project: *Bridge, Youth and Mindsport Education*, works with Scotland, England, USA and Norway towards these outcomes:

1. **Developing scientific evidence** that explores the multi-faceted aspects of bridge and mindsport education for young people. Conducting research with young people and using child-centred research methods to provide evidence-based marketing tools.
2. **Understanding the motivations of young people** and why they currently do not play bridge. Using participatory approaches with children and young people to develop bottom-up solutions to promoting bridge to their peers which, in turn, will attract more young players to the game.
3. **Changing the image of bridge** and increasing visibility so it gains similar status to chess in schools. Using academic research findings to increase awareness and recognition for bridge as a mindsport.
4. **Opening up funding and lobbying avenues** for bridge as a partnership mindsport. For example, producing tools, such as policy briefs and best practice guides, to facilitate accessing schools, lobbying local governments to introduce bridge into the curriculum and securing more funding for bridge.
5. **A toolkit of resources** will be produced based on young people's, parents' and schools' perspectives. These promotional evidence-based materials can be shared and used in marketing and attracting funding for bridge (such as social media content, digital marketing tools, posters, fliers, videos).

Collaborative working with key stakeholders will enable the co-production of outputs that are relevant and useful for the global bridge community. Policy briefings for communicating with policymakers will also be produced. The research will engage with policymakers and decision-makers in the educational system with the aim of changing the perception of bridge.

This four-year project will use **participatory and action-based approaches** to develop innovative ways to promote and expand youth bridge. A key focus is to enable mindsport education to be taken seriously in schools, universities and wider society.

Further project details: <https://bridgemindsport.org/home/research/bridging-schools/>

BAMSA is working in partnership with bridge organisations to develop an action research agenda to create tangible change for youth bridge. This co-produced project will attract more players, recognition and funding, whilst encouraging schools to embrace mindsport education alongside physical education.

BAMSA Project Lead: Professor Samantha Punch
Email: bamsa@stir.ac.uk @bridgemindsport



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