Developing and Improving Synergies in Chinese and United States Soccer (DISCUSS), was a two-way coaching exchange program that took place in 2010-2011. The goal of the program was to increase cultural understanding between the representatives of each country, in addition to exchanging soccer coaching information. The purpose of this study was to comprehensively evaluate the DISCUSS program. Specifically, the investigation centered on the participant’s cultural awareness and understanding of the U.S. through sport for development and peace (SDP) programming. The following themes emerged from the data with respect to the cultural awareness and understanding of the coaching exchange participants: (1) a changed impression of Americans and American society, (2) a changed view of American’s interest in soccer, and finally, (3) a perspective that sport and coaching were reflective of culture. Overall, the findings provide further support for SDP and sport diplomacy as worthwhile endeavors in promoting cultural understanding.

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