



# Active after schools community programmes

**Providing children with access to free sport and other structured physical activity programmes and establishing links with community clubs**



<b>Location</b>	Across all states and territories in Australia
<b>Organisation</b>	Australian Sports Commission
<b>Start-end date</b>	2005–ongoing
<b>Target group age</b>	5–12 years old
<b>Reach</b>	Approx. 190,000 children per semester
<b>Partners</b>	National Sporting Organisations (NSOs), State Sporting Associations (SSAs), local sports organisations and clubs, local community organisations, schools and private providers
<b>For inspiration</b>	<a href="http://www.ausport.gov.au/participating">www.ausport.gov.au/participating</a>



## Summary

The AASC programme is run in more than 3,200 schools and after-school care centres in all states and territories, with approximately 190,000 children participating each semester. The programme offers up to 70 different sports and 20 structured physical activities for children to participate in after school.

**“The AASC programme is so much fun.  
At first I didn’t want to go, but my teacher  
told me to come along and watch.  
When I got there, it looked like so much  
fun and I wanted to play. Now I love  
playing sports after school.”**

Participant

## Keys to success

### Network of AASC Regional Coordinators

The Australian Sports Commission manages the AASC programme nationally through a network of locally based regional coordinators. These coordinators assist schools and after-school care centres to facilitate the programme, recruit and/or train community coaches, and work with local sports clubs and organisations to increase ongoing participation in junior sport.

### Community inclusion

The AASC programme is being delivered to approximately 3,254 sites during the first semester of 2013. 52% of sites are located in remote and regional locations; 33% of sites are located in low-socio-economic communities; 18% of sites are either special schools or schools that cater for special needs; and 6% of sites are located in Indigenous communities.

Over 54,000 community personnel have been trained as community coaches through the programme, and to date, there are approximately 600 schools and after-school care centres on the waiting list.





## Sport for All objectives

### Promote sport and physical activity

The programme aims to enhance the physical activity levels of Australian primary school children through a nationally recognised and coordinated programme. AASC introduces children to sport and other structured physical activities in a fun, safe and inclusive environment which is achieved through the “Playing for Life” approach to coaching. This is based on coaching that uses games rather than drills to introduce the principles of a particular sport or other structured physical activity to children. Approximately 190,000 children participate each term in more than 3,200 schools and after-school care centres.

### Support active societies

Primary schools and local sports clubs are at the heart of the AASC programme. The AASC programme began as a response to increasing sedentary behaviour and decreasing participation in physical activity amongst children. Mounting time and financial pressures on families makes it difficult for them to facilitate extracurricular physical activities for their children and declining daily physical education in schools has been seen due to the crowded curriculum.

### Improve public health and well-being

The programme aims develop in primary school children a lifelong love of sport that motivates them to stay active for life. As children across Australia are becoming less active and subsequently less healthy, it is important to expose them to sport and other structured physical activities as early as possible so they carry a positive attitude towards sport and physical activity into adulthood. This will help shape the future communities that they inhabit.





## How is the programme communicated?

The AASC programme recognises the need to use a variety of communication channels to reach the target audience. This includes use of the Internet, regional and state-based newsletters, fact sheets, flyers, posters, postcards, collateral such as show bags, stickers, tattoos and Frisbees, and the use of social media, which is currently being explored as a potential communication tool.

## How is the programme evaluated?

AASC regional coordinators regularly monitor the quality of the programmes being delivered in their region to ensure that sites, clubs and community coaches are working towards achieving mutually beneficial outcomes.

At the completion of each semester, participating sites are required to complete a Programme Feedback Form (PFF) to provide information on the programmes being delivered. This information includes feedback on the quality of their coaches, the number of transitions and the acquittal of grant funding. The PFF also provides sites with the opportunity to provide feedback on their local AASC Regional Coordinator.

Additionally, the AASC programme commissions an external consultant to conduct an independent evaluation of the programme. This research has shown that the AASC programme is achieving all of its objectives.



# IAAF Kids' Athletics

## Encouraging and inspiring children of primary-school age to practise athletics

The aim of the International Association of Athletics Federations (IAAF) Kids' Athletics Programme is to encourage children of primary-school age to practise athletics and inspire children, in this era of internet and video games, to be more physically active.



<b>Location</b>	Shenzen City
<b>Organisation</b>	IAAF Regional Development Centre (RDC) – Beijing
<b>Start-end date</b>	April 2011 – March 2014
<b>Target group age</b>	7–12 years old
<b>Reach</b>	Estimation of 240,000 children by March 2014
<b>Partners</b>	The programme is jointly supported by the Education Bureau of Shenzhen Municipality, Chinese Athletics Association, Tianlian yangguang Sport Development Company Ltd, IAAF RDC · Beijing and sponsored by Nestlé
<b>Key facts</b>	Shenzhen is located in the Guangdong Province of China which is in proximity to Hong-Kong, called the Chinese Special Economic Zone, with total population of about 10.47 million.
<b>For inspiration</b>	<a href="http://www.iaaf.org/development/school-youth">www.iaaf.org/development/school-youth</a>



## Summary

The Kids' Athletics programme is an IAAF-led programme that operates by engaging young people through exciting and creative means of practising athletics. The project consists of three stages:

- From April 2011 to March 2012, to set up Kids' Athletics Experimental and Demonstration Schools;
- From April 2012 to March 2013, to establish Kids' Athletics Experimental District;
- From April 2013 to March 2014, to implement "IAAF Kids' Athletics Programme" in all the primary schools in Shenzhen.



## Keys to success

### Multi-sector collaboration and support

The IAAF Kids' Athletics Programme in Shenzhen is successful because of the cooperation between International and National Federations, the government and the private sector. This multi-sector collaboration and support gives the programme a sense of unity and different skills to share.

### A three-phase programme

The programme is divided into three different phases. From April 2011 to March 2012, 68 Kids' Athletics lecturers who are PE teachers from more than 50 primary schools were trained. In the second phase, six primary schools were chosen as Kids' Athletics Experimental and Demonstration Schools to carry out the IAAF Kids' Athletics Programme. In the last phase, more than 300 primary schools of Shenzhen will carry out the Programme. Finally, early in 2014, the Shenzhen Municipality Kids' Athletics Games will be held.

### Practical and easy to organise

Two elements that make the programme feasible are cost and location. The set-up is not expensive and it can be implemented everywhere; it is a real "go anywhere" programme. A square of 50m is enough to organise the Kids' Athletics activities. The IAAF educates instructors, coaches and physical education teachers on how to improvise using the equipment used in the KA programme.



## Sport for All objectives

### Promote sport and physical activity

The main objective of Kids' Athletics Programme in Shenzhen is to reach 240,000 children. The three-phase programme allows a large number of children to be reached and to be encouraged to practise athletics from a young age. By reaching out to as many children as possible, the IAAF can promote the sport of athletics to a whole new generation of young athletes.

### Improve public health and well-being

The IAAF identified that the practice of sport in general was declining for several reasons: the decrease of physical activities in schools; children were spending more time in front of the television; and obesity was on the rise with the WHO identifying it as a worldwide epidemic. To counter these negative trends, Kids' Athletics aimed to improve the health and well-being of children through improved coordination and cognitive development, obesity prevention and increased social integration.

### Support active societies

The programme provides lecturers who are PE teachers in primary schools with some training that will then be shared with the children. The aim of the project is to use PE teachers as a channel to encourage youngsters to practise athletics and other sports more often. The aim of this is that to engender a lasting culture and system of sport and active society within the target audience.



Photos © IAAF RDC

## How is the programme communicated?

Through local newspapers such as the Shenzhen Daily and Shenzhen Jingbao Newspaper. Also, the web site: [iaaf-rdcbj.com](http://iaaf-rdcbj.com) is available for information and updates.

## How is the programme evaluated?

The project is evaluated on a regular basis by the IAAF RDC · Beijing and IAAF School & Youth Programme.

“IAAF Kids’ Athletics is one of the central pillars of the IAAF Athletics’ World Plan, our association’s strategic policy which, as we celebrated the IAAF Centenary in 2012, is designed to ensure that the sport of athletics and its world governing body are fit and ready for the tasks of the next 100 years.”

Lamine Diack—Former IAAF President



# Kidsvolley

## Promoting volleyball to children in Danish public schools

Created to increase participation in volleyball, Kidsvolley aims at being the most popular ball game for children in Danish public schools.

<b>Location</b>	Across Denmark
<b>Organisation</b>	Danish Volleyball Federation
<b>Start-end date</b>	2002–ongoing
<b>Target group age</b>	6–12 years old
<b>Reach</b>	Approx. 35,000 children per year
<b>Partners</b>	Sports Confederation of Denmark, Association of Danish School Sports, Municipalities, Schools Sponsor: Healthcare company
<b>For inspiration</b>	<a href="http://www.kidsolley.net">www.kidsolley.net</a> <a href="http://www.skolevolley.dk">www.skolevolley.dk</a>





## Summary

Kidsvolley aims at increasing the participation in and promoting the sport of volleyball in Denmark through a programme targeting public school children. In order to recruit new children into volleyball clubs, volleyball needed to return to the schools, and the Danish Volleyball Federation thus set about making this possible. Kidsvolley is a game for children aged 6-12, and is made up of six levels which are increasingly difficult, all of which are played with teams of four on a badminton court. In essence, it breaks down the required skills to play volleyball to allow young children to enter into the sport in an easy way. Kidsvolley was developed in three phases. Phase one was directed towards the clubs of the Danish Volleyball Federation. In phase two the game was introduced to schools by completing a programme of courses for teachers. In phase three the Federation introduced a school tournament concept in order to further increase the interest from schools and thereby generate a wider recruitment base for the clubs.



## Keys to success

### Partners

A mix of selected partners from different sectors bringing in different elements contributed to the successful implementation of the project. Financial support is guaranteed by a partner. The approval of the project, access to the teachers' databases, advertising for courses and school tournaments, and administrative aid is provided by a second partner. A third partner supplies materials and sports kits.

### Philosophy

The programme is characterised by a key philosophy that helps maintaining consistency and a certain standard throughout the cycle development and the different schools. The key points of this philosophy are: focusing on the child and their development first rather than the traditional rules of volleyball, having fun while playing, early entry, and the possibility to progress.



## Sport for All objectives

### Promote sport and physical activity

The core idea of Kidsvolley is to promote participation in sport and particularly in volleyball for school children. The aim of the programme is to increase the number of athletes in volleyball clubs through the introduction of an adapted game for children in public schools.

### Support active societies

Schools are key to the success of Kidsvolley. By bringing and adapting volleyball to public schools, Kidsvolley participates in educating school children on the importance of sport and physical activity. The programme provides teachers with a lot of instructional tools and aids. Success stems from teachers believing in the philosophy of Kidsvolley. With more than 250 school tournaments across the country including the participation of 33,000 pupils from 1,500 classes, 750 schools and 1,800 teachers, such a programme would not be possible without the involvement and support of schools.

## How is the programme communicated?

A communication strategy based on a mix of traditional media and interpersonal relations has ensured the success of the programme. The programme was initiated in bigger clubs where ambassadors for Kidsvolley were recruited who then began to develop Kidsvolley in their area.

## How is the programme evaluated?

Around 1,800 teachers are involved in the school tournaments. Eight days after the school tournament every teacher receives an online questionnaire comprising a series of questions about the programme which is used to assess and improve it for the future.

“Our vision is to make volleyball  
the world’s best ball game  
for children between the ages  
of 6 and 12.”

Peter Morell—Developing Manager  
Danish Volleyball Federation





# Ready, Set, Gold!

## Motivating students towards a lifetime of fitness

As the only programme of its kind in the United States, “Ready, Set, Gold!” inspires and motivates students towards physical exercise, health, good nutrition and fitness as guidelines for their entire life.



<b>Location</b>	Los Angeles (USA)
<b>Organisation</b>	Southern California Committee for the Olympic Games
<b>Start-end date</b>	2006–ongoing
<b>Target group age</b>	9–15 years old
<b>Reach</b>	25,000 children per year
<b>Partners</b>	Los-Angeles Unified School District (LAUSD), Samsung Electronics North America
<b>Key facts</b>	A study found a “41% increase” in students scoring in the “healthy fitness zone” of the Fitnessgram test.
<b>For inspiration</b>	<a href="http://www.readysetgold.net">www.readysetgold.net</a>



## Summary

RSG! is a mentoring programme. Olympians and Paralympians are assigned to a specific public school and make five visits to their adopted school at intervals throughout the school year to help promote student fitness, nutrition and healthy living habits. Their mission is to inspire, motivate and educate their students about health and fitness as long-term goals. The main objective of the programme is to tackle the epidemic problems of childhood obesity and diabetes by providing students with real life examples from Olympians and Paralympians on setting goals and being successful in sport and in life.

## Keys to success

### Public-Private Partnership

RSG! is a public-private partnership between the Southern California Committee of Olympic Games and the Los-Angeles Unified School District (LAUSD). This partnership works to provide a much needed and beneficial service which the LAUSD is unable to provide on its own.

### Olympians and Paralympians

RSG! Olympians and Paralympians are at the heart of the programme, which would not have the same success and influence without them. They are passionate about health and fitness as life-long objectives and eager to share their passion, knowledge and experience.





## Sport for All objectives

### Promote sport and physical activity

RSG! serves as a life-long model for students fighting the epidemics of diabetes and obesity by emphasising physical activity and healthy living habits. During their visits to the schools, the Olympians encourage each student to improve their fitness and eating habits.

### Improve public health and well-being

Ready, Set, Gold! promotes student fitness, nutrition and overall well-being. The programme's goal is to shape the future by eliminating the epidemics of diabetes and obesity. A study found a 41% increase in students scoring in the "healthy fitness zone" of the Fitnessgram test. There are examples of teachers and other students who have been motivated by RSG to lose weight and make important lifestyle changes on their own. By giving students direct interaction with Olympians, the programme provides students with real life examples of how setting goals helped the Olympians to be successful and healthy in sport and in life.

## How is the programme communicated?

A mix of channels is used to promote the programme and mobilise the audience. A professional public relations expert is employed and social media is used: Facebook and Twitter. The website – readysetgold.net – is available for information and updates. News and updates on recruiting and choosing the Olympians and teachers for the programme, weekly updates, monitoring school visits, training and orientation meetings for Olympians and teachers, and presentations at industry conferences all provide communication opportunities for the programme.

## How is the programme evaluated?

Two types of evaluation are used:

- Qualitative: Reports from Olympians and Paralympians, teachers, and students concerning their school visits and evaluations from the RSG! Director.
- Quantitative: Results of student scores on the State of California Fitnessgram test are evaluated by a local university. Scores of participating students are compared to those of students in the same schools in previous years.

"It was a delight speaking to this group of students! I had so much fun with them. They were so engaged and asked a lot of questions as well."

Becky Kim – 2008 Olympian  
(synchronised swimming)



# Sport Builds Bridges

## Reintegrating street children through sport

The programme, developed in Switzerland, aims at reintegrating street children into their families and public schools in Addis Ababa, Ethiopia.



<b>Location</b>	Addis Ababa (Ethiopia)
<b>Organisation</b>	Sport – The Bridge
<b>Start-end date</b>	2002 – ongoing
<b>Target group age</b>	5–15 years old
<b>Reach</b>	200 children
<b>Partners</b>	Local organisations
<b>For inspiration</b>	<a href="http://www.sportthebridge.ch">www.sportthebridge.ch</a>



## Summary

Sport-The Bridge is a voluntary organisation founded in Switzerland that has the goal of promoting children's personal development and building bridges between people. In doing so it relies on the universal value of sport. The Ethiopia-Sport Builds Bridges project offers street children from Addis Ababa a possibility to find a way back to their families and society. In the first year of the programme they attend daily sports educational lessons, tournaments and games. During training sessions of football, basketball, martial arts and other types of sports, the children learn acceptance, fairness and teamwork, as well as how to follow the rules. Additionally, the children have the opportunity to playfully practise how to deal with their emotions, both positive and negative. Children also learn to relate to and implement the behaviour they learn during sports into their daily lives. After the first few weeks, the programme begins to work with the families. Together with the staff, family members and the children discuss existing problems and look for solutions. The successful clarification of the family situation is key to the sustainable integration of the children in their families.

**"The strong curriculum focus on 'pedagogy' and the emphasis given to the importance of family involvement around their street children are what make this project remarkable and very contemporary."**

Sport-The Bridge  
programme organiser

## Keys to success

### Help for self-help

The programme is based on the principle of "help for self-help" and can be divided into two phases: one year of intensive support, at the end of which the child should be ready to sleep at home and attend public school; and three further years of supervision of the child and their family.

### Voluntary-based work

100% of the work in Switzerland is done by volunteers; therefore all contributions go directly to the project in Ethiopia.





## Sport for All objectives

### Improve public health and well-being

The project has five departments, which are nutrition, health, family integration, sport and administration/infrastructure. Important components of the programme include personal body hygiene, health care, and the treatment of illnesses. Only a child who does not have to worry about finding food every day on the street and only a child with a healthy body can concentrate on the didactic topics in sport. In providing medical care, food support and teaching of various topics the programme ensures a healthy development of body and mind. In workshops and self-help groups the families learn how to handle their children, to take responsibility and also to improve their economic situation.

### Provide equal access to sport

The goal of the programme is to offer street children a possibility to find a way back to their families and society through the universal medium of sport. The combination of access to sport with access to learning opportunities stands at the heart of the activities. Children and families, but also society, have to learn to change their behaviour, and sport is an ideal tool for promoting such learning. However access to sport is not always forthcoming for these communities. At the centre of the programme's activities are the sport-pedagogical teaching of the children about social behaviour through sport, their reintegration into their families and their reintegration into school.

## How is the programme communicated?

Communication is mainly through the involvement of the local community and by word-of-mouth through spreading the message in schools and institutions. This involvement offers opportunities to support and strengthen community cohesion and development and bring children to the programme with the support of their family.

## How is the programme evaluated?

Following the programme there is close contact with the children and their families through a follow-up programme in which support is reduced step-by-step to gradually promoting independence. Constant feedback and support is provided.



# International Netball Federation (INF) Goal Programme

## Empowering young women to become leaders in their communities

The GOAL Programme enhances existing community programmes, contributes to the Government of India's aims to empower young women and complements its efforts to promote sport and netball in particular.



<b>Location</b>	New Delhi, Mumbai & Chennai (India)
<b>Organisation</b>	International Netball Federation (INF)
<b>Start-end date</b>	2006 – ongoing
<b>Target group age</b>	14-19 years old
<b>Reach</b>	Approx. 3,500 girls and women
<b>Partners</b>	Standard Chartered Bank, Naz Foundation India Trust
<b>Key facts</b>	The programme uses netball as a tool for positive individual development and social inclusion. It has won several important awards in the last three years.
<b>For inspiration</b>	<a href="http://www.netball.org">www.netball.org</a>



## Summary

GOAL uses the sport of netball and life skills education to transform the lives of young under-privileged girls in India, both on and off the court. The young girls who participate in GOAL gain a better chance in life. GOAL changes their opinions of themselves and their role in the world. The programme was launched in Delhi in 2006 and was expanded to Mumbai in 2008 and Chennai in 2009, and is made up of several key components.

## Keys to success

### Adapted to target group

Netball remains the perfect sport partner for a women's empowerment programme, as globally it is recognised as a women's sport which has huge appeal; is fun, easy to learn and relatively cheap to play but very rewarding in terms of learning teamwork and building self-esteem and confidence. The netball aspect of the programme provides a safe, fun, comfortable and open environment which encourages interaction and social development.

### Tailored partnerships

Both of the partners are focused on sexuality issues and committed to women's empowerment, joining GOAL's objectives.





## Sport for All objectives

### Improve public health and well-being

The programme uses netball as a tool for individual development and social inclusion. By doing this it not only achieves its positive goals for the participants and society, but also promotes participation in sport. Participants come to play netball, but also complete classroom based teaching – basic skills designed to help them to realise their true potential. To graduate, the girls must complete four modules – promotion of self-confidence, communication skills, health and hygiene and financial literacy.

### Provide equal access to sport

Girls and young women between the ages of 14 and 19 from low income families from urban slums are the main target group of the programme. GOAL uses netball as a tool for positive individual development and social inclusion. The International Netball Federation provides netball guidance and expertise, training and coaches and facilitating opportunities for future development of skilled netball players.

## How is the programme communicated?

The programme is communicated through different channels mainly including official websites, YouTube and local and international press.

## How is the programme evaluated?

An evaluation was carried out by an English university – “Substance and Development through youth sport: the GOAL project for young women in Delhi.”



A large, abstract graphic element in the bottom right corner features a stylized, undulating shape composed of small dots. The shape transitions from a dark purple/pink hue at the bottom left to a bright yellow at the top right, set against a white background.

“Before I was a part of this,  
I always used to be very shy,  
even talking to the people with  
whom I live every day, like my father,  
my mother, my brother. But now it is  
not like that. I am a confident girl.  
Now when we meet, we get to speak.”

Participant



# World Fit

## Promoting a culture of health and fitness for children

World Fit is a walking programme for elementary and middle school students, which includes teachers, family and friends.



<b>Location</b>	USA
<b>Organisation</b>	World Fit Foundation, Inc.
<b>Start-end date</b>	2009 – ongoing
<b>Target group age</b>	8-13 years old
<b>Reach</b>	Approx. 30,000 students in 2012
<b>Partners</b>	A combination of national and community corporate partners, Foundation grants and individual donors including Sanofi Aventis, Platinum Performance, United Health Group, and Dole Foods
<b>Key facts</b>	In 2012, 68 schools participated in the programme in the USA. Collectively, they logged in 2.2 million miles in the six-week competition. Some 75% of those miles were attributed to sport and exercise, while 25% were recorded from the daily school walk.
<b>For inspiration</b>	<a href="http://www.worldfit.org">www.worldfit.org</a>



## Summary

The World Fit Foundation is an independent non-profit organisation based in Florida. World Fit is a fitness initiative targeting students in schools from ages 8 to 13. An Olympian is assigned to a school to help motivate and inspire the students. At the heart of the World Fit programme is the World Fit Walk, a six-week competition among schools each spring (April/May) to determine which has the fittest students. All sports and exercises are converted to equivalent walking miles (km) and count towards the competition. The objective of the Foundation is to make World Fit a global programme.

## Keys to success

### Participation of Olympians and Paralympians

Olympians/Paralympians “adopt” a middle school, speak to the student body about personal fitness and kick off the first day of the World Fit Walk. Each Olympian/Paralympian may adopt up to three schools in the region where he or she lives and will return to each school to give a 15-minute presentation every year.

### The World Fit Walk

Every year for six weeks, students participate in a daily walking programme, where the numbers of miles walked (or jogged, or run) is logged each day and totalled. All walking occurs on the school campus on a measured course and is supervised by teachers. On the organisation’s website, schools and students can read inspirational stories about Olympians and their student peers, register for the Walk, log their daily miles throughout the Walk and the remainder of the year and post photos for other students to see.

### World Fit Awards

At the completion of the World Fit Walk programme, students who reach a minimum of 60 miles receive a World Fit certificate for their achievement signed by the Olympian or Paralympian, the Athletic Director and the Principal of the school. Students that reach 120 miles logged during the six-week Walk receive President's Active Lifestyle Award certificates. Twenty-five Olympic-style medals are given to each participating school to award to their top students. The Olympian may also choose to present the awards to the students, depending on availability.





## Sport for All objectives

### Promote sport and physical activity

The World Fit mission is to promote a culture of health and fitness for children. Specifically, World Fit is concerned with the reduction of childhood obesity. The programme strives to eradicate both childhood obesity and the enormous toll obesity has taken on families, society and healthcare systems. In 2012, 68 schools participated in the USA including a total of approximately 30,000 students.

### Foster Olympic legacy

World Fit also aims at connecting Olympians and Paralympians to the youth and to further the Olympic values and awareness through role models and inspirational messaging. Through Olympian and Paralympian participation, World Fit pairs mentors with schools to inspire their students about the importance of health, fitness and the Olympic values of perseverance, respect and fair play.

## How is the programme communicated?

Communication is achieved through a mix of different channels and relies on a strong social community around the programme that facilitates the involvement of Olympians, families and students, helps community leaders' work more effectively, and acts as a repository for exercise data and survey information tied to the ongoing research of the programme's effectiveness.

## How is the programme evaluated?

Annual surveys of each participating school are conducted on line and ongoing research of programme efficacy is being planned.

“With World Fit, it was the friendly competition that made me get up and exercise more, to beat the other schools, my friends.”

Participant





# WAVES for Development

**Creating life-enriching experiences  
in coastal communities through  
educational surf programmes**

WAVES for Development believes that surf travel should benefit the people and communities where it happens.



<b>Location</b>	Lobitos & Piura (Peru)
<b>Organisation</b>	WAVES for Development
<b>Start-end date</b>	February 2008 – ongoing
<b>Target group age</b>	10-30 years old
<b>Reach</b>	Approx. 270 volunteers and 200 participants since 2008
<b>Partners</b>	Peruvian Surfing Federation, Peruvian Sports Institute, Surf companies and Foundations
<b>Key facts</b>	Since its launch in 2008, 269 volunteers have served in Lobitos and over 180 youths have benefited from education, 7 consistent jobs for community members have been created, a surf photography business has started, a surf shop created, and a young female who learned to surf through WAVES has participated in international and national surf contests.
<b>For inspiration</b>	<a href="http://www.wavesfordevelopment.org">www.wavesfordevelopment.org</a>



## Summary

WAVES creates life-enriching experiences through education programmes, which develop youth into healthy and empowered adults, and surf volunteerism programmes, engage travellers and transform their views of the world and themselves. The idea originated in late 2004, when a group of local and international surfers shared a desire to help local youth who had few resources and enjoyed surfing.

## Keys to success

### Dual objective

WAVES is based on a dual mission: help the coastal community members, youth in particular, and engage and provide a lifetime experience to surf travellers who would like to volunteer. This allows a great cultural exchange and mutual understanding contributing to the success of the programme.

### Engaging volunteers

Since the launch of the programme in 2008, around 270 volunteers have served in Lobitos for in excess of 702 weeks, contributing roughly 7,592 volunteer hours. Their presence, work and contribution are necessary for the programme's success.

### Local mission and focus

WAVES for Development believes that surf travel should benefit the people and communities where it happens. In Lobitos, roughly a third of the local youth finish high school. Those who drop out of school generally undertake a traditional local job. WAVES specifically works at empowering community members, youth in particular, to pursue educational activities including setting career goals and living healthy lives.





## Sport for All objectives

### Improve public health and well-being

One of the key reasons behind the creation of WAVES is to help the coastal community members, youth in particular, and empower community members to pursue education activities. WAVES funds English classes for local youth in the school and adults in the community. It also funds an environmental education teacher for local youth in coordination with the local school.

### Provide equal access to sport

A pillar of WAVES is to provide equipment, swim and surf lessons to local youth. Swimming and surfing programmes foster a healthy young community and provide a creative outlet for self-expression.

## How is the programme communicated?

The dedicated website, social media and word of mouth are their biggest marketing tools.

## How is the programme evaluated?

The programmes are evaluated on whether or not they are helping to enrich lives. The evaluation for volunteers is undertaken by comparing responses on the volunteer's original applications to those in feedback forms after their service. For the participants and community members, the organisation conducts a regular community consultation which entails going from house to house, in addition to tracking individual class participation and progress.

“WAVES offers the perfect combination of volunteering, surfing, learning and fun!”

Participant





# CISA Kids

## Creating a legacy for children thanks to an Education through Sport programme

CISA Kids is an educational campaign for children aged 7-14 through sport, art and culture. The programme is built on three distinct phases: School Programme, FESTIVEN, Sports caravan.



<b>Location</b>	Dakar (Senegal)
<b>Organisation</b>	Jappo
<b>Start-end date</b>	2007 – ongoing
<b>Target group age</b>	7-14 years old
<b>Reach</b>	Over 50,000 students since its creation
<b>Partners</b>	IAAF, IOC, CNOSS, UASSU, local and regional organisations
<b>Key facts</b>	The programme is implemented in four regions across Senegal, involves 300 schools and has reached over 50,000 students in five editions.
<b>For inspiration</b>	<a href="http://www.jappo.net">www.jappo.net</a>



## Summary

CISA Kids is an educational campaign comprising sport, art and culture for children in Senegal. The programme is implemented in four different regions and involves 300 schools. It takes place on an annual basis from March to September and is divided into three phases. The first phase is called “School programme” and consists of afternoon field visits involving sport, artistic and cultural activities. The second phase, FESTIVEN, is the culmination of the school programme in a two-day cultural and sport festival where over 5,000 school students gather. The last phase, Sports Caravan, takes place during the school holidays and aims at occupying the students through art, sport and cultural activities.

## Keys to success

### Annual themes

Each year, a central theme frames CISA Kids. Educational activities are closely related to the central theme, and this helps for a better understanding and organisation of the programme and serves as a guide.

### Consistency and recurrence

Based on a consolidated model, CISA Kids takes place every year on or around the same dates and with the same format, divided into three phases.

### Links between sport, education, art and culture

The programme links sport, education and culture on a daily basis allowing the participants to learn and improve their skills in different domains.





## Sport for All objectives

### Promote sport and physical activity

The main programme's objective is to encourage children to engage in sport and physical activity. The programme helps to promote various sport disciplines in schools and encourage inter-schools sport competitions. The programme demonstrates the positive effects of physical activity for the children's health.

### Support active societies

Schools are at the heart of CISA Kids. The whole organisation and running of the programme depends on schools. Through CISA Kids, awareness is raised on different themes, from health to social issues, to everyday life challenges. Children can carry these lessons learned with them through their development and spread them within their own communities.

“We played well and are very happy, the teachers treat us well, the programme is very interesting and it is very good for us.”

Participant

## How is the programme communicated?

Communication is achieved through television, radio and the internet. It also includes printed communication tools such as posters and flyers, t-shirts, monthly newsletters and official publications.

## How is the programme evaluated?

The primary evaluation for the programme is conducted through the use of evaluation sheets and activity reports.





# Olympic Youth Development Centre (OYDC)

## Providing sport and community development opportunities for young people

The centre promotes sports development in the region, as well as offering a wide range of educational programmes, health services and community activities.



<b>Location</b>	Lusaka (Zambia)
<b>Organisation</b>	International Olympic Committee
<b>Start-end date</b>	May 2010 – ongoing
<b>Target group age</b>	7-30 years old
<b>Reach</b>	Over 5,000 people
<b>Partners</b>	Zambian Government, National Olympic Committee Zambia, UK Sport, International Federations, National Federations, universities, foreign governments, private enterprise and sponsors
<b>Key facts</b>	The OYDC is the flagship project for the IOC's Sport for Hope Programme worldwide. Inspired young leaders take up roles in organising and executing events.
<b>For inspiration</b>	<a href="http://www.oydc.org.zm">www.oydc.org.zm</a>



## Summary

The Olympic Youth Development Centre (OYDC) project provides sport and community development opportunities for young people and underserved segments of the population from the surrounding communities. It is based on beliefs and experiences that sport and its related facets, when harnessed well in an enabling environment, have the power to bring hope and development. A high quality sporting environment provides, motivates and promotes high quality athletes and sports leaders. Currently, the Centre hosts organised sports competitions, sports camps for children and youths between the ages of 7 to 30. In addition, the Centre also conducts coaches' and sports administrators' seminars and clinics. The OYDC also provides community development services; Olympic education, girl's empowerment and health services on HIV and AIDS, malaria and other health issues pertaining to athletes.



## Keys to success

### Unique partnership model

A key reason for the success of the OYDC is its unique partnership model. The Zambian government donated the land to the Zambian NOC. The IOC had the overall control during the construction phase and built the facility, and the six International Federations (IFs) of athletics, basketball, boxing, weightlifting, handball and hockey helped to develop the sports facilities, providing technical expertise as well as financial assistance. The Zambian NOC is now in charge of looking after the running and maintenance of the centre, with the ongoing support of its partners.

### The multi-purpose complex

The Olympic Youth Development Centre has been set up as a multi-purpose complex, including outdoor facilities for athletics, football, basketball, tennis, handball, volleyball and hockey, an indoor sports venue, a boxing hall, a gym, and a number of educational and cultural areas, such as classrooms, a library, an internet zone and offices.



## Sport for All objectives

### Provide equal access to sport

The main purpose of the OYDC is to help enhance sports development in Zambia by offering sports competitions and training facilities. The main goal of the project is to provide positive sport and lifestyle opportunities for athletes, coaches, sports administrators and underserved women, youth and children, through high quality facilities for community development and high performance sports training and competitions.

### Foster Olympic legacy

The OYDC in Lusaka is the first of its kind. The project aims to provide athletes, young people and communities in developing countries with better opportunities to practise sport sustainably and to be educated in the values of Olympism.

### Improve public health and well-being

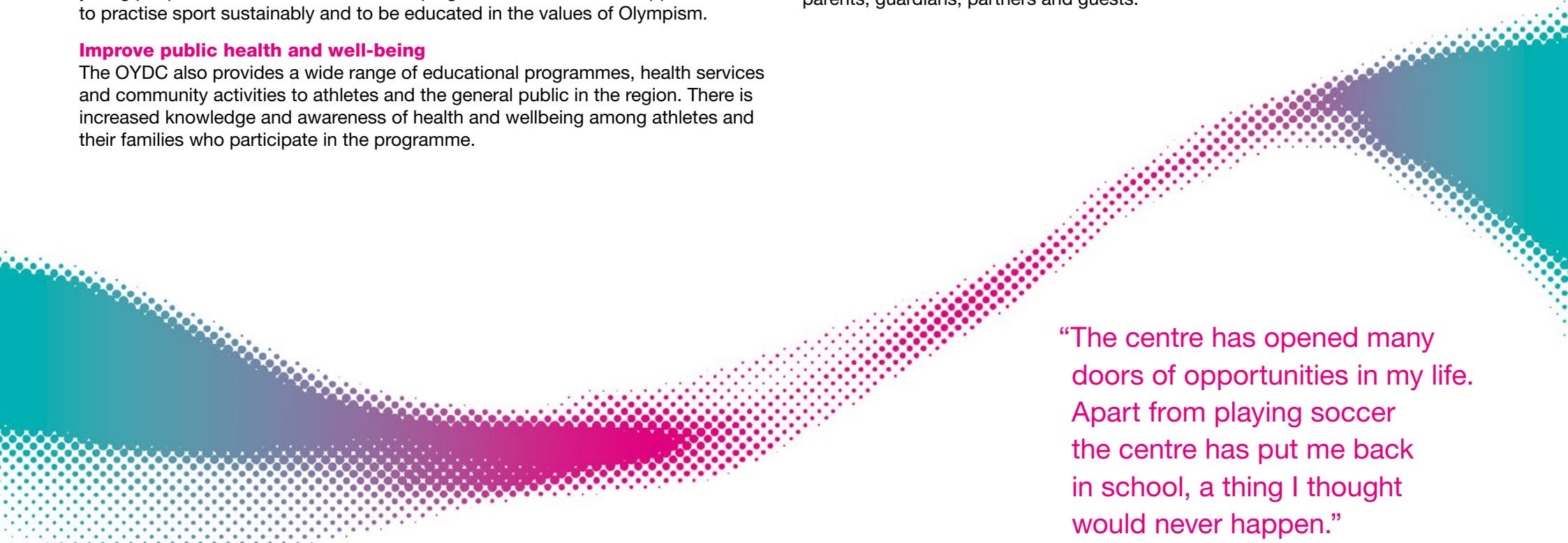
The OYDC also provides a wide range of educational programmes, health services and community activities to athletes and the general public in the region. There is increased knowledge and awareness of health and wellbeing among athletes and their families who participate in the programme.

## How is the programme communicated?

The communication component of the programme is delivered through a mix of print and electronic media; community awareness through a system of posters and public advertisements, community and school programmes, as well as ministerial and corporate sports festivals.

## How is the programme evaluated?

The OYDC has a Monitoring and Evaluation (M&E) Unit which evaluates all programmes and activities. The M&E Unit has designed data-capturing tools for all activities. These tools capture statistics and group and individual views from athletes, parents, guardians, partners and guests.



A decorative graphic at the bottom of the page features a large, stylized wave composed of a halftone pattern of dots. The dots transition in color from teal on the left to magenta in the center, and then to cyan on the right, creating a vibrant, dynamic look.

“The centre has opened many doors of opportunities in my life. Apart from playing soccer the centre has put me back in school, a thing I thought would never happen.”

Mary Chama – Participant



# Community Street Soccer

## Using the power of sport to change lives

Street Soccer promotes social inclusion and personal change for participants by providing support and promoting participation, inclusiveness, commitment and team spirit.



<b>Location</b>	Australia
<b>Organisation</b>	The Big Issue
<b>Start-end date</b>	2007 – ongoing
<b>Target group age</b>	Over 16 years old
<b>Reach</b>	Over 5,000 people since its creation
<b>Partners (main)</b>	Nike, Australian Government, Melbourne Heart and regional partners
<b>Key facts</b>	The Big Issue hosted the Homeless World Cup in 2008
<b>For inspiration</b>	<a href="http://www.thebigissue.org.au/community-street-soccer/about/">www.thebigissue.org.au/community-street-soccer/about/</a>



## Summary

The Community Street Soccer Programme, known as Street Soccer, uses the power of sport to promote social inclusion and personal change for homeless, marginalised and disadvantaged people. It changes lives and creates healthier communities across Australia. Initiated in 2007, the Community Street Soccer Programme has engaged more than 5,000 persons. Over this period, many participants have reported positive changes in their lives, thanks to the opportunities Street Soccer has created for personal outcomes in pre-employment, employment, health and housing.

## Keys to success

### Social benefits to the community

In addition to the direct impact on individual participants, Street Soccer is a cost-effective social change programme that saves money for the Australian taxpayer. An independent study on the programme's economic impact found that participation in Street Soccer had led to individual behaviour change and a reduction in high-risk activities.

### Participants' engagement

Participants are deeply engaged in the programme. People who in many cases have given up on counselling and traditional support systems and services are helped in an efficient way. The person is put at the centre of the solution and the programme provides them with the support and tools necessary to make positive changes to their lives.





## Sport for All objectives

### Promote sport and physical activity

The programme uses football as a catalyst for transforming lives and providing participants with a sense of purpose and belonging. Participation in sport is at the heart of the project, where participants get together once a week for training and matches. Permanent pitches, playing equipment and a dedicated coach are provided at each location.

### Provide equal access to sport

The programme uses sport to promote social inclusion and personal change for homeless, marginalised and disadvantaged people. It aims to create healthier communities and social change, encouraging participation, inclusiveness, commitment and team spirit.

## How is the programme communicated?

The programme uses a mix of different channels for communication including "The Big Issue Magazine", press releases and social media.

## How is the programme evaluated?

The evaluation focuses on solutions that fix the causes of homelessness (e.g. domestic and family violence, social isolation, drug and alcohol dependency, unemployment) rather than the outcomes, such as a lack of housing.

*"Just get behind this, because this is probably the best programme that the streets have had available. It just inspired me to feel normal again."*

Participant



# Open Sunday

## Bringing children together for sports activities

Every Sunday afternoon from October to March, local gyms around Switzerland are open for children to come and practise physical activities.



<b>Location</b>	Switzerland
<b>Organisation</b>	Foundation idée:sport
<b>Start-end date</b>	2006 – ongoing
<b>Target group age</b>	6-12 years old
<b>Reach</b>	Approx. 7,000 children in 2012
<b>Partners</b>	National, cantonal and city-level support, private donations and volunteer work. Save the Children, Laureus
<b>Key facts</b>	In 2012, participants came from 44 project communities, 55% from urban settings and 45% from rural settings. Approximately 43% of the participants are girls.
<b>For inspiration</b>	<a href="http://www.ideesport.ch/de/opensunday">www.ideesport.ch/de/opensunday</a>



## Summary

The Open Sunday programme allows children aged 6-12 to access local gyms every Sunday afternoon from October to March, and practise sport and physical activities. No membership, reservation or fee is required to participate; the programme is in fact open to anyone within this age group. A multitude of sports and activities are offered at these "sport meeting points". A mixed team of professional programme managers, volunteers and junior coaches monitor and run the programme for the children.

## Keys to success

### Accessibility and flexibility

Available in 44 different communities across Switzerland, the programme is generally accessible to any child who wishes to participate.

### Peer involvement and peer education

The key reason for the success lies in the concept of peer involvement and peer education. In 2012, around 2,500 junior coaches, girls and boys aged between 13 and 17 years old, monitored and ran the programme for children in the gyms. More than 200 courses per year are organised to prepare them for their leadership role.





## Sport for All objectives

### Promote sport and physical activity

The main goal of the programme is to offer a location and facilities to make it easier for children to practise sport and do some physical activity.

### Improve public health and well-being

Children participating in the programme spend fewer hours at home in front of video games and more hours doing physical activities, therefore increasing their general health.

### Provide equal access to sport

The programme aims at bringing children, especially those from poor neighbourhoods, together to practise sporting activities. The objectives range from improved health, to integration, to community development.

## How is the programme communicated?

The most important communication tools for the programme are word of mouth and printed documents, which are distributed and made available throughout the local communities.

## How is the programme evaluated?

The evaluation is made through quantitative monitoring and interviews with participants and team members.



“This is really necessary, the young people must be able to do something – you can see, they give everything.”

Open Sunday programme coach



# Elderly Aquatics

## Providing physical activity for elderly persons in the community

The programme provides water-based recreation to senior citizens who are unable to participate in the more traditional exercise programmes, in a safe and comfortable environment throughout communities in Trinidad and Tobago.



<b>Location</b>	Trinidad and Tobago
<b>Organisation</b>	Trinidad and Tobago Olympic Committee
<b>Start-end date</b>	2009 – ongoing
<b>Target group age</b>	Over 55 years old
<b>Reach</b>	Approx. 130 participants
<b>Partners</b>	Olympic Solidarity
<b>Key facts</b>	Based in two communities in the islands of Trinidad and Tobago, the programme is open to all senior citizens. Participants were initially recommended by the Diabetes Association and by the Community Health Centre, and to date there have been approximately 130 participants from the two communities.
<b>For inspiration</b>	<a href="http://www.ttoc.org">www.ttoc.org</a>



## Summary

The Trinidad and Tobago Olympic Committee (TTOC) Elderly Aquatic Programme is part of a larger programme named “Shape the Community”. An important part of the Shape the Community programme is the focus on recreation for the elderly with the primary objective being to improve their mental and physical health. Too often this age group is neglected by the community because of false beliefs and misconceptions about their age and abilities, and not enough emphasis is placed on maintaining healthy lifestyles. Activities need to be designed to take into consideration the physical capability of the elderly. The sessions are conducted twice per week for durations of one hour each, by a certified aquatic and therapeutic instructor. The programme also includes therapy sessions which are run in conjunction with the aqua aerobics.

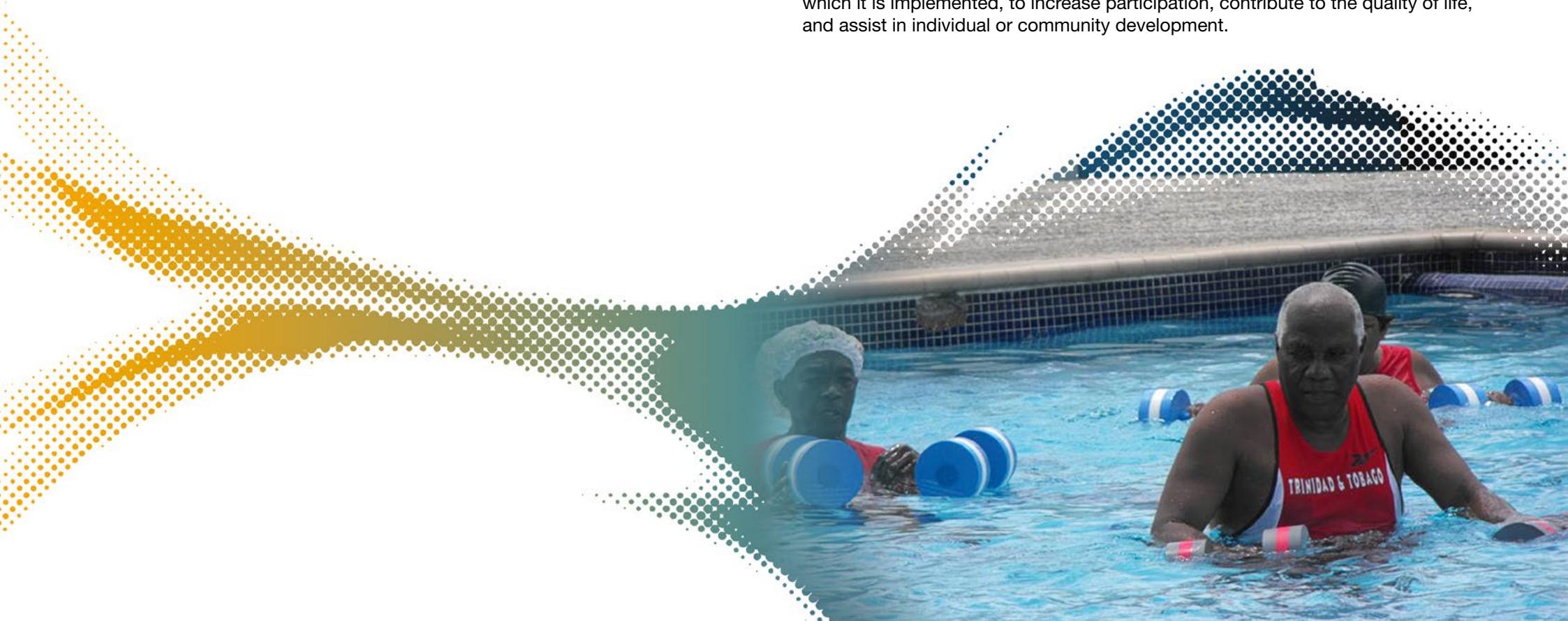
## Keys to success

### Specifically tailored

In a society where elderly citizens are often seen as weak, frail and inactive, there is the need to design an activity that caters to both physical and psychological enhancement. The provision of water-based recreation is geared towards those persons who, because of their physical limitations, are unable to participate in even low-impact activities. The aquatic programme allows individuals to exercise without putting excess strain on joints or muscles.

### Part of a broader programme

The Elderly Aquatics Programme is part of a larger TTOC programme, “Shape the Community”. The programme was developed to fill gaps in the development of sport in communities, as well as to encourage the development of the communities through sport. It intends to achieve positive changes in the community in which it is implemented, to increase participation, contribute to the quality of life, and assist in individual or community development.





## Sport for All objectives

### Promote sport and physical activity

The programme promotes the values and benefits of exercise for the elderly. It provides an exercise programme that is accessible to senior citizens who are unable to participate in more traditional exercise programmes.

### Improve public health and well-being

The programme seeks to establish effective and accessible opportunities for senior citizens in communities with pools that allow them to manage sedentary illnesses. Additionally, the social interaction can help decrease feelings of depression and isolation, and progress in aquatic activities can lead to re-establishing independence and improved self-esteem.

## How is the programme communicated?

Word of mouth is the main communication tool. The local chapters of the Diabetes Association and nurses attached to the Community Health Centre have also been instrumental in informing senior citizens in the community.

## How is the programme evaluated?

Evaluation takes place via participant questionnaires, where improvement in their quality of life is ascertained. Medical tests are carried out regularly, and these measurements are used as a baseline to monitor the participants. This also enables instructors to adapt the programme to individual needs and make recommendations for improvement.

“I have been involved in the programme for the last three months. My goal was to regain mobility in an injured ankle: the aqua aerobics and dance programmes have helped me achieve it, but I now intend to continue with the programme.”

Lenore – Participant





# International Cycling Union (UCI) Cycling for All

## Encouraging as many people as possible to take up cycling

The UCI Cycling for All programme encourages people around the world to use cycling as a means of transport, health, leisure or sporting activity.



<b>Location</b>	Worldwide
<b>Organisation</b>	Union Cycliste Internationale (UCI)
<b>Start-end date</b>	2005 – ongoing
<b>Target group age</b>	All ages
<b>Reach</b>	30 million worldwide
<b>Partners</b>	National Federations, governments, event organisers, NGOs
<b>Key facts</b>	About 40% of UCI 170 member National Federations have a Cycling for All programme in place. Around 30 of them are very active in Cycling for All, with a large events calendar, delivery of CFA licenses, a CFA commission and a designated person in the federation looking after the programme.
<b>For inspiration</b>	<a href="http://www.uci.ch/cyclingforall/">www.uci.ch/cyclingforall/</a>



## Summary

Participation in cycling as an amateur sport or leisure activity involves close to a billion people. In order to connect with this impressive number of cyclists and make sure the sport continues to develop at a grassroots level, the UCI created the Cycling for All programme.

## Keys to success

### Pyramidal structure

The Cycling for All programme is a programme created and organised by the UCI. However, National Federations play a key role in the development of the programme as they are responsible for implementing the programme on a national basis.

### Funding

The funding of the programme was initially provided directly by the UCI. However, recently the UCI Cycling for All series gained recognition and it therefore became self-funding. By being self-funded, the Cycling for All programme becomes independent and this allows the UCI to invest in further development.





## Sport for All objectives

### Promote sport and physical activity

The programme is built around the sport of cycling, and one of the objectives is to further promote the development of cycling as a competitive or leisure activity worldwide.

### Support active societies

The aim of the UCI Cycling for All programme is to encourage people around the world to take on cycling as a means of transport, health, leisure or sporting activity on a regular basis.

“The event helps the local economy and boosts tourism, besides its social aspect, as all neighbouring communities get involved in the organisation as volunteers and suppliers.”

Roberto Iglesias – Organiser and member of the Spanish Cycling for All Commission



## How is the programme communicated?

The programme is communicated through the UCI website, the Cycling for All calendar, and with direct contact with National Federations and policy makers.

## How is the programme evaluated?

Different interest groups of cyclists have been categorised, guidelines for National Federations and events series have been created and support for advocacy organisations has been provided based on feedback received from the programme.



# IMAGE

## Breaking down barriers that exclude disabled people from mainstream society

IMAGE stands for Indian Mixed Ability Group Events. It is a programme that uses sport to bridge the communication gap between the able-bodied and disabled communities, whilst redefining the way ability is characterised and judged.



### Location

State of Rajasthan (India)

### Organisation

Sucheta Kriplani Shiksha Niketan (SKSN) Institute and Indiability Foundation

### Start-end date

2005 – ongoing

### Target group age

8-18 years old

### Reach

1,000 members

### Partners

Laureus Sport for Good Foundation

### Key facts

In 2005, the first SKSN IMAGE Club was piloted at the SKSN Institute with 195 disabled 8-12 year olds and 195 able-bodied 8-12 year olds from local schools of various socio-economic backgrounds. There are 18 IMAGE clubs dotted around Rajasthan with a total membership of 1,000. The programme has now begun to expand beyond the borders of Rajasthan.

### For inspiration

[www.sksn.org](http://www.sksn.org)  
[www.indiability.org](http://www.indiability.org)





## Summary

IMAGE is a programme which has been operated since 2005 by the SKSN Institute and the Indiability Foundation, where able-bodied and disabled children take part in an everyday activity, side by side on an equal footing, creating a model for other areas of life. It provides direct social re-education, creating integrated communities, where all abilities are respected and their contribution valued. IMAGE is predicated on influencing young minds through experiential learning delivered using sport. It is implemented through a network of clubs that come together annually in the Indiability Games to which parents and the community are invited to spectate, support teams and learn more about the clubs.

## Keys to success

### Integration of disabled and able-bodied communities

The programme is unique as it is the first time that the disabled and the able-bodied communities have been brought together on an equal basis to take part in an everyday activity. The core of the curriculum consists of specifically designed sports events intended to allow able-bodied and disabled children to compete together, to allow able-bodied children to compete using equipment needed by the disabled, and to allow the disabled to emphasise their abilities.

### Knowledge and expertise of the parent organisation

The SKSN Institute is a school with a 20-year track record of providing education to physically disabled children in rural areas. The Institute was set up with the aim of enabling their alumni to live independent fulfilling lives. Its pioneering use of sport has imbued greater confidence and enabled these children to be proud of their achievements. IMAGE contributes to this vision by changing mindsets and promoting acceptance of the disabled in the mainstream.





## Sport for All objectives

### Provide equal access to sport

The main aim of IMAGE is to break down barriers, build understanding, drive acceptance and instil respect through sport. The clubs create the opportunity to challenge preconceptions and inform minds in a neutral, informal way.

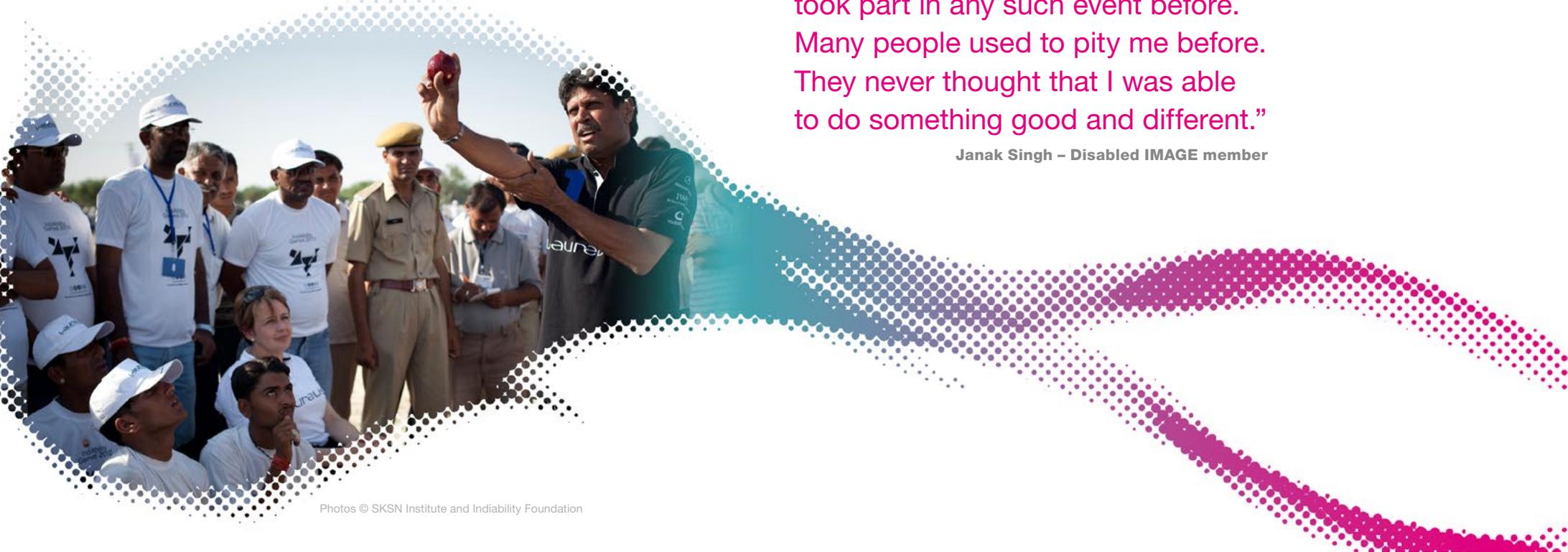
The Indiability Games expand this influence into broader communities.

### Improve public health and well-being

Many of the IMAGE members with disabilities are affected by polio – a disease contracted orally from faecal matter that can be prevented by the simple washing of hands with soap and water. The IMAGE members with disabilities are examples of what happens when there is a lapse in the proper care and attention to health and hygiene measures.

### Support active societies

The whole project is built around schools and the IMAGE clubs run once a week during the normal school term. Teachers are positively influenced through their assistance and support with running the clubs and witnessing change.



## How is the programme communicated?

The communication for the programme is achieved through direct interaction with schools via regular meetings, and through close collaboration with the parents, community and local media.

## How is the programme evaluated?

IMAGE utilises a combination of quantitative surveys and discussions, but mostly relies on informal qualitative-type responses from stakeholders to evaluate the programme. More robust evaluation processes are in the process of being implemented through various tools.

**“After this sports event I feel proud of myself because I never took part in any such event before. Many people used to pity me before. They never thought that I was able to do something good and different.”**

Janak Singh – Disabled IMAGE member



# International Ski Federation (FIS) Bring Children to the Snow

## Promoting snow activities as the number one leisure choice for youth in winter

The “Bring Children to the Snow” campaign was launched in 2007 as an international multi-year campaign to promote snow activities among children and youth, and is divided into two phases: FIS SnowKidz and World Snow Day.

A skier in a red and white jacket and black pants is performing a high jump against a backdrop of modern buildings and greenery. The background features a large graphic element consisting of a purple-to-white gradient on the left and a teal-to-white gradient on the right, both with a halftone dot pattern.

**Location** Worldwide

**Organisation** International Ski Federation (FIS)

**Start-end date** 2007 – ongoing

**Target group age** 4-14 years old

**Reach** Over 500,000 participants

**Key facts** 39 countries participated in the first and second editions of World Snow Day with over 660 events and 500,000 participants globally

**For inspiration** [www.bringchildrentothesnow.com](http://www.bringchildrentothesnow.com)  
[www.fis-ski.com](http://www.fis-ski.com)



The icons are circular with a pink border. The 'Activity' icon contains a stylized figure in motion. The 'Health' icon contains a white heart with a plus sign inside.



## Summary

Bring Children to the Snow aims to encourage newcomers to experience the snow whilst adding additional value for those who already participate in the sport. The campaign seeks to achieve this vision through two primary projects, FIS SnowKidz and World Snow Day. The primary target group for the campaign is children between the ages of 4-14 and their families. Whilst targeting children and their families, FIS also hopes to motivate more teenagers and young adults. The campaign is not focused on generating competitors for any particular FIS discipline. "Fun in the snow, fun on the snow" is the motto at the heart of the campaign.

## Keys to success

### A two-phase campaign

The campaign is divided into two different phases. FIS SnowKidz is the first phase, launched in 2009, and is a unique programme and communications platform that enables organisers around the world to share and showcase their events to bring children to the snow. Events can occur at anytime and in any place around the world. World Snow Day is the second phase of the campaign. It looks beyond the FIS membership to the wider snow sports community and seeks to motivate children aged 4-14 by encouraging all snow industry stakeholders to celebrate all things snow around the world simultaneously. It is planned to be staged every third Sunday in January annually for many years to come.





## Sport for All objectives

### Promote sport and physical activity

The campaign aims to encourage newcomers to experience the snow whilst adding additional value to those who already participate in the sport. The vision of FIS is for skiing and snowboarding to be the first choice winter sport and recreational activity. Through the Bring Children to the Snow campaign, FIS aims to reverse a decline in youth snow sports participation and to encourage FIS Member National Ski Associations to promote snow sports within their country.

### Improve public health and well-being

The health benefits of snow sports are obvious and well-known. FIS seeks to take children away from their snow video games and put them on real snow by focusing on the advantage that snow sports offer over many other sports: the “awe” factor that the natural environment provides.

## How is the programme communicated?

FIS looks to market and communicate the project through two different types of media - traditional (television, newspapers, radio, etc.) and new/social media (Facebook, Twitter and YouTube). Within the traditional media FIS has established partnerships with Eurosport, the European Broadcasting Union and Infront Sports & Media to distribute the World Snow Day message. In addition, FIS uses its own channels including newsletters, specific snow discipline websites and social media channels.

## How is the programme evaluated?

Direct reporting from the organisers and public is conducted to evaluate these goals. The reporting is completed through the FIS SnowKidz and World Snow Day websites.



“This was a great opportunity for my family. We travelled a long way for the event and we are overwhelmed at the level of organisation as well as the simple opportunity for our children to enjoy snow sports. I have not done snow sports for many years and now I am doing it again – with my children.”

Margaret – Participant



# Segundo Tempo

## Promoting the practice and benefits of sport

The Segundo Tempo programme offers multiple experiences through sports activities and implements sport education for children, adolescents and youth, aimed at improving life skills.



<b>Location</b>	25 states across Brazil
<b>Organisation</b>	Brazilian Ministry of Sport
<b>Start-end date</b>	2003 – ongoing
<b>Target group age</b>	6-20 years old
<b>Reach</b>	Over 6 million participants since 2003
<b>Partners</b>	Various federal government agencies, State Governments, counties and NGOs
<b>Key facts</b>	Over 75% of participants showed an improvement in self-esteem, communication skills, social life and family life; and greater interest in school activities, improvement in school performance and/or health; and a reduction of exposure to social risks was observed.
<b>For inspiration</b>	<a href="http://www.esporte.gov.br/index.php/institucional/esporte-educacao-lazer-e-inclusao-social/segundo-tempo">www.esporte.gov.br/index.php/institucional/esporte-educacao-lazer-e-inclusao-social/segundo-tempo</a>



## Summary

The Segundo Tempo programme was created by the Brazilian Ministry of Sport with the aim of promoting the practice and benefits of sports in school environments. The programme focuses on the development of life skills of children, adolescents and youth with the aim of improving their quality of life. It primarily targets groups located in areas of social vulnerability. Participants are selected without any distinction or discrimination based on gender, race/ethnicity, religion or sexuality. Since 2003, the programme has reached over 6 million people across Brazil, and in the coming years, it hopes to further expand the number of participants and to triple the number of cities that are currently involved.

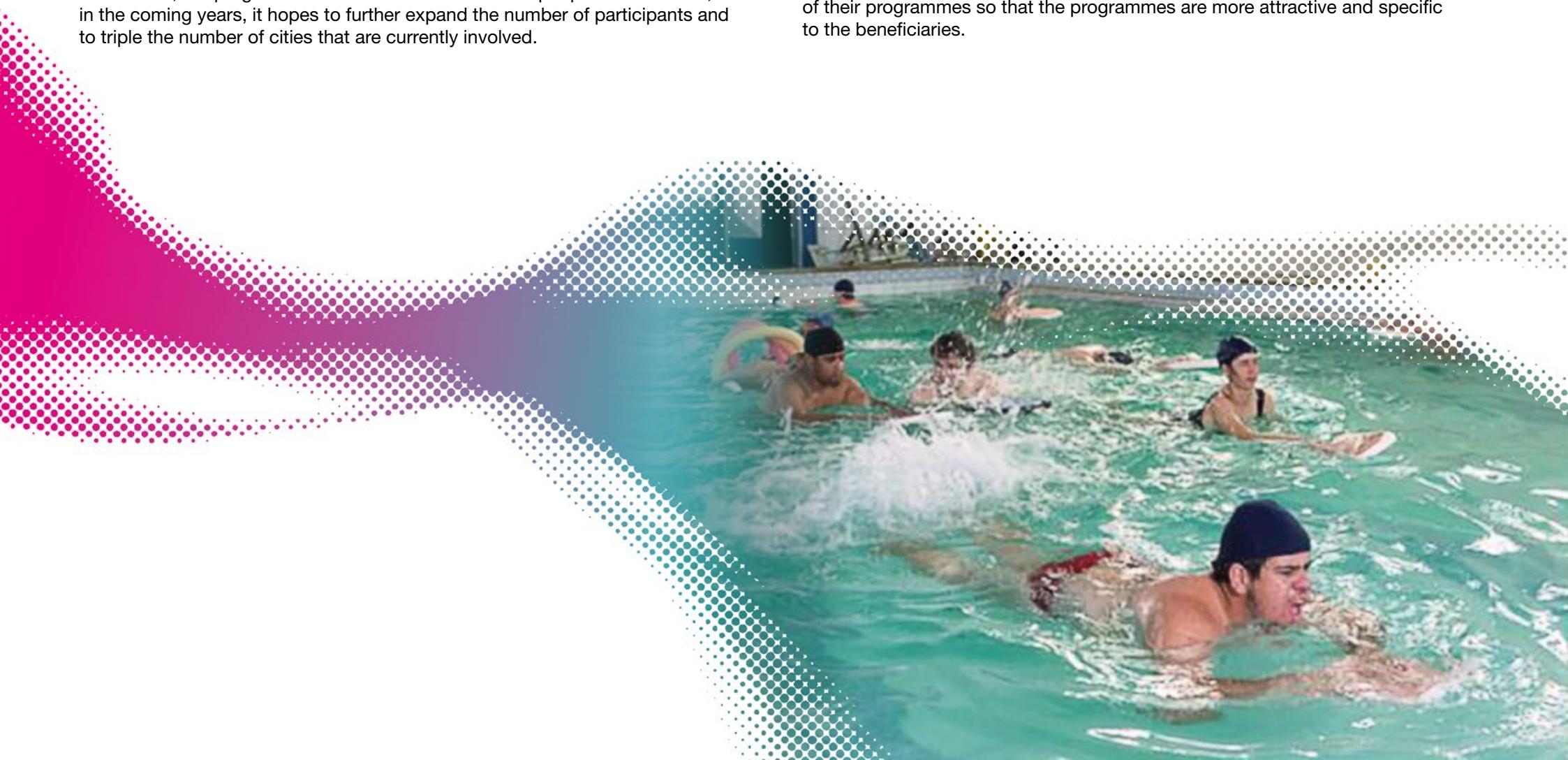
## Keys to success

### Multi-sector collaboration and support

Segundo Tempo is made possible through different partnerships. It aims at generating new jobs for physical education and sport professionals in the respective local areas, and improve sports infrastructure in the public school system in the country.

### Decentralised operations

The local institutions are invited to participate in the planning and execution of their programmes so that the programmes are more attractive and specific to the beneficiaries.





## Sport for All objectives

### Promote sport and physical activity

The programme keeps children occupied and active by offering multiple experiences and sports activities which help them to improve their own self-development. The programme also seeks to implement sport in schools to improve the interaction of children, adolescents and youth with each other. The target participants are primarily enrolled in public schools.

### Support active societies

The implementation of activities in schools, public and private places, either with activities before or after school, ensures that the existing infrastructure is leveraged and that its worth is valued by the community.

### Improve public health and well-being

The programme provides learning opportunities through sport and recreation. This helps to keep children, adolescents and young people occupied for long periods off the streets throughout the day which will help them to stay safe and at the same time provide them with opportunities for development, therefore contributing to a better society.

## How is the programme communicated?

The programme is communicated through a mix of different channels, including various websites and social media platforms.

## How is the programme evaluated?

The programme is evaluated using a System Monitoring and Assessment Programme. The system is based on a survey that collects operational aspects of the programmes, and constructs and validates indicators of efficiency, effectiveness and impact. A publication with the results is then produced.





# FIG Foundation Courses

## Educating and instructing adults interested in coaching gymnastics

The FIG Foundation Courses provide adults interested in teaching gymnastics with foundation knowledge and skills to share with their future students.



<b>Location</b>	Worldwide - Cape Town (RSA)'s FIG Foundation Courses
<b>Organisation</b>	International Gymnastics Federation (FIG)
<b>Start-end date</b>	9-14 July 2012
<b>Target group</b>	Adults interested in coaching gymnastics
<b>Reach</b>	28 participants
<b>Partners</b>	FIG-affiliated Federations, African Union
<b>For inspiration</b>	<a href="http://www.fig-gymnastics.com">www.fig-gymnastics.com</a>





## Summary

The World Fit Foundation is an independent non-profit organisation based in Florida. World Fit is a fitness initiative targeting students in schools from ages 8 to 13. An Olympian is assigned to a school to help motivate and inspire the students. At the heart of the World Fit programme is the World Fit Walk, a six-week competition among schools each spring (April/May) to determine which has the fittest students. All sports and exercises are converted to equivalent walking miles (km) and count towards the competition. The objective of the Foundation is to make World Fit a global programme.

## Keys to success

### Programme supported by an International Federation

One of the main reasons for the success of the FIG Foundation Courses in Cape Town is that it is part of a broader programme conducted by the FIG. The FIG has a lot of experience in sport development programmes and since the Foundations of Gymnastics Courses Programme in 2007, already 13 course programme have been held around the world (4 in Africa, 3 in Europe, 1 in Asia, 5 in the Americas).

### Focus on grassroots development

The FIG Foundation Courses focus on the roots of the sport's development: coaches. By giving them the responsibility to promote and develop gymnastics within their country, coaches feel more involved and achieve higher results in terms of sport participation.





## Sport for All objectives

### Support active societies

Through the FIG Foundation Courses, the programme reaches not only coaches but also future students. As a consequence, the more coaches are educated the more young people will have the opportunity to do more sport.

### Improve public health and well-being

The programme helps fight obesity and other diseases related to lack of physical activity. The programme provides coaches with education and skills to make youngsters get moving.

## How is the programme communicated?

The FIG Foundation Course communication is achieved through emails to FIG's member Federations/Continental Union, the FIG's website and social media.

## How is the programme evaluated?

At the end of each course, the participants have to take an exam which includes questions on the theory and practical exercises. So far, this has been a big success as no one has failed. Further follow-up from the courses is being considered for the future.

“The course gave me the foundation knowledge of how to start working with a gymnast, and a clearer understanding on how to deal with different gymnast behaviour.”

Aletta Petlo – Participant

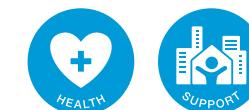




# IOC-UN-HCR-Samsung Sports Kits Programme

## Giving young people living in refugee camps access to sport

By delivering sports kits, the programme enables youngsters in refugee camps to organise games that will help provide fun and a semblance of normality in their lives.



### Location

Africa, Asia & Latin America

### Organisation

Tripartite programme between the International Olympic Committee, Samsung and the United Nations High Commissioner for Refugees (UNHCR)

### Start-end date

January 2012 – December 2013

### Target group

Young people living in camps in the UNHCR's care

### Reach

150,000 over the two-year programme

### Partners

The IOC, Samsung and the UNHCR

### Key facts

20 countries targeted. Six sports covered (football, volleyball, basketball, netball, table tennis). There are currently more than 42 million refugees around the world.

### For inspiration

[www.olympic.org](http://www.olympic.org)  
[www.unhcr.org](http://www.unhcr.org)



## Summary

Spanning over two years, the programme consists of the distribution of IOC-UNHCR-Samsung Sports Kits in 20 countries throughout Asia, Africa and Latin America. Each IOC Sports Kit contains basic equipment and material for about 300 players, including balls, bibs, caps, shirts and chalk to mark out a field. This two-year programme will allow over 150,000 young people living in refugee camps in the UNHCR's care (and potentially 300,000 beneficiaries, including indirect ones such as populations in the camps, neighbouring communities involved in sporting activities, etc.) to get active and play.

## Keys to success

### Multi-sector collaboration and support

A key reason for the success of the sports kits programme is its unique collaboration model. By combining their expertise, the IOC, the UNHCR and Samsung have given to the programme a unique and ambitious scope. In addition, Samsung's financial support makes this programme financially feasible.

### Provide refugees with something different

One of the main reasons for the success of this programme is that it provides refugees with something that can make them dream. In refugee camps, the time for fun is relatively small and the IOC-UNHCR-Samsung Sports Kits programme is innovative in this way.

### Flexibility

IOC-UNHCR-Samsung Sports Kits are easy to use and flexible depending on the local environment and natural resources available in the refugee camps.





## Sport for All objectives

### Improve public health and well-being

The programme brings the joy of sport and the related psychological benefits to young refugees who have often suffered enormous atrocities. Indeed, the programme plays an important role in relieving tension and fear among people having to live together in camps and settlements.

### Support active societies

The Sports Kit Programme aims to help people who have been forced to flee their homeland under threat of persecution, conflict and violence to have fun and get active. It aims to bring joy and peace within each refugee's new life by giving them the opportunity to play sport together and helps them to integrate within their new environment through the medium of sport.

## How is the programme communicated?

The communication is achieved through IOC, UNHCR and Samsung media platforms, mainly their websites. Some special videos made of sports activities organised in some camps and a photo gallery are also used to promote the programme.

## How is the programme evaluated?

One year after the programme was launched; the project has been implemented in 10 of the 20 beneficiary countries, directly benefitting an estimated 76,000 young people. An evaluation is being carried at this current time, halfway through the programme, by the beneficiary organisation.



**"The unfortunate reality is that despite the passion for sport felt by young people across Africa, the majority are not able to realise their full potential. Interventions need to be made at the grassroots level of sports development, by providing children with the necessary sports gear at school-going age."**

Ntutule Tshenye – Business to Government and  
Corporate Citizenship Lead of Samsung Africa



# Coca-Cola Active Living Programme

## Promoting active lifestyles amongst young people

The Coca-Cola Active Living Programme aims to increase sports participation for school kids aged between 12 and 19, and to make them experience the joy of sport together, during their whole school career.



### Location

Netherlands

### Organisation

An exclusive partnership between Coca-Cola, NOC\*NSF (Dutch Olympic Committee) and KVLO (the organisation for physical education teachers)

### Start-end date

2003 – ongoing

### Target group

School kids aged between 12 and 19 years old

### Key facts

325 secondary schools. Year-round national school sports competition in 19 different sports. Objective end of 2016: 400 schools. The final event takes place in the historic Olympic Stadium in Amsterdam (1928 Olympic Games), offering all finalists an Olympic experience.

### For inspiration

[www.coca-colacompany.com/sustainabilityreport/me/active-healthy-living.html#section-what-we-are-doing-about-obesity](http://www.coca-colacompany.com/sustainabilityreport/me/active-healthy-living.html#section-what-we-are-doing-about-obesity)





## Summary

Together with the Dutch Olympic Committee (NOC\*NSF) and the federation of Dutch physical education teachers, Coca-Cola is a founding partner of Coca-Cola Active Living Programme, the biggest school sport competition in the Netherlands. Launched in 2003, this programme helps to promote active and healthy lifestyles. In 2011, more than 150,000 students and 48% of secondary schools participated in Coca-Cola Active Living Programme, and 5,500 participated at the national finals in Amsterdam's Olympic Stadium, home of the 1928 Olympic Games.

## Keys to success

### Unique partnership model

A key reason for the success of the sports kits programme is its strong partnership model. By combining their expertise, the NOC\*NSF and Coca-Cola have given the programme a unique and ambitious scope.

### The programme's design

The programme provides a really exciting experience for all teenagers because they have the opportunity to meet other teenagers from different schools. It creates a good atmosphere and friendly competition between all Dutch schools.

### Communication channel

The programme has tailored its communication channels to reach a young audience. Social media platforms are widely used by teenagers to communicate.



## Sport for All objectives

### Promote sport and physical activity

The Coca-Cola Active Living Programme aims at involving as many schools as possible in the programme to create an active and healthy movement in the Netherlands. The impressive and increasing number of participants demonstrates by itself that, in 10 years, the programme has succeeded in promoting physical activity and in increasing sport participation for teenagers aged between 12 and 19.

### Improve public health and well-being

The Coca-Cola Active Living Programme provides teenagers with an opportunity to practise sport all together. Even though the competition is only two or three days a year, teenagers train for this event every week, thereby decreasing the rate of obesity.

## How is the programme communicated?

Communication is achieved through a social media platform (Facebook) and other media, including the Coca-Cola website.

## How is the programme evaluated?

For the first edition in 2003, about 1,000 participants from 27 schools took part in the Coca-Cola Active Living Programme. Five years later, the number of participants increased five-fold, and came from 100 schools. In 2008, the partnership focused on embracing the complete school sports competition and the programme included some qualification rounds and regional finals. In 2012, 150,000 participants representing 325 schools took part in the qualifying round, 25,000 in regional finals and 5,500 at the school final. In 2016, the Coca-Cola Active Living Programme's objective is to have 400 participating schools representing 65% of the secondary schools in Netherlands.





# Figure Skating in Harlem (FSH)

**Using sport to provide opportunity, education, and empowerment for girls in New York City's most underserved communities**

The aim of the programme is to transform young lives and help girls from Harlem grow in confidence, leadership, and academic achievement through figure skating.



<b>Location</b>	New York City (USA)
<b>Organisation</b>	Figure Skating in Harlem
<b>Start-end date</b>	1997 – ongoing
<b>Target group</b>	6-18 year old girls
<b>Reach</b>	Hundreds of girls each year
<b>Partners</b>	Private foundations, several American Olympic figure skaters
<b>Key facts</b>	Each year, students sign a contract pledging to maintain at least a B average in school. Over 84% of the students met this requirement. 97% of students reported an increased sense of accomplishment and self-discipline. 100% of parents stated that the programme had an overall positive impact on their daughters.
<b>For inspiration</b>	<a href="http://www.figureskatinginharlem.org">www.figureskatinginharlem.org</a>



## Summary

Figure Skating in Harem (FSH) provides girls with innovative year-round health, education and fitness programmes that promote academic success, physical health, and emotional well-being. Participating students, girls aged between 6 and 18, spend up to 480 hours annually engaged in comprehensive figure skating and academic programmes, which include ICE: I Can Excel and Summer Dreams. The programme takes place throughout the duration of the school year and includes two to three afternoons per week of ice skating instruction, life skills classes, homework assistance and academic enrichment classes. Each student is provided with ice time, quality skating instruction, and proper equipment (skates, blade covers and bags) and attire (warm-up suits, sweatshirts, and show costumes). The programme addresses issues of safety, social support, classroom engagement, and time management. It actively educates underprivileged girls about their full range of educational and career opportunities by giving them information about non-traditional jobs, financial aid, and scholarship programmes and provides them with mentorship opportunities with successful female professionals.

## Keys to success

### An extensive curriculum

The FSH's comprehensive Leading Edge Academic and Character Education Curriculum is focused on helping girls acquire foundational academic skills to prepare them for their future. Delivered by certified teachers and social workers, the programme is continually evolving to meet the students' needs. Subjects range from nutrition, financial literacy, communications and public speaking, to study skills, and skating history as well as social and emotional skills development. FSH also offers career workshops, leadership and mentoring opportunities, and cultural field trips designed to provide meaningful experiences and to deepen commitment to education and success.

### A three-pillar programme

The programme is comprised of three pillars: skating skills, academic achievement and social and emotional well-being. All activities are designed to help participants improve in each of the areas and each student's progress is monitored on a continuous basis.





## Sport for All objectives

### Promote sport and physical activity

The programme uses figure skating as a catalyst for transforming lives and providing participants with a sense of purpose and belonging. Promotion of the practice sport is one of the key pillars of the project, where participating students are provided with training two to three times a week during the school year.

### Improve public health and well-being

At FSH, students are engaged in structured physical activities and wellness classes to improve their fitness and instil healthy habits they will take with them throughout their lives, therefore increasing the knowledge and awareness of health and wellbeing among girls and their families who participate in the programme.

### Provide equal access to sport

The main reason behind the creation of FSH is to open up the sport of skating to young women in urban areas, who would otherwise not have the opportunity to learn the discipline and life skills gained from participation.



Photos © Figure Skating in Harlem

## How is the programme communicated?

The programme is promoted on a dedicated website, which receives an average 4,500 views/month. Additionally, regular electronic flyers and newsletters are sent to the organisation's database of 3,500 members. The two premier community events, the Soul on Ice Winter Skating Party and Annual Student Ice Show are publicised through press releases one month before the event and through the website, e-communications and social media channels. The Skating with the Stars benefit gala, which attracts a wide variety of corporate sponsors and major individual donors, is promoted through press releases and formal invitations. A marketing campaign leading up to the gala includes social media postings (Facebook and Twitter), phone calls, emails and letters to the network of current and potential supporters.

## How is the programme evaluated?

Each student's progress is evaluated in each of the key areas (skating skills, academic achievement, social and emotional well-being) individually through pre- and post-season assessments, which include interviews, observation, and questionnaires. These tools enable an understanding of how each girl is progressing annually, as well as longitudinally from the time of their initial enrollment.

“FSH is where we, as girls, can grow in confidence and become powerful and outspoken young women. It is a place where we feel safe, supported, and where we learn to use our voices.”

Sanaa Roper – Participant (age 12)



# Get Into Rugby

## Encouraging players of all ages to Try, Play and Stay in Rugby

The aim of the World Rugby's Get Into Rugby programme is to encourage people of all ages to practice rugby and to promote its values of respect, solidarity, passion and discipline.



<b>Location</b>	Worldwide
<b>Organisation</b>	World Rugby (WR)
<b>Start-end date</b>	December 2012 – ongoing
<b>Target group</b>	All ages
<b>Reach</b>	175,000 participants, one-third of which are girls
<b>Partners</b>	WR Member Unions, IOC (through IF Development Grant), various equipment manufacturers
<b>Key facts</b>	Get Into Rugby is expanding rapidly and now available in over 1000 locations (clubs and schools) and will be operational in 50 Unions globally by the end of 2013 and 70 by the end of 2014.
<b>For inspiration</b>	<a href="http://www.getintorugby.worldrugby.org">www.getintorugby.worldrugby.org</a>



## Summary

The Get Into Rugby programme is the WR's development programme which aims to grow the game of rugby across the world in partnership with its Member Unions and introduce people globally to rugby. The programme promotes the values of the game – Integrity, Respect, Solidarity, Passion and Discipline – and ensures boys and girls are encouraged to TRY-PLAY-STAY in Rugby in a safe, enjoyable and progressive way. Unions who deliver the Get Into Rugby programme have access to equipment in the form of a toolkit, training, education and interactive online resources. The Get Into Rugby Toolkit contains balls, bibs and tag belts and serves as an integral part of the programme.

## Keys to success

### A three-phase programme

The programme is divided in three phases: TRY, PLAY and STAY. The initial phase of the programme is to get children to TRY rugby in clubs, schools and local communities in order to learn and experience the values, passion, principles and skills of the game. In the second phase, players progress to PLAY the game in a safe, fun environment – in leagues, festival events and programmes, after an initial training period. The focus of STAY, the final stage is to support players to progress and stay in rugby as a player, coach, referee, administrator, volunteer or fan by joining teams, clubs, communities and National Unions.

### Educated coaches and free resources

The three phases of the programme are delivered by WR / Union educated coaches, teachers or development officers. The primary focus is to introduce children to the principles of the game and allow them to experience rugby with a coach or teacher, using the resources and materials provided by the WR. There are free games for teachers and coaches to use.





## Sport for All objectives

### Promote sport and physical activity

Promoting the practice of sport and rugby in particular is one of the main aims of Get Into Rugby. This is further facilitated by providing coaches and teachers with many instructional tools and aids. The programme's ultimate goal is the development of rugby with the aim of significantly increasing the number of players, coaches and referees by 2016.

### Improve public health and well-being

Rugby is valued as a sport for men and women, boys and girls, with the Olympic values at its heart: it builds teamwork, understanding, co-operation and respect for fellow athletes. In an age in which many traditional sporting qualities are being diluted or even challenged, rugby is proud of its ability to retain high standards of sportsmanship, ethical behaviour and fair play. The programme places a strong emphasis on imparting these values to participants so that they can be taken back into their own communities and lived on a daily basis.

## How is the programme communicated?

The communication strategy uses a mix of channels to promote the programme. Traditional channels include features and interviews on Total Rugby TV and Radio and social media channels such as YouTube and Facebook. The dedicated WR Get Into Rugby website is available for detailed information and registering.

## How is the programme evaluated?

The programme is evaluated online. Each Regional Association and Union completes an online application via the dedicated programme website. To be involved in the programme targets are set in the application and details of each location where the programme will operate need to be provided. Each participating organisation then reports after each session to update the number of participants and the Member Unions complete monthly and annual reports online.



“Through Get Into Rugby, we want to ensure that men, women and children in every nation have as much opportunity as possible to get involved in rugby.”

Bernard Lapasset – World Rugby Chairman



# Norway Cup

## Bringing Sport and Culture together at the largest football tournament in the world

By bringing different countries from different cultures together to play football, the Norway Cup promotes positive values and creates new friendships.



<b>Location</b>	Oslo (Norway)
<b>Organisation</b>	Norway Cup – Bækkelagets Sportsklub
<b>Start-end date</b>	1972 – ongoing
<b>Target group</b>	10-19 years old
<b>Reach</b>	30,000 children and youth every year (ages 10-19 years)
<b>Partners</b>	Participating teams, Norwegian national and local governments, national newspaper Dagbladet, multiple charities and sponsors
<b>Key facts</b>	In 2013, 1,450 teams from 55 nations participated who stayed at 31 schools and 13 hotels. There were 400 referees – 100 of which foreign – and 80 observers. Matches were played simultaneously on 65 fields.
<b>For inspiration</b>	<a href="http://www.norwaycup.no">www.norwaycup.no</a>



## Summary

The Norway Cup is the world's largest football tournament for boys and girls from 10-19 years of age. It was hosted for the first time in 1972 and takes place every year. On average, over 1,450 teams from over 50 nations participate every year. Bringing different countries from different cultures together to play football, the tournament contributes to creating an enabling environment for cultural integration and friendship with great experience among the participants. In addition, the Norway Cup invites children, who come from parts of the world where participating in a football tournament is not a part of everyday life.



## Keys to success

### Cooperation with partners

The Norway Cup has a long tradition when it comes to cooperating with important value-oriented organisations and charities. Many institutions contribute to the Norway Cup's value profile either by supporting the tournament or by providing support in bringing teams to Norway.

### Strong volunteer commitment

The statistics show that more than 1,000 of the 2,000 members of the organising club, as well as 300 parents/close family members, work as volunteers each year. Their efforts amount to over 45,000 volunteer hours every year.

### A cultural festival

Cultural exchange is a big part of the Norway Cup and various activities are organised. Marking the opening of the tournament is the Norway Cup Show with popular international and Norwegian artists, which always starts with a colourful parade. The parade is headed by mounted police, flag poles, a marching band and followed by the Norway Cup participants wearing their team jerseys. On the cultural stage, participating teams who have signed up can express their culture with song, dance and other entertainment elements.



## Sport for All objectives

### Foster Olympic legacy

The programme aims to promote lasting values that are at the heart of the Olympic Games: peace, respect, fair play and friendship. Often participants are taught to become “friendship coaches” so that they can be good role models for other young people. In 2012, the “Handshake for Peace”, a special handshake between the referee and the team captains after the match, was introduced for the first time at the Norway Cup. This Norwegian concept is the result of the cooperation between the Nobel Peace Centre and the Norwegian Football Association and has now also been introduced by FIFA at their own events.

### Provide equal access to sport

Through the Norway Cup, awareness is raised on cultural integration and other social issues such as combating racism and discrimination. For the invited teams from disadvantaged areas in the world, the Norway Cup is an experience unlike any other and offers the participants the opportunity to interact with other cultures and create new friendships.

## How is the programme communicated?

Various communication channels are used to promote the tournament. Invitations are sent out to clubs and organisations throughout the world and supported by announcements on Twitter, Facebook, Instagram, You Tube, the event’s website, and PR-trips around Norway.

## How is the programme evaluated?

The programme is evaluated through an internal evaluation every year. An external evaluation takes place every 3 to 4 years.

“The Norway Cup represents a fantastic scene for young people to create friendships and memories for life in line with the Sport for All ideology.”

Stig Inge Bjornebye  
– Norwegian Football Federation



# VivaVôlei

## Volleyball as a tool to educate and socialise children

The goal of VivaVôlei is to educate and socialise children through sport and to contribute to their sense of citizenship.



<b>Location</b>	Brazil
<b>Organisation</b>	Instituto VivaVôlei
<b>Start-end date</b>	1999 – ongoing
<b>Target group</b>	7-14 years old
<b>Reach</b>	40,000 children annually
<b>Partners</b>	Brazilian Volleyball Confederation, national and local governments
<b>Key facts</b>	The programme started in 1999 with 2,000 children and since then 200,000 children have passed through the programme. Today, 40,000 children participate in 70 centres nationwide.
<b>For inspiration</b>	<a href="http://www.cbv.com.br">www.cbv.com.br</a>



## Summary

Volleyball is one of the most popular sports in Brazil. The goal of VivaVôlei is to offer social disadvantaged children an alternative to crime, promote school as a more attractive option, reduce truancy and retention of children in the streets and contribute to their social reintegration by offering regular volleyball practice. Aside from promoting the practice of volleyball and its values, the programme also provides participants with the opportunity to practice volleyball competitively. Schools, clubs, and community associations with the necessary minimal infrastructure can be accredited to run the VivaVôlei programme. For these centres, VivaVôlei frequently organises training courses for teachers, oversees educational activities, and promotes events and tournaments.

## Keys to success

### An adapted sporting format

For the purpose of educating and socialising children and to facilitate the learning of volleyball, VivaVôlei introduced “mini -volei.” This simplified form of the sport, adapted to the capabilities and needs of children, focuses on the basic principle of playful learning. The weight of the ball, the net height and the rules of the game are adapted specifically for this age group. Playing volleyball contributes to the physical, social, intellectual, and emotional development of the children, while also teaching them the spirit of cooperation and friendly competitions.

### A supported network of centres and coaches

Aside from teaching kids to enjoy the sport, the programme aims to instil educational and social values in each of the participants. The teachers are therefore more than volleyball coaches; VivaVôlei instructors are true educators. To assist its centres and instructors the VivaVôlei organisation provides technical material (the VivaVôlei kit), training of teachers and as well as educational support.





## Sport for All objectives

### Promote sport and physical activity

VivaVôlei uses volleyball as a tool to help children socialise together and educate them on the importance of ph. By doing this it not only achieves its positive goals for the participants and society, but also promotes participation in sport by providing young Brazilians with the opportunity to learn and play volleyball.

### Foster Olympic legacy

The programme aims to create the habits of teamwork and encourages discipline and organisational skills through sport. It is a non-violent sport that promotes friendship and fair play, which can be practiced by all age groups and social classes. Volleyball also teaches ethical and moral lasting values of citizenship, which are at the heart of the Olympic Movement.

### Support active societies

Schools are very important partners of VivaVôlei. The whole organisation and running of the programme depends largely on schools as these often are the only organisations that have infrastructure in place for “mini-vôlei”.

### Provide equal access to sport

The programme specifically targets children and teenagers from 7 to 14 years of age who are in a socially vulnerable situation to provide them with an alternative to crime and to make school a more attractive option to them.

## How is the programme communicated?

The programme is communicated through a mix of different channels, including the website of the Brazilian Volleyball Confederation, newsletters, and television.

## How is the programme evaluated?

VivaVôlei started in 1997 as a programme of the Brazilian Volleyball Confederation. Its success resulted in receiving the UNESCO seal of approval and the creation of an independent organisation in 2003. The centres are evaluated on a monthly basis and reports are also sent to (potential) sponsors.

“We are convinced that the students will use the values of the sport – such as discipline, respect, willingness and determination – not only during lessons, but also in their day-to-day life and we hope they will be remember these when they are tomorrow’s adults.”

Walter Pitombo Laranjeiras  
– President of the Brazilian  
Volleyball Confederation





# Move Week Croatia

## Move the “inactive” to become more “active” through community activities

The aim of the programme is to have 600,000 more Croatians moving by 2020.



<b>Location</b>	Croatia
<b>Organisation</b>	DRITE – Association of Kinesiology Students in Scholarly Work
<b>Start-end date</b>	7-13 October 2013
<b>Target group</b>	All age groups
<b>Reach</b>	Over 5,500 participants in 2013
<b>Partners</b>	The Institute of Public Health County of Medimurje, Association for Sport Recreation City of Zagreb “Sport for All” in Croatia, International Sport and Culture Association, European Cyclists Federation, Eurosport, European Union
<b>Key facts</b>	During MOVE Week 2013 Croatia, a total of 97 events was held across the country, for over 5,500 participants and 2,600 spectators, organised by 110 volunteers.
<b>For inspiration</b>	<a href="http://moveweekcroatia.wix.com/moveweekcroatia">moveweekcroatia.wix.com/moveweekcroatia</a> <a href="http://croatia.moveweek.eu">croatia.moveweek.eu</a> <a href="http://www.nowwemove.com">www.nowwemove.com</a>



## Summary

MOVE Week 2013 Croatia was the part of MOVE Week, an annual European-wide event with more than 1,200 events in over 30 countries, which is an integral part of the NowWeMove Campaign (2012-2020). MOVE Week is an annual week of movement and sport organised throughout Europe to encourage citizens to engage in physical activity or sport. The vision of the campaign is to have 100 million more Europeans active in sport and physical activity by 2020. The three overall goals of the programme are to raise awareness of the benefits of sport and physical activity among Europeans; encourage broader participation in sport and physical activity; and increase accessible opportunities to be active in sport and physical activity by developing new initiatives. 2013 was the second year Croatia was part of MOVE Week.



## Keys to success

### Move agents at the centre

MOVE Week depends heavily on the involvement of its MOVE Agents. MOVE Agents are individuals, non-governmental organisations, schools, clubs, companies and municipalities who have registered as event organisers to organise community events that promote the benefits of being physically active during MOVE Week. Becoming a MOVE Agent is very easy: one only has to provide some details about the organiser and the activity/event on the programme's international website. All MOVE Agents receive professional tools to help spread the word and attract as many event participants and supporters as possible. MOVE Agents who register early receive a MOVE Week Minimum Package, including NowWeMove T-shirts, a banner, stickers and bracelets.

### A wide range of activities to choose from

The programme is about having fun and for participants to find their MOVE. As long as the event gets people active it is eligible to be part of MOVE Week. To promote MOVE Week, a flashmob was held simultaneously in 34 different cities in Europe with a special MOVE Week choreography that was later used in a promotional video. During MOVE Week 2013, a total of 96 events were organised throughout Croatia. The events ranged from a 20km bike ride and 5km fun run to swimming, karate, Nordic walking, zumba and quadro (a four-ball sports tournament).



## Sport for All objectives

### Promote sport and physical activity

The mission of the NowWeMove campaign is to promote the benefits of being active and participating regularly in sport and physical activity.

### Improve public health and well-being

Lack of physical activity is a bigger threat to public health than smoking. Two-thirds of the adult population aged over 15 in Europe do not reach the recommended level of activity. To tackle this, the NowWeMove campaign was launched with the vision of having 100 million more Europeans active in sport and physical activity by 2020.



## How is the programme communicated?

MOVE Week 2013 Croatia was communicated through a wide variety of channels, including a website, social media platforms, radio and television and physical promotion materials such as banners and posters. Furthermore, the international NowWeMove campaign is communicated via a dedicated international website, social media and on Eurosport.

## How is the programme evaluated?

An evaluation of MOVE Week Croatia was carried out by the coordinating organisation, measuring the number of events held, participants, spectators, volunteers, partners and media publications. Furthermore, an international evaluation was published by the International Sport and Culture Association.

“MOVE Week is a privilege for the human body that anyone needs.”

Nenad Borkovic – President –  
DRITE (Association of Kinesiology  
Students in Scholarly Work)



# Veteran Sport & Rehabilitation Project

## Helping the danish wounded soldiers to get back on track in life through sport

Being able to participate in sport has proved to be an important part of the rehabilitation of veterans towards a good and meaningful life lived in different circumstances than before their injury.



### Location

Denmark

### Organisation

The Danish Sports Organisation for the Disabled and Paralympic Committee Denmark

### Start-end date

2011-2016

### Target group

Soldiers who have been physically wounded in an international mission under the Danish armed forces

### Reach

In 2014, over 50 veterans who have returned home with physical injuries to date

### Partners

Danish Military Sports Organization (DMI), The Danish Sports Organisation for the Disabled (DHIF) and the NOC and Sports Confederation of Denmark (DIF)

### Key facts

85% of the participating veterans believe that, in the next 10 years, sport will continue to play a big role in their lives.

### For inspiration

[www.dhif.dk/document/default.asp?documentID=452&id=1021](http://www.dhif.dk/document/default.asp?documentID=452&id=1021)





## Summary

The programme of the Danish Sports Organisation for the Disabled and Paralympic Committee Denmark (DHIF) aims to help those who have been physically wounded in their job as a soldier in the Danish armed forces. In order to include as many wounded veterans as possible, the programme introduced the veterans to a variety of sports to let them try new things and learn. A number of camps have been organised both in Denmark and abroad, including the Summer Paralympic camp as an introduction to all the summer Paralympic sports; the adventure camp, to show veterans that an active life in and with nature is still possible after a big injury; and the Alpine Winter camp to introduce veterans to snow sports. A central part of the programme is the weekly training sessions that take place at the Sports Centre at the Svanemøllen Barracks in the city of Copenhagen. In addition to practising sport, the training has also provided an opportunity to establish new social relations. Multiple additional activities and trips that have been organised include the unofficial Danish Championship in wheelchair basketball, participation in the New York Marathon 2011, sledge hockey in Sweden, sailing activities and the Sports Centre weekend at the Svanemøllen Barracks.

## Keys to success

### A personal need-based approach

During the early stages of the development of the programme, the project manager personally visited all of the eligible veterans to discuss their history of sports participation and their thoughts of participating in sport after the injury. These conversations were the key to the development of the various project activities and put the needs of the veterans at the heart of the programme.

### A two-phase programme

The programme was set up in two distinct phases. From 2011 to 2013, the programme focused on establishing a network of club activities with the participation of at least 50% of eligible veterans in daily sports activities and motivating veterans to participate in DHIF's competitions and tournaments. From 2014 to 2016 the programme will continue to support veterans who have acquired a permanent physical injury to take up sport, but also increase focus on sports development with the ultimate goal to have one to three physically injured veterans to compete in the European and World Championships, as well as the Paralympic Games in Rio in 2016.





## Sport for All objectives

### Promote sport and physical activity

The main aim of the programme is to motivate physically injured veterans to resume and continue an active sports life after completing their physiotherapy, with the ultimate objective to develop Paralympic athletes in a range of disciplines.

### Improve public health and well-being

An important part of rehabilitation is learning to physically and mentally cope with the disability and new way of life. Of the participating veterans in the programme, 78% believe that participating in sport has provided them with new insights into the opportunities they still have despite their handicap.

## How is the programme communicated?

The programme has been widely reported on in the national media in the form of interviews, a documentary and articles about the project or parts of the project. In addition, the programme is featured on the website of the Danish Sports Organisation for the Disabled.

## How is the programme evaluated?

The programme has been evaluated in an extensive report called "When sport gets serious". The most important outcome is that more than 80% of the evaluation participants say that the project has made positive impact on the overall satisfaction of their own lives. In 2015, a seminar will be organised focusing on the rehabilitation of the injured soldiers to share knowledge between multiple stakeholders across national borders. This event will be a catalyst for discussing the programme's future in the Royal Danish Army and the veteran centre after 2016.

“Sport sets new goals for the veterans and via the activities they become involved in, they develop new self-understanding regarding their own limits and strength and what they are actually able to achieve despite their handicap. Their eyes have been opened up to how almost everything is possible, if only they approach things in a new way.”

Rune Oland Larsen – Project Manager  
(Danish Sports Organisation for the Disabled)





# Escuela Socio-deportiva Martin Luther King

## Free sports training for disadvantaged children and youth

The goal of the programme is to use sport as a tool to facilitate integration and social inclusion by promoting and reinforcing ethical values, keeping vulnerable children away from the dangers of the street and preparing them for life in society.



<b>Location</b>	Peru
<b>Organisation</b>	Escuela Socio-deportiva Martin Luther King
<b>Start-end date</b>	2003 – ongoing
<b>Target group</b>	6-17 years old
<b>Reach</b>	1,489 children and youth between 2009 and 2012
<b>Partners</b>	Jesuits of Peru, Real Madrid Foundation, Endesa Foundation, the municipality of El Agustino and the Ministry of Internal Affairs
<b>Key facts</b>	A majority of students who were not in education or jobs before taking part in the programme at the Escuela Socio-deportiva MLK are now receiving an education.
<b>For inspiration</b>	<a href="http://www.jesuitas.pe">www.jesuitas.pe</a>



## Summary

In 2003, Escuela Sociodeportiva MLK was founded in El Agustino, Peru, where most of the population lives in poverty. The fundamental aim of the school is to promote sport among children and adolescents and use sport as a tool to promote coexistence, integration and social inclusion and to prevent violence. The programme keeps vulnerable children away from the dangers of the street, strengthening values and preparing them for life in society. The participating children and youth play sport – football and volleyball – three times a week, complemented by skills-training in the form of personal development workshops as well as tournaments. Attending the programme is free, and there are no selection criteria in regard to cognitive or athletic abilities. On average, 65% of participants aged 6 to 17 years of age stay in the programme for at least one year.

## Keys to success

### Instilling values

The programme at Escuela Sociodeportiva MLK is aimed at the formation and promotion of values (respect, punctuality, tolerance, honesty and responsibility) and for participants to apply these values in and out of an educational setting. The sports training delivered by the programme consists of various elements that are applied in a consistent manner. After arrival at the sports ground and dividing the children into different categories, the teacher and children greet each other and share a conversation on how they are doing. This is followed by a physical warm-up and sports practice in the form of skills-training and games. The training ends with hand washing and a piece of fruit and a drink which is consumed together with the group and coach, followed by a personal farewell to the coach.

### Family involvement

Children and adolescents who attend the programme come from very fragile and poor families and are in a situation of risk. In order to help channel some of the risks the children face in their community, part of the programme at Escuela Sociodeportiva MLK is the involvement of family members. Activities include walking with parents, celebrating Mother's Day and Christmas, and school meetings with parents or other family members. In 2013, the school saw a large increase in family involvement, with 80% of parents accompanying their children to training, championships and other events.



## Sport for All objectives

### Improve public health and well-being

Escuela Sociodeportiva MLK uses sport as a tool to promote coexistence, integration and social inclusion and to prevent violence amongst communities. In order to help participants stay healthy, two-year medical checkups, First Aid and assistance to access comprehensive health insurance are provided for all participants.

### Provide equal access to sport

The programme is targeted at children and youth with a difficult or poor background, and seeks to keep them away from the dangers of street life by using sport to strengthen their values and prepare them for life in society.



## How is the programme communicated?

Entry in the school takes place via promotion in local schools in the community and referrals from other social programmes in the area already associated with the Escuela Sociodeportiva MLK.

## How is the programme evaluated?

The project's impact is measured through the constant evaluation of the participation of children and adolescents. Changes observed in participants are reduced levels of aggression, improvements in personal hygiene, a greater desire to learn, improved collaboration with teachers and increased friendship, trust and solidarity among peers.

“The kids come from very poor and often broken homes, where they are exposed to very difficult and sometimes violent environments. The school is an alternative and positive place where the kids, through football, can learn social skills, relax and play in a safe environment that allows them to be children!”

Luis Lagurtegu – School Coordinator – Escuela Sociodeportiva MLK



# Fight for Peace Global Alumni Programme

## Preventing violence by engaging youth in combat sports

The programme aims at building local organisations' capacity to deliver Fight for Peace-like services in their communities.



<b>Location</b>	Worldwide
<b>Organisation</b>	Fight for Peace International
<b>Start-end date</b>	2011 – ongoing
<b>Target group</b>	All young people living in communities affected by violence
<b>Reach</b>	76,680 young people in 21 countries
<b>Partners</b>	The IKEA Foundation, Comic Relief, Laureus Sport for Good Foundation, Canadian Department of Heritage, and UK Sport
<b>Key facts</b>	To date, Fight for Peace (FFP) has worked with 56 local organisations from across 21 countries through which 76,680 young people are being reached in communities affected by violence. All 56 organisations have been trained at the FFP Academy in Rio, and have received support from FFP to adapt the FFP approach in their communities.
<b>For inspiration</b>	<a href="http://www.fightforpeace.net">www.fightforpeace.net</a>



## Summary

The Fight for Peace Global Alumni Programme (GAP) builds the capacity of community-based organisations (CBOs) around the world to deliver high quality support to young people in cities affected by violence. GAP provides intensive training in the FFP approach and 12 months of on-going consultancy support to help adapt the approach to be effective in each CBO community. The ultimate target for all of FFP's activities is to reach young people living in communities affected by violence. That includes young people who are heavily entrenched in criminal or violent activity, those at risk of involvement, and those not involved in violence but who are marginalised because they live in a community where there is violence. GAP aims to be of benefit to those young people by building the capacity and capability of CBOs in cities where youth violence is a critical issue.



## Keys to success

### Choosing the right partner organisations

In each city GAP selects 5-10 CBOs that are well established, sustainable, highly credible locally, and which already have good access to the targeted young people. Broadly, two types of CBOs are selected: boxing and martial arts clubs that want to establish youth programming around their sport; and youth programmes that want to add boxing and martial arts to engage young people involved in violence. Every CBO that is selected for GAP is already a leader in their community; GAP is designed to help them increase their impact and speed up their development. The CBOs that take part in GAP become FFP Alumni, and by the end of 2015 there will be approximately 120 Alumni members from 25 countries all aligned in their use of boxing and martial arts-based approaches to reducing youth crime and violence. These CBOs will collectively support over 100,000 young people.

### Intensive training followed by long-term support

The CBOs that are selected to take part in the GAP receive five days of intensive training in all FFP principles and practices at one of the FFP Academies in Rio de Janeiro or London. This training is followed by 12 months bespoke consultancy to support adaptation of the FFP model, and build organisational strength and sustainability. The FFP toolkit, containing a wide range of delivery-ready tools and templates, further supports the participating organisations in the day-to-day delivery of their programmes to the local youth. Through their membership of the FFP Alumni, CBOs gain access to opportunities for peer-learning and partnership with other CBOs around the world. Finally, the use of the FFP Alumni brand and FFP's evidence-based research assists CBOs in building credibility with supporters and funders.



## Sport for All objectives

### Promote sport and physical activity

Fight for Peace promotes the practice of boxing and martial arts as a tool in the inclusion and development of young people.

### Improve public health and well-being

The ultimate target of all FFP activities, including the training of local organisations, is to realise the potential of young people living in communities affected by violence by teaching them boxing and martial arts in combination with education and personal development.



## How is the programme communicated?

The programme is communicated through a number of international sport for development and youth violence networks including Beyond Sport, Laureus, Comic Relief, Save The Children, and UK Sport, as well as via relevant local channels and networks in cities where FFP is building a GAP cohort.

## How is the programme evaluated?

As an organisation development programme, outcomes are assessed on two different levels: (1) changes in the capability and capacity of CBOs that take in GAP; and (2) improved outcomes for the young people who attend the CBOs that can be attributed to this organisational change. FFP monitors GAP through a combination of self-assessments submitted by the CBOs, and direct assessments carried out by FFP. All CBOs are provided with support to build their measurement and evaluation capacity to help ensure self-assessment data is robust.

“We think that this programme works because it combines training CBOs in a sport for change model proven to work in Rio and London, but always allows for local adaptation and implementation by true local leaders.”

James Baderman – GAP Manager – Fight for Peace International



# Gansbaai Communal Sports Programme

## A multi-purpose sports facility for all

The centre aims at inspiring positive social change in a diverse local community through sport.



### Location

Gansbaai (Western Cape – South Africa)

### Organisation

Football Foundation of South Africa (FFSA)

### Start-end date

2008 – ongoing

### Target group

Children and young people between 6 and 30 years old

### Reach

Over 5,000 participants and users annually

### Partners

Absa, Barclays, the Premier League, the Western Cape Department of Cultural Affairs and Sport and the Overstrand Municipality

### For inspiration

[www.football-foundation.com/gansbaai.php](http://www.football-foundation.com/gansbaai.php)  
[www.grootbosfoundation.org/pages/football\\_foundation.php](http://www.grootbosfoundation.org/pages/football_foundation.php)





## Summary

The mission of the Gansbaai sports programme is to support and initiate grassroots sports development in South Africa by empowering people through providing access to education, resources, facilities and equipment. The programme is run in the Gansbaai communal sports centre, which has a full-size artificial football pitch, an additional grass football field, two rugby fields, cricket and hockey pitches, dual purpose tennis and netball courts and cricket nets. The programme utilises sport to address social and developmental issues and can serve as a catalyst for social change and integration. The facility was built in the centre of three culturally diverse communities, with a pathway from each community leading directly to the sports field – making it equally accessible to all people as a “neutral” space not belonging to any specific community.

## Keys to success

### A facility inspiring social change

Gansbaai lacked basic sporting facilities, even for schools in the area. The new state-of-the-art multi-purpose sports facility, uniquely situated on land in the middle of the three communities, serves as the perfect catalyst for social integration. The programme reaches the four schools of Gansbaai, developing boys and girls from the age of six through to 18, as well as the broader Overberg region, by conducting coaching clinics and holiday camps in neighbouring communities.

### Extensive sports programme

The sports programme in Gansbaai comprises training five days per week, with games, tournaments and coaching clinics taking place on weekends. Dedicated coaches and volunteers run football, netball, hockey and cricket coaching sessions and education lessons for the young people in the Gansbaai area, developing boys and girls from the age of six through to 19. During school holidays, special holiday programmes attract children from the entire community for weeks of fun, games and educational activities.





## Sport for All objectives

### Promote sport and physical activity

The main goal of the programme is to offer a location and facilities for young people to practise sport and do some physical activity, thus promoting healthy living and engaging people in activity and sport.

### Support active societies

The programme reaches all schools in Gansbaai. As a result of the new facility, the Department of Education identified the need for a High School in Gansbaai, and built the very first High School in the area adjacent to the sports fields. As a result of the new High School, more children now graduate because of the decrease in travel time, and, as the dropout rate reduces, fewer children get involved in anti-social or criminal behaviour.



## How is the programme communicated?

The programme is promoted through the FFSA's website and social media platforms that feature regular newsletters and updates on newsfeeds. In addition, press releases are submitted to local newspapers and international sports for development networks to further amplify the programme's online presence as well as broadcast programme events through local radio stations.

## How is the programme evaluated?

FFSA staff regularly monitor and evaluate projects by engaging with the local community through site visits, workshops, questionnaires and surveys. Focus groups are explored in depth through group discussion, case study examinations and independent research conducted by partner universities. Since January 2013, an online M&E tool has been implemented that monitors all data captured in the field of sports, training and education to produce measurable results.

“Sport can be an escape from everyday hardships and can unite people, unlock potential and empower individuals. So many children grow up in South African communities with little hope, little love and very little self-esteem. Sport provides a pathway for these children to belong to a family and to develop their talent and potential.”

Leán Terblanche – Managing Director – Football Foundation of South Africa



# GoGirlGo!

## Building healthy, active, confident girls

The Women's Sports Foundation's GoGirlGo! programme focuses on improving the social and emotional health and well-being of girls by combining sports and physical activity, leadership and education.



<b>Location</b>	USA
<b>Organisation</b>	Women's Sports Foundation
<b>Start-end date</b>	2001 – ongoing
<b>Target group</b>	Girls aged 5-13
<b>Reach</b>	Nearly 1 million girls to date
<b>Partners</b>	Private individuals, foundations and corporations and federal grants through the Office of Juvenile Justice and Delinquency Prevention
<b>Key facts</b>	Since 2001, GoGirlGo! has provided more than 1,200 cash grants totalling more than USD 6 million to community organisations across the U.S.
<b>For inspiration</b>	<a href="http://www.womenssportsfoundation.org/gogirlgo">www.womenssportsfoundation.org/gogirlgo</a>



## Summary

GoGirlGo! was created in 2001 in direct response to the epidemic of childhood obesity and is a sports-based leadership curriculum that serves as an educational intervention and supports girls' health and wellness in childhood and early womanhood. GoGirlGo!'s unique, free education programme, available in multiple age-appropriate versions, uses the personal experiences of champion athletes and celebrities to educate girls about health-risk behaviours and life lessons relating to the girl and her place in the world. In addition to organisations that have received grants, thousands of community organisations have received the GoGirlGo!'s curriculum kit free of charge. To date, this multi-level programme support has helped nearly 14,000 schools and organisations to deliver the programme to almost one million girls.

## Keys to success

### Different curricula for different ages

The GoGirlGo! curriculum is available in different age-appropriate versions. Topics such as body image, bullying, family issues and smoking are delivered through turnkey GoGirlGo! kits. For the participating girls, each kit contains a GoGirls! Guide to Life and a GoGirls! Scrapbook in which they can track their activities and results.

### Extensive resources for participants, programme leaders and parents

The GoGirlGo! programme offers extensive resources for participating girls, adult programme leaders and parents. In addition to the Guide to Life and Scrapbook, participating girls have access to numerous tips and tools via the programme's website, including a girls' sport reading list, healthy snack list and a sleep quiz. Adult programme leaders receive an instructional guide to assist them in successfully running the curriculum and a Parents' Guide has been developed to give parents some insight into the latest knowledge about motivating their daughters to become active and creating a positive and supportive environment for girls.





## Sport for All objectives

### Promote sport and physical activity

GoGirlGo! was created in direct response to the epidemic of childhood obesity. The programme serves as an educational intervention aiming to teach young girls the importance of physical activity. As girls across the United States are becoming less active and subsequently less healthy, the programme aims to improve the health of girls and keeping them involved in physical activity.

### Improve public health and well-being

Girls who are physically active are less likely than their inactive peers to become obese, develop diabetes or have other physical and emotional health issues. They also have higher self-esteem, which in turn results in fewer teen pregnancies and eating disorders.

“The purpose of the GoGirlGo! programme is to build healthy, active and confident girls. Our programme gives girls the confidence they need to become the next generation of healthy and successful leaders.”

Kathryn Olson – CEO – Women’s Sports Foundation

## How is the programme communicated?

The programme is communicated via the Women’s Sports Foundation’s website, on social media, via promotional campaigns and through press releases.

## How is the programme evaluated?

The programme is evaluated via different tools. The Youth Athletic Fitness Survey (YAFS) for girls aged 10+ is a practical four-page questionnaire that contains 27 distinct measures of girls’ backgrounds, behaviours, interests, attitudes and identities, and is administered at the end of the GoGirlGo! programme. In addition to the survey there are qualitative focus groups, a leadership training survey and a programme leader feedback survey.





# International Inspiration Programme

## Transforming lives through sport

The programme aims to inspire and enable young people around the world to play sport and transform their lives.



<b>Location</b>	Worldwide
<b>Organisation</b>	International Inspiration (IN)
<b>Start-end date</b>	2007 – ongoing
<b>Target group</b>	All children, young people, women and marginalised groups
<b>Reach</b>	Over 15 million children from more than 20 countries
<b>Partners</b>	London 2012 Organising Committee (LOCOG), British Council, UNICEF, UK Sport, Youth Sport Trust and others
<b>Key facts</b>	By 2014, over 15 million children from more than 20 countries will have actively participated in sport, physical education and play through International Inspiration.
<b>For inspiration</b>	<a href="http://www.internationalinspiration.org">www.internationalinspiration.org</a>



## Summary

The International Inspiration Programme became the first legacy programme of its kind to be developed by an Olympic Games Organising Committee. Bringing together a unique coalition of delivery partners – the British Council and UNICEF with leadership by UK Sport – the original aim of the programme was to use London 2012 as a vehicle to reach 12 million children in 20 countries with quality sport and physical activity by 2012. By early 2014, the programme had surpassed this original target. As the individual projects within the initial programme come to a close, the International Inspiration Programme hands the torch over to IN to continue its work. The International Inspiration Programme helps develop young people to play their role in civil society, developing their leadership potential through sport and widening access to sustainable livelihoods. Through the programme, children and young people are benefitting from the improved delivery of Physical Education (PE) and sport lessons in school, as a consequence of the capacity building of teachers, school principles and youth leaders. This is designed to ensure not only that PE and sport is embedded within the school curriculum and practised more regularly in schools, but also that it proves more attractive and suitable for different groups of young people.

## Keys to success

### A three-level approach

International Inspiration works on three levels – with policy makers, sports practitioners and children and young people – in order to change the way countries are promoting the role of sport in the school curriculum and in the community. With international governments, International Inspiration aims to create long-lasting change to school curricula and national policies. On the sports practitioners level, the programme trains Young Sport Leaders (YSL), teachers and coaches in high-quality and inclusive PE and sports techniques. As a result, children and young people are benefitting from the improved delivery of PE and sports lessons in their schools. In addition, sports festivals are also organised and delivered by YSLs with the support of local sports tutors and teachers where participants take part in a range of inclusive sports (e.g. football, basketball, running), games (e.g. tug of war, musical chairs) and other cultural activities (such as traditional dance and painting).



### Tailored programmes for each location

International Inspiration is characterised by its ability to adapt. The programme does not offer a quick-fix or “one size fits all” approach; rather its projects are designed to meet real needs in the most culturally sensitive and effective way, in partnership with key local stakeholders. Programmes range from teaching children in flood-prone areas of Bangladesh to swim, to raising awareness of HIV and AIDS for young people in Zambia and South Africa.



## Sport for All objectives

### Provide equal access to sport

One of the main aims of the programme is to contribute to human and social development. Through sport, the programme aims to engage more children and young people in education; promote the rights, status and voice of women and girls in their communities; and provide opportunities for children with disabilities to join in social and sporting activities.

### Improve public health and well-being

The programme uses sport as a tool to address health issues, working with people to raise awareness of a number of problems. This includes improving young people's understanding of communicable diseases, in particular HIV/AIDS and malaria, and providing access to counselling and medical services. Through sport, International Inspiration aims to inform, develop and implement child protection and safeguard policies and practices. Young people learn values such as teamwork, respect and fairness alongside life skills such as leadership, negotiation and communication. To improve long-term prospects for children, young people and marginalised groups, IN provides skills, information and opportunities for employability and enterprise.

## How is the programme communicated?

The London 2012 Olympic & Paralympic Games was a huge driving force of and for the programme. It was marketed and promoted by LOCOG, UK Sport, the British Council, Unicef and governments worldwide. Currently, the programme is communicated through the International Inspiration website and on various social media platforms.

## How is the programme evaluated?

The programme has been extensively evaluated by an external third party. Conclusions from an interim-evaluation are very promising and show that children and young people who participated in the programme are more engaged during sports activities, and have improved social cohesion and school attendance. Additionally, there is evidence to suggest that young people are now feeling more empowered and as a result are applying their improved leadership skills and enhanced sense of responsibility to other areas of their lives.

“Every child has the opportunity to participate, there is no discrimination; women get to play the same sports on the same level, and the nature of activities helps to remove their shyness.”

Teacher – Nigeria





# ITF Tennis Play and Stay Campaign

Promoting tennis as an easy, fun and healthy sport for all

Created to increase tennis participation worldwide, the Tennis Play and Stay Campaign aims at giving starter players a positive first experience where they are able to play the game from the beginning.



<b>Location</b>	Worldwide
<b>Organisation</b>	International Tennis Federation (ITF)
<b>Start-end date</b>	2007 – ongoing
<b>Target group</b>	All ages
<b>Reach</b>	Tens of thousands of children and adults in over 160 countries
<b>Partners</b>	The ITF's member National Associations
<b>Key facts</b>	The campaign has proven very successful, with 160+ nations introducing programmes using slower balls and smaller courts or adopting Tennis Play and Stay as their national participation programme.
<b>For inspiration</b>	<a href="http://www.tennisplayandstay.com">www.tennisplayandstay.com</a>





## Summary

In 2007 the ITF officially launched a global campaign aimed at increasing tennis participation worldwide. The Tennis Play and Stay campaign aims to promote tennis as easy, fun and healthy, and to ensure all starter players are able to serve, rally and score from their first lesson. Fundamental to the campaign is the use of slower balls by coaches working with starter players, ensuring that their first experience of tennis is a positive one, where players are able to play the game. The programme consists of a series of supporting programmes, which introduce tennis to the starter player, and club-based programmes to retain and encourage increased activity. These programmes include Tennis10s for children aged 10 and under, 11-17 tennis programme for young people and Tennis Xpress for adults, and are all characterised by the use of slower balls.



## Keys to success

### Making tennis more accessible

At the 2010 ITF Annual General Meeting, a new rule was introduced for 10-and-under competition impacting coaches and junior players worldwide. This was only the fifth occasion that the ITF Rules of Tennis have been changed in the history of the sport. The new rule came into effect in 2012 and states that 10-and-under competitions can no longer be played using a regular yellow tennis ball, with the mandatory use of slower red, orange or green balls. This rule change is a key part in the development of the ITF's efforts to make tennis easier to take up. Through the various supporting programmes, the coaches are now using the slower balls for all starter players.

### A focused event

In 2013, the ITF and StarGames launched the inaugural World Tennis Day to further support the promotion of tennis and increase participation among players around the globe. In its inaugural year, the ITF encouraged its member National Associations to focus on Tennis10s and staging organised activities for players aged 10 and under. In 2014, the second World Tennis Day was held with already a wider focus encouraging all ages to get involved in the sport. With 90 nations in full support of World Tennis Day in 2014, 79 countries organised specific activities and events to raise the profile and increase participation in tennis.



## Sport for All objectives

### Promote sport and physical activity

One of the main aims of the Tennis Play and Stay campaign is to encourage people of all ages to play tennis as a leisure or sporting activity. This is further facilitated by the ITF's supporting programmes.

### Improve public health and well-being

A Health Benefits of Tennis taskforce has been established to help better position tennis as a healthy and model sport for life. The taskforce is made up of 10 leading experts from the medical, tennis research and coaching fields across the world and will be driving a number of research projects and develop a campaign to support the objective.

### Support active societies

Coaches are at the heart of the Tennis Play and Stay campaign and are being educated and encouraged by the ITF to introduce the use of the slower tennis balls within their day-to-day coaching programmes for starter players. Providing coaches with the tools needed to introduce new starters to the game helps to feed the sustainability of the programme for the future.



## How is the programme communicated?

The main channel of communication for the ITF is always through the member National Associations, who then disseminate the information directly to their registered coaches and clubs. In addition, the programme is promoted via a dedicated website and various social media outlets.

## How is the programme evaluated?

Beginning in 2014, 24 member National Associations will be taking part in a global participation survey funded by the ITF and the Tennis Industry Association. The outcomes of this research will focus on general participation and interest in tennis as well as detail the impact of racket and ball sales globally, providing insight in the global picture of tennis.

“There can be little doubt that in the past seven years the campaign has had a big impact and has proven extremely successful with 160+ nations introducing supporting programmes using slower balls and smaller courts or adopting Tennis Play and Stay as their participation programme at the national level.”

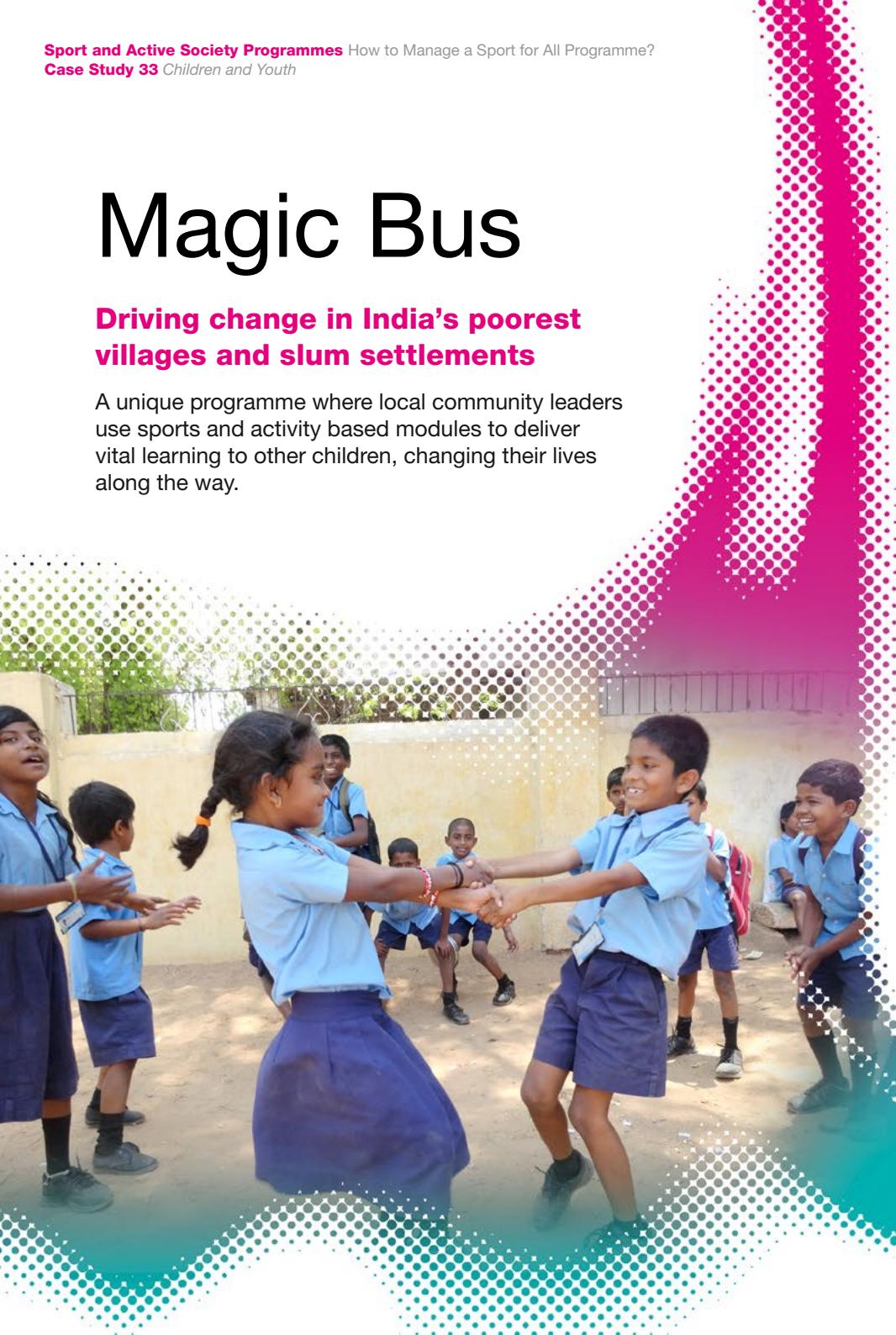
Dave Miley – Executive Director Development –  
International Tennis Federation



# Magic Bus

## Driving change in India's poorest villages and slum settlements

A unique programme where local community leaders use sports and activity based modules to deliver vital learning to other children, changing their lives along the way.



<b>Location</b>	India
<b>Organisation</b>	Magic Bus
<b>Start-end date</b>	1999 – ongoing
<b>Target group</b>	Children (ages 7-15) and youth (ages 16-25)
<b>Reach</b>	Over 250,000 children to date
<b>Partners</b>	Individual donors, corporations, foundations and events such as fundraisers and galas
<b>Key facts</b>	77% of Magic Bus children attend school more than five days a week and 9 out of 10 of Magic Bus children are first-generation learners getting into higher education or jobs.
<b>For inspiration</b>	<a href="http://www.magicbus.org">www.magicbus.org</a>



## Summary

Magic Bus enables some of the world's poorest families to move out of poverty. Through the use of a mentoring model and a sport-based curriculum, it engages children and ensures that they make the right choices so that they have a constructive journey from childhood all the way through towards better and dignified livelihoods as adults. To achieve this vision, Magic Bus works in the areas of education, health, gender, leadership, livelihood, right to play and socio-emotional learning. A child's journey with Magic Bus begins at age 7 and continues till the age of 18, when the child moves into the world of livelihood. Through the journey, information is shared, attitudes are questioned and engaged with and perspective is built. As a result, when children have gone through a decade-long journey with the organisation, they emerge as confident, competent young people with greater control and choice in their lives.



## Keys to success

### Activity based curriculum

The Activity Based Curriculum (ABC) is a unique model that uses games and sport to make change. The curriculum comprises 40 sessions per year – each with a lesson – and teaches children about education, gender, health and key issues affecting them through playing sport. The games excel in building physical, social and personal skills, and the children learn to rethink several attitudes and behaviour related to gender difference. Each session also contains specific metaphors that encourage children to think in a focused manner on a particular area – either education or health or livelihood. The curriculum is divided into three structured modules that correlate to each of the development stages of childhood, from middle childhood through to young adulthood, to address the specific skills required by each age group.

### Leaders from and for the community

Young people from the communities in which Magic Bus is active are trained over an extended period of time to emerge as able Community Youth Leaders. They function then as Mentors for children in the community, with whom they conduct the weekly sessions from the ABC. As Mentors they become enablers of learning not only during sessions, but also as role models for children across the community. As a result, children emerge as adults who have more control and choice in their lives, and who contribute confidently and constructively to a better society. The young people who mentor them move into respectable livelihoods, continuing to function as role models in their communities.



## Sport for All objectives

### Provide equal access to sport

The programme is specifically targeted at India's poorest villages and slum settlements to support children and their families moving out of poverty. Breaking existing gender-based stereotypes is a major goal of the programme and, after participation, 96% of Magic Bus children believe that every child, regardless of gender, should get the opportunity to play.

### Improve public health and well-being

Participation in the Magic Bus programme equips children with the necessary information to make positive changes in their health and hygiene habits. The main mission of the programme is to engage children in sport and teach valuable life lessons through play.

“Magic Bus gives the children a lot of fun while they’re learning — that’s the best scenario for knowledge transfer.”

Pratik Kumar – CEO – Magic Bus

## How is the programme communicated?

Magic Bus works with both mainstream and regional media organisations in India and abroad to mobilise supporters, donors and volunteers to be part of the cause. It also organises an annual conference for practitioners and policymakers to come together around topics such as using sport for development and peace. In addition, Magic Bus uses a variety of PR tools including relationship building strategies, press releases and press conferences, to make sure the media is aware of Magic Bus's activities. Finally, Magic Bus manages an active online presence via its Facebook, Twitter, LinkedIn and Google Plus accounts and the programme's blog and dedicated website.

## How is the programme evaluated?

Rigorous monitoring and evaluation mechanisms are integral to all Magic Bus's activities. A baseline study is conducted at the start of the programme, followed by monitoring the children's progress throughout the programme through annual surveys with random samples of children, youth and parents to gauge progress. For community youth leaders, employability, activities in the communities and what youth are doing in leadership roles are tracked.





# RBC Sports Day

## A national celebration of sport in Canada

The event is an opportunity for all Canadians to celebrate the power of sport, build communities and national spirit and facilitate healthy and active living.



<b>Location</b>	Canada
<b>Organisation</b>	ParticipACTION
<b>Start-end date</b>	2010 – ongoing
<b>Target group</b>	All ages
<b>Reach</b>	Thousands of Canadians through over 1,800 events in the 2013 edition
<b>Partners</b>	Federal government, provincial governments and corporate funders, including RBC, CBC and True Sport
<b>Key facts</b>	47% of Canadians were aware of Sports Day in 2013, and 24% of Canadians aware of the programme participated in at least one way (e.g. playing a sport, attending an event, watching the broadcast).
<b>For inspiration</b>	<a href="http://www.participACTION.com">www.participACTION.com</a> <a href="http://www.cbcsports.ca/sportsday">www.cbcsports.ca/sportsday</a>



## Summary

RBC Sports Day in Canada is a national celebration of sport, from grassroots to high-performance levels, in communities across Canada. The event was presented by Canada's national sports broadcaster CBC, ParticipACTION, True Sport and RBC as title sponsor. The objectives of Sports Day are to create a more robust sport culture, encourage greater participation in sport and raise the appreciation level for the role that sport plays in fostering a better, stronger society. In order to support and promote local sport and recreation opportunities with the intention of increasing long-term participation, communities in every province and territory are engaged and mobilised to host events.



## Keys to success

### An event for all

The vision of RBC Sports Day is to reach out to all Canadians, young and old, to build, solidify and celebrate the role of sport in Canada. By engaging national and provincial sporting organisations and their networks of coaches, athletes and volunteers, school communities, recreation facilities, families, workplaces and community leaders, over 1,800 events are held annually.

### A wide variety of events

In the week leading up to, and including RBC Sports Day, local organisations, communities and schools across Canada throw open their doors to celebrate sport at the local level, and help build momentum for Sports Day. On the ground, in communities across the country, organisers hold a blitz of "RBC Sports Day in Canada" events, with community-wide festivals, try-it days, open houses, games, competitions, meet-and-greets, tournaments, fun runs, spectator events and pep rallies.



## Sport for All objectives

### Promote sport and physical activity

Over the past two decades, sports participation rates in Canadian youth and adults dropped significantly. RBC Sports Day aims to create momentum to combat inactivity and promote physical activity.

### Support active societies

RBC Sports Day seeks to connect Canadians with their local sport and recreation offerings with the intention of long-term participation and improving health.



## How is the programme communicated?

The programme is promoted using a variety of communications channels, including television, radio, print, public relations, social media, e-newsletters, promotions, presentations, webinars, marketing collateral and community outreach. The programme also engages other sectors and organisations, such as the sport, physical activity, recreation and education sectors, workplaces, National Sport Organisations, Provincial Sport Organisations, municipalities and public health, to get involved and help promote the programme.

## How is the programme evaluated?

The evaluation includes both process and outcome measures. The process measures provide information on programme delivery and reach to be used for ongoing improvements. The outcome measures evaluate what has occurred as a result of the programme and determine whether the programme has achieved its objectives.

“Boxing is great for improving fitness and with the popularity of mixed martial arts competitions and boxing, it is an activity that youth are excited to participate in. Thanks to the support of Sports Day in Canada, the Youth Centre is able to offer a regular boxing program to youth living in an isolated Northern community.

A sport they might not otherwise have had the opportunity to try.”

Ali McConnell – Executive Director (Inuvik Youth Centre)



# World Girls' Ice Hockey Weekend

## An opportunity for girls of all ages to try ice hockey

The World Girls' Ice Hockey Weekend is a global opportunity for girls to try out ice hockey as a new sport and learn about opportunities to play ice hockey in their community.



<b>Location</b>	Worldwide
<b>Organisation</b>	International Ice Hockey Federation (IIHF)
<b>Start-end date</b>	2011 – ongoing
<b>Target group</b>	5-12 years old
<b>Reach</b>	Thousands of girls in 2013
<b>Partners</b>	IIHF member federations, national leagues, clubs and teams.
<b>Key facts</b>	In 2013, 341 events were organised in 31 countries
<b>For inspiration</b>	<a href="http://www.iihf.com/iihf-home/sport/women/world-girls-hockey-day.html">www.iihf.com/iihf-home/sport/women/ world-girls-hockey-day.html</a>





## Summary

With information and material provided by the IIHF and Member National Associations, ice hockey clubs all over the world organise one-day events in the local ice rinks to provide an opportunity for girls to try ice hockey for free. The programme bring girls from their community together on the ice so they can be introduced to basic skills in hockey in a positive, fun and safe environment, and learn about opportunities to play ice hockey in their community. During the day, the girls learn about fair play, sportsmanship and teamwork, meet new friends and have a chance to fall in love with a new sport. Girls only need to bring skates and some type of helmet and gloves. The local coaches and administrators ensure that there is a day full of action.



## Keys to success

### Events of all sizes

Member National Associations, leagues, clubs, teams or any group that has a passion for sharing the sport of ice hockey with the next generation of female hockey players are eligible to register as hosts. It is not a difficult event to hold and organisers can make the event as big or small as they wish – the main goal is to give girls the chance to play. Organisers advertise the event in their community and organise an ice time and arrange some coaches to run some very basic and fun drills. In order to make the event as accessible as possible, organisers also provide pucks and sticks, and possibly arrange to have skates available if they are in an area where the sport of ice hockey is not common.

### Assistance from the international federation

As the initiator of the project, the IIHF provides assistance to those wishing to organise an event during World Girls' Ice Hockey Weekend. For promotional assistance, the IIHF provides a poster template that can be printed anywhere, and hosts can add their specific event information in their own language. Further, a sample of a practice plan can be downloaded from the IIHF website that shows what drills to use and how to organise the ice time. Guidance for general event planning is offered for first time hosts of a girls' hockey event. Finally, a World Girls' Ice Hockey Weekend Toolkit is being prepared which will contain very detailed instruction on how to organise a World Girls' Ice Hockey Weekend event, all the way from marketing to running the actual event and following up with the results.



## Sport for All objectives

### Promote sport and physical activity

The programme aims to promote participation in ice hockey for girls and encourage them to try a sport that is not often specifically promoted to girls.

### Provide equal access to sport

The main goal of the World Girls' Ice Hockey Weekend is to recruit girls to play ice hockey. Ice hockey is traditionally a male dominated sport and the programme grants females the opportunity to play and engage with the sport. The programme also aims to grow the sport beyond traditional ice hockey nations.

"It showed our organisation that girls' hockey has a big future if we continue doing the girls' day and maybe try to offer some other practices only for girls."

Anja Ramajzl – Coach (Hamburger SV, Germany)

## How is the programme communicated?

The IIHF utilises its dedicated website and directly communicates to Member National Associations. The IIHF and the Member National Associations promote the event on a larger scale whereas the local clubs can display posters at local schools, shops etc., and inform local newspapers. In addition, the IIHF covers some of the events on the website and thus provides further information that is accessible to anyone.

## How is the programme evaluated?

The IIHF summarises the numbers of events and countries involved and collects feedback. For future editions, the evaluation will also include the number of players and information on how many of the first-time players come back and start playing.





# Dream Building El Salvador

**Offering a healthy and supervised  
spare-time activity for children at risk  
of gang engagement in rural areas**

Uses table tennis as a vehicle to promote positive individual and social change in communities that lack opportunities and to promote the sport among groups that traditionally would not have access to table tennis.



<b>Location</b>	El Salvador
<b>Organisation</b>	El Salvador Table Tennis Federation (FESALTEME)
<b>Start-end date</b>	2012 – ongoing
<b>Target group</b>	6-18 years old
<b>Reach</b>	1,800 participants across 16 venues
<b>Partners</b>	International Table Tennis Federation (ITTF) National Sports Institute (INDES) Japanese International Cooperation Agency (JICA) Local community youth centres
<b>Key facts</b>	Between 2012 and 2014, the programme has seen steady growth, moving from 11 to 16 venues and from 300 to 1,800 participants in 2014.
<b>For inspiration</b>	<a href="http://fesalteme.org">fesalteme.org</a>



## Summary

The programme starts with the El Salvador Table Tennis Federation, in cooperation with the National Sport Institute, identifying suitable venues in the countryside where there are not many supervised activities available for young people. The ITTF then provides equipment for these venues through sponsors, as well as delivering technical coaching courses and social education to the programme coaches. The Japanese International Cooperation Agency and the Japanese embassy provide financial support and Japanese volunteers to the programme, underpinning the programme with operational security for the future. Coaches for each venue are hired to deliver weekly table tennis lessons at the venues. At the same time, social education is provided to the participants on a different value or topic every month.

Each venue regularly hosts exhibitions where national junior team members perform exhibition matches. These players act as role models for the participants and allow them to witness the sport being played at a high level in their own personal surroundings. At the end of each year, the programme culminates in a weekend festival where all participants gather together, meet one another and play table tennis.



## Keys to success

### Focus on areas where there are no sports opportunities

This project specifically targets the countryside areas in El Salvador where young people have little or no access to sport. Table tennis lends itself well to being played in small spaces and where people can gather in a community setting. By giving participants an alternative recreational option, the programme aims to guide them away from the more dangerous lifestyle choices that have been commonly associated with the youth of these communities in the past.

### Inclusivity and social engagement

The programme places a high emphasis on bringing as many local youngsters in the community together as possible. In the El Salvadorian countryside, it can be difficult to find a communal gathering place for young people where they can meet and socialise. Furthermore, the sporting and social programmes that are put in place by the coaches and staff focus on engaging as many of the participants as possible in an equal way, regardless of their sporting ability. By making participants feel welcome and engaged, the likelihood of them going down a more dangerous path is reduced.

### Combining sports education with values for life

The project is split between delivering sport-orientated programmes and delivering social education programmes. The sports programmes focus on delivering table tennis coaching and practice from trained coaches, as well as continually providing new and updated equipment for venues and participants. The social education programmes are delivered at the venues at the same time as the sport programmes. This ensures that participants are fully engaged with the social aspect of the programme and not only the sporting one. This is critical to teaching participants about the dangers of anti-social lifestyle choices.



## Sport for All objectives

### Promote sport and physical activity

El Salvador has the 14th highest mortality rate in the world and the prevalence of diabetes is continually increasing, with El Salvador now in the top 25% of worst affected countries globally. The promotion of physical activity is critical to tackling these problems and the project aims to do just that. By giving participants the ability to not only become physically active, but also to engage with their peers in a communal and safe environment, the programme is promoting the use of physical activity as a beneficial vehicle for these at-risk youngsters across the country.

### Support active societies

El Salvador is one of the poorest countries in the Americas and the countryside areas are particularly disadvantaged in terms of the level of isolation, poverty and crime. These challenges directly prohibit the widespread practice of sport and physical activity, especially compared with urban centres. For this reason, Dream Building El Salvador focuses specifically on these areas. The programme focuses on developing participant skills and opening them up to role models and higher standards of sport through national team exhibitions and invited guests. New and functional equipment is also installed, providing these communities with a basic sporting infrastructure to be enjoyed by all.

### Provide equal access to sport

The programme specifically focuses on areas where there is little or no access to sport for the community. The topology and weather of the El Salvadorian countryside prohibits the practice and enjoyment of many sports by its inhabitants. One of the unique advantages of table tennis is the ability to play the sport without the need for large open spaces, suitable weather and large numbers of participants or capital investments. Dream Building leverages these advantages.

## How is the programme communicated?

The programme promotes itself to potential participants through community channels such as local youth centres or schools. This is the most effective form of communication for the project as all venues are in small villages in the countryside. The project also engages in some social and print media communications.

## How is the programme evaluated?

The programme is evaluated quarterly by the General Coordinator who is joined by a Sport for All representative from the national government. The ITTF also quantitatively monitors the programme on an annual basis by employing template evaluation sheets.



“We are receiving lots of phone calls from municipalities willing to join the programme, more than we can manage.

We are reaching the kind of communities that normally we could not.”

Dream Building General Coordinator



# Boxgirls Kenya

## Using boxing to promote young women's rights

Boxgirls Kenya is a small, youthful, interactive and dynamic organisation operating in the disadvantaged areas of Kariobangi, Nairobi, that works towards creating a world where uprooted, marginalised and excluded young girls are supported to lead dignified lives in secure communities.



### Location

Nairobi and Western Kenya

### Organisation

Boxgirls Kenya

### Start-end date

2007 – ongoing

### Target group

8-23 years old (some young boys aged 9-15)

### Reach

Between 2007 and 2014, the programme has reached 900 girls.

### Partners

African Women Development Fund, Match Women Fund Canada, Ford Foundation, and fiscally supported by Comic Relief through the Women Win initiative

### Key facts

The programme involves more than 900 girls and young women who meet weekly for boxing training on self-defence, building self-confidence, self-esteem, body fitness and leadership.

### For inspiration

[www.boxgirls.org/home-2/international/kenya/](http://www.boxgirls.org/home-2/international/kenya/)



## Summary

Boxgirls' motto is "Strong girls, safe communities". Using boxing and working with selected schools, Boxgirls trains participants in boxing in order to break gender stereotypes related to girls and sports. Boxing is used as an entry point for promoting leadership and increasing personal security (emotional, physical, relational, spiritual and mental). All training is play-based, girl-friendly and effective. Boxgirls fight every minute of every day to imbue girls' lives with hope, strength and joy. Access to sport is a right for every human being, as well as being an entry point to other fundamental rights.

Boxgirls uses sport to build a world where young girls enjoy their childhood, are free to speak, move around and be themselves without fear of sexual molestation. Boxgirls envisages a day when young girls and young women can run joyfully in the wind, letting the body stretch to its full height. Boxgirls wants to see a world in which girls can trust their teachers, parents, neighbours and their community without fear of being abused, a world where they can explore who they are without being constrained by poverty and other deprivation.

Boxgirls Kenya is a founding member of the Boxgirls International Network ([www.boxgirls.org](http://www.boxgirls.org)).

## Keys to success

### Tailored Curriculum

Boxgirls has built a comprehensive life skills training curriculum that is integrated with sport training. The curriculum provides participants with confidence and direction in carrying out their training programmes. Boxgirls has trained its teachers to use the curriculum and worked to make it available via its online platform, [www.tools.boxgirls.org](http://www.tools.boxgirls.org). This curriculum has enabled Boxgirls to uniquely access the leadership potential of under-privileged girls and to build their capacity.

### International promotion and experience

Boxgirls was invited to speak at the UNESCO World Youth Forum on Sports, Culture and Peace in Nanjing, China. Boxgirls shared with the audience the innovative practices used to promote the sport of boxing in the community through the programme. Boxgirls' coaches are members of the Kenyan National Boxing Team and have represented Kenya at the Olympic and Commonwealth Games.



The programme was featured on U.S.A. Global News Channel (PBS) and CNN as one of the few organisations using sports to equip girls with self-defence and survival skills. This international promotion of the programme allows Boxgirls to increase its recognition and its ability to further develop the programme for the benefit of the girls taking part.

### Local Influence

Boxgirls is a grassroots organisation whose leaders and coaches are drawn from the communities that they serve. Utilising local networks and generating trust from parents and community leaders makes it easier to engage girls with sport programming. Community activation through parades, street clean-ups and tournaments ensures that messages about girls' rights and fighting gender-based violence are transmitted to the wider community.



## Sport for All objectives

### Promote sport and physical activity

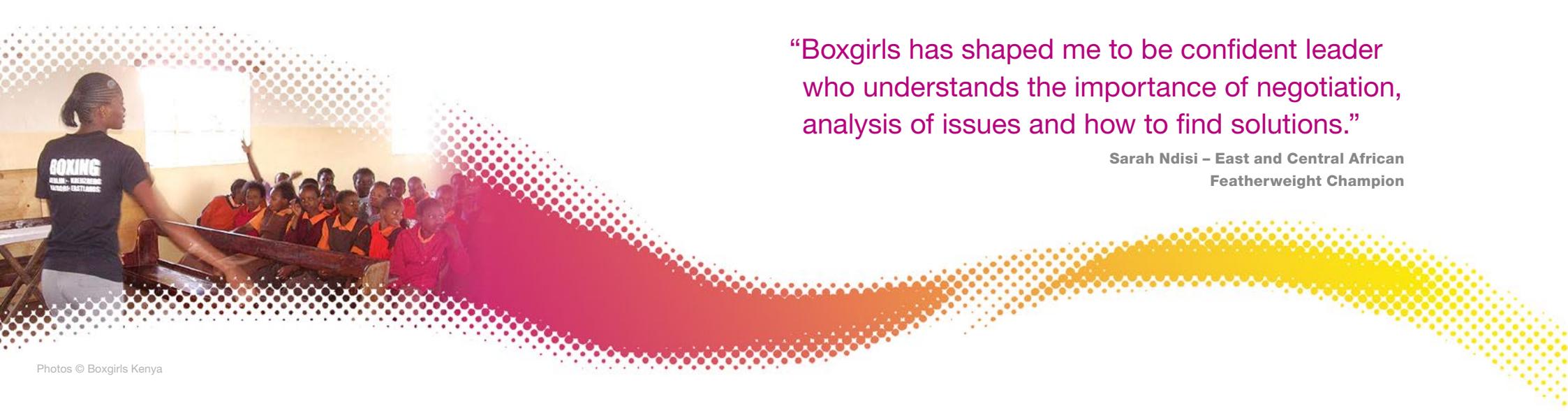
Boxgirls focuses on creating strong and confident girls to challenge gender stereotypes in sports and to actively socialise through sports participation. Boxgirls trains coaches to a very high technical level, as shown through their participation in the Kenyan national teams and participation in Commonwealth and Olympic Games. This technical skill helps them act as role models and further support and develop the sport of boxing.

### Support active societies

One of the core objectives of the Boxgirls programme is to create partnerships with the local schools in the community. By forging strong relationships with these schools, it allows a more efficient working relationship with the communities in which the programme is active in order to collectively tackle issues affecting girls and young women there. Boxgirls also works with parents of participants, conveying to them the power of sport to increase girls' rights, as well as participation in school and community development from the ground up.

### Foster Olympic legacy

Boxgirls Kenya had the honour of developing the first female Olympian to represent Kenya in boxing. As a current Boxgirls coach, she inspires younger girls and teaches them determination and perseverance in reaching their goals. Participants in the programme are taught to become role models who promote the Olympic values of friendship and respect among younger girls.



## How is the programme communicated?

Awareness of the programme is achieved through visiting schools and engaging in face-to-face conversations with young girls and parents. Boxgirls Kenya also welcomes journalists and international students to visit its programmes. Boxgirls Kenya maintains a website online and also shares its curriculum over the [www.tools.boxgirls.org](http://www.tools.boxgirls.org) platform. Boxgirls Kenya and Boxgirls International share their experiences through participation in international conferences and through partnerships with UNOSDP (United Nations Office on Sport for Development and Peace) Youth Leadership camps.

## How is the programme evaluated?

The programme has been evaluated externally by Comic Relief which shows that boxing is a suitable instrument to sensitise the girls and community about gender-based violence and girls' rights. The evaluation also praised the values of Boxgirls being rooted in the community and working with a social justice perspective for the uplifting of the entire community. Boxgirls International has been evaluated by the German Sport University and has shown the girls participating became more confident, tolerant and challenging of discrimination. In addition to commissioning these external evaluations, Boxgirls Kenya is a learning organisation and gathers data for its own use and planning. There is a parents' committee and captain structures with the girls to provide timely feedback to the programme leadership and make sure the programmes fit community needs.

**“Boxgirls has shaped me to be a confident leader who understands the importance of negotiation, analysis of issues and how to find solutions.”**

Sarah Ndisi – East and Central African  
Featherweight Champion



# Fire Fit

## Utilising role models to promote social equality through physical and cultural activity

Fire Fit expands the role of the local fire service beyond its traditional boundaries in order to make the local community safer, stronger and healthier through the promotion of sport and physical exercise.



### Location

Liverpool (United Kingdom)

### Organisation

Merseyside Fire and Rescue Service (MFRS)

### Start-end date

2010 – ongoing

### Target group

All ages

### Reach

In 2014, Fire Fit Schools reaches over 400 children (aged 10), through engagement at the Fire Fit HUB in Toxteth. In addition, there are over 1,000 memberships and links to other recreational groups.

### Partners

Liverpool City Council, the Department of Education, the Health and Wellbeing Board

### Key facts

MFRS was the first Fire and Rescue Service to reach the “Inspire” participation mark set out by the Local Organising Committee for London 2012. Fire Fit went on to encourage 17 other UK Fire and Rescue services to achieve the same recognition.

### For inspiration

[www.firefithub.org.uk](http://www.firefithub.org.uk)



## Summary

The Merseyside Fire and Rescue Service (MFRS) identified the strong link between the threat of fire and the levels of social inequality in the fields of education, housing and income. The incidence of anti-social behaviour, crime and other risk factors directly related to fire are far more prevalent in areas that suffer under these aspects of social inequality (English Indices of Multiple Deprivation ranks Liverpool 1st & Knowsley 5th in terms of levels of deprivation).

The Fire Fit initiative was born out of the need to tackle this inequality within these communities through sport, exercise and physical education, leveraging the expertise and social status of the local fire and rescue service. Fire Fit encompasses sport, healthy eating, volunteering, and cultural and community cohesion activities. It uses the fire service, firefighters and other staff as role models to increase participation in physical and cultural activities.

The entire Fire Fit brand can be divided across five main activity areas – Schools, Communities, Activities, Events and HUB. The Schools facet focuses on engaging the youth of the city before they leave primary school, preparing them for a physically and mentally healthy lifestyle. It acknowledges data provided by health officials through the National Weight Management Programme (correct engagement and targeting).

Communities and Activities focus on the promotion of events and initiatives across different communities and the city at large. Fire Fit Events are themed activities run in conjunction with the Schools component over the course of the year, one in each district where the programme is active. Finally, HUB revolves around the running of a world-class youth zone centre in the city.

Operating costs for Fire Fit Schools and Communities are approx. USD 40,000 per annum. Costs for the HUB exceed USD 100,000 per annum while the facility has a bespoke income generation business model.





## Keys to success

### Major event platform

The need for a social programme of this type was first conceived during the hosting of the World Firefighter Games in Liverpool, as part of the larger celebration of Liverpool as the European Capital of Culture in 2008. The legacy of this event to the city was a primary concern and the momentum it generated helped in getting the project off the ground and running with the backing of key stakeholders. This effect was bolstered by the approach of the Olympic Games in London in 2012, as the programme was launched in between the two events, giving it a huge level of exposure and coverage.

### Physical Location

As part of the "HUB" component of the Fire Fit programme, a GBP 5 million state-of-the-art, world-class facility for young people was built in Liverpool with the assistance of the Liverpool City Council and the Department of Education. The centre caters for sports, music, culture and other diverse activities, all of which are specifically designed for young people. The HUB also generates revenue by hiring out its facilities to other users. Having a physical centre or "HUB" from which to deliver many of the great initiatives underneath the Fire Fit brand, as well as having a dedicated focal point where the community can gather, assists a great deal when trying to connect with people from the local community and bring them together.

### Sustainability

Fire Fit is focused on delivering sustainable programmes in the local community. This involves hiring out facilities at the HUB when they are not in use to generate revenue. It has also seen the introduction of a new innovation in the form of the social impact bond scheme. Under this scheme, workers or volunteers within the Fire Fit programme receive bonds for time they have spent in service. These bonds have a financial value in that they can be exchanged for certain goods such as new football kits or the use of a mini-bus for a community programme, for example. The scheme has also seen staff commissioned on a voluntary basis with the provision of a bursary to support travelling expenses and subsistence, thereby delivering the service on a lower cost model than in previous years. This innovative approach is a first for a Fire and Rescue Service. As a result of these initiatives; each team member who provides support for a community-based activity does so in the knowledge that they are personally putting something back into the community.

### Our people

Fire Fit's own people are the engine room of the programme. They are its future. The programme looks to support them by encouraging participation in sports events such as the "Race for life" or "Santa dash". Fire Fit also provides opportunities for coaching qualifications as part of its own Continued Professional Development; this investment brings benefits to both the individual and community.





## Sport for All objectives

### Promote sport and physical activity

The programme's core vision is to better the community through the vehicle of sport and physical exercise. This has involved initiatives focusing on active participation as well as the construction of facilities to provide a venue for the practice of exercise and physical activity.

### Support active societies

The Fire Fit model improves social capital and develops community cohesion in the locality. Besides the physical benefits that Fire Fit aims to impart to the community, additional health benefits such as improved confidence and self-esteem are integral to the design and delivery of the programme. An individual member of staff is embedded into individual participant schools to deliver the programme and act as an enabler for the MFRS. The ultimate aim of the programme is to reduce the level of inequality in disadvantaged communities in order to make them safer, stronger, healthier places.

**"We are delighted that our school is part of the Fire Fit programme. It is highly engaging and the children look forward to the sessions with enthusiasm. The Fire Service adds real value to the school."**

Kath Honey – Head Teacher (Blueberry Park Primary School)

## How is the programme communicated?

On the ground, the programme is communicated through community outreach programmes, particularly in local participating schools, relying heavily on the social status of the MFRS as community leaders. The programme also runs its own website, Twitter and Facebook accounts.

## How is the programme evaluated?

The MFRS has a dedicated officer that oversees the overall governance of the programme. Outcomes are reported internally within the MFRS with a full annual report being produced. The strength of the Fire Fit brand can be measured by its reputation and visibility.





# Waterloo Wellington Adult Day Services

## Supporting Health and Wellness in Later Life

Adult Day Services promote wellness and dignity to older adults with physical, cognitive, social, medical and health issues through day services that offer recreation and socialisation.



### Location

Waterloo-Wellington Ontario, Canada

### Organisation

Waterloo Wellington Adult Day Services Network

### Start-end date

Ongoing

### Target group

Older Adults ages 50+

### Reach

1,500 different individuals with over 65,000 programme visits per year at 23 programme sites

### Partners

Community Care Concepts, City of Waterloo, The Region of Waterloo Community Alzheimer Programs, KW Senior Day Program, City of Cambridge, East Wellington Community Services, City of Kitchener, Trinity Village Adult Day Program, St. Josephs Health Centre Guelph and the Victoria Order of Nurses (VON). The Waterloo-Wellington Local Health Integration Network provides funding for all of the Adult Day Services

### Key facts

With a rapid increase in the aging population, it is important that services such as these proactively plan to meet the social and recreational needs of this group to support their health and wellness. The Older Adult age group comprised 28% of the population (194,800) in Waterloo Wellington in 2005 but will grow to 34% of the population by 2015 (273,300). Population projections for individuals with Dementia/Alzheimer indicate that in 2011 there were 9,450 people living with dementia in this region, representing a 28% increase from 2008-2011. By 2016, this is expected to increase to 10,942.

### For inspiration

Each partner organisation has its own website specific to the programme site. For general information on day programmes in Waterloo Wellington please visit: [www.wwhealthline.ca/listServices.aspx?id=10347](http://www.wwhealthline.ca/listServices.aspx?id=10347)



## Summary

As individuals age, the need to participate in social and recreational programmes becomes of great importance in maintaining one's physical and emotional health. Regardless of an individual's ability, older adults require opportunities to meaningfully participate in activities, but may require support to be successful in these endeavours. The Waterloo Wellington Adult Day Services Network is a collaborative group of agencies working in partnership with older adults who have complex needs to provide supported social and recreational activities that assist individuals to remain living in their home. Recreational activities that are provided in these programmes daily include SMART exercises, sports-related activities and interests, and cognitive activities that aid in maintaining their cognitive functioning.

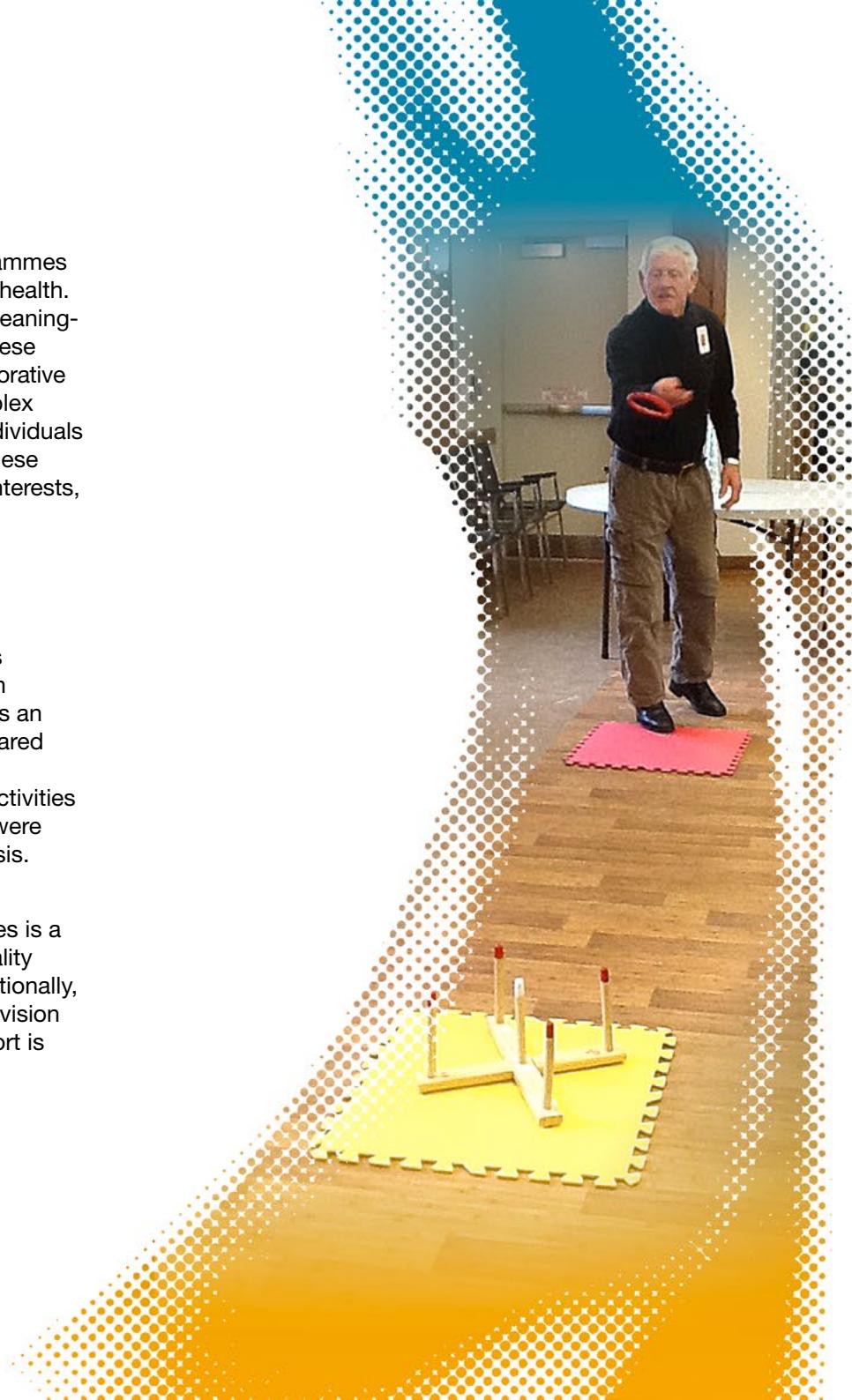
## Keys to success

### Partnerships

Developing partnerships has strengthened the ability of these programmes to provide enhanced support and services to programme clients. One such partnership has been with the VON SMART programme. This programme is an exercise programme that supports safe and effective exercises that are geared to the needs of older adults, but also specifically focus on exercises that strengthen key muscle groups that support participants to maintain their activities of daily living (dressing, bathing, walking, etc.). All Adult Day Service staff were trained in SMART exercises and facilitate these programmes on a daily basis.

### Quality Improvement Framework

The Best Practice Guidelines for the Waterloo Wellington Adult Day Services is a tool that was designed to assist in developing practices that support a quality programme experience for all people served, as well as their families. Additionally, these guidelines support a standardised approach to adult day service provision in Waterloo Wellington to ensure that the same standard of care and support is delivered across all programmes.





## Sport for All objectives

### Improve public health and well-being

Day services promote not only physical health but also emotional health. As individuals age it becomes of greater importance to participate in physical activity to maintain their health. Physical activities assist in strengthening key muscle groups that enable older adults to maintain their independence and prevent falls. Furthermore, participating in day services strengthens an individual's social connections thereby reducing social isolation, loneliness and depression.

### Provide equal access to sport

Adult Day Services provide at least a half an hour of facilitated physical exercise daily. Additionally, programmes also provide sports-related activities that can be modified to accommodate their physical needs. This supports an individual's ability to participate in activities that they might perceive are no longer possible due to advancing age and/or infirmity. It is amazing to see the look on a participant's face when they accomplish a task they think has been long forgotten.

"My mother so enjoys this programme and the company of the staff and other participants. She thrives in this programme from the interaction and activity she receives. It has become an important part of her life and of mine."

Caregiver of a programme participant

## How is the programme communicated?

Individuals are connected to Adult Day Services in a variety of ways, but most often this is achieved through the suggestion of a health professional.

## How is the programme evaluated?

The Adult Day Service Network has designed and implemented a validated client and caregiver satisfaction survey. These surveys enable the programmes to gauge their effectiveness and assist in determining if they are meeting the needs of programme participants and their caregivers. Based upon the feedback received, programmes develop annual quality improvement plans which ensure that programmes are responsive to the interests and needs of participants.





# Snow-Camp

**Enabling young people through snowsports to grow in confidence and self esteem, develop as individuals and make positive choices**

To engage inner-city youth-at-risk through snowsports and provide life-skills training and vocational opportunities to increase their motivation and aspirations, build relationships and gain qualifications and employment.



## Location

Throughout the UK

## Organisation

Snow-Camp

## Start-end date

2003 – ongoing

## Target group

Young people, aged 13-25, who would not otherwise have had access to snowsports

## Reach

By 2014, Snow-Camp has supported more than 4,520 young people since its inception in 2003

## Partners

Snow-Camp has over 250 partnerships with other youth organisations ranging from independent youth projects to inner city schools. It also has a wide variety of corporate and snowsport industry supporters.

## Key facts

85% of Snow-Camp's programme participants have gone on to positive destinations, 78% improved their fitness, 98% felt that they had achieved something positive and 100% felt Snow-Camp helped them achieve their goals.

## For inspiration

[www.snow-camp.org.uk](http://www.snow-camp.org.uk)



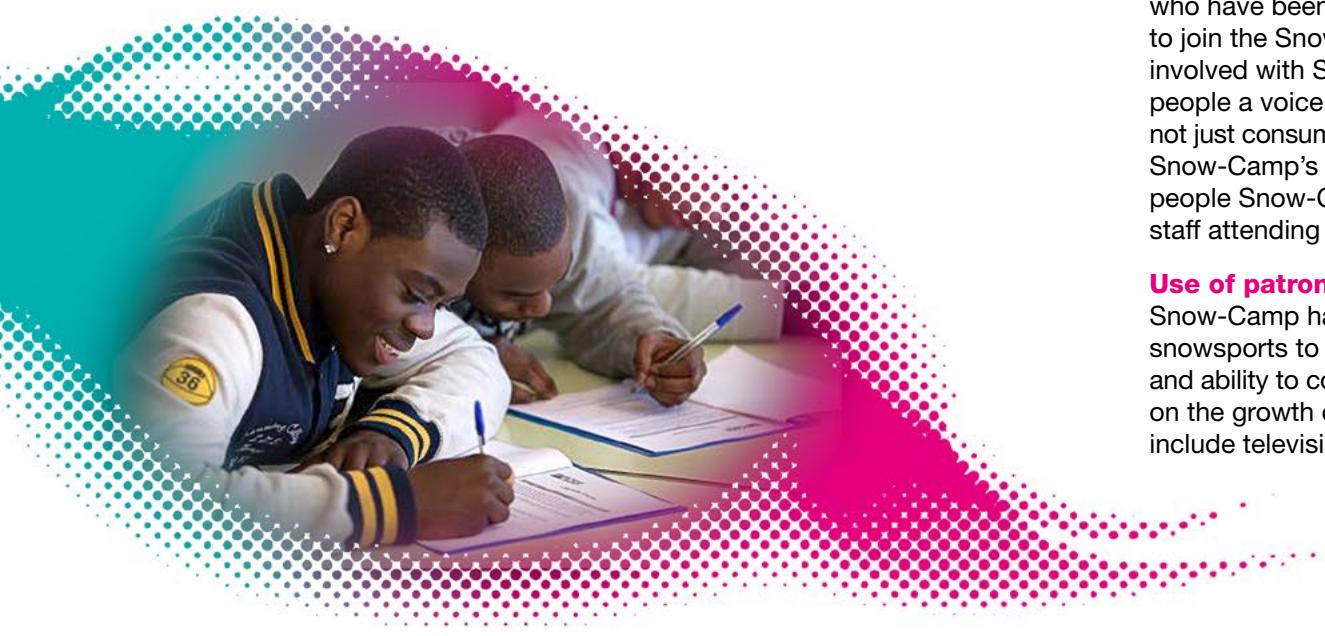


## Summary

Snow-Camp is the UK's only youth charity that uses skiing, snowboarding and life skills to support young people.

The young people that Snow-Camp works with live in urban environments, where crime, gang violence, drug and alcohol use and anti-social behaviour go hand-in-hand with low incomes, unemployment, poor quality housing, educational challenges and a lack of quality outdoor space. Snow-Camp has a number of different initiatives on offer, based on the amount of experience participants have within the programme. This ranges from two-day introductory courses all the way to accredited instructor courses, based in the UK with time away in top ski resorts. By offering combined snowsports and life-skills training, the programme enables young people to grow in confidence and self-esteem, develop as individuals and make positive choices for their lives while at the same time enjoying themselves learning a new sport. This helps participants to develop new skills to support their futures.

Snow-Camp is favourably geared towards crafting future careers in the snowsport industry for participants. Many of the programme participants have gone on to secure part-time and full-time employment in the snowsport industry and some have even gone on to become youth workers for the Snow-Camp programme itself.



## Keys to success

### Connecting sport and life-skills education

After each slope session, participants spend time in the classroom. Snow-Camps life-skills sessions are based upon round-the-table group discussions facilitated by trained youth workers, social workers, industry leaders and peer mentors. These sessions are designed to help young people reflect upon the skills they are demonstrating on the slopes – perseverance, commitment, listening, teamwork, patience and overcoming fear, as well as how to respond to challenges, deal with peer pressure and setting goals for the future.

### Sustained Involvement

Snow-Camp offers four initiatives that cater for participants based on their previous experience in Snow-Camp. This begins with "First Tracks" - a two-day beginner course during the school holidays which incorporates life-skills sessions focussing on independence, responsibility, confidence and self-esteem. The second stage, "Graduate" is a more comprehensive six-day, higher-level snowsports training course combined with sessions on vocational opportunities within the ski industry. The third stage, "Excel" is an eight-day advanced snowsports training with sessions on the theory of teaching snowsports, assessment by Snowsport England and 20 hours shadowing. The final "Apprenticeship" stage provides five young graduates with full-time employment for one year with Snow-Camp and incorporates a range of vocational experiences with snowsports industry partners. All young people who have been through the Excel stage of the programme have the opportunity to join the Snow-Camp Youth Forum (SCYF), where young people can get more involved with Snow-Camp's work. Snow-Camp is passionate about giving young people a voice and is committed to empowering young people to be creators and not just consumers of our services. The SCYF develops and maintains links between Snow-Camp's management team (Board of Trustees, staff etc) and the young people Snow-Camp supports. It is run entirely by its members, with Snow-Camp staff attending for support.

### Use of patrons and ambassadors

Snow-Camp has engaged numerous high-profile figures from the world of British snowsports to act as patrons and ambassadors for the programme. Their profile and ability to communicate Snow-Camp's work has had a hugely positive influence on the growth of the charity. All of these ambassadors are British nationals and include television presenters and British Winter Olympic medallists.



## Sport for All objectives

### Promote sport and physical activity

Snow-Camp helps young people develop an interest in physical fitness and learn a sport which increases their motivation while also increasing their fitness and promoting a healthy lifestyle.

### Improve public health and well-being

Snow-Camp places equal importance on promoting physical activity and the mental health of participants by incorporating life-skills classes which are designed to transform attitudes and behaviour through increasing self-esteem and self-confidence.

### Provide equal access to sport

Snowsports are out of reach for many young people across the UK. Snow-Camp tackles this by providing highly subsidised programmes and bursaries to cover tuition fees and to bring access to snowsports to participants. Taking young people out of the city and to the slopes increases their prospects noticeably while at the same time promoting snowsport in new markets across the UK. Furthermore, in taking young people from novice to qualified snowsport instructor, Snow-Camp facilitates the organic growth of the snowsports industry throughout the UK.

## How is the programme communicated?

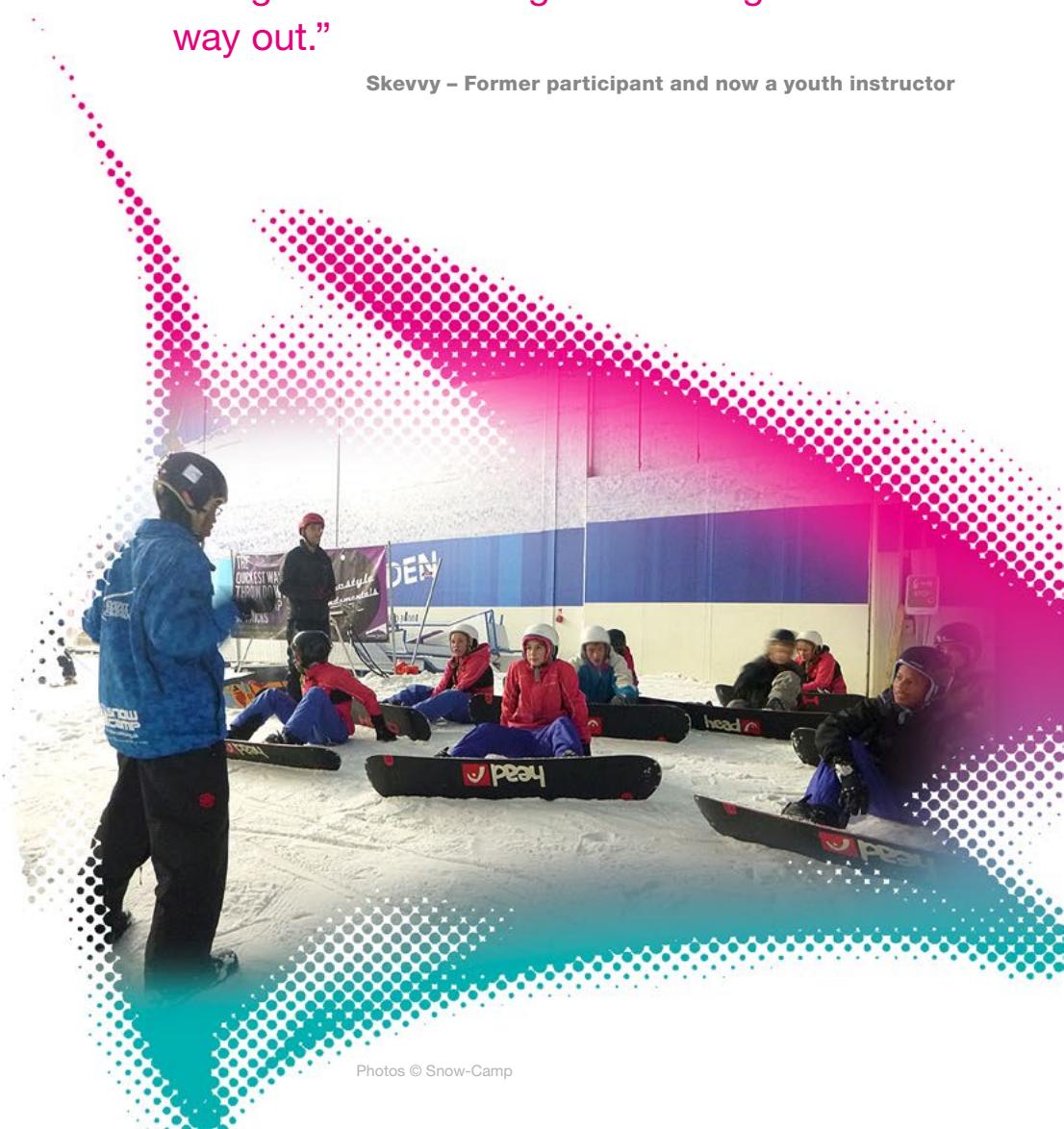
Snow-Camp has worked in partnership with more than 250 youth organisations since it started; from youth services to small independent youth projects and from national youth programmes to inner city schools. Snow-Camp also uses well-known figures in the world of domestic snowsport in the UK as patrons and ambassadors to spread the Snow-Camp message. It has an active website and social media channels and an electronic newsletter. Snow-Camp also hosts a variety of large fundraising activities to raise money for its programmes and promote its activities to wider audiences.

## How is the programme evaluated?

A comprehensive evaluation and impact assessment is utilised. An evaluation framework was developed with local partners to capture the impact of the programme in a cost-effective manner. This framework incorporates a range of qualitative and quantitative measures to track progress towards programme goals, whilst also using additional questionnaire-based monitoring for participants and partners.

**"If I hadn't been doing this, I know where my life was going. I would have ended up getting more involved in the gangs and all the stuff that goes on. I'm so grateful this gave me a way out."**

Skevvy – Former participant and now a youth instructor



Photos © Snow-Camp



# A Ganar

**Teaching the skills needed  
to enter the workforce through  
soccer and other team sports  
to disadvantaged youth across  
the Americas**

To fight the problem of youth unemployment in Latin America and the Caribbean through the empowerment of young people through sport.



**Location**

19 countries throughout Latin America and the Caribbean

**Organisation**

Partners of the Americas

**Start-end date**

2005 - ongoing

**Target group**

Young people aged between 16 and 24 years old

**Reach**

Over 14,000 disadvantaged young people have participated in the A Ganar programme to date

**Partners**

Local businesses, government institutions, NGOs and non-profit organisations

**Key facts**

Approximately 69% of young people who start the programme have completed the full 7 - 9 months and graduated. 67% of these found jobs in the following weeks or months. Over 1,300 participants returned to formal education after completing the programme and almost 200 have started their own business within the nine months following graduation.

**For inspiration**

[www.partners.net/ganar](http://www.partners.net/ganar)



## Summary

A Ganar is a youth workforce development program built upon the premise that soccer and team sports can serve as effective tools for social and economic development. The idea is to use team sports as a platform to teach disadvantaged youth the skills and the behaviours required to find employment. Participants learn six core skills sought by employers namely teamwork, discipline, communication, respect, a focus on results, and a continual seek for self-improvement. A Ganar helps young people to transform lessons from sports-based field and classroom activities into market-driven skills and attitudes. Those skills enable participants to find jobs, re-enter the formal education system or to launch their own business.



## Keys to success

### Phased approach

A Ganar has 4 distinct phases through which participants must go through to complete the programme. During Phase 1, they participate in sports-based employability training led by local facilitators. Each activity follows a sport-life-work progression, beginning around the familiar theme of sport and connecting it to everyday life experiences. In Phase 2, they take part of market-driven vocational training, applying the newfound sport-based employability skills. Phase 3 sees youth obtain internships with local businesses. In Phase 4, youth participate in locally adapted follow-up activities and alumni networking, including workshops, one-on-one sessions and developing strategies for job placement.

### Local delivery

The A Ganar programme and Partners for the Americas team up with a range of local NGOs and non-profit organisations in delivering the country-specific programmes on the ground. These highly skilled and motivated organisations are experts in their respective fields and are well adapted to local implementation. They are carefully selected on the basis of their extensive experience in youth development work and have stellar staff who serve as the facilitators to the youth.

### Holistic approach

A Ganar combines life skills and vocational training into a single comprehensive model. This model is made distinctive from other workforce development programs in the region by its use of sport as the vehicle for delivery. This is accepted as being essential to the success of the programme to date. Sport is a specifically well-adapted medium to teach young people new information in a short space of time. Over just seven to nine months, A Ganar youth emerge with the practical skills necessary to return to the classroom or launch a sustainable career.



## Sport for All objectives

### Support active societies

A Ganar places sport at the centre of its strategy to build a healthier society. The unique active learning methodology adopted means that sports participation is the focus of all learning undertaken by the participants. Regular sport and activity provides a clear structure and stability to participants. A Ganar extends this to the stability that school, a job, strong social networks or a safe community can provide for participants. Many of the youth targeted are vulnerable to gang violence and lack the opportunities and support needed to break the cycle of poverty. The medium of sport and physical activity is helping to build a more secure and sustainable society in the region.

### Improve public health and well-being

The problem of youth unemployment in Latin America and the Caribbean is significant. It is estimated that half of young people aged between 15 and 24 are not attending school and nearly 20% of these are unemployed. The curriculum is specifically focused on the skills sought by employers. This helps to generate opportunities for participants to forge a successful career and a path to a brighter future.



## How is the programme communicated?

The programme adopts a wide range of communication channels. The Partners of the Americas' website and social media pages carry information about the overall A Ganar programme. Each country-specific programme has its own Facebook and Twitter pages. The local coordinating and implementing organizations also maintain their own Facebook pages as well advertising their programmes locally through advertisements and flyers). Further communication efforts regularly take place via email, press releases, and on-site communication by program staff.

## How is the programme evaluated?

The success of A Ganar is tracked on three levels: improvement in the six core skills, graduation rates, and positive engagement. The core skills are measured through tracking sheets which monitor individual's progress through each of the four programme phases. A facilitator evaluates each core skill per individual and conversations between the facilitator and the youth in question are considered valuable learning tools. To graduate from the program, youths must complete all three phases. After graduation, country coordinators and facilitators stay in touch with graduates for nine months, tracking their employment status on a quarterly basis. Positive engagement is defined as finding a job, going back to school, or starting a business within nine months of graduation. Coordinators on the country and regional level analyze the data from each group to identify environmental challenges and program improvements for the next cycle.

*“Before starting A Ganar [...] all I thought about was becoming the gang leader, but I always thought that somewhere inside of me was a good person [...] I want to thank the A Ganar program with all of my heart. I feel good now, thanks to you. I stopped being such a slacker and feel like a real barber.”*

A Ganar participant – San Pedro Sula (Honduras)



# Ciclovías de Medellín

Promoting healthy lifestyles among city residents through the use of dedicated city spaces and transport infrastructure for cycling, running, walking and other physical activity

To encourage a culture of sport and physical activity within the City of Medellin and to promote the environmentally sustainable use of public spaces by its citizens.



## Location

Medellin, Colombia

## Organisation

Medellin's Governmental Agency for Sports and Recreation – INDER Medellin

## Start-end date

1984 – ongoing

## Target group

Residents of all ages in the greater urban area

## Reach

54,000 local residents per week

## Partners

National Police Service, Secretary of Transportation, Secretary of Public Spaces, Valle del Aburra Metropolitan Area

## Key facts

Three times a week, over 42km of public roads and pathways are restricted to vehicles and are reserved to the practice of physical activity, sport and recreation. In any given week approximately 68 cumulative hours of Ciclovías, or group cycle and participation events, take place. This includes 8 hours of nightly Ciclovías.

The main focus of the initiative is centred on 5 routes across major city thoroughfares within the City. A further 6 routes are located in local suburban neighbourhoods which also participate in the programme. One route is specifically reserved for new participants so that they can learn the basics of how to cycle, run or otherwise.

## For inspiration

[www.inder.gov.co](http://www.inder.gov.co)





## Summary

The “Ciclovías de Medellín” was born with the aim of ensuring adequate, free and safe spaces that can contribute to adopting healthy lifestyles for citizens through sport and physical activity.

There are 5 central city thoroughfares dedicated to the programme for the benefit of all citizens. Every Sunday, on public holidays and on Tuesday and Thursday nights, over 42 kilometers of cycle routes are made available. Vehicles are not permitted on these roads during this times. Instead the roads are open to all members of the public who wish to cycle, run, walk or engage in other forms of physical activity in a safe and secure environment.

Ciclovía's activities are complemented by targeted initiatives aimed at stimulating a deeper culture of sport and physical activity amongst residents. Rumba classes, aerobics, yoga and other different forms of physical activity are operated to cater to the varying tastes of the Medellin population. This includes tailored programmes throughout the year that promote the use of bicycles and highlight the benefits of active and healthy lifestyle choices around the city.

## Keys to success

### Timing

The Ciclovía routes and the timing of their public opening took into account the time resources of participants as well as the needs of normal route users. By restricting vehicles on the road during on weekends and weekday nights, there is minimal disruption caused to normal traffic. It is also during these times that participants are more likely to be free to take advantage of the amenity.

### An inclusive attitude

While the initiative is well suited to specific types of activity, most notably cycling and running, there is no limitation on how citizens can use the space available. Often entire families including their pets will use the pathways simply as a free space to enjoy each other's company outside of their normal environment.

### Concurrent activities

There is a host of activities that have now sprung up alongside the core Ciclovía offering of typical exercise space. Aerobics, rumba, yoga and others are practiced along the route without restriction. This ensures that the citizens see Ciclovía as a fully inclusive space for all and feeds into the culture of physical activity and healthy lifestyle. It helps to communicate the message that there is something for everyone and that healthy lifestyle choices are not excluded to anyone. The organisers also run a special once-off Ciclovía in the rural areas surrounding the City every year. This helps to maintain a connection between the City and the surrounding areas and places a heavy emphasis on the nature of the local countryside.





## Sport for All objectives

### Improve public health and well-being

The Ciclovía and its associated initiatives and activities are all part of the larger strategy for the promotion healthy living and reduction of sedentary practices amongst the Medellin population. The direct consequence of this approach is the prevention of cardio-vascular illnesses and other non-communicable diseases.

### Support active societies

The vision of Medellin is one where sport, recreation and physical activity can be used as a constructive tool to shape the fabric of a city and improve the everyday lives of its inhabitants. The programme has been seen as a "Trojan horse" in which these tools are transported via sport and put to use to build a more social, healthy and vibrant community. The success of this strategy has been achieved thanks to the institutional presence of Ciclovía throughout the territory.

### Provide equal access to sport

While the programme strategically targets the promotion of certain activities, there are no restrictions on who can use the space and for what. Participants can engage in any form of activity once it is in line with the tone of healthy, outdoor living. Cyclists and runners practice alongside yoga and palates classes and even entire families who are simply enjoying the open space and positive environment.

**"For me Ciclovía is where I can participate in sport at my own leisure in a safe and secure environment. I regularly attend with peers as I feel it is best enjoyed with others. And best of all, it is completely free!"**

Participant

## How is the programme communicated?

The programme is communicated to city residents through the official programme website, social media networks and by word of mouth.

## How is the programme evaluated?

The main method of evaluation is through measuring the number of residents that interact with the spaces and initiatives provided. The development plan for the municipality stipulates that there must be 11 routes open at all times and this is permanently maintained by organisers. Furthermore, the organisers frequently take on qualitative studies into the social effects of the initiative amongst participants across factors such as city perception, sense of community, etc.





# Lifestyle and Healthy Weight

## Teaching children more about the value of a physically active and healthy lifestyle

To coach school children towards a healthy lifestyle over a three year period.



### Location

Enschede, Netherlands

### Organisation

Beweeg Wijs B.V.

### Start-end date

September 2013 – June 2016

### Target group

Primary school students between 6 - 12 years old and their parents

### Reach

Approximately 2,100 children across the 3 year lifespan of the programme

### Partners

Menzis Health Insurance, GGD Public Health Provider, TNO Research Institute, local primary schools and sports clubs, the Stichting GKGK Foundation for Healthy Children and numerous local healthcare partners

### Key facts

Within a year of entering the programme, obesity rates among participants declined by 24%. The programme has also noted that a lowering in the Body Mass Index of participants as well as an improvement in general physical and motor skills.





## Summary

Lifestyle and Healthy Weight is a two-part programme specifically designed to get children more active and engaged in healthy lifestyle choices. It is the culmination of efforts from the City of Enschede and a host of other community partners active in the field of healthcare.

The programme involves two separate initiatives delivered simultaneously in local schools over a three year period. The first of these is called Beweeg Wijs (Move Smart). This involves an additional hour of physical activity and movement at school being given to children each week. Beweeg Wijs takes place in the playground of the school and teaches participants to be fully comfortable playing alongside and against one another in a participative environment. The second initiative is Leef Wijs (Live Smart). This involves an hour a week of theory related to engaging in healthy lifestyles decisions delivered in a classroom environment.

Throughout the three years, the children are tested on their physical condition, coordination, weight and motorial skills.

## Keys to success

### Integration with school curriculum

The programme methodology has been specifically designed to be absorbed into existing school programming. This ensures that all the children are within reach and that maximum impact is generated. It also ensures that the delivery is regular and consistent, crucial factors in maintaining engagement with younger audiences.

### A community-level approach

Lifestyle and Healthy Weight adopts the ideology that 'it takes a whole village to reach a child'. A huge number of interested community parties were consulted and involved in design and delivery. This includes not only the local schools, but also the parents, local health organisations and insurance groups, sport clubs, doctors, physiotherapists, dieticians, school teachers and remedial teachers.

### Involving participants as coaches

A fundamental part of the Beweeg Wijs methodology is the involvement of children as 'junior coaches'. Children from the older classes of the schools are selected to help coach the younger children. This helps to generate more buy-in and to develop social skills amongst participants, both young and old.





## Sport for All objectives

### Promote sport and physical activity

The Beweeg Wils component of the programme focuses on ensuring children are physically active. It prioritises a gradual progression towards becoming fully comfortable in a participative sporting environment amongst peers. Through the involvement of local clubs, children are being introduced to several new sports, helping to identify new and potentially more suitable sporting alternatives for their future.

### Improve public health and well-being

Alongside the practical and theory courses, a healthy lunch regime has been implemented at participant schools. There are also cooking classes organised for interested parents. Furthermore, teachers have remarked that the children have become more concentrated in class. All these benefits combine to generate a more physically, mentally and emotionally healthier community.

### Support active societies

By involving schools, children and parents, two generations are directly engaged in a nurturing and productive environment. Bringing local sports clubs on board helps children to gain exposure to many different sports and opens up a dialogue through which they can remain active for many years after exiting the programme. The involvement of local healthcare and research bodies ensures that the broader issue of community well-being are always at the heart of what the programme is about.

**“We are so happy that the programme has become a part of the school curriculum. I have less conflict at home about food and about what we eat for breakfast. This makes eating together a lot easier and a lot more pleasant.”**

A parent of one of the participating schools

## How is the programme communicated?

The Lifestyle and Healthy Weight programme communicates mainly by way of newsletter. The project publishes its own regular newsletter developed by the organisers. This is reinforced by individual newsletters produced and distributed by participating schools. These are targeted at both children and parents. These communications are also supported through coverage in the local newspapers.

## How is the programme evaluated?

Every year children are tested on their physical condition, coordination, weight and motor skills. Their results are shared and discussed with parents, school directors and the sports / gym instructors. These results are also tracked by Stichting GKGK and TNO, both of whom work daily with data and metrics. These bodies help to analyse and compare data before sharing this work with the other programme partners. Evaluations are constantly considered by organisers who use this information to update and improve the programme design and delivery.





# Estonia is Moving

## Promoting the benefits of sport and regular physical activity to the people of Estonia

To make regular physical activity an inseparable part of the Estonian everyday life for every member of the population.



### Location

All over Estonia

### Organisation

Estonian Olympic Committee and Estonian Sport for All Association

### Start-end date

2007 - ongoing

### Target group

Mainly those between the ages of 20 - 50

### Reach

The campaign has achieved an awareness of 70% across the entire population of Estonia (over 700 000 people). Currently, approximately 250,000 Estonians take part in mass participation sport events every year.

### Partners

Estonian Ministry of Culture, Olympic Solidarity, commercial sponsors, event organisers, local media and local health and cultural institutions

### Key facts

Since the beginning of the programme, the number of people who are regularly physically active has increased by 7%. This has been supported by the hosting of approximately 1,700 mass participation sport events every year. There has been huge media impact with television exposure reaching 100,000 viewers as well as online and print media publishing over 1,000,000 articles. The campaign Facebook page has attracted around 11,800 followers with selected posts being viewed by up to 125,000 people.

### For inspiration

[www.liigume.ee](http://www.liigume.ee)



## Summary

The “Estonia is Moving” programme is a nationwide campaign which aims to achieve three specific goals. The first of these is to increase the number of Estonians that are physically active. The second is to inform the population of the options open to them in terms of participating in sport and physical activity. The third is to raise the awareness within the population of the benefits of a physically active lifestyle.

The programme operates in a huge number of varied initiatives in pursuit of these goals. This includes the staging of mass participation events, the activation of sporting programmes within schools and the organisation of seminars and lectures on health-related topics amongst many, many others. This is all achieved through coordination with a range of diverse partners from across Estonian society.

“Estonia is Moving” prides itself on the message that becoming physically active is easy and fun. It ensures that the Estonian population have the ability to participate in physical movement anywhere in the country at any time they like. The campaign goals are strategically selected based on the long-term effects that they will have across Estonian society. These include an improvement in overall public health, increased productivity and a reduction in harmful behaviour.

**“Sport can and should become part of our everyday life and lifestyle. It can become a central part of our family life and our communication with friends and the entire community. Moving together strengthens these bonds.”**

The Estonian National Olympic Committee

## Keys to success

### Working closely with partners

From the beginning, Estonia is Moving recognised that to achieve its vision, it was necessary to involve a large number of partners. The diverse and varied nature of the campaign activities has seen partnerships established from a range of different backgrounds. This has included working with sport and health institutions to share information and to align communications. It has involved coordinating with national media outlets to ensure nationwide visibility of the campaign across television, radio and online channels. Interaction with sports clubs, event organisers and facility managers is needed on a regular basis. There have been also partners who are not directly connected with sport such as cultural and scientific institutions and various social bodies.

### Emphasis on messaging and communication

The programme target is the entire population of Estonia. As a result, a clearly defined communications strategy has been established. The messages communicated are designed to inform, inspire and motivate. People are constantly reminded why, how and where they can get physically active across the country. Each message is positive in tone and designed to convey the fun and openness of sport and physical activity. There is also a heavy emphasis placed on using viral communications to reach the target market. This is achieved through fun and creative activations with partners as well as using famous Estonian figures to champion the campaign, such as President Toomas Hendrik Ilves and Prime Minister Taavi Rõivas.



## Sport for All objectives

### Promote sport and physical activity

The focus of Estonia is Moving is both broad and ambitious. It is to simply promote a culture and lifestyle of sport and physical activity throughout the whole population of Estonia. This has seen initiatives both on-the-ground and elsewhere. A huge calendar of sporting events has been developed and promoted. Alongside this, all kinds of information connected with the benefits of physical activity has been produced and made freely available. The general public now have at their fingertips a whole range of previously inaccessible, trustworthy information about physical activity, effective training, sport, health, diet, etc.

### Support active societies

Every aspect of Estonia is moving is focused on getting as many people active as possible. This has seen a focus placed on organising mass participation events, with over 1,700 taking place annually. Specific public seminars and lectures on the benefits of sport and physical are being delivered nationwide. Joint ventures with schools have seen thousands of school children becoming more active, ensuring that the benefits of the programme are carried forward into the next generation.

### Provide equal access to sport

Estonia is Moving involves a number of different disadvantaged groups. Two key partners are the Estonian National Paralympic and Special Olympic bodies. Local social bodies concerned with orphaned children or those suffering from specific diseases, for example, are also heavily involved. This approach ensures that no group is overlooked and everyone enjoys equal opportunities to benefit from the programme.

## How is the programme communicated?

The programme is supported by a nationwide communication plan. This plan has facilitated contact with the target group through a number of different channels. This has included huge amounts of information delivered through online media, close interaction with targeted national media channels, social media strategies and a physical outdoor campaign. The plan also placed a heavy emphasis on leveraging the existing communication channels of the programmes partners.

## How is the programme evaluated?

An annual physical activity survey is conducted by third party consultants to measure the trends and changes in physical activity amongst the population. This research is performed through both direct questionnaires and assessments as well as face-to-face interviews. Statistical data is also collected from event organisers, media and other interested stakeholders before being analysed by the programme organisers.



# Nanjing Fitness for All and Go With YOG

Promoting the practice of sport within the city by leveraging the legacy of the 2014 Nanjing Youth Olympic Games

To enhance the long-term development of sport and physical activity in Nanjing.



<b>Location</b>	Nanjing, China
<b>Organisation</b>	Nanjing 2014 YOG Local Organising Committee
<b>Start-end date</b>	2010 - ongoing
<b>Target group</b>	All residents of the greater Nanjing area
<b>Reach</b>	3.2 million participants since launch
<b>Partners</b>	The Nanjing 2014 Local Organising Committee, Municipal and district level sports departments, The International Roller Sport Federation
<b>Key facts</b>	The programme has seen all 100 communities in and around the city develop specified sports and fitness facilities. The City has initiated 3,212 fitness-for-all projects, built 845 kilometers of paths and tracks for fitness use and created 5,393 training stations for public exercise. These facilities have been organised into “sports and fitness circles” which are never more than a 1km for residents of downtown Nanjing.



## Summary

The Nanjing Fitness for All and Go With YOG programme integrates a huge array of programmes and investments in physical sporting infrastructure with the legacy of the 2014 Youth Olympic Games in order to promote active lifestyle amongst its citizens.

The programme builds and maintains extensive public sport facility installations across the entire city as well as adapting many of the venues used in 2014 for public use. It also employs the use of a huge number of coaches and technical staff responsible for the delivery of fitness-based initiatives to the attending public. The public is engaged to use these facilities through a number of activations linked to the 2014 Games. This has included specific initiatives linked to the Nanjing 2014 Sport Lab and the Nanjing Olympic Museum.



## Keys to success

### Combining hard and soft legacy

The programme focuses on activating the energy of Nanjing 2014 as well as adapting the venues used during the Games for public use. Many elements of the YOG Olympic Sports Park complex have been opened to the public and have been marketed as key cultural and leisure activity hubs. The Nanjing 2014 Sports Lab is open to the public free of charge which allows visitors to interact and experiment with new sports.

### Strategic sport focus

Part of the broader strategy of promoting the practice of sport and healthy lifestyles within the City of Nanjing has been to partner with the International Federation of Roller Sports to in a long-term collaboration. The aim of this collaboration is to make Nanjing the “the Capital of Roller Sports”. This has been incorporated into many of the various initiatives and facilities developed as part of the programme. The City will also host a number of international roller sport events as well as house the first roller sport museum anywhere in the world. The idea behind this development is to promote roller sport across a number of fronts to make it a strong healthy lifestyle choice for the residents of Nanjing.

### Continued interaction

Every day, residents can use the facilities in accordance with their own personal needs and abilities. What is more, the programme has a huge pool of over 22,000 public instructors who provide free fitness advice to residents on a daily basis. Each of these instructors is an expert in guiding participants in how to live a healthier, more active lifestyle. Regular fitness tests are offered for free to willing residents, each of which is followed up by the delivery of a fitness report and training advice.



## Sport for All objectives

### Promoting sport and physical activity

The fundamental goal of the programme is to get as many citizens of Nanjing active and engaging in physical activity as possible. This has been approached through a combination of investment in facilities, fitness initiatives that engage with these facilities and hosting sporting events that can inspire the public to become more involved in sport. All these factors combine to cultivate a culture of physically active living. Since the inception of the programme, organisers have seen a large increase in the number of active citizens.

### Provide equal access to sport

One of the cornerstones of the programme is ensuring that there are few barriers in terms of cost or effort to residents engaging in sport and physical activity. Each of the 100 communities within the city have been equipped with free-to-use sports and fitness circles. These consist of two fitness rooms, a sport court area and a lane for running, cycling or roller sport. Each of these fitness centres are never more than a 1 kilometer walk for any downtown Nanjing resident. Access to all the programme venues is free of charge and all professional and technical staff provide their services for nothing.

### Foster Olympic legacy

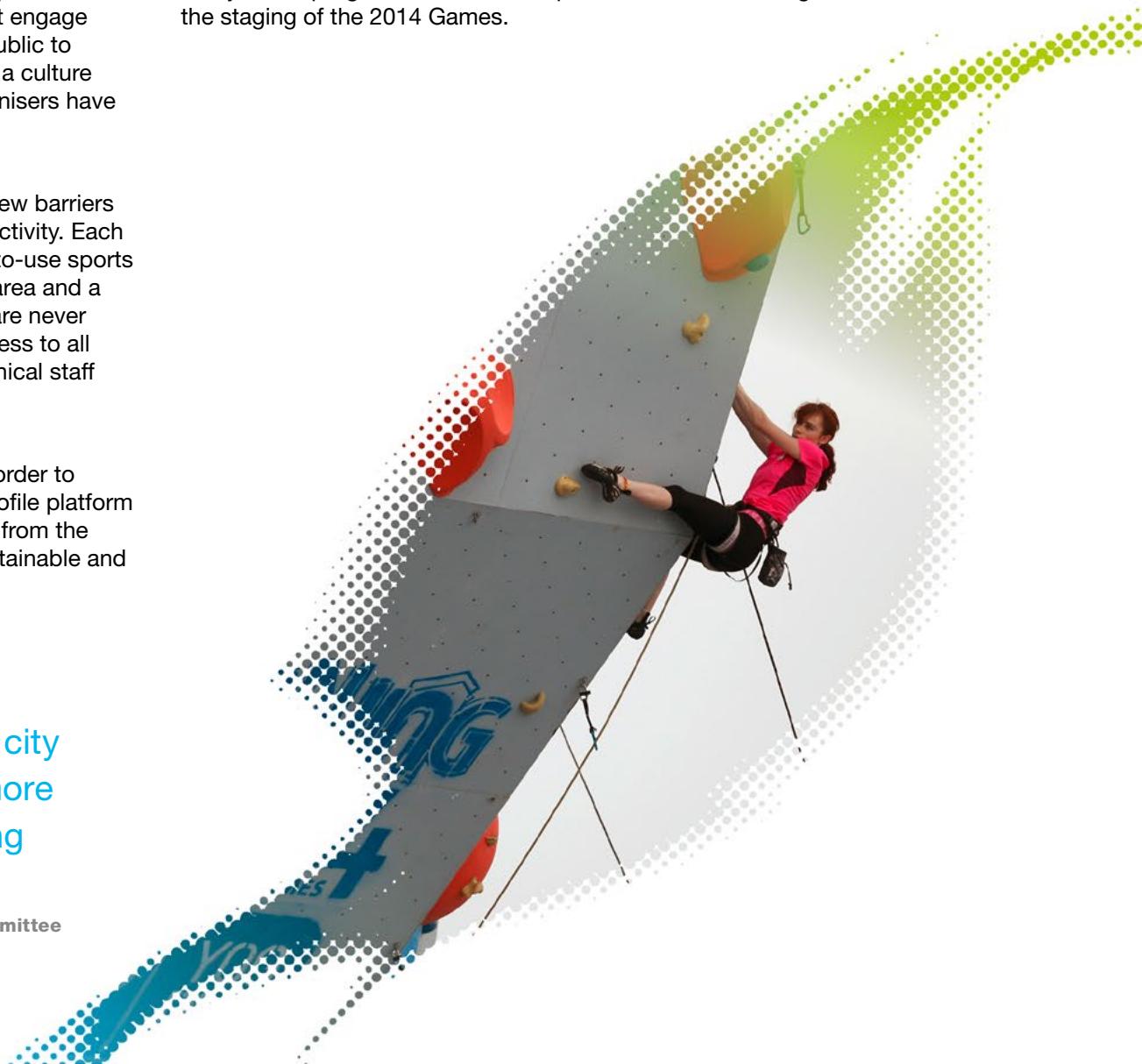
The programme harnesses many aspects of the Nanjing Olympics in order to increase its impact. The Nanjing Games served as a large and high profile platform from which to launch the programme while the physical infrastructure from the Games has also been adapted to needs of the Nanjing public in a sustainable and accessible fashion.

**“The YOG had a significant influence on the lives of young people throughout the city of Nanjing and the surrounding region; more of them are now doing sport and adopting an active and healthy lifestyle.”**

Thomas Bach – President of the International Olympic Committee

## How is the programme communicated?

Sports departments of municipalities and districts promote initiatives through their links with public bodies and citizens. Many of the programmes were also promoted before, during and after the staging of the 2014 Games.





# Norwegian Youth in Sport Leadership Programme

## Preparing young people to become leaders in sport participation, organisation and management

To provide young people the opportunity to stay in sports after their career as athletes is over, recruit and to develop a new generation of volunteers.



### Location

Norway

### Organisation

The Norwegian Olympic and Paralympic Committee and the National Confederation of Sports (NIF)

### Start-end date

2011 - ongoing

### Target group

The primary target is sporting youth between 15 and 19 years old

### Reach

Approximately 600 participants per year

### Partners

National sporting federations, Local government, Lillehammer Youth Olympic Games Local Organising Committee

### Key facts

The programme has enjoyed a stable average attendance of 600 participants per year for every edition since its launch in 2011. An extended programme with a broader reach for the 2015 and 2016 editions has been prepared for the Lillehammer 2016 Youth Olympic Games.

### For inspiration

[www.idrettsforbundet.no/tema/ungdomsidrett/](http://www.idrettsforbundet.no/tema/ungdomsidrett/)



## Summary

The Norwegian Youth Leadership Programme is a ten year commitment by Norwegian sport to recruit and retain more youth in sport in Norway. The programme will run through the 2016 Youth Olympic Games and is set to conclude in 2022.

The programme aims to retain young people between the ages of 13 and 19 as long as possible within sport into the future, not only as active participants but also as administrators, coaches, managers, referees and volunteers.

The medium of sport is promoted as being particularly effective in helping young people to take ownership of their own activities and education. This is combined with an insistence on involving the young people as much as possible in the process by consulting them on their views and by bringing them into the planning and delivery process.



## Keys to success

### Participant-focused

Actively listening to participants is strongly emphasised by the organisers. To succeed in developing young leaders, the sport clubs, the regional administrations and the national federations take the participants views seriously and incorporate these into many aspects of the project delivery. This approach has seen the development of mentoring initiatives and applied task allocation for young people to learn in a more practical and meaningful environment.

### Sport as a planning tool

The programme enables young people eager to remain engaged in active sports to balance this with preparing for a future in sport. It promotes the ability of these young participants to influence and manage their own activities through planning their own training every day and setting their own goals for activity and exercise. A fundamental part of this planning process focuses on helping the athlete to combine commitment to sport with schools and higher education in the most effective way possible.

### Working with partners

The Norwegian Confederation of Sports (NIF) is the national group representing the national federations of all major sports practiced in Norway. The NIF offers several courses and educational initiatives to physically active young people both directly from under their own administration as well as delivered through their members and regional administrations. In partnership with the Norwegian Olympic and Paralympic Committee, together these partners ensure that there is a structured framework for delivery of educational courses and that as many young people as possible are reached by the programme.



## Sport for All objectives

### Support active societies

The programme not only promotes participation in sports but also focuses on the simultaneous development of young athletes as future leaders, whether they are coaches, administrators, referees, etc. This feeds into the sporting human infrastructure of society, recognising the fact that for sport to truly thrive, you need more than simply athletes. Societies generally will have a better chance of being active when there are fully motivated, trained and educated people working behind the scenes.

### Promote sport and physical activity

The programme engages young athletes that are currently active in sport. It goes further in specifically targeting those interested in remaining active in sport as they come towards the end of their athletic peak. It provides these young athletes with the tools they need to achieve alongside their existing training regimes. This enables these young people to remain actively engaged in physical sporting activity while simultaneously building for a future career in sport.

## How is the programme communicated?

The communication of the programme is handled by the central administration at the NIF. This central office liaises directly with all 54 national member federations as well as the 19 regional administrations involved in the project. These bodies then communicate directly to their constituent clubs who market the programme to their members and other interested stakeholders.

## How is the programme evaluated?

Each individual course is evaluated separately by the organisers. This involves assessing the progress that is seen within each educational course across a range of qualitative discussion factors, including the impact being seen within participants and the level of participant interaction.



A photograph of a young woman with blonde hair tied back in a bun, wearing a red t-shirt. She is standing and reaching up to hang a colorful paper chain made of various colored strips (blue, yellow, red, orange) onto a whiteboard or wall. The background shows a wooden wall and some other equipment. The image is overlaid with a large, semi-transparent graphic of a rainbow gradient with a halftone dot pattern.

"I have learned a lot  
about myself, about  
leadership and myself  
as a leader."

Participant



# Pacific Sports Partnerships (PSP) program

**Combating primary risk factors associated with physical inactivity and promoting a culture of inclusion in pacific communities**

To promote healthy behaviour and enhance social outcomes among Pacific communities through sport.



<b>Location</b>	Pacific Islands, Oceania
<b>Organisation</b>	Australian Sport Outreach Program (DFAT)
<b>Start-end date</b>	2009 - ongoing
<b>Target group</b>	All residents of the targeted communities
<b>Reach</b>	Eight Pacific Island countries with a combined population of over 2 million people
<b>Partners</b>	The Australian Department for Foreign Affairs and Trade, Australian national sporting organisations, regional sporting bodies, NGOs, individual Pacific governmental bodies and civil society partners
<b>Key facts</b>	The Pacific Sports Partnerships is the flagship activity under the Australian Government's \$47 million Australian Sports Outreach Program (ASOP). Since it began in 2009, the Pacific Sports Partnerships has invested over \$29 million in development initiatives in the eight countries involved. These initiatives have engaged local populations with 11 different sports. Target communities have seen up to 50% reduction in the levels of obesity amongst certain participant groups.
<b>For inspiration</b>	<a href="http://dfat.gov.au/people-to-people/sport/sport-for-development/sport/Pages/sport-for-development-programs.aspx">http://dfat.gov.au/people-to-people/sport/sport-for-development/sport/Pages/sport-for-development-programs.aspx</a>



## Summary

The Pacific Sports Partnerships programme (PSP) is a range of sports initiatives funded by the Australian Department of Foreign Affairs and Trade. These programmes are designed to support both Australian national sporting organisations and their Pacific counterparts to deliver development priorities alongside increased governance and capacity building in developing Pacific Island countries. This is achieved through the vehicle of sport.

They are operated via a series of partnerships between the Department of Foreign Affairs and Trade and 11 Australian, regional and Pacific Island sports organisations. The objectives of the PSP are to increase regular participation in physical activity, to improve health related behaviours and to promote inclusive social attitudes amongst the targeted populations. This is done through targeting the population at the community level, including those who self-identify as having a disability, youth and emerging leaders, and women and girls.

**“Sport builds strong inter-personal, cultural and economic links between nations.**

**It is a practical, accessible way to inform, engage and influence people, particularly youth, emerging leaders and women and girls in the Indo-Pacific region.”**

Participant

## Keys to success

### Leveraging expertise

The overall programme operation is overseen and managed by the Department of Foreign Affairs and Trade. Australia and its national sporting organisations have a wealth of sports resources, experience and knowledge that would not be available to the much smaller and less developed Pacific Island nations. Through the collaborative approach with local partners adopted by the Pacific Sports Partnerships programme, these smaller communities can benefit from these advantages.

### Local delivery

While the Department of Foreign Affairs and Trade manages the overall scope of the programme, there is a heavy emphasis placed on working with local partners for the on-the-ground delivery of each initiative. For example, the Samoa Sport for Development Programme is implemented alongside the Samoan Ministry for Education, Sports and Culture. This programme then works closely with the Village Fono or Council of Chiefs to support village-level governance and self-determination through the programme.

### Phased approach

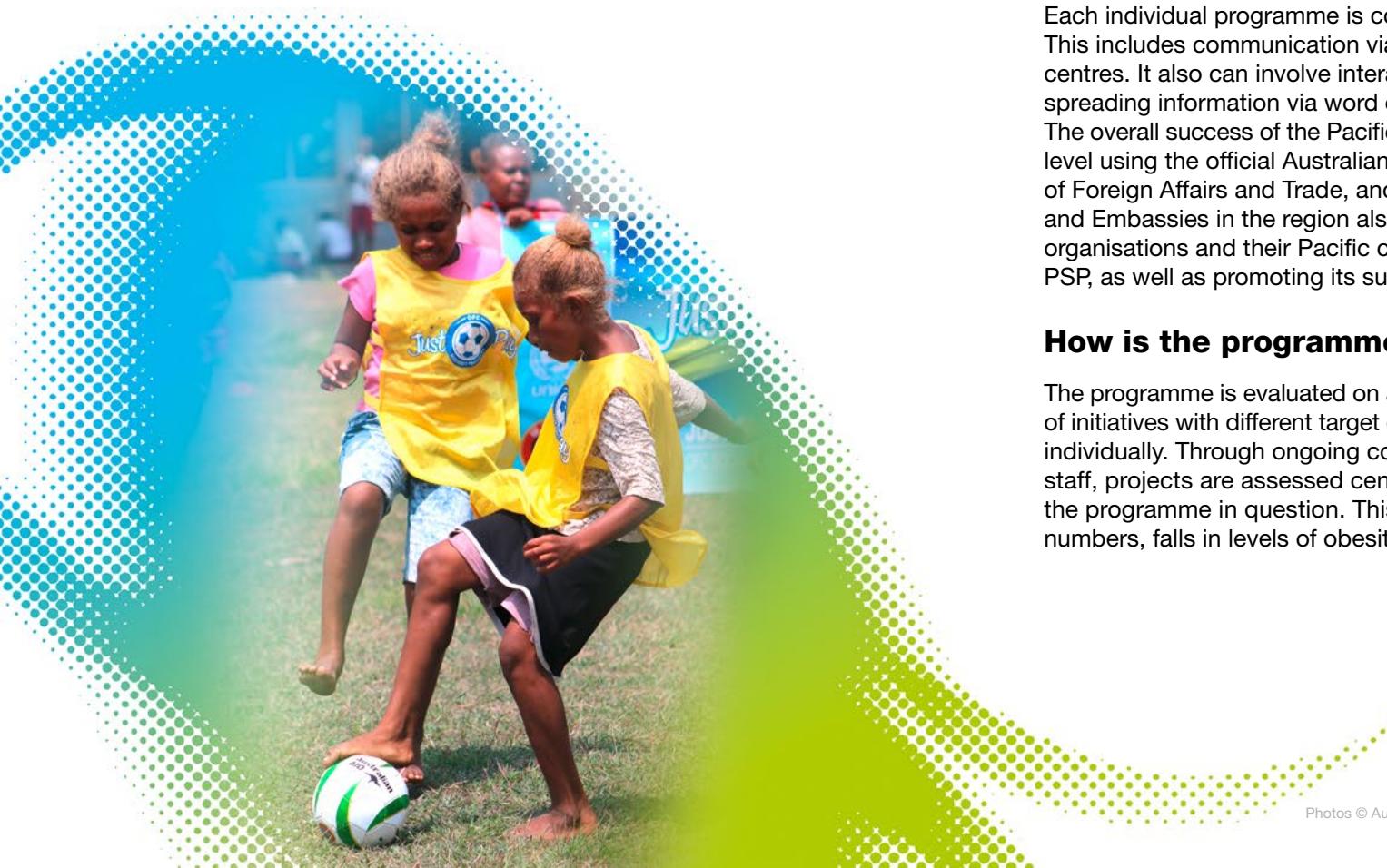
The programme has taken place over two phases. The first phase ran until 2014 and involved initiatives focusing on five popular sports including soccer and rugby. This phase served to develop an understanding of the challenges on opportunities of implementing a Sport-for-Development partnership program in various target communities and to learn from this experience moving into Phase II. This second phase is currently underway and builds on the success of the first phase, expanding to 11 sports and with increased financial commitment and interaction with local partners.



## Sport for All objectives

### Promoting sport and physical activity

Sport and physical activity are the vehicles through which enhancements to the quality of life are delivered by the Pacific Sports Partnerships programme. A range of different sports are covered across all of the eight countries involved. These sports include both team sports and individual sports, teaching participants both personal and interpersonal skills. These on-field initiatives are frequently supported by simultaneous educational activities designed to raise awareness of the importance of regular physical activity for personal well-being.



### Provide equal access to sport

A number of the initiatives that operated under the Pacific Sports Partnerships umbrella focus on providing equal access to sports for those that would not usually have it. Examples include the Matua programme in Fiji which focuses on running sporting activities that integrate disabled and non-disabled children nationwide. Similarly, the Youth Outreach Partnerships project aims to increase the involvement of unemployed young people by giving them the opportunity to arrange sporting events and sports seminars within local communities.

### How is the programme communicated?

Each individual programme is communicated within their own specific territory. This includes communication via outreach in schools and other community centres. It also can involve interaction with community chiefs and officials and spreading information via word of mouth.

The overall success of the Pacific Sports Partnerships is communicated on a wider level using the official Australian government websites, including the Department of Foreign Affairs and Trade, and partner sites. Australian High Commissions and Embassies in the region also work to support Australian national sporting organisations and their Pacific counterparts in the delivery and promoting of the PSP, as well as promoting its success through channels such as social media.

### How is the programme evaluated?

The programme is evaluated on a case-by-case basis. As there are a wide range of initiatives with different target groups in different countries, each one is evaluated individually. Through ongoing consultation with local partners and on-the-ground staff, projects are assessed centrally against a number of metrics relevant to the programme in question. This includes monitoring figures such as participant numbers, falls in levels of obesity, rate of youth unemployment, etc.



# Transforma Sport Festival

## Introducing local participants of all ages to the practice of sport and the values of olympism

Transforma aims to help participants discover new opportunities for the practice of Olympic and Paralympic sports and to promote community engagement with the Rio 2016 Olympic Games.



<b>Location</b>	Rio de Janeiro, Brazil
<b>Organisation</b>	Rio 2016 Education Programme
<b>Start-end date</b>	November 2014 – December 2016
<b>Target group</b>	All ages
<b>Reach</b>	1,000 – 2,000 participants per sporting introduction
<b>Partners</b>	National Federations Confederations, Local government departments for education and sport, Olympic Games facilities
<b>Key facts</b>	Since its introduction, Transforma Sport Festival has delivered a series of introductory sessions to over 30 Olympic and Paralympic sports. This has been supported by the launch of an online portal offering a host of educational material and practical guides to a number of specific groups including youth coordinators, teachers, young athletes and the public at large.
<b>For inspiration</b>	<a href="http://www.rio2016.com/educacao">www.rio2016.com/educacao</a>





## Summary

The Transforma Sport Festival involves a series of introductory events to a variety of sports which can be sampled by local community residents. People of all ages are invited to experience new sports and to discover new skills. Transforma places a strong emphasis on the Rio 2016 Olympic Games, encouraging engagement from the local community with the Games themselves. There is also an educational component, highlighting the importance of physical activity and promoting the Olympic values amongst participants. Training for programme organisers is also provided, ensuring similar events will continue to take place long after the Rio Games conclude.



## Keys to success

### Family focused

Transforma Sport Festival targets participants across all age groups. It specifically focuses on generating opportunities for different generations to share experiences through the practice of sport. The event takes place at the weekend, ensuring that as many family members as possible can attend. There is also a designated area for practice for children between 3 and 9 years old.

### Partnership with National Federations

The sports instructors that deliver the introductory courses are fully trained professionals from the national federations of the sports in question. Each instructor has the experience and technical knowledge to teach the basic rules and fundamental movements required to play the sport. These instructors are also well-positioned to identify potential talent in young participants in the unique context of their relevant sport.

### Leveraging the Rio 2016 Olympic Games

With Brazil hosting the world's biggest sport event in South America for the first ever time, the local population is eager to contribute and be a part of this landmark occasion. The Transforma Sport Festival taps into this energy to encourage local engagement with the Games, promote the Olympic values and highlight the importance of physical activity. The programme targets the Olympic and Paralympic sports that will be experienced during the Games. This ensures a positive synergy between the programme and the hosting of the Games and that a lasting impact will be generated.



## Sport for All objectives

### Foster Olympic legacy

The Transforma Sport Festival brings together Olympic and Paralympic sports that are not commonly known or practiced in Brazil, such as archery, badminton and rugby. The initiative expands the access to sports outside the “magic four” (football, volleyball, basketball and handball). In doing so, the programme attracts other groups who are less used to participating in physical activities and introduces them to other alternatives.

### Promote sport and physical activity

The programme utilises the presence of famous athletes at every edition of the Festival. These athletes actively engage with the participants, taking part in sporting demonstrations and speaking to groups. This allows them to explain the importance of sport and physical activity through the example of their own careers and personal experiences.

### Support active societies

The Transforma Sport Festival programme is organized by the Rio 2016 Education Programme. The organisers communicate directly with the 2,500 schools that are part of the programme and formally invite them to participate. This ensures that there is always a strong sense of community within the programme.

### Provide equal access to sport

Every edition of the Transforma Sport Festival offers the opportunity to experience Paralympic sports and welcome Paralympic athletes. This enables the programme to raise awareness about issues such as accessibility, respect for people with disabilities and the high level of sporting performance enjoyable at the Paralympic Games.





## How is the programme communicated?

The programme is communicated through a variety of channels. The most prominent of these is the official website which is also linked to the Rio 2016 site and partner sites, including those of the National Federations. The Transforma project is also promoted via social media, email, press releases and through visual communication on-site. Furthermore, campaigns within schools and travelling audio promotion within local areas helps to drive community awareness.

## How is the programme evaluated?

The organisers monitor and gather data on a number of key metrics surrounding the programme. These include the number of National Federations involved, the number of sports covered, the number of participants present compared with forecast, the level of media coverage, the number of athlete visits and the inclusion of new sports in sport centre curricula, amongst many others.

**“At 80 years old, the Festival gave me a fresh opportunity to practice sport. I have tried rugby, golf, archery and fencing with my granddaughter. She is 12. The entire experience made me feel more young and alive.”**

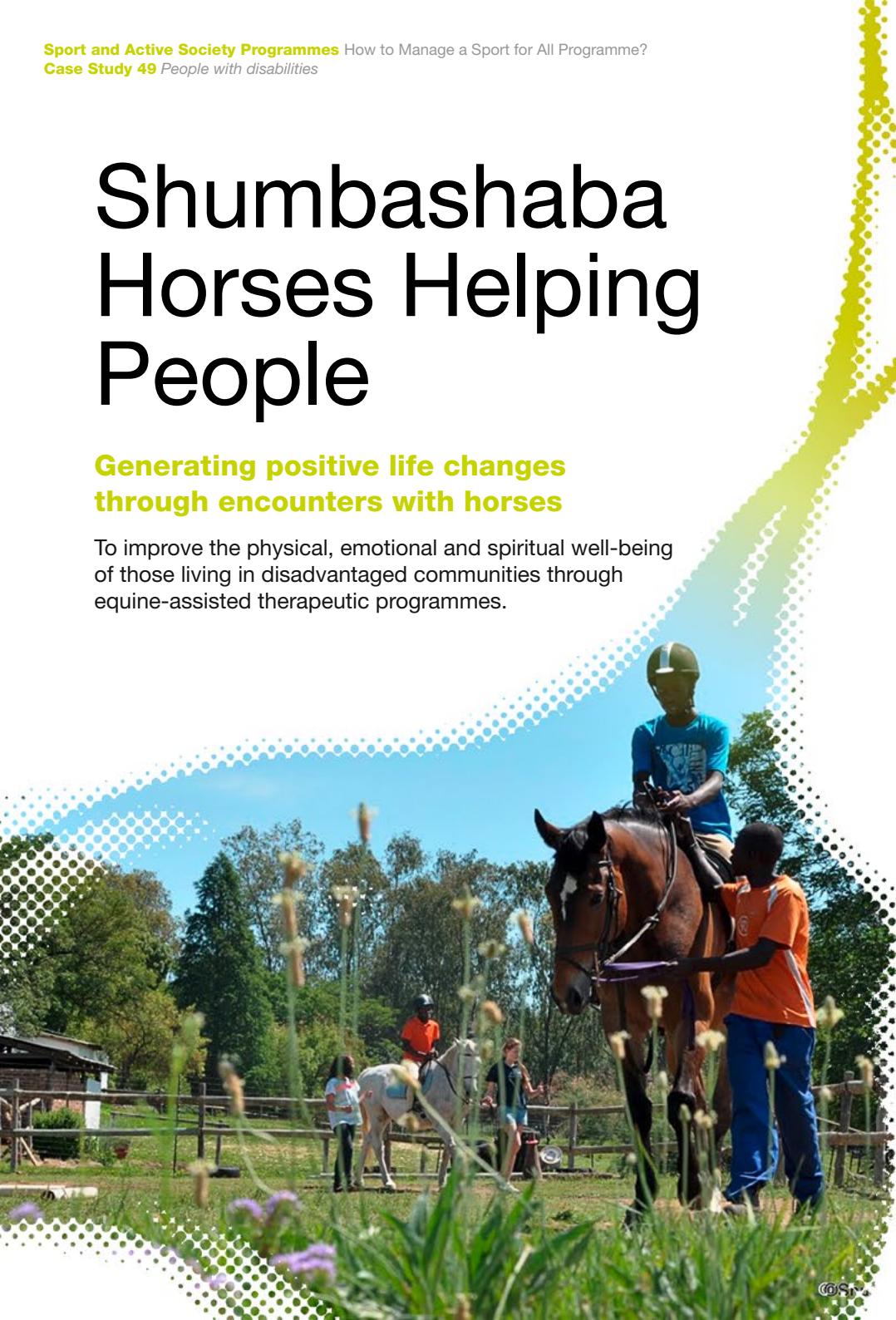
Iguatemiza Sobreira – Participant (80 years old )



# Shumbashaba Horses Helping People

## Generating positive life changes through encounters with horses

To improve the physical, emotional and spiritual well-being of those living in disadvantaged communities through equine-assisted therapeutic programmes.



### Location

Johannesburg, South Africa

### Organisation

Shumbashaba Community Trust

### Start-end date

1990 - ongoing

### Target group

Young children and young adults with a focus on youth-at-risk and those with a disability.

### Reach

To date over 5,000 people have been reached with growing numbers involved each year

### Partners

Fédération Equestre Internationale (FEI), South African Sports Confederation and Olympic Committee (SASCOC), Special Olympics South Africa (SOSA), South African Equestrian Federation (SAEF), Local Universities, Private donors, Local community organisations.

### Key facts

Shumbashaba is a not-for-profit community trust. The Shumbashaba initiative is based in Diepsloot, an impoverished township with a population of 138,329. 56% of the population are youth and young adults. Neighbouring communities have also been serviced as the reach of Shumbashaba continually expands. Research has shown that participants experience an increase in self-confidence, sense of purpose and hope for a better future.

### For inspiration

[www.shumbashaba.co.za](http://www.shumbashaba.co.za)





## Summary

Shumbashaba's Horses Helping People utilises equine-assisted programmes specifically designed to improve the physical, emotional and spiritual well-being of participants. Equine assisted therapy programmes are implemented to assist in the personal development for at-risk individuals. Equine assisted learning and education programmes impart life skills such as bully and addiction prevention and intervention and pro-social behaviour. General informal education relating to horse welfare and equestrianism as well as workshops offering volunteer training are also provided alongside technical development programmes and integrated Para-equestrian and Special Olympics events. Many of the programmes offered are based on tried and tested Equine Assisted Growth and Learning Association (EAGALA) models.

## Keys to success

### Community awareness and acceptance

Shumbashaba has placed a strong focus on instilling a belief amongst the local community regarding the benefits of its programmes. Through a combination of partnership, communication and experience, this focus has resulted in increasing demands for services within the core target area of Diepsloot but also from neighbouring impoverished townships.

### Collaboration with community stakeholders

Shumbashaba relies heavily on partnerships with other organisations active in the local community including Bona Lesedi Centre for People with Disabilities, SANCA, SADAG, Diepsloot Arsenal Development Club, Philisa Isizwe Foundation and Southern African Youth Projects. Other interested parties from both sport, commerce and social services are also regularly consulted. Over 40 volunteers help to keep the Shumbashaba programmes growing with an increasing number of participants every year.

### Commitment to evidence-based programming

The initiatives are based on proven research and evidence. This information is drawn directly from EAGALA. EAGALA has developed a host of resources in the field of equine assisted learning and equine assisted psychotherapy. These resources are heavily drawn upon to form the basis of Shumbashaba's ground-based programming, particularly personal development and life skills programmes.





## Sport for All objectives

### Promote sport and physical activity

The delivery of action-oriented programmes encourage physical literacy skills amongst participants such as rolling, jumping, cartwheels, handstands, balancing. These skills are all applied to their practice on a moving horse which develops balance and motor co-ordination. Importantly, this all takes place in a fun, outdoor, sunny environment for participants.

### Improve public health and well-being

The equine assisted personal development and life Skills programmes specifically address areas that positively impact social behaviour and mental health. Psycho-educational programmes also cover basic health care, protective behaviours and where and when to seek help. Sports programmes facilitate physical well-being through movement, improvements in balance, motor co-ordination and awareness of nutrition and weight.

### Support active societies

As well as the programme participants themselves, local school learners are given the opportunity to provide a service to the local community by engaging with the Shumbashaba project. Volunteering in the various programmes enables them to earn community outreach hours while enjoying themselves in an active and positive setting.

### Provide equal access to sport

All programmes and services are directed towards impoverished members of disadvantaged communities. This includes a specific focus on disabled sport through bringing together both disabled and non-disabled equestrian athletes in training and competitions such as the Special Olympics Unified Sports Days.





## How is the programme communicated?

Awareness of the programme is spread primarily through word of mouth. Social Media channels such as Facebook and the official programme blog and website are also utilised. The organisers participate in information sharing at service provider forum meetings and at public events and campaigns addressing the needs of young people and adults.

“The main thing I learned  
at Shumbashaba is respect;  
respect for myself, the horses  
and others.”

Wandile Vilakazi – Participant

## How is the programme evaluated?

The monitoring and evaluation of the programme is founded on the principles of Participant Action Learning. Equine assisted personal development and life skills programmes are evaluated using quantitative data obtained from pre and post-programme assessment of participants as well as from qualitative data obtained from participants throughout the programme. At the end of each full programme a group evaluation is used to inform and amend the following edition. Therapeutic riding programmes have treatment goals which are discussed and agreed upon by the client, the parents / guardians and the coach. These are evaluated on an ongoing basis.





# Sport-Up

## Promoting inclusion, integration and health of disabled youth through sport

To provide access to sport and physical activity for disabled youth and in doing so, bring them together with their non-disabled peers.



### Location

Switzerland

### Organisation

Foundation Sport-Up

### Start-end date

2009 - ongoing

### Target group

Disabled school children / young adults

### Reach

To date over 5,000 people have been reached with growing numbers involved each year

### Partners

Swiss Federal Government, Charitable foundations, Private donors, Local schools and institutions, Volunteer associations

### Key facts

Over 1'000 young people are involved in the project each year. Sport-Up also supported the participation of 34 disabled and non-disabled youngsters alongside 20,000 gymnasts from all over the world at the 14th World Gymnaestrada in 2011.

### For inspiration

[www.sportup.ch](http://www.sportup.ch)





## Summary

The Sport-Up Foundation is an independent non-profit organisation based in Switzerland. Sport-Up promotes physical activities and sports for disabled youth simultaneously integrating them with their non-disabled peers. Sport-Up also promotes awareness around disability issues and supports organisations or projects that share similar goals. Through its associated project Sportin project, the Sport-Up Foundation brings together regular and special schools for common sport days.

**"I love playing sports with the others.  
It doesn't make me feel different."**

Participant



## Keys to success

### **Sport as a common bond**

A key reason of the success of Sport-Up is to take sport as a common bond between disabled and non-disabled peers. This assists in the breaking down of barriers and thus promotes inclusion. Sport fosters values like team spirit, tolerance and respect for others and offers the possibility to overcome one's limits.

### **Different backgrounds for one goal**

The members of the Sport-Up board are drawn from different backgrounds. Each member is highly motivated to improve the general conditions and in particular the leisure time of disabled youngsters around sport and physical activity. Together with volunteers and specialised professionals, they provide a wide variety of different creative talents and skill but who share a common motivation to develop sportive encounters between disabled and non-disabled young people.



## Sport for All objectives

### Support active societies

Sport-Up focuses on engaging both public schools and specialised schools for disabled people through the Sportin project. Reaching out through schools helps to reach children and young people across the entire community, from different backgrounds and ages. Sport-Up also partners with local volunteers to assist in the delivery in the programme. This helps further increase the impact of the Sport-Up message throughout the community.

### Provide equal access to sport

Sport-Up aims to provide access to sport and physical activities for disabled youngsters. This could be by finding an individual solution for a disabled young person to participate in a sport-camp or by bringing together disabled and non-disabled youngsters for a particular event, for example. Furthermore, Sport-Up helps to finance transport costs for participants, thereby tackling one of the single biggest barriers to making sport accessible for the disabled.

### Improve public health and well-being

The educational and social integration value of sport is at the heart of the Sport-Up project. By connecting disabled and non-disabled youth through sport and physical activity, Sport-Up helps to break down barriers and foster greater understanding and equality amongst communities. This is achieved while simultaneously promoting physical activity.

## How is the programme communicated?

The Sport-Up message is spread through a host of different channels. This is achieved mainly via the Sport-Up website, local press and regular correspondence (with friends of the Foundation, partners, schools and institutions). Sport-Up also uses promotional marketing tools such as stickers, t-shirts, flags, advertising banners, badges, etc. to increase its visibility.

There are plans to produce regular activity reports, a Facebook page and a newsletter to enhance the communication of the programme.

## How is the programme evaluated?

All of the major projects operated by Sport-Up are evaluated by way of a satisfaction survey. Further feedback is obtained from input via the Sport-Up official website. The data from these sources is collected and analysed by the Sport-Up team on a regular basis and is brought forward and considered during decision-making.





# Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



## Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



## Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



## Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



## Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



## Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

# Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

**Get inspired** by more than 45 projects around the world

**Learn more** about best practices with our toolkit

**Create your project** based on proven academic research and experience of organisations

**Share your experience** and lead the way to inspire more projects

**Connect with a vast network** fueled by inspired partners

## Find more information

Sports and Active Society Programmes

A Guide to Implementation

[www.olympic.org](http://www.olympic.org)

[activesociety@olympic.org](mailto:activesociety@olympic.org)