

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.



Location	Shenzhen City
Organisation	IAAF Regional Development Centre (RDC)–Beijing
Start-end date	April 2011–March 2014
Target group age	7–12 years old
Reach	Estimation of 240,000 children by March 2014
Partners	The programme is jointly supported by the Education Bureau of Shenzhen Municipality, Chinese Athletics Association, Tianlianyangguang Sport Development Company Ltd, IAAF RDC · Beijing and sponsored by Nestlé
Key facts	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.
For inspiration	www.iaaf.org/development/school-youth



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

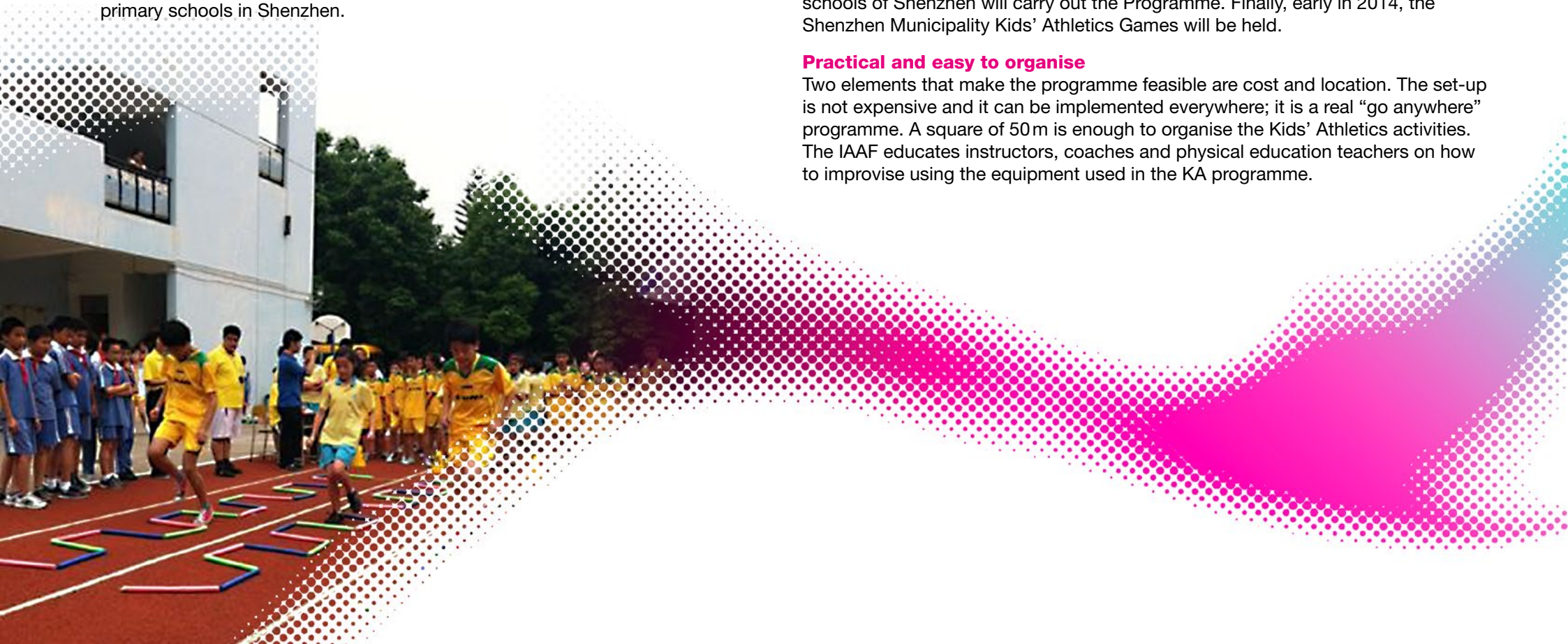
The IAAF Kids' Athletics Programme in Shenzhen is successful because of the cooperation between International and National Federations, the government and the private sector. This multi-sector collaboration and support gives the programme a sense of unity and different skills to share.

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.

How is the programme communicated?

Through local newspapers such as the Shenzhen Daily and Shenzhen Jingbao Newspaper. Also, the web site: 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





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
- activesociety@olympic.org