



SUOMEN  
OLYMPIAKOMITEA

## CHILDREN AND YOUTH SPORT IN FINLAND

### ”SOME HIGHLIGHT’S” FOR ERASMUS+SPORT / FINNISH ATHLETICS GROUP

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## **Part 1:**

Strategy 2024, Club development Philosophy, Star Club quality system

Bigger Picture / Development work in "Children and Youth Sporting Pathway"

Main contents for policy and development work

- 10 Golden Principles of positive sport / iCK Pledge today
- Responsible exercise and sport

## **Part 2:**

Small Kids sport, Kids Move / Finnish Hobby Model

Working on with Finnish "Athletic Skills Model" for U5-U12

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## **Part 3 / Possible extras...**

Sport Academy programme for U13-



# Strategy 2021-2024

## More members in Clubs

### Seurojen jäsenmäärä kasvaa

1. Seuratoiminnan johtaminen vahvistuu ja laatu paranee
2. Seuratoiminta mahdollistaa kasvamisen urheilijaksi ja liikunnalliseen elämäntapaan
3. Seuratoiminnan työntekijä- ja ammattiuurheilijamäärät kasvavat vapaaehtoisten rinnalla

## Digitalisation, good use of data...

1. Digitalisaatio muuttaa urheiluyhteisön arjen helpommaksi ja kustannustehokkaammaksi
2. Digitaalisten palveluiden laaja käyttö tuottaa laadukasta dataa
3. Liikunnan ja urheilun päätöksenteko perustuu datan hyödyntämiseen

Hyödynnämme ja edistämme digitalisaatiota

Vaikutamme laajan liikuntakulttuurin puolesta  
Vahvistamme osaamista  
Toimimme vastuullisesti

## Succesfull Elite Sport

### Suomalainen huippu-urheilu menestyy

1. Ammattilaisuus huippu-urheilussa kasvaa
2. Saavutamme olympialaisista 10 mitalia + 20 pistesijaa ja paralympialaisista 10 mitalia + 15 pistesijaa. Pelaamme säännöllisesti jääkiekon ja salibandyn MM-mitaleista ja globaalien joukkuepelien (jalkapallo, lentopallo, käsipallo, koripallo) EM- ja MM-lopputurnauksissa.
3. Suomi on laaja-alaisissa huippu-urheiluvertailuissa (GSN/WRCES) maailman 20 parhaan valtion joukossa sekä kärkeä asukasluvuun suhteutettuna

## Olympiakomitean onnistumisen edellytykset

Rakennamme laaja-alaista yhteistyötä seuratoiminnan edellytyksien kehittämiseksi

Kasvatamme liikunnan ja urheilun yhteiskunnallista ja taloudellista merkitystä

Teemme vaikuttavaa viestintää liikunnan ja urheilun arvostuksen lisäämiseksi

Selkiytämme huippu-urheilun johtamisen



# Suomen suurin kansanliike

SEURATOIMINTAAN  
OSALLISTUU  
ERI TAVOIN

1,8  
MILJOONAA  
IHMISTÄ

HARRASTAA  
LIIKUNTAA  
JA URHEILUA  
SEURASSA

n. **60 %**  
lapsista ja nuorista  
(7–15 v.)

**13%**  
aikuisista (15–74 v.)

Adults. BIG Potential!

500K Voluntarworkers  
in Sport Clubs!

VAPAAEHTOISTYÖTÄ  
TEKEE SEUROISSA  
**500 000** ihmistä

TYÖN ARVO  
**700** miljoonaa euroa

Value over 700  
million.

# Tuemme urheiluseuroja kehittämisen ja johtamisen polulla

Supporting 800 SportClubs to develop with StarClub programme.

# 800

URHEILUSEURAA  
KEHITTÄÄ TOIMINTAANSA  
TÄHTISEURA-OHJELMAN  
AVULLA

MUKANA

45 LAJILIITTOA

15 LIIKUNNAN  
ALUEJÄRJESTÖÄ

TÄHTISEURAT

Lähes 600 TÄHTISEURASSA

yli 300 000 JÄSENTÄ



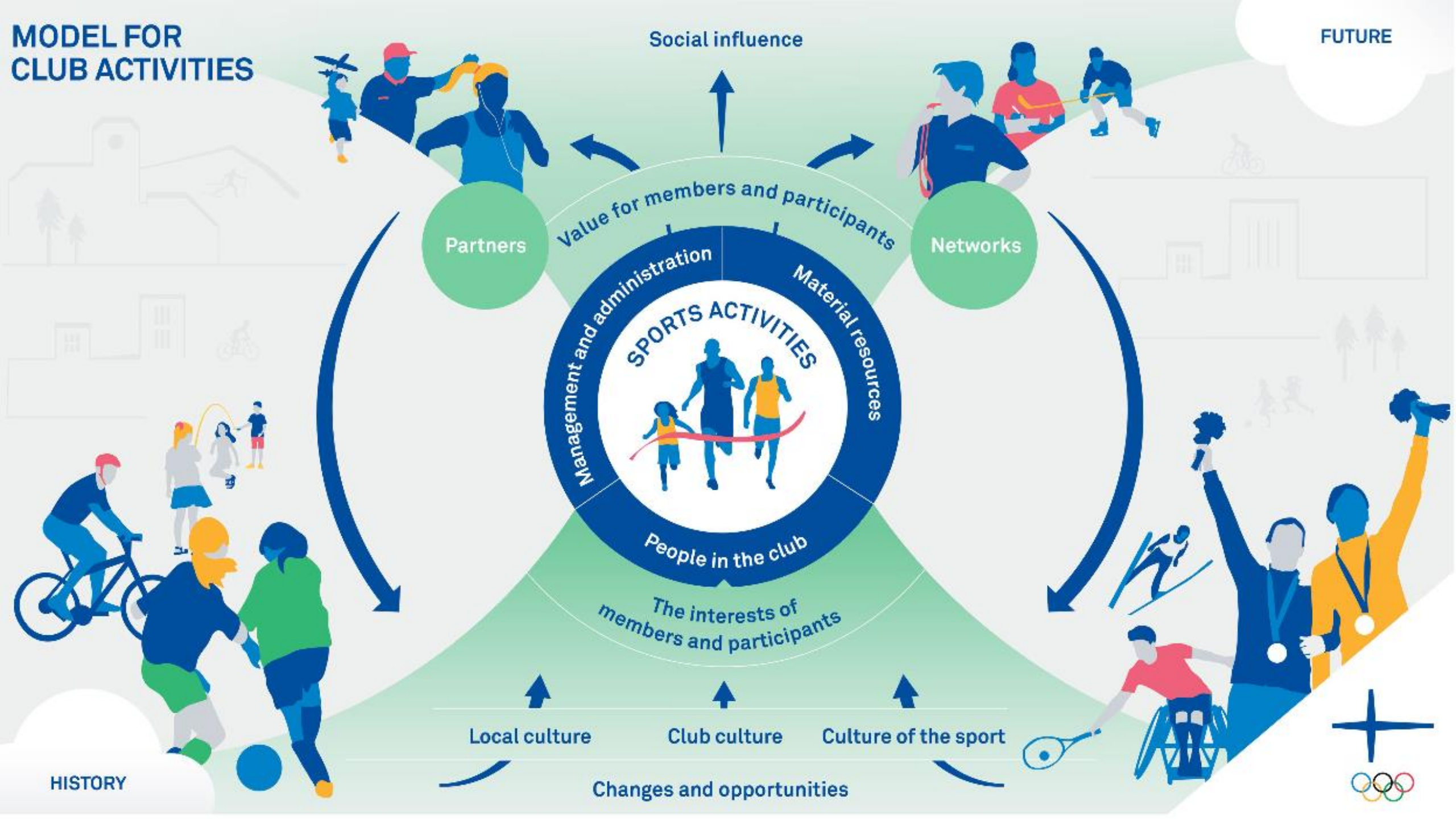
LAJILIITOT  
LAPSET JA NUORET  
AIKUISET  
HUIPPU-URHEILU





# MODEL FOR CLUB ACTIVITIES

FUTURE





# Star Club Quality Programme

## + QUALITY FACTORS COMMON TO ALL

- + Management and administration (management, administration, communication and marketing)
- + Sports activities (the path of athletes and recreational participants, coaching policy)
- + People in the club (resources and community spirit)
- + Material resources (finances and conditions)



# National Campaign for "Club Hearts" ♡







# Development work in "Sporting Pathway"

Working  
Draft

5  
Small Kids Sport

0-5v.

5  
Kids Sport  
Kids Movement

6-10v.

5  
Youth Sport  
Youth Movement

11-15v.

16-20v.

STAR CLUB - QUALITYPROGRAM

STAR CLUB - QUALITYPROGRAM



**LASTEN  
LIIKE**

Olympicday



Suomen  
URHEILUAKATEMIAT

FINNISH HOBBYMODEL (GOV)

Guidelines for Children and Youth sport  
Finnish Athletic Skills Model for Children 5-12  
E-LearningArena: Welcome to be a coach, Responsible Coach, Olympism

# Contents for policy and development work

- + **EXCELLENCE FOR CHILDREN 'S AND YOUTH' S ACTIVITIES**  
Development of sports and exercise for children and young people  
Sport and exercise - sports education and giving to life

- + **10 QUALITY PROMISES(iCoachKids Finnish version)**  
Quality promises in sport and exercise for children and young people –

- + **OBJECTIVES AND DEVELOPMENT MEASURES FOR DIFFERENT AGES AND LEVELS**

Objectives and development measures at different stages of the path

0-5 - year olds Exercise for young children

- 6-10 - years old Children's exercise and sports
- 11-15- year olds Youth Exercise and Sports - Phase I
- 16-20 - year olds Youth Exercise and Sports - Phase II

- + **PRIORITIES FOR QUALITY WORK**  
Responsible exercise and sport  
Joy, enthusiasm, passion - motivating factors  
Development of children's and young people's physical activity and sport  
Qualitative and determined training  
Activities open to all, multiculturalism / intercultural competence  
Supporting talents  
Competitive activities for children and young people  
Coaching culture

- + **RESPONSIBILITIES, ROLES AND OUTLOOK FOR THE DEVELOPMENT OF THE OPERATING ENVIRONMENT**

Sports associations  
Good clubs and club leaders - Star club program to support development work!  
Family and parents  
Municipalities, schools, early childhood  
Society in support of operators and development

- + **KNOWLEDGE BASE FOR DEVELOPMENT WORK**  
Researched information - starting points for development - current status and trends  
Expert work



PLEDGE

The ICOACHKIDS Pledge

## Working on with iCoachKids Finnish version

Quality promises in sport and  
exercise for children and young  
people –





# Responsible exercise and sport

## Responsible Coach E-Learning Course – "Driving licence" for Coaches



### Valmentajilla on väliä

Valmennuksen perusta:

- Hyvän valmennuksen periaatteet
- Valmentajan roolit ja tehtävät urheilijan ja liikkujan polun eri vaiheissa



### Valmentajan vastuullisuuskenttä

Valmennuksen raamit:

- Urheilua ja liikuntaa ohjaavat säännöt



### Turvallisuus valmennuksessa

- Fyysinen, henkinen ja sosiaalinen turvallisuus
- Epäasiallinen käytös urheilussa ja liikunnassa



### Kurssin yhteenveto

- Kertaus ja itsearviointi
- Valmentajan sitoumus
- Todistus
- Kurssipalaute

**New E-learning course!!**

1. Good Coaching, 2. Rules for sport, 3. Safety in Sport, 4. Commitment to be a responsible Coach.



**What are Your main thoughts  
about first part?  
Questions?**







# ***LASTEN LIIKE***

## **OUR VISION**

**To make it possible for each child to be able to participate in an accessible and high-quality sports hobby.**





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**LASTEN  
LIIKE**

Symbol for accessible and ja  
high-quality sport hobbies for  
kids  
Especially after School activities!

In co-operation  
Finnish Olympic Committee  
Finnish Paralympic Committee  
Regional Sport Federations

# Challenges which we face

**2/3**

Children don't get  
enough movement



of youngsters  
becoming  
marginalized could  
be prevented with  
increasing physical  
activity

1. The level for arranging and assuring high-quality sport hobbies for kids is not encompassingly equivalent throughout Finland.
2. Communication and terminology differs and parties may not know how to describe it correctly.
3. Instructions may lack of competence to face all kinds of kids equally.

Due to immobility the costs and losses  
in Finland are

**OVER 3** MRD€/YEAR





# LASTEN LIIKE

## Solutions which we offer

1. Lasten Liike concept and symbol help municipalities and sport clubs...
  - ...arrange equivalent and high-quality sport hobbies and communicate about them.
  - ...lift their competence and know-how.
  - ...help families to find quality hobbies.
2. Lasten Liike offer everything ready to use:
  - **Terminology + communicational and marketing materials:** Within Lasten Liike concept it is clearly described how to tell about high-quality sport hobbies and provides information what kind of it needs to be and what to include in order to be accessible and open for all kids.
  - **Quality promise:** Lasten Liike provides a promise of the standards taken care of and works as symbol for families to find quality sport hobbies.
3. Lasten Liike training for coaches and instructors assures the competence and know-how. The training is mandatory for those who want to use Lasten Liike symbol.



## Lasten Liike symbol can be used when...

1

**The organisers commit to the Lasten Liike Quality Promise**

As it is named, quality promise is a promise for the families of a high-quality sport hobby to which their child can safely participate no matter how physically active they have previously been. The promise can be used by any sport, it is general and not tied to any certain type of physical movement.

2

**The instructors have participated to the Lasten Liike training**

It is mandatory for each instructor to participate to Lasten Liike –training provided by regional sport federations. The training emphasizes in accessible, open to all sports and how to organize them. There are two levels of the training: 1. young and new instructors and 2. experienced coaches and teachers.



# Lasten Liike Quality Promise

**LASTEN  
LIIKE**

**1.**

**Joy and excitement are the most important elements.**

In the core are the children. They are involved in the content planning. The level of each child's know-how is observed and they are provided tasks which they can perform with joy.

**2.**

**The instructor's competence is assured with the training.**

The instructor understands her role as role model and the importance of her actions as motivator to establish life-long inspiration for healthy lifestyle. The instructor has competence involve each child in their own level.

**3.**

**Hobbies are planned and organized with high-quality standards.**

When planning the hobbies accessibility and equality are closely taken into account. Clear information is provided to the families about the facilities and content.

# Everything ready to be used

## All materials

[www.olympiakomitea.fi/harrastusmateriaalit](http://www.olympiakomitea.fi/harrastusmateriaalit)

## Lasten Liike logo, guide, terminology, etc.

<https://olympiakomitea.kuvat.fi/kuvat/MEDIAPAN/KKI/Lasten+liike/>

## Lasten Liike webpages

[www.olympiakomitea.fi/lastenliike](http://www.olympiakomitea.fi/lastenliike)







# Next target!

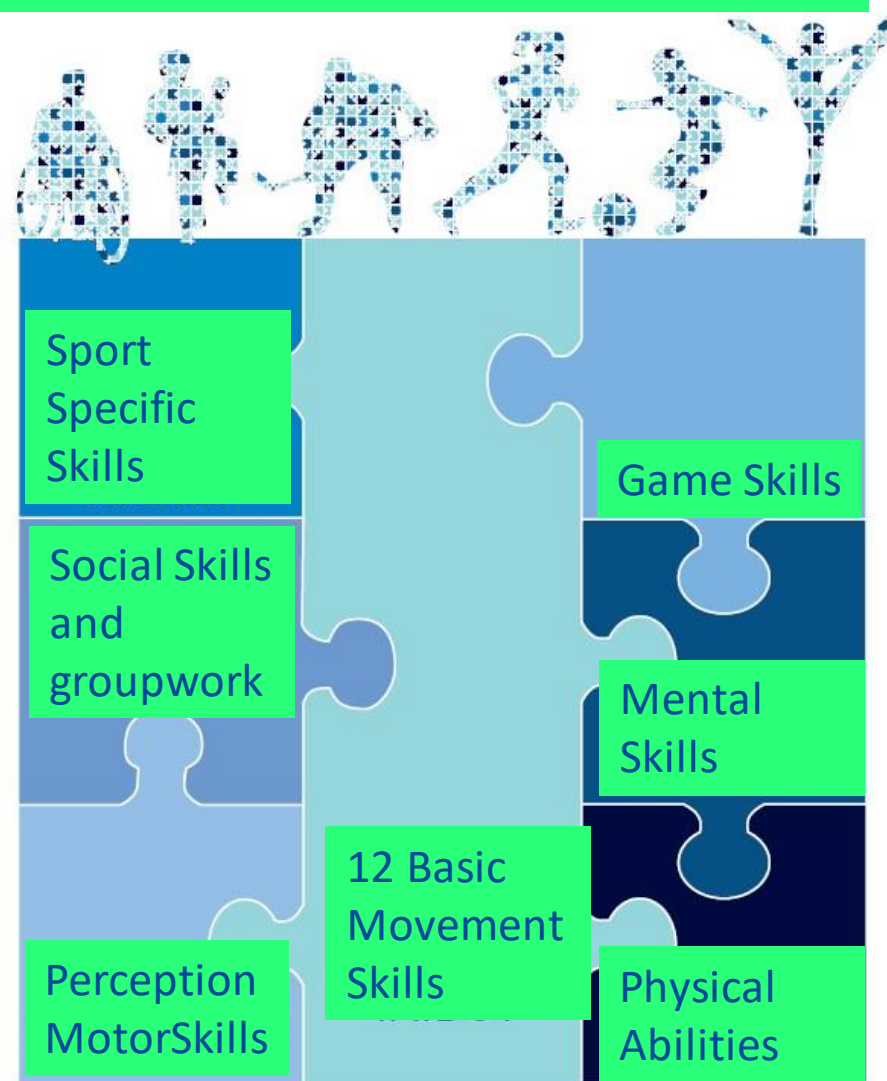
+ More Skillfull and Fitter Children  
whit a good "sporting selfconfidence" 



Our New  
Project 2021-  
2022 with  
Federations!

# “Finnish Athletic Skills Model” for 5-12 years old

PUZZLE OF CHILDRENS ATHLETICISM  
AND SKILL ABILITIES





# Benchmark list...

- + Athletic Skills Model: <https://www.athleticskillsmodel.nl/en/about-asm/>  
<https://www.athleticskillsmodel.nl/en/home-en/>
- + Youth Physical Development Model : <https://youtu.be/01Mge4aqsSw>
- + Taitoc [www.taitoc.fi](http://www.taitoc.fi)
- + Kasva urheilijaksi: <https://www.kasvaurheilijaksi.fi/>
- + Multi Skillz <https://www.multiskillz.com/en>



Questions?

