A Presentation by:

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Children and Sport

- Leadership in giving children the gift of sport.
- Overweight and Obesity affects 1,000m people.
Average 14yr nearly 4 stone heavier than their grandparents. (University College Cork – February, 2009)


Cuts 2-4 years off person’s life. (Oxford University Report, March, 2009).
Price of Obesity

- Up to 8% of overall healthcare budgets. *(World Health Organization)*.

- Affects economic output as severely as malnutrition. *(World Bank)*.
The Olympic Promise

• “Teaching Youth Through Sports”.
  • Havana Declaration.
  • Time for Urgent, Real Action!
Youth Activities

- European Youth Olympic Festival.
- Youth Olympic Games.
- Resolution on the Role of Sport in Education.
- EOC Samsung Schools Programme.
New Thinking Required

- Growth of Digital Media.
- Need for Inclusivity.
Social Networking Through Sport

• Sharing the Joys of Sport.

• New Ways to Engage Young People.
The Digital Revolution

- ‘Active Networking’ online.
- Potential to educate and build confidence.
- Conduit to Club Participation.
New Strategies for Recruitment
• Capitalise on the Youth Olympic Games.

• New ways and innovative ways of building sports participation among children.
Lessons learned young, last a lifetime!