

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.



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



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.

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.



“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



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