

GOOD PRACTICE

Sport for All: Movement for Children



City
Slagelse

Country
Denmark

Mission
Increase participation in sports and physical activity among children

Target Group
Children aged 0 -15, schools and daycares

Highlight
A successful development and implementation of three complementary, high value projects that involve many actors and stakeholders based in the city setting.

Timeframe
On-going

Budget
€ 270 000 per year



Background

- Danish children become increasingly less physically active;
- Less than half of the children aged 11 - 15 meet the Danish Ministry of Health recommended guidelines of physical activity (1 hour a day);
- Not more than 63% of the 11 – 15 years old are members of a sports club;
- Between 13 and 15 years old, the percentage of children that define themselves as physically active decrease from 90% to 75%.

In order to reverse this downward spiral in relation to the health standards across the Slagelse Municipality, three complementary projects focusing on Sport for All and movements for children have been developed and implemented.

Objectives

- The objectives of the “Movements for children” projects are the following:
- To improve health for children in Slagelse in general;
- To increase the pupils’ academic level at school through exercise;
- To strengthen the cooperation and coordination between the different institutions, schools and organizations in Slagelse
- To help the pupils develop good social relations through common physical activities;



- To motivate all children and young people to stay physically active throughout their life - and to do it with pleasure;
- To increase the time spent on physical activity at school to 1 hour per day;
- To recruit pupils to the local sports clubs;
- To motivate children unfamiliar with sport to be active.

Project 1: Activity in Day Care Centres (children aged 0 – 6)

Aim

To develop and stimulate the movement culture in Slagelse Day Care Centres.

Contents

- Year-long training (action learning and courses) of the centres and their staff;
- Inclusion of Traditional Sports and Games;
- Certification of the day care centres as “Movement Institutions” (4 - 5 in a year, on a voluntary basis).

Project 2: Exercise in School (children aged 6 – 15)

Aim

- To get children move at least one hour a day;
- To qualify teachers to develop more physically active school days.

Contents

- Training (courses and action learning) of 2 persons per school;
- Provision of “guides” during school times, that help schools develop active school days;
- Development of a movement network;
- Kids volleyball in all schools.

Project 3: Teen Move (children aged 13 – 15)

Aim

- To maintain the level of physical activity among the pupils;
- To get the pupils interested in physical education,
- To have them join sport clubs;
- To focus especially on girls in general and physically inactive boys



Contents

- 2 years program targeting the 7th grade in 3 schools (total of 10 classes);
- Six mandatory lessons of physical education a week (instead of two);
- Classes taught by highly experienced teachers and coaches ensuring a very high and broad ranged level in activities.

Cooperation and Partnerships

The three projects are implemented and developed in cooperation with the Nordea Bank Fund and the Danish Ministry of Culture. 100% of the budget is provided by the Leisure Department of the City of Slagelse.

The full delivery and implementation of the projects is ensured by comprehensive cross-sectoral partnerships that gather the following institutions:

- The Slagelse Municipality (Health, Leisure and School's Departments)
- The Ministry of Culture;
- Gerlev Idrætshøjskole og Legepark;
- Schools;
- Sport clubs and organizations;
- Sport materials' retailers;
- The University of Southern Denmark
- PhD students
- The Danish Cancer Society
- Skolesport.

Key success factors

- The strength of the projects rely on:
- Their coordination in cooperation with all the above mentioned stakeholders;
- The initial mapping of the already existing activities;
- The coherence of the offer to children from 0 to 15 years old;
- The education and training of the involved staff at schools and day care centres, which will help for future projects;
- The Movement network, which helps the cooperation to last longer;
- The employment of a coordinator/consultant on Sport for All at the Municipality Level;
- The variation in the proposed activities and the cooperation between many parts (clubs and facilities/infrastructure);
- The focus on developing or maintaining the joy of moving for all, and not on "results";



- The general high qualification of the local professionals, when possible.

Furthermore, the people involved in the projects have had opportunities to put forward new ideas.

Key Outcomes and Results

Through the 3 projects, the City of Slagelse has achieved the following outcomes:

- A lot of teachers, day care workers and children can see and experience the value of physical activity;
- The politicians now acknowledge the importance of physical activity. They provide the right financial support to maintain these valuable programs and also create new projects focusing on different groups;
- Overall, these Sport for All focused projects have led to new audiences among children and young people. Many have experienced a wide range of new opportunities, enjoying sports and. Play, social cohesion, creativity, fun and movement have been the key elements;
- Awareness on how important and fun it is to be active has been raised.

In future projects, more focus will be put on the education and training of physical education teachers.

2015 projects will include:

- Motor skill training in schools;
- Introduction of new sports for teachers in physical education;
- Kick starters and game boosters - Active breaks;
- Sports club mentors;
- Sports library;
- Move towards a job and move in your spare time.

More information:

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