

Olympism and Youth



A Presentation by:
Patrick Hickey

Children and Sport



- Leadership in giving children the gift of sport.
- Overweight and Obesity affects 1,000m people.

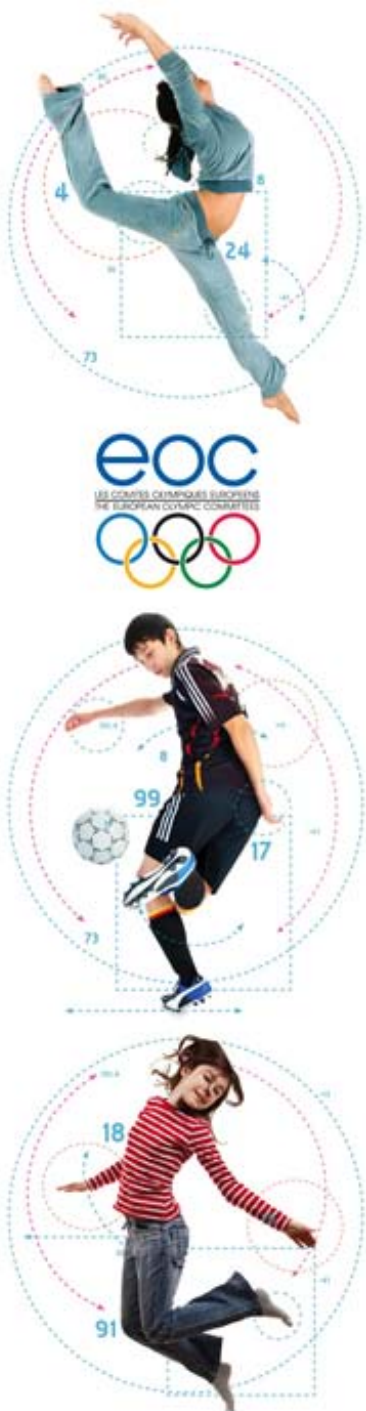
Obesity Facts



Average 14yr nearly 4 stone heavier than their grandparents. *(University College Cork – February, 2009)*

First generation with declining life expectancy. *(New England Journal of Medicine).*

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.

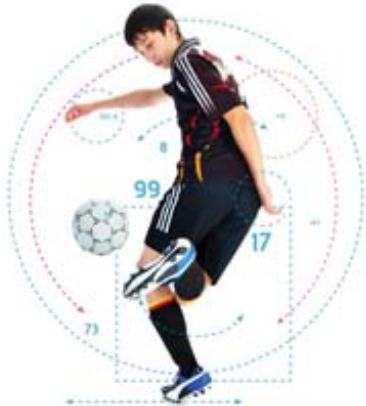


Social Networking Through Sport



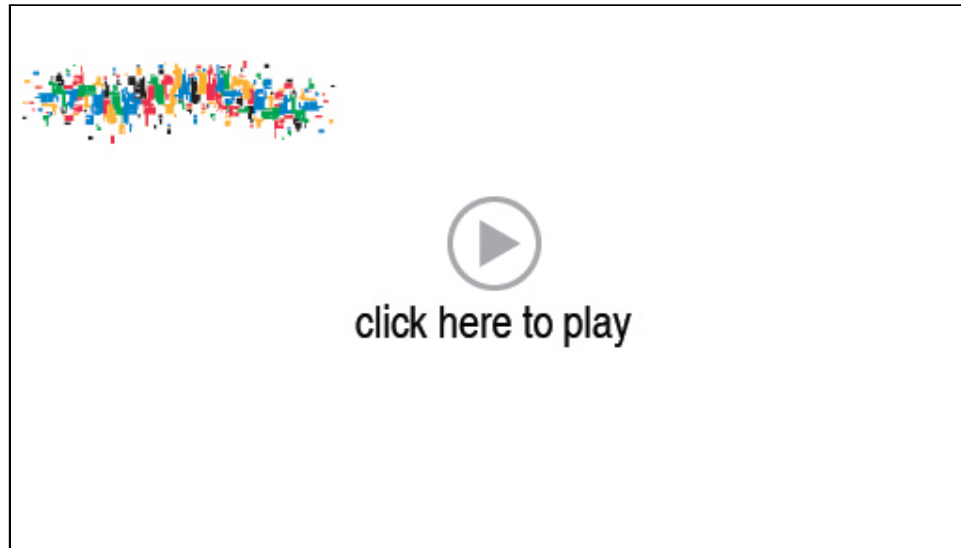
- Sharing the Joys of Sport.
- New Ways to Engage Young People.

The Digital Revolution



- 'Active Networking' online.
- Potential to educate and build confidence.
- Conduit to Club Participation.

New Strategies for Recruitment



Next Steps



- Capitalise on the Youth Olympic Games.
- New ways and innovative ways of building sports participation among children.

Key Point



Lessons learned young, last a lifetime!



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