



**Joy on the move**

**NUORI  
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VEIKKAUS  KESKO



## Children and young people on the move

Children have a natural tendency to move. A child that is physically active will grow into a physically active adult. Physical activity offers joy and supports well-being and healthy self-esteem, while also developing social and learning skills.

The Young Finland Association wants to encourage every boy and girl to get on the move and enjoy sports and exercise!

Physical activity is of paramount importance in the growth and development of children and young people. It is recommended that under 13-year-olds should engage in varied physical activities appropriate for their age for at least two hours every day and 13-to-18-year-olds at least one to one and a half hours a day. However, only half of children and young people get sufficient amounts of exercise to be beneficial for their health. This may have serious repercussions in the long run.



## Young Finland Association – joy on the move

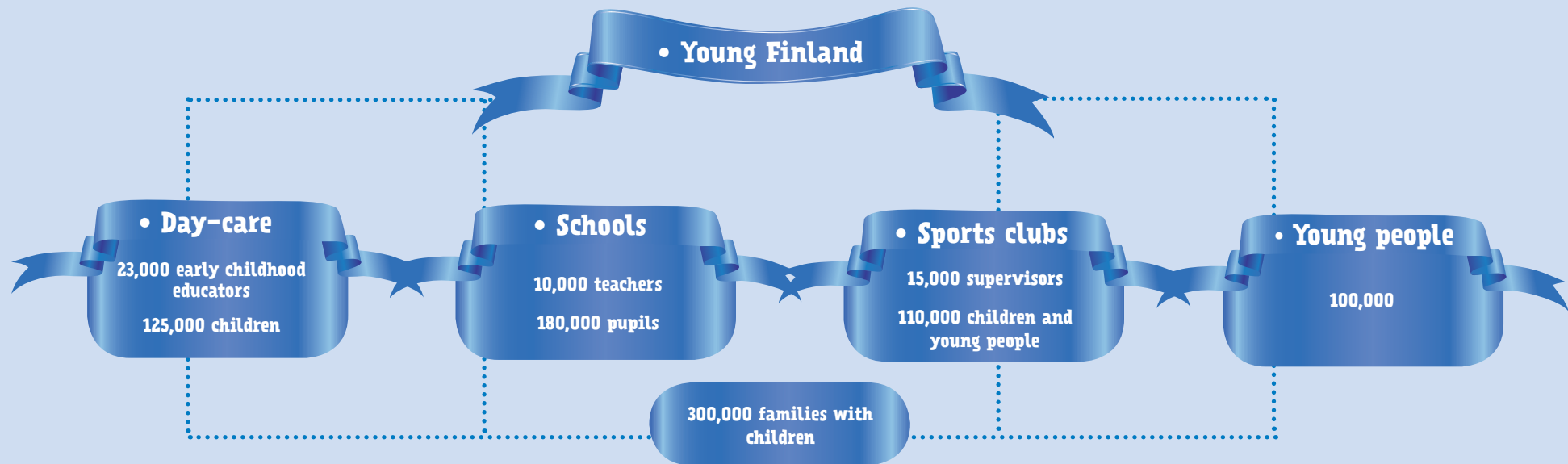
The task of the Young Finland Association is to promote the well-being and quality of life of children and young people through physical activity and sports. The aim is to:

- encourage every child and young person to get enough exercise every day, and
- offer every boy and girl opportunities to engage in inspiring and beneficial physical activities and sports.

## Nuori Suomi – Young Finland Association

The activities of the Young Finland Association first started in 1987 as a programme to enhance and diversify sports club activities aimed at children and young people.

- The Young Finland Association was established in 1993
- Operations expanded in the 1990s to involve day-care centres and schools
- Membership comprises 54 national sports organisations
- The annual budget is around EUR 5 million
- The number of staff is 30
- The main sponsors are Kesko, OP-Pohjola Group and Veikkaus, the Finnish National Lottery



#### Young Finland member organisations

- AKK-Motorsport ry
- Finnlands Svenska Idrott FSI rf
- Finland Aikikai
- American Football Association of Finland – SAJL
- Finnish Shooting Sport Federation
- Finnish Biathlon Association
- Finnish Billiards Association
- Finnish Golf Union
- Finnish Ski Association
- The Finnish Aeronautical Association
- ITF Taekwon-Do Finland
- Finnish Archery Association
- Finnish Judo Association
- Finnish Ice-Hockey Association
- Finnish Bandy Federation
- Finnish Canoe Federation
- Finnish Karate Federation
- Finnish Rinkball Federation
- Finnish Bowling Federation
- Finnish Kennel Club
- Finnish Basketball Association
- Finnish Volleyball Association
- Finnish Central Association for Recreational Sports and Outdoor Activities
- Finnish Volleyball Association
- Finnish Speed Skating Association
- Finnish Fencing Association
- Finnish Multicultural Sports Federation
- Finnish Motorcycling Federation
- Finnish Boxing Association
- Finnish Wrestling Federation
- Finnish Weightlifting Union
- Football Association of Finland
- Finnish National Baseball Association
- Finnish Yachting Association
- Cycling Union of Finland
- Finnish Table Tennis Association
- Equestrian Federation of Finland
- Finnish Ringette Association
- Finnish Floorball Federation
- Finnish Rowing Federation
- Finnish Squash Association
- Badminton Finland
- The Finnish Orienteering Federation
- Finnish Taekwondo Federation
- Finnish Taido Association
- Finnish Figure Skating Association
- Finnish Dance Sport Association
- Finnish Tennis Association
- Finnish Swimming Association
- Finnish Athletics Federation
- Finnish Divers' Federation
- Finnish Sports Association of Persons with Disabilities
- Finnish Gymnastics Federation
- Finnish Boating Association



## Children in day-care

Small children need physical activity for no less than two hours a day. The activities need to be fun, diverse and appropriate to the stage of each child's development.

Most Finnish children under the age of seven are in day-care. At this age, children are undergoing the key years in the development of their motor skills. Therefore, physical activities should be an integral part of their daily programme at day-care.

Young Finland Association in day-care

- organises an annual activity campaign reaching 125,000 children
- under the age of seven and their families and 23,000 early-childhood educators
- organises a family adventure event reaching 100,000 children and their families and 17,000 early-childhood educators
- supports early-childhood educators' initiatives and competencies through training, meetings, seminars and the various services offered
- promotes the development of facilities for physical activity by offering expert consultancy and providing versatile exercise equipment packages



## Children and young people in schools

Primary school children require at least two hours of physical activity every day, and secondary school children require about one and a half hours.

In promoting the daily physical activity of children and young people the overall structure of the school day is crucial: school trips could be made on foot or bike, with breaks spent doing physical activities, while teachers can use physical activities as a tool for teaching in various subjects, and after-school activities should offer opportunities for exercise.

Young Finland Association in schools

- carries out annual campaigns, such as the Muuvit Adventure, reaching 180,000 primary school children and their parents and 10,000 teachers
- supports teachers', head teachers' and supervisors' initiatives and competencies through communications, meetings, training and the various services offered

- offers models for organising physical activities for club supervisors
- promotes the development of facilities for physical activity by offering expert consultancy and providing versatile exercise equipment packages.





## Children and young people in sports clubs

Sports clubs are the most popular form of organised free time activity among children and young people. Nearly one half of 7-to-18-year-old boys and girls are involved in a sports club. Even more children and young people would like to join such activities.

The Young Finland Association subscribes to the principle that every child and young person should have access to sports that motivate them and support their growth and development. They should meet sufficient standards both in quantitative and qualitative terms, and be diverse and offer new experiences and challenges.



Young Finland Association and sports clubs

- support the establishment of new groups to allow more children and young people access to sports club activities that suit their needs
- support coaches' and supervisors' initiatives and competencies through, for example, training
- support the work of more than the select 500 Seals clubs, top-quality clubs
- support sports federations and clubs in the quality assurance of the activities of children and young people.

## It's time to make your move

Young people between 13 and 18 years of age should engage daily in at least one and a half hours of varied physical activity suitable for each person's development. As children approach puberty, they tend to reduce the amount of exercise they take. Among 15-to-16-year-old boys, more than 30% of boys (40% among girls) spend less than one hour of their free time per week on physical activity.

Your Move is part of the activities offered by the Young Finland Association targeted at children aged 13–19. The aim of the programme is to increase the amount of physical activity that teenagers engage in and to encourage teenagers to take the initiative in creating exercise opportunities for themselves. It is not important how you move, as long as you move.

The Young Finland Association

- will have carried out a minimum of five regional and approximately 500 local sports and physical activity events by the end of 2011; organised jointly with young people, the events will involve approximately 100,000 participants
- will organise the Your Move 2011 Grand Event jointly with the Finnish Sports Federation and member federations involving 50,000 young participants
- promotes young people's physical activities through the Internet and social media, (yourmove.fi, IRC-Galleria's Your Move community and Facebook)

- promotes the physical activity of secondary school students through, for example, competitions.

### Children and young people in their home surroundings

To encourage children and young people to independently be physically active requires a wide range of attractive sports facilities that can be freely and easily accessed. The provision of local sports facilities is one of the main focus areas of the Government's sports facility strategy.

When designing and developing local sports facilities, special attention should be paid to the facilities in the vicinity of schools and day-care centres.

Nuori Suomi –  
The Young Finland Association

- supports the building of sports facilities through research and development activities in addition to training and expert consultancy services
- maintains an online databank on sports facilities.



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