

Kids & Youth News

N.13 — MAY 2012

IAAF and Nestlé sign major Kids Athletics Agreement

Kids and Youth Athletics Development:

- IAAF five year sponsorship with Nestlé for Kids' Athletics
- IAAF / Nestlé Kids' Programme developing fast



Starting in January 2012, Nestlé became the main sponsor of the Kids' Athletics programme – set up by the International Association of Athletics Federations (IAAF) in 2005 - for the next five years.

Nestlé will fund further worldwide development of Kids' Athletics, which is one of the biggest grassroots development programmes in the world of sports and which reached a cumulative au-

dience of 1.5 million children across 100 territories by the end of 2011.

"IAAF Kids' Athletics is one of the central pillars of the IAAF Athletics' World Plan, our association's strategic policy which, as we celebrate the IAAF Centenary in 2012, is designed to ensure that the sport of Athletics and its world governing body are fit and ready for the tasks of the next 100 years," said IAAF President Lamine Diack.

"Our five year sponsor-

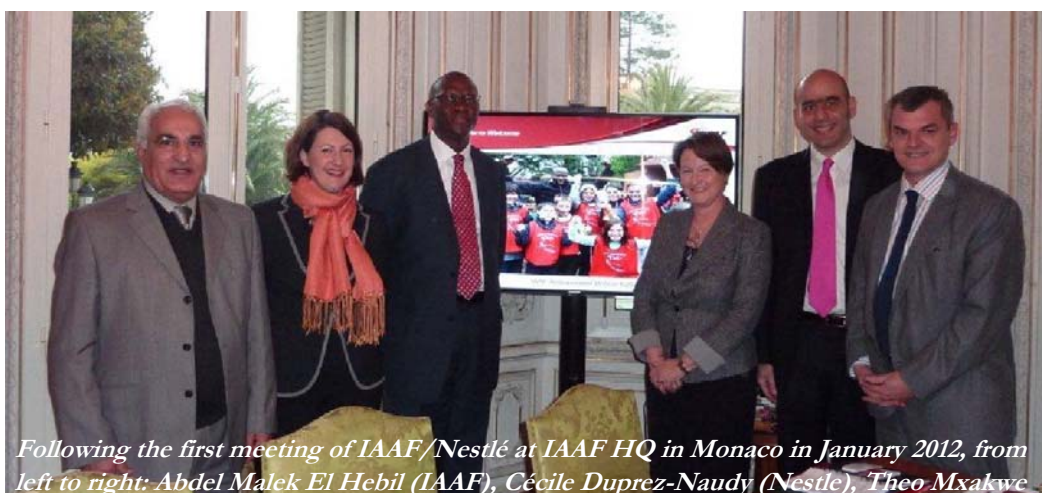
ship with Nestlé, a company with a global reputation in nutrition, health and wellness, will help to ensure that the central goals of IAAF Kids' Athletics are not only met but enhanced. It will allow Athletics to reach out to millions more kids to encourage them to take up a healthier lifestyle."

The new sponsorship will allow the IAAF to organise additional courses for lecturers and coaches and eventually to reach a larger number of children in existing or new markets.

The programme has already been launched since February 2012.

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Following the first meeting of IAAF/Nestlé at IAAF HQ in Monaco in January 2012, from left to right: Abdel Malek El Hebil (IAAF), Cécile Duprez-Naudy (Nestlé), Theo Mxakwe (Nestlé), Janet Voute (Nestlé), Essar Gabriel (IAAF) and Nick Davies (IAAF)

First Lecturers' Course launched in Ukraine



Group photo after the Kids' Athletics Competition in Donetsk, Ukraine

Donetsk, Ukraine - The first **IAAF/Nestlé Kids' Athletics Lecturers Course** was launched in Donetsk, Ukraine, from 9-12 February, with 22 participating coaches and physical education teachers - among them Iryna Lishchynska, the Olympic silver medalist in the 1500m in Beijing - representing all the Ukrainian regions.

The three-day course comprised theory, practical sessions and workshops. The participants had been actively involved in the course and the organisation of the Kids' Athletics competition.

IAAF Vice President Sergey Bubka paid a visit to the participants and attended the Kids' Athletics competition accompanied by the Nestlé Local representative. He delivered an inspiring speech to the kids and autographed all the Kids' Certificates. As usual, at the end of the competition, every kid received his certificate and a kit of gifts offered by Nestlé.

The course was successfully conducted by Malek El Hebil, an IAAF Senior Manager and one of the developers of the "IAAF Kids' & School and Youth Programme". All the participants committed to organise a local course in their respective regions.

36 candidates involved in Kids' Athletics in Beijing



Beijing, China - **The IAAF/Nestlé lecturers' course for Kids' Athletics in China** took place in Beijing from 26 to 28 March. It attracted large audiences: 36 candidates representing 16 Chinese provinces have taken part in the activities.

Once properly trained, each candidate will be in charge of organising a training course for a mini-

mum of 24 physical education teachers or coaches to teach the Kids' Athletics programme and introduce it to the schools of their respective provinces.

The opening ceremony took place in the presence of a representative of the Chinese Athletic Association and the local representative of Nestlé. Both attended the Kids' Athletics competition which was held in a primary school. At the end of the competition, each of the 48 young participants received a Certificate of Attendance.

This course, hosted by Beijing's Regional Development Centre, was conducted by Malek El-Hebil, IAAF Senior Manager, and Yingbo Zhang, the Regional Development Centre's Education Manager.



Lecturers' course and Kids' Athletics competition held in Tallinn



Tallinn, Estonia - **The IAAF CECS Level I lecturers' and the IAAF/Nestlé lecturers' course for Kids' Athletics** for European countries have been organised by the IAAF Regional Development Centre Moscow in cooperation of the Estonian Athletic Association at the "Audentes" Sportschool in

Croatia, Estonia, Great-Britain, Latvia, Lithuania, Greece, Monaco, Slovenia, Israel, Macedonia and Serbia.

The curriculum of the course comprised theory, practical and workshops, and all participants were involved in the organisation

Tallinn from 10 to 15 April 2012.

Fourteen participants, representing 11 European countries attended the course:

of an IAAF/Nestlé Kids' Athletics competition.

48 kids aged 8 and 9 years-old took part in the competition (24 girls and 24 boys). In order to help inspire the participants, the competition was opened by Beijing Olympic javelin thrower Mihkel Kukk, the 2008 and 2011 Estonian Champion gold medalist, and at the end of the competition everyone received a Certificate of Participation.

The course was successfully conducted by Malek El Hebil, an IAAF Senior Manager and one of the developers of the "IAAF Kids' & School and Youth Programme" assisted by Vadim Zelichenok, the RDC Director (RUS), Heiko Väärt (EST) and Kristi Kiirats (EST).

IAAF/Nestlé Kids' Athletics Programme developing fast

The IAAF is delighted with the progress of its new partnership with Nestlé. **The IAAF/Nestlé Kids' Athletics Lecturers' course for Asian countries took place in the IAAF Regional Development Centre in Jakarta, Indonesia** from 20 to 25 April 2012, and by the end of May, 60% of the planned events for 2012 will have been completed.

At the Jakarta RDC, 16 participants, representing 12 countries attended the course. These included Afghanistan, Bangladesh, Cambodia, Indonesia, Iran, Malaysia, Maldives, Myanmar, Pakistan, Singapore, Sri Lanka and Timor-Leste.

To date 106 Kids' Athletics lecturers have been educated in six courses that have been held in Ukraine, China (2 courses), Esto-

nia, for a group of European Countries and Indonesia for the Asian countries mentioned above. Next month, 10 courses are planned and they show the global reach of this IAAF/Nestlé initiative since they include San Juan, Puerto Rico for the Central America countries (see article on the following page) as well as Turkey, Tunisia, Uganda and Egypt (2 courses), Mauritius, Sri Lanka, Argentina and Kenya.



*Kids' Athletics Event:
Sprint Hurdles*

Latest IAAF / Nestlé Lecturers' Course in Nairobi



The series of Lecturers' courses continued with another six-day activity which took place in the RDC of Nairobi from 5 to 10 May 2012. Conducted by Abdel Malek El-Hebil and Gunter Lange, the course involved 20 candidates from 19 Member Federations: Botswana, Eritrea, Ethiopia, Gambia, Ghana, Kenya, Liberia, Malawi, Mauritius, Namibia, South Africa, Seychelles, Sierra Leone, Somalia, Swaziland, Sudan, Uganda, Zambia and Zimbabwe.

IAAF / Nestlé Healthy Kids course for Kids' Athletics in Kenya

Kenyan Athletics organised an IAAF/Nestlé Lecturers' course which involved 36 participants coming from all the counties of Kenya. They were full of enthusiasm about Kids' Athletics and expressed a great interest in adopting the programme. Worth noting was the presence of Nestlé local representative who attended the Kids' Athletics Competition organised for 48 children: they all received a Certificate and many gifts as a reward.

11 Central American Countries involved in Kids' Athletics

The **RDC San Juan hosted IAAF / Nestlé CECS Level I Lecturers Course** successfully from 30 April to 6 May, 2012 at the University of Puerto Rico. The Director of the Physical Education & Recreation Department of the University of Puerto Rico, Rio Piedras, Dr. Mercedes Rivera addressed participants during the Opening Ceremony.

After successfully completing their assessments (written exams, oral and practical presentations), all 17 participants (9 females and 8 males) from 11 National Federations; Bahamas (BAH), Barbados (BAR), British Virgin Islands (IVB), Grenada (GRN), Jamaica (JAM), Puerto Rico (PUR), St. Kitts & Nevis (SKN), St. Lucia (LCA), Trinidad & Tobago (TRI), Turks & Caicos Islands (TKS) and the US Virgin Islands (ISV) were adjudged successful with different competencies to conduct the IAAF CECS Level I or Youth Athletics courses.

These 17 coaches and Physical Edu-

cation Teachers, inclusive of former IAAF World Championships 400m Gold medalist, Tonique Williams - Darling (BAH) were very enthusiastic about the course.

Conducted by IAAF Lecturers Oscar Gadea (URU) and Lenford Levy, IAAF RDC San Juan's Director, the course was sub-divided into two (2) parts with concentration on the IAAF Kids Athletics during the first two (2) days and closing with an IAAF Kids Athletics Exhibition. Meanwhile, the

second part of the course focused primarily on the multi-events (13 – 15 yrs) programme.

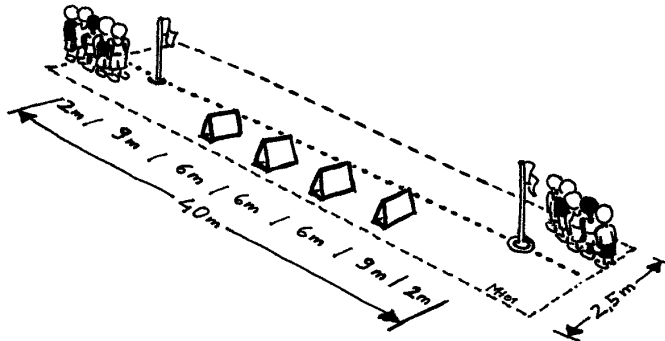
Importantly, Ms. Sasha I. Latimer - Consumer Services Manager, Nestlé Puerto Rico, who is responsible for the Nestlé Healthy Kids programme in Puerto Rico, joined with lecturers, parents and course participants during the IAAF Kids Athletics Exhibition.

Thanks to RDC San Juan for this report



Lecturers and kids posing with Lenford Levy (RDC), Oscar Gadea (URU) and Sasha Latimer for Nestlé Puerto Rico.

Example of Educational Situation: SPRINT/HURDLES SHUTTLE RELAY



How to prepare for the Sprint/Hurdles Shuttle Relay ?

Analysis of the event:

The event requires mastering low obstacles clearance at running speed and the ability at organising one's strides over a given distance.

Safety of the participants:

The selection of the area for practice is important (soft, non-slippery, flat). The hurdles selection is also crucial for safety (safe: light,

solid, etc.). The courses should be adjusted to the various levels of the participants.

EDUCATIONAL CARD

Objective: To improve the organisation of the distance between the starting line and the 1st obstacle

Proposed situation

Have 3 different lanes (5, 6, 7m) at the participants' disposal as following:

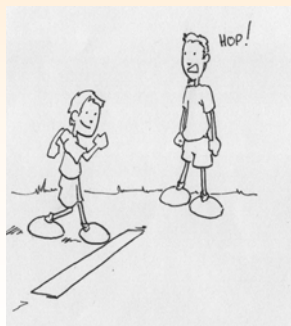
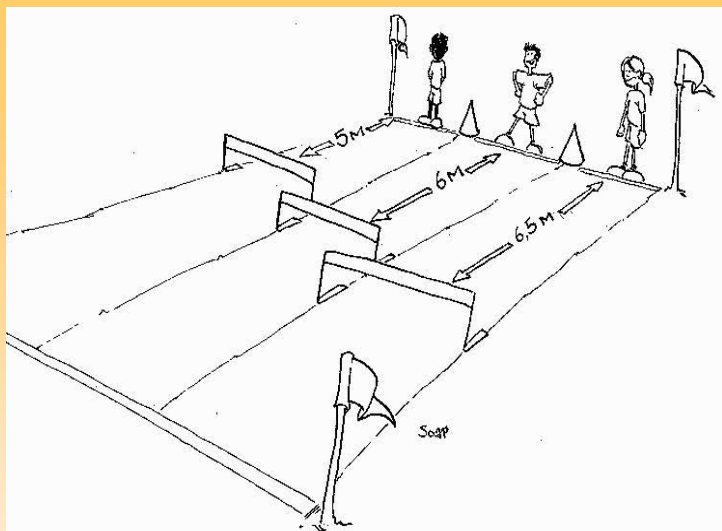
- Start from a crossbar on the ground
- Safe obstacles are placed at a 5-m, 6-m, 7-m distance (they are low so that can be cleared easily).

Instructions for the exercise:

Do not slow down before the obstacles, Sprint until the finishing line, Make a fast transition to running after clearance.

Noticeable points:

- Progressive acceleration towards the obstacle
- Progressive stride amplitude
- Take-off is taken far from the hurdle
- Active and balance landing after clearance



Starting position

Teaching progression:

- Vary the distances
- Run in pairs
- Keep the time
- Move towards play activities

Safety & Equipment:

Safe course, appropriate hurdles height and in-between spaces, set-up vertical markers on the course, organisation of the group.

CONSUDATLE supports grassroots development

Since the beginning of the year 2012, CONSUDATLE has hosted **7 CECS Level I Courses**, which testifies to the active part the Area has taken in the development of the School and Youth Programme.

- **Concepcion, Chili (9-18 January 2012):** Under the guidance of Leonor Carter Morog and Carolina Gonzalez Larena, the course was successful with 100% success rate, though the 24 participants had different theory and physical backgrounds. *"The group was very well selected as there were people connected with the sport and physical education teachers and coaches"* said the course director. The National Federation is planning to organise another CECS Level I Course in July 2012 which will take place in Valparaiso.
- **Mar del Plata, Argentina (2 courses held in February 2012):** those locally funded courses were conducted by Carlos Cavallero and Jose

Enrico for 24 and 22 participants successively. They both underlined the "high level of participants interest" and all were certified as CECS LI Coaches.

- **Fray Bentos, Uruguay (2-11 March 2012):** The National Federation of Uruguay organised its first national CECS Level I Course this year. Carlos Cavallero volunteered to conduct this activity, with Oscar Gadea, for 24 highly motivated candidates.
- **Blumenau and San Pablo, Brazil (2 courses organised in March 2012):** The course director, Kiyoshi Takahashi, was assisted by Lazaro Pereira Velazquez and Evandro de Lazari in each activity, which were both financed by the National Federation of Brazil. Two CECS level II courses are already scheduled in July and November 2012, in the same venues.

- **Lima, Peru (20-29 March 2012):** The Federation held its second CECS Level I Course for 20 participants. According to the lecturers, Juan Jose Rojas Besada and Patricia Estela Martinez Pinto, *"communication and interaction with the participants was very positive"*. With only 1 failed coach, the course went very well.

These MFs all dedicated a budget for the coaches' education : the coaches trained at this level are to introduce athletics to youngsters.



Kids' Athletics: Sprint hurdles event

Latest Coaches' Courses in Africa

Egypt is one of the most active countries of the Area with a multiplicity of sponsors for CECS Level I Courses. Indeed, IAAF training courses are regularly hosted by Universities of Egypt which have included the Kids' Athletics programme in their official syllabus. New NGOs applied to organise a CECS Level I course, such as the Ace Sport Services Company: the course took place from 1 to 10 April 2012 in Alexandria, in cooperation with the RDC of Cairo.

In addition, the National Federation of Egypt resolved to organise a CECS Level I Course on its own funds: the course was held in Cairo from 28 January to 6 February for 24 participants by Mohamed Diab and Tamer Elgebaly, both IAAF CECS Level I Lecturers. They saluted the good conditions of the course, pointing out to the outstanding facilities and excellent organisation and coordination.

Other CECS LI course took place in **Sierra Leone, Tunisia** and **Uganda**, all sponsored by the Olympic Solidarity:

- In Tunis, Tunisia, from 20 to 29 March 2012 for 29 participants
- In Kampala, Uganda from 14 to 23 May
- In Freetown, Sierra Leone from 21 to 30 May.

Coaches Education in Iraq

Iraqi Athletics Federation organised a CECS Level I course in cooperation with the RDC of Cairo and the IAAF. Under the guidance of two IAAF certified Level I Lecturers,

Atef Sayed Ahmed (from Egypt) and Hassen Fadhlouli (from Tunisia), the course took place in Jedria University of Baghdad, from 1st to 10th May 2012. An outstanding Kids' Athletics competition took place in the presence of the Ministry of Sports of Iraq, who warmly welcome the two lecturers (see opposite photo).

Following the keen interest aroused by this course, Iraqi Athletics Federation has had to plan a second CECS Level I Course from 13 to 22 May 2012, for 24 local coaches.



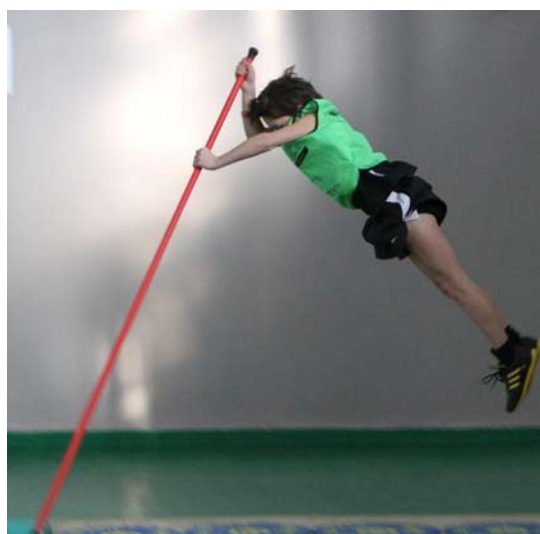
MoU between Ministry of Education of the Russian Federation and the IAAF

The **Ministry of Education and Science of the Russian Federation and the IAAF** are about to sign a Memorandum of Understanding aiming at a cooperation to implement the IAAF Kids' Athletics programme in the general education institutions of the country, in Primary Schools.

Being aware of the role of physical education and sport in the development of children and admitting the necessity to provide stable and sustainable development of athletics owing to the introduction of athletics to the pupils, the Russian Federation decided to integrate the IAAF Kids' Athletics programme in the educational curric-

ulum of schoolchildren. The ultimate goal is to implement programmes of education for PE teachers and coaches, to provide the general education institutions of the Russian Federation with modern athletic equipment and implements, visual aids, technical tools of education, adapted manuals and literature for athletics activities and Kids' Athletics events.

A working group should be appointed to determine a programme of activities and a calendar.





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Latest News

IAAF International Youth Athletics Conference

As part of the IAAF Centenary programme, the IAAF is organizing an International Youth Athletics Conference in Barcelona, Spain on 16-17 July 2012 after the IAAF World Junior Championships (Barcelona 2012, 10-15 July).

The IAAF is extending an invitation to one coach per Member Federation who shall already be onsite as part of the Team in Barcelona for the World Juniors.

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IAAF / Nestlé Lecturers' Course in RDC Dakar, Senegal

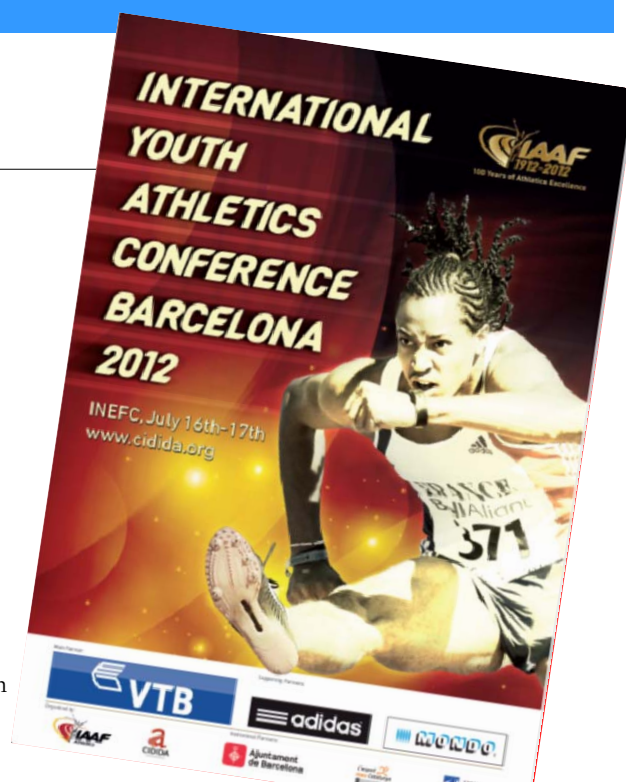
The Regional Development Center of Dakar is hosting a CECS Level I Lecturers' Course. The IAAF lecturers, Charles Gozzoli and Dramane Coulibaly, have successfully started the course for 23 participants representing 19 National Federations: Benin, Burkina Faso, Burundi, Cameroon, Comoros, Congo, Ivory Coast, Djibouti, Gabon, Guinea, Madagascar, Mali, Mauritania, Niger, RD Congo, Rwanda, Senegal, Chad, and Togo.

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IAAF / Nestlé Lecturers' Course in RDC Cairo, Egypt

The IAAF continues to roll out the Kids' Athletics programme with the sponsor Nestlé and will held another course in RDC Cairo from 21 to 28 May 2012. The number of registered participants is of 19 representing 14 Countries.

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