



Kidsvolley

Promoting volleyball to children in Danish public schools

Created to increase participation in volleyball, Kidsvolley aims at being the most popular ball game for children in Danish public schools.



Location	Across Denmark
Organisation	Danish Volleyball Federation
Start-end date	2002–ongoing
Target group age	6–12 years old
Reach	Approx. 35,000 children per year
Partners	Sports Confederation of Denmark, Association of Danish School Sports, Municipalities, Schools Sponsor: Healthcare company
For inspiration	www.kidsvolley.net www.skolevolley.dk





Summary

Kidsvolley aims at increasing the participation in and promoting the sport of volleyball in Denmark through a programme targeting public school children. In order to recruit new children into volleyball clubs, volleyball needed to return to the schools, and the Danish Volleyball Federation thus set about making this possible. Kidsvolley is a game for children aged 6-12, and is made up of six levels which are increasingly difficult, all of which are played with teams of four on a badminton court. In essence, it breaks down the required skills to play volleyball to allow young children to enter into the sport in an easy way. Kidsvolley was developed in three phases. Phase one was directed towards the clubs of the Danish Volleyball Federation. In phase two the game was introduced to schools by completing a programme of courses for teachers. In phase three the Federation introduced a school tournament concept in order to further increase the interest from schools and thereby generate a wider recruitment base for the clubs.



Keys to success

Partners

A mix of selected partners from different sectors bringing in different elements contributed to the successful implementation of the project. Financial support is guaranteed by a partner. The approval of the project, access to the teachers' databases, advertising for courses and school tournaments, and administrative aid is provided by a second partner. A third partner supplies materials and sports kits.

Philosophy

The programme is characterised by a key philosophy that helps maintaining consistency and a certain standard throughout the cycle development and the different schools. The key points of this philosophy are: focusing on the child and their development first rather than the traditional rules of volleyball, having fun while playing, early entry, and the possibility to progress.



Sport for All objectives

Promote sport and physical activity

The core idea of Kidsvolley is to promote participation in sport and particularly in volleyball for school children. The aim of the programme is to increase the number of athletes in volleyball clubs through the introduction of an adapted game for children in public schools.

Support active societies

Schools are key to the success of Kidsvolley. By bringing and adapting volleyball to public schools, Kidsvolley participates in educating school children on the importance of sport and physical activity. The programme provides teachers with a lot of instructional tools and aids. Success stems from teachers believing in the philosophy of Kidsvolley. With more than 250 school tournaments across the country including the participation of 33,000 pupils from 1,500 classes, 750 schools and 1,800 teachers, such a programme would not be possible without the involvement and support of schools.

How is the programme communicated?

A communication strategy based on a mix of traditional media and interpersonal relations has ensured the success of the programme. The programme was initiated in bigger clubs where ambassadors for Kidsvolley were recruited who then began to develop Kidsvolley in their area.

How is the programme evaluated?

Around 1,800 teachers are involved in the school tournaments. Eight days after the school tournament every teacher receives an online questionnaire comprising a series of questions about the programme which is used to assess and improve it for the future.

“Our vision is to make volleyball
the world’s best ball game
for children between the ages
of 6 and 12.”

Peter Morell – Developing Manager
Danish Volleyball Federation





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