

YOG EDUCATION PROGRAMME @ YOUTH SPORTING EVENTS

olympics.com/ioc/education/yog-education-programme



WHAT YOU NEED TO KNOW

WHY THIS GUIDE

We want to inspire and educate young elite athletes aged 15 to 18 years old, including the next generation of Olympians participating in youth sports events around the world — #StrongerTogether.

To achieve this goal, the IOC has packaged the content of the Youth Olympic Games Athlete Education Programme to allow, on a voluntary basis, youth event organisers to deliver youth sporting event education programmes to their own young participants.

FOR WHOM & WHAT

Aimed at International Federations (IFs), National Olympic Committees (NOCs) and youth event organisers, this guide has been developed to share with you our tips on how to successfully, easily and economically implement an educational programme before, during and after a youth event — from communication to operational set-up prior to the event, to best practices and facilitation guidance on-site, as well as post-event follow-up. The programme will thrive in a dedicated youth-friendly zone, alongside any existing programme already developed by event owners or organisers.

HOW TO IMPLEMENT

The programme is designed to enhance the protection and well-being of young athletes, both on the field of play and in their everyday lives. Built around three main themes — Protect the Clean Athlete, Athlete Performance and Athlete Beyond Sport — most of the activities are self-explanatory and simply need to be loaded onto a computer or tablet.

All activities (assets and links) are available free to download to any devices from the IOC website olympics.com/ioc/education/yog-education-programme.

CONTENT

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#SPIRIT OF YOG

#SPIRIT OF YOG

#SPIRIT OF YOG

#SPIRIT OF YOG

#SPIRIT OF YOG

First reminder: always use the **#SpiritofYOG** hashtag when you communicate on social media.

BEFORE THE EVENT

Prepare to jump into the event

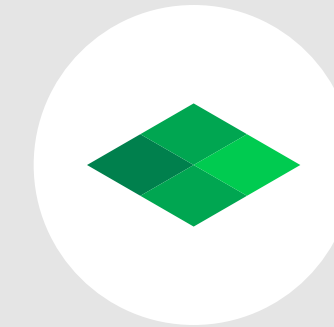


LOGISTICS

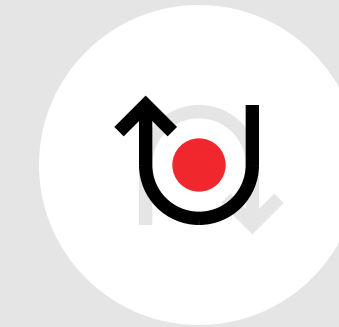
Locate the best place



Strategic area
In the heart of your event



Small surface area
Less than 50m²



Area in natural flow of athletes

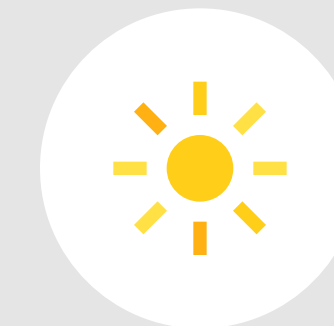
Take advantage of the facilities



Power



Wi-Fi



Lights



Water & WC

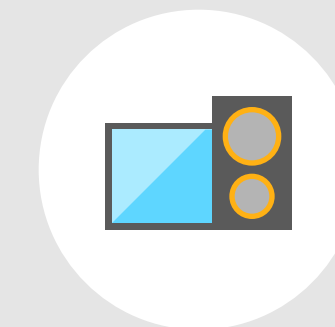
Make it attractive



Sustainable furniture
Wood, cardboard, etc.



Tablets or computers
5 for 300 athletes

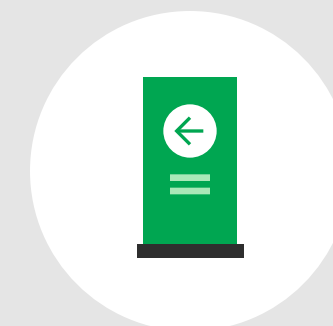


TV & sound system

Be visible



T-shirts and caps
Logo or motto



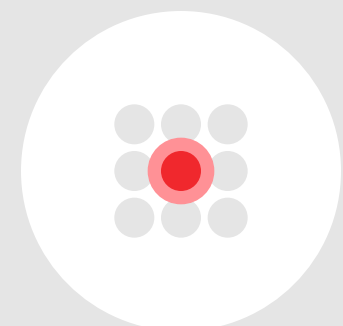
Posters and roll-ups



Colourful furniture

STAFF

Spot the best volunteers



Outgoing person



Good spokespeople

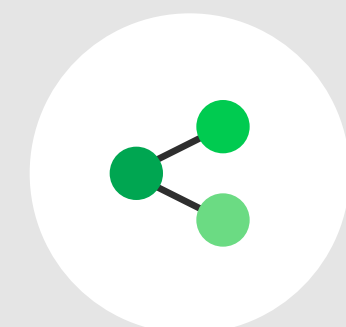


Language skills

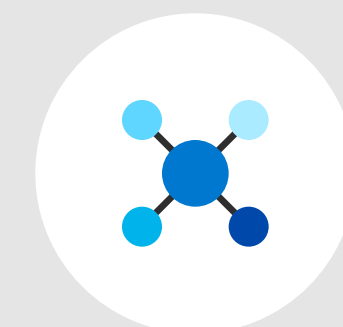
Team-up with facilitators



Experts in specific topics



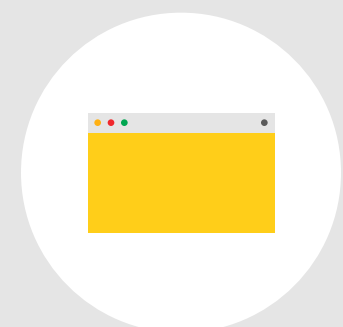
Athletes open to share experience



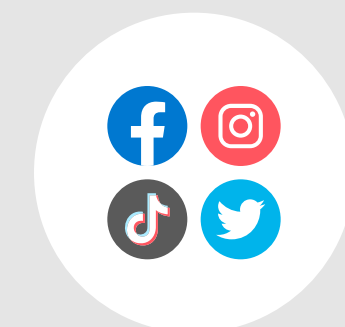
Trigger your network

COMMUNICATION

Launch your event

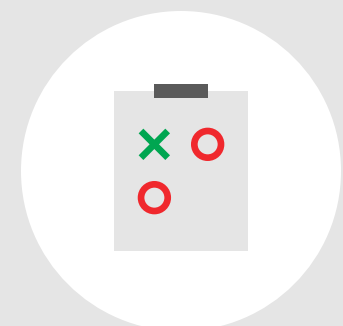


Informative materials
Website, flyers, posters, etc.



Engagement through your social network

Partner with stakeholders



Engage with referees and coaches



Come together with the entourage of the athletes

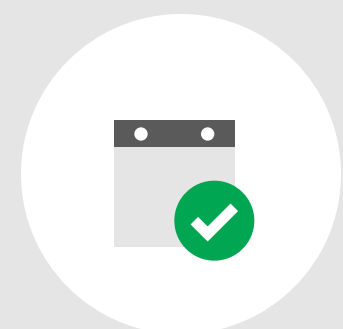
DURING THE EVENT



Follow the leading light

LOGISTICS

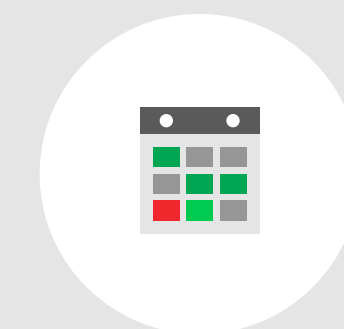
Start the journey



Flexible schedules

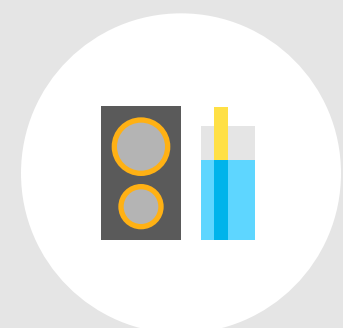


Be ready as soon as the athletes are around



Plan in accordance with training, breaks and competition schedules

Make it fun and comfy



Food, beverages and music
Make it cosy!



Involve famous athletes (role models)
Organise visio-conferences



Engage with athletes
Photobooth, etc.

Set up your equipment



Set up computers or tablets with links to the activities



Power sockets and safety locks for the computers or tablets

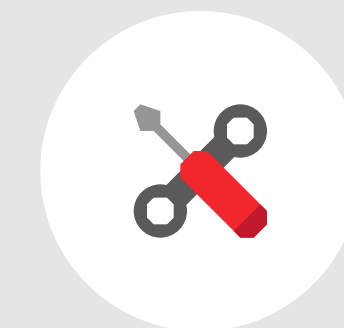
Close down the day



Provide security at night and while closed



Organise waste and cleaning management



Maintenance if necessary

A MOCK-UP OF YOUR BOOTH

Make it welcoming!

Food, drinks, music, charging stations for athletes' devices, etc.

Make it eye-catching!

Use colourful furniture and legible signage.

Make it comfortable!

Leave space between elements. It must be fluid even if crowded.

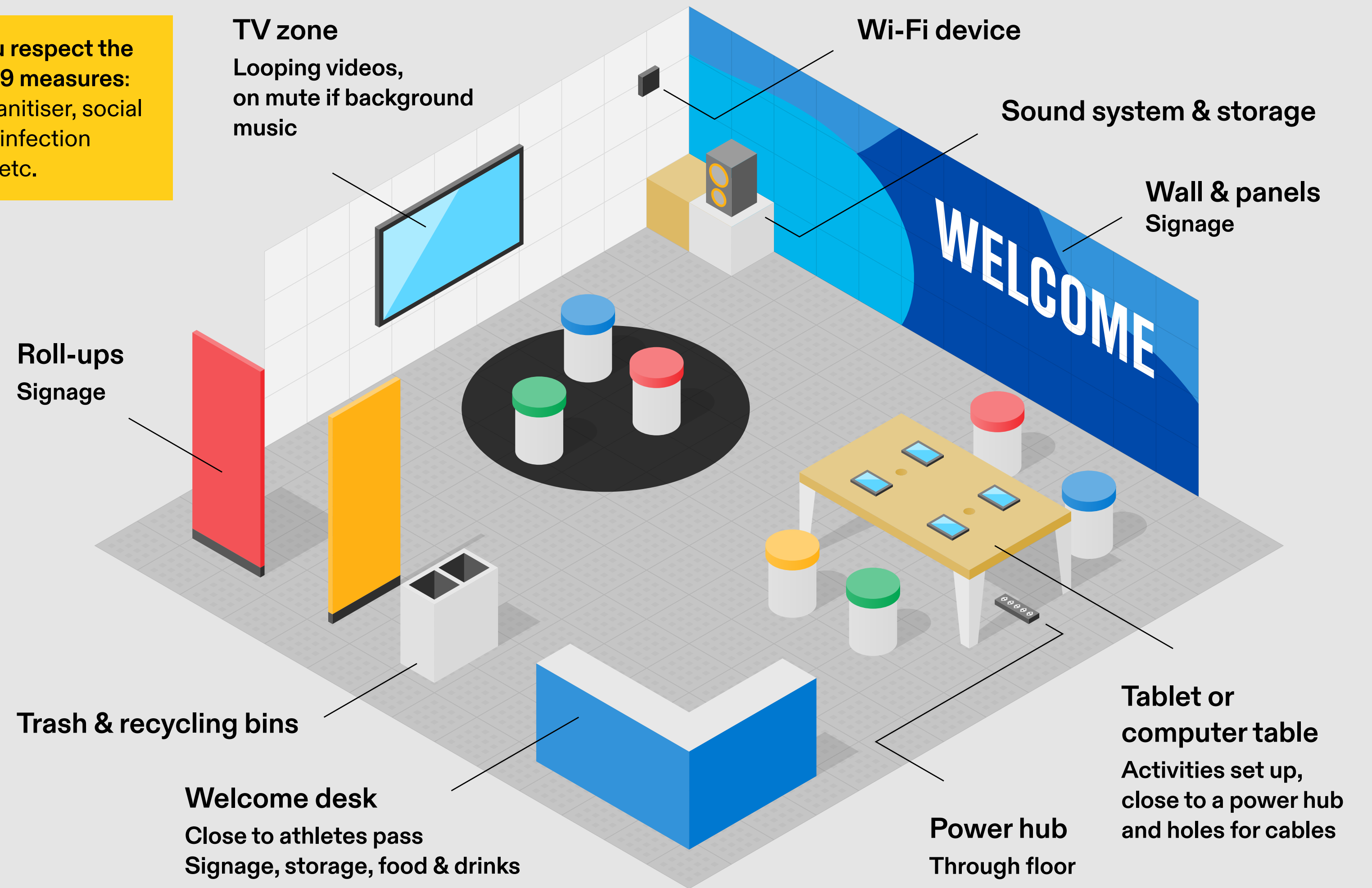
1-3 staff members on-site

depending on athletes' schedule.

Use furniture to store (hide) materials (coats, cleaning wipes, bottles of water, etc.).

Use a dark floor (carpet) to avoid footprints.

Make sure you respect the local COVID-19 measures: masks, hand sanitiser, social distancing, disinfection of equipment, etc.



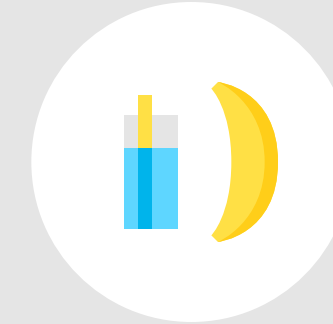
Athlete's Commission members can be mobilised for your events as role models for young athletes!

STAFF

Volunteers & facilitators



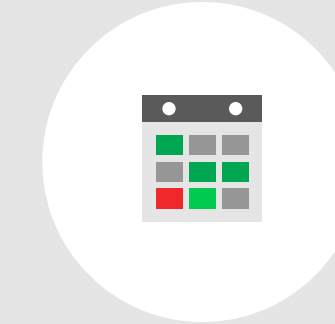
Brief and share resources



Offer food and drinks



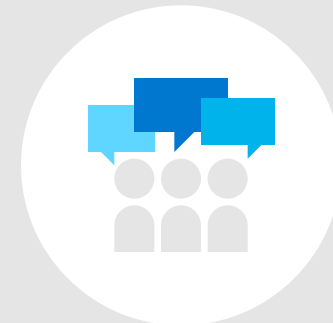
Make them visible



Schedule Shifts and breaks

COMMUNICATION

Launch Day -1

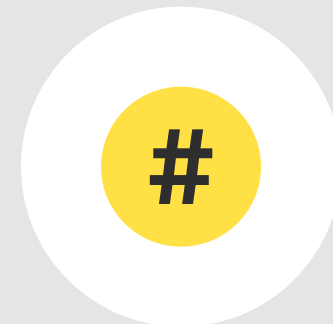


Organise a meeting with coaches and officials to introduce all activities

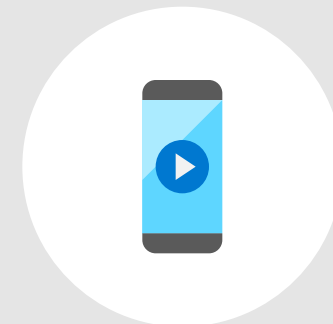


Display posters and flyers in strategic places for athletes

Go virtual



Tag athletes on your pictures and use #SpiritofYOG



Create stories and encourage athletes to share

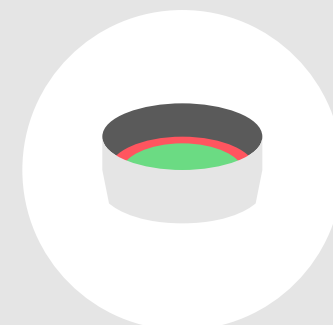


Ask elite athletes to promote

Making noise



Poster with the programme of the day



Promote your event at elite athlete venue

AFTER THE EVENT



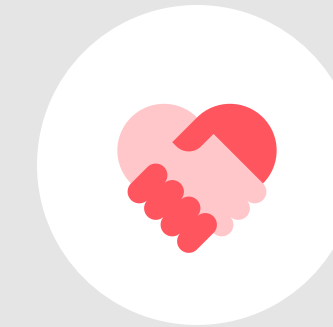
Congratulate your team

LOGISTICS

Go green



Re-use or recycle as much as possible



Donate furniture to a local charity

STAFF

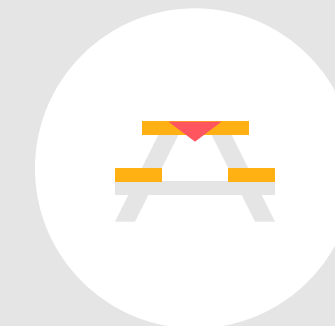
Congratulate volunteers



Certificate of recognition



Thank-you goodies
Useful, like clothes or bags



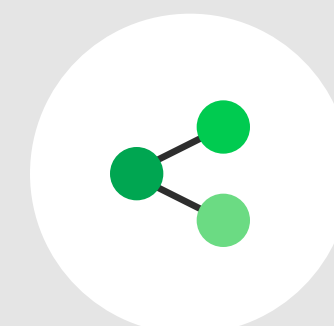
Closing lunch

COMMUNICATION

Stay in touch with athletes



Share your content on the event website

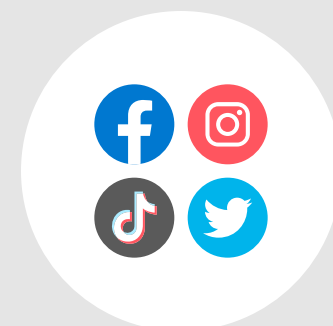


Share the on-site experience
Post images and videos



Encourage athletes to join Athletes365
Follow-up email

Boost your network



Ask your stakeholders to share on their digital channels



Share your experience and give feedback to IF and NOC

ACTIVITY RESOURCES



Browse your content

ACTIVITY THEMES

Protect the Clean Athlete

MENTALLY FIT 15

COMPETITION MANIPULATION 16

SAFE SPORT 17

ANTI-DOPING 18

Athlete Performance

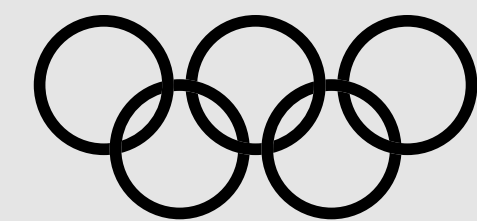
PERFORMANCE ACCELERATOR 19

Athlete Beyond Sport

CAREER+ 20

ATHLETE365

Athlete365 is a community which supports athletes on every step of their sporting and non-sporting journey. It does this by providing advice, services and tools across six main themes: voice, well-being, finance, careers, and Games-time integrity.



Athlete
365

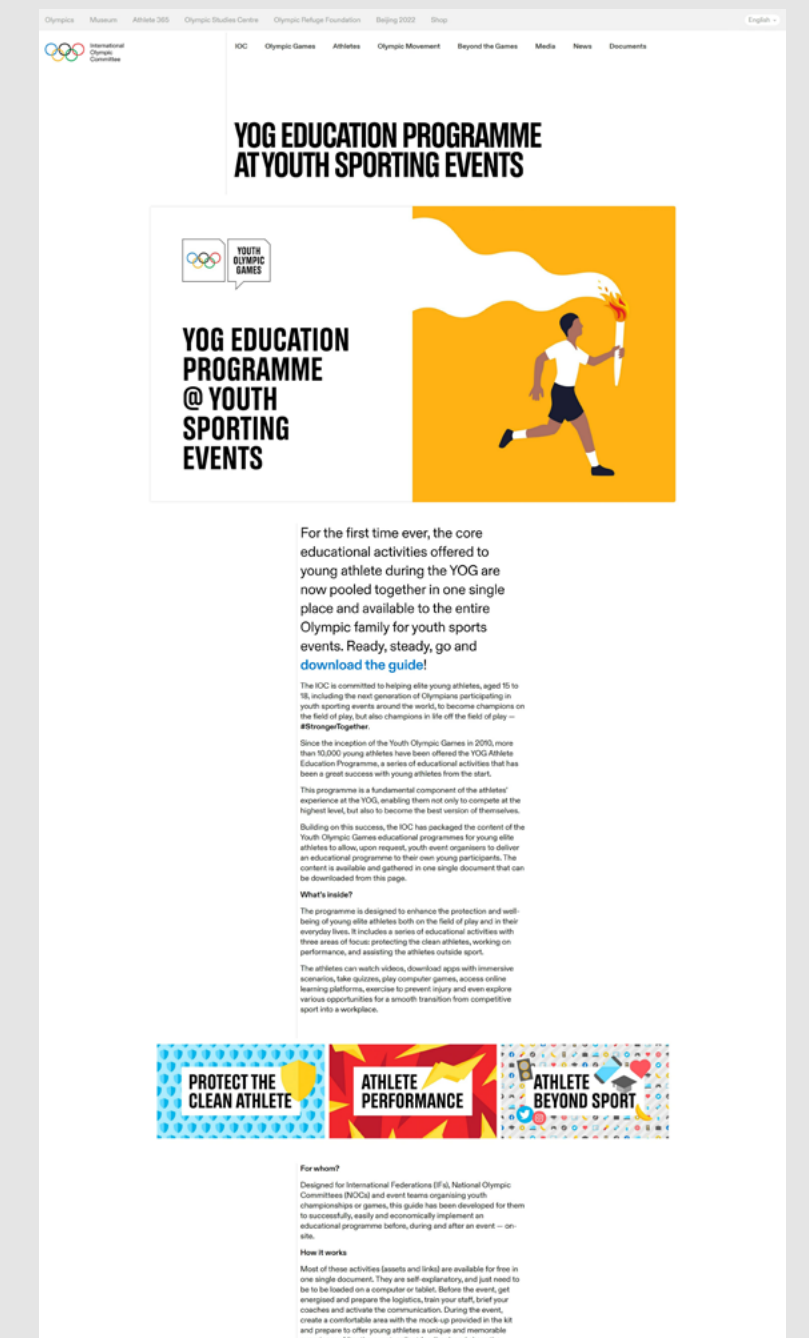
ATHLETE365 21

GET ACTIVITIES

The activities proposed by the IOC (including the ITA and WADA) are suggestions and recommendations to add value to your event. However, if you feel like something could be done differently, do not hesitate to be creative.

To download activities:

- 1 Open your device.
- 2 Reach the dedicated page on olympics.com/ioc/education/yog-education-programme.
- 3 Download or link the activities.



MENTALLY FIT


Your state of mind can have an enormous impact on your sporting performance, so it is important to recognise that taking care of your mental health and well-being is just as important as taking care of your physical health. The IOC's #MentallyFit campaign on Athlete365 provides resources to help athletes and their entourage to better understand mental health issues and to support and promote mental health and well-being. Mental health and physical health are two halves of a whole, and athletes should always feel supported and empowered in both.

Your mind is just as important as your body. Not only is being physically fit a necessity, so to is it to be mentally fit.

BODY & MIND

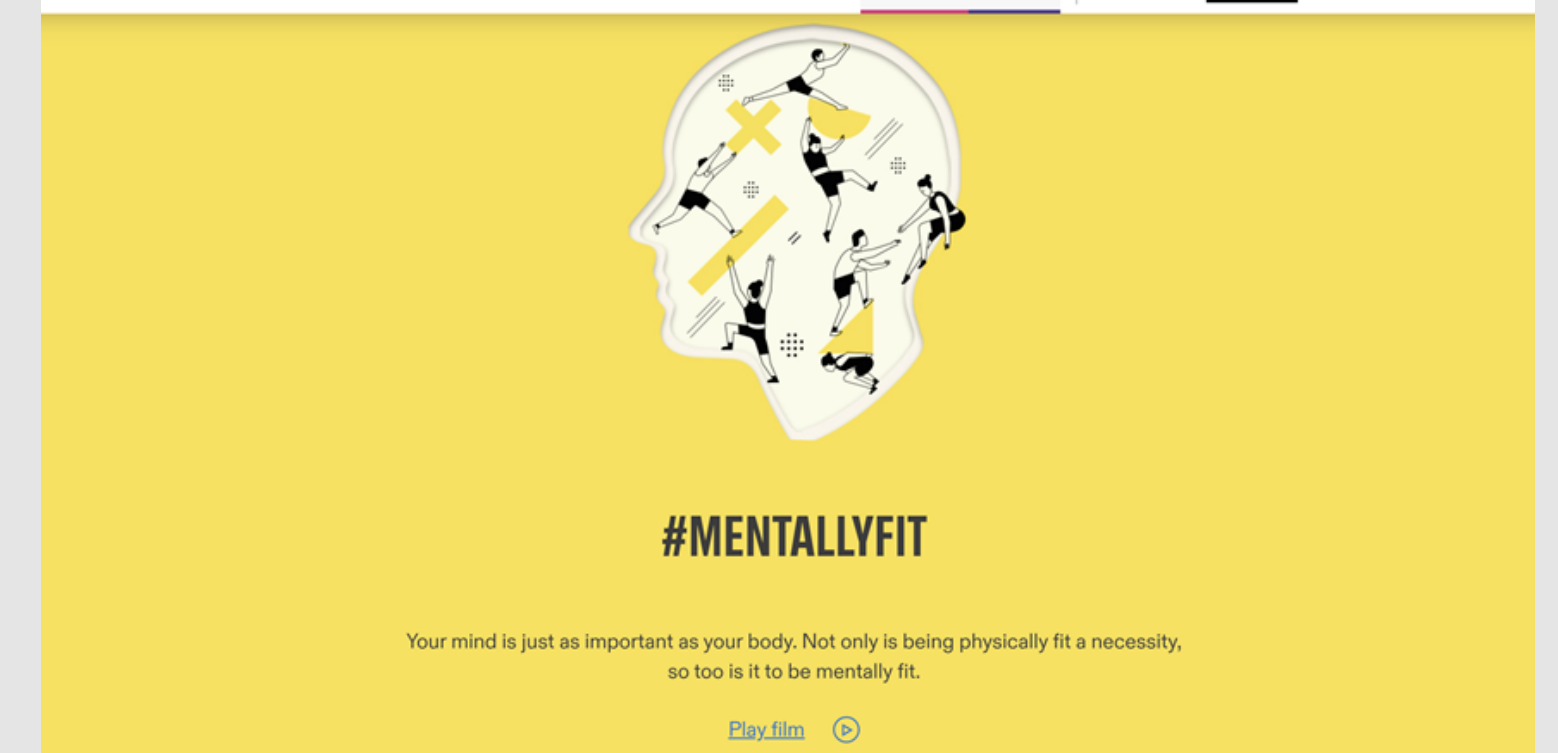



For athletes, it is very important to understand that mental health and physical health are inseparable.

1'20
VIDEO



#Mentally Fit Toolkit & resources

This toolkit and resources are aimed at assisting Olympic Movement stakeholders to develop and implement initiatives related to the protection and promotion of mental health and well-being in elite athletes.



PLAY VIDEO

ATHLETE365 TOKYO 2020 WHO WE ARE WHAT WE DO FEATURED EN SIGN-UP

#MENTALLYFIT

Your mind is just as important as your body. Not only is being physically fit a necessity, so too is it to be mentally fit.

Play film

COMPETITION MANIPULATION

Competition manipulation happens when athletes underperform or lose on purpose. It's also when officials intentionally make bad decisions affecting the competition. Whether it's money, a better spot in the next round of the tournament or any other kind of benefit, there is always an advantage in exchange. Competition manipulation kills the spirit of sport. What's the point if the game is fixed in advance?

Our Athlete Ambassadors against competition manipulation stand ready to run educational activities at your event. [Check out who is in your region](#) and contact omunitpmc@olympic.org for arranging further steps. The [IOC Integrity Line](#) is available to report any suspicious activities.

BELIEVE IN SPORT APP

Through four immersive scenarios, and after having created your avatar, learn about the different ways to be caught in the web of sport competition manipulation. These are uneasy situations, in which the right decisions have to be made.



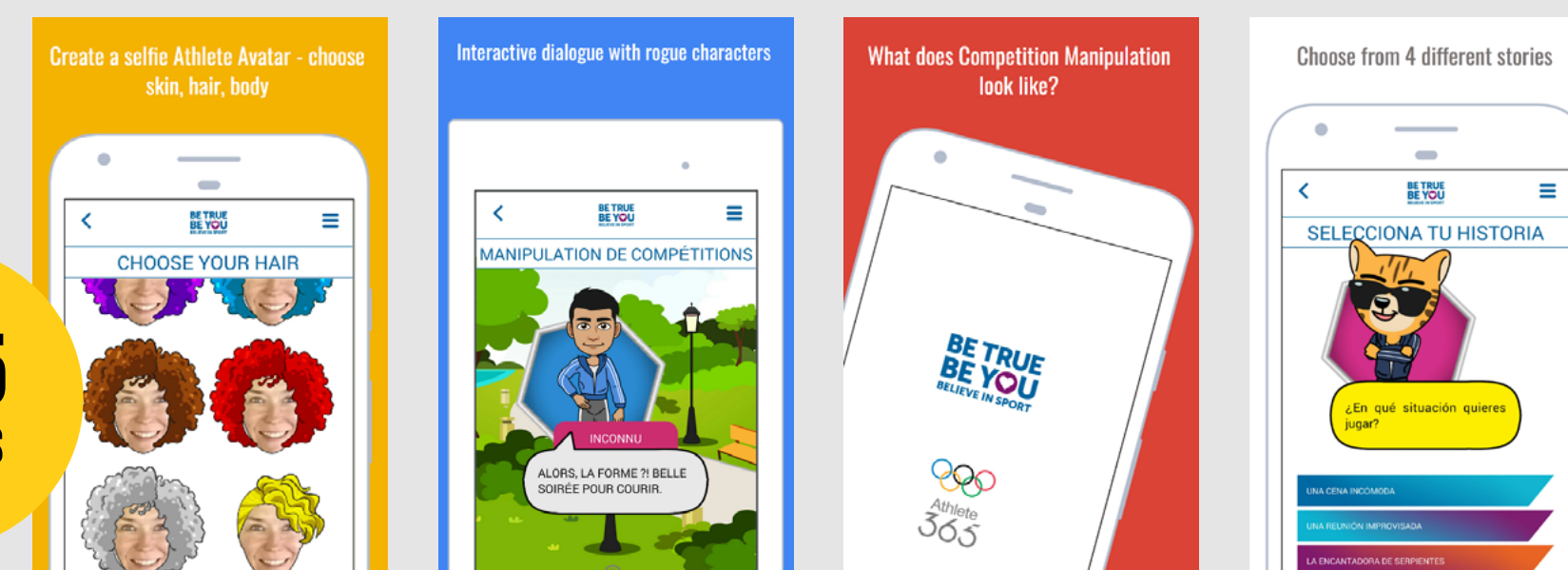
GET ON GOOGLE PLAY



GET ON THE APP STORE



10 LANGUAGES
5-15 MINUTES



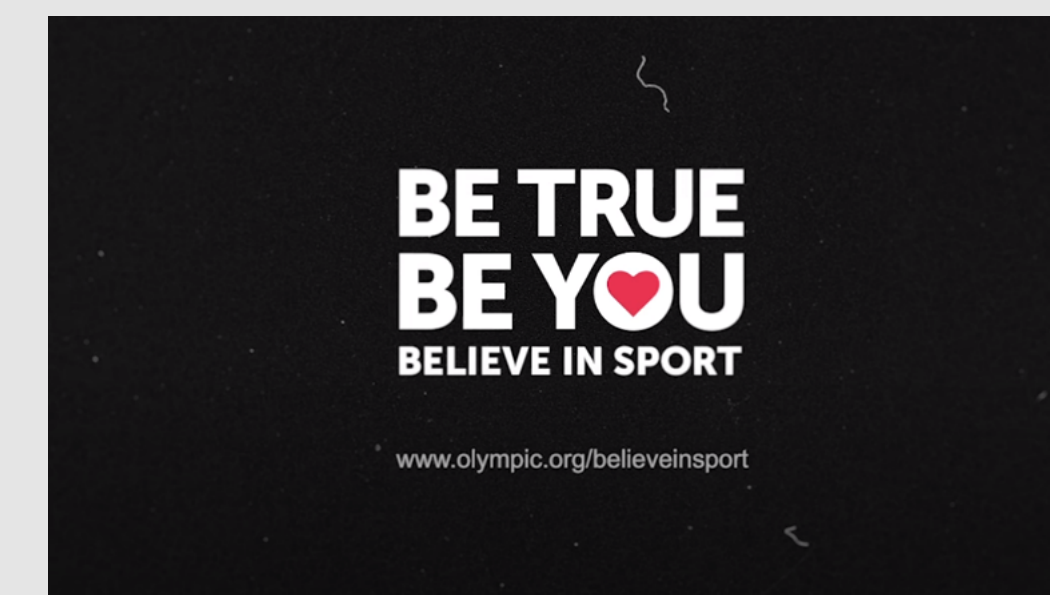
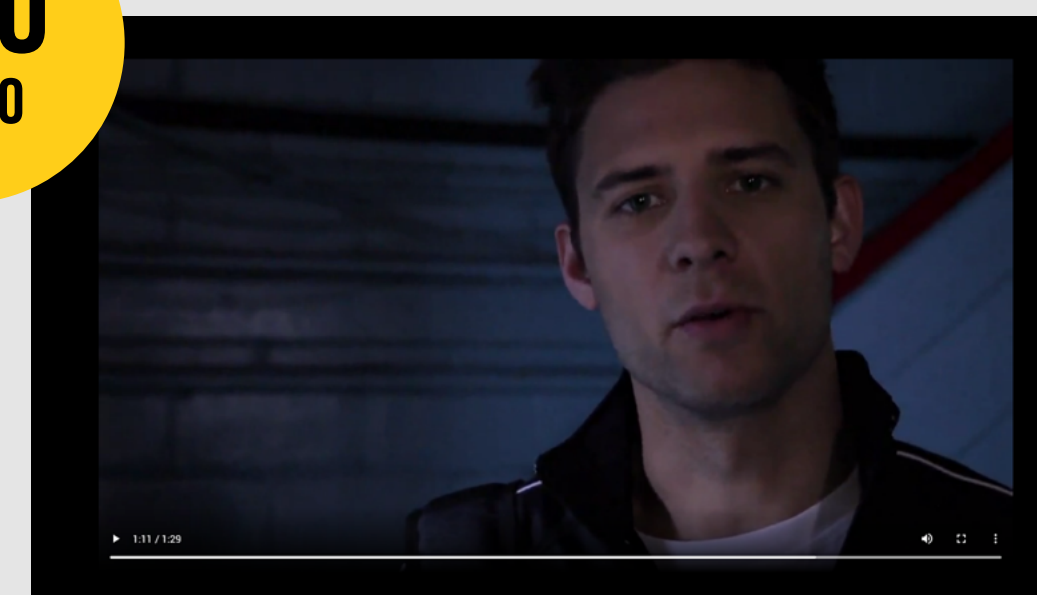
HOW I WAS ASKED TO CHEAT

Through the story of a combat sport athlete, find out how to say no to competition manipulation.

1'30 VIDEO



PLAY VIDEO



SAFE SPORT

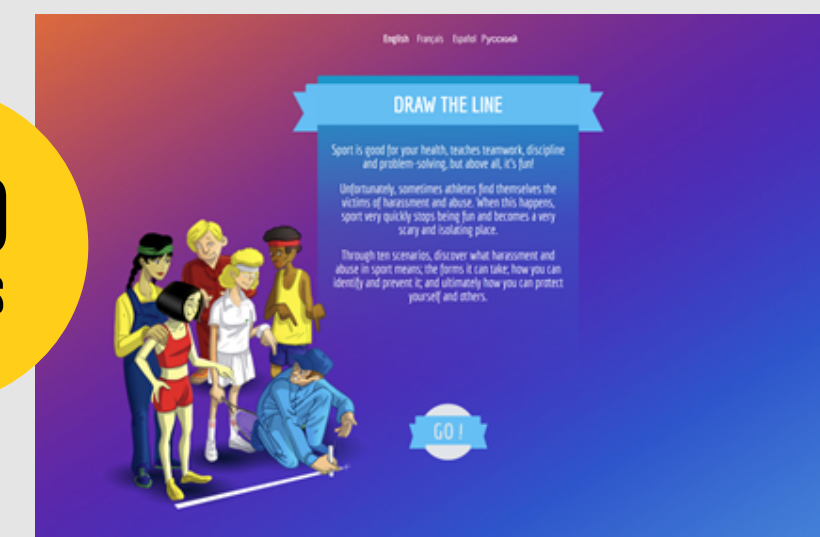
Safe Sport is an environment where athletes can train and compete in healthy and supportive surroundings; an environment that is respectful, equitable, and free from harassment and abuse. Athlete365 brings you videos and educational tools to teach you about Safe Sport, helps you to better understand Consent in Sport, and give you the tools to promote a safe sporting environment.

You're at the Games and have a question about safeguarding or want to have a chat? An IOC Safeguarding Officer will be on site and always available. If you see something, say something. The IOC Integrity Line is available and reporting is 100% confidential.

DRAW THE LINE

Find out what harassment and abuse means, the forms it can take, how you can identify it and prevent it, and ultimately how you can protect yourself and others.

5-10 MINUTES



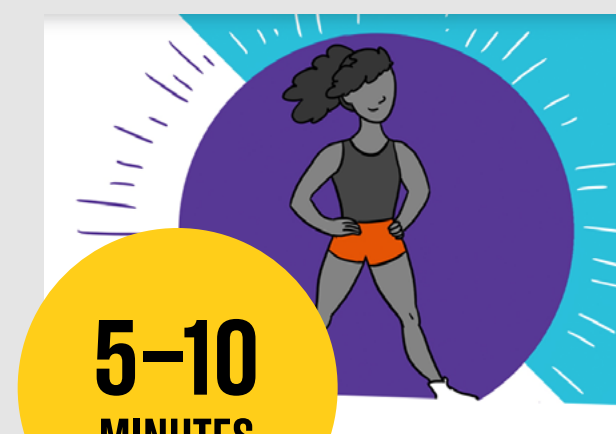
GO TO ONLINE APP →



WHAT IS CONSENT?

Everyone has the right to consent to how their body is treated... that means consenting to the conditions that you train in and agreeing to what makes you feel comfortable. This webpage and accompanying video explain the meaning and importance of consent.

5-10 MINUTES



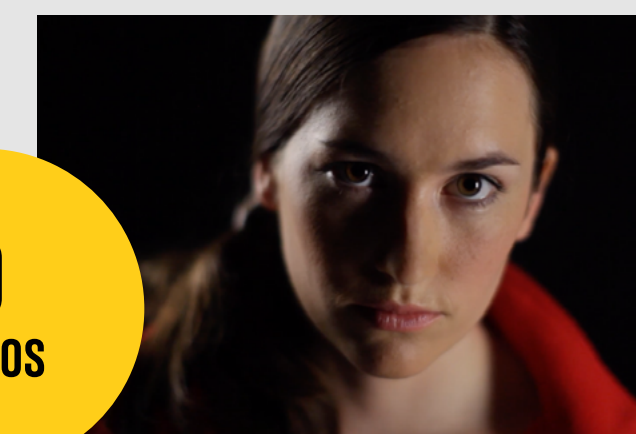
VISIT WEBPAGE →



SEXUAL HARASSMENT AND ABUSE (SHA) SERIES

This scenario-based educational video series presents first-person experiences of different forms of harassment and abuse in sport.

9 VIDEOS



VISIT WEBPAGE →



ANTI-DOPING

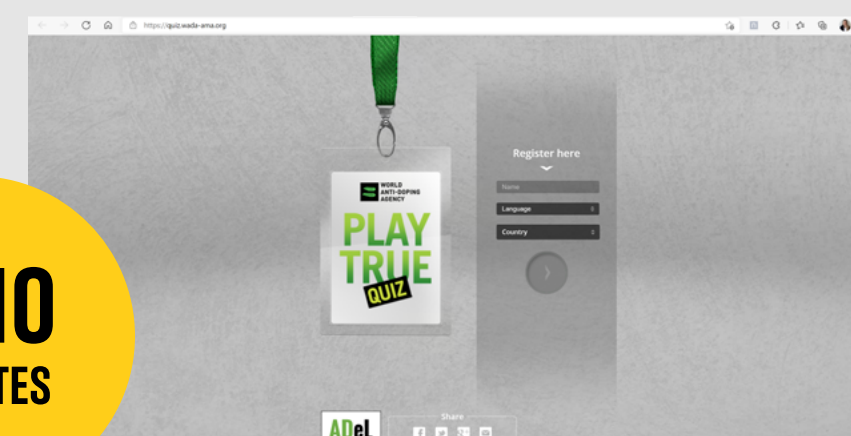
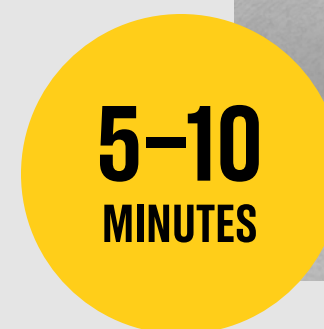
The World Anti-Doping Agency’s mission (WADA), as the global regulator, is to lead a collaborative worldwide movement for doping-free sport. To enable the athletes to participate in a doping-free sporting environment, the organisation has put together various educational tools to educate the athletes, their entourage and sports organisations to anti-doping rules and best practices.

In addition, the International Testing Agency (ITA) was also established to provide an independent and multi-sport approach anti-doping services that help organisations and athletes to navigate this complex and constantly changing environment. The ITA can be contacted for tailored support: [International Testing Agency](#).

PLAY TRUE QUIZ

WADA’s Play True Quiz is an interactive computer game that tests athletes’ knowledge about anti-doping.

Quiz handouts



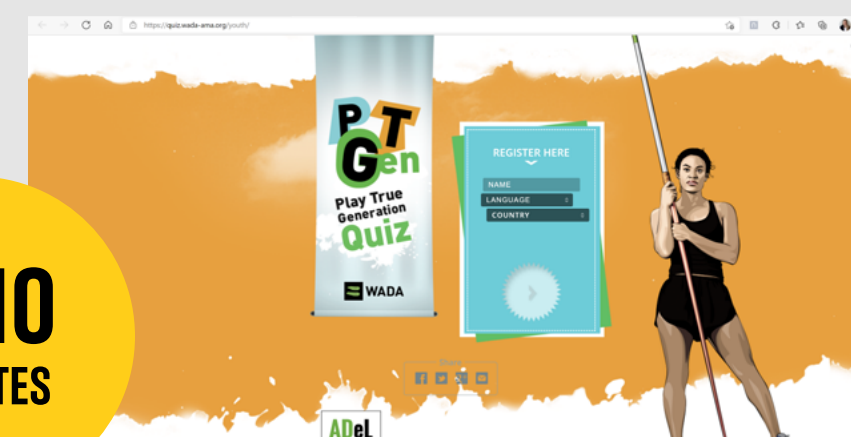
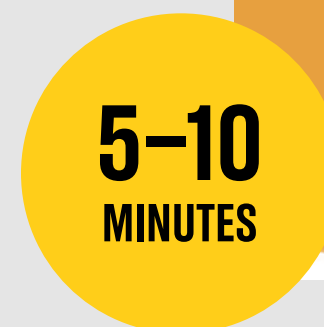
[GO TO ONLINE APP](#) →



YOUTH QUIZ

The Youth Quiz was developed to target a younger audience by providing them core anti-doping information that better suits their level.

Quiz handouts



[GO TO ONLINE APP](#) →



ADEL PLATFORM

ADEL is a global platform that provides education and learning opportunities for those who need to know about all things clean sport and anti-doping. It includes various content, including eLearning, resources for athletes, athlete entourage, quizzes, videos, webinars and more.



[GO TO PLATFORM](#) →

Additional Factsheets
Login required

[ADEL Factsheet](#)
[Pre-event Education Factsheet](#)
[Event-based Education](#)

PERFORMANCE ACCELERATOR

Injuries are far too common in many sports. For an athlete, being injured can be devastating, and even end a promising career. However, injuries can be prevented. Numerous scientific studies have proven that structured warm-up exercises can reduce the risk of injuries by over 50%! Get Set is created to help prevent sports injuries by providing the most effective and evidence-based workout routines for your needs.

Make sure your body is ready to exercise with Get Set – an easy-to-use injury app.

GET SET APP

All exercises are presented through videos, supported by short descriptions on how to perform the exercise correctly. Exercises are presented with variations, as well as three levels to make them more difficult and challenging as you progress. The Get Set exercises are designed to be carried out with a minimum of equipment, to make them safe and easy to implement wherever you are.

Under “Sport”, you will find your sport among the 40 summer and 15 winter sports, and as another option you can find injury prevention exercises targeting specific body parts. In other words, for each of the 55 sports, the exercise programme is tailored to the injury risk profile. Likewise, under “Body”, you will find exercises developed to prevent problems with the shoulder, back, groin, hamstring, knee and ankle. You can download all the exercise programmes as PDF files with small pictures and short descriptions to help you remember. The PDF can be printed or shared electronically with your teammates, coaches, friends and family.



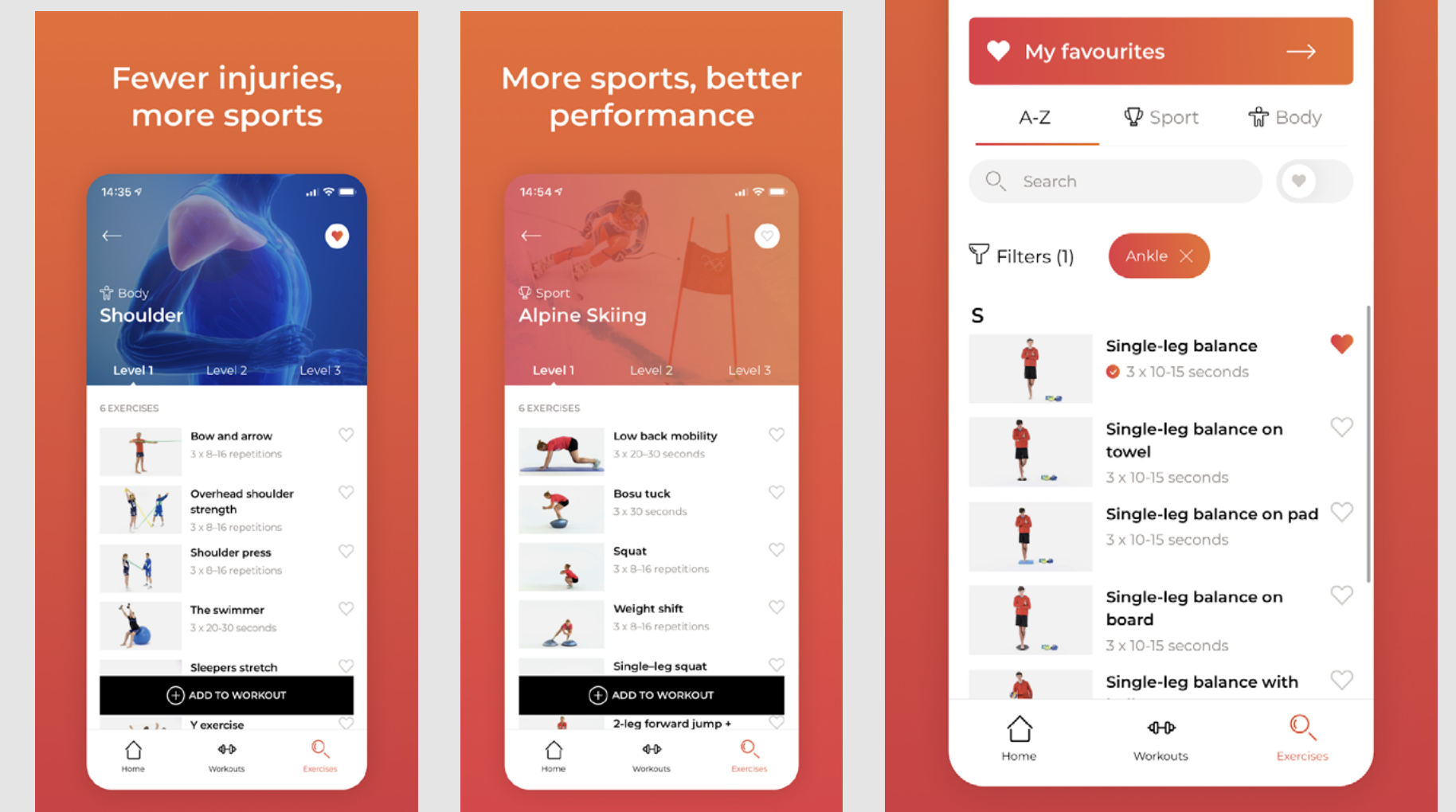
GET ON GOOGLE PLAY



GET ON THE APP STORE



Discover our exercises...



CAREER+

Athletes often tend to forget that life after a competitive career may not necessarily be related to sport. The IOC pushes the athletes through various activities and programmes to plan their post-athletic career. The earlier you start learning about this process, the better it will be. That's why it is included at the Youth Olympic Games!

We'll provide you with tools, resources and advice to help you prepare for a smooth transition from competitive sport into the workplace.

SPORT UP YOUR LIFE

This activity shows you the careers best suited to your own individual abilities and preferences. Get the results by email and explore the various opportunities offered by the world of sport.

15 MINUTES

GO TO ONLINE APP →

ATHLETE365 CAREER+ KEY DOCUMENTS

Feel free to share some additional PDFs with the athletes regarding the Athlete365 Career+ programme.

4 PDFS

- Balancing Sport and Education
- Employment
- Life Skills
- INTRODUCTION
- BALANCING SPORT EDUCATION
- EMPLOYMENT
- LIFE SKILLS

ATHLETE365

Athlete365 supports athletes on and off the field of play through relevant advice, services and tools. We encourage athletes to lead conversations and we work across sport to deliver an athlete-led approach. Our activities focus on key areas that address athletes' needs no matter where they are on their journey. Our mission is to make athletes' lives better and to support the world's biggest community of elite and Olympic level athletes.

VISIT THE ATHLETE365 PLATFORM →

What we do?

Athletes are at the heart of the Olympic Movement. We encourage athletes to lead, shape and progress conversations and activities that flow through the Athlete365 community. We provide athletes with the platform to share their experiences, effect change and make decisions that shape the future of sport. Our focus area consists of athletes and entourage members' voices, integrity, well-being, performance, finance and career.

You can contact us through athlete365@olympic.org

Why should you join the Athlete365 community?

We're on a mission to provide a world-class service for world-class performers. Join the 100,000+ elite athletes and entourage members in our community today and benefit from unrivalled support throughout your journey in sport and beyond. Athlete365 membership provides you with free dedicated advice, services, and tools to support you on and off the field of play, including and not limited to:

Dedicated learning experience	Tailored mental and physical well-being support	Career advice through Athlete365 Career+	Unrivalled Games-time Experience
Expert-led athlete and entourage courses available.	Dedicated resources to ensure you're on top of your mental game.	Relevant services, advice and tools from industry experts.	Specific support pre, during and post YOG, Olympic and Paralympic Games.
Personalised certificates issued upon completion of courses.	Advice and support from the world's leading experts.	Dedicated career-related Learning programmes.	Exclusive offers from IOC TOP Partners during Olympic and Paralympic Games.
Courses cover nutrition, physical well-being, career transition and more.	Access to exclusive well-being webinars.	Access to exclusive job placements.	
	Mental health toolkit.	Support to start your own business with the Athlete365 Business Accelerator.	

The IOC would be more than happy to reply to any questions and to exchange best practices in order to develop a network of knowledge able to enhance this operational guide in the future and also to produce educational content that might be used and developed by stakeholders. Please contact your relevant IOC counterparts should you want to discuss this topic.



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