

15th FIS Youth and Children's Seminar

Parenting in Wintersports

Organisation:

Ken Read, Chairman of the Coordination Group Youth & Children
Josef Zenhäusern, FIS Development Programme Consultant
Andrew Cholinski, Coordinator Bring Children to the Snow
Stefanie Gerber, FIS Development Programme Coordinator

15th FIS Youth and Children's Seminar - Parenting

Programme

Tuesday, 3rd October 2017

Room Zurich A/B

- 19.00** **Networking Evening**
 Opening by Gian Franco Kasper – FIS President
 Welcome by Ken Read – Chair FIS Coordination Group Youth & Children

Wednesday, 4th October 2017

Room Panorama C

- 08:30 – 08:45** **Introduction**
 - Sarah Lewis – FIS Secretary General
 - Josef Zenhäusern – FIS Development Programme Consultant
- 08:45 – 09:45** **Parenting**
 - Jim Taylor Ph.D., international authority on the psychology of sport and parenting and a former Alpine skier
- 09:45 – 10:15** **Finnish Coach and Father**
 - Reijo Jylhä – Coach of the Finnish Cross-Country Team and father of Cross-Country skier Martti Jylhä
- 10:15 – 10:30** **Coffee Break**
- 10:30 – 12:00** **Working Groups – Discussion with Speakers**
 - Jim Taylor Ph.D., international authority on the psychology of sport and parenting and a former Alpine skier
 - Reijo Jylhä – Coach of the Finnish Cross-Country Team and father of Cross-Country skier Martti Jylhä
- 12:00 – 13:30** **Lunch Break***
- 13:30 – 14:30** **Round table Coach and Parent**
 Headed by: Jenny Wiedeke – FIS Communication Manager
 Expert: Jim Taylor Ph.D., – international authority on the psychology of sport and parenting and a former Alpine skier
 Coach: Hugues Ansermoz, Alpine Coach
 Coach: Reijo Jylhä – Coach of the Finnish Cross-Country Team and father of Cross-Country skier Martti Jylhä
 Parents: Andrew Yule – Father of World Cup skier Daniel Yule
- 14:30 – 15:15** **Bring Children to the Snow Update**
 - Andrew Cholinski – Coordinator Bring Children to the Snow
- 15:15 – 15:30** **Report of the Youth Olympic Games 2020, Lausanne (SUI)**
 - Simone Righenzi – Lausanne 2020
- 15:30 – 15:45** **Summary and Conclusions**
 - Ken Read – Chair FIS Coordination Group Youth & Children

Please note that the seminar will be conducted in English only. *Lunch is not included



15th FIS Youth and Children's Seminar

Parenting in Wintersports



OPENING OF THE SEMINAR



JOSEF ZENHÄUSERN

FIS Development Programme

Consultant

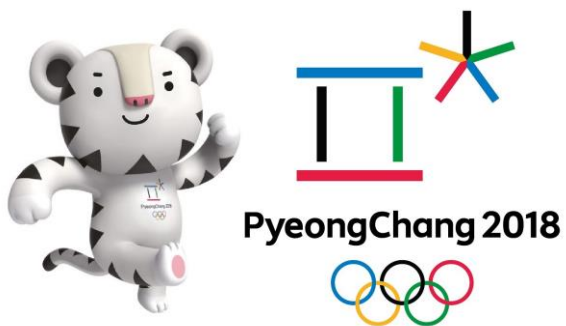
OPENING OF THE SEMINAR



SARAH
LEWIS

FIS Secretary General

FIS - NEXT EVENTS



Olympic Winter Games
PyeongChang 2018



Youth Olympic Games
Lausanne 2020

GISS - GET INTO SNOW SPORTS - CHINA

The objective over the first **5 years** is to contribute to the target of
300 million winter sports participants in China
by training **12,560 instructors** to deliver courses to
30 million beginner skiers.

GISS - GET INTO SNOW SPORTS

- CHINA

WAOs
Trainer



FIS Academy-
BSU-CSA GISS
Educator



CSA
Instructor



Alisports
New Snow Sport
Participant



GISS - GET INTO SNOW SPORTS - CHINA

5 year plan

30 million
Get into Snow Sports
participants

12'560
Instructors



300 million
winter sports participants



PARENTING - WADA



Downloads:

Provided World Anti-Doping Agency



<https://www.wada-ama.org/en/resources/education-and-prevention/parents-guide-to-support-clean-sport>

PARENTING - CHILD PROTECTION IN SPORT UNIT

Parents in Sport Week 2017

Last updated: 09 Aug 2017

Topics: Working with our partners Community and school sports Safeguarding children Type: News article

Parents in Sport
Week 2017

Ways to get
involved

Certificate of
support



Parents in Sport Week takes place from 2 to 8 October 2017.

The focus this year continues to be on highlighting the **valuable role parents play** – and the positive influence they have – in ensuring young people develop to their full potential and enjoy their time playing sport.

To help you get involved in the week and show your support for parents, we've developed a range of resources which you can download and use to promote parental involvement in sport.

Parents in Sport Week

Join us from 2 to 8 October as we highlight the key role parents play in children's enjoyment of sport.

Let us know you want to be involved: email us with the subject heading 'We are supporting Parents in Sport Week 2017' and tell us who you are.

Why parents are
great for sport

Sign up to
the **CPSU**
newsletter

Downloads/Movies and Programs:

Provided by the Child
Protection in Sport Unit



Child Protection in Sport Unit

**2nd – 8th October 2017 -
Parents in Sport Week**

<http://www.thecpsu.org.uk/>

PARENTING - GUEST SPEAKER



JIM

TAYLOR Ph.D.

International authority on the psychology of sport and parenting and a former Alpine skier

Jim Taylor, Ph.D.
2017 FIS Youth Seminar
Zurich, Suisse

*Harnessing the **Power of Parents**:* *The Four 'Es' for Snowsport Parenting*



My interest is professional and personal

- **Professional:** I work with snow sport athletes, coaches, parents, clubs, and federations.
- **Personal:** I'm the father of two ski racers.



The power of parents

- **Provide initial interest in snow sports for their children.**
- **Sign their children up for snow sports programs.**
- **Support programs financially through fees and donations.**
- **Volunteer.**



Parents are an often under-used resource

- **Energy.**
- **Time.**
- **Perspectives.**
- **Knowledge.**
- **Skill sets.**
- **Money.**



Four 'Es' for parent involvement

- 1. Emotions: create deep connection.**
- 2. Education: provide information.**
- 3. Engagement : develop structure and process.**
- 4. Effectiveness: ensure quality.**



Parent emotions

- Emotions drive parental involvement in a sport.
- Parents will devote time, energy, and money when they feel deeply connected.
- Parents will communicate their excitement to their children.



Emotions come from benefits of snowsport participation

- **For athletes.**
 - **Physical health.**
 - **Being in nature.**
 - **Psychological and emotional.**
 - **Social.**
 - **Fun!**
- **For parents.**
 - **Inspiring to offer the opportunity to our children.**
 - **Fulfilling to give time and energy.**
 - **Fun to socialize.**
 - **Feel connected to community.**



Parent education

- All parents are well-intentioned.
- Some parents are misguided.



- Benefits of parent education.
 - Prevention.
 - Understanding.
 - Positive action.
 - Collaboration and communication.



Parent engagement

- **Goal: channel parent energy in a positive direction.**
- **Create structure and processes to engage parents.**
- **Identify needed skill sets.**
- **Examples: parent associations, fundraising, race operations, coach appreciation, social events.**
- **Hierarchy of engagement: volunteer, parent leader, board member.**



Parent effectiveness

- **Communicate effectiveness.**
 - **Identify metrics.**
 - **Show quality and improvements.**
- **Public appreciation.**
 - **Constant 'thank you' from coaches and staff.**
 - **Regular gratitude in newsletter, emails.**
 - **Year-end parent awards.**
- **Generates feelings of pride, inspiration, and devotion.**



Return on investment (ROI)

- Federations and clubs are selling a product.
- Parents are consumers.
- Focus on customer service.
- What do parents get out of their investment (both for themselves and their children)?
- Are they getting “bang for their buck?”



Take action I: Identify benefits

- **Articulate values.**
 - **Example: Sugar Bowl ski team- “Grace, Grit, and Courage.”**
- **Detail benefits to children and parents.**
 - **Examples: health, life lessons, community, fun.**
- **Communicate the message loud, clear, and often.**



Take action II: Parent roles & responsibilities

- Identify needs and goals.
- Specify parent “jobs.”
 - Examples: fundraising, race operations, communication.
- Enlist parents to fill the jobs.
 - Provide incentives.



Take action III: Build a team

- **Create a team to coordinate parent activities.**
 - **Parents, staff, coaches.**
- **Assign leadership roles and responsibilities.**



Take action IV: Parent education

- **“An ounce of prevention is worth a pound of cure.”**
- **Develop a parent education program.**
 - **Workshops & discussions.**
 - **Library of references.**
 - **Newsletter articles.**
 - **List of experts.**



Take action V: Communication

- **Develop a system of communication with parents.**
 - **Website.**
 - **Newsletters.**
 - **Weekly updates.**
 - **Text/email alerts.**
 - **Parent-coach communication system and guidelines.**
 - **Parent meetings.**



Don'ts for parents

- **Take parents for granted.**
- **Assume they understand snow sports.**
- **Assume they see the value of snow sports.**
- **Expect parents to volunteer.**



Dos for parents

- Offer the best product you can.
- Ask for help.
- Develop a structure and process for all parent activities.
- Create a system of communication.
- Do listen and welcome parent input.
- Emphasize the values, attitudes, and tools their children will gain.
- Make parents feel appreciated.
- Ensure they see the ROI.



Thank you for your attention and interest!



Website: drjimtaylor.com

Email: jim@drjimtaylor.com

PARENTING - GUEST SPEAKER



REIJO JYLHÄ

Coach of the Finnish Cross-Country Team and father of Cross-Country skier Martti Jylhä

COACH AND FATHER

VIEWS AND EXPERIENCES



**15th FIS Youth and
Children's Seminar**

Reijo Jylha – Head Coach Finnish XC-skiteam

reijo.jylha@hiihtoliitto.fi

+358 401680553

THE STRUCTURE OF THE PRESENTATION

- The current situation
- Background
- Age from 0 to 7
- Age from 7 to 15
- Age from 15 to 23
- Age from 23 to 30

THE CURRENT SITUATION



- Martti Jylhä
 - World cup skier
 - Best place in WC: 2nd
 - Best place in World Championships: 7th
 - The member of FIS athlete Commission
- Reijo Jylhä
 - The head coach of Finnish cross-country skiteam until 31.5.2018

BACKGROUND

- I got married 1985
- We moved to Vuokatti in 1987
- Martti was born 3.6.1987
- I started in full-time coach 1987
- Martti's mother is physical education teacher
- Martti got a little sister 1989 and brother 1992

AGE TO SEVEN



- Mother skied a lot during pregnancy
- We lived all this time inside the Vuokatti Sport Institute area
 - Environment, my work
- Skiing learning
 - 1 year old
 - 3 years old
 - 5 years old

AGE FROM SEVEN TO FIFTEEN

- Multisport
 - Finnish baseball, football, volleyball, cross-country skiing, nordic combined
- Martti was many times with me in different sport places
- 1994 – 1998 I was coach in our Junior team
- 1998 – 2001 I was coach in our B-team
- 2001 – 2006 My first period in Head Coach

AGE FROM 15 TO 23

- **Choice of sport**
- **Finnish Championships**
- **EYOF**
- **JWCS**
- **First time in WC and WCS**
- **Mikko Virtanen was coach until 23**

AGE FROM 23 TO 30

- I have been his personal coach from 23 until this spring
- My second period in head coach from 2014
 - There has been sometimes difficult situations
- The road has been more important than the results



THANK YOU!


Suomen Hiihtoliitto

Reijo Jylhä – Head Coach of
Finnish XC-skiteam

reijo.jylha@hiihtoliitto.fi

+358 401680553



COFFEE BREAK

10:15 – 10:30



Coffee Break

WORKING GROUPS - DISCUSSIONS WITH SPEAKERS

ROOM:
Panorama C
10:30 – 12:00



**CHANGE
OF ROOMS**
11:15

ROOM:
Berne
10:30 – 12:00

REIJO

JYLHÄ

Coach of the Finnish Cross-Country Team and father of Cross-Country skier Martti Jylhä

JIM

TAYLOR Ph.D.

International authority on the psychology of sport and parenting and a former Alpine skier

LUNCH

12:30 – 13:30



Lunch break

ROUND TABLE - SPEAKERS

JENNY
WIEDEKE

FIS Communication Manager

ANDREW
YULE

Father of World Cup skier
Daniel Yule

HUGUES
ANZERMOZ
Alpine Coach

REIJO
JYLHÄ

Coach of the Finnish
Cross-Country Team and
father of Cross-Country
skier Martti Jylhä

JIM
TAYLOR Ph.D.

International authority
on the psychology of
sport and parenting and
a former Alpine skier

FIS - BRING CHILDREN TO THE SNOW



ANDREW
CHOLINSKI

Coordinator, Bring Children to the Snow

INTERNATIONAL MATTEO BAUMGARTEN AWARD – 21st Edition

- Annual Award in memory of **Matteo Baumgarten**
- Recognises athletes who **study and compete**
- Each nation can submit **5** athletes
- Open to all disciplines
- Reward of **3000 Euros**
- **Previous winners include:** Tina Maze, Ilka Stuhec, Tanja Poutiainen, Ester Ledecka and Katja Pozun

BRING CHILDREN TO THE SNOW – THE FACTS

- **188.6** tonnes of material distributed
- Over **1000** Organisers
- **5222** events and actions since 2009
- Over **300'000** persons reached weekly
- **2.6 million** participants



BRING CHILDREN TO THE SNOW – THE BENEFITS

- Shows you care for the next generation
- Connection to the grass roots
- Sustainable – there is always new families and children
- Add a new dimension to your National Ski Association
- It's easy to implement

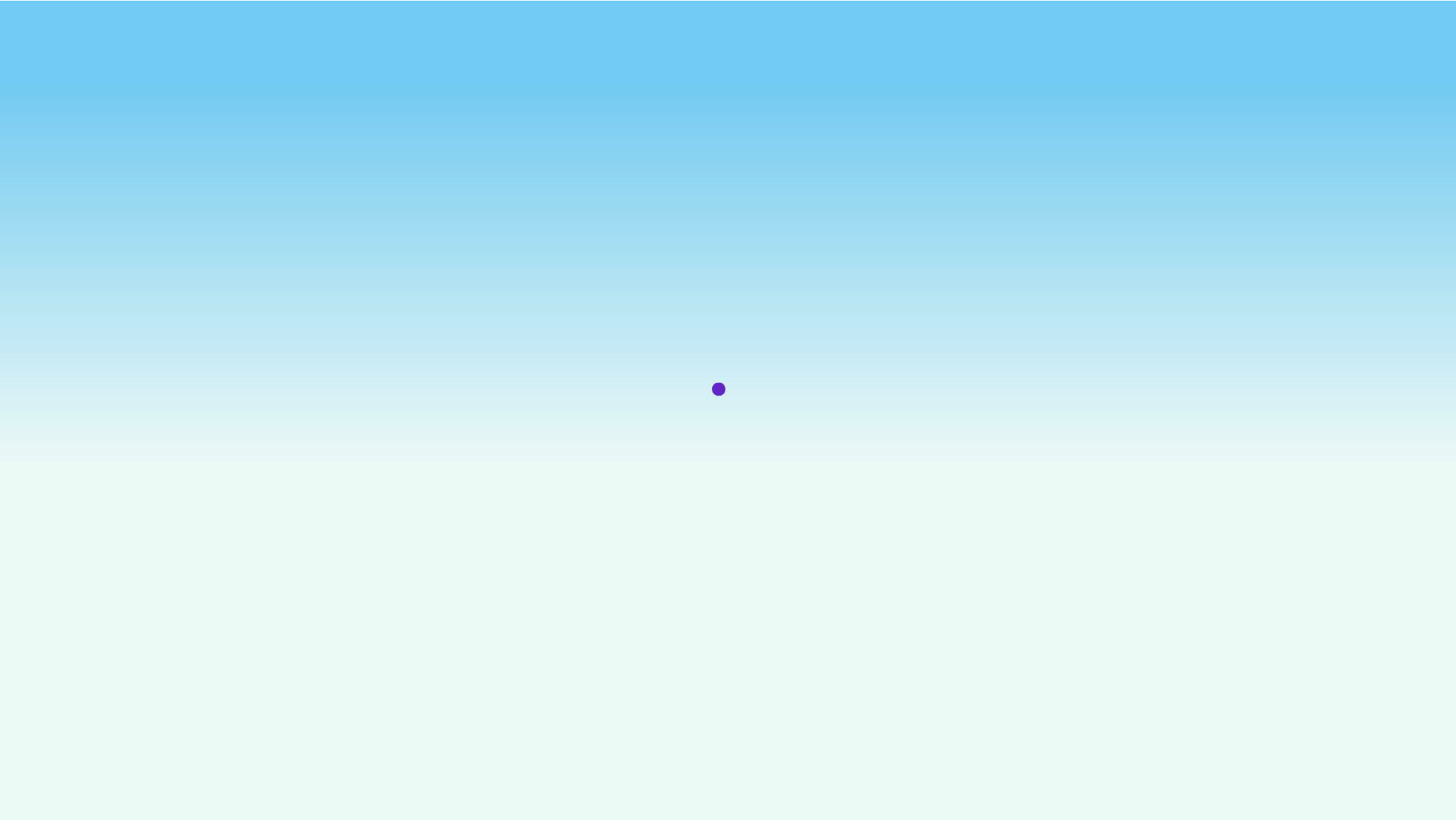


BRING CHILDREN TO THE SNOW – SAFETY MADE EASY



BRING CHILDREN TO THE SNOW – SAFETY MADE EASY

“ Safety is taken for granted as an integral component of a modern lifestyle including snow activities. That’s why the ’10 FIS rules for the conduct of Skiers and Snowboarders,’ which are considered globally as the laws for the conduct on the pistes, are also a natural component of World Snow Day activities. They will help show children and their families how to behave and be safe on the snow and in doing so will also show them how to be safe off the snow.”



BRING CHILDREN TO THE SNOW – FOR MOTHER NATURE

“The young generations are the future guardians of the snow. The children of today are the ones who will be running the factories, industry and other big industry. The younger generations need to grow up caring for the environment so they and their children, too, have snow to play on in the future. Furthermore, by conserving the environment to preserve the snow, other natural environments will benefit as well.”

BRING CHILDREN TO THE SNOW – FOR MOTHER NATURE

POW 
PROTECTOURWINTERS.ORG

BRING CHILDREN TO THE SNOW – FOR MOTHER NATURE

- **Athlete Inspiration Events:** A series of events to inspire and encourage children.
- **POW Pledge:** Integrated into the home page of World Snow Day and SnowKidz.
- **Toolkit Integration:** Printable poster template.
- **Social Media Presence:** Distribution of POW videos and posts via the World Snow Day and SnowKidz Social Media channels.

SHARE

BRING CHILDREN TO THE SNOW – THE COST

\$0

LAUSANNE 2020 - YOUTH OLYMPIC WINTER GAMES



SIMONE
RIGHENZI

Lausanne 2020

SUMMARY AND CONCLUSION



KEN
READ

Chair FIS Coordination Group Youth &
Children

ISF - SCHOOL WINTER GAMES



The ISF SCHOOLS WINTER GAMES

5-10 February, 2018
Grenoble, France

The FIS logo is located in the top-left corner. It consists of the letters 'F', 'I', and 'S' in a bold, sans-serif font, with a stylized blue and yellow swoosh element above the 'I'.

F I S

The text 'THANK YOU' is centered within a white rectangular border. The background of the entire slide is a close-up, shallow-focus photograph of several clear glass Christmas ornaments. One ornament in the foreground is in sharp focus, showing a faint, etched FIS logo and a snowflake design. Other ornaments are visible in the background, some out of focus, creating a festive and celebratory atmosphere.

THANK YOU