15th FIS Youth and Children’s Seminar

Parenting in Wintersports

Organisation: Ken Read, Chairman of the Coordination Group Youth & Children
Josef Zehausen, 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

   - 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

300 million winter sports participants

30 million Get into Snow Sports participants

12'560 Instructors
PARENTING - WADA

Downloads:
Provided World Anti-Doping Agency

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 takes place from 2 to 6 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

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

Downloads/Movies and Programs:
Provided by the Child Protection in Sport Unit

2nd – 8th October 2017 - Parents in Sport Week
PARENTING - GUEST SPEAKER

JIM TAYLOR Ph.D.

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

• 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!

Reijo Jylhä – Head Coach of Finnish XC-skiteam
reijo.jylha@hiihtoliitto.fi
+358 401680553
COFFEE BREAK
10:15 – 10:30
WORKING GROUPS - DISCUSSIONS WITH SPEAKERS

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

ROOM: Panorama C
10:30 – 12:00

ROOM: Berne
10:30 – 12:00

CHANGE OF ROOMS
11:15
LUNCH
12:30 – 13:30
<table>
<thead>
<tr>
<th><strong>ROUND TABLE - SPEAKERS</strong></th>
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<tbody>
<tr>
<td><strong>JENNY WIEDEKE</strong></td>
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<tr>
<td>FIS Communication Manager</td>
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<tr>
<td><strong>ANDREW YULE</strong></td>
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<td>Father of World Cup skier Daniel Yule</td>
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<tr>
<td><strong>HUGUES ANZERMOZ</strong></td>
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<td>Alpine Coach</td>
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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

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
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
THANK YOU