

"...We teach the players to raise their hands on the pitch, in the classroom and in the rest of their lives..."

**a few perspectives on
leisuretime activities,
transfervalue and wellbeing of
young people....**

Helsinki November 5. 2022



When I don't attend conferences.....



The “Harder effect ”??????

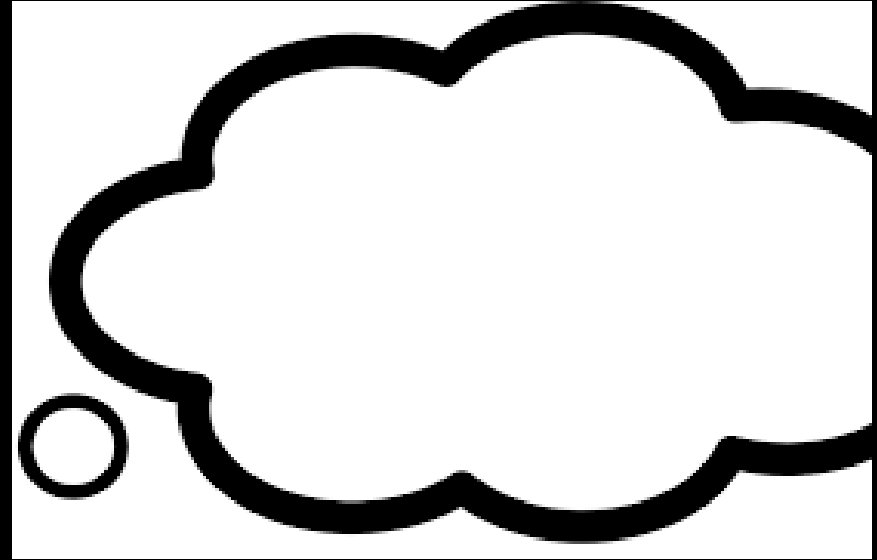
In 2011, there were 60,000 girls under the age of 18 playing football in a local club - what was the number in 2021?



Members 2006-2021

YEAR	The number of players aged 0-18
2006	44489
2010	56258
2011	60089
2015	47046
2021	47645

This development called for a rethinking of the product!





The Reality
is.....

An alternative title

.....

How will all
players become
"winners"
through being a
part of a learning
environment?





And the
product
should meet
the need of
the two
different
types of
consumers...

Something has changed...



5th grade in 1990's – and in 2020's.....

“...This invention will change the world forever...”

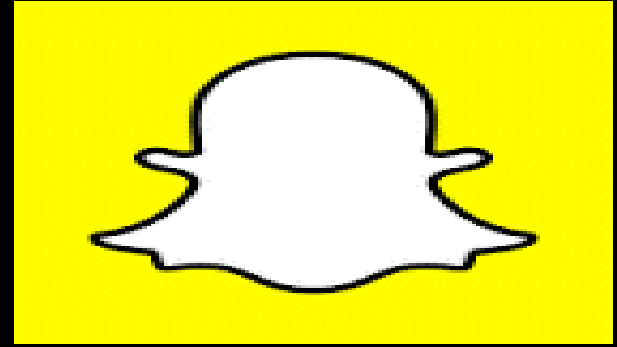




I grew up in a context like
this.....

And I was introduced to new
activities by the older boys and
girls – and the introduction also
included how
to become a part.....

BeReal.



This is the context of Generation Alpha/z
– and often they are only introduced to the
activity and not how
to become a part....

A world with....

- More friends worldwide, but fewer groups across gender and age to model after
- More loneliness and more involuntary loneliness
- More communication, but less togetherness
- More 'triple A products' (games, entertainment, porn, etc.) and less physical activity





The playmakers has gone...



Do you have "secondary adults" in your life...?

	2015	2020
Yes, and i use them	49,0	33,6
Ye, but I don't use them	22,3	32,2
No, and i don't miss it	24,8	29,8
No, but I would like to have access to secondary adults...	3,9	5,3

A growing proportion of young people is struggling with life....
(Figures are from "The national health profile 2021")

Age group 18-24 years	Girls/Women	Boys/Men
Proportion with poor mental health		
2010	15.8 per cent	8.3 per cent
2021	34.4 per cent (118%)	21.2 per cent (167%)
Proportion that scores high on stress		
2010	21.3 per cent	11.3 per cent
2021	53.3 per cent (150%)	31.2 per cent (176%)

Leisure activities a " protective " factor

(From " Good Sports
environments for girls ,
2019)

GENERAL WELLBEING (8-10)	53.3 per cent
WELL-BEING AT SCHOOL (8-10)	48.9 per cent
WELL-BEING IN SPORTS (8-10)	61.8 per cent

Generation Alpha is perhaps the most socially isolated generation to date.....but fortunately the large group has many “friends”



Loneliness in 2020

- Proportion stating they are lonely at 9 am: 17.4
 - Girls: 19.2
 - Boys: 15.0

(UCLA Loneliness Scale):

- 1) How often do you miss someone to be with?
- 2) How often do you feel left out?
- 3) How often do you miss someone to be close to?

We must be
"ambitious" on behalf
of the analogue
communityand
help the participants
to be able to blend
into the community
as well as include
others....



*Because we are
ambitious on
behalf of the
analog
community, all
players get a "ball
buddy"...*



"...When you haven't raised your hand in class for many years, it's as if the connection between arm and brain has disappeared..." (Girl 9.kl)

Less than half of the students in 7-9 class raise their hand if they are not quite sure of the answer! For a group of these students, it is about a "defensive performance strategy", where it is more important not to appear "stupid" than to be smart!



The project:

Based on football, we train the players' ability to raise their hand on the pitch, off the pitch and hopefully also in the rest of their lives...

And someone would maybe say that we have started a “recreational educational project! - but the product is still football



We invite players and parents to become part of something bigger –
football's potential transfer value....



Do you learn something from attending football, music or horse riding ?

Activity	Attend any leisure activity	Does not attend leisure activities	Attend sport activities	Attend a leisure activity other than sports
Loneliness	14.0	16.2	12.8	15.9
Satisfied with my Weight	53.8	49.3	57.3	48.7
Satisfied with my body	45.4	40.2	47.9	41.3
I feel I am good enough as I am	69.7	64.0	72.9	64.4
Raise your hand in class	51.3	39.5	55.0	43.8

If you give this a go.....



What kind of skills do the athletes gain from practice – besides very specific technical skills?



21st Century Skills:



Being able to be outside your **comfort zone** ...



Experiment – and dare to fail...



The ability and willingness to **cooperate**



Creativity



Critical sense – not just "What?" but also "**Why** ?"

It must be functional.....



Building blocks in the fixed training programs....

The training is built around the following template:

- 1) Everyone is with someone – Ball Buddy !
- 2) Warming up – exercises from DBU Antibulli / Mary Foundation
- 3) Football training - which means that the most dedicated can potentially become part of HB Køge's setup
- 4) Systematic conversations that are connected to the bodily experiences the players get in connection with the activity – that something is awkward, challenging , etc

Topics that we discuss.....





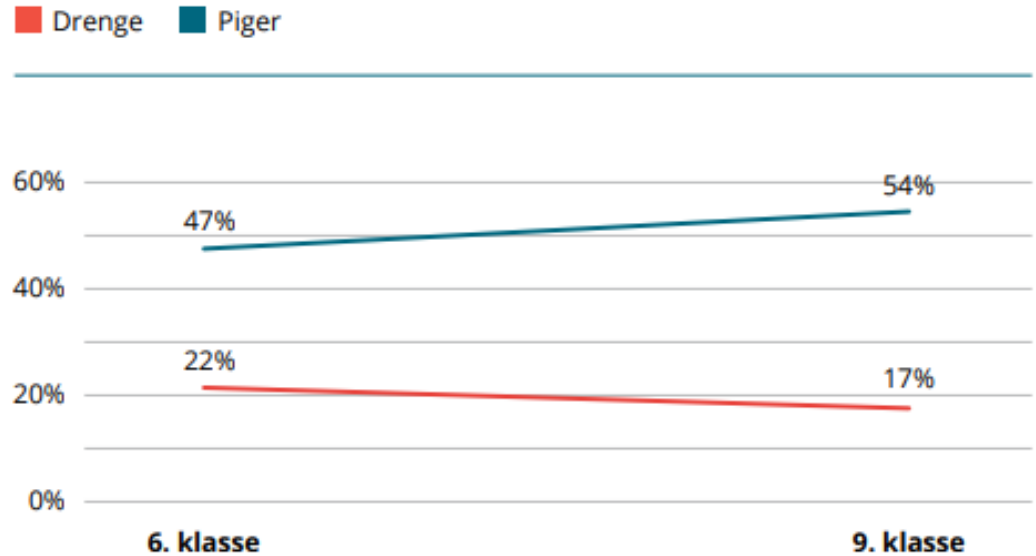
"Everything has to be perfect... and then it's good to experience that you survive mud in your hair"

"....You have to have the perfect body, wear the perfect clothes, have good grades - B is fine, A is perfect, but if we get a C or D, we will be sad...."(Caroline, 16 years old)



No likes?
Then you
have to
act.....

Figur 23. Andelen af skoleelever fordelt på køn og klasse, der har prøvet at fjerne et billede på sociale medier, fordi de ikke syntes, at det fik nok likes, hjerter eller kommentarer



"To use the body and to
get a break from having
to think all the
time....There is just
something really cool
about feeling your body
being used, being
strong and being
smeared in mud..."
(U18 player)



“...It's like my
brain is burning
...”(U9 player)





Your brain is
“lazy”

It would rather have you do what
you “usually” do.....

“....There are no ties that bind me, or maybe they
are just invisible....????”



What is most important in terms of getting to play at the highest level?





Our "backpack" can have
different sizes...

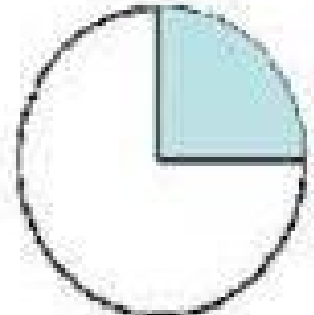
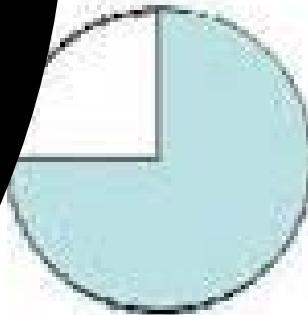


When you grow up in an individualized
echochamber , where the backdrop
consists of majority misunderstandings,
it is important to be a part of groups
where you can talk about “ important
things” that the majority deals with



Fattelse

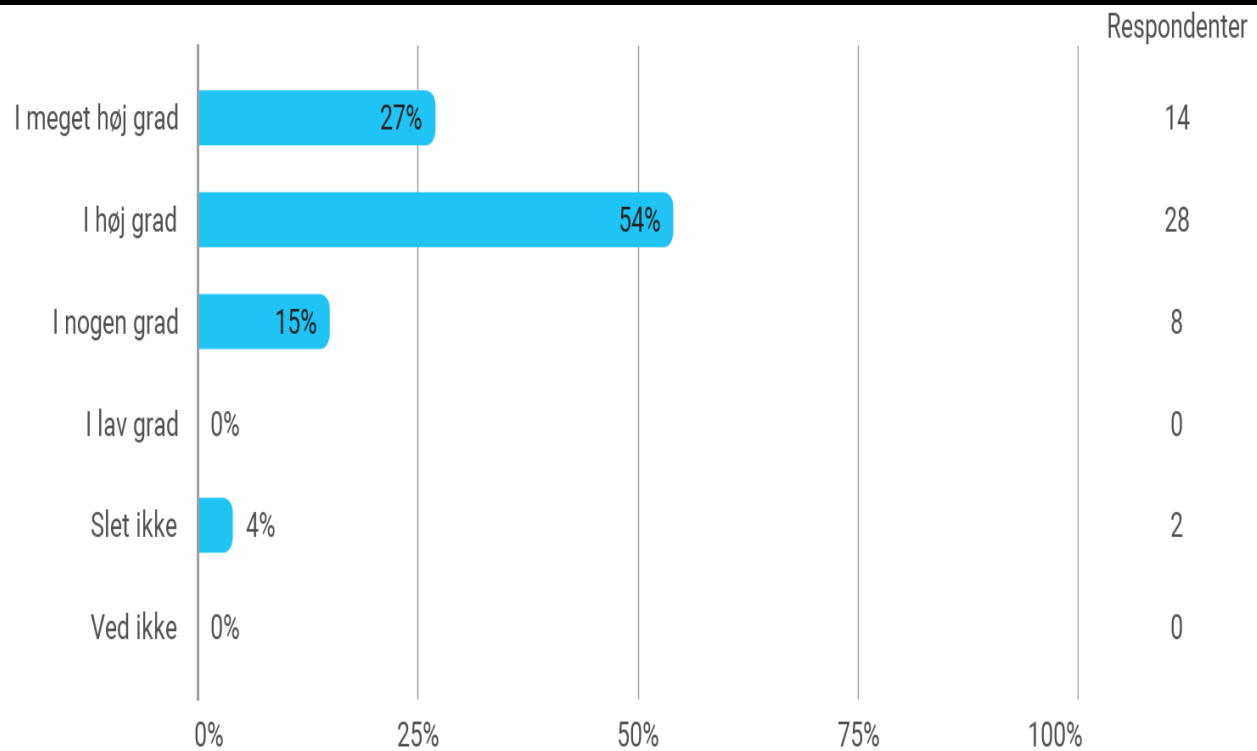
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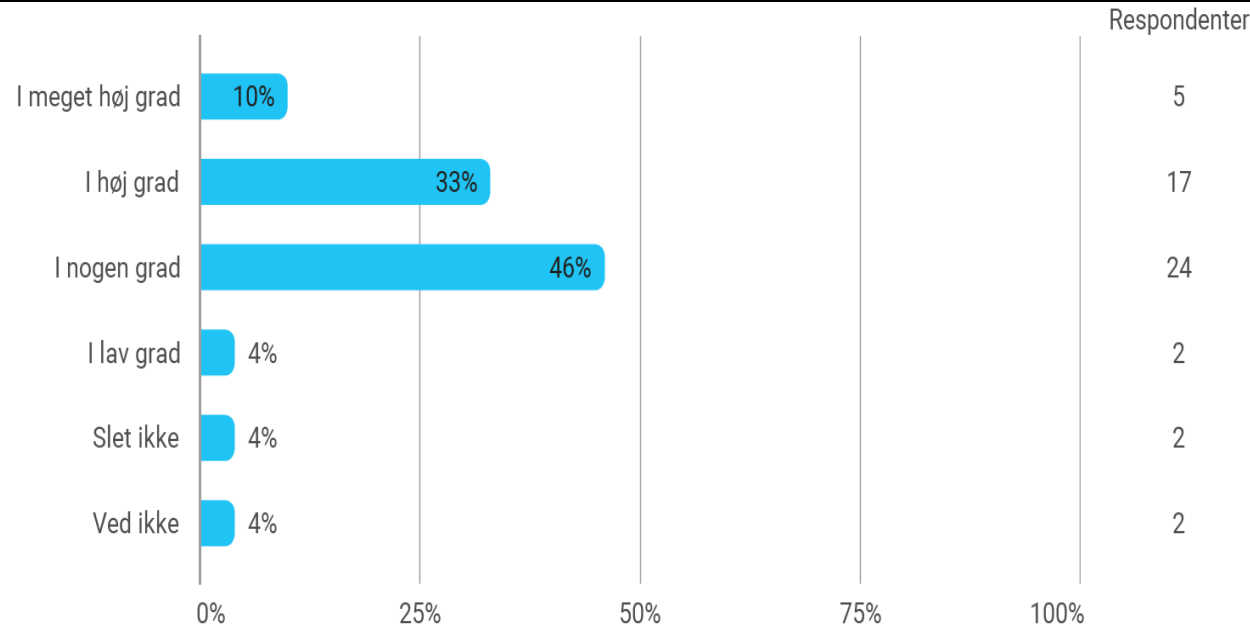
We are trying to find the leaks.....



To what extent is it important to you that? That my child learns skills that he/she is able to use on daily basis (be part of a group, playing with children with other backgrounds etc.)



To what extent do you experience that your child learn skills that he/she is able to use on daily basis (be part of a group, playing with children with other backgrounds etc.)





The challenge is to see leisuretimeactivities as a PRACTICE ARENA with a lot of potential transfer to other lifeareanas ...

But transfer value does not necessarily arise
by itself....

It is the adults who set the
FRAMEWORK for the activity,
togetherness and
conversation.....and its not
an easy task!!!



A Question after a training session/game could be....

- We introduced you to new drills....What is your first thought when you have to try something new? Are you thinking "I can't figure that out!" or "No problem"? – and we talk about “fixed or growth mindset”
- • What can be difficult/challenging at school? And how do you deal with it? And how can you use your experiences from soccer in the classroom?
- Etc....

Other good.....



