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EUROPEAN ROOKIE CUP

Recruitment and Physical Activity

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Why recruiting? Why ice hockey?

- Fastest team sport in the World
- To increase the number of players
- Exciting sport – its cool
- Team sport – be part of a team, make friends, develop life skills
- It's a safe sport to play – protective equipment, no body-checking
- A sport for the whole family
- Improves agility, strength, and coordination
- Develops self-confidence, sportpersonship, teamwork skills and self esteem
- Having fun playing in a positive, healthy and safe environment
- Develop skills (puck handling, skating, passing, shooting), speed, discipline and teamwork
- Quick thinking and fast reactions



Why ice hockey?

Affiliation = sense of belonging

- Be a member of a group
- Be with friends and make new friends
- Play with teammates and other children of the same age
- They like to spend time together with other children at team meetings and get-togethers
- Be appreciated
- Have fun



Why ice hockey?

Sensation = feeling/emotion

- Enjoy speed and competitiveness
- Playing a sport that is different
- Being part of a team
- Work hard



Why ice hockey?

Excellence = top performance

- Master skills of the game
- Be a good hockey player
- Improve their abilities
- Excel at playing ice hockey



Why ice hockey?

Success = achievement

- Receive recognition
- Admiration for their achievements
- Winning
- Receiving trophies
- Become known as a hockey player



Recruitment Initiatives

IIHF

- Hockey is for Me
- Try Hockey – ‘Experience/Girls Ice Hockey Days’
- World Girls’ Ice Hockey Weekend
- Learn to Play





Recruitment Initiatives

Canada

- The First Shift – Helping Kids Fall In Love With Hockey

USA

- Try Hockey for Free
- 2+2 Hockey challenge

Austria

- Kid's and Girls' Hockey Days and
- School Cooperation

Finland

- Girls' Hockey Day (GHD)
- Lion hockey school
- Grassroots Hockey

Switzerland

- Hockey Goes to School

Germany

- Regional Development Camps for Girls





Principles of a Recruitment program

Develop love for the sport

Memories

Positive experience

Affordable

Create desire

Fun

Accessible

Break down barriers





Recruitment and initiation ideas to ice hockey



Recruitment and initiation ideas to ice hockey:

- Try hockey for free days
- Involve local schools into hockey program
- Cooperate with other sports clubs (share participants); hockey in winter, other sports in summer
- Grassroots hockey program
- Start with floor-ball/street hockey/roller hockey in summer
- Bring a friend to hockey school (2+2 challenge)
- Hobby Hockey (only fun, no games)
- Open ice (no equipment)



Physical Activity

- Any bodily movement produced by skeletal muscles that requires energy expenditure
- Insufficient physical activity is a key risk factor for diseases such as cardiovascular diseases, cancer and diabetes
- More than 80% of the world's adolescent population is insufficiently physically active
- Moderate and vigorous intensity physical activity brings health benefits
- Exercise: planned, structured, and repetitive and aims to improve or maintain one or more components of physical fitness

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Physical Activity recommendations 5-17 year olds

- At least 60min of moderate to vigorous-intensity physical activity (PA) daily
- PA of more than 60min daily will provide additional health benefits
- At least 3 times per week PA should include activities to strengthen muscle and bone

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What can we do to get children and adolescence physically more active?



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Learning Cafe

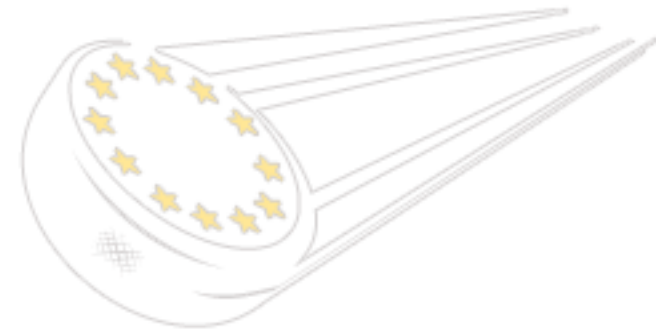
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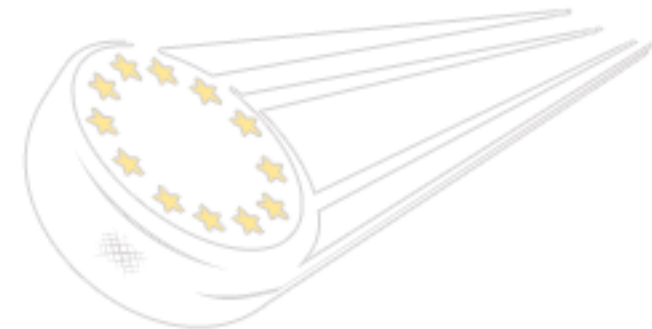
Learning Café





How to provide children with a fun and safe environment?

- Rules and regulations (no body-checking, slashing, cross-checking, ...)
- Team mates are of similar age
 - Fun
- Improved protective ice hockey equipment
- Different game-rules compared to adult hockey
- Educated coaches and team staff
- Hockey is a contact sport like other sports (not more violent)
- Offer fun practices; engage all the players in the activities





How can being a member and playing in an ice hockey club be made more attractive to children and youth?

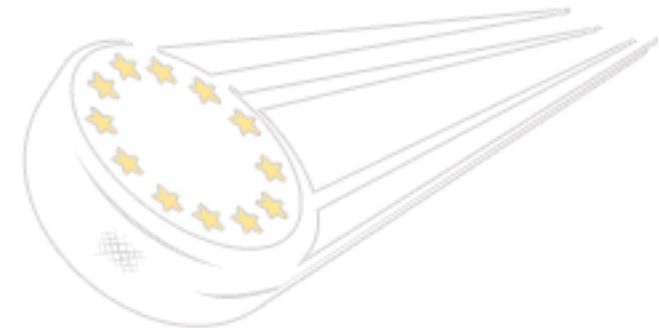
- Well developed community structure => marketing
- Well organized
- Culture of caring => Ice hockey family
- Visible community work
- Create a positive public image
- Healthy and safe environment
 - Physical activity
- Cooperation with other sports
- Promote the individual development of each player
 - Grows as a person and as an athlete
- Develops responsibility, independence
- Fun environment => spend time with friends and same aged peers
- Receive mentoring on sport-related topics but also on life skills
- Support structure for families





How can ice hockey be made more attractive to children and youth?

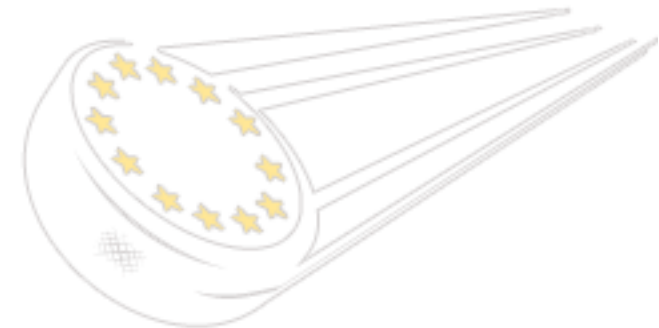
- Offer free trial period
- Grassroots hockey program
- Create a Hobby Hockey team (only friendly games)
- Learn to Play program
- Change the rules of the game so there is less violence on the ice
- Ice hockey only for girls
- Offer a skating school
- Become part of the ice hockey community
- Have events where younger players can meet famous hockey players
- Be with friends
- Give free tickets away to watch a league game
- Family friendly environment
- Hockey can give a purpose and direction to life
- Offer free open-ice sessions (with and without sticks)
- Cooperation with youth leisure center/youth club
- Organize hockey camps





Ice hockey equipment support ideas:

- Second hand equipment exchange
- Hockey gear exchange
- U13 and under only wooden sticks
- Godparent program
- Fundraising
- Sponsors
- Club own gear and rents it out
- Facebook hockey exchange page
- Volunteer work in exchange for hockey equipment





How can we convince parents that ice hockey is not a dangerous and rough sport?

- Safe equipment which protects from injuries
- No contact in the female game
- Different rules and regulations in the youth game
- Players of same age play together
- Community creates a safe environment



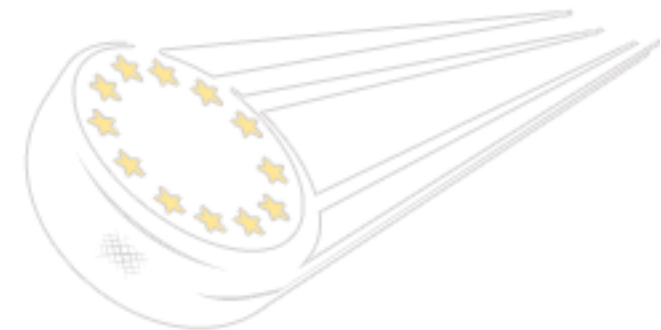


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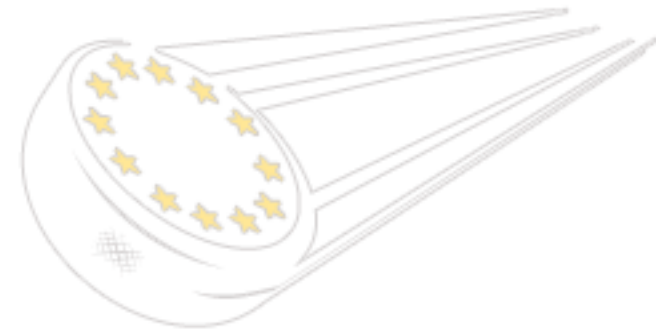


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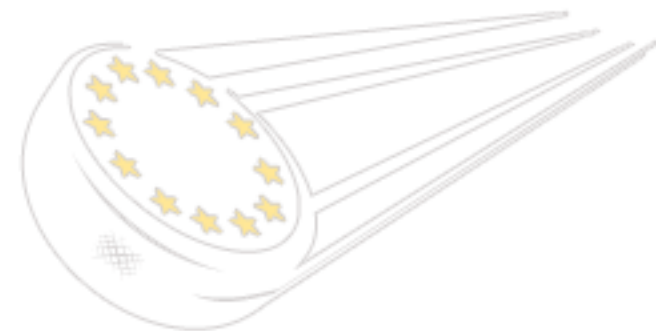


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Ice hockey equipment support ideas:





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