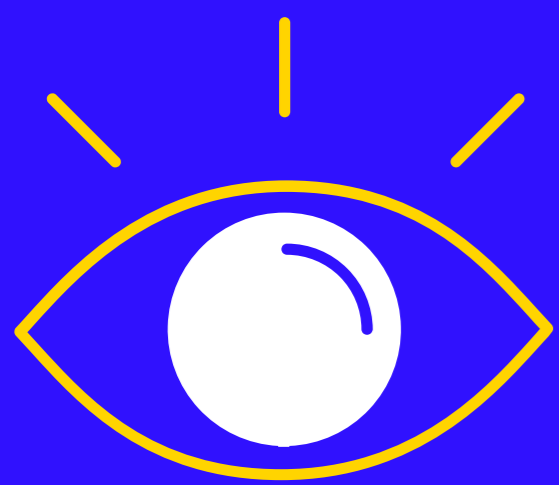
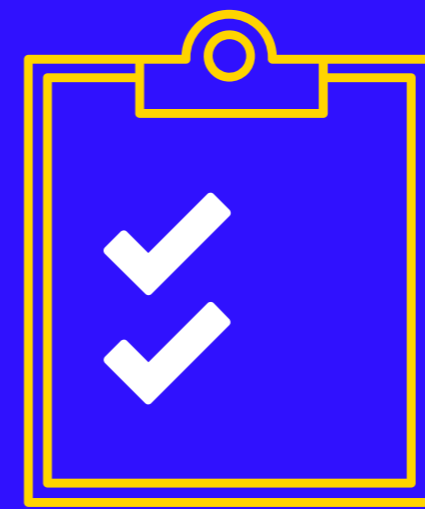


ICOACH KIDS



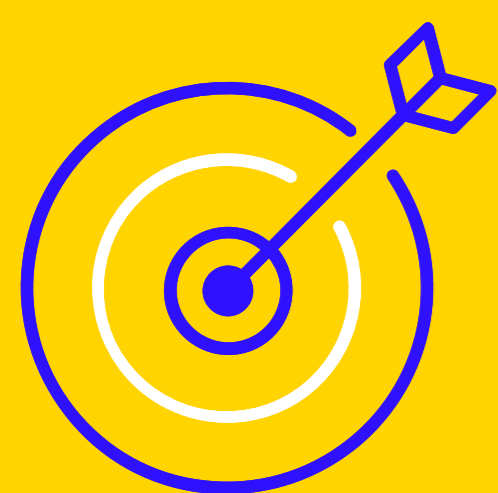
OUR VISION

A world where every child has access to **POSITIVE SPORT EXPERIENCES** that foster a **LOVE FOR SPORT, PLAY AND PHYSICAL ACTIVITY.**



OUR MISSION

ICOACHKIDS promotes sport policy, education and practice that **PUTS KIDS FIRST.**



OUR GOAL

To become the **CENTRE OF EXCELLENCE** for education, development and policy in youth sport.



INSIGHTS

RESEARCH SHOWS...

- Sport and physical activity are central to physical and mental well-being.
- Positive experiences during childhood and adolescence lead to more active lives in adulthood.

HOWEVER...

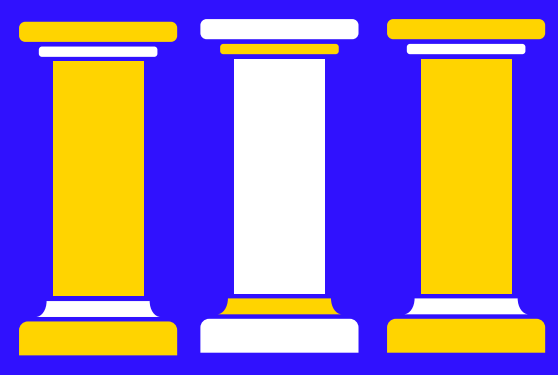
- Only a small proportion of children currently meet the minimal recommended physical activity guidelines.
- Many children have negative and harmful experiences of sport.
- Typically, a large proportion of children drop out of sport around the transition from childhood to adolescence (for multiple reasons).

IN ADDITION...

- The quality of the environment and the behaviours of the adults in it have an impact on children's experiences and participation rates.
- Coaches tend to be the most influential adults in a child's experience of sport.
- The majority of youth sport coaches tend to be beginner coaches, with little or minimal experience of coaching.
- Most National Governing Body qualifications place the focus on the sport, rather than the child and the "act" of coaching.

THEREFORE...

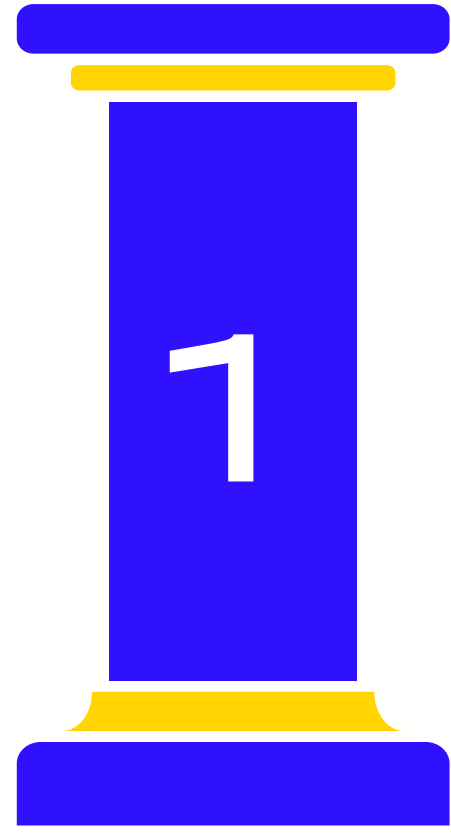
There is a need to support, empower and recognise youth sport coaches in their quest to provide positive sport experiences for children. And this is why ICOACHKIDS exists.



STRATEGIC PILLARS

To achieve its vision, mission and goal, ICOACHKIDS will focus on three strategic pillars:

DEVELOP PEOPLE



Support the development of relevant knowledge and skills for coaches, parents, participants and organisations.

DRIVE GLOBAL CHANGE



Influence policy and practice that puts kids first and recognises the role of youth coaches.

EVIDENCE IMPACT

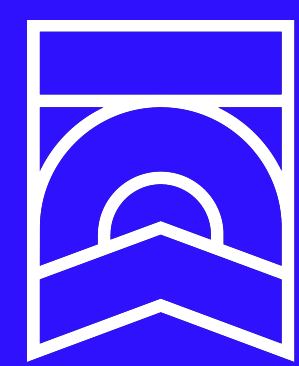


Promote an evidence-based approach to the development of policies and practices in youth sport

OUR PLAYBOOK:



THE

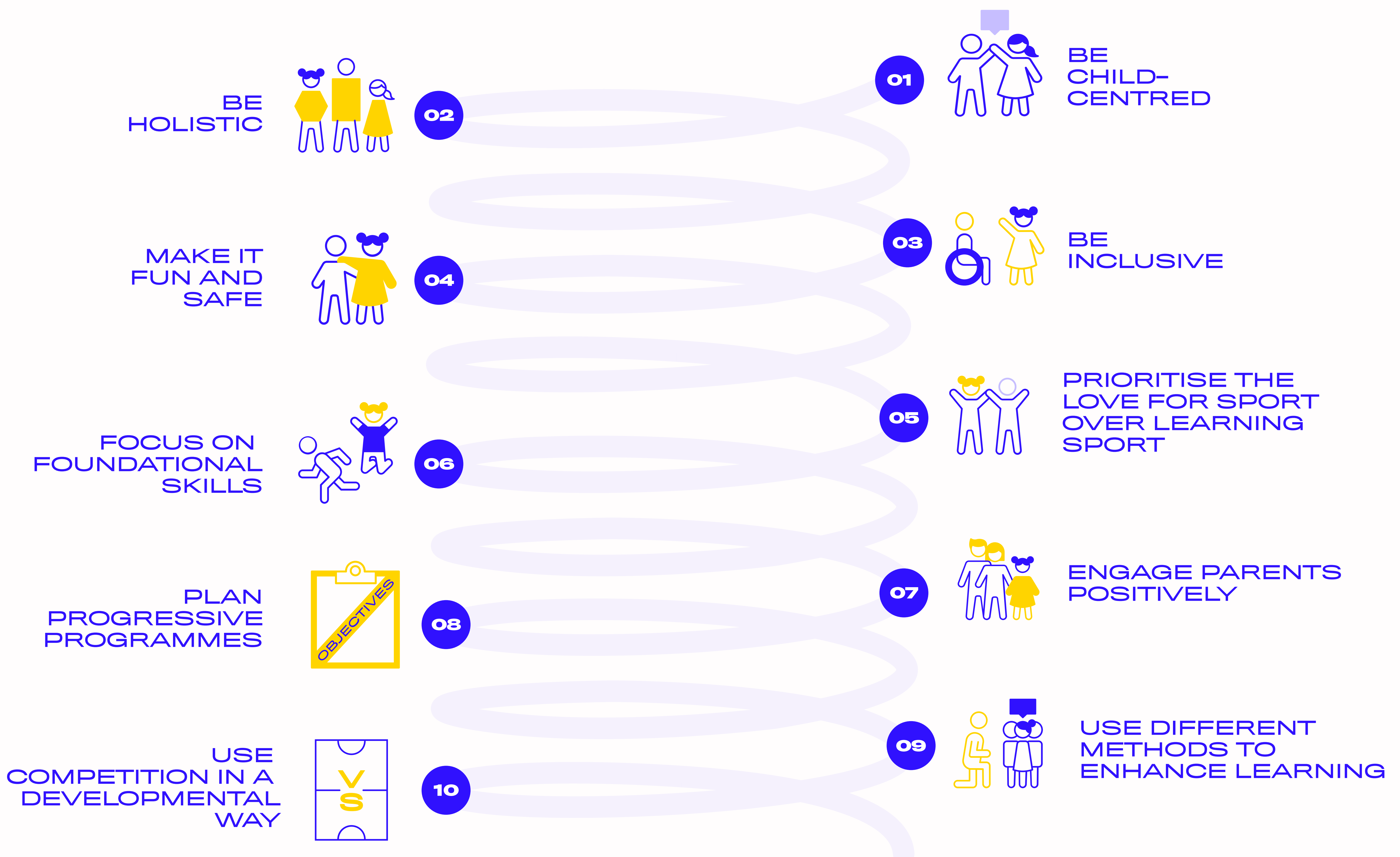


ICOACH
KIDS

PLEDGE

The ICOACHKIDS Pledge contains 10 golden rules that will help coaches, sport clubs, and organisations make sport a positive experience for each and every child.

We would like everyone involved in youth sport all over the world to commit to the pledge, so please take a look at the 10 golden rules below:



To find out more about the Pledge, click [here](#)

OUR RESOURCES:



[ICOACHKIDS.ORG](https://www.icoachkids.org)



[FREE E-LEARNING](#)



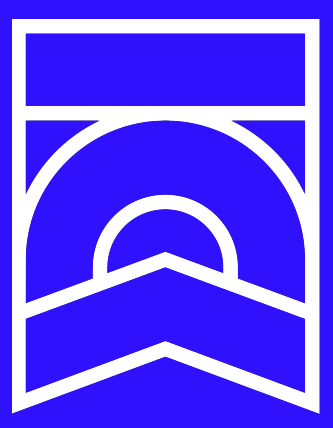
[ICOACHKIDSWORLD](https://www.youtube.com/icoachkidsworld)



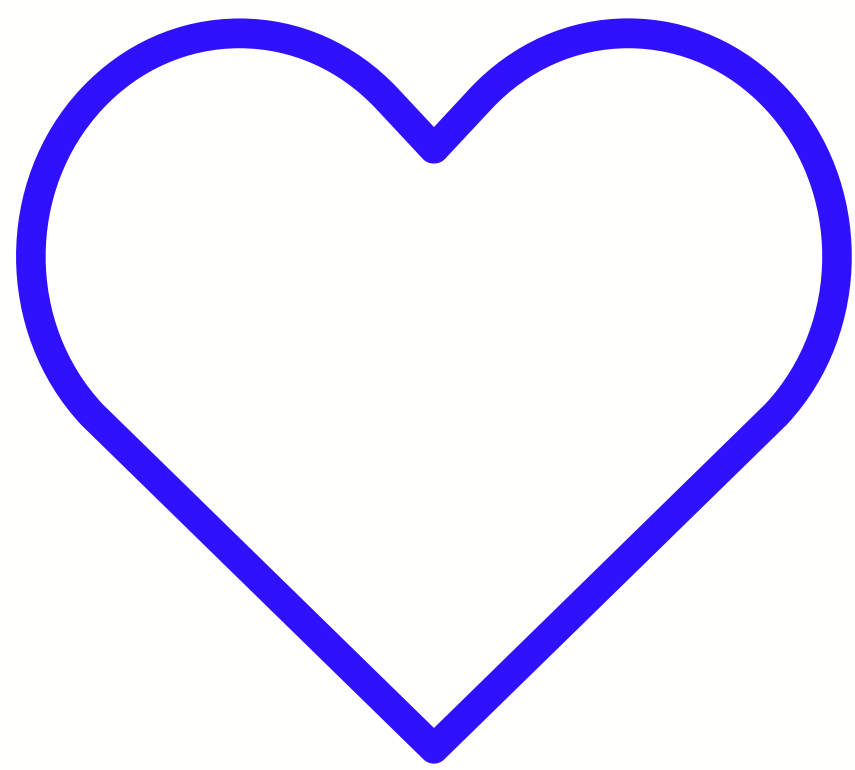
[@ICOACHKIDSWORLD](https://twitter.com/icoachkidsworld)



[ICOACHKIDSWORLD](https://www.instagram.com/icoachkidsworld)

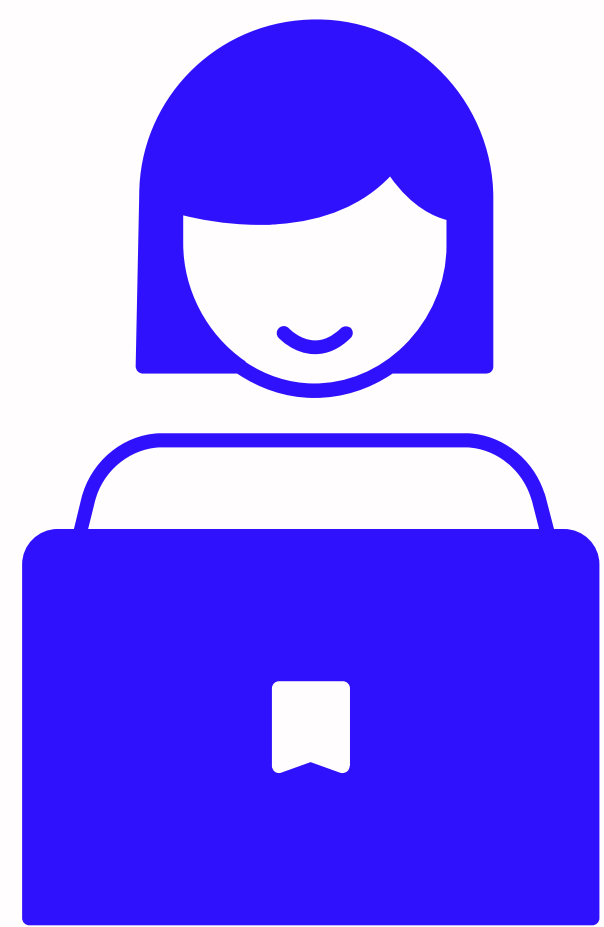


There are six core values at the heart of ICOACHKIDS:



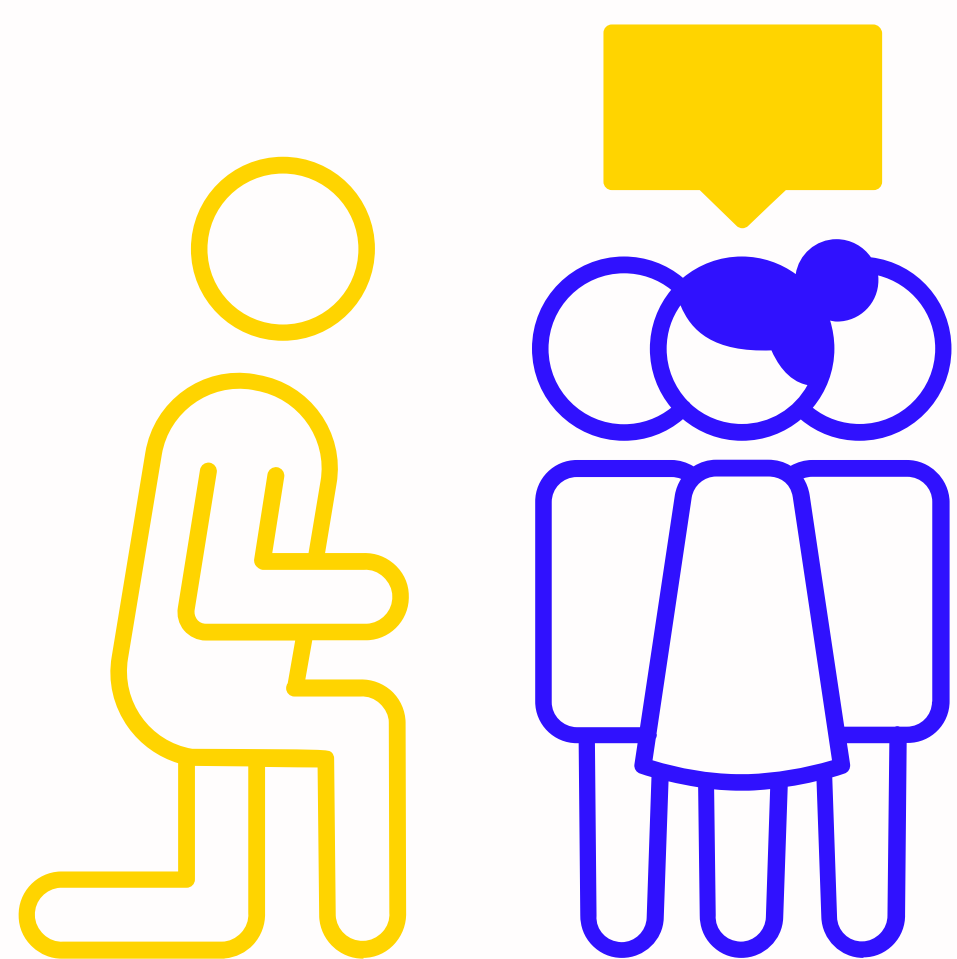
PASSIONATE

We deliver energetic, dynamic and supportive services.



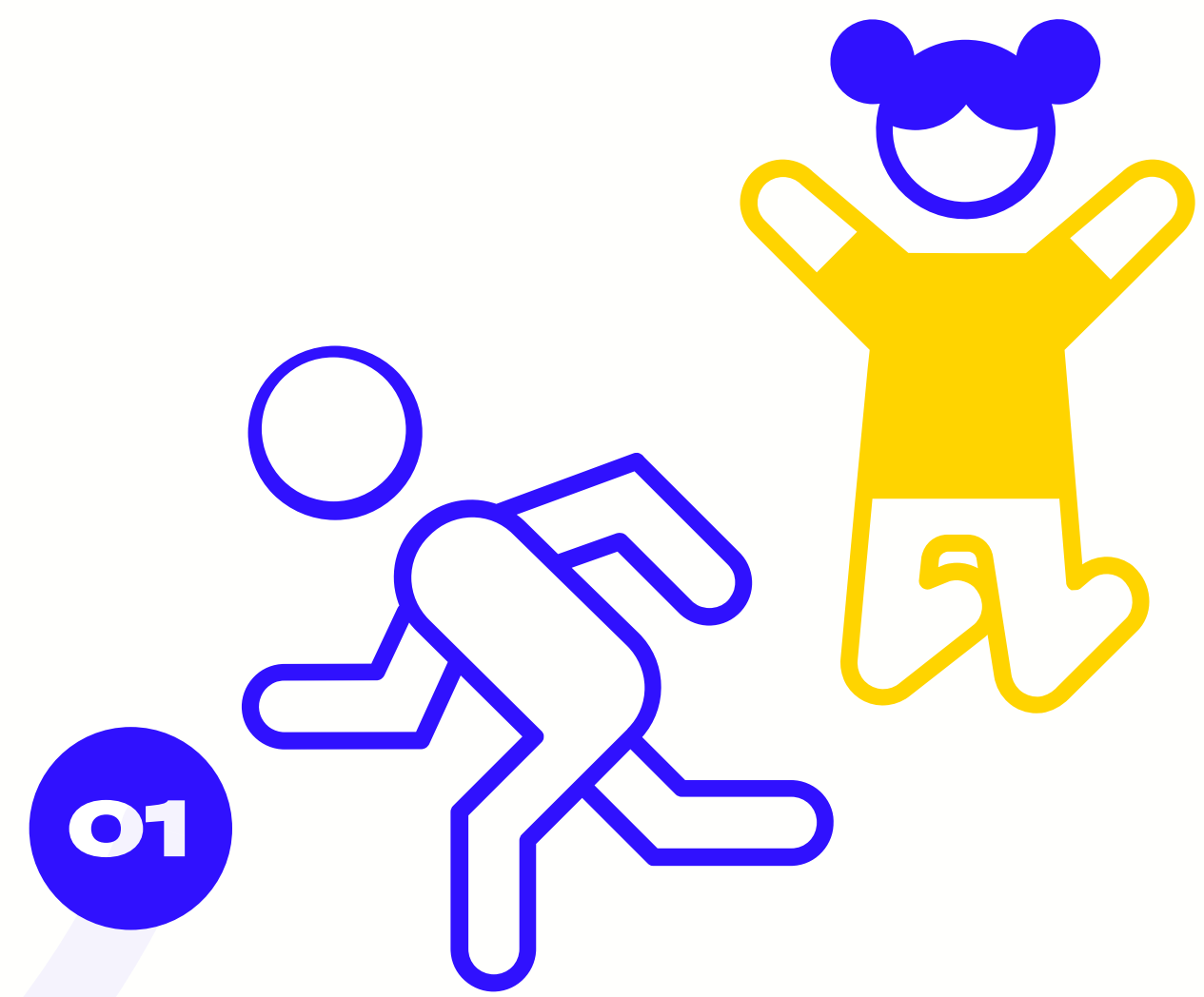
INFORMED

Our actions are informed by research findings and expert practitioners.



HONEST

We uphold the highest standards of integrity in all of our actions

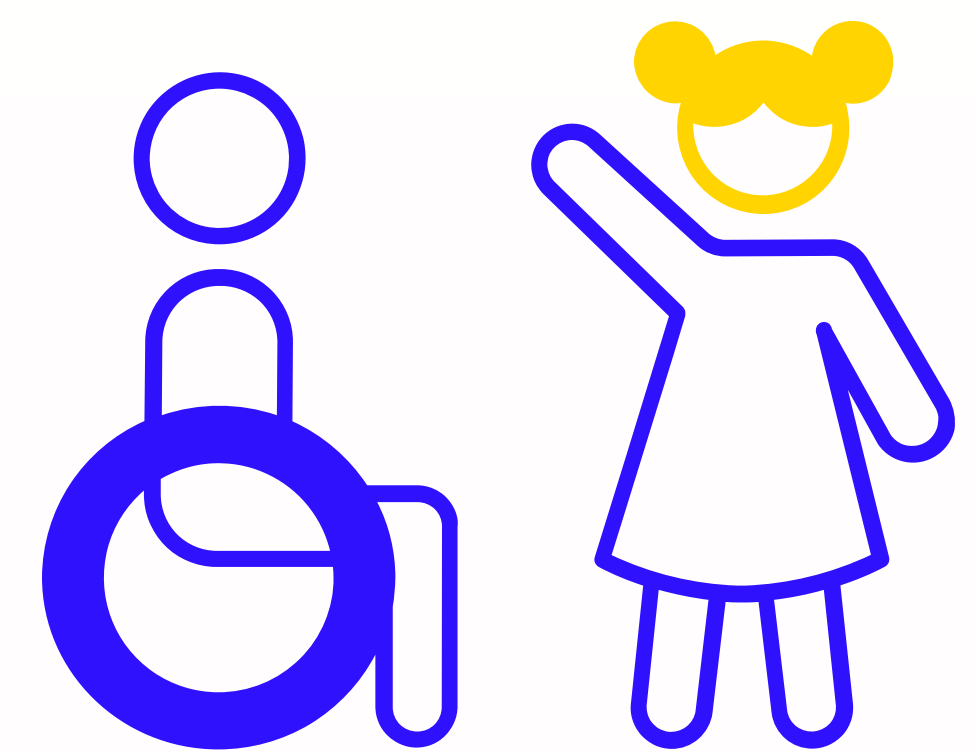


01

KIDS FIRST

Everything we do is to proactively and responsively benefit and safeguard children.

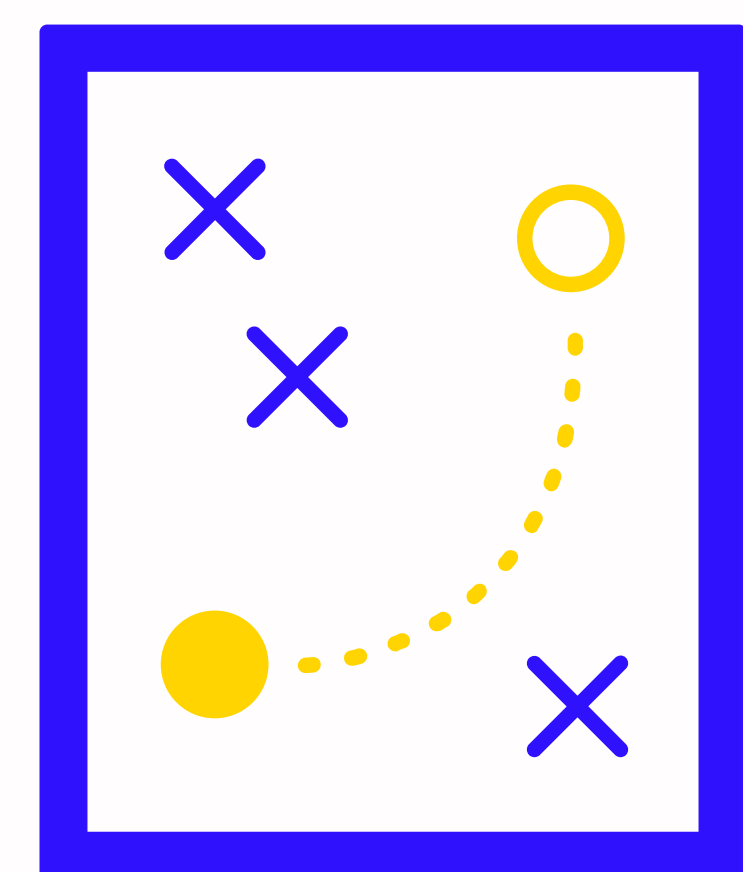
03



INCLUSIVE

We know it takes people with different ideas, strengths, interests and cultural backgrounds to bring our vision to life.

05



INNOVATIVE

We are progressive and proactive.

02

04

06

