

## EUROPEAN SCHOOL SPORT DAY

ESSD



## TOOLKIT

Helping you bring European School  
Sport Day to your community.

Use this toolkit to get your school on the move!

In collaboration  
with the





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# INTRODUCTION

## Getting schools on the move!

*What if every child could #BeActive in school with sport and play?  
What if every school took one day to celebrate sport in Europe?  
Could it help students to kick-off a lifetime of health and fitness?*

**We say YES. And we're doing it with [European School Sport Day](#), known as 'the Day' or ESSD.**

Participation requires getting your school to #BeActive for at least 120 minutes by running, playing games, dancing, skipping rope or any other kind of physical activity.

This toolkit gives teachers, administrators, and students all the information and resources needed to organise a European School Sport Day. Use it to join over 3 million Europeans to #BeActive at schools in 44 countries and counting.

The Day is supported by the European Commission, and is part of the European Week of Sport's #BeActive campaign.



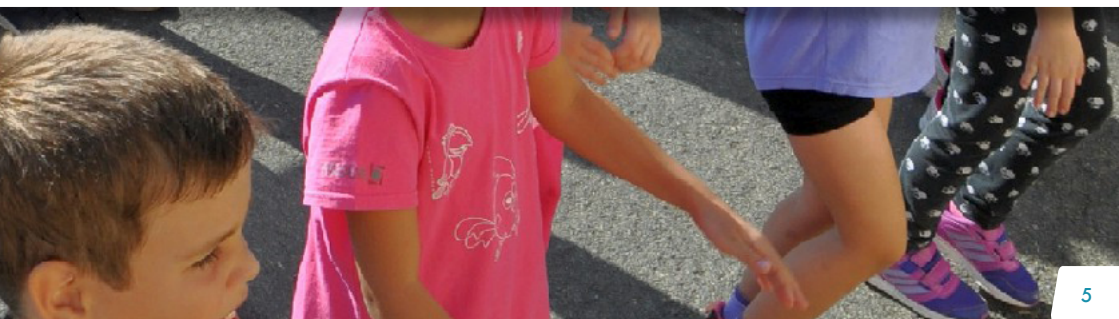


## Using the toolkit

This toolkit enables you to plan and lead a successful European School Sport Day in your community. It includes ideas and lessons learnt from other schools throughout Europe for inspiration.

The Day is an opportunity not just to encourage students to #BeActive, but to empower students as leaders and advocates for health and fitness. Organising a Day is also an opportunity to engage your community from business leaders and civic organisations to public officials and administrators.

*Together, let's get schools on the move and inspire a lifetime of health among European youth.*





## What about in your country?

How does your country's (in)activity compare to other Member States?

Find out using the 2014 **Eurobarometer**. Use this data to generate support for the Day in your community.



# INACTIVITY CRISIS

**Engagement in sport and physical activity is at an all-time low. In many Member States, this is a trend getting worse, not better with students and adults alike.**

**It is not just people's health and well-being that suffers as a result; it is our society and economy overall.**



In Europe, the proportion of people who never exercise or play sport is worryingly high at 42%. 600 000 people in Europe die each year due to reduced physical activity (Eurobarometer, 2014).



Today's children may be the first generation to have a shorter life expectancy than their parents because of the lack of physical activity. (DesignedToMove.org).



Globally physical inactivity accounts for up to 3% of national health care budgets. (Oldridge, 2008).



Physical inactivity is estimated to cost €300 per inhabitant per year in Europe, producing a loss of € 152 billion annually (WHO Europe, 2014).



Only 19% of adolescents reach the World Health Organisation's recommended physical activity levels.

Inspiring your school community to #BeActive can help to turn back these alarming trends. And everyone can do it, regardless of age, background, or fitness level. Jump, dance, swim, run... just move!



Source: Inactivity Time Bomb, ISCA

# ESSD ESSENTIALS

Do you know the **who**, **what**, **why** and **how** about the Day? Discover the answers below, and use the **messages** in your communication.

## Do adapt

While harmonising messages as part of a coherent European movement is vital, you can adapt these messages to your local context. The more relevant and relatable messages are the better.

## Who organises?

With the support of their school administration, anyone can propose and organise a Day. This includes students, teachers, parents, civic leaders, and other stakeholders. Days with the best outcomes include the whole school and are community driven with a broad cross-section of volunteer support.

## What is it?

Participation in the Day requires getting your school to #BeActive for at least 120 minutes by running, playing games, dancing, skipping rope or any other kind of physical activity. The Day is part of the European Commission's response to the alarming decline in sport and physical activity across all Member States.



## Why organise a Day?

Plenty of research shows that being active makes students healthier and better learners in the classroom. School spirit improves too with fun and inclusive team Sport. Here are the top five reasons to organise a Day in your school:

- 1 Raise the profile of physical education (PE) and sport in schools.
- 2 Create fun and enjoyment through physical activity for young people.
- 3 Promote health and wellbeing for lifelong learning.
- 4 Encourage social inclusion and develop social competence amongst students.
- 5 Connect with other European countries.

## How to organise?

Organisation is voluntary and requires the support of schools and local communities. Participating schools will become part of the #BeActive movement, sponsored by the European Commission.

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### What makes your Day ESSD official?

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Register your school  
at [www.essd.eu](http://www.essd.eu)



#BeActive for 120  
minutes or more



Complete a school  
report at [www.essd.eu](http://www.essd.eu)

# ACTIVITIES

**How should you organise a Day in your school? What activities work best in primary and secondary schools? How can you engage and excite students? What about civic groups, business leaders and other stakeholders?**

*Discover here the information, insights, and inspiration needed to lead a successful Day in your community.*

## Be supportive

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Plan activities that can develop the character and social skills of students. Many sports and games can build confidence, inspire a positive attitude, and other qualities that underpin creativity, resilience, and empathy.

## Be appropriate

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Make sure that the activities you plan are appropriate for the age, interests, and ability of students. Having fun along the way is just as important.

## Be inclusive

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Identify the students who are disadvantaged, under-represented, or require special attention (e.g. especially unfit or lacking confidence). Design activities that encourage their participation and improve their integration into the community.



## Activities for all

- Launch the day with an **opening ceremony** where everyone gets the opportunity to #BeActive.
- **'Run along the year'** (e.g. run 2018 meters in 2018).
- Encourage **active travel** to school with walking, cycling, scooting, skating, skateboarding and more.
- **Introduce a new sport** to your school that is unusual or foreign (e.g. handball or snowshoeing).
- **Host workshops** with staff and students on the benefits of being active in school and brainstorm about new, creative ways to get your school 'on the move'.
- **Theme the Day** around sport related values (e.g. determination, courage, equality, or fair play). Award students who demonstrate those values, ideally during a closing assembly.
- **Invite parents** (even the hardest to reach) to the Day with activities to engage them (e.g. coaching or supervisory roles).
- Encourage **local sports clubs and fitness centres** to support the Day.

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## Student organisers

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How can students get involved in organising the Day? Lots of ways! While respecting age-appropriateness, students can:

- suggest challenges, games and activities for their class or household
- create a promotional poster for the Day
- advise on ways to be more active at school

*Tip: Connect with school leadership programmes to recruit student volunteers.*

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## Fuelling school spirit

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Community members, including parents, can play similar roles to volunteers. Their presence will help to fuel school spirit and strengthen community ties to the school.

### Primary schools

- Invite students to **bring a ball to school**, and integrate it into curriculums throughout the day.
- Integrate **'wake and shake'** activities before each lesson where students can #BeActive with movement of all kinds.
- In between lessons, encourage students to **walk or run outside with their teachers**.
- **Host a festival** with games of all types (school Olympics) from foot races to football for all skill levels.
- Use **team sports** to better integrate disadvantaged or under-represented students into the school community ('let's play together').
- **Challenge families** of students to #BeActive with school-wide targets like completing 10 outdoor activities per week.
- **Design a trail** with fun outdoor activities like a treasure hunt, math challenge, or exercise based on books students are reading (e.g. Superworm).

### Superworm in the UK

Superworm is a popular children's book about how a superhero worm and his creature friends defeat the villainous Wizard Lizard. Based on the book, parks in the UK created trails to take students on an active journey with the super-creatures they know and love. Children run in treasure hunts, hunt for clues, and more with the support of adults.

*"Watch Superworm wiggle! See him squirm!  
Hip, hip, hooray for Superworm!"*

Consider building a similar trail at your school linked to a popular book or math lesson.

Donaldson, J. (2012). Superworm. London: Alison Green Books.



## Secondary schools

- Launch the Day with a **school-wide activity** in the morning like a run or dance. Close the Day with a school-wide yoga class.
- **Challenge students** to #BeActive for at least 20 minutes before school begins or try a new activity during breaks from class (dodgeball or bubble football). Families can take part in this challenge too.
- Organise **staff vs. student games** with popular spectator sports like football or volleyball.
- Gather used **sport equipment** from your community, and have students create and play games based on the random equipment received.
- Lead **girls' only activities** that are 'by girls and for girls' with a mix of traditional sports like football and athletic classes like yoga.
- Adapt **curriculums to #BeActive themes** (e.g. biology lessons on exercise or algebra lessons related to sport).

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## Youth organisers

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Secondary school students are old enough to take on real leadership roles and responsibilities. Students can:

- encourage peers to get involved (e.g. on social media)
- coach teams
- plan or lead an event

Target established student leaders to serve as volunteers (e.g. from the student council or popular clubs).

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## Motivation matters

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In secondary schools, students' motivation to support the Day and #BeActive will vary. Some may be avid athletes, while others may want to lose weight and get healthier. Some may gravitate to leadership roles, while others may be fulfilling a class or club requirement.

As organisers, look for ways to appeal to diverse interests and motivations with an inclusive approach. This is key to recruit and retain committed volunteers.

## Try BOKWA

BOKWA® is a dance-fitness class that blends hip-hop, step aerobics, and South African-style dance. Since it is based on letters and numbers, not choreography, it is easy for people of all ages and abilities.

BOKWA is ideal for secondary school students who will relate better to the music and dance than those in primary school.

Learn more at [www.bokwafitness.com](http://www.bokwafitness.com)

## Engaging parents and community stakeholders

How can you engage parents, civic groups, business leaders, and other community stakeholders?

- Ask for donations in kind (venues, equipment, etc.) or to finance activities.
- Encourage volunteering before, during, and after the Day.
- Ask to promote the Day locally and on social media.







# SOCIAL MEDIA

Developing authentic, emotional, and inspiring content on social media is key to get your school 'on the move'. Here are our recommendations to boost ESSD's social media presence with your school community.

## Content types

The best social media posts include more than just text. They include photos, videos, GIFs, and Boomerangs – all of which are easy to take with a mobile device. Using live streams, you can share content in real-time too.

### Videos

With all major social media channels favouring video content and live streams, short video footage (under two minutes) can significantly improve reach and drive engagement.

### Photos

Eye-catching visuals are consistently among the best-performing posts on social media. Capture event highlights with photos of people who are being active, branded with the #ESSD logo.

### GIFs and boomerangs

Animated visuals are a great way to create dynamic content. Download Instagram's Boomerang app to easily make photo animations that will bring your Day to life online.

## What's popular now?



- With students:  
Instagram, Snapchat, Facebook
- With parents:  
Twitter, Facebook
- With journalists:  
Twitter



## Tips

Developing social media content to promote ESSD is a fun challenge. Use these tips to ensure maximum reach and engagement with the #ESSD and #BeActive brands.

### Be consistent

Include the #ESSD and #BeActive hashtags. Keep #ESSD and #BeActive hashtags in English for tracking purposes and alignment with both European campaigns.

### Be multi-lingual

Publish content in your own national language and in English to connect with the pan-European movement. Do include hashtags in your national language relevant to your audience.

### Be integrated

Link to the ESSD and #BeActive websites to strengthen the European movement and ensure communication is integrated.

### Be creative

Make posts entertaining to inspire more engagement.

### Be timely

Leverage other high-profile events linked to ESSD and #BeActive.

### Be repetitive

Share posts multiple times to improve reach.

### Be engaging

Call on people to join ESSD and #BeActive, ask questions, tag a friend, and seek out dynamic conversations.

### Be compelling

Create exclusive, insider content from behind-the-scenes.

### Be smart

Capitalise on available ESSD and #BeActive assets using existing campaign multi-media including the mascot, emojis, and more.

## Strategies and sample posts

### Hook to popular events ongoing in your community or country.

*#EURO Championships are on. We've got our own tournament at ESSD. Are you going? #BeActive at #ESSD*

### Share updates about preparation for the Day – give people a taste of what to expect.

*Volunteers are arriving, fields are getting set...game on! #BeActive at #ESSD*

### Include 'calls to action' (e.g. register for our Challenge, volunteer today, etc.)

*Calling all volunteers! European School Sports Day is in X days. Help us #BeActive at #ESSD*

### Use videos and photos to highlight the achievements of students throughout the Day.

*Look who won gold at this year's #ESSD! #ProudTeacher #BeActive #ESSD*

### Incorporate emojis, especially popular ones among students (see [www.emojitracker.com](http://www.emojitracker.com))

*Jose loved #ESSD. And, you will too. Sign up for next year.*

### Add hashtags to your local area (e.g. #Budapest or #Berlin) to create local buzz.

*#ESSD is the biggest school event of the year in #Brussels. Are you in? #BeActive*

### Add hashtags about the activity to expand reach at the European level (e.g. #Football). Limit maximum 3 #s on Twitter, 1 # on Facebook, and unlimited #s on Instagram.

*ESSD's about #TeamBuilding, not just competition. #Friends4Life from school. #BeActive*

### Put facts about inactivity and its dangerous consequences in your country, community, or school to attract journalistic interest and spread general awareness.

*X students in Italy spend Y hours sitting and watching TV everyday. We're getting students on the move. #BeActive with #ESSD.*

Thousands of apps are available to help you develop and promote your social media content. Here are some of the most popular. Some are free, while others require paid accounts.

## Photo shooting and editing

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**Adobe Photoshop Express (iOS | Android)** - Basic editing tools with different file and sharing options.

**Snapseed (iOS | Android)** - Advanced editing app. Good automatic edit option.

**Camera+ (iOS)** - Enhances iPhone to shoot quality pictures.

## Video recording and editing

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**FiLMiC Pro (iOS | Android)** - Films broadcast-quality videos.

**Cinema FV-5 (Android)** - Professional camera app.

**Boomerang (iOS | Android)** - Creates GIF-style mini videos that loop back and forth.

**WeVideo (iOS | Android)** - Cloud-based editor with advanced functions (i.e. screen recording and green screen), and publishes watermark-free videos.

**KineMaster (Android)** - Video editor that can operate without a network connection using advanced editing tools.

**iMovie (iOS)** - Video editing only on Apple devices.

**LumaFusion (iOS)** - Professional video editing and effects app that some mojos find easier to use on their Apple device.

## Audio recording and editing

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**Voice Recorder Pro (iOS)** - Records both voice and on-site audio with no length limit. Can record directly in the correct formats plus with a convert function.

**PCM Recorder (iOS | Android)** - Uses an internal mic, but records voice at a high quality (PCM/WAVE). Saves recordings to the SD-Card.

## Live streaming

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**Periscope (iOS | Android)** - Uses geolocation feature and connected to Twitter.

# MEDIA RELATIONS

## What journalist need

- 1 Journalists want to understand the topic, tell an interesting story, and be recognised for bringing subjects to life for their audiences.
- 2 Journalists want to tell stories that are credible and can therefore be supported by facts and figures and a clear context.
- 3 Journalists want to tell stories that stand out!
- 4 Journalists want stories that are timely, relevant and, as a bonus, where they can feature or quote a known figure.

## Writing a press release

- 1 Define your media by topic and format. Are you targeting dailies, sport, lifestyle, health, business, youth, leisure or specialised press, for example? Are you aiming at a news agency, TV or radio journalists, online press, publications or magazines?
- 2 Develop a contact list.
- 3 Write and proof-read your press release, adapting it to include a strong national/local angle e.g. quotes, data, specific projects, etc.
- 4 Distribute press release via email, mail, fax or via social media (as required by individual newsrooms/journalists).
- 5 Follow up with a phone call to the newsroom/select individual journalists.



# Press release checklist

A press release template for the European Week of Sport, with guidance on structure and content, is provided on the following page. We advise you to check:



## Content

Ensure that your press release is grammatically correct, does not contain any spelling mistakes or errors, and that sources are quoted correctly.



## Structured

Insert an attention-grabbing headline and sub-heading, a story date (so that journalists know when it is for), and start with the most important information in the first paragraph. Background information should come in the second or third paragraph and technical/contact details or links at the end.



## Concise

Keep it short, punchy and 'to-the-point' and use simple language.



## Factual

Present information that is true and correct, including any key facts and figures.



## Timing

Try to link your story to a relevant existing newsworthy event to boost interest and uptake, relevance and visibility.





# Media Pack

A media pack consists of materials that will help journalists to cover your story.

A media pack typically includes:

- Your press release.
- One-pager with key facts and figures, campaign message, etc.
- Ready-to-use interviews and quotes.
- Visuals (images, the #BeActive logo, and/or videos).
- Your contact details (phone and email).



Template for a press release  
for the 2017 European School  
Sport Day

Download



## Students

### PLAN

- Propose and lead activities
- Create sport equipment (e.g. balls)

### PREPARE

- Promote the Day
- Set-up activities
- Promote on social media

## Teachers

### PLAN

- Set the goals and themes
- Design activities
- Establish an organising team
- Support students in planning

### PREPARE

- Coordinate closely with administrators
- Prepare equipment, resources, etc.
- Finalise and clarify roles
- Promote the Day, especially with stakeholders

## Administrators

### PLAN

- Support organisers
- Harmonise ESSD with other relevant events
- Communicate with stakeholders

### PREPARE

- Communicate with stakeholders
- Engage volunteer students in preparation
- Engage and coordinate with relevant groups (e.g. health and nutrition)
- Promote the Day in print and digitally

## Stakeholders

### PLAN

- Provide financial or in kind donations (venues, equipment, etc.)
- Look for synergies with other stakeholders

### PREPARE

- Collaborate with students and organisers
- Build momentum for the Day on social media and other channels

## IMPLEMENT

- Lead and support activities under the supervision of organisers
- Take photos and videos
- Post on social media

## COMMUNICATE

- Encourage new and more students to volunteer
- Share about experiences, especially on social media
- Write stories for the school newspaper or other channels

## IMPLEMENT

- Lead the Day, inspiring and energising school spirit
- Organise pre-meetings with relevant students, administrators, and volunteers
- Gather student leaders, administrators, and volunteers to discuss results and lessons-learnt
- Evaluate results with questionnaires etc. to assess results and identify lessons-learnt

## COMMUNICATE

- Post on social media and engage target journalists
- Award 'star' volunteer students
- Provide feedback to partners and stakeholders
- Report on the Day on the ESSD website

## IMPLEMENT

- Support organisers in leading the Day
- Inspire and energise school spirit
- Offer lessons-learnt to organisers and help assess results

## COMMUNICATE

- Ensure report on the ESSD website is submitted
- Share results with government authorities etc.
- Encourage and support student communications (e.g. school newspaper)

## IMPLEMENT

- Volunteer time and resources
- Provide social and emotional support
- Offer lessons-learnt to organisers and administrators

## COMMUNICATE

- Promote activities on social media and other relevant channels
- Encourage others to volunteer

