

# THE ESSENCE OF LEISURE

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END PRODUCT



# WHOM?

This short document is meant for iPH and its partners, subscribers and all people who are interested in the developments of Positive Health (within the leisure industry). The document could be shared by everyone who would like to learn more about implementing Positive Health within leisure among youngsters.

# WHY?

How could leisure professionals create awareness on the term Positive Health by youngsters of 16- 25 years in region Utrecht? In the period between March and June, a project has been conducted about this topic. In total, 13 youngsters and 29 professionals of three different industries have been involved. Professionals of healthcare and education have shared their experience with working youngsters and Positive Health. This has resulted in more in-depth conversations with leisure professionals. As a result of all the 44 conversations, an implementation roadmap became the first step to tackle the challenge of iPH. It is recommended that iPH will implement and execute this map in collaboration with leisure organisations; therefore, partnerships will be valuable for both.

#sharingiscaring  
#thetoolisyours  
#howaboutyou

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Learn more?

More detailed information could be found within the justification report. It is not possible to share it publicly. If more information is required after reading the document, it is advised to send an e-mail to Institute for Positive Health, as they can give more in-depth information ( [info@iph.nl](mailto:info@iph.nl))

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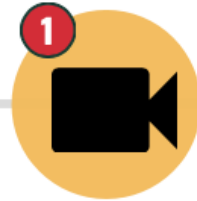
# THE IMPLEMENTATION ROADMAP

## HOW TO CREATE AWARENESS ON THE TERM POSITIVE HEALTH AMONG YOUNGSTERS

### What do leisure Professionals need?

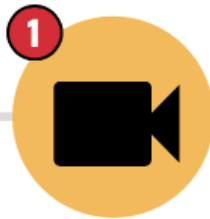


Create different lessons materials that leisure professionals could use to develop on the topic.

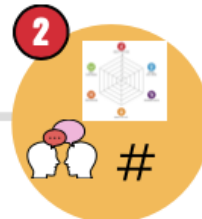


Create a video that leisure professionals inspire and visualise the essence of WHY Positive Health might be helpful for their youngsters.

### What do Youngsters need?



Create a video what youngsters trigger to learn more about Positive Health; make sure the video will be remembering and inspiring for the desired result.



Create a challenge that youngsters could inspire each other and share their experience in an online and offline environment.

### The continues role of iPH



Sharing is caring!



Be inspiring!



Keep connected!

#sharingiscaring #thetoolisyours #howaboutyou

# WHAT DO LEISURE PROFESSIONALS NEED?

## 1. VIDEO

There are several approaches to reach leisure professionals; it would be valuable to create an inspiring video that triggers them to learn more about the topic of Positive Health within the leisure industry. The video must aim to fill in the generic tool and to inspire them to learn more about Positive Health eventually. If a leisure professional will be inspired, they will spread the term with their colleagues and eventually with their youngsters. The video needs to fit some requirements; if so, the video could be shared via three channels.

### Requirements:

#### Show the essence of leisure and its industry!

Different examples of leisure activities might be helpful and inspiring

(Various leisure activities need to be included: **3** examples of several sports (tennis, football, swimming, hockey) and **3** examples of the culture sight (dance, music, art). The examples might include actors, but it will be more powerful as real cases will be used as these will show more emotion.

#### Straight to the point

The video needs to show the essence in a short time frame and trigger the professional to share the video with their network

#### Inspiring

The audience will be inspired and learn more about the topic and wants to fill in the generic tool at the end of the video.

### 1A. DIRECTLY TOWARDS THE PROFESSIONAL

The video needs to be shared with partners and involved stakeholders via online communication channels: e-mail, 1SD, WhatsApp, and meetings, these channels will fit the stakeholders the best. This mouth-to-mouth promotion will probably be adequate to create more Positive Health believers. What will only work if leisure professionals are approachable on these channels. If not, other mediums might be more workable.

### 1B. VIA SOCIAL MEDIA CHANNELS

The video needs to be unique; this will work inspiring. As many leisure professionals do not know about Positive Health, social media will be the best channel to introduce and challenge the leisure industry. Many leisure professionals are active on these channels (Linked-In, Instagram, Facebook), and it will be a straightforward manner to share the video with your network. Moreover, professionals of different levels (work-field, strategy, policy, organisations) could be reached via these platforms at once.

### 1C. VIA SPORT FEDERATIONS

Sports federations might be interested as they include the health of their youngsters within their mission and vision. However, if a federation needs to be reached, unique content needs to be created, so several examples need to be included. It will be a powerful way to approach many leisure professionals at once, but it needs to fit all the requirements for the best result. Additionally, it will be easier to start collaborations with sports federations if they share the

same partnership; for example, iPH is a partner with MENZIS, which is also a partner with KNLTB. This could lead to a powerful network to reach a large group of leisure professionals. This collaboration might bring some financial support too.

## GOALS

- Positive Health has been introduced by the leisure professionals (professionals have filled in the tool for their experience)
- The professional is inspired, would like to learn more about the topic.





## 2. LESSON MATERIAL

The first introduction of Positive Health has been done, and the leisure professional is intrinsically motivated to learn more about the topic. Now, it will be essential to show in-depth what the essence of a leisure professional is and teach them some tips on how they can implement Positive Health within their leisure activity. This step aims to show the importance if a leisure professional knows the topic, the knowledge could be shared via three different channels. Additionally, at the end of this step, the leisure professional should be capable enough to translate their gained knowledge into activities they could implement during their leisure activities with youngsters or implement it differently.

### 2A. VIA CREATIVE WAYS

A leisure professional is inspired; would like to learn more about Positive Health. As some professionals do not need extra knowledge, as they gained knowledge elsewhere, somehow a webpage, a short webinar, or a podcast might be enough to show the topic's essence. Of course, it will be essential that these products fit some requirements. It is a must that it includes examples of different environments and leisure professionals meant by this: the role of a leisure professional in different scenarios: with a youngster of 16 or 21 years within individual or group level might be a different approach. So, best practices need to be shared: 1SD, newsletter, partners, and Linked-in will be perfect channels to do so. As the partners are active on these channels and they can share the developments easily via these mediums.

### 2B. EDUCATION (OF THE LEISURE PROFESSIONAL)

The products of 2A could be used as lesson material too. Some professionals prefer to deepen the topic. Therefore, it would be helpful to create training that organisations could implement in their training pieces. iPH academie could create and offer this training; leisure organisations or sports federations might hire these pieces of training or be a channel to share that iPH offers a movement especially for leisure professionals. Secondly, as there are also leisure professionals in education, it would be helpful that iPH will keep connecting with education organisations. A great example is ROC midden Nederland; these students will be educated with Positive Health, which will result in leisure professionals who have enough knowledge to implement in their speciality.

### 2C. #SPREAD THE POSITIVENESS

As enough knowledge is gained, the leisure professionals could eventually implement the knowledge in their activities to reach the youngsters. To share the knowledge and inspire each other, it is advised to organise meetings where leisure professionals can meet one another. iPH or sports federations can organise these. A partnership with sports federations will therefore be beneficial.

## GOALS

- Enough knowledge of Positive Health is gained by the leisure professional.
- Leisure professionals are willing to implement their knowledge within their leisure organisation/activity.



# WHAT DO YOUNGSTERS NEED?

## 1. VIDEO

As a leisure professional gains enough knowledge, they can reach the youngsters. To do this effectively, it would be useful to create a video that leisure organisations can share with their colleagues in the field and their organisations. The video aims to inspire youngsters and show the benefits of implementing Positive Health in your daily life. Eventually, it needs to open up the conversations between youngsters and professionals. The video could be shared again via three methods, to reach the youngsters efficiently it needs to fit some requirements.

### Requirements:

#### Inspiring and identifiable

The video needs to be inspiring if you would like to reach youngsters. Real stories need to be involved, and youngsters need to identify themselves with the people within the clip: different cultures, body types, education levels, and leisure activities.

#### Approachable

It will be a must to implement the previous requirement. Following the video should be approachable for everyone. As it aims to reach youngsters between 16 – 25 years, it needs to include several examples, therefore, involve the youngsters to do so, they will be the most crucial stakeholder to involve.

#### Short and easy to share

As the video needs to include some requirements, the essence needs to be shown in a short time frame: less is more.

### 1A. DIRECTLY FROM THE PROFESSIONAL TOWARDS THE YOUNGSTER

The leisure professional could share the video directly with their youngsters via WhatsApp. As the professional has enough knowledge about the topic, it might be valuable to open up the conversation as part of the leisure activity. The leisure professional could facilitate this and come up with ways to create a safe environment as the youngsters value this to share their thoughts about the topic.

### 1B. VIA SOCIAL MEDIA CHANNELS (ROLE MODELS)

Another way to share the video or challenge will be through social media! Many youngsters are actively on social media; it is the perfect channel to create the first introduction between the target audience and the perspective of health; a short clip will fit this channel. Additionally, if influencers/role models start the "trend", it might attract even more youngsters. Therefore, it is perfect development if a leisure professional shares the video on their social media channels.

### 1C. VIA LEISURE ORGANISATIONS

Moreover, the video may be shared by the (umbrella) leisure organisation as well. Newsletters, social media accounts, and TV screens at the leisure organisation (sports clubs, music centres) could all implement the video within the content they share.

## GOALS

- An introduction of Positive Health towards the youngsters in an attractive way;
- Youngsters are inspired and triggered to learn more about it (intrinsic motivation is present).





## 2. SHARING IS CARING

At the last phase, the first introduction about Positive Health towards the youngsters has been made. They are now triggered to deepen on the term and to try some things themselves. So, there will be three ways how youngsters can learn more about it and inspire one and another. A challenge would be helpful to encourage each other and themselves. It needs to be an interactive way to open up the conversation within their environment (school, work and friends and family) and to show that it is okay to share how you feel. A great example might be; **#deeljeshit**, **#howaboutyou** or **#thetoolisyours**. As iPH will be the leading creator of the challenge, partners can connect with the idea what eventually lead to a broader audience. It will be more like a campaign that will be organised. iPH Limburg will be a great stakeholder to involve as they have already some experiences with this. The campaign will have three aims:

### 2A. #SPREAD THE POSITIVENESS

As enough knowledge is gained, the youngsters could share their knowledge as well. The challenge would be helpful to do so, as youngsters can share the campaign/challenge within their network and on their social media channels.

### 2B. FILLING IN THE TOOL (ONLINE)

Youngsters might be interested and motivated intrinsically; they could fill in the younger tool (online) as they would like to learn more about this. Beforehand, the youngsters will see an animation clip that will explain how to fill in the tool and what the essence is. The clip has been made already by iPH. Additionally, if the youngsters filled in the tool, an app store will be shown; this store offers several apps that might be useful to develop your focus points. If they would like to discuss their outcomes, the leisure professional would be the perfect person to do so, as they already gained enough knowledge on the topic.

### 2C. EDUCATION (OF THE YOUNGSTERS)

As the first introduction has been done within the leisure industry, education or (side) job will be the perfect place to create more awareness within the target group. Therefore, professionals within this education organisation need to learn more about the topic to discuss it within class or progression conversations eventually. The professionals might come up with lessons materials themselves as enough knowledge have been gained. It would be beneficial if collaborations between leisure and education organisations will be made to reduce the effort and costs per stakeholder and eventually have a broader target audience.

## GOALS

- Youngsters have filled in the tool (multiple times)
- Youngsters are enthusiastic and willing to share the term with another one!



# THE CONTINUES ROLE OF IPH

## THE PROCESS WILL BE THE RESULT

As many steps need to be taken, it is not possible to execute them all at once. Therefore, it is advised to implement the several elements one-by-one. It would be helpful to build some collaborations with (new) partners. The implementation report will be a valuable tool throughout conversations with these partners. Three elements should be considered if a product will be published or used to reach the youngsters somehow eventually. These elements are based on research and fit the leisure professionals, the industry, and the youngsters.

### 1. INSPIRE

At all times, it will be essential to be inspiring to reach the youngsters and its professionals. Means by this, a product that speaks, a has an emotional touch, create something that is remembering will be the most crucial topic. There are enough examples within the field, which can inspire each other's; use the network of iPH to find these.

### 2. SHARING

As there are still many technical developments, it would be essential to keep sharing via these online channels. Sharing your experience or stories, it can inspire and connect people which each other. Especially, a youngster will eventually learn more about the topic if best practices, inspiring stories, podcast or videos will be shared, and it could be helpful at a later stage.

### 3. CONNECTED

Keep connecting, it will be essential to keep connecting with leisure professionals, and it's youngsters. Keep in touch with both, and most importantly, listen truly as this might be helpful to keep learning about them and implement this within the products.

## GOALS

- Products are created to reach the professional eventually!
- Products are created to reach youngsters via the professionals, eventually

