



# ORGANIZATIONAL GUIDEBOOK JUDO FOR CHILDREN





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## INTRODUCTION

Judo is the most educational sport in the Olympic Program. Its principles are meant to educate children and youth, while developing personal skills and abilities that will contribute to the individual development of the young athletes. The sport's educational values are enclosed in its DNA. Judo is not only an Olympic sport, but also an educational tool.

Millions of people worldwide, many of whom children, start practicing judo. The International Judo Federation believes it to be important that youngsters are judokas for some period in their lives. We are convinced that children who have practised judo at one time will be at an advantage all their lives. Therefore the IJF feels that it is important for children worldwide to come into contact with judo as a sport.

With this guidebook the IJF wants to offer a few guidelines to national federations to set up programs, together with their clubs, which will introduce young people to the sport of judo.

## JUDO FOR CHILDREN

### IJF JUDO FOR CHILDREN COMMISSION

In 2011, the IJF took the initiative to help federations worldwide to introduce more children to judo as a sport. The IJF is convinced that the values of judo will provide children with 'skills for life'.

Among the committee members there are several former judokas with experience of organising judo programs for young people. Young people and judo is one of the top priorities of the IJF. In the future, the committee will make an effort to help all the federations to set up, support and implement judo programs for children. This handbook is one example of these efforts.

**Contact details JFC commission:**  
children@ijf.org \* +31 235400200 \* www.ijf.org

### THE TARGET

Our target is to structurally introduce more children to the sport of judo. Moreover, the IJF will cooperate with its commission to keep up political pressure in order to ensure that judo will become a standard part of the physical training curriculum at (primary) schools worldwide.

### Vision

We see judo as an indispensable asset for children when growing up.

### Mission

Develop judo as a standard part of the physical training curriculum in schools worldwide.

### THE STRATEGY

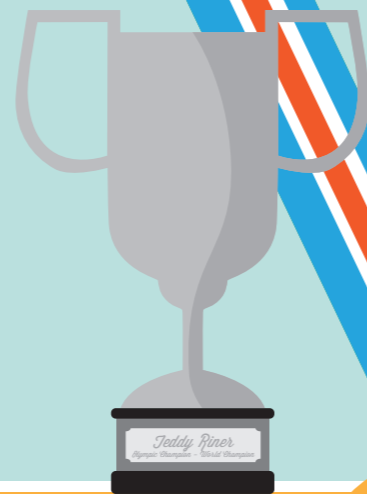
The IJF wants to achieve this aim in close cooperation with judo federations worldwide. All over the world, judo federations, (former) top judokas and judo clubs have set up various fantastic initiatives to introduce young people to judo. We are pleased to take part in these initiatives so as to inspire others or to strengthen existing initiatives.

### The strategy of the JFC commission consists of the following pillars:

1. the strengthening of and cooperation with existing initiatives for young people and judo.
2. supporting federations during the setting up of youth judo schemes.
  - a. guidebook for federations
  - b. on-line service site
  - c. JFC help and support (e.g. tools, seminars, congresses, consulting etc.)

**TEDDY RINER (FRA)**  
**Olympic Champion - World Champion**

**Why should every child practice judo in their life? What social or physical benefits would you underline?** Judo is an educational sport and it is probably why my parents sent me to the dojo for the first time to channel my energy. Physically all the qualities are needed to practice judo (cardio, muscular, suppleness and coordination). On a social point of view, we benefit with a "moral code" and to get a better understanding we can successfully occupy different roles like referee, athlete and judge. When you grace the tatami for a fight, your first action is to bow to your opponent which imposes immediately the respect toward each other. Judo allows each person to grow up in the respect of the other (without respect there is no evaluation for everyone); if you are progressing, I progress as well.



**What did you most enjoy when practicing judo as a child?** In my memory, to be in my judogi as my other friends, without shoes come on the tatami to have a fight, without any risk because the professor was there and without any risk of tearing his clothes, and also for the atmosphere as it was as a recreational activity (break) for me.

**If you inspire children through judo today, what is your main message to them in social terms?** I believe that I will speak to them at first about respect; to respect the other one it is to respect yourself, and about hygiene, we ask ourselves to be clean, to take care, to cut nails and finally to learn have fun. What I am currently doing also is to ask them if they have good results at school, it's probably because my father was rather strict with me and because he was repeating to me no results at school means no judo!

**When did you start judo?** I start judo at 6 years old.

**What is your best souvenir as a child practicing judo?** My best souvenir as a child was when I got my second belt (the yellow one just after the white belt).

**How would you like today or after your sports career to be involved in educational projects?** It will be a pleasure to give advice from time to time but I believe that to be teacher of judo it is the priesthood which I do not have.



## THE SOCIAL CONTEXT AND GUIDEBOOK

Problems, opportunities and challenges can vary considerably, depending on country, economic situation, composition of population and political climate. Each country has its own specific situation. There is no 'one-size-fits-all' way to set up judo programs or at least not to a high degree. However, we can create a number of fixed and flexible stepping stones. In this guidebook we will discuss these stepping stones and by means of some examples and existing initiatives we will try to formulate guidelines for starting up a youth judo program.

This guidebook is intended for those within a federation who are responsible for recreational sports and youth. And especially for those who are in the early stages of a structural judo program.



## CORE VALUES OF THE SPORT

The IJF has translated the power of judo into three core values:

### Howing respect:

respect heads the list. It is a value which is enclosed in the DNA of our sport and which refers to the contacts with each other. Judo teaches children how to interact respectfully.

### Making friendships:

judo stands for friendship and teamwork. You need others. Judo teaches children to cooperate.

### Building up a fighting spirit:

the judo programs teach children to cope with winning and losing. We teach children resilience.

Based on these considerations, judo as a sport can and wants to stand out in order to offer support in social issues and to contribute to governmental policies, whether at local, regional or national level.

It is important to realise that the focus and direction of a policy can change from time to time as a result of political changes. Therefore, it is important to adhere to the core of the judo program that has been developed. However, it is important to keep the program flexible so as to remain in permanent touch with changing policies. In this way the program will keep its own identity and character. Thus the lifespan of a program will be guaranteed even more.

We will hardly need to convince you of this, as you are a judoka already. Consistently putting forward these values will contribute to the image of the sport. It is interesting to realise that, when

setting up judo programs, we are convinced we should not start by 'selling' judo lessons, but that we should basically start by asking 'why' judo lessons.

### Why are we doing this?

We believe that by doing judo for a certain period of time, children will benefit for the rest of their lives.

### How are we going to achieve this aim?

We develop and organise fantastic judo programs for children worldwide, which contain values like respect, friendship and resilience.

### What we do is:

Teach children judo lessons that will make them love the sport.







### STRUCTURING THE JFC PROGRAM (SCAN)

#### Where and how to set up

To set up a structural youth judo program takes time, energy and money. But it offers great gains.

So the main question of many parties is that of where to start. The JFC commission uses a step-by-step scheme that offers something to fall back on when setting up a program. It may seem superfluous, but we would like to emphasise that there is more than one way to create a youth judo program and these plans will always differ according to local levels.

#### The standard steps to be taken:

Scan, develop & action

We will discuss these standard steps in the following paragraphs.



### SCAN: EXPLORING

It is of crucial importance to gain a clear insight in the sports and educational situation on a national level. We will work towards developing programs that we want to be structural parts of sports and education and therefore they should be in accordance with national policies.

#### Questions that need answering at this stage:

- How to characterize national and/or local policies? Are they aimed at participation, social cohesion, quality of life, health, etc.?
- What are the social issues? (e.g. in town districts and in the neighbourhood of schools). Possible themes are fighting bullying, physical literacy, standards and values among youngsters, etc.
- What is the judo structure like? How many clubs are there? How many trainers? At what level do trainers work? What initiatives are available?
- Who are the stakeholders that have to be taken into account, as far as cooperation and finances are concerned?

Youth judo programs are often enough financed on the basis of governmental subsidies. Therefore it is desirable to gain a clear insight in governmental finances and the possibilities to apply for subsidies.

During the Scan stage it is very important to get into contact with the world surrounding us. We should acquire a clear view of and feeling for the above elements in order to structure a youth judo program on the basis of the information available.

## THE MAIN PARTIES INVOLVED IN A PROGRAM

• The national judo federation: the federation is at the centre of the web and is responsible for the level of quality of judo trainers. Many federations have appointed a person responsible for youth and participation.

¶ The project manager: mostly he acts on the federation's responsibility. He has the required overview, controls and organizes.

¶ The judo trainer: undoubtedly he is one of the most important players in the field. He takes care of the training sessions, kindles enthusiasm and makes sure there is a worthwhile experience to be had.

¶ The authorities: national and local authorities. They are of the utmost importance. Usually they have funds and subsidies available on the basis of themes and policies.

## DEVELOPING THE PROGRAM (DEVELOP)

Developing a youth judo program is a process that needs constant maintenance. We look on it as an organic process that should be started as soon as a solid grounding has been provided. This process reinforces the program, guarantees that it will develop as time goes by and will take in new developments in the world surrounding us.

## FIXED AND VARIABLE: THE STEPPING-STONES

A number of fixed and variable stepping stones are part of the development of a youth judo program and together they guarantee its success. These stepping stones are described below. We want to emphasise that materials, trainers and organisation will provide a solid foundation.

## The stepping-stones of a program

FIXED STEPPING-STONES	VARIABLE STEPPING-STONES
The message of each program is of a clear and structural nature. We recommend a start from the values of judo and to match them with themes at a local level.	The venue (in a school, neighbourhood, at the judo club, in sports accommodation, as part of events, etc.).
Youth judo programs always consist of multiple lessons. JFC assumes a minimum of six moments of contact.	The time of the lesson (during school hours, after school hours, etc.).
Total judo experience: programs are always carried out on a judo mat, participants wear judo suits and are supervised by a qualified judo trainer.	The structure of a program (during/after school hours, at a club, certain combinations).
Attention: All programs should be aimed at generating (media) attention.	Additional materials. Many programs include diplomas, certificates, graduation, etc. We advise to make sure that each program contains moments of success. Each participant should be stimulated and rewarded time and time again.
The judo trainer is qualified and observes the code of conduct.	A national judo hero who promotes judo and the youth judo program.





**ILIAS ILIADIS (GRE)**  
Olympic Champion - World Champion



**Why should every child practice judo in their life? What social or physical benefits would you underline?** Judo is important for all. It teaches respect, discipline and helps form a healthy mind within a healthy body.

**What did you most enjoy when practicing judo as a child?** Training. I always love to train.

**If you inspire children through judo today, what is your main message to them in social terms?** In life, like in judo, sometimes you win sometimes you lose. But you must stand up and try again, whatever you do.

**When did you start judo?** I was ten years old when I started judo.

**What is your best souvenir as a child practicing judo?** Respect. Judo taught me respect and I carry it with me always.

**How would you like today or after your sports career to be involved in educational projects?** I am always happy to be involved in projects that help new generations of athletes involved in judo and sports in general.



**Why should every child practice judo in their life? What social or physical benefits would you underline?** Every child should practice judo for many reasons! Not only is it good for your body, but it is good for your mind and your character. Judo builds confidence, discipline, respect, and many other attributes that will help you in all areas of life.

**What did you most enjoy when practicing judo as a child?** For me judo was always fun. No matter what happened in school, at home, or anywhere else when I came to judo practice that's all I had to focus on. I loved it!

**KAYLA HARRISON (USA)**  
Olympic Champion - World Champion

**If you inspire children through judo today, what is your main message to them in social terms?** My biggest message is this: There will always be challenges in life; there will always be road blocks, but if we believe in ourselves, we can accomplish anything! I am living proof of that!

**When did you start judo?** I started judo when I was 6 years old.

**What is your best souvenir as a child practicing judo?** For me, the memories and friends that I have made through judo are far greater than any trophy or medal I have won.

**How would you like today or after your sports career to be involved in educational projects?** I hope to use this platform to bring judo to the masses and to help educate the world on the beauty of the judo way of life.



## The development of the program

It goes without saying that, from a strategic point of view, we think it is important that a program, which is meant to promote the values of judo, has its roots in a local context in order to transfer the values of judo. The basis (trainers/lesson content, judo equipment and organisations) provides the key.

The JFC commission advises to start on a small scale and then to expand and develop. By starting in this way the program can be properly controlled at all stages. Moreover it can easily be adapted and possible problems can be identified and solved.

## Long-range planning

A clear and detailed picture, based on the scan, has emerged that shows the available possibilities and how the program can be organized and what it can be like. At this stage we advise to draw up long-range plans, preferably in four-year cycles.

Long-range planning clearly shows what the youth judo program will eventually look like, how it will work out in practice, where and how it will be organized, who and what will be needed and which partners will have to perform which roles or tasks.

The long-range planning outlines the picture in four years' time.

## The following elements are included in the long-range planning:

- Mission, which 'sacred aim' are you working on?
- Vision, what is your point of view?
- Added value: which values concerning children and society do you take as starting points?
- Program: how is the content organized and what does the communication structure look like?
- Four-year forecast (to determine the structure and growth of the programs)
- Organization and structure: who will be members of the team?
- Budget

The long-range planning could also be used in presentations to authorities and those who can take care of financing the project. Or it could be put to very good use while writing applications for funds and grants.

## Action plan

It is best to organize youth judo programs on the basis of the long-range planning that contains a clear and detailed description. An action plan covers a period of one year and describes briefly and to the point how and in which way the judo youth programs will take shape.

If programs are started for the first time, an action plan for funding has to be drawn up. Who are the partners that will support the program and what kind of support will they be prepared to offer in order to help the actual organization of a youth judo program get started?

## Finances

During the Develop-stage it is important to gain an insight in the available money flows and how to access them.

### There are two points of importance:

- How much will it cost to achieve the plan?
- What money flows are available?

### Generally speaking the costs can be subdivided as follows:

- 1 | Organization of the project/overheads:  
the costs of organizing projects, management costs, applying for subsidies and bringing in sponsors.
- 2 | Costs of training:  
(depending on the national situation) the costs of training and refresher courses for judo teachers.
- 3 | Judo teachers:  
in a number of cases the hours a teacher (often on behalf of a judo club) is at work will have to be paid for.
- 4 | Equipment:  
judo suits and mats, depending on the local situation. In some cases the federation will buy extra equipment so as to be able to run the programs.
- 5 | Communication:  
communication materials, promotional activities, diplomas, certificates, etc.



Draw up a budget per year, per program based on the costs structure as set out above. Show how many participants can take part on the basis of the budget that was drawn up. This will provide authorities and those providing funds and subsidies with detailed information of the costs per child per lesson.

### *Variable factors per country or region*

In the past period the JFC commission reviewed quite a number of programs on the grounds of passing on the values of judo to children and winning them over to the sport.

So there are a great number of conceivable and possible variations available per country. As previously stated, there is no 'one-size-fits-all' construction. This guidebook mainly allows the commission to indicate the general direction developments should take, the stepping stones and the dos and don'ts.

We prefer the idea of taking the JFC basis as a starting point and to go on from there. This will lead to great initiatives such as the following case studies in The Netherlands and Slovenia.

In many cases it is simply a matter of common sense or of consulting the UF JFC commission. The JFC commission can then consider specific cases and give advice on how the federation could tackle a case or activity.

### **The Schooljudo.nl program in The Netherlands:**

- It was started on the premise that society is becoming tougher and that schools think it important to teach young people a code of conduct and standards through sports.
- Schooljudo has developed a teaching program in which these themes are covered.
- The program was offered for a minimum of six weeks during school hours (and exactly fitting in between two school holidays).
- Schools were approached directly. The subject matter was not judo lessons at school, but how to achieve respect, resilience and moving more easily by means of judo.
- If a school shows interest, a local judo club will be involved to take care of the program.
- The program was started at one school under the name of Schooljudo and expanded to include 350 schools in The Netherlands. It can be organised uniformly and on the scale required.

[www.schooljudo.nl](http://www.schooljudo.nl)



### **Mala sola Judo ("little school of judo") program Slovenia:**

- Introduce judo to children in the age of six to nine, with special judo games to encourage them towards the judo clubs.
- The program is focussed on fun and play, mats, balls, belts and other special technical equipment is used.
- Program is based on judo principles, respect and discipline. The program teach children about falling.
- Program is organised from September to June and sessions run twice a week.
- Lessons take place in the primary schools.
- There are 50 primary schools involved and over 1100 children participating in the program each year.
- Each child pays a monthly fee of € 10,- tot € 20,-, City of Ljubljana is covering 20% of the costs, needed finance is collected thru different commercial activities such as merchandise and summer or winter camps.

[www.malasolajuda.si](http://www.malasolajuda.si)



**KAORI MATSUMOTO (JPN)**  
Olympic Champion - World Champion

**Why should every child practice judo in their life? What social or physical benefits would you underline?** By practicing judo, children can get their base strength and increase their power.

**What did you most enjoy when practicing judo as a child?** I really liked the warm-up before judo training. During the judo training itself, nage-komi was my most favourite exercise.

**If you inspire children through judo today, what is your main message to them in social terms?** Dreams can come true. Good luck!

**When did you start judo?** I started judo when I was 6 years old.

**What is your best souvenir as a child practicing judo?** I learned honour and etiquette and the importance of having sympathy toward others.

**How would you like today or after your sports career to be involved in educational projects?** I would like to tell children to convey the fun of judo.



**Why should every child practice judo in their life? What social or physical benefits would you underline?** Being around other children and playing with them helps develop the child not only in a social way, but it also ensures good health. They also learn how to work together in a playful manner.

**What did you most enjoy when practicing judo as a child?** In those days I was a very energetic child. Through playing judo I was able to let off some steam.

**If you inspire children through judo today, what is your main message to them in social terms?** Always keep your head up and work hard. This is the only way to achieve the ultimate goal: being the best.

**HENK GROL (NED)**  
Olympic Bronze Medallist - World Silver Medallist

**When did you start judo?** I started playing judo at the age of 5.

**What is your best souvenir as a child practicing judo?** I always was determined to get the biggest cup there was to take home with me and put it in my closet.

**How would you like today or after your sports career to be involved in educational projects?** After I will quit playing judo, it would be an honour to help children through their career. Being a top athlete isn't always that easy. Sometimes you have to make difficult choices. I could assist these children by giving advice and sharing my experience.



### PROGRAM IN PRACTICE (ACTION)

During the Action stage the emphasis is on the day-to-day implementation and coordination of the youth judo programs. At this stage the finances needed are in place, cooperating partners are on board and the programs need to be organized.

It is a good idea to work from the perception that the product one deals with must be sold and that repeat buys are crucial for a company to stay in business. This is also the case with youth judo programs. This commercially oriented attitude makes sure that the quality of program, organization and project output are of such a standard that people come back for more. By operating in this way, quality and continuity of the program will be safeguarded.

Moreover, it is important to realize that we consider a program to be a brand. A brand that has to become widely known at a national and/or local level. In the coming years we will be working on branding the youth judo program. The brand name will become familiar to authorities, schools, neighbourhoods, judo clubs, etc.

Also because of the program structure and the organizational framework, we have decided to present standard guidelines / steps, with the help of which every federation can integrate the program into its own structure.

### Preparation

During the preparations the focus needs to be on clarifying the program, so that it becomes clear how it works and what is expected of local partners.

The clearer the various agreements as well as the communication of the organisational processes, the smoother the next stages in the program can be carried out. After all, nothing is more unpleasant than being asked questions during the implementation stage that could have been answered during the preparation stage.

Tasks and activities that should be realised during the preparation stage:

- Planning the programs
- Contacting schools and/or other partners at a local level
- Developing timetables and planning
- Communicating the contents of the program to those directly involved and the media
- Hiring and instructing judo trainers
- Defining judo trainers' tasks and responsibilities
- Finalising completed teaching programs

Depending on the set-up of programs in each country, the preparation time for the program at this stage should take up between eight to 10 weeks at the most. Based on the above activities, one person can prepare an average number of 50 to 100 programs per period of eight to 10 weeks.

### Program ready to start

When all preparations have been completed, the program is ready to start. This means that the final touches need to be added or finished. During this short, but important stage, the materials are printed and the first communication on a local level takes place.

### Materials

Depending on the size of the programs, the IJF Judo for Children Commission wants judo to take place on real judo mats and in real judo suits. Each child should be able to get a true experience of judo as it is meant and designed to be. The equipment should be available at the teaching locations before the start of the program. As a matter of hygiene, it is important to use clean suits and for children to wear footwear when walking around the venue.

If the program is implemented at a location other than a specific judo location, we advise to leave the judo equipment at the location in question for the duration of the program. Depending on the size and number of groups, the following breakdown can be made: 40 judogis to 60 children, 60m<sup>2</sup> of judo mat to a group of 25 children.

### Press and media (earned media)

Press and other media also play a very important role in the execution of the youth judo programs. The federation itself will have to stimulate contacts with press and other media in order to get the desired media attention. We advise you to focus on pointing out the values of the program and of judo in general. We do not only teach judo, as we also provide skills for life through the program.

As the program continues to grow, the appreciation of it in press and media circles will begin to increase. National top judokas will be able to strengthen this appreciation by adding extra value. Inviting dignitaries will also attract media and press attention.

Make sure to keep up the communication process, not only at the beginning of the program, but also during and after the program. Write the content for the articles yourself and supply photos to support the text. Distribute these materials widely among national, local and off-line media, so that they reach a broad field and thus increase the chance of publication and growing attention.

We distinguish between the following stages of communication with the press:

### Communication at the start

Announcement of the contents of the program and our aims.

### Communication during the project

Articles concerning the numbers of participants, the importance of judo, interviews with judo trainer, form teacher or national judo hero.

### Communication after the project

Programs that are about to close should be wound up in a way that is attractive to the media. Invite parents and national judo heroes to an end of project party for children to remember.

Make sure you provide the media with good articles and clear pictures showing laughing children. See to it that all texts contain the two main added values offered by judo as a sport and the program in question.

### Your own media (owned media)

Besides making use of free publicity, we also recommend to make good use of your own media.

You could think of:

- A website for the program, take [www.schooljudo.nl](http://www.schooljudo.nl) as an example.
- Brochures/flyers/posters. Purely as means of source of information on the project.
- Twitter/Facebook and other social media. Aim at interaction with participants, fans and followers.

### PROGRAM MANAGEMENT

Experience shows that the best project results are achieved by making use of centralized coordination and decentralised organization. This with an eye to media, insight into projects, results and uniformity.

#### Centralized coordination

In many cases, central coordination will be in the hands of an appointed project team or of the National Judo Federation itself. A national JFC team may consist of several members, depending on the project size and the size of the youth judo program.

#### Centralized coordination entails:

- drawing up the program content
- being the contact for participating or financing organizations
- giving notice of programs to the organizations concerned
- bringing the JFC program to the attention of the media
- staying in contact with local program managers and giving them guidance
- providing judo equipment and communication materials on site
- supporting and cooperating with the local planning of the actual programs
- attaching well-known top judokas to the program
- developing and innovating programs
- monitoring opportunities and possibilities concerning new policies
- linking sponsors to the program
- monitoring local programs and adding data, numbers of participants, and data concerning media attention to a permanent database.

The main project team is responsible for the national program. The team makes sure there is growth, media attention and that the quality of local programs is guaranteed.

Together with local teams, it is responsible for setting up the program correctly. It is also responsible for providing support to local teams when coping with aspects of which they have less experience and know-how.



### The decentralized organization's tasks

The decentralized organizations consist of enthusiastic clubs and judo trainers. Together with the centralized coordinating team they make sure that the program will be a local success. The local judo club or trainer knows the situation best and is in close contact with his or her direct environment.

#### The decentralized organization's tasks:

- involving local networks
- approaching the required schools and organisations
- providing teaching
- involving local parties
- being involved in the planning of the actual programs
- making parents and children enthusiastic
- guaranteeing good lessons at a local level

The decentralized organization is an executive organisation at local level. It is an organization or an individual person that connects to people easily, can kindle enthusiasm in others and sets high standards of quality. The decentralized organization propagates the program and carries it out. Coordinating all the work and tasks carefully is one aspect of the cooperation between the national coordination team and the decentralized organization. They need not only to ascertain that the division of tasks and responsibilities is clear, but also to make sure that certain activities are not neglected, but are carried out indeed.

### Monitoring and evaluations

From the start the central coordinating team has to set up a good monitoring and evaluation system. Its main aim is to provide a clear picture of what is happening during the programs.

#### MONITORING AND EVALUATIONS PER FIELD:

##### Program content

Right from the start it is advisable to start collecting data concerning:

- the numbers of participants
- participants that move on to further stages of the program
- numbers of people joining the clubs
- numbers of schools participating
- numbers of organised lessons

The above data will show how well certain projects are carried out and what alterations need to be made. The figures are also very suitable for use in media/press releases, as input for reports or to convince organisations that could or would like to finance projects.

### Media

It is important to record publications in the media and to capitalize on them:

- collect all publications in the media and the press, both on and off-line
- if necessary, make deals with specialised firms which capitalize on publications in press and media
- provide an insight in the value that media have

The media value of a program is important to many parties who want to finance or act as sponsors. Make sure that you can show to existing partners what the media impact and value of the youth judo program is.

### Teaching program

What will happen on a daily basis as judo lessons take place in and around schools? Programs may differ in duration and size, depending on location, rules and regulations, local opportunities and the Federation's vision.

The JFC states that the defined core values (showing respect, becoming friends and building up resilience) are firmly established in the curriculum and that the basic IJF principles have been applied. This is not only in the interests of judo in general, but also for the experience of the participating children.

The curriculum ought to be developed in such a way that it affords positive experiences of having success when learning in a playful way how to control their partner, move, touch and to discover and respect your opponent's limits. Fun is the key to creating enthusiasm for judo in children. The JFC commission has guidelines and concepts for teaching judo.

Stick to a clear and structural form for the curriculum that provides a link with local clubs.



### Marketing and communication

Marketing and communication is a vital area for judo as a sport. The same holds true for the JFC programs that will be set up and organized by your federation. The values and social importance of judo can be spread perfectly through JFC programs. Not only to national organizations, who are partly responsible for funding, but also to the children's parents, teachers and relatives who play important roles. A youth judo program can be a fantastic marketing instrument for judo in general.

Be aware of the fact that marketing and communicating the program and its content are crucially important. We will highlight two significant pillars:

The first is the general program communication at a national and regional level. At the beginning of this guidebook we already mentioned that the message of a program is more than just teaching judo. The International Judo Federation has chosen Building better societies as the theme of its JFC program.

A specific national policy may demand a connecting marketing and communication message. If this is the case, it is important to show the intrinsic values, which are part and parcel of your marketing and communication activities.

### Therefore you should make sure that:

- the objective of the program is described clearly
- you formulate a communicative message
- there are a number of keywords that invariably turn up in interviews and press releases
- you draw up a communications plan: when will you communicate with certain people?
- if possible, ask a national top judoka to underline your message

The second pillar is the communication aimed specifically at the program. This mainly takes place at a local level and is aimed at the participants and their relatives. Experience shows that in 90% of cases the parents play a decisive role in the decision whether or not a child may take up a sport and if so, which sport.

Therefore it is very important to involve the parents by means of communication. When parents see how much fun judo has to offer their children and when they realise what values their children learn, there is a far greater chance that the children will stick with judo for a much longer period or that may even join a local club. Therefore the parents should be informed clearly about the JFC program and the possibilities of their children joining a club after having taken part in a program. Make sure to plan a moment in the program to invite parents to a big judo demonstration party (this will also attract the attention of the media).

This will increase your chances of success and addition to the numbers of new members.

The JFC Commission could fill pages with opportunities for marketing and communication. We are pleased to assist your Federation in formulating and developing their marketing and communication plan. Moreover, the JFC has a selection of materials available that can be adapted to fit every country. Think of diplomas and posters. Please contact us so that we can offer your Federation tangible support.





**Why should every child practice judo in their life? What social or physical benefits would you underline?** Judo is a very good sport for the children. It allows shy children or unruly children, to develop themselves or to calm down. Because everyone is represented in a judo class, small, tall, thin and big... it is a really good place to socialise. It is also a good place to get education because the judo values accompany the children on and off the mat. Judo is also an interesting sport from the physical point of view. It develops several qualities (the balance). The whole body can be developed.

**What did you most enjoy when practicing judo as a child?** When I was a child, I liked to learn new techniques and to pass the belt gradings. I liked to throw my partners. Judo is a fighting sport, but unlike other sports, in judo we don't hit.

**If you inspire children through judo today, what is your main message to them in social terms?** Judo is a sport that teaches good values, like friendship, respect or courage. Judo provides a code of life for men and women.

**When did you start judo?**  
When I was 6.

**LUCIE DECOSSE (FRA)**  
Olympic Champion - World Champion

**What is your best souvenir as a child practicing judo?** My best souvenir was when I got my second belt (the yellow one just after the white belt). My best memories are the belt exams. I had to demonstrate the techniques, and then I could go back home with a new colour, hoping that one day I would reach the black belt.

**How would you like today or after your sports career to be involved in educational projects?** I think the topics that interest me most are practicing judo in elementary school and judo in "difficult areas".



**Why should every child practice judo in their life? What social or physical benefits would you underline?** I think every child should train judo or at least do it for fun once a week. In the modern era, when we have high technology where children prefer virtual friends it is even more important to teach them how to communicate with other people. Judo is most definitely the right way to achieve it as children can build a healthy spirit and a healthy body.

**What did you most enjoy when practicing judo as a child?** I enjoyed judo training as a child because of its diversity. Not one training session was similar to another and because of that judo was even more attractive to me. With judo you develop yourself all the time; it gets under your skin and stays there all your life.

**If you inspire children through judo today, what is your main message to them in social terms?** Children have to enjoy every minute of their training and be happy. Just be HAPPY!

**When did you start judo?** When I was 10 years old I started with judo. I always wanted to train martial arts, just for fun. I wasn't aware of judo at that time. I think everything happens for a reason and it was fate that I found judo club Sankaku and best coach Marjan Fabjan. Now I have opportunity to share judo and promote it to more people.

**URSKA ZOLNIR (SLO)**  
Olympic Champion - World Bronze Medallist

**What is your best souvenir as a child practicing judo?** Developing my break falls was enjoyable as a child and enabled me to advance quickly. The best advice I can offer to a child, is to learn how to fall correctly. It will stay with him all his life. While a child may not immediately think they're useful, they will learn in time that isn't true.

**How would you like today or after your sports career to be involved in educational projects?** I absolutely want to be involved in an educational project for children, but for now just at the local and state level. I want to show children that with proper attitude that you can achieve everything. It is also very important to have right people around you, who supports you in every moment and positively directs you, especially when you are a child.





The International Judo Federation challenges every National Judo Federation to start up a JFC program. Especially as there are great opportunities for judo to play a prominent role.

The Federation should make this choice with great dedication and energy. It is a long-term strategy that will produce a considerable yield in the end and will form the basis for a large pool of potential top judokas.

In this way the Judo for Children Commission will help and support its federations with the achievable possibilities it has at its disposal. It has gained a lot of experience and expertise, which we will gladly put at your disposal.

We hope that the guidelines and ideas set out in this guidebook will have kindled your enthusiasm so much that you can't wait to get started.

*We wish you the best of luck in building a better society!*

*Judo for Children Commission*



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