

# whoZnext

## Youth in action

### WhoZnext

*WhoZnext is a project of the Netherlands Institute for Sport and Physical Activity (NISB). The project is designed not only to get youngsters aged 8 to 18 to become more active in sports, but also to encourage them to take on more organisational tasks. Accordingly, whoZnext challenges youngsters to become active as trainers, referees, directors, researchers, organisers or as coaches. Youth participation in sports is important, because it allows youngsters to develop and helps bring the sports offering more in line with their wishes and requirements, reducing the risk of their 'dropping out'.*



### The whoZnext team

WhoZnext teams are being formed locally and regionally. These teams consist of 8 to 10 youngsters ('hands-on experts'), coached by an adult ('the team coach'). The teams are active at schools, local communities, after-school child care and sports clubs. Each team first decides what they are going to do and then gets down to it. A number of examples from daily practice:

- After active campaigning, a whoZnext team in Hengelo was allotted a football field to put an end to their constantly being fined and sent away by a police officer on the beat.
- WhoZnext teams are becoming active as school sports committees at an increasing number of secondary schools, organising intramural and extramural sports activities for fellow students.
- Youngsters are organising annual tournaments at various sports clubs, with responsibilities ranging from budget to match schedules.

### Media campaign

A survey conducted about youth participation in sports revealed that while youngsters are willing, they are insufficiently aware what organisational tasks they can take on. This prompted whoZnext to launch a large-scale national campaign, using posters, our own website, flyers, adverts in cinemas, etc. to show actual examples of youth participation in sports while calling on youngsters to swing into action.



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## What support does whoZnext offer?

The whoZnext teams are not on their own. WhoZnext teams active throughout the country can count on enthusiastic support from local and regional organisations. NISB provides tailored advice and helps the teams with brochures, step-by-step plans, videos, clothing, gimmicks and whoZnext training sessions. A complete overview of the offering is available on [www.whoznext.nl](http://www.whoznext.nl).

## Evaluation and results

The whoZnext approach has caught on and is meeting with the enthusiastic response from youngsters and organisations alike. At present, there are about 400 whoZnext teams active throughout the Netherlands. In the past years, they have organised a wide range of activities (sports days at primary and secondary schools, climbing marathons, clinics and dance marathons, etc). WhoZnext gets youngsters moving again!

## WhatZnext?

Expectations are that the number of whoZnext teams will continue to grow in the future. Several municipalities have included whoZnext in their broader sports programmes and NISB has launched whoZnext junior in primary education, after-school child care and local communities. In association with the Johan Cruyff Foundation, we also encourage physically or mentally challenged youngsters to become active in whoZnext teams.

## WhoZnext!?

### Contact and information

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