

Youth Strategy

2021 #HealthyActiveCommunity



“It is vital that we support the youngest members of our community in pursuing a healthy lifestyle. We are working to actively provide opportunities for our youth and all community members to get active and live a healthy lifestyle.”

HRH Prince Khaled bin Alwaleed bin Talal Al Saud

“Going forward, we want to ensure that our youth meets the World Health Organization recommendation of 60 minutes of daily physical activity by providing quality programs both inside and outside school.”

Shaima Saleh Al-Husseini





OUR VISION FOR YOUTH SPORTS AND PHYSICAL ACTIVITY

“Building life-long activity habits
for a generation...

...thus, achieving a 15% decrease in youth
physical inactivity”



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- 1 WHAT DO WE KNOW ABOUT YOUTH?
- 2 WHY ARE WE FOCUSING ON YOUTH?
- 3 WHAT IS OUR NEW YOUTH STRATEGY?
- 4 WHAT ARE WE TRYING TO ACHIEVE?



1

WHAT DO WE KNOW ABOUT YOUTH?

VISION 2030 OBJECTIVES



A VIBRANT SOCIETY

Develop a national
character for youth to
have healthy and strong
future leaders



A THRIVING ECONOMY

Invest early in
developing education
for youth to increase
future achievements



AN AMBITIOUS NATION

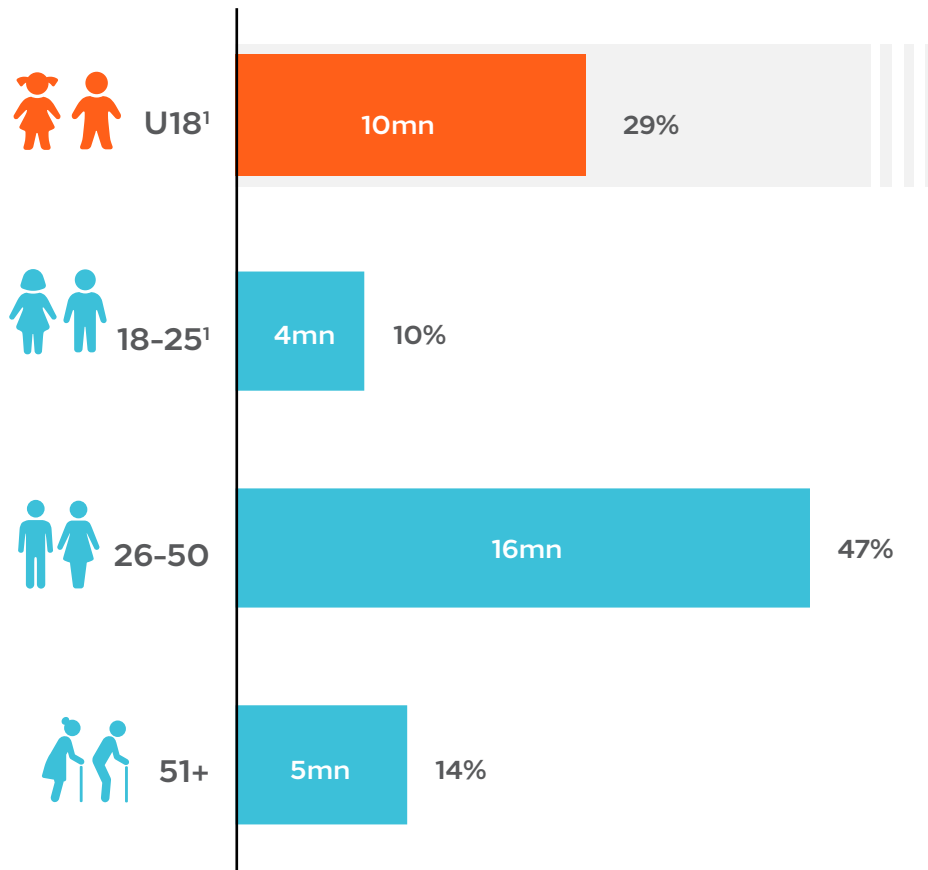
Enrich compassion,
cooperation and
empathy values in
youth to strengthen
society

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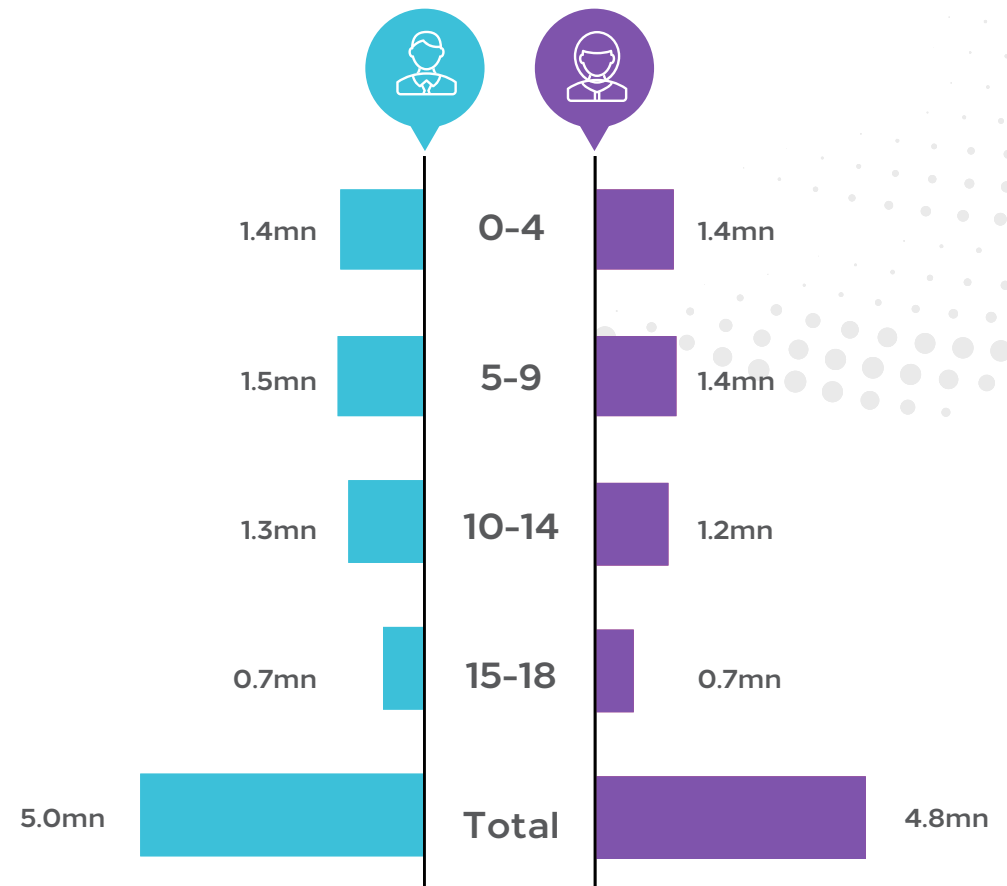
WHAT DO WE KNOW ABOUT YOUTH?

THERE ARE 10 MILLION YOUTH IN THE KINGDOM
MAKING UP 29% OF THE OVERALL POPULATION

Population by segment



U18 population pyramid by age and gender



1

WHAT DO WE KNOW ABOUT YOUTH?

YOUTH HAVE DISTINCTIVE CHARACTERISTICS THAT DISTINGUISHES THEM FROM EVERYONE ELSE



Highly digital in their communications and enjoy gaming



Enjoy competitions and celebrate achievements



Constantly under-go transitions through school stages



Highly influenced by parents and family members



Sociable and spend a lot of time with their friends and family



1

WHAT DO WE KNOW ABOUT YOUTH?

YOUTH GO THROUGH VARIOUS UNIQUE TRANSITIONS THROUGHOUT CHILDHOOD AND INTO ADULTHOOD

Pre School

(0-4)

- Start walking and running
- Spend most of their time with parents and family members
- Start to be more aware and look for fun activities

Primary School

(5-9)

- Explore different options to shape interests and skills
- Start forming friends and social skills
- Undergo similar routines in their daily life
- Follow parents' behaviors as influence of parents is at maximum

Secondary School

(10-14)

- Start being disrupted and influenced by social networks
- Experience growth of physical and intellectual characteristics
- Spend more time on gaming and digital platforms

High School

(15-17)

- Spend more time with friends
 - Start thinking about universities and jobs
 - Seek to become independent
 - Care more about their appearance
- Experience more cultural and family related barriers (especially females)

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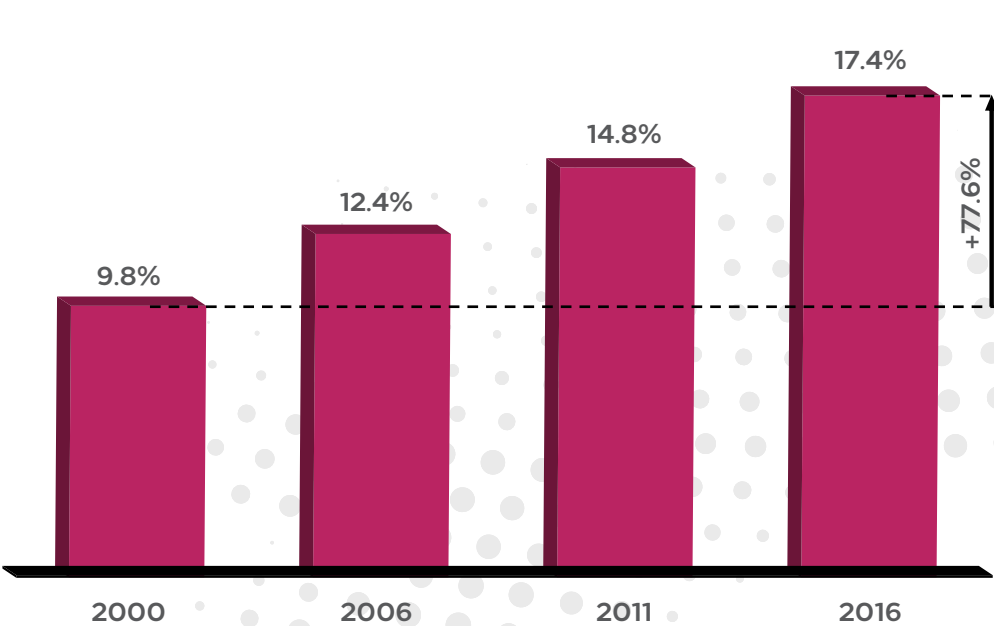


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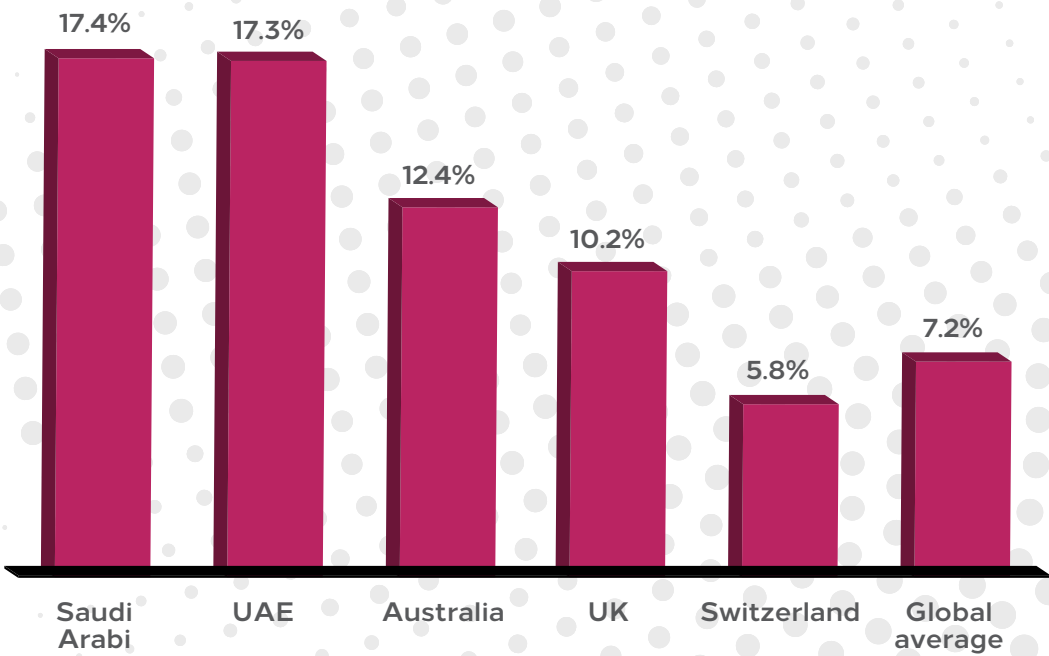
WHY ARE WE FOCUSING ON YOUTH?

YOUTH OBESITY IS A LEADING NATIONAL HEALTH CONCERN

Obesity rates for youth (ages 5-19) have increased by more than 75% since 2000



KSA has one of the highest youth obesity rates in the world

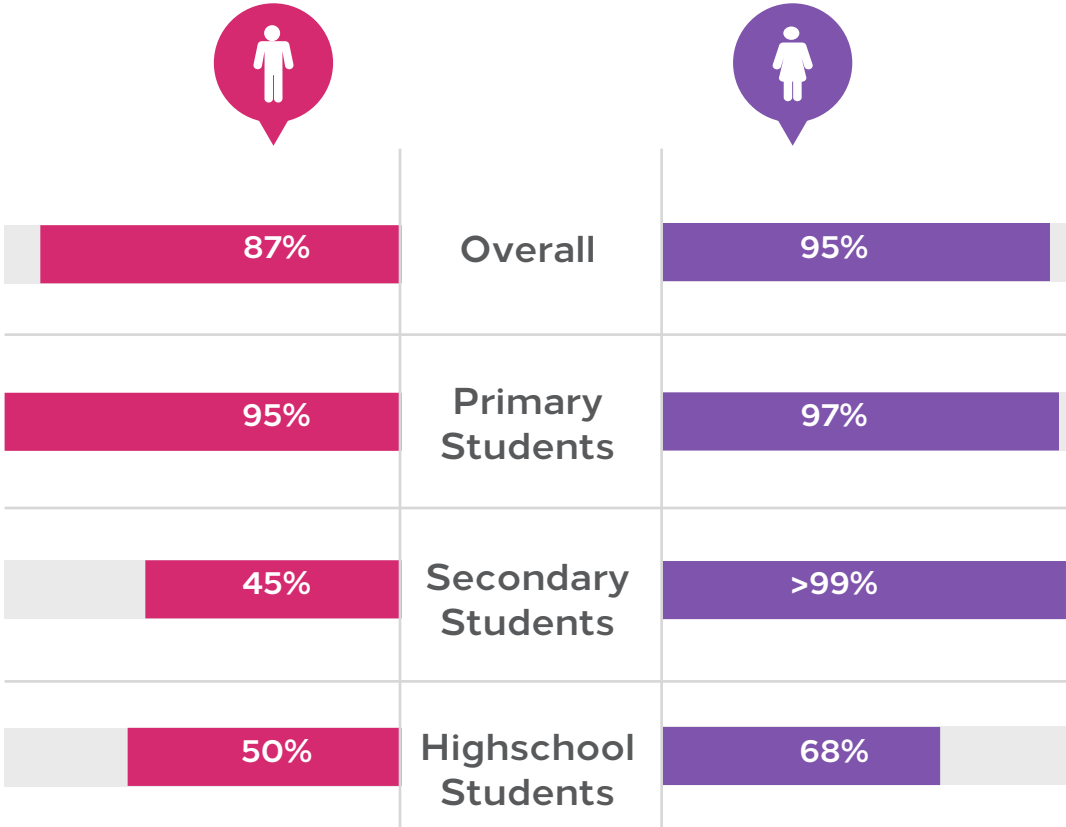


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WHY ARE WE FOCUSING ON YOUTH?

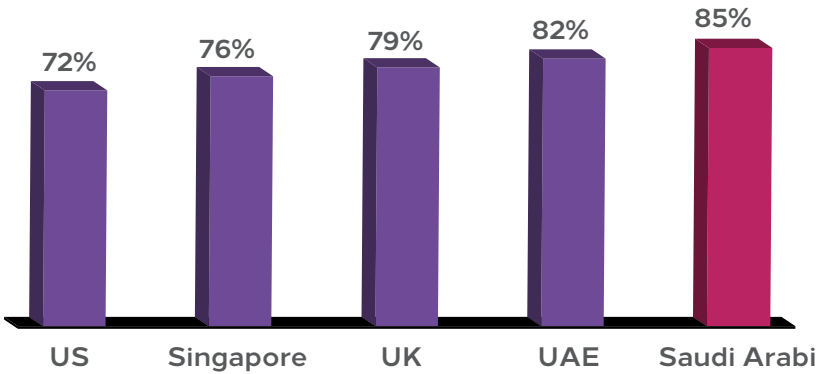
THERE IS A SIGNIFICANT GENDER GAP IN YOUTH PARTICIPATION WITH GIRLS BEING LESS ACTIVE, ESPECIALLY AMONGST YOUNGER AGES

% prevalence of physical inactivity in youth by gender



YOUTH PHYSICAL ACTIVITY LEVELS IN KSA ARE BELOW THOSE OF LEADING COUNTRIES

% prevalence of physical inactivity for youth (11-17) (% who do not meet WHO recommended 60 minutes of physical activity per day)



Key takeaways

- Due to limited P.E implementation in girl's schools, participation for females at younger ages is especially low
- Highschool female students are most active due to higher availability of outside of school opportunities – e.g., ability to join private gyms
- Despite recent improvements, cultural and family-related barriers still prevent some females from being active

2

WHY ARE WE FOCUSING ON YOUTH?

SOME INSIGHTS FROM OUR SURVEY SHED LIGHT ON KEY ISSUES SURROUNDING YOUTH PHYSICAL ACTIVITY

Youth spend a lot of time on sedentary activities

73%

of youth watch tv for more than 2 hours a day

35%

of youth play video games for more than 4 hours a day

Youth are less physically active in the summer due to the closure of schools

57%

of youth practice less in the summer

Activity during P.E is still limited

<60 mins

average duration of P.E classes per week

Majority of inactive youth have never regularly exercised

70%

of inactive youth have never exercised regularly

Facility accessibility remains an issue

34%

of youth quoted facility related barriers

Attitude related barriers remain a major concern

23%

Of youth list lack of time as barrier despite research showing that's not the case

9%

of youth say they are too lazy to practice sports

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3 WHAT IS OUR NEW YOUTH STRATEGY?

OBJECTIVE 1

Our first objective is to ensure youth have engaging experiences inside and outside of school to build the foundations for lifelong physical activity habits

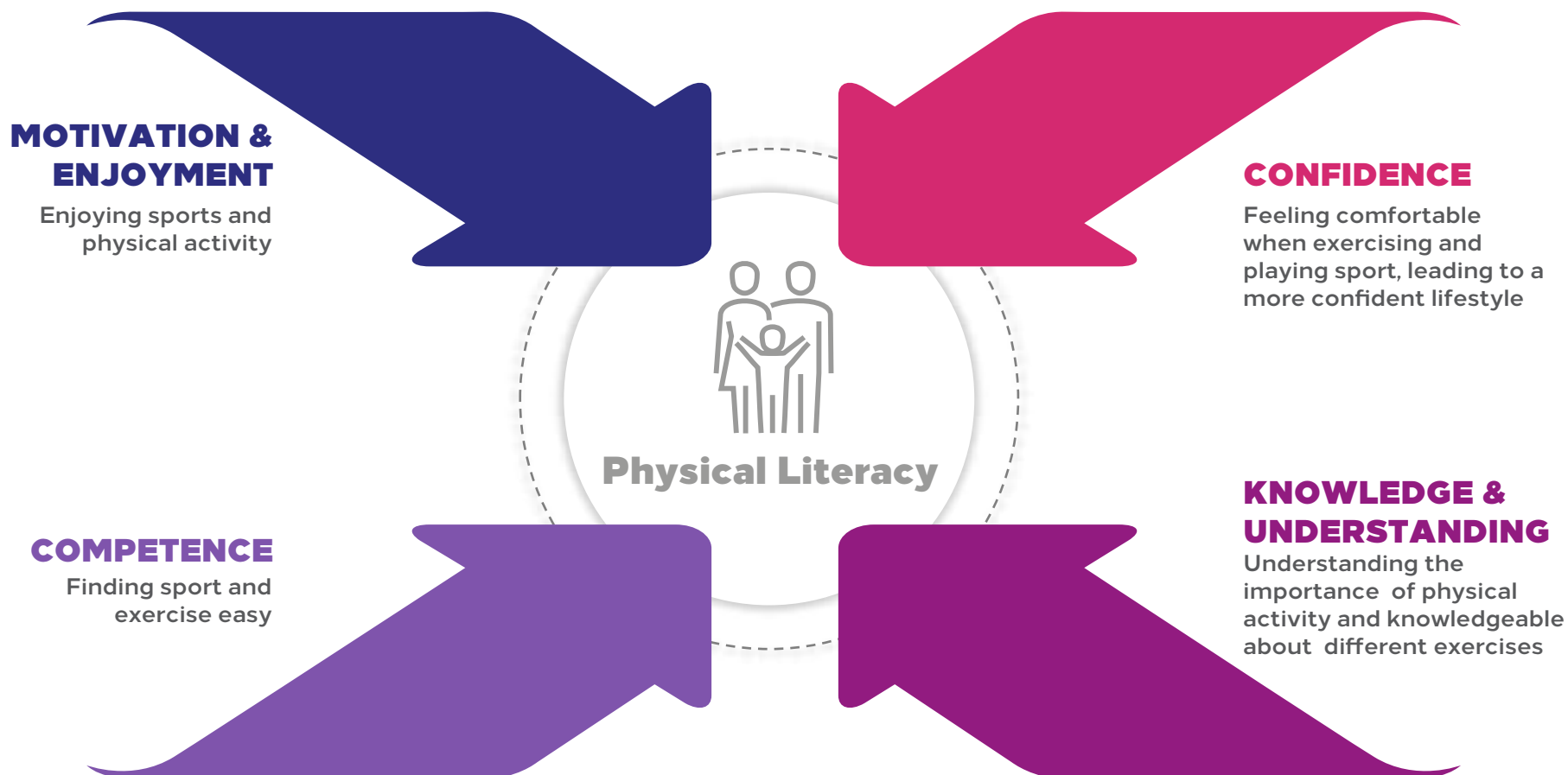


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WHAT IS OUR NEW YOUTH STRATEGY?

OBJECTIVE 2

Our second objective is to achieve enjoyment, confidence, and a sufficient level of competence in a variety of physical activities for youth to achieve physical literacy



3

WHAT IS OUR NEW YOUTH STRATEGY?

OUR STRATEGY IS BUILT ON INSIGHTS THAT
WE COLLECT THROUGH OUR NATIONAL
PARTICIPATION SURVEY

Increasing offerings
can increase demand
for youth

85%

of youth want to try a
new sport

Youth are looking for
fun programs

40%

of youth think that fun and
enjoyable programs can
make them more active

There are several emerging
sports for youth

30%

of youth either walk
or jog on a monthly
basis

11%

of youth cycle on a
monthly basis

26%

of youth swim on
monthly basis

There is a strong
willingness to
become more active

45%

of inactive youth are
willing to become
more active

Outdoor activity is
popular for youth

48%

of active youth exercise
in public parks

Spending time with family is a
major motivator for youth

37%

of youth mentioned
family friendly
activities as a
motivator

63%

of youth spend
more than 4 hours
with their family

Parents are a major
role model for
youth

80%

of active parents have
active children

3

WHAT IS OUR NEW YOUTH STRATEGY?

AS A RESULT, WE HAVE IDENTIFIED FOUR KEY DRIVERS OF YOUTH PARTICIPATION, WHICH FORM THE CENTRE OF OUR STRATEGY

1

SCHOOL SPORTS

Youth activity and physical literacy are mainly driven by PE at school with PE teachers playing a crucial role



2

FAMILY OFFERINGS

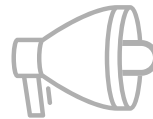
Activity of children is heavily influenced by parents with family activities at a community level strongly desired



3

OUTDOOR ACTIVITIES

There is a strong appetite to practice outdoor activities in public spaces as this allows youth to spend time with family and friends



4

FUN & ENJOYMENT

Activities that are fun and enjoyable are attractive to youth and are highly preferred over traditional activities



3

WHAT IS OUR NEW YOUTH STRATEGY?

WE HAVE FOCUSED ON 4 KEY PILLARS FOR YOUTH



Programs

We will enable a wide variety of inclusive opportunities in and outside of school



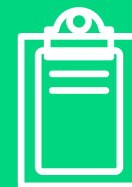
Places

We will ensure accessible and suitable school and public facilities, catering for youth requirements, as insights from survey suggested that there are facility related barrier



People

We will build a strong network of qualified P.E teachers and activators to guarantee safeguarding of youth



Policy

We will influence policies of relevant stakeholders by showcasing impact of activity on other sectors

Programs



In School

This is where youth spend half of their day and where they are most exposed to sports and physical activity

We will work closely with educational policy makers in the development and implementation of the new curriculum in girls' schools by following a robust approach. This will include the showcase of impact, assessment of behaviors and attitudes, design and implementation of the right programs, and the tracking and monitoring of progress

We will showcase the benefits of increasing frequency and duration of P.E classes on key long-term educational outcomes such as test scores and absenteeism. We will collaborate with educational policy makers to set the right P.E frequency and duration based on educational grades to ensure an efficient balance

Programs



Out of School

These programs can provide development opportunities in a variety of sports and increase participation opportunities, especially with family

We will increase opportunity for sustainable outside of school programs by enabling and supporting various delivery partners and designing programs that are age-specific to cater for specific needs

We will ensure strong access to family programs for youth by designing programs that involve parents, developing parent-specific toolkits and supporting delivery partners in delivering the right family offerings

We will ensure programs meet demands of girls by providing guidelines and recommendations to delivery partners based on our insights and we will also support delivery partners in the provision of female-specific programs

We will increase community competition opportunities for youth by introducing different league structures in a variety of sports which we will continuously support to allow our delivery partners e.g., CSGs and sports federation to lead on implementation

Places



Public Parks

These locations are important for youth activity, as they provide the opportunity for families to exercise together. Additionally, they allow youth to socialize with friends, which is one of the primary motivators for youth to stay active

We will work with key stakeholders to improve utilization of public parks for youth activity through provision of key insights, training of qualified activators, and direct investments in “small facilities”, which are sports facilities that have smaller sizes to make them more suitable for youth



Shopping Malls

Youth spend a significant time in shopping malls due to the wide variety of activities available. Moreover, their suitability during all types of outside weather makes them key locations

We will work with private operators to provide suitable spaces such as play areas in malls through the provision of a variety of free trial classes and we will ensure continuous promotion and support to operators to help them design and implement the right programs



School Facilities

Most of the youth activity happens within school facilities, therefore they are key to ensure the proper implementation of P.E and physical literacy concepts

We will collaborate with educational policy makers to increase utilization of school facilities both during and after school hours by demonstrating the benefits on youth and supporting schools in maximizing facility use through comprehensive guidelines and recommendations

People



Female P.E Teachers

They are crucial to ensure that girl students receive the right education on physical literacy at early ages and the implementation of P.E in a fun and engaging manner

We will upskill female PE teachers to enhance quality of physical activity offerings in girl's schools by working with key stakeholders to design requirements and trainings to ensure that female students feel comfortable, healthy, and safe during P.E classes



Community Activators

They play a key role in inspiring activity and building lifelong habits through the delivery of programs and activation of places that are targeted at youth, examples may include parents and teachers

We will develop a framework to incentivize and upskill community activators to make them specialized in youth programs by attracting activators through various promotions, training them in core skills required for youth, deploying them in the right places, and providing them with the right incentives

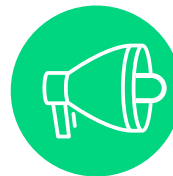
Policy



Educational Policies

Policies in the education sector have a significant impact on the activity of youth since fundamental activity and learning of basic physical literacy happens within schools

We will work towards influencing education policy makers by setting up working committees to ensure alignment and showcasing impact of physical activity on key national educational objectives such as increased educational performances



Public Places Policies

Policies for public places are important to ensure proper accessibility, suitability, and safeguarding to allow youth to exercise with their family and friends

We will build and strengthen our relationships with cities by demonstrating how sport and physical activity can help achieve their objectives and address key social concerns for youth

Enablers

WE WILL ALSO FOCUS ON KEY STRATEGIC ENABLERS TO ENSURE MAXIMUM IMPACT ON YOUTH



Communications

We will ensure daily communications and campaigns are tailored towards different youth age groups by utilizing data and insights



Digital & Research

We will develop tailored functionalities and content in our digital platforms based on international best practice and conduct specific youth research to increase our understanding and make digital platforms easily accessible



Partnerships

We will identify and use a tailored approach to partner with different entities to grow reach, share best-practices and increase opportunities for youth



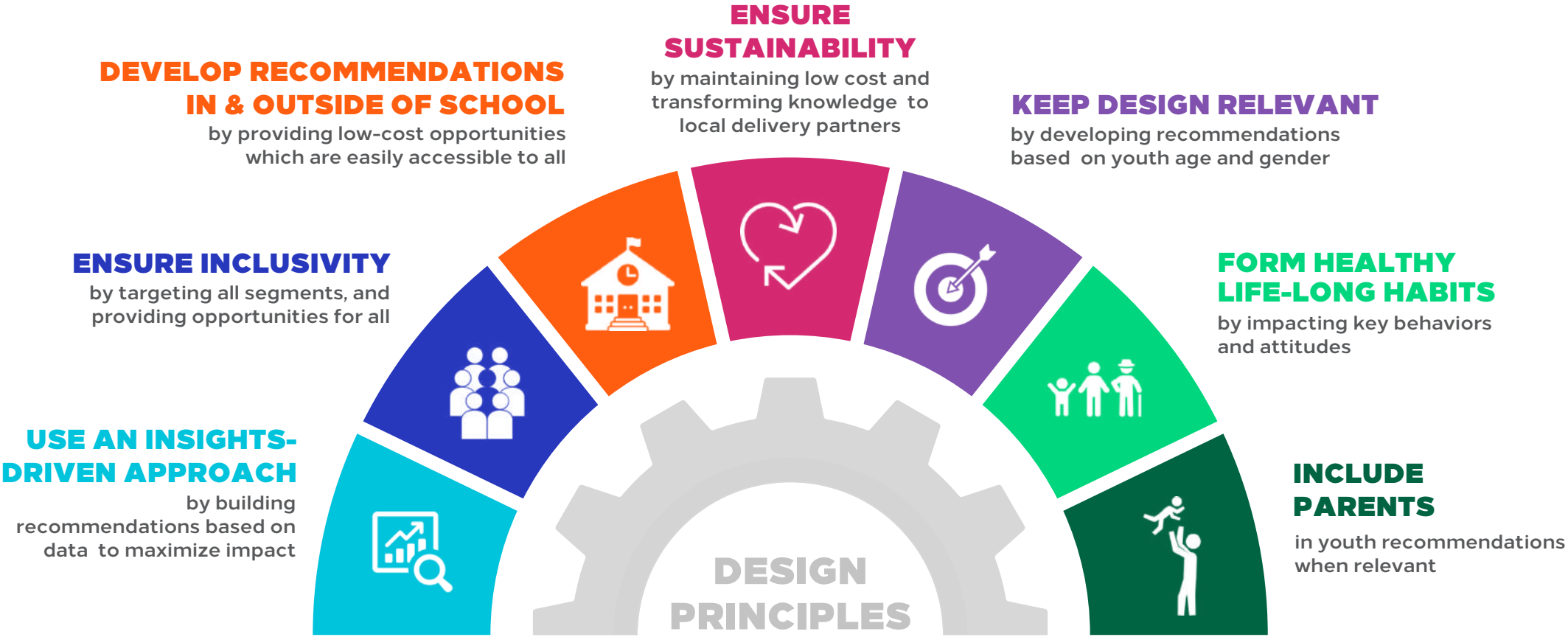
Safeguarding

We will develop a safeguarding framework with key stakeholders that can be used across different areas, including people, programs and places

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WHAT IS OUR NEW YOUTH STRATEGY?

OUR ADULT STRATEGY FOLLOWS KEY DESIGN
PRINCIPLES TO ENSURE A HOLISTIC APPROACH



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4 WHAT ARE WE TRYING TO ACHIEVE?

WE HAVE DEFINED KEY METRICS AND AMBITIOUS TARGETS TO MONITOR AND TRACK PROGRESS



KPI

- % prevalence of physical inactivity in youth
- % of youth who are active
- % of youth that are physically literate
- % gender gap in physical activity
- % of parents exercising regularly with their children



MEASURE

- % of youth that do not meet WHO recommendations of at least 60 minutes of activity on average/day
- % of youth that exercise at least once a week for 30 minutes of moderate intensity
- % of youth that are motivated, competent, confident and knowledgeable with physical activity
- Difference between % of males and females exercising at least once a week for 30 minutes of moderate intensity
- % of parents who exercise very often with their children

4 WHAT ARE WE TRYING TO ACHIEVE?

THIS WILL RESULT IN BENEFITS FOR YOUTH THAT ARE COMPOUNDED OVER LIFETIMES AND BETWEEN GENERATIONS

Research analyzed as part of Aspen Institute's Project Play shows that physically active children do better in life

Benefits are compounded and may result in extending lives by as much as 5 years

Parents pass on their habits to their kids, thus compounding them further across generations

MAY LIVE 5 YEARS LONGER

STRONGER ECONOMIES



Active parents associated with active kids

INTERGENERATIONAL CYCLE

Kids of active moms are 2x as likely to be active

Compression of Morbidity 1/3 the rate of disability

PHYSICALLY ACTIVE CHILDREN

Ten times less likely to be obese with consistently smaller gains in BMI

Less likelihood of smoking or engaging in risky behavior

15% more likely to go to college

Earn 7-8% more throughout life

25% reduced risk of cardio-vascular disease, Type 2 Diabetes, and Breast Cancer

EARLY CHILDHOOD

ADOLESCENCE

ADULTHOOD

#HealthyActiveCommunity

