



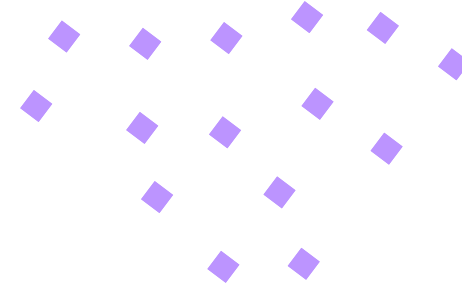
# KIDS' ATHLETICS DAY

07 MAY 2023

**KIDS' ATHLETICS DAY TOOLKIT**  
[KIDS-ATHLETICS.ORG](https://www.kids-athletics.org)

# KIDS' ATHLETICS DAY

## 7 MAY, 2023



7 May is Kids' Athletics Day, an annual celebration of kids getting active and participating in athletics.

We believe that Kids' Athletics has the power to get the world moving and that every child is born to move, play and explore no matter where they are in the world or their individual circumstances.

81% of adolescents (11-17 years) currently do not meet the World Health Organisation's recommended levels of physical activity for 5-17 years which is 60 minutes of activity a day despite regular physical activity promoting mental and physical health.<sup>1</sup>

We therefore want to provide opportunities through Kids' Athletics for children and young people around the globe to get active and have a positive experience in athletics.

Kids' Athletics Day is one way we are encouraging more kids to participate and be active.

<sup>1</sup> Global status report on physical activity 2022. Geneva: World Health Organization; 2022. Licence: CC BY-NC-SA 3.0 IGO

2022 was the inaugural Kids' Athletics Day. Over 100,000 children participated from more than 50 countries. We are planning for bigger and better this year and have created an exciting global challenge for all of you to be part of.

The 2023 Kids' Athletics Day theme is **MOVE, PLAY, EXPLORE**. Whether it's moving to get from A to B, playing athletics activities with friends, or exploring new skills, the aim is to encourage kids to get out there and have fun being active.

We are inviting Member Federations, clubs, schools, coaches, community groups and volunteers across the globe to join us to celebrate Kids' Athletics Day on 7 May by organising an event(s) either using the Kids' Athletics programme or your own ideas and be part of the global challenge we have set. Let's provide the opportunities for more kids to **MOVE, PLAY, EXPLORE** and get more kids active than we did at last year's event.

Please also share your activities with us, by posting your pictures/videos of your version of Kids' Athletics Day on social media using the hashtag **#KidsAthleticsDay**

# HOW TO CELEBRATE KIDS' ATHLETICS DAY

There are a range of ways you can use the Kids' Athletics resources to create a fun event or session to celebrate Kids' Athletics Day. We've outlined six suggestions to get you started and ways for you to bring them to life. Individual celebration ideas are also welcomed.

Feel free to explore the activities and resources available with this toolkit which are also available on the [Kids' Athletics](#) website. Get creative and use the ideas in a way that meets the needs of your group. The aim is to create a fun and engaging experience for all children and young people. A certificate is provided to congratulate participants and to give them a lasting memento of the day.

This year, we want to measure the impact of Kids' Athletics Day across the globe. Please help us to do this by completing this [reporting form](#) so that your celebration data is included.

If you have any questions please contact us:  
[kidsathletics@worldathletics.org](mailto:kidsathletics@worldathletics.org)



# TOOLKIT CONTENTS

In this Toolkit you will find everything you need to celebrate Kids' Athletics Day, including the following:

- Six celebration ideas to bring Kids' Athletics Day to life
- Ideas about how to promote your involvement in Kids' Athletics Day including suggested social media posts
- Creative assets that build awareness of your celebration (for example: poster template, digital assets, T-shirt design and photo cut out)
- A press release template will be added to the toolkit for your use after 28 April
- A guide for taking and sharing images and videos of children



# BRINGING KIDS' ATHLETICS DAY TO LIFE

## 1. FIRST MOVES

First Moves is a fun, team building event where children and young people can take part in a series of challenges to earn pieces of a jigsaw puzzle. These represent aspects of Kids' Athletics. The challenges are based on the Level 1 & 2 Fundamental Movement activities available on the website.

Use the First Moves guides provided to introduce the Kids' Athletics programme to children and young people. There are two guides with activities to suit a wide range of abilities and interests.

Level 1: 4-7 year olds

Level 2: 8-11 year olds



# BRINGING KIDS' ATHLETICS DAY TO LIFE

## 2. KIDS' ATHLETICS PASSPORT

Why not take children and young people on a trip around the globe with traditional athletics activities from six areas of the world using the passport?

How to set it up:

Set up the six regional games. Cards to guide you are available with this toolkit:

- Kungirruna
- Tiaosheng
- Okubuuka
- Kykkaa
- Rayuela
- Shepherd and sheep

Split the group into six teams. Print and give out the enclosed passports for children and young people to check off the activities as they go.



# BRINGING KIDS' ATHLETICS DAY TO LIFE

## 3. CREATE A KIDS' ATHLETICS 'HAVE A GO' CIRCUIT

Pick between 6 and 10 activities from the activity cards available on the ['Teaching athletics'](#) section of the Kids' Athletics website and set up the activities in a rotational circuit.

Don't forget to think about children's ages, the space and equipment you have and numbers taking part. Try to pick a combination of Run, Jump and Throw activities for variety.

Set the activities up as a rotational circuit.

- Allocate 8-10 minutes per activity.
- Split the group into the number of stations you have in the circuit.
- Teams move in a clockwise direction around each activity until they complete all activities.
- Up to 20 participants per group dependent on the amount of space and equipment you have. (For example, if you have large groups, make sure you allocate enough equipment so that children and young people don't have to wait a long time for a turn.)
- Remember to maximise participation by thinking about your use of space, task, equipment and people to include, engage, support and challenge.



# BRINGING KIDS' ATHLETICS DAY TO LIFE

## 4. SET UP A CROSS COUNTRY OR FUN RUN

Set up a Cross Country or Fun Run course for children and young people to participate in.

### Why not try:

- Allowing children and young people to design the course and its length
- Adding fun obstacles and using different terrains
- Setting the group off in waves to avoid focusing on winners and losers

Make sure the distance is relevant (and achievable) for the ages of the children and young people.

### Guidelines:

- 4-7 year olds: 500 – 1000m
- 8-11 year olds: 1000 – 1500m
- 12-14 year olds: 1500 – 2500m

**Use the cards provided with this toolkit as an example or starting point.**

- 2.5km XC
- Endurance Run Over Obstacles
- The Grand National
- Endurance Race





# BRINGING KIDS' ATHLETICS DAY TO LIFE

## 5. ORGANISE A KIDS' ATHLETICS COMPETITION

A fun and modified competitive event can help children and young people discover athletics skills while participating individually and as part of a team. As part of the Kids' Athletics programme there are two modified competition models. The activities are based on the Level 2 and 3 Athletics skills activity cards available at [kids-athletics.org](https://kids-athletics.org).

Use the Kids' Athletics Competition Guide provided for instructions on how to organise the relevant modified Kids' Athletics competition based on the age and ability of the group.

Level 2: 8-11 year olds

Level 3: 12-14 year olds

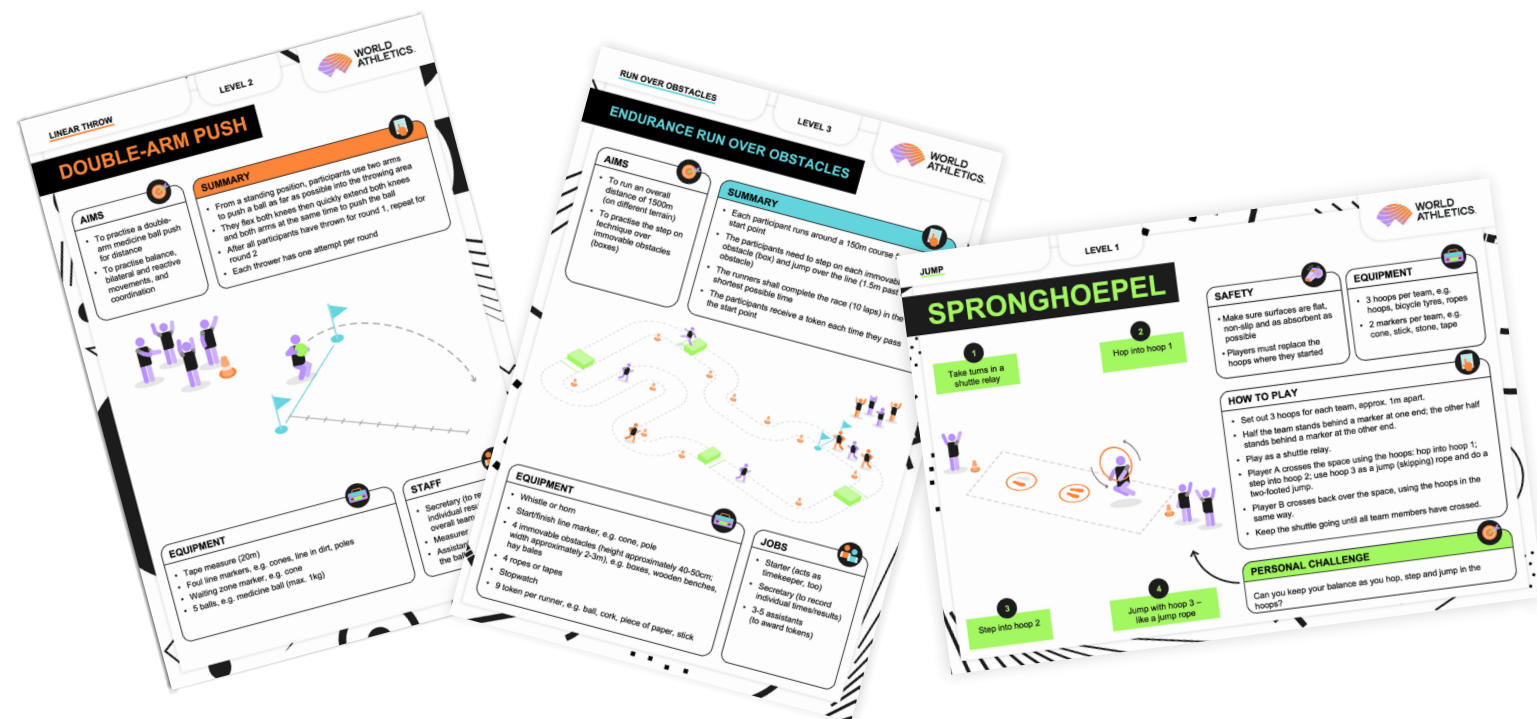


# BRINGING KIDS' ATHLETICS DAY TO LIFE

## 6. USE YOUR OWN PROGRAMME!

Do something to celebrate Kids' Athletics Day with your own materials from your own programmes. Please feel free to use the Kids' Athletics Day logo as a badge on your own materials to show participation in the day.

You can also use our [Kids' Athletics](#) activities as warm-ups or additional activities.



# HOW TO PROMOTE KIDS' ATHLETICS DAY

Use the poster templates and social ads provided, along with these suggested social media posts, to build awareness of Kids' Athletics Day in your country.

**Pre event/activation:** Join us in celebrating #KidsAthleticsDay on 7 May. A global day to celebrate children and young people participating in athletics and to inspire kids to move, play and explore more.

**Post event/activation:** Today we celebrated #KidsAthleticsDay. The global theme was #MovePlayExplore with the aim to inspire kids to move, play and explore.

Remember, we want to see and hear how you bring Kids' Athletics Day to life, no matter what you do. You could also add to your social posts or reports:

- What you did
- Who was involved
- What you loved about the event or day
- A thank you to those involved
- A photo

For inspiration have a look at the 2022 Kids' Athletics Day case study videos below.

[China](#) overcame some Covid restraints by also activating Kids' Athletics Day through a social media campaign.

[Turkey](#) ran a Kids' Athletics Day event in every region of the country reaching over 60,000 children.

# REPORTING KIDS' ATHLETICS DAY

We want to hear how you celebrated Kids' Athletics Day 2023. This is partly to measure the impact of Kids' Athletics Day across the globe but also to share and celebrate your success by creating more stories, case studies and promotion of Kids' Athletics.

## [Kids' Athletics Day reporting form](#)

Please send images and videos to [kidsathletics@worldathletics.org](mailto:kidsathletics@worldathletics.org).

Please fill in the form and let us know:

- Number of events held
- Number of children and young people involved
- Number of social media interactions (if relevant)

Remember to also send us:

- All your images and videos
- Any links to media coverage

We can't wait to see all the children and young people being active and celebrating Kids' Athletics Day 2023!

# CREATIVE ASSETS: LOGO



Logo 1



Logo 2



Logo 3



Mono Logo 1



Mono Logo 2



Mono Logo 3

# CREATIVE ASSETS: COLOURS



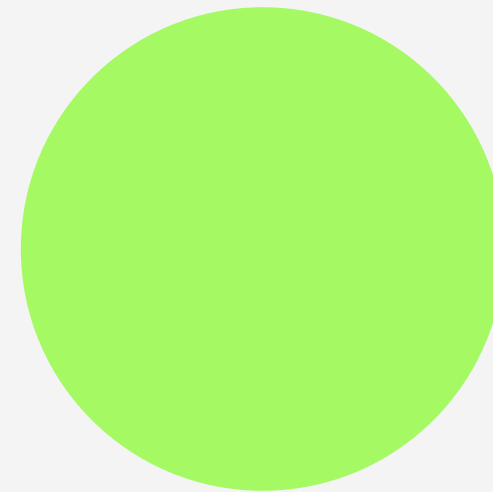
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RGB: 182/140/255



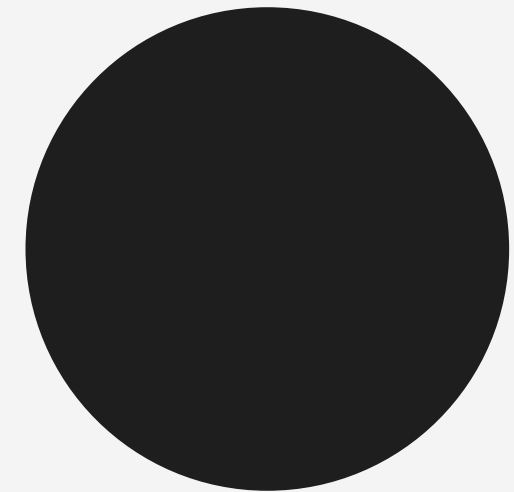
**BLUE**  
CMYK: 66/0/15/0  
RGB: 105/213/224



**ORANGE**  
CMYK: 0/55/90/0  
RGB: 254/138/76



**GREEN**  
CMYK: 35/0/60/0  
RGB: 173/243/117



**CHARCOAL**  
CMYK: 72/63/59/75  
RGB: 30/30/30

# CREATIVE ASSETS: POSTER

Use a poster to build awareness of Kids' Athletics Day in your country.

Add in your event location, date and time, and insert your own logo to personalise the posters. You can also edit the poster on the right to include your own image.

Both versions of the poster are available with the full date (7 May 2023) or just the month (May 2023). Feel free to pick the ones that work best for you and your circumstance.



Without Image



With Image

# CREATIVE ASSETS: APPAREL

Why not use different items of apparel to build awareness of Kids' Athletics Day in your country?

Please use T-shirts that are unbranded and do not contain any commercial logos.



Badges



T-shirt



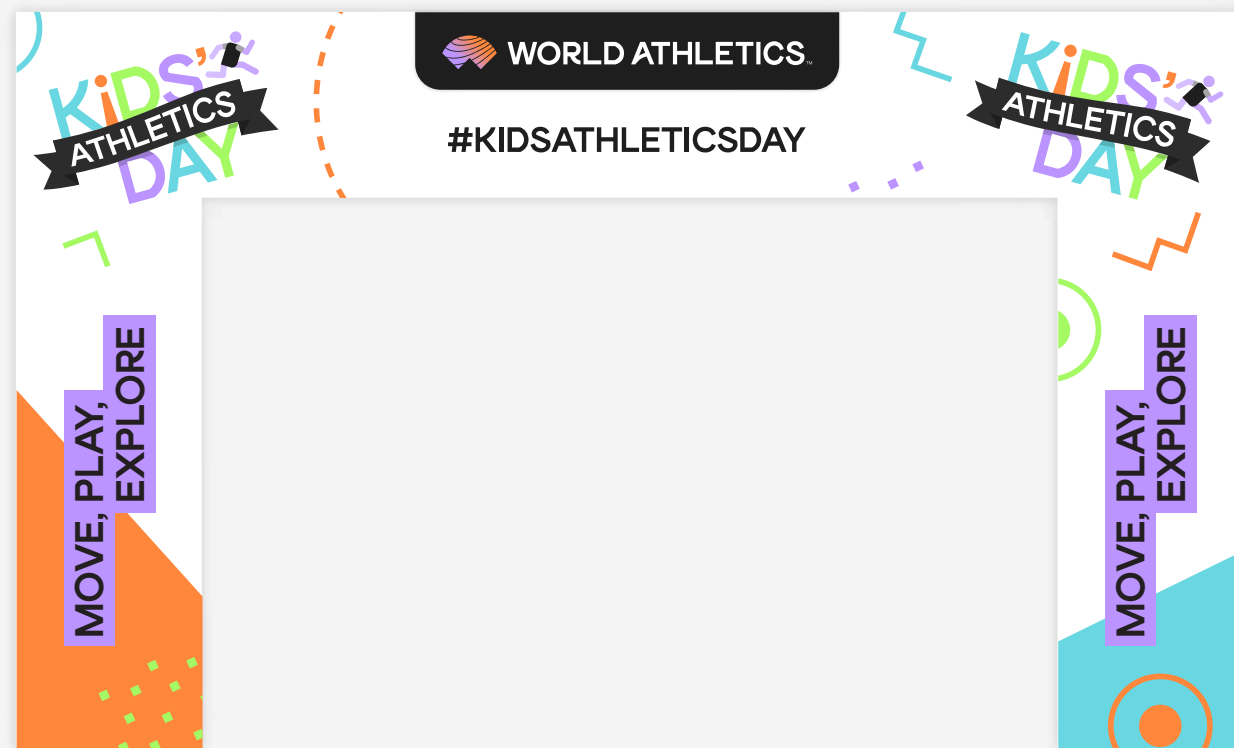
Balloons



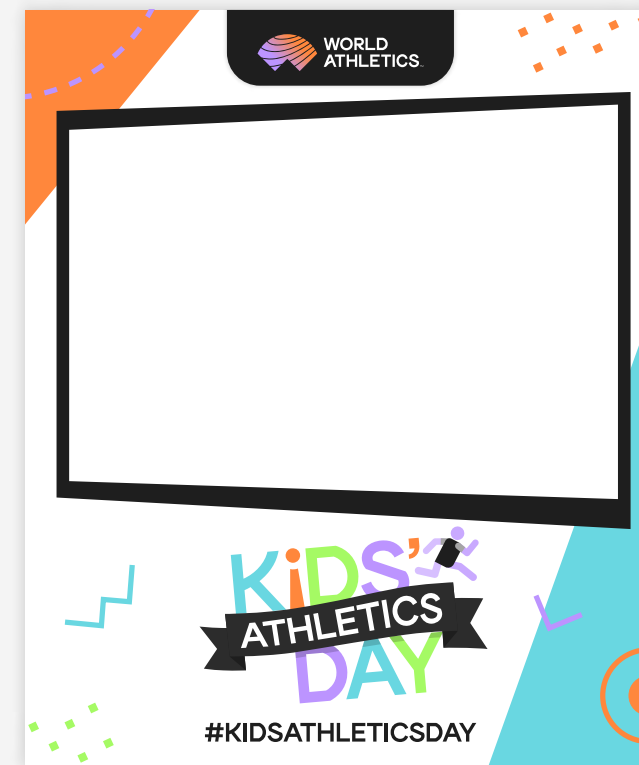
# CREATIVE ASSETS: SIGNAGE

Use signage to share the fun of Kids' Athletics Day and build awareness in your country.

#KidsAthleticsDay



Gantry



Selfie Frame



Tear drop flag



Banner

# CREATIVE ASSETS: SOCIAL ADS

A wide range of social ads are available, all of which are provided with the full date (7 May 2023) or just the month (May 2023). Feel free to pick the ones that work best for you and your circumstance.

More social ad sizes are available on the next page.



Facebook banner 1920x1080



Insta story 1080x1920

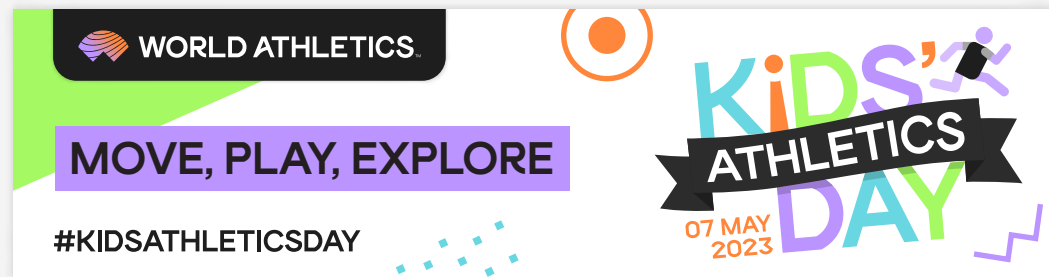


Insta/Facebook post 1200x1500



Twitter post 1080x1080

# CREATIVE ASSETS: SOCIAL ADS



970x250



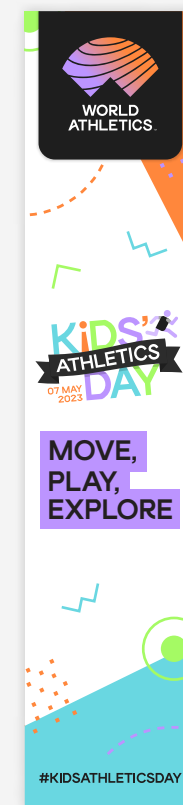
728x90



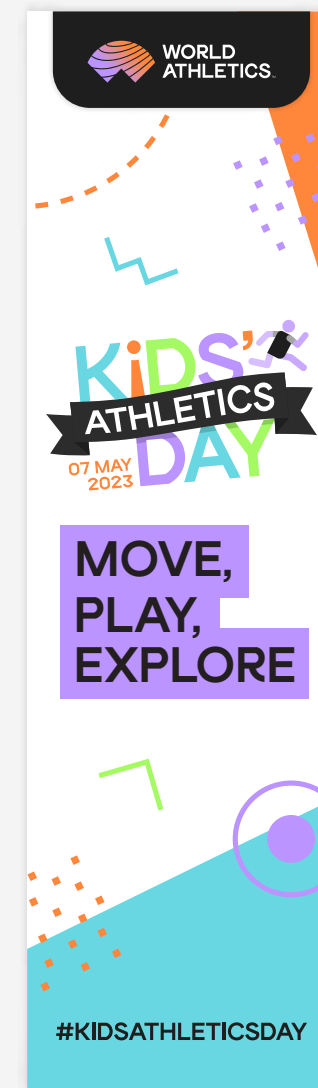
180x150



300x300



128x600



300x1050



1200x1200



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