

YOUTH SPORTS OUTREACH STRATEGY

Importance of sports

The youth are vested with a lot of energy and they always look for avenues to expend this energy build up in them. One of the ways they expend their energy is through active participation in different types of sports. For me, sports are better than watching television for many hours. The former is active and beneficial entertainment while the latter is passive entertainment. My own children heard enough of that from me. I restricted their TV watching and encouraged them to read books and do sports instead. Sports has tremendous impact on the human body. Brisk walks or exercises in general has been cited to improve wellness in human beings. They keep the cells regenerated as well.

NGO FEMDEV Africa strategy

NGO FEMDEV Africa has found this strategy of using sports as entry point very useful in our development efforts in Cote d'Ivoire. We use hand ball and football in engaging the young people and getting their attention to open their hearts to receiving life skill education. According to psychologists, before youth can open up, listen to or confide in anyone, they have to win the person's trust and confidence first. Currently, FEMDEV Africa is trying to help the youth in villages known as Broffouedu and Sokoyakro in Eastern Cote d'Ivoire in forming village football clubs through which we can bring them together under one roof to start giving them life skill education. Already, those in primary schools are being assisted by forming study groups to help them work hard in school and receive their elementary school certificates.

Their story

We were told that when a Chinese company came into that area, a lot of youth left their primary school education to go and work in the company. This is because they want to get rich quickly. Now, the company has closed down, the youth are loitering around doing nothing. When youth are idle, crime rate obviously increases. FEMDEV Africa wants to begin engaging these youth with football and hand ball before introducing other gainful activities to them.. The most important issue is to gain their trust and confidence first. After that, we will encourage them to either go back to school. Those from vulnerable families who may not be able to pay school fees will be assisted financially through our scholarship program. Those who have passed the age of primary education will be assisted to start income generating projects to help their families and prepare a solid future for themselves

You can make a difference with small, medium or big contributions. Nothing is too small.