



Bringing you snippets of youth trends and issues compiled from diverse sources such as news reports, journals and press releases. Y+ is a bi-monthly e-newsletter that aims to help you stay in touch with the constantly evolving youth scene.

YOUTH & SPORTS

Singapore is hosting the [28th Southeast Asia \(SEA\) Games](#) in 2015. Our young athletes are gearing up for the Games, hoping to leave their mark in the sporting arena ([Channel Newsasia, 2014](#)). Approximately a quarter of Singapore's youths are involved in sports-related social groups - the most popular type of social group among youths ([YOUTH.sg 2014 Statistical Handbook, p.32](#)). Sport involvement is beneficial as it keeps youths fit and healthy, and helps develop character traits such as discipline, resilience and teamwork ([Sept. 18 2014, TIME](#)). Promising young sport talents could also carve out a career in professional leagues. Engaging today's youths in sport participation however requires a re-think of engagement strategies. Youths, for example, no longer resonate with sport as being "fun". It needs to promote the benefits that they are looking for. Some parents are also apprehensive about the potential of injuries from certain sports. NBA champion [LeBron James](#), for example, famously forbid his sons from playing youth football over safety concerns. This issue of Y+ explores some of the latest youth trends and issues in sport.

In this issue:

1. Singapore's Athletes Hope to Raise the Bar in 2015 [Singapore]

Faris Mokhtar

Channel NewsAsia Website, 27 December 2014

2. Four YOG Medallists Receive Sports Scholarships from NTUC FairPrice Foundation [Singapore]

Singapore National Olympic Council Website

1 November 2014

3. 2014 Participation Report [United States]

2014 Physical Activity Council Report

Physical Activity Council Website

4. It's A Whole New Ball Game: The Millennial Sports Fans [Philippines]

The Nielsen Company Website

18 December 2014

5. The Challenge of Growing Youth Participation in Sport [England]

Youth Insights Pack

The Sport England Website, August 2014

6. Parents Deeply Concerned About Injuries in Youth Sports, Survey Finds [United States]

Eliana Dockterman

TIME Website, 13 October 2014

7. A Plea to Parents of Young Athletes: Simmer Down [United States]

Ted Spiker (@ProfSpiker)

TIME Website, 25 November 2014

8. Academies Have Changed the Landscape of Youth Soccer [United States]

Shira Springer, Globe Staff

The Boston Globe Website, 25 August 2014

9. Further Readings

1. Singapore's Athletes Hope to Raise the Bar in 2015 [Singapore]

2015 is a significant year for Singapore as she is hosting the 28th Southeast Asian (SEA) Games and it is her 50th year of independence. Channel Newsasia took this opportunity to interview Singapore's three talented youths from different sports arena namely swimming; track and field; and soccer. Read the stories of Nur Marina Chan (swimmer), Shanti Veronica Pereira (track athlete) and Adam Swandi (footballer) [here](#).

(Source: The Channel NewsAsia website. Accessed on 19 January 2015)

<http://www.channelnewsasia.com/news/singapore/singapore-s-athletes-hope/1552456.html>

2. Four YOG Medallists Receive Sports Scholarships from NTUC FairPrice Foundation [Singapore]

Four Singapore medallists were awarded the NTUC FairPrice Foundation Sports Scholarship in recognition of their outstanding performance at the Nanjing 2014 Youth Olympic Games. Sailors Bernie Chin and Samantha Yom received scholarships of cash value amounting to \$50,000 each whereas shooters Martina Lindsay Veloso and Teh Xiu Yi received \$25,000 and \$20,000 respectively. The Scholarship allows recipients to claim expenses such as school or tuition fees, purchase of training and competition equipment, travel costs to training camps and competitions, coaching fees and more from the foundation.

(Source: Singapore National Olympic Council website. Accessed on 20 January 2015)

<http://www.singaporeolympics.com/2014/11/01/singapore-31-october-2014-four-medallists-performed-well-nanjing-2014-youth-olympic-games-received-sports-scholarships-ntuc-fairprice-foundation-today-team-singapore/>

3. 2014 Participation Report [United States]

The 2014 Participation Report from the Physical Activity Council tracks sports, fitness and recreation participation in the US. While the overall level of inactivity decreased marginally in 2014, the proportion of youths aged 25 to 34 who are inactive had increased. Compared to the other age groups, Millennials are more likely to participate in "Racquet" and "Water" sports. Click [here](#) to find out more.

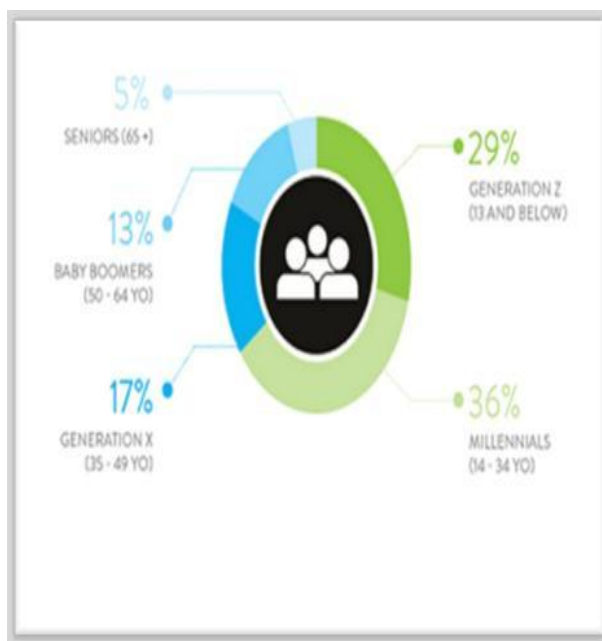


(Source: Physical Activity Council website. Accessed on 19 January 2015)

<http://www.physicalactivitycouncil.com/pdfs/current.pdf>

4. It's A Whole New Ball Game: The Millennial Sports Fans [Philippines]

Millennials (born between 1980 and 2000) form about 36% of the Philippines population. They are more interested in sports compared to the rest of the population. According to the 2014 Nielsen Establishment Survey, Filipino Millennials are most interested in basketball (60.9%), followed by boxing (30.9%) and volleyball (28.3%). The study also noted that Millennials translate their interest in sport to actual participation. About 16% of Millennials engage in some form of exercise or sport once a week. They are motivated by their desire to become more attractive to the opposite sex (26%) and keep themselves young-looking (30%). Read more about the study [here](#).



SPORT	MILLENNIALS	REST OF THE POPULATION
BASKETBALL	60.9	53.77
BOXING	30.91	34.64
VOLLEYBALL	28.31	16.35
BADMINTON	17.24	11.09
SWIMMING	11.3	6.9
WRESTLING	8.91	7.95
POOLS/BILLIARDS	5.88	3.62
JOGGING/RUNNING	4.9	4.55
SOCCER/FOOTBALL	4.57	2.98
BOWLING	4.09	2.69
NONE	18.69	28.17

**These included in the red boxes indicate significant differences

(Source: The Nielsen Company website. Accessed on 19 January 2015)

<http://www.nielsen.com/ph/en/insights/news/2014/its-a-whole-new-ball-game-the-millennial-sports-fans.html>

5. The Challenge of Growing Youth Participation in Sport [England]

Young today are different. They grew up in a different context. Engagement strategies for youth sport participation needs to reflect that. For example, selling sport as fun no longer resonates with young people. It is more effective to promote the benefits young people are looking for (i.e. what matters to them, and not what matters to sports). For example, youths may be interested in the functional benefits of participating (e.g. looking and feeling good). They are however less concerned that its sport that delivers them. Hence whilst the activity may be sport, the engagement message does not need to be. This report also highlighted the need to focus on changing behaviours rather than attitudes. Learn more about youth sport engagement strategies [here](#).

(Source: TIME website. Accessed on 20 January 2014)

<http://www.sportengland.org/media/359792/20140805-yr-insight-pack-fv.pdf>

6. Parents Deeply Concerned About Injuries in Youth Sports, Survey Finds [United States]



A recent study by the espnW: Women + Sports Summit noted that parents are concerned about a variety of issues involving youths and sport. For example, two-thirds of the parents surveyed felt that winning has become too much of a priority in sports, and 87% of them are worried about their children getting injured. The growing parental concern was cited as a possible reason for the drop in youth sport participation rate. Results from the study are available [here](#).

(Source: TIME website. Accessed on 20 January 2015)

<http://time.com/3502999/youth-sports-injuries-concussion/>

7. A Plea to Parents of Young Athletes: Simmer Down [United States]

Are high hopes for their children on the pitch causing parents to behave poorly off the pitch? Young athletes are affected by how sport parents behave off the pitch. In order for youths to enjoy their sport, parents need to exercise control when they cheer their children. This article provides eight tips on how parents can support their children's involvement in sport positively.



(Source: TIME website. Accessed on 20 January 2014)

<http://time.com/3605549/plea-to-parents-of-young-athletes-simmer-down/>

8. Academies Have Changed the Landscape of Youth Soccer [United States]

In a bid to help US become more competitive on the world soccer scene, the U.S. Soccer Development Academy program moved to a 10-month season a few years ago. This meant that youths selected to an academy team — an elite level team for athletes from around the region — are no longer eligible for their high school soccer season. The youth soccer landscape today is crowded with sports clubs, high schools and academy teams - all eagerly looking to nurture young talents. While the move helps nurture the best young soccer players for the country, parents and youths now have to sort through [a myriad of options](#) at a younger age. Find out how a policy change has affected youths and their families.

(Source: The Boston Globe website. Accessed on 20 January 2014)
<http://www.bostonglobe.com/sports/2014/08/25/youth-soccer-players-face-tough-choices-with-academy-system/iktagUJXCTKxITaiDI9VwM/story.html>

9. Further Readings

- ✚ [The Millennial Work Out](#)
- ✚ [Stadiums Race to Digitize: How Sports Teams are Scrambling to Keep Millennials Coming to Games](#)
- ✚ [Say Goodbye to Cable, Whistle Sports Has Millennials Looking to YouTube for Sports](#)
- ✚ [The Challenge of Growing Youth Participation in Sport](#)
- ✚ [A Systematic Review of the Psychological and Social Benefits of Participation in Sport for Children and Adolescents](#)

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