



ABF NBO Officers' Seminar

Attracting Youth

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Africa, may 2017



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Main Contents

1. An Introduction to the Israeli Kids Project.
2. Setting up the infrastructure.
3. Classroom Elements.
4. Teacher Point of View.
5. Israeli Youth Model.

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The Israeli Kids Project



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The “Next Generation”

The project covers today:

- ✓ 30 schools nationwide.
- ✓ 1,000 pupils, within the age group of 10-11.
- ✓ Most of the bridge lessons are included within the regular schools syllabus.



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Why do we need that project?

- ✓ Organized one big Program.
- ✓ Working as one Body and not as Individuals.
- ✓ Increasing work places for Coaches.



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Setting up the infrastructure



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The Project goals

- ✓ Marketing the program among the educational frameworks and within the municipalities.
- ✓ Strengthening and maintaining the teachers infrastructure.
- ✓ Maintaining continuity -
 - ✓ Creating a competitive events.
 - ✓ Directing teachers to link pupils to the local Bridge clubs.
- ✓ **Finding solutions to high dropout rate.**
- ✓ Directing talents to the suitable training frameworks and programs.

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Marketing



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Marketing strategy

- ✓ Locate potential schools
 - The Teachers **MUST** be involved.
 - Make sure they are **close** to the Bridge clubs in the targeted area.
 - Use every **influential** source : a contact person working in the potential school or involve an influential parent.
- ✓ Setup meetings with the School's principles.



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Marketing meeting preparations

- ✓ Equip yourself with:
 - **Documentation** recognizing Bridge as a sport.
 - Your NBO's activity **brochure**.
 - **DVD** with image clips or short footage of kids competitions.
 - Be prepared to **difficult questions** (Cards, age limit)
- ✓ Have a graduate of the youth program accompany you– it will serve you well!



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Bridge
The Israel Bridge Federation

INFORMATION BROCHURE

Bridge
It's a sign that you are young!

Telephone: +971-3-9794862 | Fax: +972-3-9794319 | www.bridge.co.il

Benefits from Bridge to Schoolchildren

Besides being a beneficial and enjoyable recreational activity, bridge also satisfies the child's competitive drive, enables him to be proactive, helps him build his self-confidence and make contacts, enables him to cope with both failure and success and teaches him to take decisions and assume responsibility.

The child transfers the skills acquired at bridge into other fields as well:

- ▶ Development of scientific thinking: discovery - analysis - conclusions - application - generalization
- ▶ Using logic and improving memory
- ▶ Acquaintance with statistical concepts
- ▶ Deeper knowledge of arithmetic operations
- ▶ Improved ability to concentrate
- ▶ Improved ability of self-control
- ▶ Development of planning ability
- ▶ Increased productivity

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Core topics for the meetings

- ✓ Advantages of teaching Bridge to children.
- ✓ Increasing school prestige.
- ✓ School commitment:
 - Budgeting and financing .
 - Encouraging & motivating pupils to participate.
- ✓ Explaining the importance of including bridge in the school's timetable (and not afterhours).

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Meeting the Kids

- ✓ Bring a Trophy!
- ✓ Mention the Pizzas 😊
- ✓ Tell them about Worldwide tournaments.



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Haftka "Little birds"

- ✓ Michel Haftka – Lovable Teacher!
- ✓ Second Grade!
- ✓ Waffles in every lessons 😊
- ✓ Bridge ⇔ Ball games
- ✓ Kids zonal tournament.
- ✓ Logo!



אפרוחי הכטקה



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The Teacher



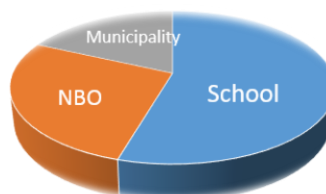
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Picking the teacher

- ✓ **Age.**
- ✓ **Certification & Training.**
- ✓ **Salary:** The teacher's salary is based on the school's commitments and supplemented by support from:
 - ✓ The NBO.
 - ✓ The Municipality (city council).



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Developing tutorial instruction

- ✓ Creating a panel of teachers, focused on teaching children, by means of:
 - **A youth teacher's training course** with special emphasis on teaching Bridge to children.
 - Periodical seminars specifically designed for specialization in teaching Bridge to children (Tips / Teaching techniques etc..).



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The Teacher's Goals

- ✓ Motivate the Kids!
- ✓ Locate and recommend talent development.
- ✓ Creating **after school** private courses :
 - At least 12 participants.
 - At reasonable rate (about 120 shekels 30€ per month).
 - Suggested locations are at the local community centers, Bridge clubs.
- ✓ A group of at least 12 kids is essential! – **Huge Dropout!**

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The Teacher's Goals

- ✓ **Contact Local Bridge Clubs.** Once they have mastered the basics, encourage them to take part in local Bridge club competitions - children are quick learners.
- ✓ **"Hand holding" & mentoring** is recommended during the first months in the clubs. (It will take about 6 months for them to achieve average results).
- ✓ **Another small thing....**

Earn Money! Rich Teacher is Happy Teacher 😊

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Classroom elements



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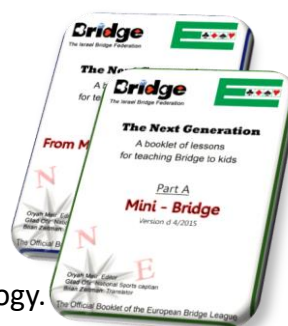


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The main element – Official Booklets!

Teaching instruction booklet - Why do we need it is? What is it for?

- ✓ Basic principles:
 - ✓ 41 lessons in 2 booklets.
 - ✓ Each lesson focuses on a different topic.
 - ✓ The booklets are for the use of the Coaches!
 - ✓ The booklets contains teaching instructions:
 - What to do, how to behave?
 - How to introduce a topic?
 - Leading questions to be used.
 - Examples helping to clarify topics and terminology.
 - Practice assignment handouts.
 - Lesson summary handouts.



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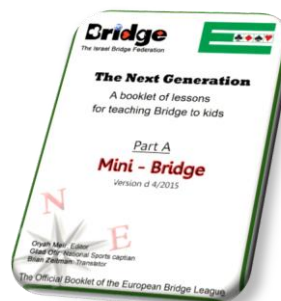


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Booklet # 1 – Mini Bridge

Teaching instruction booklet - Why do we need it is? What is it for?

- ✓ Allowing easy access to the world of Bridge.
 - Explains basic terms.
 - Emphasis on hand play.
 - Easy access to the basics of defense play.
 - Enabling the pupils to bid logical contracts ("full game", "slams" etc..) using a decision flow table.



Play!!!

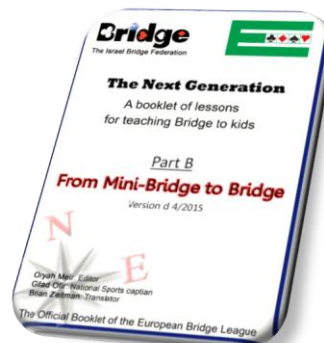
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Booklet # 2 – From Mini Bridge to Bridge

- ✓ Allowing easy access to the contract bridge
 - Explains basic terms.
 - Teaching the language of Bridge (bidding) using bidding boxes.
 - Dealing with first and second bids of the responder.
 - Teaching overcalls (no Doubles yet).



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Logistics preparations for classroom teaching

Come prepared with:

- ✓ **Prepared deals** –don't bypass this – it is important.
- ✓ **Review** your lesson material beforehand.
- ✓ Make enough **copies** of handouts.
- ✓ Bring small **rewards** to encourage the pupils.



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The lesson's framework

- ✓ Each lesson is **90 minutes**.
- ✓ It is important to follow the booklet accurately.
- ✓ Don't lecture more than 15 min,
- ✓ Use most of the lesson time to play.



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Helpful Tips

- ✓ Competitiveness.
- ✓ Discipline.
- ✓ Follow the lessons.
- ✓ Take it slowly.
- ✓ Additional activities.



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Israel's Youth Model



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Coaching the talented



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Competitive Events For Children

FEBRUARY					
Mo	6	13	20	27	
Tu	7	14	21	28	
We	1	8	15	22	29
Th	2	9	16	23	
Fr	3	10	17	24	
Sa	4	11	18	25	
Su	5	12	19	26	

MARCH					
Mo	5	12	19	26	
Tu	6	13	20	27	
We	7	14	21	28	
Th	8	15	22	29	
Fr	9	16	23	30	
Sa	3	10	17	24	31
Su	4	11	18	25	

MAY					
Mo	7	14	21	28	
Tu	1	8	15	22	29
We	2	9	16	23	30
Th	3	10	17	24	31
Fr	4	11	18	25	
Sa	5	12	19	26	
Su	6	13	20	27	

AUGUST					
Mo	6	13	20	27	
Tu	7	14	21	28	
We	1	8	15	22	29
Th	2	9	16	23	30
Fr	3	10	17	24	31
Sa	4	11	18	25	
Su	5	12	19	26	

DECEMBER					
Mo	31	3	10	17	24
Tu		4	11	18	25
We			12	19	26
Th		6	13	20	27
Fr		7	14	21	28
Sa	1	8	15	22	29
Su	2	9	16	23	30

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Budget

- ✓ The next generation: 55K
- ✓ International Teams: 30K
- ✓ Training: 15K
- ✓ The “White House”: 10K
- ✓ General Support: 10K

Total: 120K \$

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Kids Festival



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During the Year



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Summer Camp 08/2016



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We did it!



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Don't try that at home!



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Questions?



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Thank you for listening



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