

## YOUTH SPORT

# Marketing Effectiveness of the Nanjing Youth Olympic Games: Implications for Physical Activity

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### Abstract

*Despite a successful inaugural hosting of the Summer YOG in Singapore 2010 and the Winter YOG in Innsbruck (2012), prior research shows many individuals worldwide still lack awareness of this event, especially in the target markets of youth, adolescents, and young adults. This study sought to determine the level of awareness of the YOG, in comparison to other international sport festivals in the young adult market, among a group of Kinesiology students. A 24-item survey was developed based on prior YOG research surveys with the addition of comparative questions related to the 2012 London Olympic Games (LOG) and the 2014 Sochi Winter Olympic Games (WOG), including event logo identification. Marketing effectiveness for the YOG was examined by analyzing the perceptions and awareness of the*

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*YOG, WOG, and LOG from a sample of Midwest university sport and exercise science students ( $n = 286$ ,  $M_{\text{age}} = 19.8$ ,  $SD = 3.24$  years, 58% male and 42% female). These Kinesiology students were surveyed during the period corresponding to the 2014 Nanjing YOG. Primary research questions focused on personal awareness ( $M = 2.07$ ,  $SD = 1.42$ ) and public awareness ( $M = 2.14$ ,  $SD = 1.12$ ) of the 2014 YOG, 2014 WOG (logo recognition:  $M = 3.31$ ,  $SD = 1.78$ ) and 2012 LOG (logo recognition:  $M = 3.41$ ,  $SD = 0.86$ ) through Likert-type scaling from not aware (1), to totally aware (7). Secondary research questions focused on likeliness to attend YOG events in Nanjing, China ( $M = 1.37$ ,  $SD = 0.91$ ), to watch YOG events on television ( $M = 2.51$ ,  $SD = 1.66$ ), and to follow YOG events on social media ( $M = 2.19$ ,  $SD = 1.48$ ). Despite the fact that the YOG was in progress when this survey was administered, students' awareness and willingness to engage in the events was extremely low, indicating a need for event organizers to focus on more successful and effective marketing to the targeted audience of youth and young adults.*

The Olympic Games have continued to evolve and mature over the years, as the number of individual and team events, countries represented, and participants grows. The modern Olympic Games were founded in 1894 by French historian Pierre de Coubertin, who was dedicated to the promotion of physical education (Wallechinsky, 1992). The inaugural Games were first held in 1896 in Athens, Greece, with fewer than 250 athletes from 14 countries competing in the 42 events (Wallechinsky, 1992). Few major changes have been made to the overall event structure of the Olympics. However, new sporting events, participating countries, and competitors are added with each successive Games. The Winter Olympic Games were added in 1924 in an effort to promote additional events and expand the geographical reach of the Games. That same year the Games became a truly international competition with 3,000 athletes from over 44 countries competing in Paris (Wallechinsky, 1992). By the time the Olympic Games returned to Athens, in Summer 2004, there were nearly 11,000 athletes competing from 201 countries (IOC, 2013). The worldwide exposure of both the Summer and Winter Olympic Games has increased dramatically due primarily to advances in media coverage and technology.

The Olympic Charter, updated by the International Olympic Committee (IOC) in 2013, details seven fundamental principles of Olympism, including the blending of sport with culture and educational goals. As the Rio (2016) Summer Games approach, the spread of the IOC mission, in combination with the increase in individual and country participation, creates an opportunity to partner the modern Olympic Games with physical education programs around the world. These physical education programs aid to equip youth with healthy physical activity (PA) habits that perpetuate into adulthood.

Establishing healthy PA habits is an important public health aim in nearly every country across the globe, fostered internationally through organizations such as the World Health Organization (WHO). Nonetheless, in the past 30 years, childhood obesity has more than doubled worldwide, and sedentary lifestyles are increasingly common. As the Olympic Games make their debut in South America, the following studies are interesting to note. Silva et al. (2009) found a prevalence of 83.1% sedentary adolescents in the Brazilian population, and similar investigations have observed variations from 39% to 93.5% of Brazilian school children engaging in sedentary activities (Silva et al., 2005, Tassitano et al., 2007). Lack of PA is one of many factors linked to obesity that can lead to serious health risks such as cardiovascular disease and chronic kidney disease (Cowie, 2014; Gunta & Mak, 2013). In fact, much of the world today is facing childhood deaths due to children being overweight, rather than underweight. Health complications due to being underweight were the concern decades ago and this switch indicates a need to address this issue. Contemporary children's activities such as video games and television are more sedentary in nature than activities widely performed by previous generations, which creates a lack of PA and contributes to the drastic rise in childhood obesity rates experienced globally (Cowie, 2014).

Additionally, some children and adolescents aren't motivated to engage in regular PA or play sports if they don't enjoy them or don't see value in participating, particular after they reach high school age (Landolfi, 2014). Possessing poor exercise habits in adolescence usually perpetuates as children mature, making the onset of obesity increasingly likely in adulthood (Biro & Wien, 2010). Obesity can lead

to many health-related issues for adults, both physically and mentally. For example, according to a study done by Merten, Wickrama, and Williams (2008), obese adults are more likely to have depressive symptoms than individuals at a normal body weight.

Conversely, children that regularly engage in PA through sporting activities have demonstrated advantages in many situations, including learning complex skills, precision of gross and fine motor activities, reading and writing, and other simple daily tasks (Vieira et al., 2009). Greater widespread understanding of the importance of regular PA upon quality of life for all population segments across the lifespan has prompted innumerable studies to investigate the level of PA in global populations, while also measuring cognitive performance, physical fitness, cardiovascular, respiratory and neuromuscular efficiency (Rezende, Fernandes, & Silva, 2007). To illustrate, Koutedakis and Bouziotas (2003) reported an association between low physical fitness and school performance, and Mikkelsen et al. (2006) concluded that low physical fitness in adolescence has a subsequent negative impact upon adult life.

In an effort to combat rising rates of obesity and inactivity in children and adolescents worldwide and to provide a unique and powerful introduction to Olympism, the International Olympic Committee (IOC) developed the concept of the Youth Olympic Games (YOG; IOC, 2014). The Youth Olympic Games were created on the initiative of the former President of the International Olympic Committee (IOC), Jacques Rogge (IOC, 2014). The IOC Executive Board unanimously approved the president's idea on April 25, 2007. The 119th IOC Session later approved the project in Guatemala City, and the YOG were finally able to take shape (IOC, 2014). Modeled after the Olympic Games, competition is offered in 36 sporting categories over a 13-day festival among youth aged 14 to 18. Participants are eligible to compete if they meet age, eligibility, and citizenship requirements. The relevant athletic associations, in close collaboration with the IOC, determine the final sport competition standards (an age-range criterion varies by sport). Athletes must also comply with the provisions of the Olympic Charter and go through the relevant qualifying event structure in their respective sport. The inaugural YOG was hosted by Singapore in the summer of 2010. The YOG were developed not only to encourage sports participation in youth and

adolescents, but also to increase awareness in the young people of the world about the Olympic Games and their ideals (YOG Visions and Principles, 2014). Through this event, the IOC also hoped to use the YOG as an impetus to increase PA in children and adolescents by focusing on the principles of Olympism and living a healthy lifestyle through sport, ultimately contributing to a healthier world population.

Despite a successful inaugural hosting of the 2012 Summer YOG in Singapore and the 2012 Winter YOG that followed in Innsbruck, research shows many individuals worldwide lack awareness of these events, especially in the target markets of youth and young adults. Although IOC Executives Rogge and Miang explicitly outlined an intent to generate high level of awareness through various media, research notes lower sponsorship and media presence (Hanstad, Parent, & Kristiansen, 2013), as well as low levels of event awareness among American youth sport coaches, figure skating coaches, Greek athletes/coaches, Korean athletes/ coaches, and international physical education and sport practitioners in particular (Judge et al., 2011; Judge et al., 2013; Judge et al., 2012; Judge et al., 2014; Judge, Petersen, & Lydum, 2009). Hanstad et al. (2013) documented a lower presence of media and sponsorship at the 2012 YOG than is typical of the OG, concluding that the YOG may stick closer to the sportsmanship ideal that is part of the Olympic Ideals. Given the multiple avenues for promotion of the YOG in a digital age (e.g. social media, traditional print media, and televised programming) the limited awareness worldwide as well as the slow rate of promotion and adoption of the Games by physical educators, coaches, and other movement professionals, improving event awareness must be addressed if the YOG are to realize any of the aims set forth by IOC officials. As a means of gauging awareness of the YOG among university students enrolled in curricula leading to careers as physical educators, coaches, and other movement professionals, this study sought to determine the level of awareness of the 2014 YOG in comparison to three other international sport festivals: the 2012 London Olympic Games (LOG), the 2014 Sochi Winter Olympic Games (WOG), and the 2016 Rio Summer Olympic Games (ROG) in the young adult target market population. More specifically, this study investigated a sample of Kinesiology students enrolled in a Midwestern university

located within the United States. Students were surveyed during a period coinciding with the Nanjing 2014 YOG. By studying awareness of the games within this specific population and time, the research objective was to (1) gain insight into the effectiveness of the marketing strategy employed for the YOG in comparison to other IOC-sponsored events and (2) gain insight among university students who, based on their chosen field of study, have a vested professional interest in the topics of regular PA and the health of the global population.

## **Method**

### **Subjects**

This study examined marketing effectiveness for the YOG by analyzing the perceptions and awareness of the YOG, WOG, LOG, and ROG from a sample of 286 kinesiology students at a Midwestern university located in the United States. The median age of survey participants was 19.83 years, with a range of 18 to 58 years of age ( $SD = 3.24$  years). The sample was fairly balanced from the perspective of gender, with 58% of the survey population male and 42% female. Survey data was collected during the time period of the 2014 Nanjing YOG in order to maximize the potential media exposure of the event.

### **Sampling and Procedure**

A 37-item survey instrument was developed based upon prior YOG research surveys (Judge et al., 2009) with the addition of scaled questions related to intention to attend, view, or follow the 2014 YOG and 2016 ROG, as well as previous exposure to the LOG and WOG via attendance, television viewing, or following through various forms of media. Event logo identification for all three events was also compared in the study. To verify content and face validity, a panel of experts in the area of youth sport reviewed the instrument prior to the start of the study. The demographic components included gender, coaching experience, sport administration/management

experience, and athletic background. A 7-point Likert-scale method was used for ranking the dependent variables of the study, including perceived personal awareness of the YOG, perceived public awareness of the YOG, intention of YOG event attendance, and intention to view the YOG on television. Questions were added to measure the social networking habits and behaviors of the participants. The final component was multiple-choice elements requiring the recognition of the correct logo of the YOG, ROG, WOG, and LOG from a selection of five similar graphic designs. Both the survey and the research protocol were reviewed and approved by the appropriate university institutional review board (IRB).

### **Data Analysis**

Descriptive and analytical statistics were calculated for the overall variables using SPSS version 21.0. Multiple regression analysis was applied to examine the extent to which independent variables (i.e., public awareness and event familiarity) had a statistically significant impact on dependent variables (i.e., game attendance, watching televised games, followership of social media related with YOG, and so on). Prior to the main analyses, data normality assumption was checked via skewness and kurtosis values.

## **Results**

### **Assumption Check**

Prior to the main data analyses, data normality was checked and verified. Both skewness and kurtosis values remained within the suggested criteria of 3.0 or two standard deviations (Hair, Black, Babin, & Anderson, 2010), and these results confirmed data normality.

### **Demographic Statistics**

Most respondents had some sort of athletic background (88.1%). Approximately three quarters of the participants played sports in their youth (74.5%), and a small amount of participants were parents of youth athletes (6.3%).

**Table 1***Demographic Profile*

<b>Variables</b>	<b>Data</b>
Gender	Male = 166 (58%), Female = 120 (42%)
Athletic background	Recreational athlete = 87 (30.4%) Current/former competitive athlete = 200 (69.9%) No athletic background = 34 (11.9%)
Youth sport participant	Yes = 213 (74.5%), No = 71 (24.8%)
Parent of youth athlete	No = 259 (93.5%), Yes = 18 (6.5%)

**Descriptive Statistics**

Primary research questions focused on personal awareness ( $M = 2.07$ ,  $SD = 1.43$ ) and public awareness ( $M = 2.15$ ,  $SD = 1.16$ ) of the YOG in general, 2012 LOG personal awareness (36% of the respondents), 2014 Sochi WOG event logo recognition (15% of the respondents), and 2016 ROG logo recognition (60% of the respondents) through Likert-type scaling from *not aware* (1), to *totally aware* (7). Secondary research questions focused on likeliness to attend 2014 YOG events in Nanjing, China ( $M = 1.37$ ,  $SD = 0.91$ ), to watch televised Nanjing YOG ( $M = 2.51$ ,  $SD = 1.66$ ), and to follow Nanjing YOG on social media ( $M = 2.19$ ,  $SD = 1.48$ ). Reviews of the overall descriptive statistics for the respondent's past and current involvement with YOG (2010 Singapore YOG, 2012 Innsbruck YOG, and 2014 Nanjing YOG) indicated virtually no improvements in Olympic Game consumption (game consumption percentages ranged 0%–2%, at best, between these three events).

**Table 2**  
*Descriptive Statistics*

<b>Variables</b>	<i>N</i>	<i>M</i>	<i>SD</i>	<i>Skewness</i>	<i>Kurtosis</i>
Familiarity with YOG in general	286	2.07	1.426	1.395	1.403
Public awareness on YOG in general	286	2.15	1.175	1.032	1.404
Familiarity with OG in general	286	5.61	1.657	-1.192	.697
Public awareness on OG in general	286	5.25	1.780	-1.075	.349
Logo recognition of 2012 OG	274	3.41	0.860	-.468	.273
Logo recognition of 2014 WOG	273	2.44	1.379	.529	-.966
Logo recognition with 2014 YOG	254	3.31	1.783	-.281	-1.762
Attendance intention to 2014 YOG	286	1.36	.914	2.768	7.453
TV watching intention to 2014 YOG	286	2.51	1.669	.942	.050
Social media intention to 2014 YOG	286	2.17	1.474	1.138	.363

## **Main Results**

A sizeable segment of the respondents indicated that they usually attend sporting events in person an average of 11–20 times per year (34.3%) or 21–30 times per year (24.5%). Nearly 40% (39.5%) of the respondents watched live sporting events on television more than 50 times per year. Respondents also regularly viewed sports-related websites (34.4%), social media (31.5%), newspapers (48.3%), or magazines (43.4%). Respondents closely followed two to four different sports (66.5%) or three to four individual athletes in the media (25.6%).

## **Regression Analyses**

Multiple regressions were run to see to what extent both personal familiarity with YOG and public awareness impacted dependent variables: (1) intention to attend 2014 Nanjing YOG, (2) watch televised 2014 Nanjing YOG, and (3) follow 2014 Nanjing YOG via social media. To minimize Type I error, alpha level was adjusted from

.05 to .017, based on Hair et al.'s (2010) recommendations. Several significant results were found. First, all three regression models were statistically significant ( $\alpha = .007, .000, \text{ and } .000$ , respectively) but they provided varying results at the univariate level. More specifically, the first regression on game attendance for 2014 Nanjing YOG indicated that neither personal familiarity with YOG ( $\alpha = .097$ ) nor public awareness ( $\alpha = .263$ ) significantly predicted this dependent variable, explaining a mere 3% of the variance ( $R^2 = .034$ ). In the second regression, however, personal familiarity with YOG ( $\alpha = .001$ ) had statistically significant impact on the respondents' viewership of televised Nanjing 2014 YOG. This regression model explained a bit more than 11% of the variance ( $R^2 = .113$ ) on the dependent variable. Third regression analysis indicated very consistent results as the second regression analysis. In this test, personal familiarity with YOG ( $\alpha = .002$ ) statistically significantly predicted respondents' use of social media related to 2014 Nanjing YOG, explaining 10% of the variance ( $R^2 = .100$ ). Examinations of the univariate coefficients indicated that both of the statistically significant impact were on positive directions (i.e.,  $\beta = .237$  and  $.218$ , respectively). Examination of tolerance and VIF values for the overall variables indicated no concern of multicollinearity for these tests.

**Table 3**  
*Multiple Regression Analyses*

Independent Variables	Dependent Variables	Standardized Coefficients		
		Beta	<i>t</i>	Sig.
Familiarity with YOG	To attend Nanjing YOG	.122	1.663	.097
Public Awareness of YOG		.083	1.122	.263
Familiarity with YOG	To watch televised Nanjing YOG	.237	3.368	.001**
Public Awareness of YOG		.134	1.905	.058
Familiarity with YOG	To follow Nanjing YOG on social media	.218	3.076	.002**
Public Awareness of YOG		.131	1.850	.065

*Note.* To minimize type I error, alpha level has been adjusted from .05 to .017 (Hair et al., 2010).

## Discussion

Because the YOG is an event specifically targeting youth and young adults, it is of utmost importance that children, teenagers,

and young adults have knowledge of it so that the event can continue to show growth and positive impact measures in the future. Despite the fact that the YOG was in progress when this survey was administered, the findings indicate the students' awareness and willingness to engage in the events was extremely low. The results reveal that there has been no improvement in either awareness of or planned participation in the YOG since the inaugural YOG in 2010. The sample of respondents for this survey had an average age of 19, indicating that a majority of the participants were within the same YOG participant age group as seen during the 2010 games in Singapore. The results also indicate that 88% of the participants had some sort of athletic background, either competitive, recreational, or both. Even though they met the age requirement to participate and did participate in competitive and recreational sports, few study participants knew the YOG were occurring, nor were they informed about the event by any of their coaches, physical education teachers while in high school, or kinesiology instructors in the university environment. This finding suggests that the current IOC marketing strategy may not effectively engage the target population of the YOG such as was evident in this study. Similarly, the findings suggest that professional organizations for physical educators, coaches, and other movement professionals are doing a poor job of raising awareness of the YOG within such societies, but additional study is needed before drawing definitive conclusions on the role these professional societies may have in helping the IOC to raise consciousness on this topic.

Formulating effective positioning strategies for the YOG will enable marketers to connect with target audiences. The IOC's desire to specifically engage young adults in the Millennial and Post-Millennial, or "Generation Z," generation creates challenges due to unique attitudes, values and personality traits (Twenge & Campbell, 2012). Millennials are typically not "joiners" and are more difficult to engage when subjecting them to new ideas and activities such as the YOG (Keeter & Taylor, 2009). The largest group of parents globally is currently considered "Generation X," and to target this population who must support their youth in engaging in events such as the YOG, one must understand how messages will motivate them. For example, Generation X is typically skeptical by nature and is often motivated by the thought of service-oriented initiatives (Williams

& Page, 2011). Tying the YOG opportunity to parents through this lens, as something that benefits them, their children, and the broader global community, will ultimately provide results that support the Olympic mission. Generation Z is the most tech-savvy and global generation to date, and any efforts to reach this group must consist of messages that are inclusive and readily available across multiple delivery channels (TV, Internet, tablet, mobile devices, etc.; Williams & Page, 2011). By better understanding the unique characteristics and behavior of Generation X, Millennials, and Generation Z, marketers can develop effective messaging to increase event engagement for this population.

One of the most startling findings of the survey dealt with social media. Teenagers and young adults are frequently on social media (Madden et al., 2013). Park and Calamero (2013) reported that 95% to 97% of teens and young adults use the Internet on a daily basis. The present study shows that almost all of the participants had a smart phone ( $n = 271$ , 94.8%) and/or a tablet ( $n = 107$ , 37.4%), both of which are typically highly utilized by youth and young adults for social media usage. The participants stated that, on average, they frequently keep up with sports teams on social media ( $M = 1.98$  on a 4-point scale). However, when asked about following YOG on social media, only two participants reported following the 2010 games (0.7%) and only one reported following the 2012 Innsbruck Games (0.4%). When asked about following the 2014 games in Nanjing, the average participant prediction value was low ( $M = 2.17$  on a 7-point scale). In comparison, the value for following the Sochi WOG ( $n = 59$ , 20.6%) and the predicted value for following the Rio Olympic Games (ROG) in 2016 ( $M = 4.69$  on a 7-point scale) were much higher than those of the YOG. This is the ultimate indicator that teenagers and young adults do not have enough awareness of the YOG in order for the event to achieve its planned objectives.

Logo recognition is another important indicator of the level of YOG awareness among the participants in the study. When asked to identify the correct logo for the 2014 Nanjing YOG, about 37% ( $n = 107$ ) of participants were able to do so correctly. The study also requested logo identification for the ROG ( $n = 174$ , 60.8%), LOG ( $n = 107$ , 37.4%), and WOG in Sochi ( $n = 79$ , 27.6%). In this instance, the difference was not as drastic. However, more people were able

to identify the logo of the ROG, an event that was not taking place for another two years, than an event that was occurring at the time when the survey was conducted. In sum, these students majoring in Kinesiology were much more aware of the upcoming Olympic Games than they are of YOG, which were transpiring at the time of this survey. Again, this type of finding signals a failure in the marketing of the YOG to generate desired visibility when compared to other Olympic events.

Regardless of whether the participants had previous awareness of the event or not, the results indicate that very few had intentions to attend the event. Since the location of the YOG takes place in an area very far from the Midwestern university where this study was conducted, this is not surprising. Further studies should take a similar methodological approach but using subjects from the location of the Games or relatively near it. This would be a more sensitive way of determining the number of people intending to attend the games, since individuals would not be as likely to attend the games just to spectate if it was far away from their home country.

To summarize, the student participants had limited awareness of the YOG, especially compared to what they knew about other IOC events. The results expose a lost opportunity for the IOC to date in terms of marketing the YOG, as the findings suggest the findings suggest that the participants in this study were largely unaware of the Games, despite being of eligible age to actually participate in the events. Extrapolating these results to broader global health concerns, the YOG have been largely ineffective to date in helping to realize the IOC's goal of prompting greater physical activity and/or sporting participation; it stands to reason that more people need to be aware of the YOG before these Games can help to serve as an antidote to the growing prevalence of sedentary lifestyles and obesity that are increasingly common across the globe. More specifically, a lack of awareness about the YOG among children, adolescents, and adults could result in a failure to stimulate a broad base of participants, and ultimately a discontinuation of the Games. Wider acknowledgement of the YOG through more effective branding and marketing/PR will be required to generate broader interest and motivate both today's youth and their parents, as well as future generations, to engage in the Games through actively competing, attending, or following via social media.

## **Limitations**

Although strong results were found in this study, readers may use caution when making application of these results beyond the population used in this study. Participants were found from one Midwestern University which may not provide an accurate depiction of the entire young adult population, especially when considering the global nature of the YOG. Last, caution may be required due to the nature of using self-report measures within this survey sample.

## **Practical Applications**

In order to make a change in the level of YOG awareness in children, adolescents, and young adults, several groups of people need to take these findings as a call to action. Specifically, the IOC needs to work on advertising and marketing the event to young people, their parents, their physical education teachers, and coaches/youth sport administrators. As has been demonstrated by previous studies (Ghimire & Rao, 2013; Oprea, Buijzen, Van Reijmersdal, & Valkenburg, 2014), advertising has a huge impact on children, in both positive and negative forms. If the IOC can utilize a comprehensive marketing campaign to raise awareness globally about the YOG across multiple generations, the event will benefit in both the short- and long-term and will ultimately meet stated objectives of increased physical activity and enthusiasm for global sport participation.

However, the IOC is not the only group responsible for getting the word out about the YOG, nor is the IOC the only organization to have vested interests in promoting physical activity such that it can help to eradicate sedentary lifestyles and childhood obesity levels. It is important for parents, coaches, and physical education teachers to discuss the YOG in person with their children and athletes. Physical education teachers and coaches see their athletes frequently, and can see progress that these students and athletes make in their designated sports or in class. Physical education teachers and coaches are the professionals most likely to identify Olympic-level potential in a child or adolescent. If they see this potential, they are responsible for helping the athlete reach Olympic-level play by connecting the athlete to organizations associated with this level of preparation

and competition. They can also work with the parents to make sure that everyone is helping the athlete get to events such as the YOG. Properly promoted and supported, the YOG can offer unique opportunities for positive physical activity experiences, which is an important public health consideration in light of research evidence that suggests the perpetration of adolescent behaviors is important as individuals move into adulthood (Biro & Wien, 2010).

Additionally, physical educators and coaches need to make their athletes aware of the YOG so that they can watch the games and learn from the Olympic athletes. For children and adolescents, it can be intimidating to watch the regular Olympics, because the athletes are so much older than them and the level of ability may seem unachievable. However, if they see people their own age participating in the Games, the competition becomes more accessible. They can watch and learn how to improve their own personal performance, making them an overall better athlete. Physical education teachers and coaches are also great for getting the word out to the parents of their athletes. If the coaches inform the parents, the games may be followed at home as well as at school or through the sports team.

The YOG present a unique and beneficial opportunity for both current and future generations of youth athletes, by increasing cultural awareness and promoting healthy living through sport. However, the games will be unable to succeed and continue broad-based awareness does not quickly develop. Though it is imperative for the IOC to take action, their global marketing efforts are not the only solution to this problem. Ordinary people, including physical educators, coaches, and parents, can increase awareness of the event through grassroots efforts and encouragement of youth and young adults to consider participation in and monitoring of the games.

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