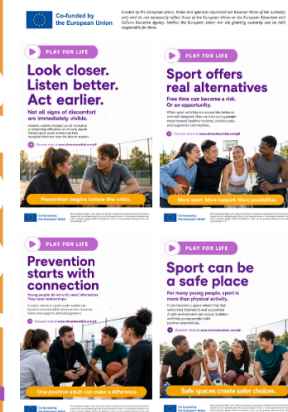


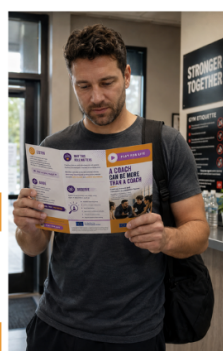


poster

roll up



brochures



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**PLAY FOR LIFE**

# GRAPHIC KIT

## POSTER



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**PLAY FOR LIFE**

# Sport can be a safe place

**For many young people, sport is more than physical activity.**

It can become a space where they feel welcomed, listened to and supported. A safe environment can reduce isolation and help young people build positive relationships.

→ Discover more at [www.oltrenetworklab.com/pfl](http://www.oltrenetworklab.com/pfl)



**Safe spaces create safer choices.**



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**PLAY FOR LIFE**

# Prevention starts with connection

Young people do not only need information. They need relationships.

A coach, trainer or sports youth worker can become a trusted adult: someone who observes, listens and supports without judgement.

→ Discover more at [www.oltrenetworklab.com/pfl](http://www.oltrenetworklab.com/pfl)



**One positive adult can make a difference.**



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PLAY FOR LIFE

# Sport builds life skills

**Every training session can teach something useful for real life.**

Through sport, young people can learn how to cooperate, manage stress, respect rules, face challenges and make better decisions.

→ Discover more at [www.oltrenetworklab.com/pfl](http://www.oltrenetworklab.com/pfl)



**Life skills are prevention tools.**



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PLAY FOR LIFE

# Sport offers real alternatives

**Free time can become a risk.  
Or an opportunity.**

When sport activities are accessible, inclusive and well-designed, they can help young people move towards healthier routines, positive goals and supportive communities.

→ Discover more at [www.oltrenetworklab.com/pfl](http://www.oltrenetworklab.com/pfl)



**More sport. More support. More possibilities.**



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**PLAY FOR LIFE**

# Look closer. Listen better. Act earlier.

**Not all signs of discomfort  
are immediately visible.**

Isolation, sudden changes, loss of motivation or relationship difficulties can be early signals. Trained sports youth workers can help recognise them and open the door to support.



Discover more at [www.oltrenetworklab.com/pfl](http://www.oltrenetworklab.com/pfl)

**Prevention begins before the crisis.**



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**PLAY FOR LIFE**

# GRAPHIC KIT

## ROLL UP



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# PLAY FOR LIFE

## Sport can become a safe space for prevention

Play for Life promotes sport as an educational, inclusive and preventive tool to support young people and reduce the risks connected to substance abuse.

Sport is not only physical activity. It can offer young people structure, trust, belonging and positive relationships.



### Safe spaces

Sport can create environments where young people feel **welcomed, listened to and supported.**



### Trusted adults

Coaches, trainers and sports youth workers can become **positive reference points** for young people.



### Positive alternatives

Sport can transform free time into an opportunity for **growth, participation and healthier choices.**



Prevention starts where **young people feel seen, included and supported.**

Discover more: [www.oltrenetworklab.com/pfl](http://www.oltrenetworklab.com/pfl)



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# PLAY FOR LIFE

## A coach can be more than a coach

Young people do not only need **information** about risks. They need relationships, guidance and adults able to observe, listen and support without judgement.

**Play for Life** strengthens the educational role of sports youth workers, coaches, trainers and volunteers, helping them recognise and manage risk situations related to youth substance abuse.



### Observe

Recognise **early signs** of discomfort, isolation, sudden changes or loss of motivation.



### Listen

Create **trust** through open dialogue, empathy and non-judgemental communication.



### Guide

Support young people towards **healthier routines, positive goals and safe opportunities.**



Prevention can start with one simple question:  
**“How are you, really?”**

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**PLAY FOR LIFE**

# **GRAPHIC KIT**

# ***BROCHURE***



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# ADVOCACY CAMPAIGN



PLAY FOR LIFE

## Brochures

# 1



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# YOUTH ADDICTION IS NOT ONLY AN INDIVIDUAL PROBLEM

It is also a social, educational and community challenge.

Substance abuse among young people can be connected to different risk factors. Prevention should not begin only when the problem is already serious. It should start earlier, in the places where young people live, learn, play and build relationships.



**PREVENTION BEGINS BEFORE THE CRISIS.**

## RISK FACTORS

Young people may be more vulnerable when they experience:

-  loneliness or social exclusion
-  low self-esteem
-  lack of positive adult figures
-  stress or emotional discomfort
-  unstructured free time
-  negative peer pressure
-  easy access to substances

## PROTECTIVE FACTORS

Prevention becomes stronger when young people have:

-  safe spaces
-  positive relationships
-  healthy routines
-  supportive adults
-  opportunities to participate
-  activities that build confidence and responsibility



Play for Life uses sport to strengthen **protective factors** around young people. Through sport, prevention becomes **practical, relational and accessible.**

 Discover more: [www.oltrenetworklab.com/pfl](http://www.oltrenetworklab.com/pfl)



**PLAY FOR LIFE**

# UNDERSTANDING THE CHALLENGE

Youth substance abuse: a reality we can prevent



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**A COACH  
CAN BE MORE  
THAN A COACH**

**UNDERSTANDING  
THE CHALLENGE**

**SAFE SPORT  
ENVIRONMENTS**

**SPORT AS  
PREVENTION**

**SPORT  
TRAINS SKILLS  
FOR LIFE**

**SPORT  
CREATE  
COMMUNITIES**



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# ADVOCACY CAMPAIGN



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## Brochures

# 2



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## LISTEN

A safe conversation can make a difference. Listening means creating trust, avoiding judgement and giving young people the feeling that they are seen and taken seriously.

“ How are you, really? ”



## GUIDE

Sports youth workers can help young people move towards:

- ✓ healthier routines
- ✓ positive goals
- ✓ supportive relationships
- ✓ specialised support when needed
- ✓ safe and inclusive opportunities

**SPORT. LISTENING. TRUST. PREVENTION.**



## WHY THIS ROLE MATTERS

Coaches, trainers and volunteers do not replace families, psychologists, teachers or social services.

But they can play a key educational role by observing, listening and guiding young people towards **safer choices** and **positive alternatives**.



## OBSERVE

Sports youth workers can notice early signs of discomfort, such as:



- isolation from the group
- sudden changes in behaviour
- loss of motivation
- aggressive or withdrawn attitudes
- difficulties in relationships
- frequent absence from training



**PLAY FOR LIFE**

# A COACH CAN BE MORE THAN A COACH

**Coaches, trainers and volunteers as prevention figures**

For many young people, a coach, trainer, volunteer or sports youth worker can become an important adult reference point.



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THAN A COACH**

**UNDERSTANDING  
THE CHALLENGE**

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ENVIRONMENTS**

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PREVENTION**

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## Brochures

# 3



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# SPORT AS NON-FORMAL EDUCATION



When sport is well-designed, inclusive and guided by trained adults, it becomes much more than a game. It becomes a learning environment.



## WHY LIFE SKILLS MATTER

Life skills support young people in everyday life. They help them build self-confidence, handle pressure and make healthier decisions.

**LIFE SKILLS ARE PREVENTION TOOLS.**



Discover more: [www.oltrenetworklab.com/pfl](http://www.oltrenetworklab.com/pfl)



**PLAY FOR LIFE**

## LIFE SKILLS DEVELOPED THROUGH SPORT



cooperate with others



respect rules



manage stress



face frustration



deal with failure



communicate better



make decisions



control impulses



take responsibility



support teammates



**Life skills are protective tools.** They help young people resist peer pressure, manage difficult emotions and make safer choices.



**PLAY FOR LIFE**

# SPORT TRAINS SKILLS FOR LIFE

## Prevention through experience

Prevention is not only about giving information. It is also about helping young people develop the skills they need to face real-life challenges. Sport can become a powerful educational space where young people learn by doing.



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THAN A COACH**

**UNDERSTANDING  
THE CHALLENGE**

**SAFE SPORT  
ENVIRONMENTS**

**SPORT AS  
PREVENTION**

**SPORT  
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## WHY SPORT MATTERS

Sport can help young people:



develop healthier routines



feel part of a positive group



build confidence and resilience



strengthen social and emotional skills



meet trusted adults and positive role models



Discover more: [www.oltrenetworklab.com/pfl](http://www.oltrenetworklab.com/pfl)



PLAY FOR LIFE



## THE PROJECT IDEA

Play for Life starts from a simple but powerful idea: prevention works better when young people are not only informed about risks, but also supported through meaningful relationships, safe spaces and real alternatives.



## OUR GOAL

To promote sport as an educational, inclusive and preventive tool that empowers young people to make healthier choices and build a better future.



Together we can build stronger communities and give young people the support they need.



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# SPORT AS PREVENTION

Sport as a tool to prevent youth substance abuse



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## WHAT MAKES A SPORT ENVIRONMENT SAFE?



### WELCOMING

Every young person feels seen, valued and included.



### INCLUSIVE

Everyone has the opportunity to take part, regardless of background or ability.



### RESPECTFUL

We promote respect, fairness and kindness in every interaction.



### STRUCTURED

Clear rules, roles and activities create security and consistency.



### ACCESSIBLE

Activities are easy to join, affordable and open to all.



### SUPPORTIVE

Adults are positive role models and offer guidance and encouragement.



### CLEAR IN ITS RULES

We define and communicate rules to ensure a safe experience for everyone.



### ATTENTIVE TO SIGNS OF DISCOMFORT

We listen, observe and act early to support young people.

## PRACTICAL ACTIONS



### TRAIN COACHES AND VOLUNTEERS

Provide training on safeguarding, communication and prevention.



### PROMOTE POSITIVE COMMUNICATION

Encourage open, honest and non-judgemental conversations.



### CREATE CLEAR SAFEGUARDING PROCEDURES

Have simple, accessible and well-known procedures for everyone.



### ENCOURAGE PARTICIPATION AND TEAMWORK

Build a sense of belonging through cooperation and shared goals.



### OFFER ACCESSIBLE ACTIVITIES

Adapt activities to the needs and interests of young people.



### SUPPORT YOUNG PEOPLE WHO FEEL EXCLUDED

Pay attention to inclusion and offer extra support when needed.



### CONNECT WITH FAMILIES, SCHOOLS AND LOCAL SERVICES

Work together to create a strong and supportive network.



Prevention is a team effort. Together we build **stronger communities.**



PLAY FOR LIFE

# SAFE SPORT ENVIRONMENTS

## Protect young people

A sport activity can become a powerful prevention tool when it is inclusive, accessible and designed around the real needs of young people.



Discover more: [www.oltrenetworklab.com/pfl](http://www.oltrenetworklab.com/pfl)



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THE CHALLENGE**

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**SPORT AS  
PREVENTION**

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