



DAILY ADVENTURE

LET THE ADVENTURE BEGIN!

We are happy that you decided to join the Adventure campaign! The campaign encourages adults and children to move and exercise together while exploring the local neighbourhood. The campaign will take place from September 22 to October 5, 2025. The adventure can take place during various daily routines—such as the journey to early childhood education, exploring nearby nature, or even during a trip to the shop.

DISCUSS THE IMPORTANCE OF PHYSICAL ACTIVITY

As part of the campaign materials, you will find a practical tool designed to facilitate collaboration with families, in line with the Early Childhood Education Plan and physical activity recommendations. The campaign period offers a natural opportunity to engage with guardians about their child's physical activity—discussing its frequency, nature, and significance for the child's development.

COURTYARD EVENT – TOGETHER WITHOUT AGE LIMITS

As part of the Adventure campaign, you can organise a physical activity event at your unit and invite guardians, grandparents, or other persons important to the child to take part. Children can plan their own activities, or you can utilise the ready-made activity cards provided by the Adventure campaign.

SHARE YOUR ADVENTURES DURING THE CAMPAIGN

The Adventure campaign will also be visible on social media, and you can share feelings and examples to encourage other families by adding **#Arkiseikkailu** to your posts and tagging **@liikkuvavarhaiskasvatus** and **@liikkuvaperhe**.

The goal of Joy in Motion is to transform the culture within early childhood education units to encourage and facilitate physical activity.

Campaign materials

The Adventure campaign page offers a bingo grid, activity cards, and other resources:

liikkuvavarhaiskasvatus.fi/arkiseikkailu



Joy in Motion Newsletter (in Finnish)

Subscribe to receive ideas for more active early childhood education days and the latest news:

liikkuvavarhaiskasvatus.fi/tilaa-uutiskirje



The campaign is arranged by
Joy in Motion and Families on the Move
www.liikkuvavarhaiskasvatus.fi
www.liikkuvaperhe.fi

**FAMILIES ON
THE MOVE**



**DAILY
ADVENTURE**

**JOY IN
MOTION**

LEARNING AND DISCOVERING TOGETHER – TIPS FOR DISCUSSING PHYSICAL ACTIVITY WITH FAMILIES

Engaging in physical activities with family and loved ones teaches children about an active lifestyle. Simple games and daily physical routines are valuable. Children learn through active exploration, experimentation, and sometimes mistakes. A child's day should include at least three hours of varied physical activity. When interacting with families, you can discuss physical activity habits, identify good practices, and reinforce them. Family activities like outdoor play and excursions help integrate physical activity into daily routines. Doing things together teaches communication skills, listening, and respect for others.

Encouraging adults to try new activities, leading by example, and sharing the joy of success help children develop a positive self-image. These are important steps toward a physically active lifestyle that promotes health and well-being. Daily physical activity is as crucial for a child's well-being as healthy nutrition and adequate sleep and rest. It is beneficial to start discussions positively, considering the family's needs, values, and potential barriers. Motivating the less active families is particularly important.

QUESTIONS THAT FACILITATE DISCUSSIONS ABOUT PHYSICAL ACTIVITY WITH FAMILIES

1.

How do you move and exercise together in everyday life?

How often do you engage in physical activities together?

Do you have specific routines or traditions for being active together?

Do you spend time outdoors together?



2.

What thoughts and emotions arise when you engage in physical activities together?

Do you encourage and discuss physical activity?

Does the child have a say in choosing suitable activities?

What thoughts and experiences do you have about physical activity?



3.

If your family would like to increase daily exercise or other physical activity, what could it be?

How do hobbies or timetables affect your family's physical activity?

What types of transportation do you use when moving together?

Do you utilise the opportunities in the local environment?

