



YOU ARE NOT ALONE -HELPLINE

30 APRIL, 2019

JAAKKO LUUMI

INTRODUCTION

- **Jaakko Luumi, 38-year old**
 - Played ice-hockey and football in non-professional level since age of 7
- **Father of three children aged 9, 7 and 4**
 - All involved in junior sports
- **CFO of Finnish Ice Hockey Association, 3 years**
 - Responsibilities are not limited to finance...
 - Previously Certified Public Accountant in KPMG, 11 years



BEGINNING OF THE PROJECT

WHY "YOU ARE NOT ALONE" –HELPLINE WAS ESTABLISHED?

Revelations of inappropriate behavior in 2010's

- **Former footballer Andy Woodward tells of sexual abuse - Football**

– <https://www.bbc.com/news/uk-england-38007412>

- **Former Coach at Penn State Is Charged With Abuse - American football**

– <https://www.nytimes.com/2011/11/06/sports/ncaaf/football/former-coach-at-penn-state-is-charged-with-abuse.html>

- **A 20-year toll: 368 gymnasts allege sexual exploitation - Gymnastics**

– <https://eu.indystar.com/story/news/2016/12/15/20-year-toll-368-gymnasts-allege-sexual-exploitation/95198724/>

- **Theo Fleury Was Abused: "An Absolute Nightmare, Every Day Of My Life" - Ice-hockey**

– <https://toronto.citynews.ca/2009/10/09/theo-fleury-was-abused-an-absolute-nightmare-every-day-of-my-life/>

In December 2016 Board of Directors of FIHA wanted to improve safety of children inside sport

- **Assignment: create a system, which will enable reporting of inappropriate behavior**



PLANNING OF THE PROJECT

WHAT WE WANTED TO ACHIEVE?

- **From the beginning of the project we had ambition to improve safety in sport in many sector**
 - Violence
 - Sexual harassment and abuse
 - Tobacco, drugs and alcohol
 - Other inappropriate behavior such as bullying
- **We made international benchmark study, and found some helplines but nothing that would adress all inappropriate behavior**
- **We created a guidance, which included a definition of inappropriate behavior and instructiond in case a person notices inappropriate behavior**
- **At the same time we created first draft of reporting system**
 - Helpline
 - Chat
 - E-mail / internet form



DEVELOPING OF HELPLINE

FROM THEORY TO PRACTICE

- **After we had developed basis of helpline, we wanted to find a partner, as our core competence is in sports.**
- **We contacted a person in the Family Federation of Finland who is specialized in topics such as sexual abuse**
 - Family Federation of Finland shared our opinion that there was demand for this kind of service
 - Details of the service were developed together with Family Federation of Finland
- **At the same time we wanted to broaden the scope of the project outside ice-hockey**
 - Challenges are similar in every sport, so we wanted to improve sport scene in Finland in general and as a result have more influence with the project.
 - Six other big national sport associations were invited to be part of the project
 - All other sports are welcome to use the service as well
 - At the latter stages of the project also Finnish Olympic Committee and Finnish Center for Integrity in Sports were invited into project



FUNDING OF HELPLINE

COLLABORATION OF MINISTRIES

- **After developing the basic concept of the service we had to secure funding for the project**
- **Public financing of FIHA is granted by Ministry of Education and Culture, whereas public financing of Family Federation of Finland is granted by Social and Health Ministry through Funding Centre for Social Welfare and Health Organisations.**
 - The project was presented to two ministries in development phase.
- **Applications to receive funding for the project were respectively left for Ministries in June 2017 and August 2017**
 - Positive financing decision were received in December 2017.
- **After securing the financing for the project, help line was set up by Family Federation**
- **You are not alone –helpline was publicly launched 16 April, 2018**
 - Lead time of the project from idea to launch was 16 months!



HELPLINE IN OPERATION

CONTENT AND NEXT STEPS

- **After operating one year, the project has reached several of its targets**
 - Reporting service (helpline and chat) in two languages
 - Tens of cases handled
 - Instructions for national associations, clubs and individuals (athletes, parents, coaches etc.)
 - Pilot clubs, who will implement new practices to improve children safety within their club
 - Informing of the service to clubs and individuals
- **Next steps in the project**
 - Training relating to inappropriate behavior for national associations, clubs and individuals.
 - Educational material for clubs and individuals
 - Videos, guidebooks etc.
 - Advertising the service to enhance awareness of the service inside all sports
- **We have developed fine product. Could it be multiplied?**
 - Scouts? Other organisations?
 - International associations?



THANK YOU!

Jaakko Luumi

jaakko.luumi@finhockey.fi

+358 40 749 0272

