

COMMUNICATING SPORT RISKS TO PARENTS

Sport activities come with a certain risk. Sometimes parents are overly afraid and prohibit their children from participating in certain sports. Sometimes parents are unaware of what they can do to keep their children more safe while they participate in sports. How can we communicate about various sport risks to parents in a way so they do not get unnecessarily worried, but feel informed and enabled?

Research group Ambient Intelligence is working together with Go2Sure and other stakeholders such as the municipalities in an overarching project called Sportkeur. In this project an existing risk management tool is being extended by Go2Sure to monitor and manage risks around sports for municipalities, fire departments, police and health organizations, sport material manufacturers, sport bonds, sport clubs, and sporters. Parents are a very new target group to the company. Parents have a large influence on the sport activities of their children, but they are not trained in risk management like for example municipalities are. It is therefore especially important to think about how to communicate risk to this group of people.

Your goal in this assignment will be to design a website including contents to communicate with parents about sports risks. This website should inform and enable, without inducing unnecessary fears. Involving parents throughout the process and researching best practices for risk communication will be crucial to arrive at a fitting solution.

TASK DESCRIPTION

- Interviews with parents with children who are active in sports to empathise with the end users
- Research best practices for communicating risk in an enabling manner
- Develop the tone and contents **in Dutch** of the website for communicating risk
- Design the responsive website (mobile, tablet, pc)
(implementation is for the company)

PRACTICAL INFORMATION

- **Contact:** Danny Plass (d.plass@saxion.nl)
- **Lectorate Ambient Intelligence:** saxion.nl/ami, saxion.edu/ami
- **Pay:** 230 euros per month (standard lectorate graduation reimbursement)
- **Location:** if COVID rules permit, you will work one day a week at the Aml student lab at Epy Drost for personal contact with your lectorate coach.

