

TERHOKERHO

Handbook

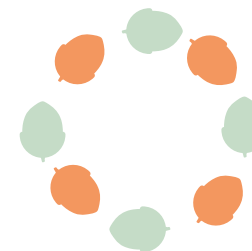
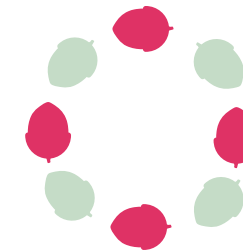
For the reader

This handbook was written for volunteers involved in the operations of the Mannerheim League for Child Welfare's local associations and the Finnish Red Cross branches. It offers basic information about the Terhokerho clubs, instructions for starting a Terhokerho club, advice on planning and implementing activities in existing clubs as well as information about the division of tasks and available support. Information, materials and ideas for games to be used at club meetings can be found at www.terhokerho.fi.

Thank you for giving your time for play and interaction between generations.

Graphic design: Muotohiomo
Layout: Merja Lensu
Photos: Miikka Kiiminki,
Marja Seppälä.
Painotalo Digital Plus, 2017

www.terhokerho.fi



Contents

1. The story and principles of the Terhokerho clubs	4
2. Starting a Terhokerho club	6
3. Terhopolku as a planning aid	8
4. Support for Terhokerho	10
5. Marketing and communications for Terhokerho	10



1. THE STORY AND PRINCIPLES OF THE TERHOKERHO CLUBS

The Terhokerho clubs were established between 2014 and 2016 as part of the Koko Suomi leikkii project. The project was founded by the Finnish Cultural Foundation and is run by the Mannerheim League for Child Welfare and the Finnish Red Cross. The Terhokerho clubs ('Acorn clubs') take their name from the Finnish Cultural Foundation's logo, which features an oak and acorns.

Terhokerho clubs are meeting places for all generations, and everyone is welcome: children, pensioners and other adults. The clubs' activities include games, art and crafts, trips, singing or just relaxing and chatting, depending on what the participants decide to do.

The clubs are free and open to everyone.

You can come by yourself or bring a family member, god-child or neighbour along. Enrolment is not required. Clubs can meet at schools, libraries, the Mannerheim League's family cafes, the Red Cross club facilities or similar places.

The clubs are supervised by volunteers. A supervisor can be any trustworthy adult who wants to share their time with children and is interested in activities that bring generations together. Volunteers who are under 18 can act as assistant supervisors. The activities at Terhokerho clubs are planned with the participants who can suggest activities freely. The core idea is to spend time together in a relaxed setting.

- The Terhokerho principles**
- Everyone is welcome to Terhokerho clubs.
 - Participation is free.
 - People spend time together in a relaxed setting.
 - Activities are planned together.
 - The clubs are supervised by volunteers.



2. STARTING A TERHOKERHO CLUB

The initiative to start a new club may come from, for example, a volunteer who has trained to be a play ambassador or a local member of the Mannerheim League or the Red Cross. The board of the association or branch makes a decision on starting a Terhokerho club and commits itself to the club activities by nominating a person to be in charge of the club (e.g. a club supervisor from the Mannerheim League or a contact person for the Red Cross's friend visitor services).

A Terhokerho club can also be started in collaboration with other organisations, municipalities or the church. A workshop model has been created to support the planning process. Representatives of all the partners and possibly volunteers interested in the activities are invited to the workshop.

The participants discuss what type of Terhokerho club would be suitable for the area, where the club could meet, how to attract volunteers, and how and where people should be informed of the activities. It is also important to discuss what kind of Terhokerho activities would entice people to take part and return to the club. To support the workshop, a Terhopolku planning aid has been created, which will be described in Chapter 4.

An association or branch acts as a home base for a Terhokerho club, helps with practicalities such as finding premises, takes care of marketing and communications in the region, is in charge of the finances (possible refreshments and acquisitions) and offers support for volunteers. The club's insurance cover is also handled through the association or branch in charge.

Volunteering as a play ambassador

Anyone can volunteer at the Terhokerho clubs, as no special skills are required. It is ideal to have at least one person with play ambassador training at every club. The training provides participants with great ideas for running a club, plenty of peer support and a playful spirit that can be shared with others. Play ambassadors are trained at both the Mannerheim League and the Red Cross branches. Every Terhokerho volunteer is entitled to take part in the training.

Play ambassadors serve as a link between the volunteers, associations/branches and regional offices. They keep a record of volunteers, agree on responsibilities and plan activities in collaboration with other volunteers. Any other duties that they may have are agreed on and recorded. If a club has more than one play ambassador, their responsibilities and roles can be divided.



3. TERHOPOLKU AS A PLANNING AID

The Terhopolku planning aid has five steps that help with the planning process for Terhokerho clubs.

Step 1. Where will we meet?

What places would be easy to access? Could we use public spaces that everyone knows, such as a library, for the Terhokerho activities? Alternatively, could the club meet in a place that already has potential participants, such as sheltered homes or afternoon clubs? Which premises could be used free of charge? What kind of premises do the local associations/branches have access to?

An accessible Terhokerho club is one that is located in a place with good public transport connections and good roads, and that is easy to move around in with a pram, wheelchair or Zimmer frame. The premises must be safe, and volunteers should ensure that an essential first aid kit is available. Signs outside the meeting place will welcome all visitors to the club.

Step 2. What should we do at our Terhokerho club?

What kind of activities are needed in your area? Are there already activities that bring generations together in the area, or who could you work with? What kind of clubs for senior citizens are there in your area? What about collaboration with schools and day care centres?

Discuss what kind of Terhokerho club would be suitable for your area and how you could involve a group of dedicated volunteers and participants from the start. The activities at the clubs vary: arts and crafts, stories and board games, for example. Please keep in mind that the central idea of the Terhokerho activities is for adults and children to spend time in a relaxed atmosphere.

As the club activities progress, every volunteer and participant will have an opportunity to plan and implement their ideas. The participants' wishes are surveyed and put into practice at meetings whenever possible. Meetings should

not have strict plans so there is room for new ideas and relaxing.

Another aid for planning is the pack of Terhokerho cards, which offer more than 100 ideas for activities. These ideas can be found at www.terhokerho.fi.

Step 3. How do we inform people about our Terhokerho club?

When you have decided on the premises and activities, discuss how people could find the club. How and where will you tell people about it, where could you advertise it, and how could the club attract children, families and adults living in different circumstances to join? The Terhokerho website features templates that can be used for local advertising in places such as on noticeboards in libraries, shops and playgrounds. Don't forget to use all other free communication platforms, for example the 'where to go' sections in local newspapers, websites and social media. And please remember that a personal invitation always works best. The grapevine is still one of the best means of communications: invite your friends, neighbours, colleagues and other people you know and let the word spread.

Marketing tips can be found in Chapter 5.

Step 4. How do we meet people who come to the Terhokerho club?

Discuss what kind of club you would want to come to. How do you welcome participants? How do you organise activities that help generations to interact and spend time together?

One of the most important tasks for volunteers is to welcome every participant to the club in person. The start of the meeting is also important as an opportunity for people to get to know each other. It is a good idea to start meetings in a structured way, such as forming a circle, even if the participants know each other. This may involve a quick

discussion of what everyone has been doing since the last meeting. Making the Terhopassi cards is an efficient ice-breaker, as people start talking without realising it as they focus on a shared task.

Every club member takes part in the activities according to their skills, and no one is forced to take part in any activity. Volunteers encourage and support playing, which highlights the importance of acknowledging others and the club's voluntary nature as well as equal treatment of all. The Terhokerho activities should create a sense of achievement in all participants.

Step 5. How can we ensure that participants come back to the Terhokerho meetings?

What kind of memories do you want to give the participants? What could attract children and adults to come back?

The aim is to create a club people want to return to time after time. At the end of each meeting, you should thank the participants and volunteers for coming, remind them of the next meetings and ask them if they have any special requests for activities. You should fulfil their wishes as often as you can and plan the meetings loosely so that you have time to organise these activities. The Terhopassi card is a great incentive and encourages engagement.



4. SUPPORT FOR TERHOKERHO

In addition to this handbook, support and inspiring ideas for running Terhokerho activities can be found at

www.terhokerho.fi
www.leikkipäivä.fi

5. MARKETING AND COMMUNICATIONS FOR TERHOKERHO

The clubs will not attract participants unless their activities are advertised extensively in a visible and inspiring way. You will need to repeat these efforts. It is also important



that Terhokerho clubs are distinctive and share a visual image.

We have produced materials for volunteers, e.g. ad templates and brochures that can be found on our website www.terhokerho.fi.

A great way to spread the word about the Terhokerho club is to have a story published in the media. We suggest you contact local journalists and invite them to visit a meeting. You should tell the club members about a journalist and photographer's visit in advance. Please note: You can always ask to see the article before it is published so you can check that you have been quoted correctly and, if necessary, ask for the article to be revised.

Social media are cost-efficient platforms for sharing news about your Terhokerho activities and keeping in touch with everyone who is interested. It is also a good way to network with other Terhokerho clubs. You can create a Facebook page for your club and, if you have the time and enthusiasm, also use other channels. As openness is one of the Terhokerho principles, your Facebook page must be open to everyone. The content on your page can include information about your own club as well as publications from nationwide and regional Terhokerho pages.

Checklist for the person in charge of the Terhokerho communications

- Use materials produced for Terhokerho clubs, such as templates. Please visit www.terhokerho.fi.
- Share information about your Terhokerho club well before you start it
 - on noticeboards in maternity clinics, playgrounds, shops, libraries, swimming pools, day care centres, job centres, shopping centres, etc.
 - in the 'where to go' sections in local media
 - on the municipality's website
 - in association/branch newsletters, and on websites and social media platforms
- Invite people using personal invitations.
- Start a Facebook page and ask participants and others to follow you.

- Update your Facebook page regularly. Share publications produced by nationwide and other Terhokerho clubs and content published on www.terhokerho.fi.
- Ask a journalist from a local newspaper to visit a meeting when you start the activities. Remember to continue to offer the media ideas for stories in the future.
- Record all meetings on the Yhdistysnetti or RedNet event calendar.
- Remember the main messages:
 - Play is good for people of all ages. It enhances creativity and well-being.
 - Play is especially important for children's development. The more children play, the stronger they grow.
 - Children have a right to play. (The Convention on the Rights of the Child, Article 31: Children have the right to relax and play, and to join in a wide range of cultural, artistic and other recreational activities.)
 - There are many ways to play. The most important thing is to spend time together with others in relaxed surroundings.
 - Doing things together and interacting with others enriches the lives of both families and senior citizens.
 - Terhokerho participants have said that they have met new friends and found meaningful activities at the club. Elderly people are especially happy to share time with children.
 - The Terhokerho club is a place for both children and adults to relax and enjoy play.
 - Join the Terhokerho club as a supervisor. As a volunteer, you will get to know new people and you can build bridges between generations and reduce loneliness. Play and children will bring joy to your life.
 - Join the Terhokerho club! It is a free meeting point for everyone, where children, pensioners and other adults can play together. You are wanted at the Terhokerho club.
- Please respect the privacy of club members and volunteers. You can take photos of club activities for your own use but you are not allowed to publish the images on social media or the Internet without the permission of those pictured.
- If anything untoward happens at a club meeting that may end up in the media, please contact the communications officer.

Terhokerho clubs are open meeting places for people of all ages. The clubs' activities include games, art and crafts, trips, singing or just relaxing and chatting, depending on what the participants decide to do.

The Terhokerho clubs are part of the local activities organised by the Mannerheim League for Child Welfare and the Finnish Red Cross.

Join the club as a participant or as a voluntary supervisor – or start a new Terhokerho club.

Play is good for everyone!

Read more:

www.terhokerho.fi

www.leikkipäivä.fi



MANNERHEIMIN
LASTENSUOJELULIITTO

Punainen Risti

