



CHILD HEALTH

Network

Meet Timmy Forss



The man who brings Physical Literacy into Playful Joy.

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Unlocking health through

PLAY.

TIMMY'S VISION FOR GAMIFIED PHYSICAL LITERACY

Discover how Timmy Forss is transforming children's health through play. By blending gamification with education, the company, Alternativ Aktivitet, makes developing movement skills fun and engaging. Timmy's programs inspire kids to explore, move, and grow, fostering healthier habits and an inclusive environment for thriving physically and emotionally.

In today's fast-paced world, where children's health and physical activity are more important than ever, Timmy Forss is leading the way in promoting physical literacy through play.

With a unique blend of gamification and educational programming, Timmy and his co-founders at Alternativ Aktivitet are revolutionizing the way children develop essential movement skills. His approach focuses on building physical literacy in a fun, engaging way that encourages children to move, explore, and grow. Through their programs, he is not only fostering healthier habits but also creating an inclusive environment where children can thrive physically and emotionally.

Timmy's journey into physical literacy wasn't born out of traditional fitness expertise but rather his observations of the struggles children face when it comes to movement and physical activity.

"It started when I saw how the school playgrounds had changed," he reflects. "What used to be filled with children running and playing became more about standing around or staring at screens. I saw that there were huge needs that weren't being addressed."

For Timmy, it became clear that the current system was failing to help children develop the physical confidence and skills they need. "I realized there was a huge gap, and it wasn't just about sports. It was about giving kids a foundation that would allow them to be active in all parts of life," he says.

That gap inspired Timmy and his co-founders to create Alternativ Aktivitet, a company focused on providing innovative programs that build physical literacy through play. "When I discovered there were others who thought the same way, we knew we had to start a movement that focuses on fun and play as a tool to unlock movement and learning," he shares.



Interest in Physical Literacy: Timmy's passion for physical literacy came from his time working in schools, where he noticed a significant gap in how children were developing physical skills. He was alarmed by how few kids were engaging in active play, especially during recess, and how sports-focused physical education wasn't inclusive of all children.

Future Vision: Timmy envisions creating better opportunities for schools and children to thrive through playful learning, bridging the gap between physical education and real-world skills development.



Fact Box

Timmy Forss

Full Name: Timmy Melvin Forss

Born: January 4, 1991, Skellefteå, Sweden

Education: Primary and university education, 3-year program.

Previous Career: Bartender, teacher substitute, and founder of a Virtual Reality company. A professionally qualified massage therapist.

Family: Raised in Norrland with his mother, father, and brother.

Company Name and Role: Co-founder & Developer at Alternativ Aktivitet.

Starting the Company: 2022



How Alternativ Aktivitet Makes Movement a Joyful Journey

Alternativ Aktivitet is redefining physical education through playful methods and gamification. With a focus on the joy of movement and child development, they create an engaging and inclusive path to health and well-being.

Timmy and his team believe that physical literacy, much like learning a language, is fundamental to children's development. "Physical literacy is as crucial as learning to speak or read," Timmy states.

"It's the foundation of being able to communicate with your body and live a healthy life. If we don't develop that foundation, we make it harder for kids to take care of their bodies and experience the joy of movement."

The company uses play-based methods to engage children with movement, from balance exercises to agility training, making physical development enjoyable. But what sets Alternativ Aktivitet apart is its integration of gamification into physical literacy.

"We take inspiration from video games—where progress is earned step by step," Timmy explains. "Our programs are designed to build kids' skills through challenges and rewards, making each step of development feel like a level-up in a game."

Through Alternativ Aktivitet's various camps and programs, children progress at their own pace, mastering basic skills before advancing to more complex challenges.

The key is to make every child feel successful, whether they are learning basic balance or overcoming more difficult obstacles.

TO TRY, TO FALL
AND TRY AGAIN

From play to Confidence

Timmy's approach centers around gamification - creating an interactive and immersive experience that encourages children to develop essential movement skills in a non-competitive, supportive environment.

"We use elements of play and teamwork to engage children, and we don't focus on performance," he explains. "Instead, it's about building trust in their bodies."

Timmy's ideas about gamification stem from his time working in game development. Now, he wants to transform play into a real-life game and guide children into a state of flow. He believes that the same elements that create flow in the gaming world can spark similar engagement in real life. His goal is to use gamification to make play joyful, meaningful, and build children's confidence.

Each activity is designed with a specific physical skill in mind: balance, reaction time, communication, and attention. For example, children might play games where they need to team up, solve puzzles, or "unlock" a level, all while moving, jumping, or climbing.

"We try to make it feel like an adventure, not just an exercise," says Timmy. "With music, storytelling, and group challenges, the kids forget they're even working on skills - they're just having fun."



The results of Alternativ Aktivitet's innovative approach are clear. One of the most rewarding outcomes for Timmy has been the transformation of children's confidence in their physical abilities. "Last summer, we taught over 400 kids to do backflips at our trampoline park," Timmy proudly shares. "It's one of the most concrete examples of what we do. We help children feel comfortable enough to test their limits."

But it's not just about acrobatic feats; Timmy and his team witness children developing broader physical confidence. "It's amazing to see kids who are scared to climb a simple box at the beginning of a program transform into kids who are confident enough to jump off a platform," he says. "They build trust in their bodies, which translates to a willingness to take on new challenges."

One story that stands out is of a little boy who initially struggled to climb even a small box. "By the end of the program, he was confidently standing on his dad's shoulders. His dad was shocked!" Timmy laughs. "That's the kind of progress we're seeing."

While the progress is inspiring, Timmy acknowledges that there are challenges in the field. "Many children today don't get exposed to a wide range of physical activities. They're focused mainly on sports, and for some, that doesn't work. Not every child is made to compete, but every child is made to move," he explains. This narrow focus often leaves children behind, unable to find the physical activities they enjoy.

Another significant challenge is the pressure of digital media. "Kids are constantly exposed to the 'perfect' images of athletes and performers on social media, and it's easy to compare themselves. This creates a fear of failure," Timmy observes. "But failure is part of the process. We need to help children understand that it's okay to try, to fall, and to try again."

Childhood and Experiences That Shaped Timmys Views on Movement

Timmy's own childhood experiences have had a significant impact on his views of physical activity and health. Growing up in an environment where outdoor play, creativity, and being active were the norm, he developed a strong understanding of how important it is to give children the space to move and grow physically.

"I was one of those kids who loved being outside, playing, and moving my body. But I also saw how some of my friends didn't have the same interest or opportunity to be active, and that affected their self-esteem. I realized early on that it's about giving all children a chance to find the joy in movement, whether or not they love sports," he says, adding that this perspective has become a guiding principle in his work.

Timmy also sees a strong connection between physical activity and mental health, believing that movement is a powerful tool for promoting both physical and mental well-being. "When kids feel that they can move and be active in a way that feels fun, it impacts their entire perception of themselves and their bodies. And that's the foundation for them to feel good, both physically and mentally."



"From struggling with a small box to standing on his dad's shoulders – a journey of confidence and progress!"

Today, through Alternativ Aktivitet, Timmy Forss is working tirelessly to change the way society views physical activity for children and to build a future where every child, regardless of background, has the opportunity to develop physically and mentally through movement.

His dedication goes beyond just a career - it's a calling. For Timmy, it's not just about getting kids to be active, but about creating a culture where movement is a natural part of life, and something every child can be part of.

"It's about giving kids the tools they need to feel strong and confident in their own bodies. When they have that feeling, a world of opportunities opens up to them - both in sports and in life," Timmy concludes.



Looking ahead, Timmy hopes to see more schools adopting a playful, non-competitive approach to physical education.

"We need less focus on grading and more focus on movement and exploration," he insists. "The more children are encouraged to move without judgment, the more likely they are to develop a lifelong love of physical activity."

The future of Alternativ Aktivitet is equally ambitious. Timmy plans to continue expanding the company's reach, developing new digital tools, and providing more resources for schools.

"Our goal is to provide more accessible ways to teach physical literacy, whether through our camps, digital platforms, or training programs for educators."

Timmy Forss and Alternativ Aktivitet are at the forefront of a movement that is changing how we think about children's physical education. By combining play, gamification, and essential movement skills, Timmy is creating an environment where children are not only learning but enjoying the process of growing stronger, more confident, and healthier. As his company continues to expand and inspire, it's clear that Timmy's vision for the future of physical literacy is one that will impact generations to come.

