



“Make it Fun”
Children, Young People and Physical Activity
Seminar
Tuesday 22nd September 2009 at
West Bromwich Albion Football Club
The Hawthorns, West Bromwich, West Midlands, B71 4LF

Event Report

Introduction

The “Make it Fun” seminar demonstrated how organisations and partnerships have made effective use of funding to raise participation rates amongst children and young people in a number of fun, innovative and health promoting physical activities and programmes

The seminar provided examples of good practice in promoting physical activity to children and young people and provided details of programmes that have been effective in preventing childhood inactivity.

The seminar showcased Sandwell PCT’s strategic approach to delivery, detailing how they got there, the history of children’s physical activity development in Sandwell PCT and the policy background.

The day also included workshops from other organisations across the region showcasing ways to increase physical activity in children and young people.

Over 50 delegates were present on the day representing a wide range of sectors including health, local authorities, PCT’S, education and national governing bodies plus deliverers and practitioners in physical activity.

The programme of the day

9.30	Registration and Refreshments
10.00	Welcome
10.05	Len Almond, Director and Senior Advisor of the British Heart Foundation National Centre of Physical Activity and Health-“Energising the Lives of all young people”

10.30	Gordon Andrews, Strategic Lead for Physical Activity, Sandwell PCT –“The Sandwell PCT Approach to increasing physical activity in childhood, HSJ Primary Care Organisation of the Year Winner 2008”
10.45	Mark Bould, Children's Physical Activity Development Worker for Sandwell Primary Care Trust –“The roles of Sandwell PCT Early Years Coordinator and Children’s Physical Activity Development Worker”
11.05	Refreshments
11.20	Workshop A & B
12.00	Workshop C & E
12.40	Early Years Balanceability, Donna Houston Activity Development Officer REDi Fitness, Sandwell Leisure Trust
1.20	LUNCH (dance mat challenge with Sandwell Leisure Trust REDi Fitness)
2.00	Workshop A & B
2.40	Workshop D & F
3.20	Summary
3.30	Close

The Presentations

Len Almond, Director and Senior Advisor of the British Heart Foundation National Centre of Physical Activity and Health-“Energising the Lives of all young people”

Gordon Andrews, Strategic Lead for Physical Activity, Sandwell PCT –“The Sandwell PCT Approach to increasing physical activity in childhood, HSJ Primary Care Organisation of the Year Winner 2008”

Mark Bould, Children's Physical Activity Development Worker for Sandwell Primary Care Trust –“The roles of Sandwell PCT Early Years Coordinator and Children’s Physical Activity Development Worker”

Workshop Options

Workshop A

NHS Telford and Wrekin’s award winning Yw8 weight management programme led by Helen Pittson, Service Manager, Nutrition and Obesity Children, NHS Telford and Wrekin

This workshop will give delegates an overview of the development of a childhood obesity weight management programme and the steps taken to ensure its sustainability. The workshop will also give delegates the

opportunities to take part in a number of fun interactive demonstrations used to communicate key health messages to families. It will also cover the physical activity sessions offered to children and how they use fun family activity sessions to help with retention and long term follow up of families.

Workshop B

Sandwell Leisure Trust (SLT) activities for children and young people plus BalanceAbility – a partnership between Sandwell PCT and SLT delivering a fun national cycling syllabus aimed at pre – school and reception aged children led by Dawn Mallet, Marketing and Communications Officer, Sandwell Leisure Trust

Sandwell Leisure Trust (SLT) managed nine leisure centre, an 18-hole golf course and Sports Development Unit on behalf of S.M.B.C. Since becoming a Charitable Trust in April 2004 SLT have invested in it facilities and activities to increase the number of local people using Sandwell's Leisure facilities. SLT will be attending the Children, Young People and Physical Activity event to share with you the activities they offer for young people at their centres and via their outreach mobile brand Redi Fitness

Workshop C

“School Bike Clubs and Bikeability Training” led by Jamie Holford, Sandwell PCT

Sandwell PCT will be showcasing what they have achieved with the School Bike Club and the successful Bikeability Application. The workshop will look at positives of riding bikes by promoting the health benefits both physical and mental, the sense of freedom it creates, being active in an outdoor environment, being part of the “Cycling Family” and most importantly the amount of fun and happiness regular cycling brings. Sandwell PCT became the first PCT in the country to gain “Bikeability status”. Bikeability is the cycling proficiency of the 21st century. Once accredited it proves that the organisation providing the cycle training is professional, current and is delivered to National Standard guidelines.

Workshop D

The Success of Sandwell Healthy Schools Scheme led by Neelam Sharma and Raji Takhar, Healthy Schools Team

The workshop will consist of a brief outline of the Healthy Schools Programme in Sandwell; it will look at the Physical Activity theme in particular and the sharing of good practice taking place. Also success stories along with the training offered to schools by the Healthy Schools team.

Delegates will also be introduced to some of the games and activities they use as part of our training to encourage physical activity in schools.

Workshop E

Busy Feet and Health Matters – Preschool/Foundation Stage focus led by Vicky Bowen, Author and National Trainer.

Showcasing ideas for the implementation of a more 'active and creative' EYFS. During this interactive workshop delegates will gain a flavour on how the 'Busy Feet' and 'Health Matters' resources work in practice. There will be an opportunity to participate in some of the many activities from action songs (sung by the author herself), exploring different fruits and vegetables using our senses through to going on a magical moon adventure! We are confident that all those who attend will go away feeling inspired!

Workshop F

Health Matters – KS1 /KS2 focus led by Vicky Bowen, Author and National Trainer.

Showcasing ideas for the implementation of a more 'active and creative' KS1 and KS2 curriculum. During this interactive workshop delegates will gain a flavour on how the 'Health Matters' KS1/KS2 resources work in practice. There will be an opportunity to participate in some of the many activities including assembly ideas through to health related physical activities all of which have been designed to inspire all.

Copies of the presentations from the day can be downloaded from our website www.pan-wm.org.uk

Organisation of the seminar

Table 1 below shows the ratings given for aspects of the seminar

Table 1:

Seminar aspect	1 Very Poor	2 Poor	3 Satisfactory	4 Good	5 Excellent
Pre Seminar information		1	4	7	2
Booking Procedures			2	10	2
Overall Seminar Programme				12	2
Location of Venue				8	6
Venue				8	6
Refreshments				7	7

Feedback from the Workshops

Delegates were asked to rate the workshops as part of the evaluation process for the event, Table 1 below shows the ratings given for each workshop

Table 2:

Presentation	1 Very Poor	2 Poor	3 Satisfactory	4 Good	5 Excellent
Workshop A NHS Telford and Wrekin's award winning Yw8 weight management programme led by Helen Pittson				8	5
Workshop B Sandwell Leisure Trust (SLT) activities for children and young people plus BalanceAbilty – a partnership between Sandwell PCT and SLT delivering a fun national cycling syllabus aimed at pre – school and reception aged children led by Dawn Mallett			3	9	1
Workshop C Sandwell PCT's successful 'BikeAbilty' and School Bike Club programme by Jamie Holford		1	1	6	1
Workshop D The Success of Sandwell Healthy Schools Scheme led by Neelam Sharma and Raji Takhar, Healthy Schools Team.				2	2
Workshop E Busy Feet and Health Matters – Preschool/Foundation Stage focus led by Vicky Bowen, Author and National Trainer			2	3	3
Workshop F Health Matters – KS1 /KS2 focus led by Vicky Bowen, Author and National Trainer				1	1

Please note not all workshops were rated by all delegates.

What did delegates gain as a result of the seminar?

Delegates were asked if as a result of attending the event, they feel that they have a greater understanding of good practice in promoting physical activity to children and young people.

Table 3 below shows the feedback of this statement

Table 3:

Strongly disagree	Disagree	Neutral	Agree	Strongly
		3	11	

79% of delegates agreed that as a result of the event they have a greater understanding of good practice in promoting physical activity to children and young people.

Delegates were asked whether the event had given them the ability to explore the opportunities for delivering physical activity to children and young people.

Table 4 below shows the feedback of this statement

Table 4:

Strongly disagree	Disagree	Neutral	Agree	Strongly
		1	12	1

86% of delegates agreed that the event has given them the ability to explore the opportunities for delivering physical activity to children and young people.

Table 5 below details the scale ratings on how useful delegates found the example of the “Sandwell PCT Approach” to increasing physical activity in childhood

1	2	3	4	5
Not at all useful		Satisfactory		Very useful
	1	2	7	3

76% of delegates agreed that they felt the example of the “Sandwell PCT Approach” were useful.

Feedback from the delegates

Delegates were asked to list two actions they have considered as a result of attending the seminar.

The following responses were given:

- Using Busy Feet in setting with children
- Contact i-gym and balanceability
- Attend training on Busy Feet
- Set up physical session
- Integrate some of the activities into my teaching
- Contemplate purchasing Busy Feet/Health Matters resource
- To do more workshops with families
- To provide more opportunities for physical activity for children
- Working with Sandwell PCT on offering cycle training
- Developing cycling more in Birmingham and sharing best practice
- Busy Feet
- Dance mats
- Look at other ideas
- Look at funding for programmes
- Think outside the box
- Health related activities
- Bikeability related schemes
- How to deliver a session
- What other services are available

The majority of delegates heard about the seminar via e-mail, on website or through colleagues.

The majority of delegates travelled by car to the event

Additional Comments from delegates

The following comments were included on the feedback sheets from the event:

- Keeping to schedule good
- Slightly distracting having 2 workshops in 1 room but the variety of workshops was excellent
- One of the fire exit was blocked by equipment
- Would love to be able to promote Bike it and Sustrans at future events
- Microphones to hear more clearly
- Excellent day- very useful!