SCHOOL GAMES IMPACT AWARDS

#WeCanWeek: Coming together to deliver a full week of wellbeing awareness

Overview:
Energise Me, a Hampshire and Isle of Wight (IOW)-based Active Partnership, worked closely with local SGOs and a network of partners to deliver a county-wide week-long initiative aimed at educating children and young people (CYP) on how to look after their mental and physical wellbeing.

#WeCanWeek saw many schools across the county take part in five themed days, with tailored and informed resources for each focusing on mindfulness, diet, inclusivity, mental health and most importantly, regular physical activity.

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#WeCanWeek

Objectives

- Increase CYP's understanding of their own physical and mental wellbeing
- Help the CYP explore the positive benefits of being active outdoors and better understand inclusivity
- Highlight to CYP the importance of building physical activity into their daily routines

Who was the target audience and how were they engaged?

Although all schools were encouraged to get involved, there was a focus on engaging less active children. To ensure they could engage CYP as best as possible, the Active Partnership and SGOs took a collaborative approach- speaking to school nurses, local NHS providers, and councils to better understand the CYP needs.

They also consulted with CYP to test what would be best suited for full understanding of the themes of the project, as well as to find out what they needed to improve their wellbeing. This was a key insight that helped the group tailor the resources and #WeCanWeek to match the needs of less active children.

Why was the activity unique?

#WeCanWeek was successful thanks to the lengths Energise Me and SGOs took to design the programme. The fact that local councils, NHS providers, schools, CYP and Public Health were all consulted helped shape the final programme to be highly effective at positively engaging CYP.

The insight they gathered helped form the clearly positive experience, directly connecting the importance of daily physical activity among other essential CYP health behaviours like diet and mental health.

Finally, with the resources designed to be easily accessible for all schools, it meant that it was simpler to engage less active CYP.

What was the impact felt in schools and by CYP?

The schools remarked that the accessible resources helped them engage with their children how positive wellbeing is a mix of exercise, diet, and mindfulness. They also believe it will have a long-lasting effect as the teachers commented they were now more comfortable in communicating to their pupils about wellbeing, and plan to do so in the long term.

For the CYP it enhances their understanding of health behaviour and provided them with the skills to develop physically, emotionally, and mentally and ultimately lead healthier and happy lives.

The focus on the same theme each day helped develop a sense of community.
- School

A fantastic opportunity to help encourage children with their physical & mental wellbeing
- School

Why is this an example of School Games best practice?

With the health and wellbeing of the children being the crux of the initiative, the eager involvement of so many other parties shows that there is a clear willingness through partnerships to make positive change and improve CYP lives. The School Games network enabled the collaborative approach and consultations with the third parties.

Also, as CYP played a central part in designing the programme and resources it resulted in a significant positive impact on their peers across the county, thanks to the additional insight they provided.

For more information please contact the entrant on sharon.robertson@energiseme.org