



Advocating 60 active minutes

Innovative Approaches to Launching the Daily Mile

Agata Maj, David Smith and Elliot Baker

WHICH AREA OF THE SGO TASK LIST DOES THIS IMPACT?

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| 1 | Increasing engagement in School Games |
| 2 | Developing competitive opportunities |
| 3 | Increasing and sustaining participation |
| 4 | Workforce – Broadening the range of participation opportunities |

ABOUT SGOs

Croydon SGOs Agata Maj, David Smith and Elliot Baker work collaboratively within one borough. All cover the SGO role in three days per week, but all have extra capacity to work on their additional schools offer. Together they cover 50+ schools each in the urban area of South London. Deprivation levels are varied.

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WHY

- Both the schools and the SGOs were trying to develop new ways to achieve the Childhood Obesity Guidelines of 60 Active Minutes for children in primary schools.
- Schools were interested in developing the Daily Mile concept in their school, but wanted new ideas to implement it and ensure this was done in such a way that the children didn't become bored.



ACTION

- One SGO launched the Daily Mile in her schools in late October. The launch theme was 'Halloween'. Every child that took part was dressed in a Halloween costume.
- The children thought the whole thing was really fun. The schools then continued to do the Daily Mile following the launch.
- The SGOs decided that they would continue with the themes to give the Daily Mile a boost in their schools from time to time to stop the children becoming bored.
- Another theme was launched linked to the literacy curriculum and a common book read in primary schools, 'Charlie and the Chocolate Factory'. The children dressed up as characters from the book and received a token for every lap they ran. The tokens collected earned the children a golden ticket.
- The next theme was linked to Healthy Week. One of the SGOs dressed up as a banana and ran the Daily Mile in the schools. Children were encouraged to dress as other fruit. The children received a sticker for every lap they did. The stickers had fruit pictures on them.
- The idea is to stop the repetitive nature of the Daily Mile from becoming boring. The SGOs added a little fun element. This is now becoming sustainable within the schools and they can think of new themes themselves and give the children that boost required, if and when needed.

SCHOOL GAMES



IMPACT

- The children were so excited about taking part in the Daily Mile when the themes were applied.
- Increased engagement in the Daily Mile. Schools love the launches.
- Teachers have reported improved behaviour and concentration from the children since they started the Daily Mile.
- The Daily Mile links to the Chief Medical Officer Guidelines of achieving 60 Active Minutes per day. 150+ schools have taken part in the Daily Mile are now further along the scale to becoming a fully active school.
- Children have started to take part in Personal Challenges. They are now looking to run more laps and improve their own performances.



NEXT

- Further develop the Personal Challenge idea linked to the Daily Mile. The teachers have already been making notes of how far children run and are encouraging them to beat their personal best.
- The SGOs want to deliver some assemblies in the schools. They want to explain why it is important to be active, why the children should sit less and move more, explain what they have already achieved with the Daily Mile and offer what is next!
- Some schools have only implemented the Daily Mile for certain year groups. The SGOs would like to ensure all schools engage all year groups.
- The SGOs need to start to have more parental engagement, especially if they are to get their own children active outside of school.



TIPS

- Just go for it! Dressing up and running the Daily Mile may seem ridiculous, but the children love it. It doesn't matter how crazy your idea is; you have to think about how the children will react.
- Speak to your schools and explore what their focus is, so that your themes can be linked to a topic they are already studying in school.
- If you don't have the time and capacity, make sure you share ideas with the schools for them to do it themselves.

