

Advocating 60 active minutes

Claire McDonnell

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 CLAIRE

South Cambs SGO Claire McDonnell covers the SGO role three days per week and also manages the School Sport Partnership. Claire works across 56 schools in the affluent and rural county of Cambridgeshire.

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WHY

- With the launch of the Childhood Obesity Plan the SGO wanted to advocate that children aged from 5 to 18 years should be doing at least 60 Active Minutes each day and that primary schools now had a responsibility to ensure all children took part in 30 of these 60 minutes during the school day.
- The SGO ensured the key messages were given to the PE Coordinators in their regular meetings. However, the PE Coordinators pointed out that the Head Teachers needed to receive these messages too. This new agenda is not just a PE agenda; it is a whole school agenda.



ACTION

- The SGO organised a conference to engage Head Teachers. The PE Coordinators supported the SGO to ensure that all Head Teachers attended. The SGO also had support from two Youth Sport Trust Head Teacher Ambassadors to deliver the key messages.
- The SGO also invited other local partners to help – such as the County Council Public Health Team.
- Through the co-delivery of the conference, the partnership between the SGO and the Public Health Team had strengthened significantly.
- The Public Health Team had appointed a 'Let's Get Moving Activator', who was struggling to get into schools. The coordinator had funding for a project called 'Let's get moving Cambridgeshire'.
- The SGO and the Activator worked together to tackle five schools with the highest National Child Measurement Programme data (NCMP data – the percentage of children that are obese or overweight).
- Both met with each Head Teacher in their own school to outline the results of the data. The high number

of children attending their school who were either obese or overweight shocked every Head Teacher. The SGO worked with the Activator to create an individual plan with each school to try to tackle the problem.

- One school decided to tackle parent education. To do this, the annual Mothers' Day – Tea and Cake event was changed. Parents/guardians attended the event with their child, but at the event the SGO presented about why it is important to get their children active. The SGO played two videos: *'Movement is Life'* and the *'Designed to Move's 'Five Extra Years'*. The SGO delivered some physical activity challenges for the children to do with their parents/guardians and the Activator introduced both generations to some healthy snacks. 40 parents per session attended, with 120 in total. This raised the profile of why it is important to be active. This school are now also running a weight management course in the school for parents through the Activator.



IMPACT

- Another school's reception NCMP data was very high. Their plan was to introduce as many activities to this age group as possible to encourage them to sit less and move more. The SGO set up balance bike sessions in the school.
- Another school decided to have a Healthy Lifestyle roadshow. All of the children in the school watched the 'Movement is Life' video and took part in physical activity workshops throughout the day. This took two and half days to get around every child in the school. This school also offered a parents' workshop after school, but they did not have anyone turn up.
- The SGO now promotes ideas to her schools to help get the children active through the day. Ideas include active break sessions where the staff can play a video and the children follow the fun activities, promote the Daily Mile, active lessons, etc.
- The SGO ensures that each school makes their own decisions about what works best for their school. To ensure the 30 Active Minutes is sustainable, the schools need to take ownership.



NEXT

- Follow up with target schools.
- Widen the offer of support for individual plans with every school.
- Share good practice across all schools.
- Continue to work together with partners to support the schools and the children in the future.



TIPS

- Ensure there is a personalised approach with every school.
- Work with partners. They have different expertise and this lessens the workload too.
- Target parents and guardians. With primary aged pupils it is key that parents and guardians understand the benefits of sitting less and moving more.
- Ensure that this is not just a PE intervention. That Head Teachers, Senior Leaders and Governors are on board. Share the NCMP data with them all.

