



Advocating 60 active minutes

Citywide approach to advocating 60 active minutes

Derek McDermott

WHICH AREA OF THE SGO TASK LIST DOES THIS IMPACT?

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

ABOUT DEREK

All 11 SGOs from the urban area of Birmingham worked together on this project. Each SGO works as an SGO three days per week, and some have other capacity to deliver on additional offers. However, this is very varied across the county. Derek McDermott, Bishop Challoner SGO, is the county Lead Development Coach.

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WHY

- Some of the SGOs had started to advocate the Chief Medical Officer's 60 Active Minutes physical activity target with schools before this became part of the SGO key performance indicators.
- All of the SGOs wanted to increase the number of active schools across Birmingham and encourage more active learning to take place.
- All of the SGOs also wanted to ensure that families were aware of the importance of getting their children active for 60 minutes per day.



ACTION

- The county Lead Development Coach aimed to get all of the SGOs across the county to work together. He believed that all of the SGOs working together on a targeted approach would have more impact.
- The SGOs met to discuss the aims and plan of action.
- The first part of the project was to host five Physical Activity briefings across the county. The SGOs worked together in pairs/threes to host these briefings and planned them with a geographical spread across the county.
- The SGOs engaged a retired GP who is a UK Active board member to support the briefings.
- Each briefing was slightly different dependant on the needs of the schools in the area, but all had the key messages to encourage children to sit less and move more.
- Lots of key stakeholders were invited to the briefings, such as primary teachers, head teachers, local sports clubs, and NGBs. One of the meetings attracted an audience of over 70 delegates.
- The SGOs believed that if all stakeholders understood the aim

of getting children more active for 60 minutes then this would have a greater impact on the children.

- In addition to the briefings the SGOs started to plan in more activities for the least engaged at the county finals. Personal challenges were set at the county finals to provide more activity during 'down time' within the competition.
- The UK Active board member has set up a charity to organise more Park Runs across Birmingham. The SGOs have supported the two new runs by advertising this across their networks, linked to raising the profile of increasing physical activity.
- Finally, the SGOs worked with the County Sports Partnership to start to provide briefings for Governors. This hit the CSP's agenda to encourage good and appropriate use of the PE and Sport Premium funding, but also advocated the 60 Active Minutes agenda and children sitting less and moving more.

SCHOOL GAMES



IMPACT

- Increased awareness across key stakeholders and schools about the CMO guidelines of 60 Active Minutes.
- Improved understanding by schools of the whole school benefits for increasing physical activity levels amongst young people.
- SGOs are now talking about the 60 Active Minutes at every opportunity. This includes during medal presentations at competitions to the young people themselves, at meetings with external partners, via social media to families, etc.
- Improved collaboration between SGOs themselves and then between the SGOs and the CSP.
- Improved relationship with NGBs and local sports clubs.
- One SGO presented to his host school senior leadership team within the secondary school. They have now decided that next academic year will be the year of 'Health and Wellbeing'. (Each year they have a theme for the year.)



NEXT

- The SGOs want to influence and advocate the key messages of 60 Active Minutes to the Director of Education for the city council.
- Work with the Youth Sport Trust to help the SGOs to broker meetings with public health teams in the county.
- Raise the profile of 60 Active Minutes via social media.
- Introduce personal challenges into more inter and county events.
- Organise follow-up meetings with schools that couldn't make the briefings and those that want to roll it out across their whole school.
- Each SGO to work with the Park Run charity to set up one park run each in their SGO area.



TIPS

- Keep things simple.
- The role of SGO is always about building relationships and trust between yourself and other partners/schools etc.
- Do not just expect that sitting people in a room and talking about 60 Active Minutes will make a significant impact. Make sure that you are continually advocating the 60 Active Minutes with everything you do.
- Read about 'Nudge Theory'. This is loosely based on giving people small nudges in the direction you want them to travel. This may be putting key messages on everything you do. Shops use this theory by displaying chocolate at a checkout – tempting you to purchase the chocolate whilst standing in line.
- Engage with as many people as possible. The more people that understand your aims, the better. This then becomes a whole system approach – everyone advocating the same message to children and their families.
- Finally, don't be afraid to try something out.

