



Advocating 60 active minutes

Wyre Forest Change4Life

Lorraine Hammond

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 LORRAINE

Wyre Forest SGO Lorraine Hammond worked four days per week in the SGO role when she covered this role for a maternity leave. There are 33 schools in the SGO area, which is a deprived area within the county of Worcestershire. Obesity levels are high in this area.

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WHY

- Obesity and inactivity levels are high.
- Schools wanted more resources to support Change4Life type clubs and activities – new ideas.
- Children’s confidence levels were too low for regular competitions.
- SGO wanted schools to focus on raising physical activity levels, but also needed to teach their children about healthy eating.



ACTION

- The SGO developed new activity cards aimed at inactive children.
- The cards were not only designed to develop physical activity levels, but also helped to teach children about eating healthy through nutritional games.
- The cards were initially designed to be used at a Health and Wellbeing festival, where each card was used to deliver an activity within the carousel.
- The Health and Wellbeing festival was planned for September so that schools were required to identify their least active children to attend in the autumn term, which also helped for their School Games Mark applications.
- The SGO trained the leaders to run the festival using the cards.
- Staff from schools were trained to ensure they identified the correct children and they understood the aims and ethos of the festival and programme.
- Following the festival the schools were given copies of the cards to be used back at school with their target children.



Pupils were active all of the time and there was a buzz of excitement in the area. The young leaders were really well used too.” Teacher

SCHOOL GAMES



IMPACT

- Pupils were taught about healthy eating in a fun and physical way.
- Children's eyes were opened to the unhealthy foods they were consuming. "I can't believe the amount of sugar that is in an energy drink." "Wow, apples have lots of sugar!"
- Schools became more engaged because they realised the Change4Life programme and the School Games programme is about more than sport.
- The whole programme is about education. The leaders were being educated too.



NEXT

- The Health and Wellbeing festival, using the cards, became part of the cultural village at the county winter games.
- A celebration event is planned – highest retention rates at Change4Life type clubs, least behaviour problems, best improvement, etc.
- Taste events – giving the children the opportunity to taste healthy foods.
- Ensure that schools realise that sport is a vehicle for attendance and a way to improve behaviour through more education with staff



TIPS

- Make sure you use good leaders that can fully engage with your target audience.
- Keep it fun.
- Make it about more than just physical activity.
- Be very clear which children the festival and the cards are aimed at



We attended the event with a group of pupils that we would like to run a Change4Life club with. The children were very enthusiastic after the event and are ready to start the club." Teacher

