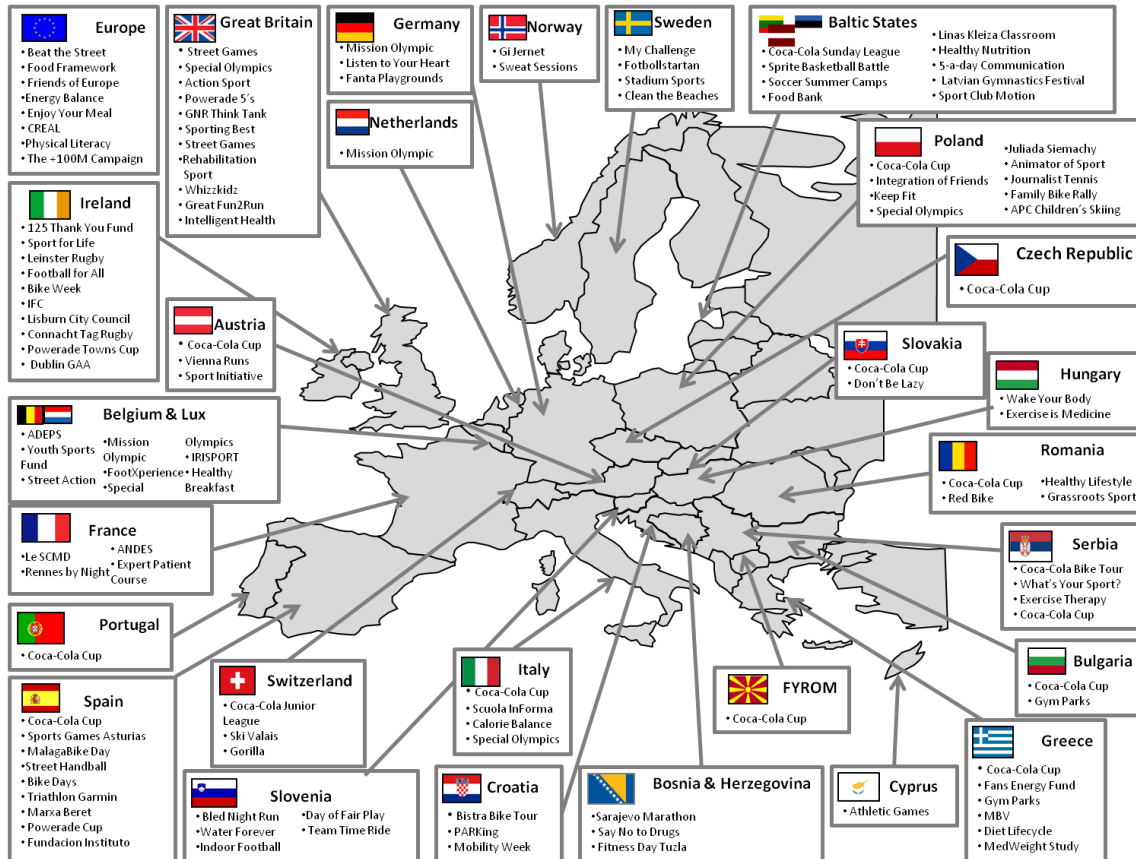




ACTIVE LIFESTYLE AND HARD TO REACH POPULATIONS

OUR ACTIVE LIFESTYLE PROGRAMS



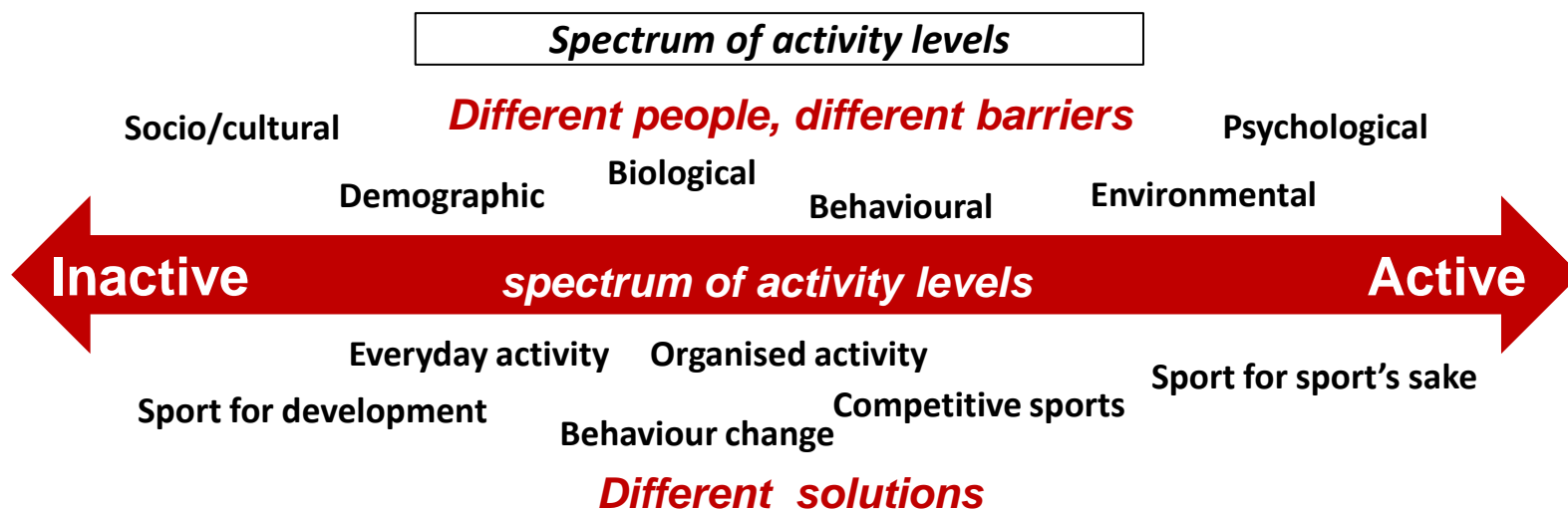
+90 different programmes

30 markets

**Reaching
+ 3.500.000
people**

**+90% in
partnership**

reaching everyone – across the activity spectrum



WHAT DO WE KNOW? P.A. LITTERACY IN INACTIVE GROUPS

(6) Results - Summary

What do “hard-to-reach” young people tell us:

- (1) Life is complex and challenging, so PA can seem irrelevant!
- (2) Traditional sports and PE practices can be a part of the problem!
- (3) Young people make rational decisions to avoid PA!
- (4) They enjoy informal, autonomous PA with friends and family!

What's next?

- (1) Rethink our traditional ways of designing PA interventions! (e.g. avoid a simplistic prescription approach)
- (2) Reconceptualize young people as rational decision makers! (e.g. accept they do have negative/horrible experiences)
- (3) Change alienating practices in PE and Youth Sports! (e.g. improve quality of PE and Coach; adopt participatory approaches)
- (4) Don't stigmatize overweight young people – motivate them to be physically active!



Mainstreaming: inclusive settings

Mission Olympic: long term NL system wide active lifestyle commitment

Mission Olympic is an exclusive partnership with NOC*NSF (Dutch Olympic Committee) and KVLO (all teachers physical education) since 2002



MO has evolved into the **largest school sports platform** in NL with **150.000 participants**

325 secondary schools (=49%) in year round national school sports competition in 20 sports

Objective end of 2016: 400 schools



Mainstreaming: inclusive settings and inclusive program

What is Beat the Street?



The Global School Walking Competition

Beat the Street is a four week global competition to encourage children to be more active in streets, parks and schools.

This was supported by a Coca Cola Foundation Grant in 2012



THE
Evidence
Centre



Mainstreaming: opening programs for all target groups



**+4 PERC -50 KALÓRIA,
HAJRÁ CSAJOK!**

Targetted Interventions



Brunel
UNIVERSITY
L O N D O N

2013

Building a Participation Legacy

- Coaches were a key contributor to success of the Legacy projects
- Young people identified fun, friends and fitness as the most enjoyable aspects of StreetGames sessions.
- Young people on average rated StreetGames as the place where they were most active compared to school, sport clubs and home.
- Playing with their peers, meeting new people, working in teams, and developing positive relationships with adults were all described as benefits of the programmes .
- Streetgames encouraged some young people to develop skills further by becoming peer mentors and volunteers

Targetted Interventions



What is Sport for LIFE?

Sport for LIFE consists of 12 one hour physical activity and health sessions which will be delivered by the year 5 teacher in partnership with a University of Ulster Sports Outreach Student Volunteer during the school day. The pupils will learn lots of interesting facts about health and ways to stay active. The programme was designed and developed by a team of specialists in physical activity, physical education, nutrition and sport at the University of Ulster.



Original article

The effect of a healthy lifestyle programme on 8–9 year olds from social disadvantage

Gavin Breslin,¹ Deirdre Brennan,¹ Ruth Rafferty,¹ Alison M Gallagher,² Donncha Hanna³

ABSTRACT

Aims This study assessed the efficacy of a school-based healthy lifestyle intervention (Sport for LIFE) for increasing physical activity, decreasing sedentary behaviour, reducing screen time behaviour, encouraging healthy attitudes and behaviour to nutrition, and reducing body mass index (BMI) in 8–9-year-old primary school children from lower socioeconomic backgrounds in Northern Ireland.

Methods A non-randomised controlled trial of 416 children from 24 schools took part. Schools were randomly assigned to one of two groups, an intervention or control group with 12 schools in each group. The intervention group received a 12-week school-based programme based on social cognitive theory. At baseline and follow-up, groups completed questionnaires assessing physical activity, screen time behaviour and dietary patterns. On each occasion anthropometric assessments of height and weight were taken. Physical activity and sedentary behaviour were measured by accelerometry.

Results Significant effects were observed for vigorous, moderate and light activity for the intervention group at follow-up. Sedentary behaviour was significantly reduced for the intervention group but not for the control group. No significant effects of the intervention on BMI, screen time behaviour or attitudes to nutrition, with the exception of non-core foods, were shown.

Conclusions The programme was effective in increasing physical activity and reducing sedentary behaviour, however no significant changes in screen time behaviour and attitude to nutrition, with the exception of non-core foods, were observed. Future research ideas are offered for tackling low levels of physical activity in children.

What is already known on this topic

- ▶ Meeting the recommended physical activity guidelines has health benefits.
- ▶ The majority of children in Northern Ireland do not meet the recommended physical activity guidelines.
- ▶ There are mixed results for the effectiveness of school-based physical activity interventions

What this study adds

- ▶ A description of a school-based intervention based on social cognitive theory that has increased physical activity and reduced sedentary behaviour.
- ▶ A programme through which children in marginalised groups increased their physical activity behaviour.
- ▶ A novel delivery mechanism for promoting physical activity in children, through the training of aspiring physical education teachers.

Although regular physical activity has a positive role to play on health outcomes,¹⁰ only 24% of children in Northern Ireland are meeting the current physical activity guidelines.¹¹ This level of insufficient activity is a concern as these pa

The aims of Sport for LIFE are:

- Increase knowledge and awareness of the benefits of year 5 school children from areas of greatest disadvantage participating in sport and physical activity and healthy eating.
- Develop knowledge and expertise amongst those undergraduate School of Sports Studies students who are aspiring physical education teachers, primary school teachers and sport coaches.
- Transfer University expertise and knowledge in sport and physical activity to primary school teachers through programme delivery and supporting programme resources

SCALE UP

MOVE ACTIVATION:

enhance the **quality** and **reach** of key European **good practices** that promote physical activity participation among hard-to-reach physically inactive populations, by **building capacity** in the organizations that deliver them

Futebol de Rua (Street Football), CAIS, Portugal

National Come and Try Days, Community Games, Ireland

Inside Street, Danish Gymnastics and Sport Association, Denmark

Active up to 100, German Gymnastics Federation, Germany

Mondiali Antirazzisti, Italian Sport for All Association, Italy

Free time activities development in rural places, Lithuanian Culture and Sport Association, Lithuania

Fair Play Football Road Show, Oltalom Sports Association, Hungary

Interethnic Cup Bucovina, Romanian Sport for All Association, Romania

Sunday Sportscene, South Lanarkshire Leisure and Culture, United Kingdom

LifeStyle, Street Games, United Kingdom

Street League "Move Academies", Street League, United Kingdom

Let's do Sport, Union Barcelona Association of Sport, Spain

