

## **LET'S MOVE!**

### UISP National campaign



**Let's move!** is an information/action campaign addressed to primary schools on active life styles based on Sport For All as practice able to promote well-being, health, fight against obesity, not focusing on a simple transferring of information from experts, but promoting the perception of everyone like active subject as well as responsible of own choices, starting from the early developmental age. Another objective of the campaign is to mobilise families for the construction of “spaces” of activity beyond the limits of structured sport, based on games, movement and healthy nutrition, designed to involve children and parents.

The campaign is structured in three phases:

“**Let's move!** New active life styles for children and families”, starting from first or second classes with materials focused on simple notions of healthy behaviours and nutrition;



“**Let's move again!** The game goes on”, is the second year of activity, with more developed materials focused to keep regular healthy actions;



“**1..2..3...let's move!** Share the game!”, the third and final phase with the idea to valorise the class groups as element able to promote the achievement of the foreseen objective.

Each year of campaign starts in schools on November and closes on May with final events realised in schools or “outdoor”, in the streets, in the squares and/or in the parks of all the cities involved.

The idea of elaborating a campaign on childhood sedentariness was planned starting by the reading of the statistical data: in Italy, the majority of children is really sedentary, spending, already at 6 years old, an average of more than 2 hours watching TV; they play passive games and do not consider the outdoor ones which are more physically exacting. Moreover, we had to be aware that, progressively, free time activities, played in the park, in green spaces and in extemporised game fields, which, for years and years, have

contributed to develop spontaneously movement, creativity and sociality of entire generations of children, is going to disappear.

Project started officially on October 2006 with the objective of involving at least 3.000 children divided in at least 40 cities. The experimentation started in November 2006 to end in May 2007. At the end of the first year the numbers were: **69 cities - 166 schools (985 classes), 20.040 children**. Because of these results, in terms of people participation and results achieved (*evaluation report*), UISP decided to invest on the campaign, planning a second year of activity called "**Let's move again!**". The first and the second phases were evaluated by a team of 3 Professors from the University of Rome with UISP experts. Questionnaires for both parents and children were gathered to elaborate a final assessment, which were extremely positive. Finally, UISP elaborated a new format. "**1...2...3...let's move!**" with the aim to push children to acquire together new habits and behaviours, with the idea that regular and shared movement + nutrition mean common health and fun. Consequently, each class had a common huge diary as well as the personal one where describe the experience.

**The materials of the campaign** were elaborated by Uisp staff with Professional graphics and provide: diary for each child (different for each phase), brochure for teachers, brochure for parents, information folder, tabloid with all the campaign information and evaluation results, final diploma for children, a huge poster for the classes (in the first two phases), the huge diary for the classes (in the third phase).

All information about the campaign (materials, cities, schools,...) and results from the schools participants (press review, video, photos, etc..) are gathered in a specific web site, completely dedicated to the campaign: [www.diamociunamossa.it](http://www.diamociunamossa.it)

### **PARTICIPANTS NUMBER SINCE 2006:**



**LET'S MOVE:**

**80.000 children.**



**LET'S MOVE AGAIN:**

**10.000 children.**



**1, 2, 3...LET'S MOVE:**

**3.000 children.**