



Change 4 Life

Change4Life has become one of the most instantly recognisable brands in health improvement. It enjoys high levels of trust and involvement from both the public and private sectors.

Change4Life's ambition is to create a movement in which everyone in society plays their part, helping to create fundamental changes to those behaviors that can help people lead healthier lives.

Change4Life has just launched a new healthy eating campaign to encourage and support families to make one easy healthy swap to their everyday food and drinks to cut out a surprising amount of sugar and fat from their diet.

Public Health Context

The National Health Obesity Observatory shows;

1 in 5 children in reception is overweight or obese (boys 23.5% / girls 21.6%)

1 in 3 children in Year 6 is overweight or obese (boys 35.4% / girls 32.4%)

The costs of Physical Inactivity

Physically Inactive children =

£21bn cost to NHS

£1,750.00 a year health costs

Lower attainment

2 extra days a year missed from school

Children with inactive parents are far less likely to be active and twice as likely to be obese

Context

The Department of Health have invested £6.4m into Change4Life Sports Clubs and have committed a further £2m in the programme to 2015 as well as contributing a significant proportion of the funding for the School Games Organisers role and, following the £60m investment into the recent School Sport Funding announcement, there is a growing impetus around the role of physical education and school sport in addressing public health issues for children and young people with particular reference to healthy weight.

Change 4 Life Sports Clubs

Change 4 Life Sports Clubs is an innovative programme that aims to harness the inspiration of the London 2012 Olympic and Paralympic Games to encourage less active children to do physical activity and engage in school sport. At their heart, the clubs seek to instil the confidence and competence in children to begin a positive, sustained interest in physical activity and sport

Change 4 Life Sports Clubs – Sunderland

The 3 Sunderland School Games Organisers have been tasked to roll out Change 4 Life Sports Clubs in each of the 83 primary schools in Sunderland.

Key Messages

Head teacher advocacy

Embed into wider whole school priorities

OfSTED will now be inspecting PE, School Sport and Healthy Active Lifestyles.

Ownership – by the school making the club vibrant and unique

Ownership – by the pupils (develop a real sense of belonging)

Change behaviours around key health areas (healthy eating, physical activity and social / emotional development)
Establish culture of regular attendance
Improve behaviour
Increase self esteem and confidence
Knowledge of healthy lifestyles
Engaging parents

Support

Youth Sport Trust Lead Health and Wellbeing School (Castle View)
Change 4 life Coaches
Free 3 hour Primary Training Module for 2 members of staff from each school
Free Change 4 Life Activity Bag (Target, Adventure, Creative, Combat and Flight).
School Games Organisers
Lifestyle, Activity and Food Programme (LAF)

Way forward

Identification of 2 deliverers from each school
Delivers to attend Primary Training Module
Change 4 Life Activity Bag delivered (Activity bag to be switched every 6 weeks)
Identification of inactive children (Year 3 and Year 4 are focus groups)
Set a day and time for operation of club (breakfast, lunch time or after school)
Set a club start date.
Week 1 – Get going log books completed and returned
Week 12 – Get going log books completed and returned
Week 24 – Get going log books completed and returned
Continuation beyond week 24
Celebrate - Change 4 Life Festival for all participating schools (Tuesday 1 July, 12.30 – 3.00pm, Biddick Academy)

Sustainability

Lead Health and Wellbeing School
Health Champions (feeder secondary schools)
Students from Sunderland University and Sunderland College
Young leaders from feeder secondary school
Pupils attending club to become Change 4 Life Champions
Local exit routes – Fit 4 Fun
School Games Organisers / engagement in School Games
Lifestyle, Activity and Food Programme (LAF)

Timescales

Primary Training Module training Tuesday 25 March 2014, 12.30 – 3.30pm, Farringdon Community Academy to enable clubs to start from April 2014.
Primary Training Module training September 2014 to enable club to start October 2014
Agree schedule of cohort of schools and phase in either April or October.

Further Information

www.nhs.uk/c4lsportsclubs

Amy McCulloch, School Games Organiser Farringdon Partnership

Telephone; 553 6013 ext 302. Mobile: 07834 700 535

E mail; amy.mcculloch@edcom.sunderland.gov.uk

Iain Thom, School Games Organiser Biddick Partnership

Telephone; 561 3680 ext 40319. Mobile: 07581 457 748

E mail; thom.i1@sunderlandlearning.net

Yvonne Setchell, School Games Organiser Kepier Partnership

Telephone; 561 4692. Mobile: 07824 596 651

E mail; Yvonne.setchell@sunderland.gov.uk