AN ACTIVE MOVER

Dr Mike Loosemore
MBBS DCH MRCGP MSc FFSEM(UK) PGCME

Dr Mike Loosemore is a pioneer in promoting the power of exercise in health. As Consultant in Sport & Exercise Medicine (SEM) at the Institute of Sport, Exercise and Health at University College London, he not only treats the general public but advocates exercise as both prevention and treatment of many medical conditions.

He is Lead Sport Physician at the Institute for looking after a wide range of elite athletes, with responsibility for British Boxing as well as senior medical roles at Olympic, Commonwealth, World and European Championships including the recent Glasgow Commonwealth Games.

But it is the integration of SEM into everyday life that is Mike’s greatest passion. Awarded a Doctor of Science for his published works and services to this field of medicine, he is leading the task force for ‘Exercise is Medicine’ in the UK of which Active Movement™ is part.

It was not only co-designed by Mike to offer bespoke and practical programmes to improve health and well-being, but clients receive his personal supervision.

THE COST OF WELL-BEING

The programme is built to last a full year during which time we plan, supervise and implement your programme. After the year, all are experienced at delivering the programme and are comfortable with the material, so Active Movement™ will remain as a support network only if required. You have the tools thereafter to maintain the programme for as long as you wish.

The cost of an Active Movement™ programme depends on the size and nature of the school or nursery. With this in mind, we offer options from low-cost self-help packages for both children and staff up to the complete 12 month programme with the full Active Movement™ support offering that includes:

- Daily, Special and Team Movements for children and parents tailored to your school
- Ongoing programme supervision
- Constant communication (for children, parents and staff)
- All creative material at all stages
- Access to Dr Mike Loosemore
- Comprehensive evaluation protocols for children, parents and staff

FIND OUT MORE ABOUT THE ACTIVE MOVEMENT™ PROGRAMME FOR CHILDREN

If you want to find out more about the Active Movement™ behavioural change programme, more details of our recent work or to discuss how the Active Movement™ programme could work for you, contact Co-ordination Director Peter Savage on 01189 442924 or email peter@activemovement.co.uk.

www.activemovement.co.uk

For more information, contact Co-ordination Director Peter Savage on 01189 442924 or email peter@activemovement.co.uk
BRINGING ACTIVE MOVEMENT TO YOUR SCHOOL OR NURSERY

MAKING A STAND FOR OUR CHILDREN

The statistics on our children’s well-being make uncomfortable reading. In 10 years, children entering primary school are defined as obese with the result in many areas of 1 in 4 entering secondary school. The long-term future for our children’s health is concerning government, local authorities and educational bodies alike, but the measures to counteract this are not yet on the horizon. With an increasing number of children being diagnosed with diabetes and obesity, it is clear that there is a need for a new approach that is not performance-orientated or data-led, but rather integrates activity as part of our children’s daily routine.

ACTIVITY FIT FOR ALL CHILDREN

The drive to introduce physical activity through sport and exercise is a worthy goal, but often impractical. Schools have neither the facilities nor the staff to deliver it. Parents are not prepared to support it. Governments have no means of supervising it. Most importantly, for the many children who are not competitive, active or fit enough to undertake physical activity, they are disinterested from physical exercise to avoid being embarrassed or found in front of their classmates. It is time to consider a new approach that is not performance-orientated or data-led, but integrates activity as part of everyday behaviour.

GIVING OUR CHILDREN LIVE TIME

It is estimated that children spend over 6 hours a day in front of a screen. At the same time, only 16% of children actively participate in organised sport. Siting in front of a computer or television may be educational or entertaining, but for the well-being of young bodies, it is disastrous. Active Movement turns this ‘dead time’ into a positive by creating a Live Environment that is not performance-orientated or data-led, but which can otherwise be a problem with some of them who don’t want to sit down, like at lunch time, relax while they eat.” (Staff member)

THE POWER OF STANDING

Activity immediately improves mood, PE sport and soothing changing rooms. A recent medical evidence now recognises that even low-level activity has huge benefits to children’s mental and physical health. Regular standing up instead of prolonged sitting, short walks and regular movement offer immense gains in health, protection and creativity. This is the basis of the Active Movement concept – and why it is so easy to follow and achievable by all!

“Active Movement helps children understand that there’s a time to stand up and move more actively as well as a time to sit down. Me at lunch time, which can otherwise be a problem with some of them who don’t want to raise while they eat.” (Staff member)

ACTIVE MOVEMENT: FOR CHILDREN

The Active Movement programme for Children is based on 3 important principles:

- To educate and inspire every child to undertake the Active Movement programme. All communication and support must be relevant to the age group’s understanding and mobility
- Parents and school staff are vital as role models in guiding children to participate and learn
- Any health intervention must continuously evolve to maintain children’s enthusiasm and involvement

ACTIVITY MOVEMENT: THE WONDER YEARS

Active Movement is designed to stimulate children to reflect their ability to retain and interpret information. From posters of the key characters and simple word games, the communication and activities intensify as the programme progresses to include story books, comics, yeti, nursery rhymes, games, homework and role-playing.

In this way, the relationships with the characters move from a passive ‘tell me about’ approach to a more engaging, memorable and impactful ‘3D connection’. This becomes even stronger when the characters visit the school as part of the intervention.

ACTIVE MOVEMENT: THE COMMUNITY

Behaviour change needs role models. It is this reason it is so effective and long-lasting. Active Movement works closely with parents and staff to ensure they are fully aware of its benefits and how they can use the material we supply to inspire the children.

As part of this approach, Active Movement creates special programmes for parents and staff to integrate the Active Movement behavioural change process into their everyday lives. This practical experience of the concept deepens parents and teachers understanding and enhances mutual learning and health.

Active Movement is a good thing in these times of health crises. It’s never too early to start building good habits for later in life.” (parent of a 3-year-old)

OLD SCHOOL HOUSE DAY NURSERY IN STETCHEWORTH, NEWMARKET

Voted the 2014 Individual Nursery of the Year, its innovative and highly-focused staff worked with Active Movement to create a Stan and Sid environment for its 2-4 year olds. This programme was tailored to reflect the different levels of mobility and ability of this age group and was completed with feedback nothing short of phenomenal. A tiles’ review of the children demonstrated an understanding and affinity with the characters across all age-groups even the youngest. Articulating the benefits and power of Active Movement was easier and more exciting.

Behavioural analysis showed definite changes in staff self-esteem, reduced anxiety about well-being, heightened health optimism and improved control over illness prevention. Focus groups and telephone interviews amongst staff and parents clearly indicated a commitment to the programme and recognition of its effectiveness in reshaping their children’s view on health and activity.

What the staff said

“Making me realise that there were things I hadn’t thought about – like how often I go to the gym. I was thinking as close as possible to the door, when I just makes you start thinking that way about everything, about not being lazy.”

“When I was neutral at first but now I’m for it – it’s important that they get a good start in life and while it’s too early for them to worry themselves about what they eat or how much exercise they get – because they never stop – this is a good thing to begin with.”

What the children said

“Before Art I bit of children would ask for a chair if there wasn’t one by the table where they wanted to do something, but now the ones who have most taken to S&S are likely not to ask because they are happy to stand.”

“Before Active Movement, I was neutral at first but now I’m for it – it’s important that they get a good start in life.”

“‘If we celebrated Stan’s birthday’, one child said ‘got running’ while another said ‘we should eat fruit and veg’ – even though we never told them those connections.”

What the parents said

“I was neutral at first but now I’m for it – it’s important that they get a good start in life.”

“I was neutral at first but now I’m for it – it’s important that they get a good start in life while it’s too early for them to worry themselves about what they eat or how much exercise they get – because they never stop – this is a good thing to begin with.”