

ABBERLEY VC PAROCHIAL SCHOOL

This innovative Worcestershire junior school saw the first introduction of *Active Movement™* across 5 – 11 year olds. The school was given a series of movements integrated into the school's daily routine as well as communication inside and out of school featuring Stan and Sid.

The children's ability to retain the key educational messages about standing up and the effects on the body and well-being were extraordinary. Participation in the special movements remained comprehensive though they increased in intensity. Teachers found the programme energising, easy to implement and often enhanced the lessons. Parents were equally engaged and motivated to support their children in taking the programme home.



THE ACTIVE MOVEMENT™ FOR CHILDREN COMMUNICATION PROGRAMME

- Stan and Sid posters for all ages
- Stan and Sid Storybook
- Stan and Sid voiceovers
- Stan and Sid Nursery Rhymes
- Stan and Sid Song books
- Stan and Sid Games Book
- Stan and Sid Comics
- Stan and Sid merit badge
- Stan and Sid stickers
- Stan and Sid Homework guide
- Stan and Sid language guide
- Stan and Sid wordgames
- Stan and Sid Pet posters
- Stan and Sid Home Kits
- Stan and Sid Movement Programme
- Stan and Sid Noticeboard
- Staff Active Movement Programme
- Staff poster campaigns
- Staff online communication programme
- Staff newsletter
- Staff team event pedometer
- Parents newsletter
- Parent online communication programme
- Behavioural questionnaires
- Focus groups
- Post-campaign assessment
- Visit programme
- Access to Dr Mike Loosemore



For more information, contact **Co-ordination Director Peter Savage** on **01189 442924** or email **peter@activemovement.co.uk**



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 the *Active Movement™* programme depends on the size and nature of the school. A school of 300 pupils is on average around £10000 for 12 month support and 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
- Face-to-face briefing with all participants
- 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

Offices in Reading, Berkshire and Harley St, London.

Company no. 08383398.



THE ACTIVE MOVEMENT™ PROGRAMME FOR CHILDREN



ACTIVE MOVEMENT

BRINGING ACTIVE MOVEMENT TO YOUR SCHOOL OR NURSERY

MAKING A STAND FOR OUR CHILDREN

The statistics on children's well-being make uncomfortable reading. 1 in 10 children entering primary school are defined as obese with the number increasing to 1 in 4 of those going to 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 over-eating and under-activity still comprise of diet and exercise regimes that few schools follow. Add the constant compromising of PE lessons for other subjects and the selling off of playing fields to generate extra funding, and there is now a desperate need for a new kind of solution.

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 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, athletic or fit enough to undertake physical activity, they are dissuaded from physical exercise to avoid being embarrassed or failing 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. Sitting 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 Live Time. As the name suggests, we look to re-introduce physical activity into children's daily routine. Not as a fitness regime, but as an educational and behaviour change programme that is part of a child's everyday life - and which will last them for a lifetime

THE POWER OF STANDING

Activity immediately suggests PE, sport and sweaty changing rooms. Yet medical evidence now recognises that even low-level activity has huge benefits to children's and adult's mental and physical health. Regular standing up instead of prolonged sitting, short walks and regular movement offer enormous gains in fitness, 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 be more active as well as a time to sit down, like at lunch time, which can otherwise be a problem with some of them who don't want to relax 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 continually evolve to maintain children's enthusiasm and involvement

Two characters help connect with the children, so engaging and encouraging them. Each reflects a specific dynamic. 'Stan' (who likes to stand) and 'Sid' (who likes to sit) are presented to the children as guides through the programme. Their appearance and communication evolve to match the skills of the children, from simple recognition to a dedicated *Active Movement™* programme.

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, voiceovers, comics, nursery rhymes, games, homework, language and role-playing.

In this way, the relationships with the characters move from a passive two-dimensional approach to a much more engaging, memorable and impactful 3D connection. This becomes even stronger when the characters visit the school as part of the intervention.

ACTIVE MOVEMENT™ COMMUNITY

Behaviour change needs role-models if it is to be 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 own lives. This practical experience of the concept deepens 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 STETCHWORTH, NEWMARKET

Voted the 2014 Individual Nursery of the Year, its innovative and highly-focussed staff worked with *Active Movement™* to create a Stan and Sid environment for 0-4 year olds. The programme was tailored to reflect the different levels of mobility, communication and understanding at this formative time. A programme for the staff was also developed.

The first programme for both children and nursery nurses have been completed with feedback nothing short of phenomenal. A Mosaic review of the children demonstrated an understanding and affinity with the characters across all age groups even the very young. Articulating the benefits and power of *Active Movement™* was equally astonishing.

Behavioural analysis showed definitive 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. A recent team event involving a pedometer programme amongst staff saw their combined steps reach almost half a million in a single week!

What the staff said

"It made me realise that there were things I hadn't thought about – like how when I go to the gym I was parking as close as possible to the door! It just makes you start thinking that way about everything, about not being lazy."

"It gets into your brain – you start even mentioning it to friends because you are thinking about it out of the nursery."

What the children said

"Before AM a lot 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 standing to do it – 'I'm Stan', they say."

"Amazingly the kids see a wider connection with health. When asked 'how should we celebrate Stan's birthday', one child said 'go 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 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."

