



## **Being Active Conference 2016**

How can we engage children to be active?

# Setting the scene...

“Physical inactivity is a looming and dangerous threat to everyone’s health, well-being and quality of life. But most importantly it results in **an erosion of human potential.**”



“**Humans are designed to move and be active,** our bodies evolved to meet the demands of human existence...”



“A few generations ago, physical activity was an integral part of daily life. In the name of progress, we’ve now chipped away at it so thoroughly that **physical inactivity actually seems normal.**”



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# Why is it important to be active for you?



## Task

1. Chat to the person next to you and share your answers.
2. Scribble your reasons on a post it and place on the paper up front.
3. Remember what your partner says as you will need to feed this back to the group.



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# Why do we want children to be active?



## Task

Walk around the room and have a look at the posters.



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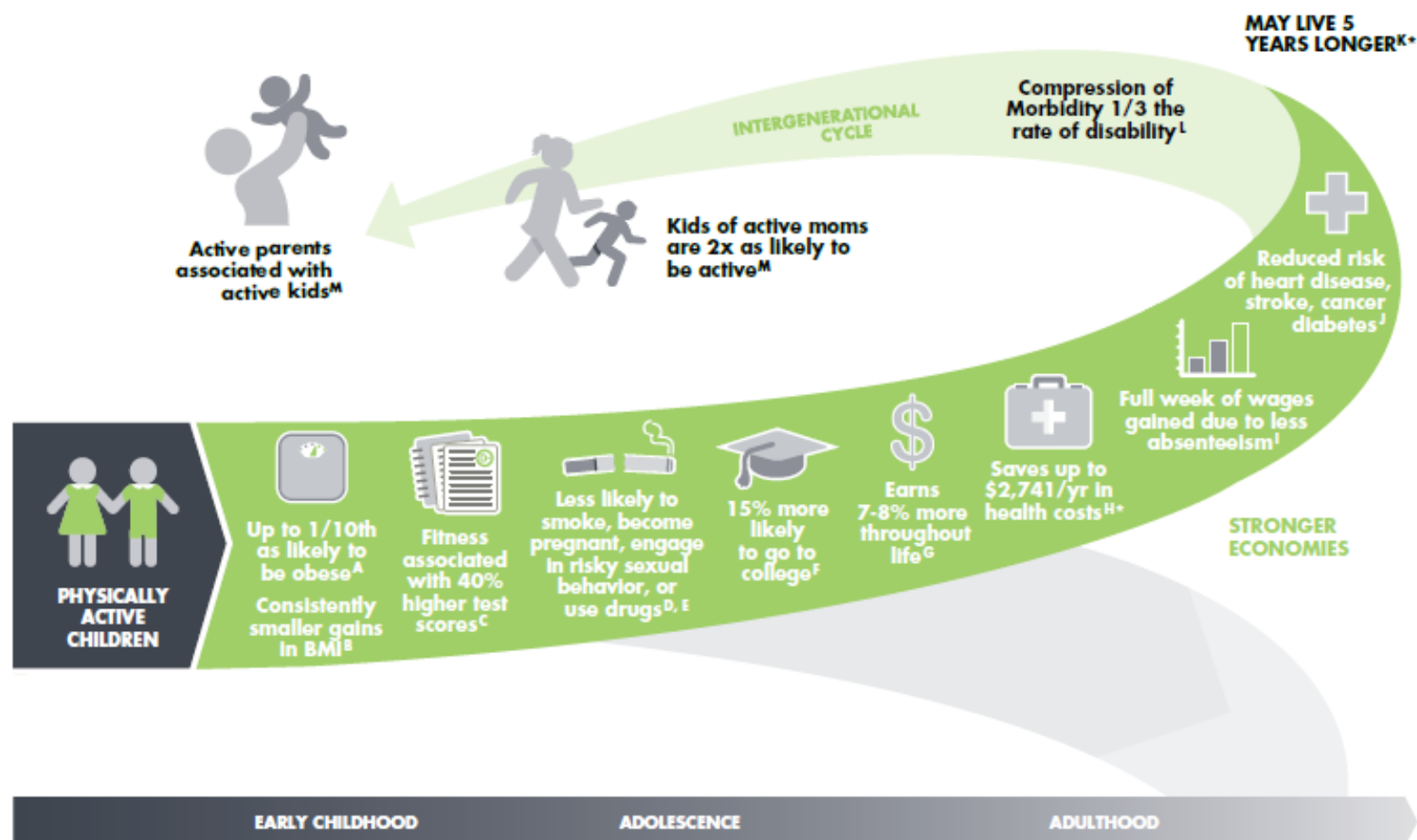


# Why do we want children to be active?



fig 1.7 THE COMPOUNDING BENEFITS OF PHYSICAL ACTIVITY OVER A LIFETIME

*Physical activity perpetuates a prosperous cycle that begins to take hold early in life.*



# PE in Schools Aims are to...

## Engage

Give every child a positive first experience when being active and a sense of enjoyment.

## Develop

Every child's Physical Literacy.

## Inspire

Children to participate in sport and/or physically active clubs in and out of school.

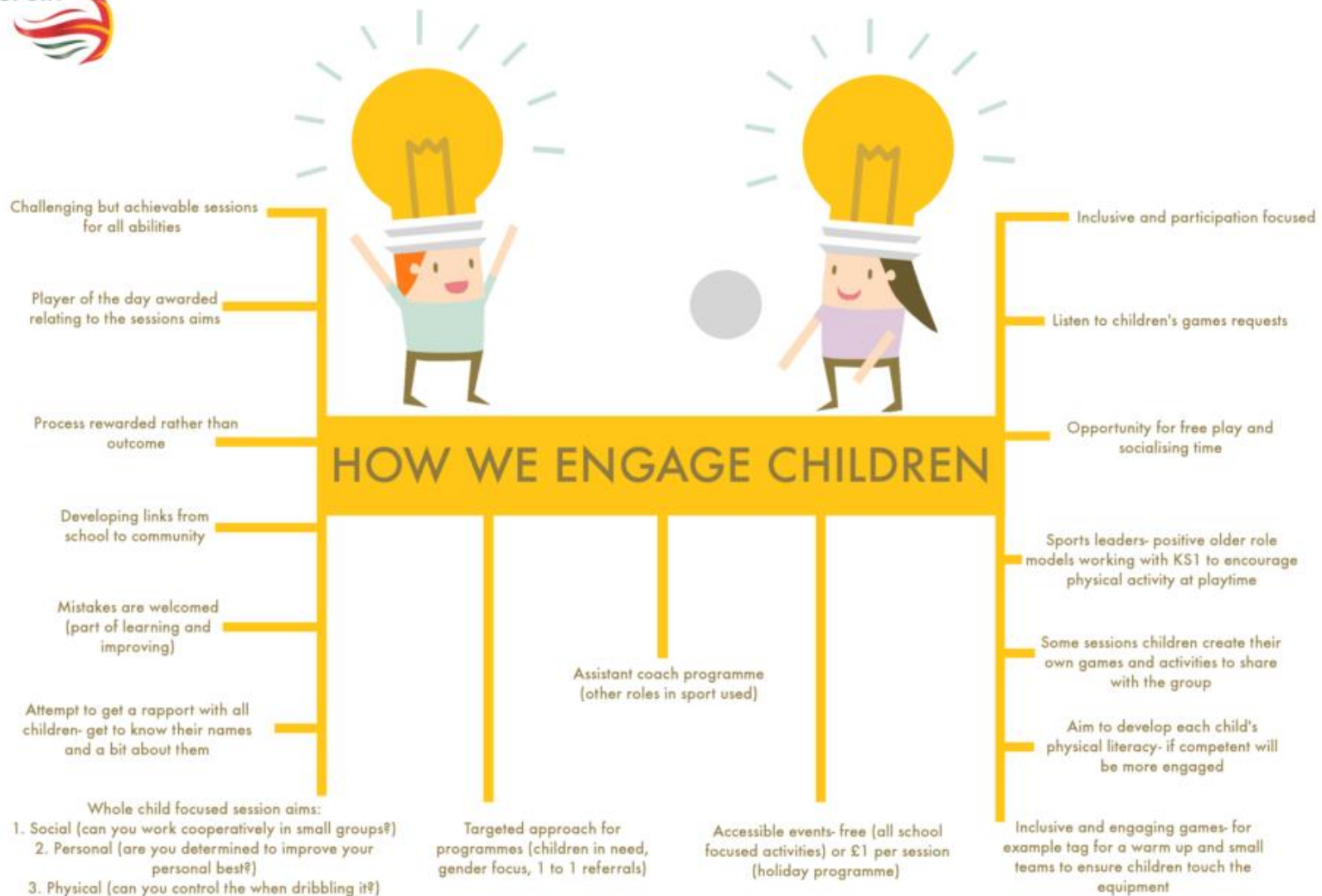


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# What do we offer at the Sports Commission to try and **engage** children?





# What do children **ENJOY** about being active?



## Task

Write down two things that you believe engages children in your session and keeps them coming back.



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# What do children **ENJOY** about being active?



## Task

1. Watch video.
2. Look at your list. What matches with what you have said? Are there any surprises?

# Meet the children of Guernsey...



Rhys



- Represents the school for all sports and island in 3 different sports
- Lives and breathes sport – thrives in competitive environments
- Coaches younger children in his lunch hour
- Juggles studies with his sport life

Sophia



- Has had a negative experience of physical activity
- She has low self-esteem and is self-conscious about her body
- She will do whatever her friends are doing
- Does not have a supportive family

Leon



- Disengaged from academic school work
- From a low income family
- Wants to give sport a go but doesn't know how to or if affordable or accessible
- Confidence and social skills needs nurturing

Eliza-May



- Gives things a try and loves to improve her own performance
- Likes social activities, although competitive events aren't her thing
- Likes sport as benefits her health and fitness
- Has a supportive family

# How can we engage these children?...

Rhys



Sophia



Leon



Eliza-May



## Task

Look at each child's profile and answer the questions below.

### Question 1

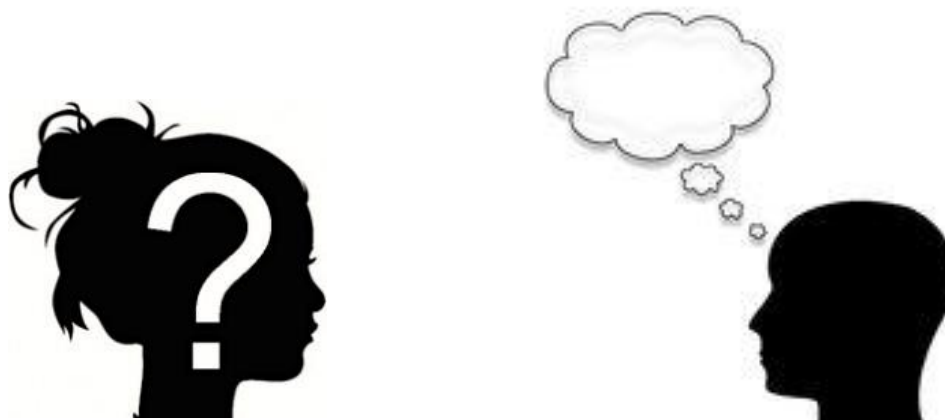
- a) What physically active opportunities does your organisation provide for each child currently?
- b) How can you support each child better to be physically active?

### Question 2

Thinking about physical activity. a) Where does your organisation focus its time, resources and energy currently with regard to each profile? Give a percentage split (out of 100%). b) If the main aim is to engage all children to be more physically active would your percentage split change? If so what would it look like?

# Discussions and Questions

Are there any questions people would like to ask  
or  
thoughts they would like share?





# *Why do we want children to be active?*



Boys and girls who play sports have a built-in support group of coaches and teammates who push them to go further, encouraging them to be active members of the school community and boosting their graduation rate by 15%.

SPORT



# *Why do we want children to be active?*

A young girl with brown hair in a ponytail, wearing a light blue and white striped shirt under denim overalls, is climbing a red and orange playground structure. She is looking to her right with a focused expression. The background is a blurred outdoor setting with trees and a building.

## **ACTIVE KIDS MAKE HEALTHY CHOICES**

A physically active kid is less likely to smoke, become pregnant at an early age, or use drugs.

Physical activity releases hormones that make kids feel happier and more confident. Active kids have more desire to maintain a healthy lifestyle and are more likely to make decisions that reject harmful substances or situations.



# *Why do we want children to be active?*



## **THE FIRST 10 YEARS OF LIFE ARE GAME-CHANGING**

These early years provide a critical window for creating a lifelong commitment to physical activity.

The brain goes through a crucial development period in the first 10 years of life. This period has a long-lasting influence on a kid's future interests. Enrolling kids in physical activity programs that are fun, inclusive, educational, and appropriate for their age and skill level, helps ensure early positive exposure to physical activity and increases their likelihood of staying active throughout their life.



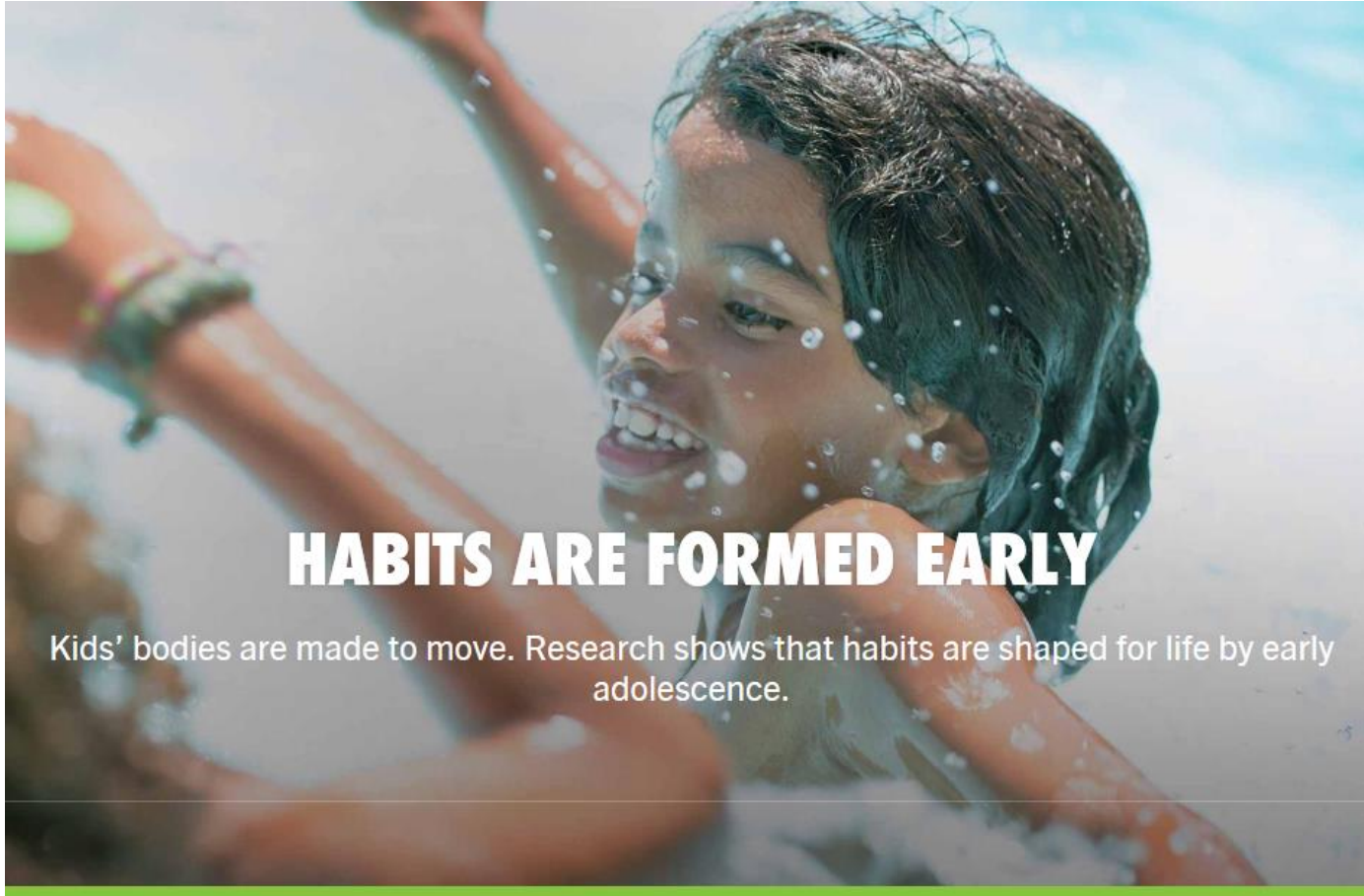
# *Why do we want children to be active?*



Physical activity has multiple, far reaching effects that last into adulthood. For example, the physical training in a typical soccer practice helps reduce the risk for depression while the strength training in that same practice will increase long-term skeletal health. A commitment to physical activity is an investment in the future.



# *Why do we want children to be active?*



Physical activity helps shape more than a kid's desire to be healthy; it shapes their social, emotional, and intellectual futures. The first 10 years of life are when kids develop their motor skills. These skills become a foundation for lifelong movement.



# *Why do we want children to be active?*



## **PHYSICAL ACTIVITY IMPROVES SELF-ESTEEM**

Active kids have improved self-esteem, are more confident, and have reduced risk for anxiety, stress, and depression.

Organized physical activity exposes kids to a wider support group of friends, mentors, and role models. The strong connections made through sport help kids discover positive ways to combat emotional pressures, which helps to develop a broader range of social skills than their inactive friends.



# *Why do we want children to be active?*



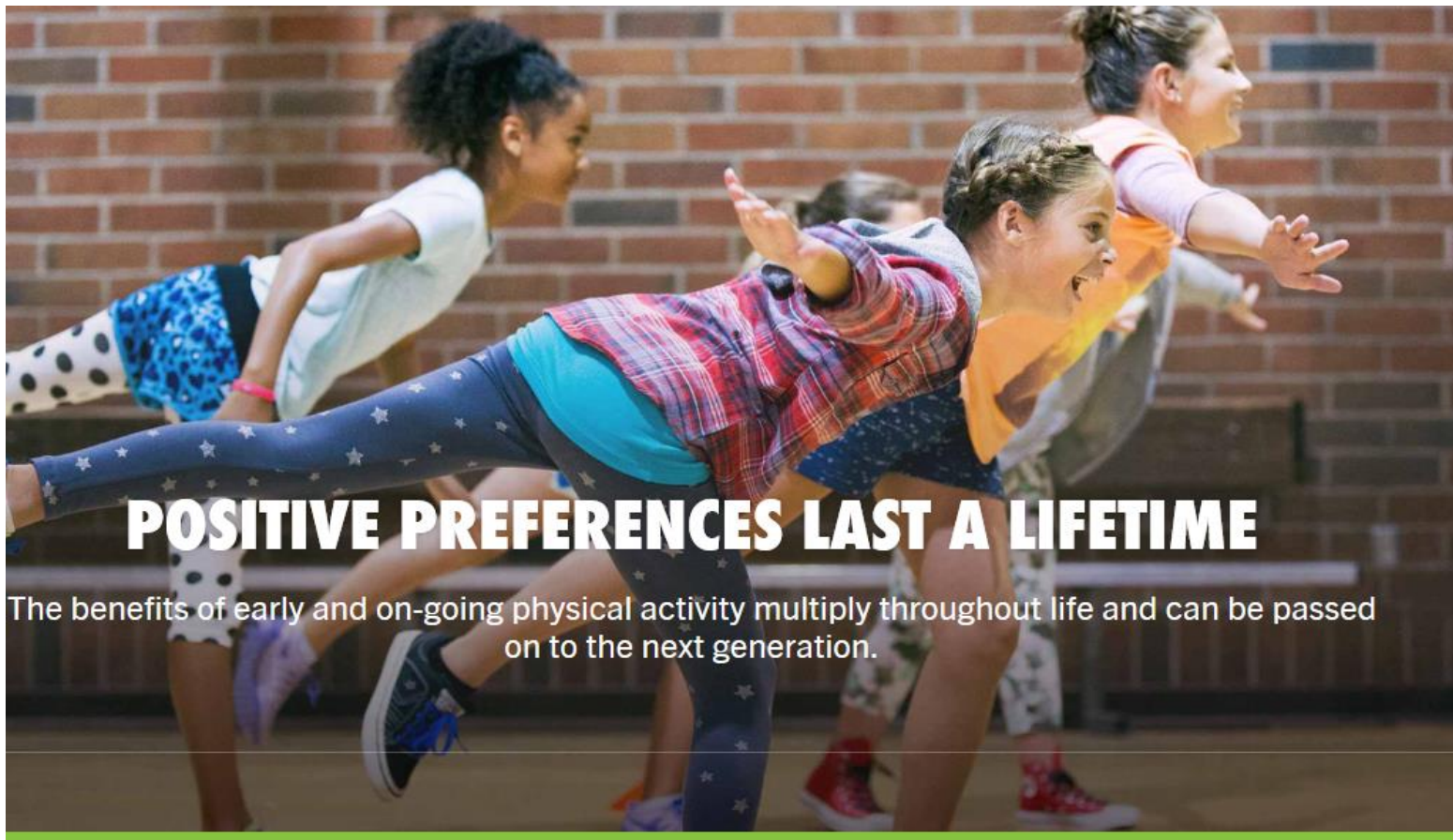
## **PHYSICALLY ACTIVE KIDS BECOME HEALTHIER ADULTS**

A lifetime of physical activity reduces the risk of cancer, osteoporosis, and cardiovascular disease.

Active kids have less need to visit the doctor throughout their lives. Research shows that regular exercise cuts the risk of osteoporosis by increasing bone mineral density. A moderate amount of physical activity decreases the risk of cardiovascular disease by 20% and reduces the likelihood of major cancer by up to 30%.



# *Why do we want children to be active?*



## **POSITIVE PREFERENCES LAST A LIFETIME**

The benefits of early and on-going physical activity multiply throughout life and can be passed on to the next generation.

Active adults are twice as likely to raise active kids, helping create a cycle of benefits that moves from one generation to the next. More mentors and role models are needed to create positive experiences with physical activity and to help continue the momentum.