



# Active Citizenship Through Sport Programme

## Critical Success Factors for 'Healthy' Partnership Working

Supported by



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DERRY CITY COUNCIL

# Presentation Overview

1. Context
2. Selected benefits of physical activity
3. The Active Citizenship Story
4. Critical Success Factors

“There are few public health initiatives that have greater potential for improving health and well-being than increasing activity levels”

**Professor Sir Liam Donaldson, Chief Medical Officer, DoH**

“We know of no single intervention with greater promise than physical exercise to reduce the risk of virtually all chronic diseases simultaneously”

**Booth et al (2000) Journal of Applied Physiology 88: 747-787**

# HOW TELEVISION BENEFITS YOUR CHILDREN

OWN A  
**Motorola**  
AND YOU KNOW YOU  
OWN THE BEST

Motorola, leader in television, shows how TV can mean better behavior at home and better marks in school!



Home, sweet TV home! Peace! Quiet! No more "crazy day riots" . . . with television keeping small fry out of mischief . . . and out of mother's hair. And that's just one of many TV blessings. "Taking away television from children who 'act up' is a punishment that

really works," writes an authority on child psychology. "The very thought of missing some pet program turns little lions into lambs. And, incidentally, those favorite programs in the late afternoon are the world's finest magnet for getting tardy youngsters home on time."



Gets homework done—promptly! The simple rule "Homework first—television second" has solved the problem in thousands of homes . . . has made children more interested in school work. "Television," says the *New York Times*, "can be enjoyed in healthy moderation in the same way as sports or movie-going, but only the mother and father can make certain this will be the case."



Will television strengthen family ties? Educators, religious and social workers all agree it can be one of the strongest forces in America for bringing the family together to enjoy good, clean entertainment right in the home. Parents can select their children's "TV diet" from a wide variety of wholesome programs.



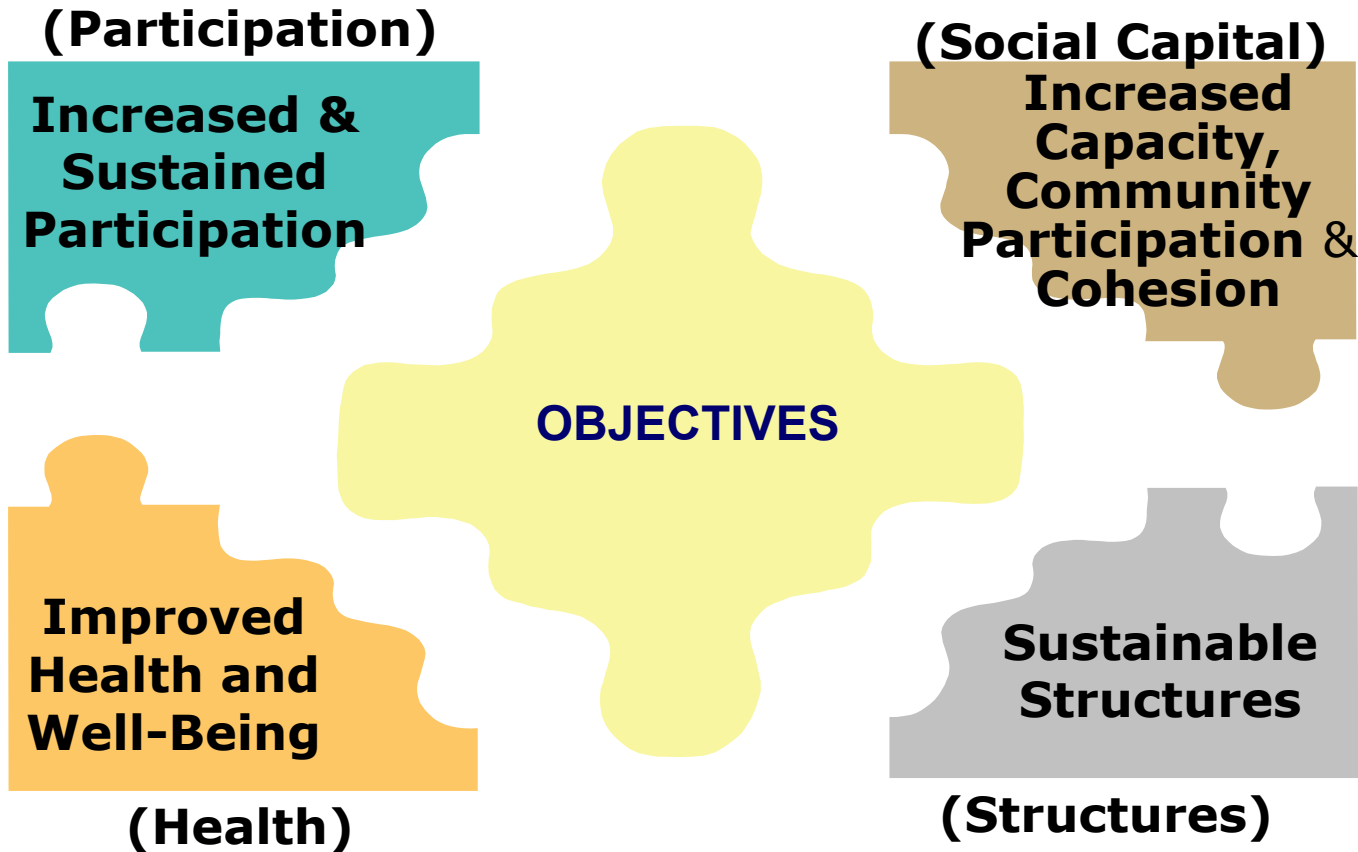
Motorola's leadership in cabinet design as well as performance is recognized with the 1958 Fashion Academy Gold Medal Award. Typical example of Motorola superiority is this Table Model 177K. Clear, steady 16" picture, only 2 simple controls, Hi-Fi in Antenna, price only \$219.95. View it at your dealer's along with other beautiful Motorola models from \$189.95 to \$449.00. Then let a Motorola demonstration in your home show you how much TV enjoyment can benefit your own children.



# Motorola

TELEVISION

# Strategic Context: Sport NI



# Strategic Context: Triax

Today, a child has a 1 in 3 chance of being in a household with below 60 per cent median income. Compared with 1 in 7 chance in 1979 (Department for work and pensions 2002a). When you consider the Noble Child Poverty Measure 2001 all the wards in TRIAX lie in the worst 10% within NI with three wards ranking 2<sup>nd</sup>, 3<sup>rd</sup> and 11<sup>th</sup> respectively in Northern Ireland, with Brandywell sitting at 91.43, Creggan South at 89.36 and Creggan central at 82.35. Such figures raise concern as to future health and social standing of such individuals as child poverty is closely linked to health inequalities in heart disease, obesity, Type II Diabetes and some cancers compared to their richer counterparts (National Heart Forum Report, Measuring Child Poverty 2002).

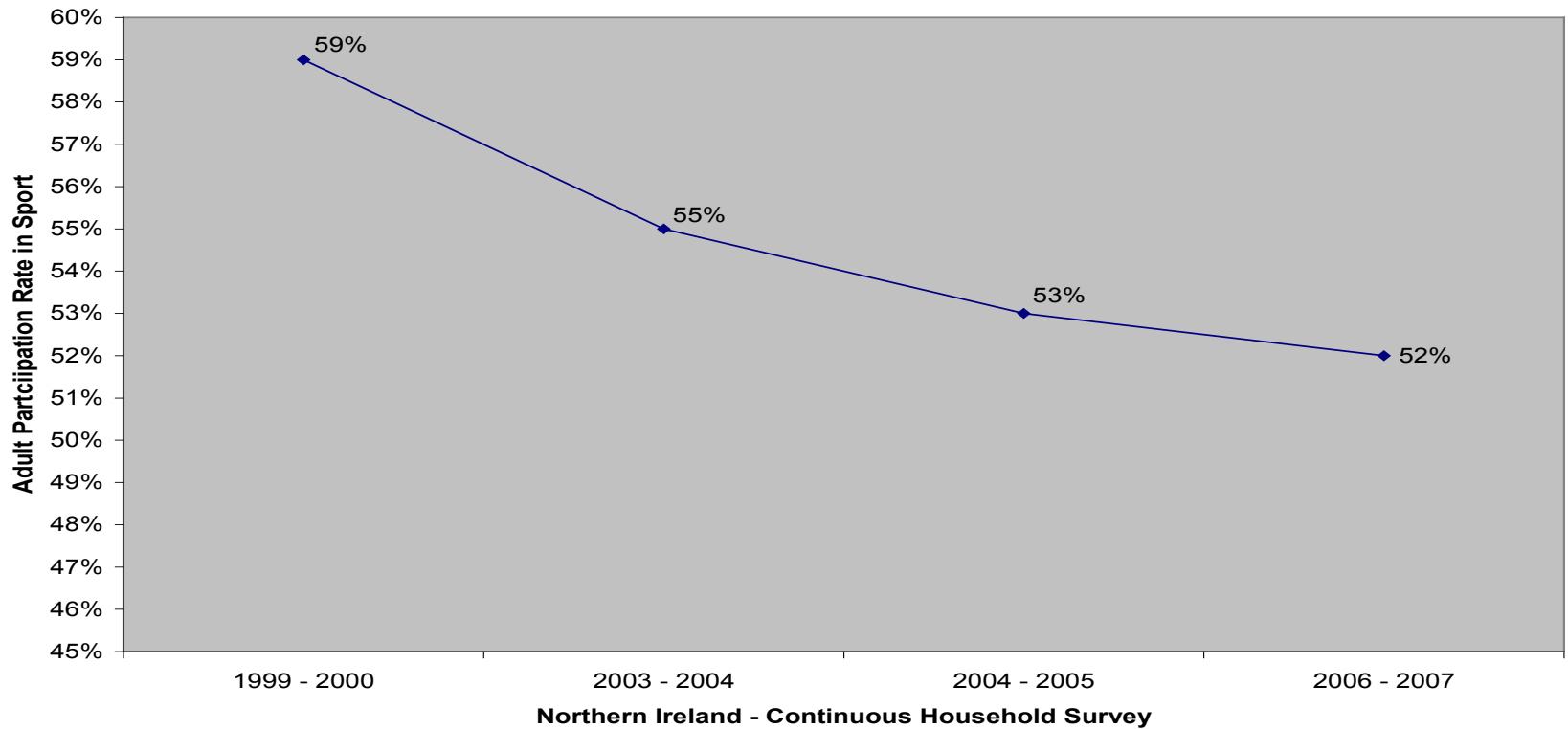


# Strategic Context: Triax

Within the general population in NI the 2001 Census found that almost 42% had no qualifications with the figures for Derry sitting at 44%. At ward level using this census data it can be noted that in an area such as Creggan South (64.27%) has the highest percentage with no qualifications followed by the Brandywell (63.46) and Creggan Central (60.75%). Indeed 6 of the TRIAX wards are in the top 10 worst wards in Derry for education attainment. Calculations show that there are over 7,000 persons within the TRIAX area without any qualifications. This is equivalent to 57% of the population and one third higher than the Derry and NI average. It is interesting to note that people with low qualifications have higher than average chances of being poor, and face the prospect of recurring poverty **(Darton, Hirsch, Strelitz, 2003)**.



# Context: Evidence





# 2. Benefits

According to the Joint Working in Sport and Neighbourhood Renewal; Neighbourhood Renewal Unit, 2003 the advancement of sport and associated benefits can be summarised as follows:

## Personal Benefits

- Aiding a full/meaningful life
- Ensuring health
- Helping stress management
- Enhancing self-esteem / image
- Offering greater balance/ achievements/ life satisfaction
- Play and human development
- Better academic performance
- Improved social and organisational skills

## Environmental Benefits

- Protecting / rehabilitating environments
- Increasing property values
- Ensuring a sustainable environment

## Social Benefits

- Strengthening communities
- Reducing alienation/ loneliness/ antisocial behaviour
- Promoting ethnic/ cultural harmony
- Strengthening families
- Community involvement/ ownership/ empowerment
- Improving access for disabled/ disadvantaged
- Promoting community pride
- Protection for latch key children
- Ethical behaviour models (cheating, drugs, violence)

## Economic Benefits

- Cost-effective health prevention
- Greater fitness for more productive workforces
- Small sums / large economic returns
- Attracting new / growing businesses
- Reducing cost of vandalism / crime
- Catalyst for tourism
- Funding environmental protection
- Creation of jobs

## National Benefits

- Integration / cultural cohesion
- Pride
- Trade balance / national marketing
- International influence / representation

## 2. Benefits: Financial Benefits

- Cost of physical inactivity in England £8.2bn or, £161 per head of population
- Cost of obesity over and above this figure £2.5bn, or £49 per head of population
- What could we do with £210 per head?

# 3. The Active Citizenship Story



# 3. The Active Citizenship Story

## Milestones

- Application to NWDO Dec 2004
- Letter of Offer March 2006 – August 2006
- Additional contracts August 2006 – March 2007; May 2007 – March 2008; September 2008 – March 2009.
- Pending application April 2009

# 3. The Active Citizenship Story

## Rationale

The Derry City Council Active Citizenship Programme (ACP) was designed to enhance the levels of physical activity and health improvement programmes being developed in the four local Neighbourhood Renewal areas. The catalyst for such programme development was to establish a coach and volunteer development training programme that would develop the capacity of people within local NR areas so that they would in turn put their training to use by establishing, managing and delivering sport, physical activity and health improvement programmes in areas of social deprivation.

# 3. The Active Citizenship Story

## Rationale

The ACP is a skills building programme that would enable people from groups such as those who have/or are about to *leave school with few qualifications, young people, the long-term unemployed, disabled people, women and local coaches and community volunteers* to take part in an integrated range of accredited training opportunities. The community sport officers then in turn would facilitate the design and delivery of structured health improvement and physical activity programmes that would engage hard to reach groups and enable those qualified through the ACP to put their skills to use at a local level.

# 3. The Active Citizenship Story

## Outcomes

- Over 120 accredited training courses delivered in the City
- Over 1100 qualifications attained
- Over 800 unique individuals involved directly in the programme
- Over £220k invested to date



# 3. The Active Citizenship Story

- Fitness Instructor Training
  - Gym Instruction; Exercise to Music; Circuits; Spinning; Boxercise; Aqua; Nutrition; Pilates; GP Referral, Gp Referral Specialising in Obesity
- Volunteering Programme
  - Older People's Exercise Level I & Level II; Older People's Dance; Games for All; Disability Awareness Training; Weight Management Training; Childhood Obesity Training; Games 4 All; Junior Games for All; First Aid; Child Protection; Drugs & Alcohol Facilitation Training
- Sport Specific Training
  - IFA Coach Development Programme; Netball; Judo; GAA Coach Development Programme; Water Sports Coach development programme; Basketball; Gymnastics Development Programme, Cheerleading, Dance, Hockey

# 3. The Active Citizenship Story

- Lifelong Participation
- Older Peoples Programme
  - Inclusive Games
  - Social Dance
  - Triax Physical Activity League



# 3. The Active Citizenship Story

- Lifelong Participation
- Older Peoples Programme

***'I recently turned 60.  
Practically a third of my life  
is over'-Woody Allen***



# 3. The Active Citizenship Story

- Lifelong Participation



- **Gp Referral Programme**

- Community Partnership Model
- Target people suffering from life limiting conditions
- Partnership with Local Healthy Living Centres
- Establishment of TERI group, Jan 2005 – Present
- DSD 'Active Citizenship Award' March 2006
- BLF Award June & July 2006 – Aug 2008
- Appointment of OLT Physical Activity Officer, Aug 2006
- Appointment of BBHF Gp Referral Co-ordinator, Aug 2006
- Development of Gp Referral Exercise Suites, July 2007
- Negotiations with CMP & WH&SSB Aug 2007
- Service Level Agreements with CMP & WH&SSB Sept 2008 – March 2010
- Over 250 participants to date



# 3. The Active Citizenship Story

- Lifelong Participation
- **ACES Programme**
  - Women & Men's Health Improvement Project
  - Target people living within NR communities
  - Partnership with Local Healthy Living Centres
  - Developed Sept 2006
  - Drive '2' Health – Choices - Changes
  - Weight Management Sessions
  - Social events
  - Aerobics, Circuits, Toning, Boxercise, Spinning
  - Over 100 participants to date
  - Night time classes – Lloyds TSB
  - Over 150 local women and men registered since September 2008



# Improving the evidence base

Client ID	Age	BMI Start	BMI Low	BMI End	Weight Start	Weight Low	Weight End	BMI Class Start	BMI Class End
001	48	35.1	33.8	34.7	92.1	88.7	91	Obesity II	Obesity I
002	23	31	29.6	30.6	84.4	81.4	83.4	Obesity I	Obesity I
003	36	39.1	36.5	37.8	97.7	91.2	94.3	Obesity II	Obesity II
004	43	40.8	38.7	39.8	91.7	86.9	89.6	Obesity III	Obesity II
005	26	40	33.1	33.1	103.8	85.7	85.7	Obesity III	Obesity I
006	31	21.7	21.4	21.4	55.6	54.7	54.7	Normal	Normal
007	35	28.2	27.2	27.2	67.8	65.4	65.4	Overweight	Overweight
008	30	32.2	32.1	32.2	91	90.3	91.3	Obesity I	Obesity I
009	41	31	29	29.3	75.4	70.6	71.2	Obesity I	Overweight
010	31	40	37.5	37.5	111.5	103	101.4	Obesity III	Obesity II
011	43	40.6	38.9	38.6	113.1	108.6	107.6	Obesity III	Obesity II
012	41	38.7	37.9	38.9	104.1	101.9	104.5	Obesity II	Obesity II

# 3. The Active Citizenship Story

- Lifelong Participation
- **Kids Zone Programme**
  - Children's Health & Well Being project
  - Targeted at 7 Primary & 4 Post Primary Schools
  - Oral Health, Nutrition & Physical Activity Focus
  - Pre-School Yoga
  - Alive 'n' Kicking – Cook IT
  - Fundamentals
  - SureStart Gymnastics
  - Judo/Gaelic Games/Gymnastics/Hockey/Soccer
  - School Based Project = Over 1000 children per year
  - Out of Schools Club – To be launched April 28<sup>th</sup> 2009
  - Partnership with Local Healthy Living Centre – Old Library Trust
  - Targeting children and families living in NR Areas



# 3. CRITICAL SUCCESS FACTORS OF PARTNERSHIP WORKING



# 3. Success Factors: Partnership

1. Time and money
2. Clear strategic direction based on local needs
3. Focused team to deliver strategic vision on the ground
4. Strong partnerships from all physical activity facilitators not just sport
5. Empower local people to help themselves
6. Build local capacity
7. Take a 'whole environment' approach
8. Be bold, innovative and be prepared to take risks

# Thank You

## Any Questions?

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