SCHOOL GAMES IMPACT AWARDS

Raising Awareness With 60 Active Minutes

Overview:
PE lead Carla Probert and the staff at Strand Primary Academy wanted to raise awareness for Cancer Research following their Assistant Principal being diagnosed with Breast Cancer during the COVID-19 Pandemic, whilst also introducing daily activity into their pupils' lives.

To combine the two, the school undertook the Walk All Over Cancer challenge, with pupils and staff doing daily laps around the playground for a whole month.

Combined with a Race for Life event at the end of the month, the school were able to raise thousands for a worthy cause while providing children and young people (CYP) an easy pathway into 60 Active Minutes.

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Raising Awareness With 60AM

Objectives

- Encourage CYP to bring daily physical activity into their lives
- Emphasise importance of teamwork to CYP
- Raise awareness and donations for Cancer Research through 60 Active Minutes

Who was the target audience and how were they engaged?

As a school-wide initiative, the intention was to engage with all pupils, offering them a common goal to work towards.
However there was a focus on CYP that were less active with staff encouraging them each day to keep their motivation up.
There was also a focus on the Young Leaders at the school, who were given an enhanced sense of responsibility during the Race for Life.
They were in charge of supporting the other pupils to get across the line, as well as running the event and collecting donations. Finally, to ensure the activity was effective and impactful, Carla engaged all staff, including the senior leadership team to ensure a successful event.

Why was the activity unique?

The use of a common goal to keep CYP motivated, and the focus on active travel not just running, ensured that the less active pupils still took part each day and experienced the benefits of 60 Active Minutes.
The Walk All Over Cancer element encouraged CYP to continue being active outside of school - something that is key for succesful implementation of 60 Active Minutes.
Finally, the school included other sports like Archery and Netball at its Race for Life event, further increasing opportunities for CYP to find a passion for sport.

What was the impact felt in schools and by CYP?

As CYP were active each school day during Walk All Over Cancer they were able to reap the benefits of 60 Active Minutes, with the school seeing increased attention, motivation and teamwork from their pupils.
The school believes that the Walk All Over Cancer challenge and the Race for Life event will have an everlasting impact on the pupils, particularly as they could see the positive benefits their hard work achieved.
The school have already decided to repeat the activity next year given its success raising funds and keeping CYP active.

I usually hate to run but I liked the Race for Life event, it was for a good cause, we should do more to raise awareness. I'm glad I took part
- CYP

It was fabulous to see our Sport Ambassadors using their Leadership skills on the day
- School

Why is this an example of School Games best practice?

This project has proven that a good way to engage a school community is a common goal. Without having a passion for something, a month-long initiative can be cumbersome for CYP.
However, by taking the positive experiences the School Games offers and connecting it with a cause close to a school's heart - Carla and her team have ensured each CYP, including those least active, remained engaged.
The fact they were able to raise over £2,000 for charity will only motivate CYP to get involved again.

For more information please contact the entrant on probertC2@strandpa.org.uk