

# Promoting sport and physical activity for children and young people



25 June 2008  
Ross Park Hotel, Kells

# Promoting sport and physical activity for children and young people

**In the UK, three out of 10 boys and four out of 10 girls are estimated not to take the recommended 60 minutes each day of moderate to vigorous intensity physical activity. Interventions to increase participation in sport and physical activity and reduce sedentary behaviour have become a priority due to the growing number of overweight and obese young people, and the threat of diabetes and coronary heart disease as a result of inactive lifestyles.**

It is therefore essential to promote lifelong participation in sport and physical activity to reverse the trend of inactivity.

*Fit Futures* and the *Northern Ireland Strategy for Sport and Physical Recreation 2008–2018* identify targets and recommendations for engaging children and young people in sport and physical activity. This seminar will highlight a range of initiatives developed to meet these targets.

## **Aim**

This seminar has been organised jointly by the Health Promotion Agency for Northern Ireland (HPA) and Sport Northern Ireland (SNI) and aims to provide practical examples and solutions of how to engage children and young people in regular sport and physical activity. The seminar will also provide delegates with the opportunity to discuss the actions required to support increased participation among children and young people.

## **Format**

Speakers will highlight the strategic context for the promotion of sport and physical activity and provide a range of practical examples of interventions, including play development, school based activities, community initiatives, dance programmes and projects involving families.

## **Target audience**

This seminar will be of interest to those involved in the promotion of sport or physical activity initiatives for children and young people. It will be of particular interest to those involved in the implementation of *Fit Futures* and the *Northern Ireland Strategy for Sport and Physical Recreation 2008–2018*.

### **Date**

Wednesday  
25 June 2008

### **Time**

9.30am – 4.00pm

### **Venue**

Ross Park Hotel, Kells

# Programme

- 9.00am **Registration, tea/coffee**
- 9.30am **Welcome and introduction**  
Dr Brian Gaffney, Chief Executive  
HPA
- Strategic overview*
- 9.35am **Fit Futures update**  
Rob Phipps, Head of Health Development, Policy Branch  
Department of Health, Social Services and Public Safety
- 9.55am **Northern Ireland Strategy for Sport and Physical Recreation 2008–2018**  
John News, Participation Manager  
SNI
- Play interventions*
- 10.15am **Fit for play**  
Gillian McClay, Regional Manager, Fit for Play  
PlayBoard
- 10.30am **Developing an inclusive play strategy**  
Early Years Team  
Western Investing for Health
- 11.00am **Tea/coffee**
- School based interventions*
- 11.30am **Walking bus initiative**  
Sonya Montgomery, Health Promotion Officer  
Western Health and Social Care Trust
- 11.45 am **Evaluation of playground markings**  
Tandy Jane Haughey, Lecturer  
University of Ulster Jordanstown campus
- 12.00pm **Cycling to school**  
Jill McDonald, Rural Safe Routes to School  
Development Officer  
Sustrans Northern Ireland

# Booking form

Please complete all details in BLOCK capitals. Please photocopy this form for each individual.

First name .....

Surname .....

Job title .....

Organisation .....

Statutory       Community/voluntary       Private

Work address .....

.....

Postcode .....

Work telephone number .....

Fax number .....

Email .....

Please specify any special dietary or access requirements

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Signature ..... Date .....

## Booking information

Booking forms are also available to download or submit online at:  
[www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

## Cost

There is no charge for this seminar.

## Closing date for applications

Wednesday 18 June 2008

## Completed forms should be returned to:

Carrie Crossan, Health Promotion Agency for Northern Ireland, 18 Ormeau Avenue,  
Belfast BT2 8HS. Tel: 028 9031 1611 (voice/minicom). Fax: 028 9031 1711.



- 12.15pm      **Teenage Kicks**  
Clare Moraghan, Sports Development Officer  
Belfast City Council
- 12.30pm      **Group work task**
- 1.00pm        **Lunch**
- 2.00pm        ***Community/family based interventions***  
**Dance and movement for young people**  
Ursula Laeubli, Co-Artistic Director  
Echo Echo Dance Theatre Company
- 2.15pm        **Fit families initiative**  
Lesley Clements, Recreation Manager  
Antrim Borough Council
- 2.30pm        **FRESH project**  
Conleth Donnelly, Community Sports Development Officer  
Lisburn City Council  
Judith Calvin, Community Dietitian  
Belfast Health and Social Care Trust
- 2.45pm        **Health promoting homes initiative**  
Seamus Mullan, Assistant Manager  
Western Investing for Health
- 3.00pm        **Group work task**
- 3.45pm        **Feedback**
- 4.00pm        **Close and evaluation**  
**Tea/coffee**