



**YOUTH
SPORT
TRUST**

www.youthsporttrust.org | [@YouthSportTrust](https://www.instagram.com/YouthSportTrust)



We're the UK's leading charity
for improving the education
and development of **every**
child through **play** and **sport**

Parental Engagement - Beyond the School Gate

Rebecca D'Arcy

Outcomes of this session:

- Ideas on how to engage with parents and influence healthy active lifestyles beyond the school gate
- Explore practical solutions that will help you raise awareness of the importance of an active lifestyle
- Support families through establishing community links to become more active together

Strong evidence on the impact of COVID



The paper covers the following themes:

1. Young people's mental health & concerns
2. Physical activity during lockdown
3. What's helped during lockdown
4. The challenges of home learning
5. Returning to school
6. Positives from the COVID experience
7. What next?

<https://www.youthsporttrust.org/evidence-paper-impact-covid-19-restrictions-children-and-young-people>

We have never needed it more

Data and Insight in UK

Mental Health/ Wellbeing

41% of 8-24 year olds are lonelier now than before Covid-19 restrictions
33% of 4-10 year old girls feel sad most of the time
42% of 15-18 year old girls feel stressed/worried most of the time
73% of 16-19 year olds are worried about their future
83% of Children & Young People with pre-existing mental health problems believe they have worsened

Physical Wellbeing

19% of children are active for 60 minutes a day (CMO Target)
43% of children are doing less than half an hour of activity
7% of children are doing nothing
36% of children say they have had less chance to be active as they are not at school
<https://www.youthsporttrust.org/media/4ckfvnyd/the-impact-of-covid-restrictions-on-children-and-young-people.pdf>



Our children have just one childhood

The Covid-19 pandemic has made things worse for a generation who were already struggling with low levels of health and happiness.

Unhappy, unhealthy children don't learn effectively. If children don't learn, they don't achieve their potential in life and we don't have a society fit for the future.



Physical ill health

One in four year 6 pupils are obese. 2.4 million young people are active for less than 30 minutes per day

(NHS/Sport England)



Poor mental wellbeing

53% of parents believe that their children's social wellbeing has been negatively impacted by Covid-19

(YST/YouGov)



Lonely and disconnected

83% of parents believe children are spending too much time online and not enough time with each other

(YST/YouGov)



Increased inequality

Children from disadvantaged backgrounds are less likely to access and understand the benefits of sport and play

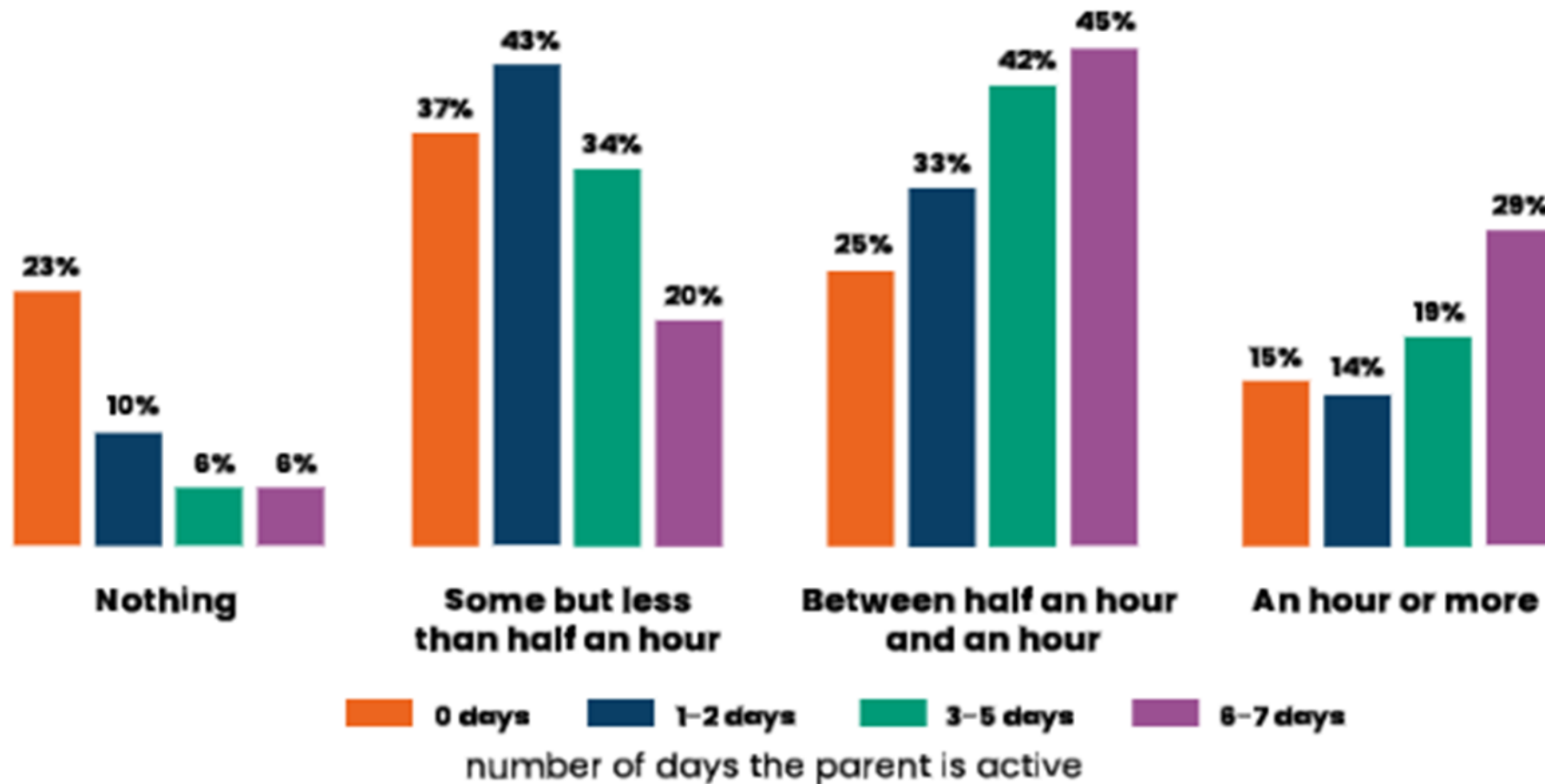
(Sport England)

5 Key Facts

- Fitness and Health of individuals
- Physical Activity decline
- Family time doing physical activity
- Education inequality
- The importance of being physically active

Parents as role models (and advocates)

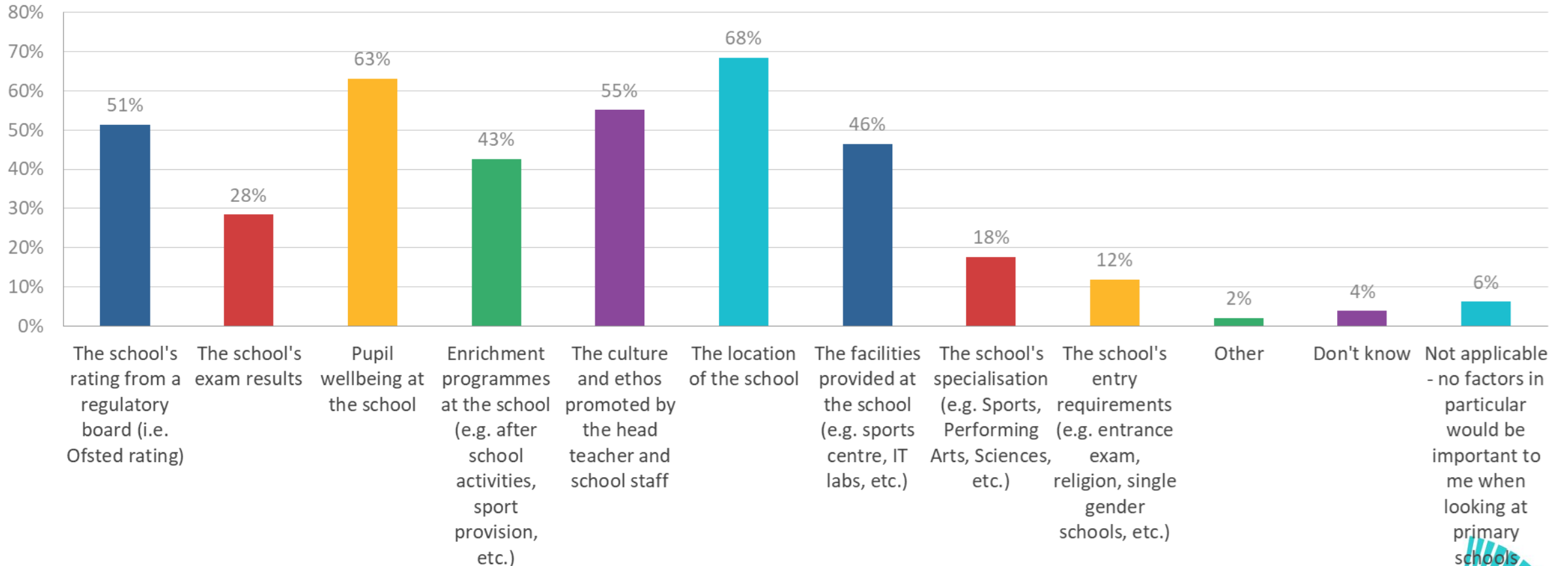
**Child activity level on a typical day
by the number of days the parent is active**



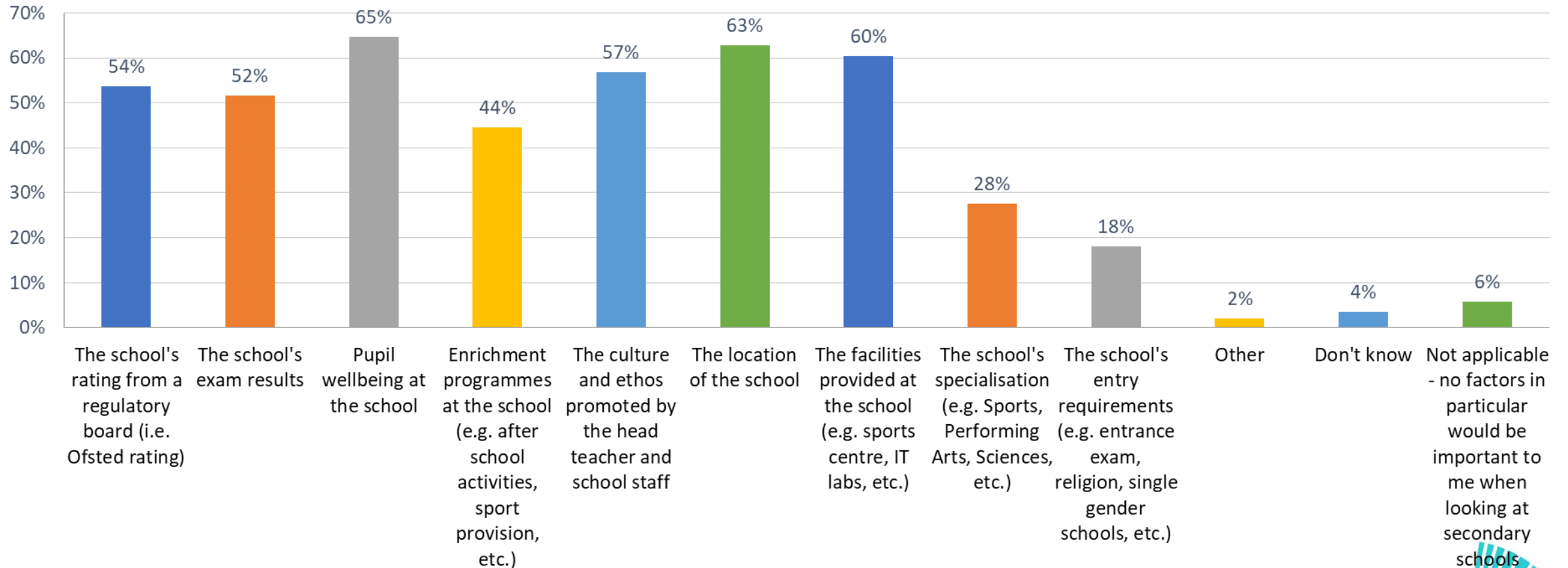
Parents/Carers as Role Models

- BE PRESENT
- BE PROACTIVE
- BE POSITIVE

Opportunity - What parents look for when choosing a Primary school



Opportunity - What parents look for when choosing a Secondary school



Dr William Bird - Movement is Life

<https://youtu.be/kYPRV-Ynilk>



Persil Dirt is Good campaign – Free the Kids

<https://youtu.be/8Q2WnCkBTw0>



What are the challenges?



CHILD CARE



7 Top 10 tips for home engagement

- 1 Create a **'stay and play'** session for parents and children before and after the school day.
- 2 Communicate to parents how important living an active healthy lifestyle is to the **life chances, wellbeing and achievement** of their child.
- 3 Include parents in developing an **Active 30:30** vision for the school and share this with pupils, parents, teachers, governors and friends of the school.
- 4 Establish an **Active 30:30** Club that is run by parents with appropriate training and support.
- 5 Encourage parents to join a **volunteer workforce** to help and support with sport events and sessions.
- 6 Prioritise **active homework** as much as literacy or numeracy homework.
- 7 Identify potential opportunities where the school gets involved in running community activity/sport events where **families engage**.
- 8 Target certain parents such as 'Dads 'n' Lads' or 'Girls Together' activities linked to **wider learning** e.g. reading.
- 9 Encourage parents to become actively engaged in shaping the physical activity provision in schools that reflects **local activity trends or sports clubs**.
- 10 Investigate the use of technology to engage with parents on **healthy active lifestyles** e.g. in driving an **Active 30:30** campaign, signing up to opportunities or measuring the amount of activity their children do!

Engagement methods

- Parent mail?
- Newsletter/Letters?
- Parents Evening?
- Social Media?
- School Sport programme?
- Virtual opportunity?

Community Networks



Public Health
England



Active  Partnerships

LEISURE CENTRE

parkrun

 Well
Schools

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Engagement methods

- **County/Borough wide approach** e.g. All primary schools will incorporate parental engagement in PE & Sport Premium Action Plan
- **Parent Engagement x 1 every term** e.g. Varied methods, 1 F2F Workshop, 1 Live Zoom, 1 Newsletter
- **Family Activity** e.g. HIT Class, Yoga, Mindfulness Walk
- **Community Opportunity** e.g. parkrun, Family Fun Run, Local Sport Club event

Top tips for parents

**ACTIVE
FAMILY
TIME**

**FOCUS
ON FUN**

ROUTINE

Top tips for parents

**GET
CREATIVE**

CHORES

**ROLE
MODEL**

Links

Dr William Bird- Movement is Life <https://www.youtube.com/watch?v=kYPRV-Ynilk>

Persil- Free the Kids <https://www.youtube.com/watch?v=8Q2WnCkBTw0>

YST Active 30:30 Resource <https://www.youthsporttrust.org/active3030>

Change4life Active Parent Packs

https://www.yourschoolgames.com/documents/208/C4L_Active_Parents_-_Final.pdf

YST Family Hub <https://www.youthsporttrust.org/family-hub>

Well Schools <https://www.well-school.org/>

Active Recovery Hub <https://www.youthsporttrust.org/search?q=active+recovery+hub>

Resources



☆ NAME _____ ✓

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#Together newsletter



60 Second Challenge Air Balloon

Can you keep trying even if you lose a life?

The Physical Challenge
Can you keep the balloon up in the air for 60 seconds?
If the balloon touches the floor you lose a life. The more lives you lose the lower your score.

#StayHomeStayActive

Equipment
A balloon
If you do not have a balloon, use scrunched up tissue paper or a bag!

- Achieve Gold**
Lose 0 lives **1**
- Achieve Silver**
Lose 1 life **2**
- Achieve Bronze**
Lose 2 lives **3**

25 YEARS **Believing in every child's future**

Well Schools

Well Led. Well Equipped.
Well Prepared.



#WellSchools



POWERED BY YST AND BUPA FOUNDATION



How did we do today?

Please complete the post course evaluation:

http://bit.ly/YST_evaluation - that's YST_evaluation

Q9: Please enter the tutor code:

RDi1

Thank you





*Skills for
life* can start
on the pitch