

PROMOTING HEALTHY LIVING FOR CHILDREN

There are a number of good examples of how healthy living programmes, based around fun and exciting football-themed learning material, have been used to encourage school children to improve their lifestyles.

Kick Start for Life

In partnership with Bexley PCT, Charlton Athletic runs a six-week health awareness project that aims to increase the understanding of health issues for children aged 7–11. The project is delivered through a series of football coaching sessions, placing a strong emphasis on participation in sport and healthy lifestyles.

Interactive educational resources

Newcastle and North Tyneside Health Authority has linked with Newcastle United to create an interactive game. The educational resource sets children aged 7–11 the challenge of rescuing their favourite football star from an evil wizard who has turned him into a couch potato. To be able to beat the wizard, participants have to acquire knowledge on health and fitness by completing challenges in different zones.

School-based healthy living programme

Middlesbrough FC and Redcar and Cleveland LEA, with funding from the Football Foundation, are running a project in 25 primary schools to improve health, fitness and nutrition. As an introduction to the project, the scheme provides a full day's course at the Riverside Stadium and Middlesbrough's unique

football community centre in Eston, followed by a ten-week in-school course to emphasise the importance of a healthy lifestyle. This is followed up with a behavioural course reward scheme throughout the year and after-school activities.

Multi-sport education projects

Norwich City Football in the Community runs a 'Healthy Kicking' initiative during after-school clubs that aims to improve the health of children in Norfolk through increased physical activity and greater understanding of a healthy, balanced diet. Pupils from 30 local schools take part in a range of sports coaching sessions based on healthy eating and complete a homework book to ensure understanding.

Football-based breakfast clubs

Southampton FC and Southampton PCT are working together to tackle the problems of childhood obesity. As a result, Southampton FC's community department now runs a number of breakfast clubs which monitor the eating habits of children over a ten-week period, as well as encouraging children to play football.



