

Case Study

MOVE FOR FUN

Primrose Hill Primary School in Ordsall, Salford is in the top 10% of the most deprived areas of England where poor health, child poverty and inadequate living environments are most prevalent. **MOVE For Fun** provides a perfect opportunity to support a diverse range of children in the school who find it hard to engage in the other activities the school provides.

Central to the MOVE for Fun club is Dave Myring who has had a passionate interest in American football since he was first introduced to the sport through video games as a teenager.

As former Physical Education lead at Primrose Hill he knew that something different needed to be offered to engage those children who were not catered for and from that, the non-contact version of American Football (flag football) was introduced.

Flag football is a low barrier activity where children are very active for most of the session and the main skills required are the ability to run, throw, catch, attack and defend.

Sessions incorporate the rules of American football and children learn to work in teams using their simplified playbooks.

“MOVE For Fun gives extra-curricular activity sessions a new lease of life by giving young people the opportunity to reflect on why they are at the club. As well as being a great opportunity to move and learn new skills, it gives young people the space to understand the impact the activity is having on them. It promotes critical thinking as well as physical activity and these are skills that will enable young people to develop the mental side of sport as well as the physical side. It also helps them to grow in their understanding of why they exercise and discover that at an early age it can be transformational as they grow and develop as active humans”

The MOVE For Fun sessions are open to all age groups and both boys and girls but clearly targeted at those who would benefit the most.



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Such is the motivation and enthusiasm for the sessions that the children attend very regularly and sustainability beyond the weekly sessions is achieved as some of the children are now attending more general flag football sessions in the evenings.

In this week's session, Temi, a young boy who played quarterback on his team in addition to remaining active throughout, was able to demonstrate a range of other positive traits. Dave Myring was able to share these with Temi's mother who came to collect him, highlighting his leadership, teamwork and resilience.

At the end of the session a period of reflection takes place where the children consider the **Go** principles both indicating their preference and also sharing why they have made that choice.

A trend is emerging in the review sessions with half of the children indicating their delight in improving skills whilst for the other half of the group being with friends remains most important.



Some of the children wanted to share why they enjoy the sessions so much:

Yazidu – playing in a team with his friends

Sama – just likes the game

Mahan – gets really excited when he scores a touchdown for his team

Kyle – enjoys learning how to use the playbook and then trying to do the moves in the game

Krish – really enjoys being a defender

This work has been supported by Novo Nordisk as part of the Cities for Better Health programme. Cities for Better Health is a Novo Nordisk-initiated global public-private partnership focused on improving health outcomes in urban settings through locally led prevention and health-promotion initiatives.

Novo Nordisk is a leading global healthcare company whose purpose is to drive change to defeat serious chronic diseases. **International Sport and Culture Association** is a global umbrella association of 260 national and local promoters of sport, play and physical activity.

Youth Sport Trust International is the international arm of the Youth Sport Trust, a UK based charity devoted to building a brighter future for young people through the power of physical activity and sport.

