ACTIVE HEALTHY MINDS
Transforming the wellbeing of children and young people through local commissioning

Let’s give every young person in this county the opportunity to fulfil their potential through a happy and active life.”

Dr. Akeem Ali, Director of Public Health
Active Healthy Minds launch - Northamptonshire
Foreword

The health and wellbeing of every child has long been a priority for the Youth Sport Trust (YST).

We have been pioneering new ways of using sport to ensure that we address the alarming decline in children’s physical, social and emotional wellbeing. Our local commissioning work is a key driver to achieving this with diverse and innovative approaches being led by collaborations across all sectors.

We currently work alongside experts and leading organisations from sport, health and education to ensure we are maximising the limited resources available to commissioners and grant awarding bodies. We are proud of our track record and the ability of our Field Team to unlock the potential we have in developing locally driven and needs-led approaches to improving children’s wellbeing.

To help young people discover the joy of movement and nurture happy, active lifestyles we need to work with them. We need to support health professionals, schools, communities and parents to tackle their challenges.

And, as a charity, we need to ensure we build on existing foundations and partnerships to improve young lives for generations to come.

By working together, we can ensure that every child can fulfil their potential and enjoy the life-changing benefits that come from play and sport.

ALI OLIVER
Chief Executive – Youth Sport Trust

YOUTH SPORT TRUST – ACTIVE HEALTHY MINDS

Introduction

Active Healthy Minds is the Youth Sport Trust’s approach to creating sustainable change in schools and communities for the benefit of young people’s physical, social and emotional wellbeing. It is a tried and tested blueprint that ensures we get the right programmes to the right young people in a way that builds capacity and sustains impact.

The Youth Sport Trust have vast experience in helping commissioners access schools through physical education, sport and physical activity.

We have expertise and a track record in brokering relationships and opening up schools to work in partnership with public health and others partners through:

1. The needs of children and young people, their motivations, barriers and aspirations to leading a healthy and successful life
2. The key issues in schools and what is leading to this decline in wellbeing and achievement
3. What works to improve young peoples’ physical, social and emotional wellbeing.

Working with the Youth Sport Trust will help unlock our insight and understanding of:

1. The needs of children and young people, their motivations, barriers and aspirations to leading a healthy and successful life
2. The key issues in schools and what is leading to this decline in wellbeing and achievement
3. What works to improve young peoples’ physical, social and emotional wellbeing.
Our new four-year strategy (strategy.youthsporttrust.org), is based on an understanding of the challenges facing young people today which contribute to a significant decline in their physical, social and emotional wellbeing:

**Our vision**
A future where every child enjoys the life-changing benefits that come from play and sport

**Our mission**
We pioneer new ways of using sport to improve children’s wellbeing and give them a brighter future

We maximise our impact and reach through partnership working, collaborating across the education, sport and health sectors and working alongside key strategic, corporate and delivery partners. Our objectives for 2018 -22 are:

**Transform physical education**
Transform PE’s place in the curriculum, putting it at the centre of wellbeing and achievement in education.

**Removing barriers to sport**
Harness global best practice to ensure youth sport in the UK is inclusive, accessible and fun.

**Unlocking potential**
Unlock sport’s potential at every stage of a child’s life, especially where they face inequality or disadvantage.

**Empowering activism**
Empower young people through sport to become local activists, tackling the issues of their generation.

The public health commissioning landscape is moving to a 'sustainability and transformation' model driven by the NHS 5 Year Forward View and investment to prevent issues such as, mental health, obesity, diabetes and improve social mobility. The future health and wellbeing of young people will require early intervention to their physical, social and emotional wellbeing needs, which the YST has been pioneering through its Active Healthy Minds approach.

We are committed to providing strategic leadership in localities through our Field Team, bringing thought-leading solutions, creating sustainable networks and working in partnership to bring about transformational change in your local communities.

www.youthsporttrust.org | @YouthSportTrust
A generation is growing up ill-equipped to deal with the challenges of the 21st century. Children are struggling with their mental health while grappling with the pressures of social media, shifts in personal relationships, rising levels of exam stress and a decline in empathy and resilience.

Meanwhile, more than a third of children in England are overweight or obese by the time they finish primary school. We know that sport, play and physical activity hold the key to tackling so many of these challenges. But something isn’t working. Children have never been less active and the young people who are most in need of sport’s transformative power are the most likely to miss out.

This is leading to a dramatic decline in physical, social and emotional wellbeing with health commissioners, education leads and parents expressing the challenge this is creating in helping young people to reach their potential and become life-ready.
The opportunity

We use the power of:

- SPORT
- PHYSICAL EDUCATION
- PHYSICAL ACTIVITY

To build:

- INDIVIDUAL LIFE SKILLS
  - Confidence
  - Resilience
  - Teamwork
  - Creativity
- CONNECTIONS BETWEEN PEOPLE
  - Community cohesion
  - Inclusive opportunities
  - Equality of access
- ENHANCED SUPPORT NETWORKS
  - Young people
  - Teachers/schools
  - Families
  - Community partners
  - Decision makers and researchers

Increasing life chances through:

- Greater attainment and achievement
- Improved physical, social and emotional wellbeing
- Healthier lifestyles

HAPPIER, HEALTHIER YOUNG PEOPLE ACHIEVING THEIR POTENTIAL

Better friends, family and neighbours

Better employees, colleagues and citizens

Greater attainment and achievement

Improved physical, social and emotional wellbeing

Healthier lifestyles
Understanding the issues

YST Active Healthy Minds is a collaborative approach working with local partners and delivered through schools. Schools are powerful vehicles to engage those children most in need, suffering from inequality and requiring wellbeing support.

Active Healthy Minds creates a way of engaging schools in the public health landscape and integrating them with support from external services and partners.

We also know that those young people that require the most support are the ones that schools and health share and interest in.

Young people that are the most vulnerable in our society have challenges with their wellbeing and achievement. This is where the Active Healthy Minds approach is being seen to have the greatest impact.

Sources
1. Mental Health Foundation (2016)
2. Be Real Campaign (2017)

10% of 11-16 year-olds have a diagnosable mental health issue

33% of 11-16 year-olds have poor body confidence

92% of 15-16 year-olds suffer examination stress

30% of 5 year olds are not achieving a good level of development

33% 33% of year 6 pupils are overweight or obese

13% of 16 year-olds are not in education, employment or training

YOUTH SPORT TRUST – ACTIVE HEALTHY MINDS
Education

Declining emotional wellbeing and resilience

Parental engagement and activity at home

Developing character traits, life skills and leadership and employability

Raising aspirations, narrowing the gap and enabling social mobility

Improving student behaviour, attitudes to learning and supporting transition services

Tackling inactivity and physical wellbeing

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Our approach

YST Active Healthy Minds is an approach committed to bringing about transformational change in schools and local communities. We believe in delivering high quality, evidence-based interventions that compliment and add value to existing school development plans and local health strategies. It is important that what we do is integrated with local service delivery and provide a coherent offer for health, sport and education partners.

This way we can maximise limited resource and capacity available to schools and create the biggest impact on children’s wellbeing.
Our networks and reach

We put young people at the heart of everything we do and aim for our work to achieve far-reaching and lasting change. Our partnership approach involves collaborating across the worlds of education, sport, health and the youth sector as well as working alongside dozens of strategic, corporate and delivery partners.

This spirit of collaboration amplifies our reach, allowing us to achieve more with less and maximise the positive impact that we and our partners can have on young people’s lives.

We create and maintain a multitude of ways to engage, delivery and impact on young people. This can include:

- **Direct to individuals.** This includes young people, their teachers, coaches and parents.

- **Schools.** We have a membership network of 4,000 schools and our programmes reach more than 20,000.

- **Locally and regionally.** Partnering with local authorities, universities, health organisations and businesses on programmes targeted at specific local areas.

- **Nationally.** We work closely with government, the national governing bodies of sport and the national agencies of sport in England, Scotland, Wales and Northern Ireland.

- **Globally.** Our international arm Youth Sport Trust International has delivered training for sport and development projects in 63 countries to date.

We also have a world-class Learning Academy which is a skilled and trained group of delivery experts working across sport, health and education fields. They are central to the design and delivery of our interventions and have a wealth of health and wellbeing experience.

### In numbers:

- 100 Tutors
- 70 Development Coaches
- 80 Athlete Mentors
- 22 Team Leaders

Our networks are central to our work, giving our mission a huge reach. They include:

- **Lead Schools.** A national movement of schools which drive individual and whole school improvement through different specialist areas.

- **Headteacher Ambassadors.** A network of headteachers which influences and informs our strategy and future direction, as well as being able to influence national policy makers in education, sport and health.

- **PE CatalYSTs.** A national group of leaders of PE to raise the profile of the subject and reverse its marginalisation.

- **YST membership.** Thousands of schools receiving a wide range of solutions, networking and learning opportunities to help teachers use PE and school sport.

- **School Sport Partnerships.** These local networks play a lead role in enhancing PE, school sport and physical activity among their families of schools.
We pride ourselves on taking positive action to bring about sustainable change in children’s wellbeing. We use play, PE and sport as the vehicle to open up doors and support their progression.

This follows a child’s journey from early years, through school, to preparing young people for the workplace. It involves addressing pinch points at key times in a child’s life taking into consideration their heritage, socio-economic background, home environment, postcode, ethnicity, religious beliefs and gender.

**Taking action**

**Early Years 0-5**
- **Ready to move**
  - Increasing physical activity and physical literacy to support children’s school readiness
  - Healthy Movers practitioner training and resources
  - Healthy Movers Home Packs
  - Healthy Movers Level 3 - supporting physical development and healthy eating in the early years

**Primary 5-11**
- **Moving more**
  - Increasing physical activity to improve physical wellbeing and lifestyle behaviours
  - TOP Start/PE
  - Active Maths/Literacy
  - Active Spaces
  - Girls Active
  - Active 30:30

**Secondary 11-18**
- **Moving with purpose**
  - Using physical activity to address social and emotional wellbeing issues and improve life skills
  - Get Exam Fit
  - Moving Minds
  - Girls Active
  - Young Mental Health Champions
  - My Personal Best
90% of young people involved in Get Exam Fit reduced referrals to wellbeing services¹

94% of Change4Life Club participants changed their lifestyle habits for the better²

81% of young people on the My Personal Best programme reported increased responsibility³

89% of Healthy Movers reported increased happiness and physical activity⁴

86% of young people on the Inclusive Futures programme reported increased resilience⁵

21% of Black, Asian and Minority Ethnic (BAME) Girls Active participants increased their daily physical activity⁶

Sources
1. Loughborough University (2016)
2. SPEAR, Canterbury Christchurch University (2017)
Evidence – Cumbria Early Years

20%
Practitioners reported a 20% increase to children's physical activity levels

71%
Following training, 71% of practitioners worked with parents to promote the importance of their children's physical activity

89%
The majority (89%) reported children's enjoyment and participation in physical activity had increased

78%
Awareness of the importance of physical activity and play increased significantly

82%
After training, over three-quarters (82%) of practitioners reported that their inspiration and motivation to improve children's physical activity and play had increased a lot

Context
- Funding for Healthy Movers by Active Cumbria
- Focus on inactivity in areas of deprivation
- Desire to create sustainable capacity in early years settings
- Linked to local priorities to improve healthy weight statistics in reception age pupils
Evidence – Lancashire Active Healthy Minds

70% agree taking part in My Personal Best has made them feel fitter and healthier

80% had developed skills around self motivation

67% agree they are more physically active

62% felt they could apply the skills they learned through My Personal Best in other parts of their school life

80% felt they had developed skills around resilience

74% felt they had developed speaking skills

Context

- 50% funded by Clinical Commissioning Group Resilience Board through Local Transformation Plan
- 50% funded by schools through Pupil Premium funding
- Set against local priorities for early intervention of mental health issues in 11-16 year olds
- Linked to school development priorities
Evidence – Northants Active Healthy Minds

67% of students who reported their wellbeing had changed said it had improved

90% of students who reported their life skills had changed said changes were positive

71% of students who reported their physical activity levels changed said it increased

90% of students who reported their experience of school life had changed said changes were positive

Context

- Funded through Northamptonshire County Council Public Health Transformation budget
- Set against local priorities for early intervention of mental health issues in 11-16 year olds
- Linked to school development priorities
- Contributed to strategic aims to improve aspirations and wellbeing across the county
Further information

You can find out more about how to appoint the Youth Sport Trust for your local commissioning opportunity by contacting the relevant area below who will put you in touch with a member of our Field Team:

**NORTH**  
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01509 226726

**CENTRAL**  
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01509 226679

**SOUTH**  
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**NATIONAL/GENERAL ENQUIRIES**  
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