

**East**

This profile provides a snapshot of Change4Life (C4L) Sports Clubs in the East. It captures the impact on public health priorities and whole school agenda at both national and regional levels.

**Regional Impact**

After taking part in the C4L Sports Clubs, **over 2,200 children across the East are newly achieving at least 60 active minutes every day** and meeting CMO guidelines for physical activity.

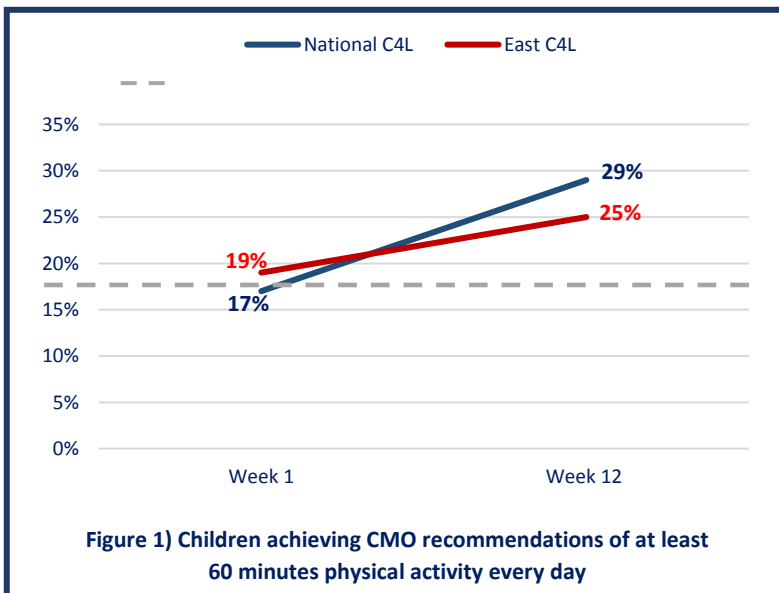
While the number of inactive children has not changed, **over 4,500 children who joined the programme with low levels of activity are now more active, more often.**

The programme has provided an effective mechanism for **enhancing the wellbeing and individual development of more than 3,600 less active children** (↑29%) across the East.

**Table 1) Impact of C4L after 12 weeks of club participation**

	C4L: East <sup>1</sup> (7-9yrs)	C4L: England <sup>2</sup> (7-9yrs)
Meeting recommendations <sup>3</sup>	8,934 (25%)	102,821 (29%)
Low activity <sup>4</sup>	11,840 (33%)	2,886,492 (42%)
Inactivity <sup>5</sup>	1,902 (5%)	7,800 (2%)
Wellbeing and individual development	16,218 (45%)	160,968 (45%)

**Data sources:** <sup>1</sup> spear C4L Sports Clubs evaluation data (2013-2016); <sup>2</sup> spear C4L Sports Clubs evaluation data (2011-2016); <sup>3</sup> CMO recommendations of at least 60 minutes physical activity per day (DoH, 2011); <sup>4</sup> Less than 30 minutes per day (HSCIC, 2013; HSE 2012); <sup>5</sup> Children NOT meeting 30 minutes of physical activity per week (DCMS, 2015)



**Key Findings**

**Regional Impact**

- Supported over **2,200** additional children to meet CMO guidelines for physical activity
- Over **4,500** children who joined the programme with low levels of activity are now more active, more often
- Enhanced the wellbeing and individual development of over **3,600** less active children

**Public Health Priorities**

- C4L Sports Clubs underpin the healthy schools initiative and support a preventative approach to health and wellbeing across the region:

*“We use C4L in our schools as a universal or tier 1 weight management offer promoting healthy lifestyles and positive choices”*

(Children’s Lifestyle Coordinator,  
Southend-on-Sea Borough Council)

**Whole School Agenda**

- C4L Sports Clubs are implemented as a holistic approach to promoting the health, wellbeing and individual development of learners:

*“C4L supports those children who may be overweight or obese, slightly introvert or lack self-esteem... which links into our health and wellbeing agenda”*

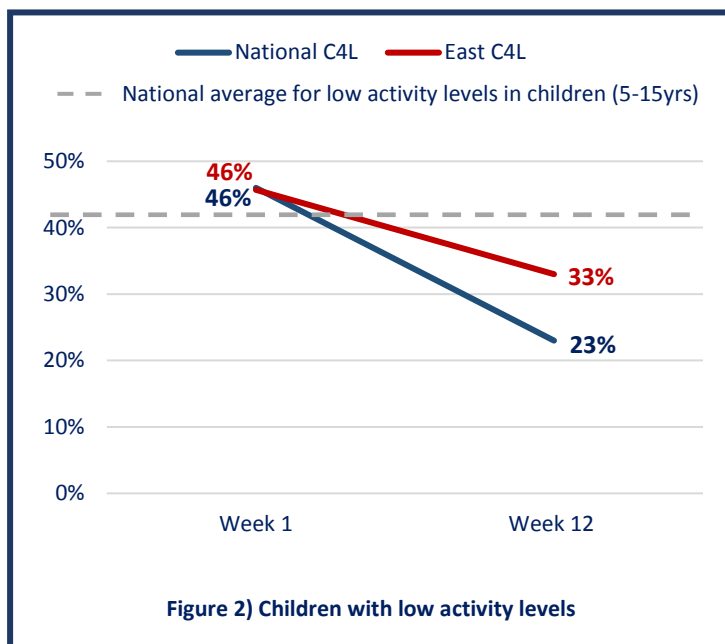
(Club Lead,  
Ramsey Community Junior School)

## Physical Activity

Children engaged in C4L Sports Clubs in the East exceeded regional (14%) and national (18%) figures for achieving at least 60 active minutes every day, with **over 8,934 children (25%) meeting CMO recommendations** by week 12 of the programme.

On joining the East C4L Sports Clubs over 16,700 children (46%) had low levels of activity; by week 12 of the programme **over 4,500 club members (↑28%) had effectively increased their activity levels.**

Increases in the number of children meeting CMO guidelines and decreases in the proportion of less active children suggests **the programme is having a positive impact on the activity levels of participating children across the East.**



**Table 2) Physical activity profile: a comparison of national, regional & C4L Sports Clubs data**

	C4L: East <sup>1</sup> (7-9yrs)	HSE (2012): East (5-15yrs)	C4L: England <sup>2</sup> (7-9yrs)	HSE (2012): England (5-15yrs)
Child population size <sup>6</sup>	35,880	766,645	354,556	6,872,599
Meeting recommendations <sup>3</sup>	8,934 (25%)	107,330 (14%)	102,821 (29%)	1,237,068 (18%)
Low activity <sup>4</sup>	11,840 (33%)	321,991 (42%)	81,548 (23%)	2,886,492 (42%)

**Data sources:** <sup>1</sup>spear C4L Sports Clubs evaluation data (2013-2016); <sup>2</sup>spear C4L Sports Clubs evaluation data (2011-2016); <sup>3</sup>CMO recommendations of at least 60 minutes physical activity per day (DOH, 2011); <sup>4</sup>Less than 30 minutes per day (HSCIC, 2013; HSE 2012); <sup>6</sup>ONS (2014)

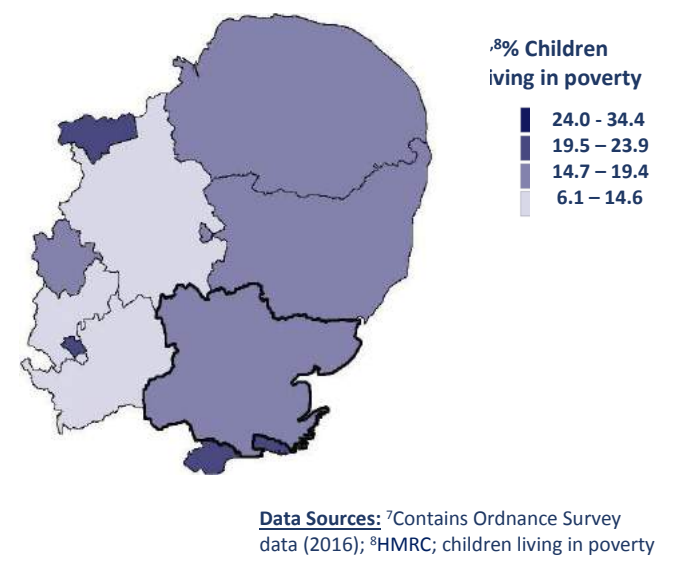
## Public Health Priorities

While the health and wellbeing profile across the East is generally positive relative to other regions, the public health teams are committed to tackling child obesity, increasing activity levels, raising individual aspirations and supporting residents to take ownership of their health and wellbeing.

The C4L Sports Clubs underpin the healthy schools initiative and support a preventative approach to health and wellbeing across the region: *“we use C4L in our schools as a universal or tier 1 weight management offer promoting healthy lifestyles and positive choices”* (Children’s Lifestyle Coordinator).

## Children living in poverty:

Map of the East showing relative levels of children living in poverty.



## Public Health Priorities

C4L Sports Clubs provide the public health teams across the East with a platform to “*deliver consistent messages around activity, health eating and healthy choices and reinforce these messages year on year*” (Children’s Lifestyle Coordinator).

The success of the programme across the region has, in part, been attributed to the recognition of C4L as a trusted and high quality brand: “*the big thing is the brand recognition and the trust the brand has created, we can deliver consistent messages under one banner that is recognised by all*” (Health Improvement Practitioner, Southend-on-Sea Borough Council).

**Table 3) Child profile in the East & England**

	East	England
<b>Children (age 0-19 years), 2014<sup>6</sup></b>	1,425,000 (23.7%)	12,907,300 (23.8%)
<b>Children (age 0-19 years) in 2025 (predicted)<sup>6</sup></b>	1,558,300 (23.7%)	13,865,500 (23.7%)
<b>School children from minority ethnic groups, 2015<sup>9</sup></b>	166,729 (22.1%)	1,931,855 (28.9%)
<b>Children living in poverty (age under 16 years), 2013<sup>8</sup></b>	15.4%	18.6%
<b>Life expectancy at birth, 2012-14<sup>10</sup>:</b>		
<b>Boys</b>	80.4yrs	79.4yrs
<b>Girls</b>	83.8yrs	83.1yrs

**Data Sources:** <sup>6</sup>ONS (2014); <sup>9</sup>DfE (2015); <sup>8</sup>HMRC; <sup>10</sup>ONS (2012-14)

## Whole School Agenda

Schools across the East have implemented C4L Sports Clubs as a holistic approach to promoting the health, wellbeing and individual development of learners: “*C4L supports those children who may be overweight or obese, slightly introvert or lack self-esteem. C4L gives them unique opportunities to be more active, more often, which links into our health and wellbeing agenda*” (Club Lead, Ramsey Community Junior School).

Using young sports leaders in delivery of the clubs, is seen to have helped participants; to make friends, develop social skills and raise aspirations: “*sports leaders have worked closely with the children to create a positive environment, encouraging everyone to try new things, make new friends and develop those broader life skills*” (Club Lead).

Schools have noted marked improvements in children’s self-esteem, confidence, enthusiasm and overall engagement in school life: “*there have been huge improvements in self-esteem; children are happy, more able to make friends and class teachers have commented on the children’s level of confidence and willingness to share their experiences with others back in the classroom*” (Club Lead).

**Table 4) Child health profile in the East & England**

	East	England
<b>Obese children (Year 6): % of children (2014/15)<sup>11</sup></b>	16.9%	19.1%
<b>Estimated prevalence of any mental health disorder: % population aged 5-16 (2014)<sup>12</sup></b>	8.8%	9.3%
<b>Child admissions for mental health: rate per 100,000 aged 0 -17 years (2014/15)<sup>12</sup></b>	78.8	87.4
<b>Pupils with social, emotional and mental health needs (2015)<sup>13</sup></b>	1.87%	2%
<b>16-18 year olds not in education, employment or training (2014)<sup>14</sup></b>	4.5%	4.7%
<b>15 year olds reporting general health as excellent (2014/15)<sup>15</sup></b>	28.1%	29.3%
<b>15 year olds who eat 5 portions or more of fruit and veg per day (2014/15)<sup>15</sup></b>	52%	52.4%
<b>15 year olds with a mean daily sedentary time in the last week over 7 hours per day (2014/15)<sup>15</sup></b>	71%	70.1%
<b>15 year olds physically active for at least one hour per day seven days a week (2014/15)<sup>15</sup></b>	13.3%	13.9%
<b>15 year olds reporting low life satisfaction (2014/15)<sup>15</sup></b>	14.1%	13.7%

**Data Sources:** <sup>11</sup>HSCIC NCMP (2014-2015); <sup>12</sup>HES (2014); <sup>13</sup>HSCIC (2004); <sup>14</sup>DfE (2013); <sup>15</sup>HSCIC (2014-15); data derived from <sup>16</sup>PHE, Public Health Profiles (2016)

## Data Sources

- <sup>1&2</sup>spear (2011-2016) Evaluation of the Change4Life Sports Clubs. 2011-2015 reports available at: <https://www.canterbury.ac.uk/social-and-applied-sciences/human-and-life-sciences/spear/research-projects/change-4-life-school-sports-club.aspx>
- <sup>3</sup>Department of Health (DoH, 2011) Start Active, Stay Active: A report on physical activity from the four home countries' Chief Medical Officers. London: Department of Health. Available at: <https://www.gov.uk/government/publications/start-active-stay-active-a-report-on-physical-activity-from-the-four-home-countries-chief-medical-officers>
- <sup>4</sup>Health and Social Care Information Centre (HSCIC, 2013). Health Survey for England 2012: Physical activity and fitness. The Information Centre: Leeds. Available at: <https://discover.ukdataservice.ac.uk/catalogue/?sn=7480&type=Data%20catalogue>
- <sup>5</sup>Department for Culture, Media and Sport (DCMS, 2015) Sporting Future: A New Strategy for an Active Nation. London: Department for Culture, Media and Sport. Available at: <https://www.gov.uk/government/publications/sporting-future-a-new-strategy-for-an-active-nation>
- <sup>6</sup>Office for National Statistics (ONS, 2014). Mid-year estimates. Available at: <http://webarchive.nationalarchives.gov.uk/20160105160709/http://www.ons.gov.uk/ons/publications/reference-tables.html?edition=tcm%3A77-368259>
- <sup>7</sup>Ordnance Survey Data (2016). OS open data Available at: <https://www.ordnancesurvey.co.uk/business-and-government/products/opendata-products.html>
- <sup>8</sup>HM Revenue & Customs (HMRC, 2013). Available at: <https://www.gov.uk/government/organisations/hm-revenue-customs/about/statistics>
- <sup>9</sup>Department for Education (DfE, 2015). Statistics on the number and characteristics of schools and pupils, National Statistics Available at: <https://www.gov.uk/government/collections/statistics-school-and-pupil-numbers>
- <sup>10</sup>Office for National Statistics (ONS, 2012-2014). Life Expectancies. Available at: <https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/lifeexpectancies>
- <sup>11</sup>Health and Social Care Information Centre (HSCIC, 2014/15). National Child Measurement Programme, National Statistics Available at: <http://www.hscic.gov.uk/catalogue/PUB19109>
- <sup>12</sup> Hospital Episode Statistics (HES, 2014). Available at: <http://www.hscic.gov.uk/hes>
- <sup>13</sup>Health and Social Care Information Centre (HSCIC, 2004). Mental health of children and young people in Great Britain. Available at: <http://www.hscic.gov.uk/pubs/mentalhealth04>
- <sup>14</sup>Department for Education (DfE, 2013). NEET data by local authority. Available at: <https://www.gov.uk/government/publications/neet-data-by-local-authority-2012-16-to-18-year-olds-not-in-education-employment-or-training>
- <sup>15</sup>Health and Social Care Information Centre (HSCIC, 2015). Health and Wellbeing of 15-year-olds in England - the What About YOUth? Survey 2014/15. The Information Centre: Leeds. Available at: <http://www.hscic.gov.uk/catalogue/PUB19244> or <http://fingertips.phe.org.uk/profile/what-about-youth/data#page/0>
- <sup>16</sup>Public Health England (PHE). Public Health Profiles. Available at: <http://fingertips.phe.org.uk/>

## Profile Authors

Dr Abby Foad (Research Director), Dr Sarah Fullick (Senior Research Fellow), Michelle Secker (Research Manager), Professor Mike Weed (Pro Vice-Chancellor Research and Enterprise), Jessica Foad (Researcher).