



OPEN 1st Symposium, Lisbon 27th November 2014

Interactive workshop: EPODE Estate Challenge

How to develop an active community: focus on disadvantaged adolescent populations

- ❖ Lead by Mr. Phil VEASEY, Public Health and Community Engagement Consultant, C3: Collaborating for Health
- ❖ All EOF participants present, see attached for a list of participants
- ❖ Attached you will also find: PPT, Task Sheet, Stakeholder Descriptions

1. Workshop agenda

- Introduction from Mr. Phil Veasey
- Identification of key principles
- Development of blueprint for change
- Share ideas & best practices

2. Presentation of case study and experience

Mr. Phil Veasey presented his experience of working with disadvantaged communities and helping them to identify the available assets for physical activity, present in their communities. Mr. Veasey carries out this work in a number of communities in the UK, using the CHES tool, (Community Health Scan Survey) to walk a community with the targeted population, seeking to understand what they are aware of in terms of available assets and what they would like to create to enhance their levels of physical activity.

Mr. Veasey noted many challenges in carrying out this work and stated that often, when trying to make communities more active, the same mistakes are made over and over again, such as **not consulting the targeted population**, not thinking about the most effective ways of **communicating** about the available resources, and not using the **existing resources that are available** etc.

The aim of this workshop was to:

- Encourage collaboration between sectors
- Reinforce the awareness among programme members that it is important to involve all stakeholders when seeking to make a community more active and target disadvantaged adolescent populations.



- Remind programme members that when seeking to mobilise the adolescent population to be more active, it is **KEY** to involve this population in the process, listen to them and create something that they want and will use.

3. Presentation of the EPODE Estate

The EPODE Estate is a crime scene. It is criminal that so little has been done here for so long to improve levels of physical activity among disadvantaged adolescent populations.



Participants of this workshop were asked to imagine that they were working to improve levels of physical activity of disadvantaged adolescent populations and to consult the relevant stakeholders in order to identify key principles and develop a strategy to help all young people aged 13 – 19 years old to become more active on the “EPODE estate”.

At the end of the session, groups were encouraged to share the best practices that were identified in their communities/ programmes over the years and bring new ideas to the table through the collaboration with fellow colleagues.

Mr. Phil Veasey guided the participants through the workshop, encouraging them to work in teams. Each table had time to discuss the key principles to bear in mind when carrying out this work. These were identified as:

4. Identification of Key Principles

1. Community empowerment is essential
2. Available resources must be used wisely
3. The asset must be accessible within 500m. Research shows that adolescents will not go further than this to take part in a physical activity.
4. Communication is crucial! Make sure people know what is available and how to use the available assets!
5. Know how to mobilise your assets: money, resources, ambassadors
6. Work with what is relevant! **SOCIAL NETWORKS** not social media is most effective to mobilise disadvantaged adolescent populations.

Having identified the Key Principles, the teams set to work on their blueprint for change.

5. Creation of Blue Print for Change

To help them in creating this blueprint, the programmes were allowed to consult 5 stakeholders. These stakeholders: policeman, leisure centre manager, youth club director, public health authority, young person were represented by participants that we had chosen and briefed in the previous weeks.



All of the stakeholders were given a role description that they read to the rest of the group. The purpose of this was so that the participants could understand the importance of communicating with all stakeholders within a community and learn how to identify available resources and expertise.

STAKEHOLDERS

Youth Club Leader

- I manage both youth clubs on the EPODE estate.
- I am really committed to empowering young people in the youth clubs to decide on the activities that they want to do.
- I have always got an eye on improving their employability skills, so I am keen to focus on activities to improve and develop their leadership skills.
- I have never found it easy to work with the sport and physical activity sector.
- I have just won a grant to develop the leadership skills of the young people I work with and have yet decided how best to use it

Leisure Centre Manager

- My centre runs a complete range of sports, that include, badminton, table tennis, climbing, the gym, five a side soccer, dance and aerobics.
- We never reach out to young people, we just expect that the local residents will come to find us.
- We can't understand why we don't attract 13 – 19 year olds...
- That said, we are open to change and one of my staff has been mandated to bring more young people to the leisure centre.

Public Health Authority

- My job is to reduce the rates of overweight and obesity on the EPODE estate.
- I run several weight management programmes for children on the estate but they are always poorly attended.
- I put lots of information about getting active online – all the information is there but I just cant understand why they are not getting more active...
- I am coming up to the end of the financial year and I need to spend some of my budget quickly.

Young Person

- I am in the 'could be persuaded' group.
- Other than physical activity and sports in school, I do not get involved in activities that are organised in the community.
- I am definitely up for being involved but it is difficult to find out what is going on and I have a feeling that it is going to be very expensive.
- I am really active on Instagram and know a lot about what is going on within the community in other parts of my life

Policeman

- I've been appointed to liaise with young people and community stakeholders to reduce the levels of crime committed by young people crime
- There is quite a lot of crime committed by young people on the estate – its mainly 'community nuisance' type offences but it could escalate and become worse



- Young people do often hang around – i dont think they have enough to do
- I am new to the role and need to find partners to help me develop an effective approach to my role

6. Best practices from the Blueprints

ATTRACTING THE ADOLESCENT POPULATION TO THE MOVEMENT

- Flash mobs
- Zumba parties
- Empower young people: involve them in the communication plan
- Financial offers/rewards

ENGAGING ALL STAKEHOLDERS

- Focus groups → understand your target:
 - Understand their attitudes and motivation
 - Keep young people together: peer groups
- Under the leadership of Public Health, bring all stakeholders together + organize working groups: use pledges
- Mobilise partnerships
- Use nightclubs + youth club: dance clubs, design trails competition between groups. Prize for winners.
- Specific coaching for girls → self defense for boys and girls.
- Road safety: engage policeman to make active travel safer + easier option
- Non-traditional activities: garden challenges → play on pride of being part of the community

COMMUNICATING WITH THE TARGET POPULATION

- Specific areas for graffiti + promote sports in this way → considered as cool
- Use young leaders:
 - Develop social networks
 - Digital: twitter, FB etc.
 - Online platform for graffiti competition
- Kick off event to announce all activities
- Use ambassadors: famous people
- Open days in the leisure center – David Beckham!
- Use policeman for word of mouth
- Contest in leisure center: invite famous people/ role models to award prizes
- Use flyers: Get the young people to distribute to other young people
- Involve young people: empower them to be the vehicle of the message.