



Get Active Belfast

Supported projects 2019 - 20

Active Belfast Partnership

Its vision is:

People in Belfast will be more active and healthier

Our mission is:

Working together to inspire more people to be more active, more often

Get Active Belfast sets out seven shared pledges we will deliver in realising our ambition to increase physical activity levels, address inequalities and improve health and wellbeing across Belfast. Each pledge is supported by good evidence and relates to one of the seven 'best investments' for physical activity as identified by the Global Advocacy for Physical Activity.

This document provides an overview of the Get Active Belfast supported projects that have been developed across two of the pledges with a focus on addressing inequalities and improving health and wellbeing.

Pledge 4: Strengthen connections to and within the health sector

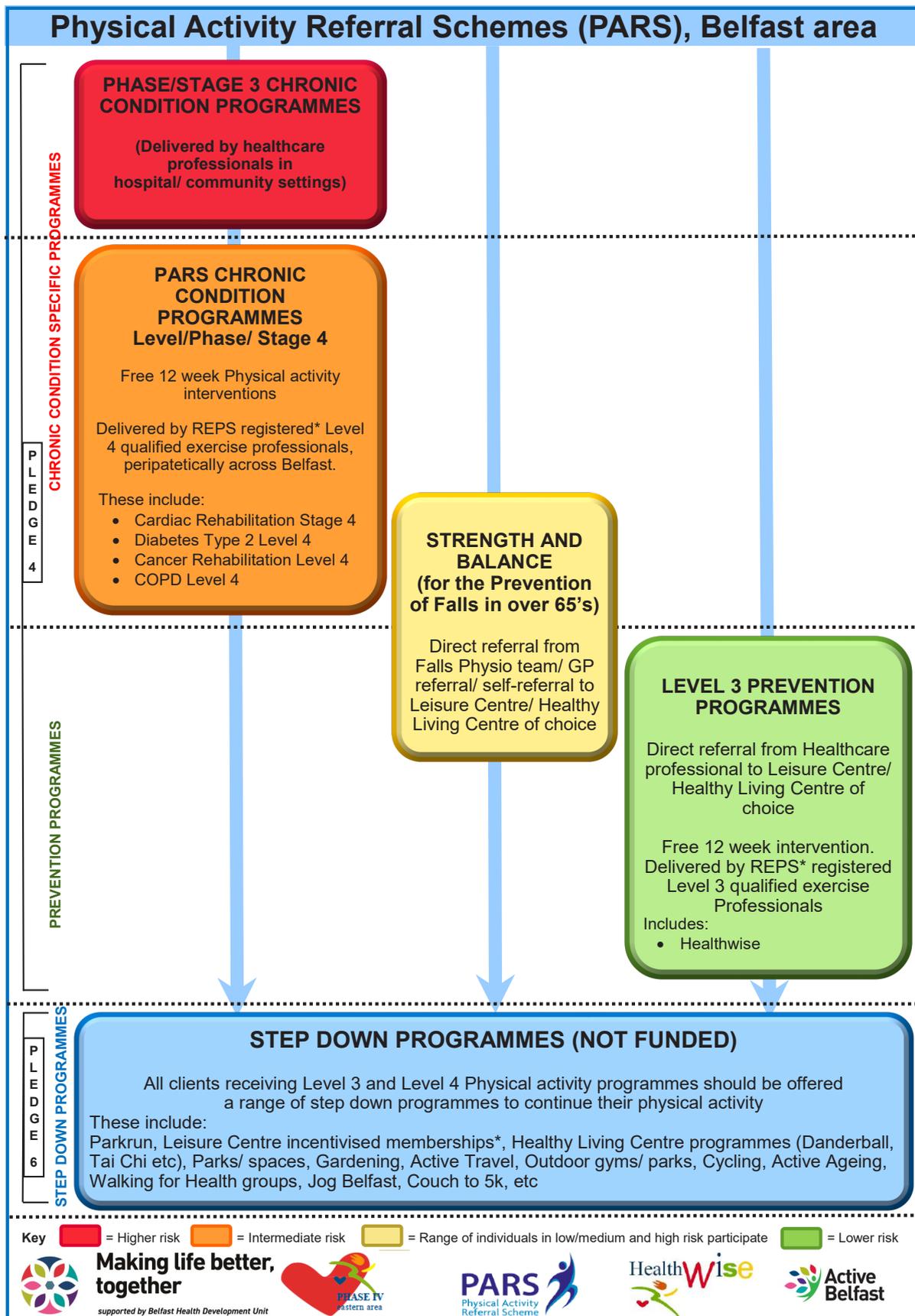
Pledge 6: Deliver wide ranging and inclusive community based activity programmes.



Get Active Belfast supported projects

Pledge 4

Strengthen connections to and within the health sector



Condition Specific and Prevention Programmes

Rehabilitation

***Delivered by physical activity coaches with a minimum Level 4 qualification in exercise referral**

Project Name: Diabetes Type 2 physical activity referral scheme

This is a free 12 week programme delivered across a range of leisure and community facilities in Belfast. Participants firstly complete the DESMOND programme, delivered by the Diabetes Education Team, BHSCT across a range of venues in Belfast Health and Social Care Trust. All participants of DESMOND who meet the scheme criteria are then offered a 12 week physical activity programme, delivered across a range of leisure and community facilities in Belfast.



Regular, moderate intensity physical activity in adults living with Type 2 Diabetes:

- Promotes weight loss (when paired with a proper diet)
- Promotes maintenance of weight loss
- Has favourable effects on glycemic control (shown to reduce HbA1c)
- Has favourable effect on CVD risk (shown to reduce blood pressure)
- Can lead to reductions or discontinuation of diabetes medications (Nagi D, Gallen I. Association of British Clinical Diabetologists. Practical Diabetes Int. 2010; 27(4): 158-163)

Project partners/delivery sites:

GLL/ Better NI

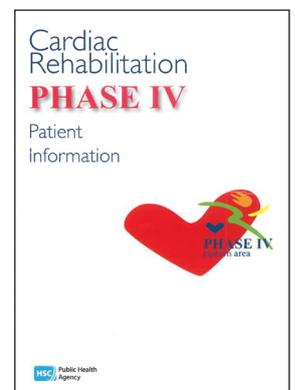
- Avoniel Leisure Centre
- Ballysillan Leisure Centre

Healthy Living Centres:

- The H.E.A.R.T Project at Maureen Sheehan Centre
- Lower Ormeau Residents Action Group at Shaftesbury Recreation Centre

Project Name: Cardiac Rehabilitation Phase IV

All participants to the Cardiac Phase IV programme firstly attend a Phase III programme. This is delivered by the BHSCT's Cardiac Rehabilitation service across various clinical settings in Belfast. Cardiac rehabilitation nurses then assess suitability for the client to be referred to a Phase IV programme.



Cardiac Rehabilitation Phase IV are 12 week physical activity programmes, delivered across the city of Belfast. The phase IV programmes are free for all participants for 12 weeks. Ongoing assessment by the physical activity coaches will assess readiness of the participant to move on to mainstream leisure activities.

On completion of the scheme clients are then advised of appropriate step down programmes within their local leisure centres/ communities.

Project partners/ delivery sites:

GLL/ Better NI

- Avoniel Leisure Centre
- Girdwood community Hub
- Grove Leisure centre
- Olympia Leisure Centre

Healthy Living Centre:

- The H.E.A.R.T Project at Maureen Sheehan Centre

Project Name: Cancer Rehabilitation Level 4

In partnership with Macmillan Cancer Support, Active Belfast commission the delivery of a free 12 week cancer rehabilitation programme as part of the 'Move More' Cancer Pathway in GLL Leisure Centres across Belfast and at the Maureen Sheehan Centre in West Belfast.

The aim of Move More (Belfast) is to ensure that everyone living with cancer in Belfast is aware of the benefits of physical activity and is enabled to choose to become and to stay active at a level that's right for them. Each person who is referred to Move More is supported by the Move More Coordinator through 1 to 1 brief intervention, motivation and encouragement by becoming involved in a range of activities, including circuit

– based classes, 1 to 1 gym support, drop in gym sessions, walking groups and sport-specific activity sessions.

Project partners/ delivery sites:

- * Macmillan Cancer support
- * Belfast Health and Social Care Trust (Cancer Centre)

GLL/ Better NI

- Avoniel Leisure Centre
- Girdwood Community Hub
- Olympia Leisure Centre
- Whiterock Leisure Centre

Healthy Living Centre:

- The H.E.A.R.T Project at Maureen Sheehan Centre

Prevention & Management

Project Name: Strength and Balance Training Programme for the prevention and management of Falls in people over 65

This is a free 12 week strength and balance programme. Sessions last for 60 minutes and are designed to help improve confidence, activity levels, general wellbeing and to overall have a positive impact on reducing the further risk of falls.

Each exercise session is delivered by trained Falls Activity Practitioners with the aim to challenge:

- Muscle strength and endurance
- Balance and co-ordination

Who can access this service?

People over 65, living within Belfast Health and Social Care Trust who meet the following criteria:

- Had a recent fall
- A history of falls or nearly falling
- A fear of falling that limits confidence in completing daily activities

Project partners/ delivery sites:

GLL/ Better NI:

- Girdwood Community Hub
- Olympia Leisure Centre

Healthy Living Centres:

- The H.E.A.R.T Project at Maureen Sheehan Centre
- Lower Ormeau Residents Action Group at Shaftesbury Recreation Centre
- The Hanwood Centre



PARS

Physical Activity Referral Scheme



PARS (referred to as Healthwise in Belfast/ South Eastern trust areas) are regional schemes which provide eligible patients with a 12 week programme of physical activity under the guidance of a qualified exercise professional. These schemes enable GPs and other registered health professionals to make referrals directly to Community and Leisure Centres and are primarily group based programmes with one to one programmes provided on exception. Currently PARS is delivered across all 11 council areas in Northern Ireland, in approximately 45 centres.



Belfast Project Partners/ Delivery sites:

Currently PARS Level 3/ Healthwise is delivered in: GLL/ Better NI:

- Avoniel Leisure Centre
- Ballysillan Leisure Centre
- Belvoir Activity Centre
- Falls Leisure Centre
- Girdwood Community Hub
- Grove Leisure Centre
- Indoor tennis centre and Ozone complex
- Olympia Leisure Centre
- Shankill Leisure Centre
- Whiterock Leisure Centre





Healthy Living Centres:

- The H.E.A.R.T Project at Maureen Sheehan Centre
- Lower Ormeau Residents Action Group at Shaftesbury Recreation Centre
- The Hanwood Centre

From 1 July 2019, ALL PARS referrals are based on new inclusion criteria and are generated through the specific PARS template on CCG (Clinical Care Gateway).

New inclusion criteria:

Clients must be:

- 19 years or over **and**
- Inactive (not currently meeting the PA guidelines of 150 minutes of moderate activity or 75 minutes of vigorous activity per week)
- and** motivated to change.

In addition only the clients who fit within the following criteria should be referred:

Obese (with a BMI of $\geq 25\text{kg/m}^2$ and $< 40\text{kg/m}^2$) and have one or more of below:

- Hypertension
- Hyperlipidaemia
- Impaired glucose levels or diabetes
- Family history of heart disease
- Asthma, bronchitis or COPD
- Musculoskeletal conditions
- Mild or moderate mental health conditions.

Absolute Contraindications to Exercise

The referrer must confirm that the client has no absolute contraindications to exercise.

Patients with any absolute contraindications should not exercise until such conditions are stabilised or adequately treated.

Absolute Contraindications to Exercise

Patients with any of these absolute contraindications should not exercise until such conditions are stabilised or adequately treated.

1. A recent significant change in a resting ECG, previous myocardial infarction or other acute cardiac event.³
2. Dyspnoea/Shortness of breath at rest,
3. Cardiomyopathy
4. Symptomatic severe aortic stenosis.
5. Acute pulmonary embolus or pulmonary infarction.
6. Acute myocarditis, endocarditis or pericarditis.
7. Suspected or known dissecting aneurysm.
8. Resting Systolic Blood Pressure $\geq 180\text{mmHg}$ / Diastolic Blood Pressure $\geq 100\text{mmHg}$.
9. Uncontrolled / unstable angina.
10. Cancer or blood disorders: when treatment or disease cause leucocytes below $0.5 \times 10^9/\text{L}$, haemoglobin below 8.0g/dl or platelets below 50×10^9
11. Unstable COPD patients.
12. Uncontrolled or poorly controlled Diabetes
13. Uncontrolled or poorly controlled asthma
14. Acute uncontrolled psychiatric illness.
15. Unstable or acute heart failure.
16. New or uncontrolled arrhythmias.
17. Chronic muscle/joint bone conditions that impede ability to take part in physical activity.
18. Other rapidly progressing terminal illness.
19. Experiences significant drop in BP during exercise.
20. Uncontrolled resting tachycardia ≥ 100 bpm.
21. Febrile illness.
22. Experiences pain, dizziness or excessive breathlessness during exertion.
23. Any unstable, uncontrolled condition.
24. Any acute severe illness.

³Appropriate guidance on this should be provided either by the patient's cardiologist or cardiac rehabilitation team.

Pledge 6

Deliver wide ranging and inclusive community based activity programmes

Priority 1

Organisation: Boys & Girls Clubs (NI)

Project Name: Do Something Active (DSA)

The primary aim of the Do Something Active (DSA) project is to equip teenage girls with the requisite knowledge, skills and qualifications to become peer health educators in their local youth club, school and community. The DSA project seeks to identify and work closely with girls & young women who are not engaging in physical activity and healthy eating and aims to guide them on a pathway to a healthier lifestyle.

Short term impact: Developing physical skills, knowledge and active participation

Medium term impact: Cultivating grass-roots level female leadership & coaching capacity

Long term impact: Challenge gender inequality & contribute to a healthier & informed community.

Key Activities:

- Appoint, train and develop female Health Champions.
- Work in conjunction with schools and youth clubs to provide 200 girls & young women with a Sports Leadership Award.
- In conjunction with the registered dietitian of Active

Belfast, to provide healthy “in practice sessions”

- Provide physical activity sessions using a variety of physical activities & sports and establish a Do Something Active Youth Forum to promote & quality assure the programme.
- Deliver Food Hygiene and Food Values training sessions to female ‘Health Champions’.
- Establish & provide each ‘Active Club’ with a Start-Up bursary to design & deliver a Social Action Project of their choosing in their youth club/school/ community.

Project Partners:

Ledley Hall Youth Club, John Paul II Youth Club

Additional Partners:

Girls Model, Colaiste Feirste, Tullymore Youth Club, Suffolk Community Centre

Organisation: The Prince’s Trust

Project Name: ActivEat

The project will provide the opportunity for 55 unemployed young people, aged 16-30 from deprived communities across Belfast, experiencing multiple barriers, to participate in a range of ongoing physical activities and healthy eating sessions.



The aims of the project are to:

- Provide opportunities for unemployed young people to get involved, and stay connected in physical activity, increasing their overall physical activity rates.
- Increase awareness of the benefits of healthy eating to unemployed young people to support them to establish healthier habits and lifestyle choices.
- Increase the mental health/wellbeing of unemployed young people to enable them to reach their full potential.

Key Activities:

- To engage up to 50 unemployed young people from throughout Belfast aged 16-30 in activities which promote and support them to make healthier choices.
- Provide healthy eating/wellbeing sessions for unemployed young people aged 16-30
- Train staff members to deliver the 'Cook it!' programme.
- Provide physical activity sessions for unemployed young people aged 16-30.
- Deliver intensive week-long physical activity programmes for unemployed young people aged 16-30.

Project Partners:

Belfast Activity Centre, Lidl Northern Ireland

Additional Partners:

Engage with referral network of over 100 statutory, community and voluntary organisations to refer and link young people to the projects; such as Simon Community, Extern, NIACRO, NOW group and Safe place (Women's Aid).

Organisation: Ulster Rugby

Project Name: Get Active with Ulster Rugby

'Get Active with Ulster Rugby' is a citywide project based on 4 interrelated pillars of activity that will offer various recreational variations of rugby.

Ulster Rugby will partner with community groups/charities and community rugby clubs to engage those with little or no involvement in or access to physical activity:

- 1) X7s: 7-a-side, cross-field rugby events for lapsed players or new participants
- (2) UR Game: Introductory, 'give it a try' style sessions incorporating basic rugby elements
- (3) Walking Rugby: Non-contact, low-impact rugby variations for those aged 50+
- (4) Pitch Up and Play: Rugby games and general fitness activity for males aged 30+ and females aged 12+

Nutritional workshops will be woven throughout activity to promote healthy eating and positive, long-term dietary habits.

Key Activities:

- Deliver 'X7s' events across Belfast
- Deliver blocks of the 'UR Game' programme
- Deliver blocks of 'Walking Rugby'
- Deliver blocks of the 'Pitch up and Play' programme
- Deliver a range of nutritional initiatives across a number of programmes.
- Engage 190 participants in recreational rugby sessions across the project duration

Project Partners:

Include Youth, Dementia NI

Additional Partners:

Malone RFC, CIYMS, Instonians, Civil Service, Queens University RFC, Youth Initiatives and Men's Shed Groups.

Organisation: Chinese Welfare Association Northern Ireland

Project Name: M.E. Active Project

Building on Chinese Welfare Association's (CWA) BME Health Link project, the Minority Ethnic "M.E. Active Project" is a partnership between 7 organisations who have come together to deliver physical activity and nutrition programmes to communities in Greater Belfast. The programmes offered will reflect the aim of Active Belfast to "encourage Belfast people to be more active and healthier", by providing wellbeing services to people in deprived communities, to asylum seekers, refugees, BME Carer's, people over 50 etc. including marginalised BME communities: many of whom are not meeting the guidelines for physical activity.

Key Activities:

- Train BME Volunteers from the partner organisations in the Good Food Toolkit resource.
- To Resource Eatwell Boxes for partners to share, as part of delivery of 7 Good Food Toolkit Sessions.
- In partnership with Conservation Volunteers to train BME Volunteers/Community Health Leads from the partner organisations in the benefits of eating herbs for health, and how to grow herbs easily in community and home settings.
- To train local representatives from the BME community in a 7 day intensive Active IQ Fitness Training Programme; the representatives will support delivery of fitness during the summer and beyond.
- To produce fitness walking podcasts (English and Arabic), utilising the M.E. Projects trained Walk Leaders to deliver joint partner walking sessions.
- To train community representatives from the M.E. Active Project in Zumba - so they can deliver dance/fitness programmes to their local communities.
- To train people in cycle leadership - in partnership with Sustrans.
- Delivery of a wide range of 4-12 week physical activity programmes meeting the physical activity health needs of the M.E. projects communities as per CMO guidelines.

Project Partners:

Belfast HSC Trust, Homeplus (SAWA Women's Project)

Additional Partners:

Sudanese Youth Group (SYC), SCANI & ANM, TunMicro, ACSONI, Lagan Curraghs, Conservation Volunteers, BHSCT Dietetic Department, Sustrans, Belfast City Council Parks, OutdoorsNI, *BME Carer's (which incl. NICRAS, Traveller Community, Polish Community and Muslim Family Association)

Priority 2

Organisation: CHARTER for NI

Project Name: Diamond Fitness Outreach Project

Key Activities:

- Deliver weekly gym classes for user groups and nutrition classes for each group over a 12 week period.
- To have a clear health difference in users over 20 weeks (weight loss, feeling fitter, healthy eating choices etc).
- Raise awareness and understanding of nutrition and healthy eating of participants.
- Provide weekly opportunities for participants (including young people, older people, females and cross community individuals) to access high quality physical activity & wellbeing activities.
- Provide a sustainable 'exit strategy' to ensure participants can remain involved in physical activity



and wellbeing activities upon completion of the project.

Project Partners:

Walkway community Association, Ledley Hall Youth Club

Additional Partners: Eastside Boxing Club, Greenwich Leisure Ltd, Short Strand Community Forum, Walkway Community Association, 123 Mums and Tots and Ledley Hall.

Organisation: Community Sports Network

Project Name: Munch Clubs

Key Activities:

- Increase understanding of health and improve nutrition & physical activity for up to 40 families.
- Deliver 6 week programmes based on family wellness across Greater Belfast.
- To engage with 40 families in deprived areas providing 300+ contact programme hours.
- To provide healthy meal/snacks to participants during programme delivery.
- To achieve 120 hours of combined family physical activity.
- To deliver nutritional & cooking workshops.

Project Partners:

Social Space, Footprints NI

Additional Partners:

2 more community organisations.

Organisation: Forthspring Inter

Community Group

Project Name: Get Moving

Key Activities:

- Deliver Self Defence / fitness sessions to parents of children from partner primary schools.
- Deliver sustainable cooking workshops to parents of children from partner schools.
- Deliver community 'Give it a Go' events to local children, young people & families, plus a 'Give it a Go' event geared specifically towards young people only.
- Deliver classes each of cookery, gardening and fitness/dance to children from partner schools.
- Deliver classes each of Ju Jitsu, Dance and cooking

to local young people aged 8-18.

- Deliver outdoor pursuits and mental health 'Reach Your Peak' sessions to local young people aged 8-18.

Project Partners:

Springfield Primary School, St. Clare's Primary School

Additional Partners:

Local Medicare Pharmacist, 'Jump, Jiggle & Jive', gardening tutor Anne Bresnahan, Studio One dance tutors, Kennedy Ju Jitsu, Journey Free.

Organisation: Gleann Amateur Boxing Club

Project Name: Fighting Fit

Key Activities:

- After school boxing activities . This will include mastering boxing techniques, physical activity, team building and workshops on healthy eating.
- Breakfast club - Healthy breakfast options available - cereal, fruit, bread, fruit juices etc.
- Monthly cooking demonstrations, eat well for less and nutrition advice for healthy cooking on a budget for parents/guardians.
- Halloween boxing camp for young people aged between 8 and 11.
- Weekly Mums and Dads keep-fit classes and workshops. Includes couch to 5k club, aerobics and circuits training.

Project Partners:

Glen Road Christian Brothers School, Oliver Plunkett Primary School

Organisation: Hanwood Trust

Project Name: Get Active Stay Active

Key Activities:

- Deliver 12 week programmes of physical activity and nutritional guidance for young people (and young people with ASD) and older people.
- Deliver a minimum of 48 hours of physical activity per group over a 12 week period.
- Deliver a minimum of 3 nutrition and healthy eating workshops per group.
- Deliver a cooking initiative that will enable young people to cook a healthy meal for older participants.
- Improve physical and mental health of participants



through provision of a wide range of physical activity and health and wellbeing advice and guidance.

- Provide sustainable opportunities for all participants to access regular physical activity post-project completion.

Project Partners:

Tullycarnet Football Club, Helping Hands Autism Support Group

Additional Partners:

Police Service for Northern Ireland, Football Mangement Company, Dundonald High School, TAGIT Boxing Club.

Organisation: Impact Training

Project Name: Healthy Youth-Healthy Future

To engage 50 young people in a range of activities that include health & fitness, healthy eating, positive activities, volunteering, decision making, organisation and community events.

Objectives:

To promote:

- active citizenship among young people
- health and fitness as a means to a better lifestyle

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- young people in making project related decisions
- young people in making better life decisions
- young people as key stakeholders of, and contributors to the life of their community
- training, employability and skills as essential tools for young people.

To provide:

- the facilities and resources to enable young people to deliver a successful project
- support/guidance that enables young people to promote health and fitness to the community.

Key Activities:

- Host 'healthy breakfast mornings' attended by young people.
- Deliver 'community clean-up's' as a means of young people giving back to their local community.
- Host a range of themed workshops around health & fitness topics.
- Deliver 'cooking on a budget projects and events (To include wider family involvement).
- Host young people's working lunches to create and debate topics relevant to their health/wellbeing.
- Provide 'health & fitness training' sessions through a number of dedicated gym programmes.

Project Partners:

Job Assist Centres Greater Shankill, GYM

Organisation: Lower Ormeau Residents

Action Group (LORAG)

Project Name: Inner South Active Ageing

The Active Ageing programme has been identified as a key area for development for Inner South Action Plan 2019-22 in creating an Age-friendly Inner South Belfast where residents will have access to physical activity and nutrition support that will support them to lead a healthier and active lifestyle.

The project comprises of physical activity programmes (5 per area) over a 6 month period that will engage 120 participants and supporting them to reach 75 minutes per week of rigorous physical activity or 150 minutes of moderate physical activity weekly. Concurrently the programme will offer participants 6 Cook-it/Food Value programmes with a minimum of 60 participants (2 programmes per area).

Key Activities:

- Deliver a varied programme of exercise to 120 people age 50+ living in inner south Belfast.
- Deliver 10 week exercise programmes in each area- Markets, Donegal Pass, Lower Ormeau engaging a minimum of 40 people per area.
- A minimum of 60 people aged 50+ living in Inner South Belfast to complete the Cook it! programme.
- Train staff and volunteers to deliver exercise classes for 50+ years old.
- Train staff and volunteers to deliver Cook It!/Food Values programme.

Project Partners:

Donegal Pass Community Forum, Markets Development Association

Additional Partners:

Range of partners across the Inner South Neighbourhood Renewal area and local authorities

Organisation: Mount Merrion Parish Church

Project Name: Better Lives For All

Key Activities:

- Provide a a number of pop-up nutrition and fitness stations around the Cregagh estate during summer months.
- Run daytime Boccia sessions.
- Run daytime kettlebell classes & 16 evening

kettlebell classes.

- Lead community walks during the programme period.
- Run a 'Choose to Lose' course in New Year 2020.
- Run an eight week 'Life Skills' course.

Project Partners:

Bodymotion NI, CAP Life Skills

Additional Partners:

Local schools, community pharmacists, community groups and other providers of health and nutrition services. Where possible, link with other groups awarded Active Belfast funding.

Organisation: St James Swifts Football Club

Project Name: Healthy Hearts Healthy Heads

Healthy Hearts and Healthy Heads is a unique programme which will challenge young women, young men with disabilities and older vulnerable members of our community to get fit, get active and get trained up to a high standard and reach out to younger members of the community.

Once the original group are trained up in soccer coaching, mental health and healthy eating they will proceed with the outreach aspect of the programme to engage with youth clubs, schools sports clubs and older members of our community, to get them involved in Football, walking, fishing and healthy eating programmes.

The programme participants will benefit from a number of partnerships including a relationship previously built from another Active Belfast Grant with Belfast Boat club, and contacts with Lagan Curraghs.

Key Activities:

To provide participants with:

- * level one soccer coaching.
- grassroots soccer coaching.
- mental health training.
- with opportunity to walk on excursions.
- disabilities opportunity to walk on excursions.
- cook it healthy eating programme.
- outreach coaching sessions to local schools and youth clubs.
- outreach mental health sessions to local schools and youth clubs.
- taster activity sessions in canoeing,



caving, high ropes bouldering.

- taster fishing days away for parents and children.
- drug and alcohol training.

Project Partners:

St James Community Forum, St Louise's Comprehensive College

Additional Partners:

St James walking club, St James fishing club, Falls Community Council, Belfast Boat club

Organisation: St Kevin's Primary School

Project Name: Saint Kevin's Healthy Pathways

Increase the physical activity levels of children;

- encouraging the children to be active at breaktimes by providing playground equipment.
- making exercise fun at PE time by introducing a dance programme delivered by Fitness Freddy to motivate children.
- upskilling the children in cycling by training staff through the Cycling Proficiency test.
- Two mental health programmes "Take 5" and "Ready4anything" to aid children for the future.
- Running alongside this introduce Cook It! through training and sensory gardening programmes for parents and grandparents.

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Key Activities:

- Provide Fitness Freddy sessions.
- Train Volunteers to deliver Cook It! programme.
- Train Volunteers to deliver Cycle Proficiency programme.
- Provide sessions each of Take 5 and Ready4anything programmes.
- Sensory Gardening club for parents/grandparents and children.
- Provide outdoor play equipment sessions.

Project Partners:

Ready4anything, Sustrans

Additional Partners:

Saint John's Playgroup, Saint John's Parish Community Hall, Ulster Wildlife organisation

Organisation: Windsor Women's Centre

Project Name: Viva Vitality

Our project "Viva Vitality" will contribute to the vision of an Active Belfast by engaging women of all ages and nationalities in a multi-cultural health and wellbeing programme aimed at increasing physical activity levels combined with a healthier diet; our health message is "small steps lead to big changes". We are situated in a disadvantaged community we will target women, least likely to otherwise participate in activities due to a range of barriers e.g. lack of confidence, age

or ethnicity and provide support measures such as childcare and coaches experienced in working with women with differing needs in community settings.

Key Activities:

- Provide sessions of Green Gym Dig it & eat it programme.
- Provide Cobra fit/weight watch sessions.
- Deliver Cook-it!/ Food Pharmacy sessions.
- Provide Tai-Chi fit/Pilates/Armchair exercise sessions.
- Provide sessions of Bollywood Dancing.
- Provide trips “Wider horizons” to connect participants with nature and be active.
- Provide trainer-led Couch to 5K sessions.
- Provide volunteer/group led Couch to 5K sessions.

Project Partners:

Conservation Volunteers Northern Ireland, Fit4Life / Greater Village Regeneration Trust

Additional Partners:

Cobrafit Natalie Campbell, WISPA



Organisation: JogBelfast

Project Name: JogBelfast Programme

The aim of the JogBelfast programme is to encourage people who are inactive and have not run before to get active by taking up walking, jogging or running. The programme is delivered in local communities across Belfast and open to people of all ages and abilities.

With the new registration system Jog Belfast can now do a postcode deprivation analysis. This shows that generally we are getting 25% of registrations coming from the highest 10% of deprivation.

Analysis also shows:

- We have around 80-90% female
- We have around 1.5-5% disability participation
- We have around 13% over 50 participation

Pledges

1 Support schools to offer physical activity throughout the day

Working with schools and other partners, we will support opportunities for both structured and unstructured play throughout the day. This will include the provision of high quality physical environments and resources to support active play, supporting walking and cycling to school programmes, developing and implementing school policies which prioritise physical activity for children, teachers and parents and supporting healthy eating and 'learning to grow' initiatives.

2 Create an integrated 'Active Travel' network

We will work with partners to develop a high quality network of dedicated walking and cycling routes, which connect people to services. This will include supporting behaviour change programmes in local schools, workplaces and communities and developing health related walking and cycling initiatives. We will also improve the integration between walking, cycling and public transport by working with partners responsible for planning and policy.

3 Create more active places through local spatial planning

We will work with partners across planning, to create active places which provide access to safe and accessible opportunities for physical activity, allowing people to incorporate activity into their everyday routine. This will include working with partners to create active places as part of new developments in the city and ensuring physical activity is a priority within local planning policy.

4 Strengthen connections to and within the health sector

We will work with the health sector and other partners, to develop new and enhance existing models of physical activity referral schemes, including implementing regional policy on physical activity referral and developing new condition specific pathways. We will ensure all programmes promote behaviour change through providing both practical brief advice and community based opportunities for participation in physical activity.

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5 Develop and implement a comprehensive marketing campaign on the benefits of being active

With partners, we will develop and implement a comprehensive marketing campaign aimed at informing people of the benefits to being active and inspiring people to get involved. This will include the use of both paid and unpaid forms of media such as print, electronic media, posters, social media and mass participation events. We will ensure this links with regional campaigns such as Choose to live better and Bike Week.

6 Deliver wide ranging and inclusive community based activity programmes

Working with partners, we will develop approaches that support everyone at any stage of life, to get active in their community. We will support schools, workplaces and community settings to develop policies which encourage people to be active and to implement physical activity programmes which provide opportunities for everyone to get involved and stay connected.

7 Support local sports clubs to deliver inclusive and adapted sports for all

We will support local sports clubs, governing bodies and partners, to develop and implement a wide ranging programme of adapted sports, which will provide physical activity opportunities for all. This will also include supporting the development of policies which promote inclusive sport, reducing barriers to participation including social and financial barriers and addressing negative perceptions of sports participation.





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