



BARNLSLEY



BACKGROUND

A priority for Barnsley Council is that residents are healthier, happier, independent and active. In line with this priority a key objective for our Sport & Active Recreation Service was to develop a campaign to encourage all primary schools across Barnsley to deliver an additional 15 minutes of physical activity through the Daily Mile.

AIM

- To increase the number of schools taking part in the Daily Mile – children fit for life movement.

METHODS

Using Rodgers Innovation Curve and Nudge Behaviour Change theory we designed a campaign that would influence other schools to join the Daily Mile movement.

- Established schools currently delivering the Daily Mile.
- Schools already delivering the Daily Mile were used as our ‘Innovator’ schools.
- Gained buy in from Senior Council staff and school head teachers.

OUTCOME: 16 INNOVATOR SCHOOLS IDENTIFIED

RESOURCE DESIGN

Designed a set of resources for schools to encourage Daily Mile sign up and behaviour change.

- East Principles -Easy, Attractive, Social and Timely (EAST).
- Daily Mile Pledge Card.
- 10 steps to being Daily Mile Ready.
- Personalised letter sent to all headteachers introducing the Daily Mile awareness month concept and invited schools to take part.

OUTCOME - 5 MORE SCHOOLS SIGNED UP TO DELIVER DAILY MILE

CAMPAIGN MONTH

- Launched campaign at Churchfields school.
- Launch covered by Calendar News- audience reach 330k.
- Hosted Seminar with Daily Mile Founder Elaine Wyllie –30 delegates from schools and health professionals.
- Campaign Social media reach - 28k.
- All schools signed up entered into a lottery draw – prize 1k toward a track design to support daily mile.
- Re-issued audit questionnaire.

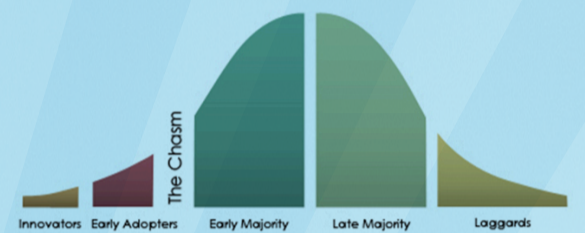
RESULTS

- 29 schools delivering the Daily Mile by the end of campaign.
- 12 more schools committed to delivering in 17/18 academic year.

LEARNING

- Be very clear about ‘the message’, ‘the audience’ & ‘the messenger’. Top line has been ‘happy and healthy pupils and teachers = better educational outcomes.’
- Win ‘hearts and minds.’ E.g. meet with the Cllr in charge of public health, present to Senior Management Team, work closely with key head teachers, Sports providers and school nurses who go into schools everyday.
- Some schools won’t want to deliver the daily mile, be armed with other physical activity options they can deliver – i.e. active lessons.
- Main aim is to get schools to build activity into the schools day.
- Where possible get school governors on board.

ROGER'S INNOVATION ADOPTION CURVE



Trying to convince the mass of a new idea is useless. Convince innovators and early adopters first.



This has been produced by:



BARNLSLEY
Metropolitan Borough Council