



**THEME:**  
Education

**TITLE OF LEARNING:**  
Broadening the approaches to the Active Lives Children Survey

### KEY RESEARCH QUESTIONS

How can we support our partners to tackle inactivity?



### AN EXAMPLE OF BEST PRACTICE:

Active Black Country have traditionally worked closely with PE leads and coordinators to recruit schools which have been randomly selected to participate in the Active Lives Children's Survey. This has proved successful with a continuous increase in the number of schools and resulting surveys completed each year. Schools electing not to participate in previous terms have notified ABC staff of a variety of reasons for schools being unable to participate with the most common response from schools sighting insufficient time or capacity to conduct the survey with their pupils.

Through discussions with school staff this term ABC has found great interest is being generated from schools to complete the Active Lives Survey in order to achieve the Healthy Schools Rating. This interest has been largely driven by staff with a responsibility for food and nutrition across the school.

As a result ABC has broadened its approach in the recruitment of schools with the team now working closely with food and nutrition staff across the school in addition to traditional contacts such as the PE staff.

### WHAT WERE THE LESSONS THAT WERE LEARNT AND HOW ARE THEY BEING APPLIED IN THE FUTURE?

Given teaching capacity and challenging workloads approaching multiple members of staff has resulted in an increased take up of the survey. Examples of success have included where the PE lead in one school was unable to coordinate the survey however the PSHE lead had capacity to facilitate the surveys being complete.

ABC continues to expand the relationships it is developing outside the traditional PE contacts to ensure numerous staff within schools are now being approached to raise awareness of the opportunity schools have to participate in the Active Lives Survey. In addition ABC are working closely with Local Authority PSHE leads to increase coverage outside ABC traditional PE and Sport networks in the Black Country.

### HOW WAS SUCCESS MEASURED?

Positive engagement over the 2020 spring term has seen 19 schools actively engaged and agree to complete the survey in the period. This is the highest total of schools engaged since the Active Lives Survey began in September 2018.