

MEDIA RELEASE

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Inspiring the athletes of the future

Last summer, 218 primary schools across Leicester, Leicestershire and Rutland took part in Leicestershire Partnership NHS Trust (LPT)'s Move it Boom physical activity challenge, and on 15 June, year four pupils from the winning school, Caldecote Community Primary School, enjoyed an exciting and inspirational day at Loughborough University, hosted by Loughborough Sport.



Children meet Sam Ruddock, European silver medallist for shot put and paralympian.

The Move it Boom campaign, which has run each summer for the last two years, encourages children to get moving and stay healthy, motivated and supported by interactive online content on LPT's Health for Kids website (www.healthforkids.co.uk).

Last year's campaign was inspired by the Rio Olympics, so a visit to the sporting facilities at Loughborough University where many of our medal winning athletes train was a fitting prize for the winning school. LPT's other sports partners, Leicestershire and Rutland Sport, Leicester City Football Club and Leicestershire Cricket Club also donated prizes for the winning schools.

Pupils at Caldecote Community Primary School logged an impressive 5,690 of the total 47,053 activities between June and October 2016. During their visit to Loughborough University, the number one sporting University in the UK, the 67 year four pupils had a tour of the world-class sporting facilities. They also took part in fitness testing, handball, dodgeball, soccercise and football practical sessions with coaches from Loughborough Sport.

Oliver Back, sport outreach assistant co-ordinator for Loughborough Sport who organised the day, said: "We were delighted to support the Move it Boom campaign as getting children to develop a love of sport from a young age and understand the importance of physical activity for health and wellbeing is really important. I hope that the pupils from Caldecote have been inspired by their visit and have realised that you can participate in sports, improve your fitness and your performance whatever your ability."

Kelly Rogers, assistant headteacher at Caldecote Community Primary School, said: "We were delighted to be named the winners of Move it Boom in October last year. The competition gave our pupils the motivation to get involved in a range of different exercise types and encourage other members of their families to do the same. Being able to see where and how some of the best athletes in the world train and improve has been a fantastic opportunity, and I know the children will have a lot to share back at school."

Sarah Fenwick, school nursing lead at LPT said: "Our aim with the Move it Boom public health campaign is to encourage an inclusive view of physical exercise, so that all children realise that they can find a fun form of activity that they enjoy, and stay motivated to maintain a healthier lifestyle."

The next Move it Boom challenge will be launched in early 2018, with a focus on simple activities that children can try indoors at home to build their strength, flexibility and stamina. Pupils from Caldecote will be featured on the Health for Kids website demonstrating some of these activities.

ENDS

NOTES TO EDITORS

- Leicestershire Partnership NHS Trust (LPT) provides community health, mental health and learning disabilities services for the one million people living in Leicester, Leicestershire and

Rutland. We have a budget in excess of £275 million and employ approximately 5,500 staff. For more information visit: www.leicspart.nhs.uk. Our registered charity is called Raising Health (charity number 1057361). The charity fundraises to support excellent care initiatives, equipment and innovations which go above and beyond core NHS provision to enhance the experience of our patients, service users and staff. See www.raisinghealth.org.uk

- The Health for Kids website (www.healthforkids.co.uk) features a range of games, videos, and interactive content for primary school age children, written by health professionals including public health nurses, dietitians, paediatricians, and mental health specialists. A separate section aimed specifically at parents provides further advice. All of the content, including games and quizzes are designed to also be viewed and enjoyed via mobile devices using touch controls.
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