

Fact Sheet 14

Name of Project/ Service

Superstar Challenge

The Superstar Challenge is a sporting event organised by Southwark Community Games and the PCT, which is based on the BBC Superstars programme. In the televised edition athletes compete against each other in a wide range of sports collecting points according to their score or time and the winner is the man or woman with the highest total.

We have adapted this scheme to produce an innovative programme for young people (aged 9-10 - year five pupils) who are overweight or obese. The project initially engaged four schools with classes of between 20 - 30 pupils who participated in series of exercise and fitness challenges for ten weeks, which intended to get them faster, stronger and fitter as well as improving their diet, knowledge, behaviour and focus. In 2010 we increased this intake to 6 schools.

Aims – Why do we do it or it set up?

This programme has been introduced as a result of the National Child Measurement programme 07/08 which showed that in year six, 26% of Southwark children were obese (the national average was 18.3%) and 16% were overweight. On this evidence the estimated number of Southwark children aged 1-15 whose body mass index is above the 95th centile (obese), based on the 2007 Census mid year population shows that there are in total over 8000 children who are obese in the borough.

The recent national obesity strategy “healthy weight, healthy lives” states that the cause of obesity is a ‘positive’ imbalance between energy consumed (food and drink) and energy expended (exercise).

It is because of these distressing results that this programme has been developed to help tackle these issues through specific exercise sessions, team work, and teaching nutrition and life skills to help children make the right decision, through working with nutritionists, head teachers and school nurses.

The aim is to halt the year on year rise in levels of obesity among children aged nine and ten yrs in Southwark by 2011.

Brief Description i.e. location, users, nature of the project/service, frequency of events

The programme will be run by the Southwark Community Games team with guidance and support from The Healthy Schools Team and PCT nutritionists. The SCG staff are highly trained and qualified coaches in a multitude of sports as well as being tutors for Sports Leader UK. They will run the entire exercise programme as well as over see the nutritional content with support from head teachers and school nurses.

Impact/ out comes (i.e. what has it achieved/ 09/10 and 10/11

09/10

- Four schools sessions were initiated, the results were very positive. Comber Grove showed a marked impact over the 10 weeks of the programme with an average of 2.9cm per child lost from their waist circumference

10/11

- Six Schools were involved in the second tranche from January –March. Robert Browning Primary School class lost 34.5cm from total waist circumference this programme (Jan - Mar), meaning the collective children who have been weighed all 4 times have lost 50cm in total since September or 2.6cm per child which is positive and significant
 - Five schools are continuing with the programme in the Spring Term.
 - Beyond September however there is a requirement for the programme to be specifically funded in order to become sustainable. Programme is currently funded solely through own budget
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