

Your recipe for success Engagement and Participation



Dudley Primary Care Trust Improve
Young People's Fitness through
Innovative Dance Package

Contact Details



The Challenge

Dudley Primary Care Trust was looking for ways to address rising levels of obesity by supporting primary and secondary schools in the area to increase pupils' activity levels. Their aim was to increase pupil participation in at least 3 hours a week of high quality PE at school and 2 hours activity out of school hours. They wanted a sustainable, cost effective programme that could reach as many young people as possible and could be extended for use out of school hours.

Meeting the Challenge

All primary schools were offered the opportunity to log on to **Cyber Coach Smart** a wide range of dance and exercise sessions streamed directly to the interactive whiteboard in the primary school classroom or hall. A trial period was provided and interested schools were then offered funding towards their yearly subscription by Dudley Health Promoting Schools Service and their School Sports Partnership. A total of **35 primary schools** in the area have taken up this offer and lots more have shown a keen interest.

No training or equipment was needed and the staff could start using the dance sessions straight away. The children loved being introduced to different styles of dance such as bollywood and salsa. Staff within the schools were able to access short 'wake and shake' sessions in a chosen style, longer dance sessions, and cool down sessions led by top quality dance instructors through the interactive whiteboard. Staff was also able to tailor parts of different sessions to meet pupils' needs and abilities.

Dudley Primary Care Trust also supported secondary schools by investing in a Cyber Coach Interactive Dance Mat System which includes dance mat games and a 'virtual dance instructor' suitable for secondary school age students.

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Impact

So far 35 schools have benefitted from this fun new way to exercise and have enjoyed the opportunity to take part in more physical activity. Schools engaged well with the primary care trust to achieve their goal to improve and sustain increased general health and fitness levels.

Primary schools have used Cyber Coach Smart for an average of 16 minutes per routine in September and October with some longer sessions for lunchtime and afterschool clubs and P.E. lessons. It has been used both during and out of school hours.

Jayne Hardy was P.E. coordinator at Tenterfields Primary School at the time they began to use Cyber Coach Smart. She says:

“Our year 5 students set up a lunch time club for the younger pupils in year 2, 3 and 4 using the cheerleading programme they used pom poms too to give a bit of novelty and ran the club using Cyber Coach Smart in the I.T. suite. They worked through the cheerleading programme with them for about 6 weeks on a weekly basis. If there were any parts that the children found tricky, they were able to go back and repeat using the Cyber Coach Smart which was great. They could also repeat parts of the programme when new children attended.”

“We have started using the Cyber Coach Smart a lot more in the last couple of months – if the weather is wet and miserable outside we have used Cyber Coach Smart indoors so they are not missing out on their chance to do some PE. The teaching assistants also run activities at lunchtime – when we had the snow last year we used Cyber Coach Smart in the school hall -. Using Cyber Coach Smart means that when otherwise kids would miss out on PE they are still getting that opportunity for participation in something different.”

“I have used it with a smaller group and also with groups of 30. We simply push the tables back in the classroom and get started. The children are able to choose their preferred routines and have really enjoyed ‘thriller’, ‘combat’, ‘kardy aerobics’ and KS1 ‘weather’.”

Why did it work?

Ruth Hill, Schools Obesity Prevention Coordinator at Dudley Primary Care Trust outlined the critical factors that made this work for them...

- ♣ Allowing schools to trial the Cyber Coach Smart free of charge enabled schools the opportunity to see how the system could benefit their pupils before they subscribed.
- ♣ Cyber Coach Smart is very easy to use and staff do not need any training in order to use it.

Ruth added:

“Cyber Coach Staff have provided the PCT with **excellent** ongoing support, responding immediately to queries through regular visits, the telephone and email. In addition Cyber Coach staff delivered local sessions where schools had the opportunity to see the product in action and ask questions.”

“I teach a group of 19 children, 10 of which have behavioral issues. With this group it is essential to get them engaged in the activity quickly. I have found that Cyber Coach Smart does this – the majority of pupils are engaged and stay engaged.”

“If the weather is wet and miserable outside we have used Cyber Coach Smart indoors...Using Cyber Coach Smart means that when otherwise kids would miss out on PE they are still getting that opportunity for participation in something different.”

The children are able to choose their own routines and have really enjoyed ‘thriller’ ‘combat’ ‘kardy aerobics’ and KS1 ‘weather’.