

Case Study

PRO ACTIVE South London

Innovative approaches to signposting



PRO-ACTIVE South London have set themselves the over-riding objective:

'To get as many young people to the start line as possible and to make sure that they finish the race!'

In order to help them achieve this objective excellent work in consulting with and engaging young people has been undertaken. A focus group was held with young people from the 'connexions shadow board' to establish a clear approach to sporting provision and to determine 'what would make you do more?', 'what would make the programme work?' and 'what communication would work best for the Extending Activities programme?' A planning meeting with delivery partners also took place to ascertain how they could affectively recruit and retain young people on to their Extending Activities programme.

Five key social messages were determined by young people during their research focus group, which included;



- Sport is fun
- Sport can keep you healthy
- Sport does not have to be competitive
- Sport is social
- Sport is for any ability

These messages will be used when communicating details of the Extending Activities programme in addition to using the tag line: ***'Enhance your lifestyle, extend your activities!'*** which has been developed to create brand identity to the programme.

As a direct result of the focus group and planning day an on-line resource pack has been developed as a central resource to help deliverers communicate their Extending Activities programme and ensure that they do their utmost to recruit and retain participants. The resource pack includes:

- Course completion certificates for those achieving a 60% attendance rate
- On-line discussion forum to share best practice amongst partners
- 'Empty-Belly' posters based around the five key messages which can be edited to suit different activities
- E-mail alerts to promote and communicate details of events and activities, and;
- A prize draw giving participants the chance to win a Nintendo Wii, if they achieve an 80% attendance rate.

The resource can be accessed by visiting: www.pro-activesouthlondon.org/EAResourcePack

The use of SMS text messaging is also being trialed by PRO-ACTIVE South London. They have purchased a bundle of 25,000 text messages which will initially be used to remind young people who have registered on the EA programme when sessions are taking place and to advertise events. However there are plans to use text messaging to recruit participants as Extending Activities develops.

