



Play, Learn and Grow Healthy Project

Interim Report for Closure Event



October 2011



Wales Pre-school
Providers Association
Cymdeithas Darparwyr
Cyn-ysgol Cymru



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Introduction

Play, Learn and Grow Healthy has been a 3-year BIG Lottery funded, research project that began in November 2008, led by Clybiau Plant Cymru Kids' Clubs, working in partnership with Mudiad Meithrin and Wales Pre-school Providers Association. The project was funded with £425,797 from the **Big Lottery Fund's (BIG) Way of Life (WOL)** initiative, which aimed to develop new and innovative ways of promoting healthy eating, activity and play among children through projects that involve the whole family.

Under the **BIG Lottery Way of Life Programme**, there were three model options. These were Healthy Places- focussing on events and festivals; Healthy Families- which involved activities and lifestyle coaching within the home and Healthy Friends based on older children positively influencing slightly younger children through a buddying programme.

We chose the **Healthy Friends model** as Clybiau Plant Cymru Kids' Clubs and childminders were in a unique position of working across the age ranges and were therefore able to offer the 'buddying' method of learning with the older children aged 10/11 working alongside and mentoring the younger children aged 7/8 years. We were keen to implement this project with fun activities in childcare settings as traditionally much of this work is done within the classroom. With other age ranges being present in the setting, they too benefited from the activities. Working closely with our other partners, Wales Pre-school Providers Association and Mudiad Meithrin, we were able to trial some activities with the younger children to make positive decisions regarding exercise and diet from an early age. We also wanted to see which activities could be **differentiated successfully** to use with younger children.





In addition to the 'buddying' element with older children, some resources were trialed with **younger/pre-school children**. This ensured that the messages and associated resources reach a wider community at an earlier stage and that the children, families and childcare workers become familiar with the content. It was felt that the resources could be shared with younger children in order to promote healthy eating and exercise from a young age and therefore making positive decisions regarding diet and levels of physical activity that would set lifelong behaviour patterns to benefit their health. The impact of the project was evaluated with the children, parents and childcare workers.

The BIG Lottery had intimated that they would limit the funding to a maximum of one project per county, 14 projects were finally approved across Wales. In addition, the application also needed to be supported by the local Health and Wellbeing Partnership. Initially, **we wrote to all 22 Health and Wellbeing Partnerships** to discuss our project and to explore the possibility of working in partnership with other local providers. Of those that replied, many intended on submitting their own applications. However, after careful consideration of potential locations, it was agreed to work with Carmarthenshire based on our staffing capacity and the demographics of the county.

Carmarthenshire is a **small county in West Wales**, where all agencies work closely together. Children travel through a continuum of learning and the playgroups have strong links with the out of school clubs, often sharing the same room at different times of the day. Some children use a childminder for their childcare during term time but will attend a holiday club during school holidays. We felt that it was important for the childcare sector to work collaboratively to develop an end resource pack that would span the age ranges and complement the existing **clinical obesity toolkit developed through the Health, Social Care and Well-being Partnership**.

Project Purpose

The purpose of the project was to promote the benefits of a healthy diet and increased physical activities and encourage children to change their lifestyles and behaviour. It was planned that we would achieve this through training children to become buddies in order for them to carry out and pilot **activities promoting exercise** and **healthy eating in a fun, non competitive way** with younger children.



There were 3 main project outcomes, namely: -

1. Increased awareness of healthy eating and exercise among the children in the childcare settings and their families.

By the end of the 3-year project 2,112 children (704 per annum) in the childcare settings - out of school clubs, playgroups and childminders and their families will have increased awareness of healthy eating and exercise.

2. Positive changes in attitude and behaviour toward healthy eating and exercise among the children in the childcare settings and their families.

By the end of the 3 year project 408 (136 per year) 'buddied' children and 1704 (568 per year) other children benefiting from activities around the buddying will have positive changes in attitude and behaviour.

3. Strategic links that promote a joined up approach to nutrition, physical activity and play.

By the end of the 3-year project the 4 national childcare organisations will have worked with at least 20 partners within Carmarthenshire to promote joined up thinking between the voluntary sector and the Local Authority.

Project Beneficiaries

The table below shows the estimated target beneficiaries for the project. The direct beneficiaries are children aged either 10-11 (buddies) or 7-8 (recipients). The indirect beneficiaries are children of other ages in the setting, staff and parents/carers.

Beneficiaries	Children	Childcare Workers	Parents/Carers
Children in out of school childcare clubs (direct)	120		
Out of school childcare workers (indirect)		24	
Children in out of school childcare clubs (indirect diff. age)	72		240
Children with childminders (direct)	16		
Childminders (indirect)	16	8	48
Pre-school children (indirect)	480	160	
Total per year	704	192`	288

By the end of year 2, we agreed with the BIG Lottery to amend some of the project outcomes for the following reasons: -

Outcome 1

Due to staffing issues, it had been harder to recruit pre-school settings to the project. Consequently, as number of pre-school settings was reduced, the number of pre school children and their families taking part was also less than we had anticipated. We discussed this fully with the BIG Lottery and it was agreed that we would amend the **number of children taking part in the project to 550 overall**. However, we continued to maintain the number of children attending both childcare clubs and childminders and so the reduction was only of pre-school children, who were all indirect beneficiaries of this project.

Outcome 2

Whilst the outcome of 136 children per year were directly involved in the project as either buddies or recipients of the activities, many of the children remained on the project for more than 1 year. Therefore the target of 408 **new** children was not achieved. This was not anticipated when the original outcomes were written.

Outcome 3

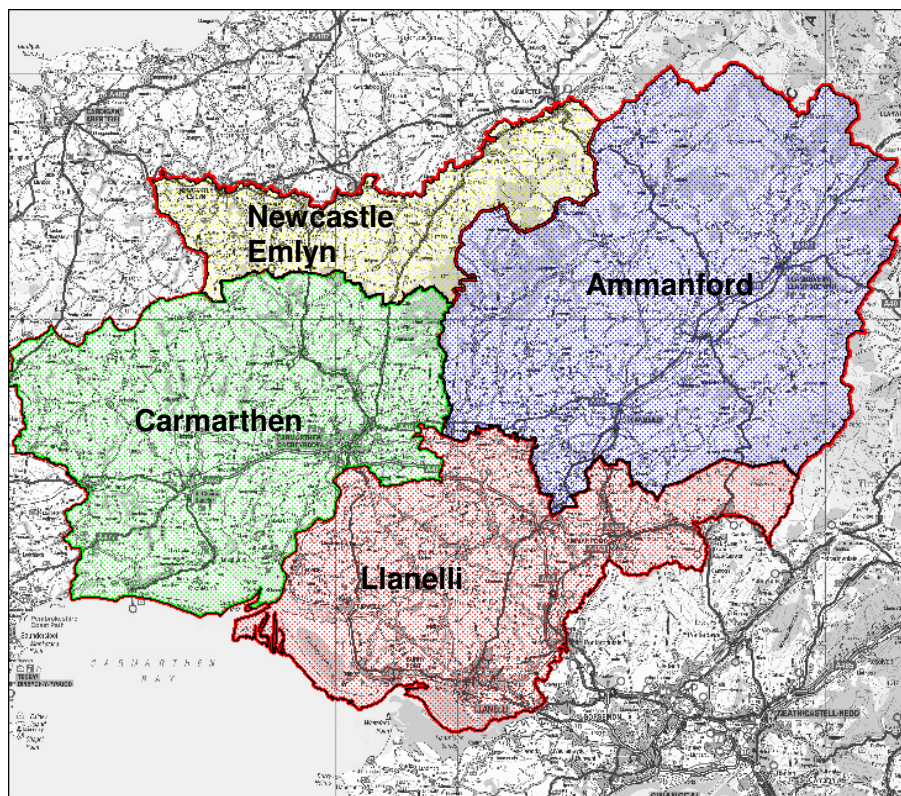
When we embarked on this project, it was felt that this would be a way for **the 4 national childcare organisations** (Clybiau Plant Cymru Kids' Clubs, Mudiad Meithrin, Wales Pre-school Providers Association and the National Childminding Association) to work together to provide a continuum of learning for the children in out of school childcare settings. Prior to the start of the project, we were unable to work with the National Childminding Association as they operated on a UK wide basis but their Wales division remained an active member of the advisory group and we maintained a strong relationship with the Development Officer in Carmarthenshire and were still able to work with local childminders on this project.

Initially we worked in partnership with Wales Pre-School Providers Association who employed a member of staff to work on this project. Due to changes in staff and as evidence of true partnership working, it was mutually agreed that a member of staff from Clybiau Plant Cymru Kids' Clubs would support those pre school groups.



Geographical Location

The Play, Learn and Grow Healthy project worked across the county of Carmarthenshire in out of school childcare clubs, childminders and pre-school groups. The county was divided into 4 areas to ensure an even spread across all areas in Carmarthenshire. The north hub centred around **Newcastle Emlyn**, the west hub covered **Carmarthen**, St Clears and district, the south was Llanelli and surrounding areas and the eastern hub covered **Ammanford** and **Llandeilo**. This assisted the organisation of localised consultation events (Focus Groups) which were held on a termly basis as we were able to repeat **the Focus Groups in the 4 areas each term**. This gave opportunities for all participating settings to attend an event without having to travel too far.



We aimed to pilot this research project with a cross section of participants and, in addition to the prescribed age requirements; we further considered the language medium of the settings, the rurality, and the governance structure as well as the affluence/deprivation of the location. Our aim was make the project available to all of the above in order **to capture any patterns in behaviour** in certain areas and **to check that the research was sound across all geographical and demographical sectors**.

Organisation of the Project



Partners:

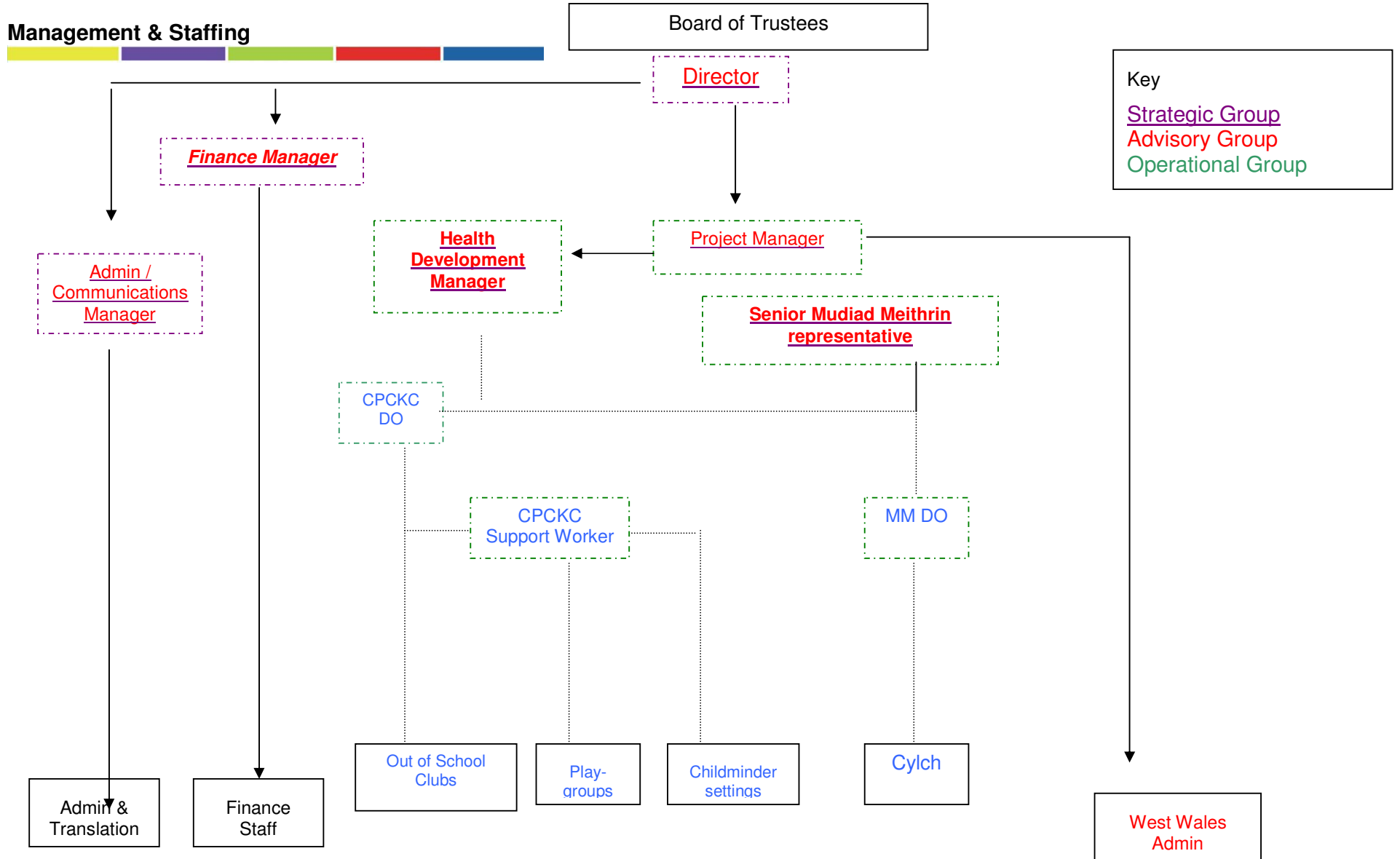
Clybiau Plant Cymru Kids' Clubs was the lead on the national bid for the **Play, Learn and Grow Healthy** project. It was planned initially to work in partnership with the National Childminding Association, Wales Pre-school Providers Association and Mudiad Meithrin. During the course of the project we worked closely with Mudiad Meithrin as a project partner. Initially we worked in partnership with Wales Pre-School Providers Association who also employed a member of staff to work on this project, but at a later stage it was mutually agreed that a member of staff from **Clybiau Plant Cymru Kids' Clubs** would support those pre school groups. Although we did not work in partnership with the National Childminding Association, we were supported by their Development Officer for Carmarthenshire and the childminders were regularly visited by Clybiau Plant Cymru Kids' Clubs staff.



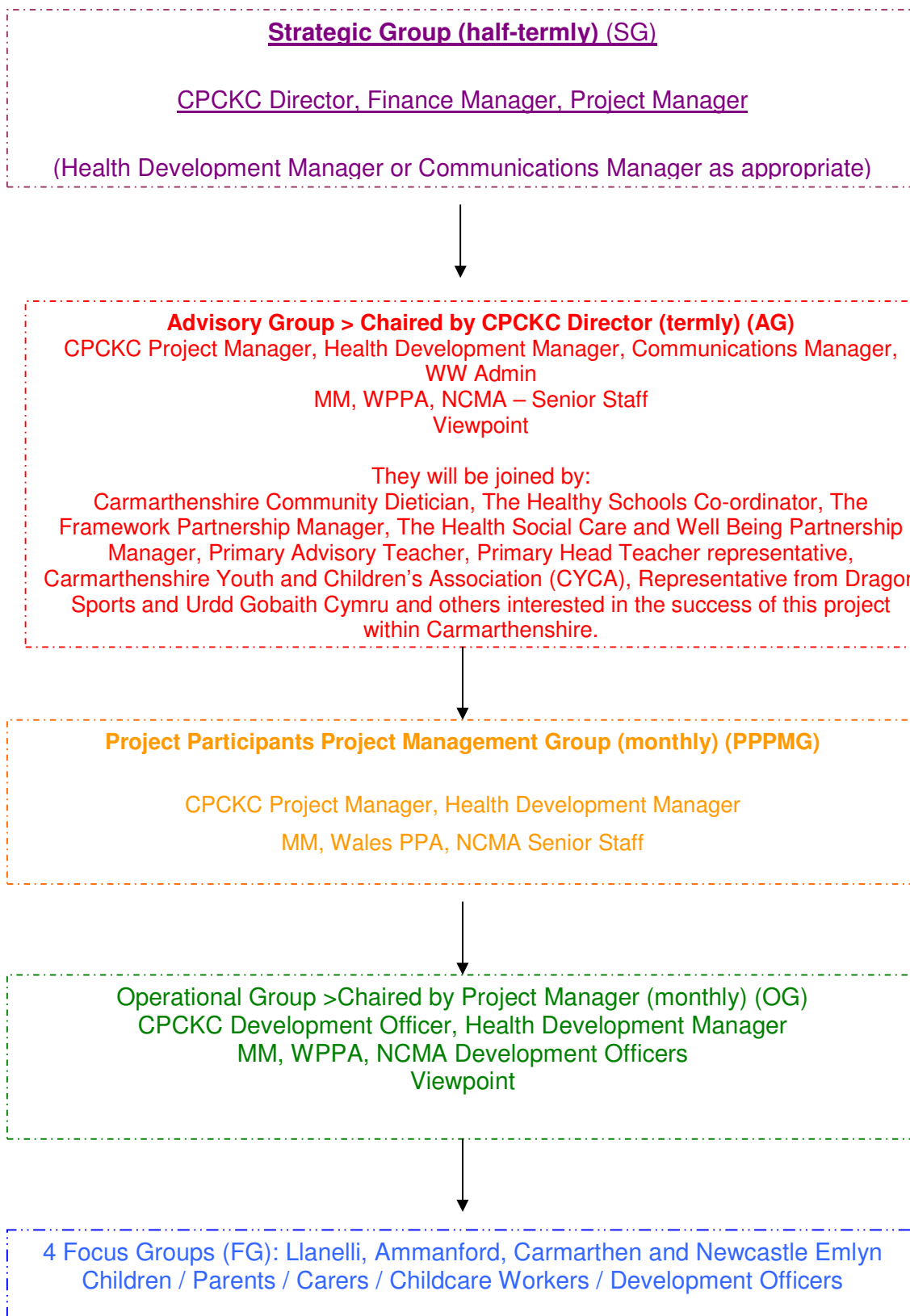
The West Wales Regional Team Leader was appointed part time as Project Manager. The first key priority for this project was to recruit **The Health Development Manager** and we were very fortunate to recruit someone bilingual, with a health and educational background who was moving back to Carmarthenshire. The Health Development Manager's role was to write the activity cards, oversee operational staff, analyse the termly data and to assist the Project Manager in the running of the project.

The **Development Officer and Support worker** (Clybiau Plant Cymru Kids' Clubs) were the main links with the 10-11 year old children in the out of school childcare clubs and with the children who are looked after by the childminders, and the children of 7-8 who they will buddy.

Management & Staffing



Management Groups within the Project



Strategic Group

The strategic group was an internal group established by **Clybiau Plant Cymru Kids' Clubs** to oversee the work throughout the project and ensure that there was adherence to targets and budgets. This group met on a monthly basis and was attended by the Director, Finance Manager, Project Manager, Health Development Manager, Communications Manager and Administrator.

Advisory Group

On the operational side of the project, a local Advisory Group was developed, comprising of **strategic key organisations and professionals** in the field of nutrition and sport, alongside other agencies working with children in Carmarthenshire. This group met termly for project updates, consultation and guidance.

The role of the group was to **support consultation with strategic Carmarthenshire stakeholders** in developing the Play Learn and Grow Healthy Project; take account of and/or receive/feedback of their views in particular regarding physical activity, nutrition, play and research; provide guidance/advice to the project; encourage synergy between **The Play Learn and Grow Healthy Project** and other Carmarthenshire initiatives where appropriate.

The following were members of the Advisory Group:-

Director	Clybiau Plant Cymru Kids' Clubs
Project Manager	Clybiau Plant Cymru Kids' Clubs
Health Development Manager	Clybiau Plant Cymru Kids' Clubs
Director, South West Wales Region	Mudiad Meithrin
Regional Executive Officer	Wales Pre-School Providers Association
Community Health Promotion Dietician	Hywel Dda NHS Trust
Healthy Schools Co-ordinator	Carmarthenshire County Council
Framework Partnership Manager	Carmarthenshire County Council
Children's Partnership Officer	Carmarthenshire County Council
School Improvement Officer	Carmarthenshire County Council
Primary Head Teachers Representative	Carmarthenshire County Council
	Carmarthenshire Youth and Children's Association
Project Manager, Fit 4 Fun	Association
Active Young People Co-Ordinator, Dragon Sports	Carmarthenshire County Council
Swyddog Datblygu	Urdd Gobaith Cymru
Swyddog Prosiect	Menter Cwm Gwendraeth
Prif Weithredwr	Menter Bro Dinefwr
Dental Health Educator	Hywel Dda NHS Trust
Policy Co-ordinator	Social Care and Housing
Principal Health Promotion Specialist	National Public Health Service
Development Officer	National Childminding Association
Development Officer	ContinYou
Research Co-ordinator	Swansea University
Admissions Tutor	Trinity Saint David University College
Faculty Manager	Coleg Sir Gar
Public Health Dietician	Welsh Assembly Government

Project Participants Project Management Group

Initially the Project Participants Project Management Group was established and ran for the first year of the project. **The team consisted of the Project Manager, Mudiad Meithrin senior representative, Wales Pre-school Providers Association and Health Development Manager, Clybiau Plant Cymru Kids' Clubs.** This was then amended when the responsibility for pre-school data collection was transferred to the Clybiau Plant Cymru Kids' Clubs Support Worker as it was felt that the agenda could be combined with the Operational Group meeting held on the same day.



Operational Group

An Operational Group met monthly for grassroots consultation with the Play Learn and Grow Healthy project staff that were working directly with the children and the setting staff. **Organisation of data collection, focus group meetings and performance against targets were discussed at these meetings.** Also, it provided opportunities for staff to route plan visits to settings and work collaboratively. It was an ideal conduit for information sharing and idea generation.

Focus Group Meetings

Focus Groups were organised termly for all participants to attend. Each meeting was repeated in 4 locations across the county in order to provide a local meeting for all participants to attend. The format of the meetings **included information sharing from the Play, Learn and Grow Healthy team** but also provided great opportunities to gain feedback from the staff in the participating settings. Also, ideas could be shared between settings to further the success of the project. **New activity cards were trialled with staff and children** at these meetings and were able to give immediate feedback to further development of future cards. Every term there was a focus group meeting held in the areas of Newcastle Emlyn (rural), Llanelli (urban), Carmarthen (urban and rural) and Ammanford (urban and rural).



Attendance at Focus Group meetings

	Adults	Children	Total
Nov-09	40	43	83
Apr-10	23	51	74
Jun-10	36	69	105
Oct-10	30	49	79
Apr-11	27	90	117
Total	156	302	458

The Viewpoint Organisation Ltd

A questionnaire was devised by **Hall Aitkin, consultants acting for the BIG Lottery on this Way of Life programme**, to monitor the distance travelled by the participants. Carmarthenshire County Council had already contracted with The Viewpoint Organisation Ltd to undertake some research for their children's services department and had purchased a license to use their product within the county. Therefore, and to promote partnership working, it was agreed that we would invite The Viewpoint Organisation Ltd to work alongside us on the Play, Learn and Grow Healthy project. Clybiau Plant Cymru Kids' Clubs and The Viewpoint Organisation Ltd together adapted the questionnaire into an **on-line, interactive, fun questionnaire** for the children to complete using laptops. The benefits of this method of data collecting included:-

- Audio facility on questionnaires to ensure all levels of ability could access
- Use of earphones to avoid outside influence on responses
- Fun method of data collection to engage the children and included game breaks to hold the children's attention.
- Access to a variety of statistics through the Viewpoint software to assist future activity planning
- Access to patterns/trends in the participants' behaviour

It became apparent that in order to develop activities that the children enjoyed, data regarding **children's enjoyment** as well as participation would need to be collected. Children may have participated in an activity once a week, but this would not be sustainable in future years if the enjoyment aspect was not addressed. Therefore, additional questions were added to the **interactive questionnaire** in order to develop activities that the children would enjoy. This information was then collected termly to feed into the development of future activity cards to be piloted in settings.



Participating Settings



Out of School Childcare Clubs

Clwb Caredig, Nantgaredig Clwb Y Castell, Kidwelly Clwb Gofal Teilo Sant, Llandeilo Clwb Gofal Rhydaman, Ammanford Clwb Gofal Llanon, Llanelli Clwb Gofal Pum Heol, Llanelli Clwb Gofal Caerfelin, Pencader Tremoilet Out of School Club, Pendine	The Sunshine Club, Carmarthen CYCA, Llanelli Clwb Dewi, Llanelli Johnstown Holiday Club, Carmarthen Wow Club, Llandeilo Clwb Y Ddwylan, Newcastle Emlyn Swiss Valley Out of School Club, Llanelli
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Childminders

E. Thomas, Cwrt Henri E. Jenkins, Llangadog E. Champion/ H.Racher, Llandovery K. Davey, Llanelli S. Carrotts, Pembrey C. Pask, Burry Port	W. Davies, Carmarthen L. Hindley, Penygroes J. Lewis, Pwll Trap T. Jones, Llanelli S. Lewis, N Emlyn
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Mudiad Meithrin (Pre-school groups)

Betws	Hapus Dyrfa	Pencader
Blaenau	Hen Heol	Penygroes
Bro Elfed	Hywel Dda	Pont Henri
Bronwydd	Llandybie	Pontiets
Bryn a Llwynhendy	Llanerch	Pontyberem
Brynaman	Llangadog	Porth Tywyn
Brynsierfel	Llangennech	Pum Heol
Caerfyrddin	Llangynwr	San Cler
Camau Tirion	Llanllwni	Saron
Canolfan Plant	Llannon	Trallwm
Llwynhendy	Llansteffan	Treficer
Cefneithin/Gorslas	Llanybydder	Tre-lech
Cuddly Bears	Llandovery	Tycroes
Cwrt Henri	Llechyfedach	Y Bedol
Cwtch Cynes	Meinciau	Cam Cynta
Drefach Felindre	Moriah	Y Felin Betws
Felinfoel	Mynydd y Garreg	Y Gamfa Wen
Ffairfach	Nantygroes	Yr Hendy
Furnace	Parcyrhun	
Ffynnon Wen	Pembre	
Ferryside		



Wales Pre-school Providers Association (Pre-school groups)

Andi Pandis, Ammanford	School House Day Care, Carmarthen	Childsplay Nursery, Llanelli
Bobol Bach, Carmarthen	Cuddly Bears, Llangennech	Sunnydays Nursery, Ammanford
Cwtch Cynnes, Penygroes	Top Totz, Llanelli	Drefach, Llanelli
Cae'r Ffair, Gorslas	St Paul's, Llanelli	Trallwm, Llanelli
Little Oaks, Llanelli		Mops, Llanelli

The Delivery



Although the project began in **November 2008**, data collection did not begin until September 2009. During the period November 2008 and September 2009, project staff were appointed, the first set of activity cards to be piloted were designed and prepared and the buddies were trained in each setting. Baseline data was then collected followed by **a further 5 rounds of data collection** resulting in some children beginning the project as recipients (aged 7-8 years) and then becoming buddies by the end of the project (aged 10-11 years)

The Way of Life Project Manager is the current West Wales Regional Team Leader who worked part time on this project. She was the Project Manager for the project and the Health Development Manager was responsible to her.

The Health Development Manager was responsible for the project overall and she **liaised with the staff to deliver the targets**. The Development Officers and Support Worker were the main links with the 10-11 year old children in the out of school childcare clubs and with the children who are looked after by the childminders, and the children of 7-8 who they will buddy.

The Wales Pre-school Providers Association Development Officer and Mudiad Meithrin Development Officer were guided in their work testing the resources with the younger children by the Health Development Manager. **They were the link with the playgroups and the Cylchoedd Meithrin**. However, they were supervised by the Project.

As the project progressed and due to staffing changes, the Support Worker, Clybiau Plant Cymru Kids' Clubs who was responsible for the childminder settings, took over the data collection and delivery of resources with the Wales Pre-school Providers Association.

The Resources



Bi-lingual activity cards based on physical activity and nutrition were written by the Health Development Manager. These cards were written specifically **for use by children aged 10/11** using simple instructions and colourful diagrams to assist them with the set up and delivery of the activities.

The cards were produced and piloted termly in order to allow for ongoing consultation with children regarding their popularity and ease of instructions. The information collected was then fed into the planning of the following set of cards.

Alongside consultation with the children, members of the Advisory Group gave termly feedback on the activities due to **be piloted as** well as updates on changes in **Government legislation** and forthcoming health initiatives, to ensure our project was consistent with other current health messages. Whilst developing the nutritional activities, links were made with **Rhondda Cynon Taff Health Board** to obtain fun activities that they had produced and from which we could develop for delivery by younger children.

In total, 50 fun activity cards based on physical activity and nutrition were produced and piloted in our participating settings.

The Buddies



All childminders and out of school childcare clubs in Carmarthenshire were invited to join the project by letter. Once the settings had shown an expression of interest, they were contacted directly by the Development Officer and Support Worker to ascertain if they had the correct age children present in their settings to participate in the project.

Once the settings had agreed to join the project and met the age range criteria, the Health Development Manager and Development Officer met the children to begin the buddy training.

All children **aged 10 and 11 were given an overview** of the Play, Learn and Grow Healthy project and what we hoped to achieve. If the children were interested in participating in the project, they began a programme of buddy training. The training covered the following:-

1. Application to become a buddy

The children were invited to either draw a picture of themselves, listing key words to state the qualities they could offer the role of a buddy, or write a letter of application for the budding role.

Once the applications were complete, the Health Development Manager could identify any issues that would need addressing with regards to the role of the buddy at initial stages of training.

2. Roles and responsibilities of a buddy

A list of roles and responsibilities were discussed with the children. Points such as resolving low level conflict, when to involve a member of staff and the qualities of a good buddy, were discussed.

3. Introduction to activity cards

The children were then introduced to the activity cards.(Please see Resources below). A selection of the bilingual cards were used to give the new buddies the idea of the format of the cards and how to implement the activities. Time was taken to ensure all children were confident in the set up and delivery of the activities. Initially the children worked with other buddies before facilitating the activities with younger children.

Young Leaders Award

Links were made with the British Sports Trust during the project and it was identified that the Play, Learn and Grow Healthy project could incorporate the Young Leaders Award. Buddies were required **to lead on 10 hours of physical activities** with younger children and this could be achieved using the activity cards developed throughout the project. Once completed, children would then have the option to continue their development by completing a Level 1 coaching award when they reached secondary school. To date, **44 children have currently completed their Young Leaders Award through the Play, Learn and Grow Healthy Project.**

Data Collection

Data was collected termly from all our participants using a **range of methodology**.

Quantitative data using the Viewpoint interactive questionnaires with children and paper questionnaires for parents, childcare workers and preschool parents was collected and entered into the Viewpoint system, where we were able to monitor distance travelled and behaviour patterns. Each participant had an individual log in so we were able to see individual progression.

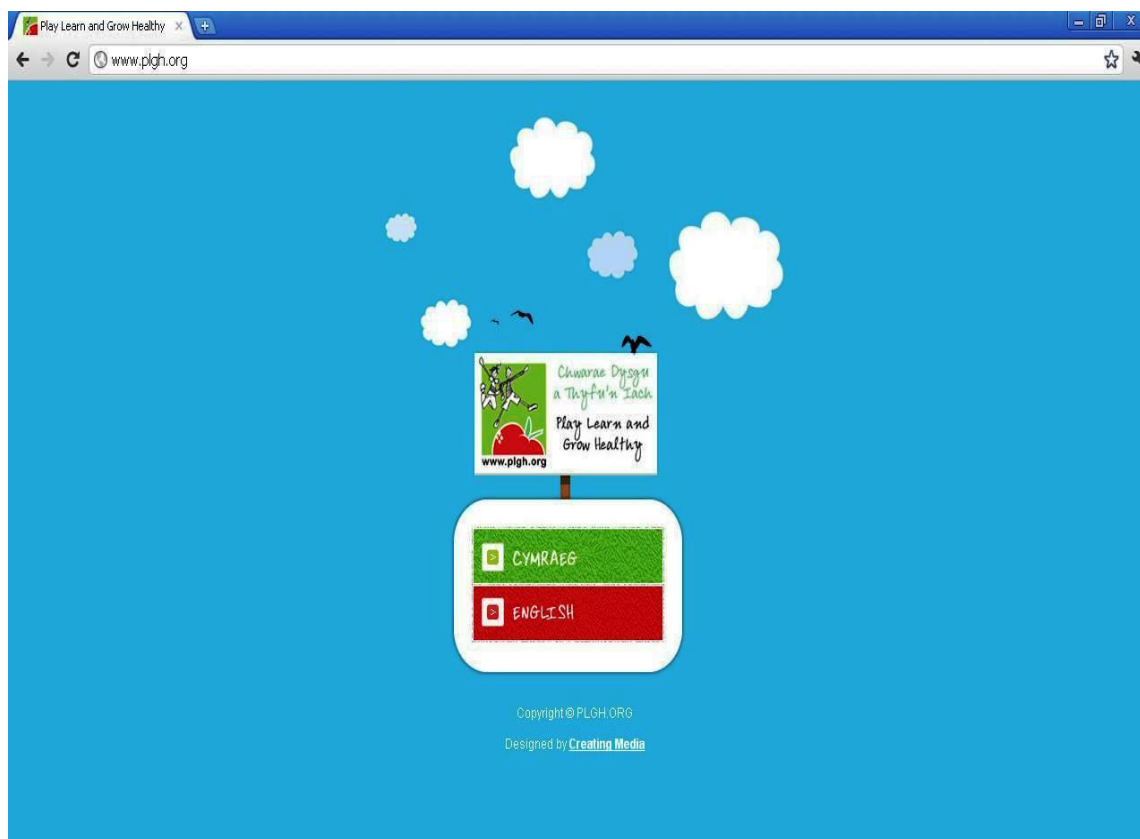
Evaluation questionnaires were also completed regarding the success of the resource cards by both adults and children to ensure that the views of all participants were fed into the development of the activity cards.

In addition to this, qualitative data was also collected through **our Focus Group meetings** and regular visits to each setting. Children were able to complete a 'Most Significant Change' template where they could share information regarding the changes they had made in relation to physical activity and nutrition levels since being part of this project. **Opinions were also collected through voice recordings and fun evaluative activities.**



Website and Branding

The branding was important to the project to create an attractive design that would be recognised by our participants and create a strong branding image. All promotional items for the project used this branding including our termly newsletter.



Staff from the Play, Learn and Grow Healthy project developed a website (www.plgh.org) which gives an overview of the project, free downloadable resources for settings in other counties to try out and also 'bolt on' activities which further the development of the children relating to the activities they have in their settings. **Nimble Nia and Jumping Jack**, our 2 characters that represent the project, feature on the website where the children and staff involved in the project can access current information about events that are happening, download some of the activity resource cards to use in their settings and view all the current statistics and news.

Headline Statistics



Overall there were **4,611 completed questionnaires** made up of **3,016 children** and **1,595 adults** across **97 participating settings** and **2,107 people** supplied data at least once throughout the project.

Project Outcomes

1. Increased awareness of healthy eating and exercise among the children in the childcare settings and their families.

Nutritional Awareness

76% of the participants' **improved (33%)** or **maintained (43%)** their **nutritional awareness**.

95% of the participants who maintained their levels of knowledge already knew they should be eating 5 or more portions a day.

Physical Awareness

76% **improved (40%)** or **maintained (36%)** their **awareness levels**.

76% of the participants who maintained their levels had already stated they should be exercising more than 3 times a week.

2. Positive changes in attitude and behaviour toward healthy eating and exercise among the children in the childcare settings and their families.

Nutritional Attitude

93% had **improved (38%)** or **maintained (55%)** their **attitude** towards **eating vegetables**.

Of the 55% who maintained their attitude level, 96% already stated they liked eating vegetables a lot.

Physical Attitude

91% (**16%**) **improved** or **maintained (75%)** their **attitude** towards **physical activity**.

96% of the participants who maintained their levels already stated they enjoyed taking part in activities a lot.

Nutritional Behaviour

71% of participants **improved (51%)** or **maintained (20%)** their **daily vegetable intake**.

Of those who maintained their levels 79% were already eating between 3 and 5 portions a day.

Physical Behaviour

78% had **improved (40%)** or **maintained (38%)** their **physical activity levels**.

92% of those who maintained their levels had *already stated they were participating in physical activity more than 3 times per week.*

3. Strategic links that promote a joined up approach to nutrition, physical activity and play.

Partnerships were formed throughout the project with key stakeholders to ensure a joined up approach to nutrition, physical activity and play. Ongoing consultation through our Advisory Group and other relevant organisations such as **Rhondda Cynon Taf Local Health Board** and the **British Sports Trust** ensured that our messages were consistent with current health guidelines as well as adhering to the main focus of creating fun, play activities for the buddies to deliver to younger children.

Over the period of the project, **Play, Learn and Grow Healthy** worked with **121 partners.**



Lessons Learnt



- After the second round of data collection, we were able to begin to measure distance travelled. As there were 6 key areas for identifying change, questions to support those changes were selected for analysis. However, not all of the questions were mandatory and were incomplete. The decision was then made to make the 6 key questions mandatory on the interactive questionnaire for the remaining rounds of data collection. These specifically related to the nutritional and physical awareness, attitude and behaviour.
- The use of headphones for the children to complete the questionnaire was introduced during the course of the project as the Development Officers recognised that the children were facing outside influences when completing the questionnaires either by staff, parents or peers. This ensured their responses were as accurate as possible.
- In relation to the direct (ages 7,8,10 and 11) beneficiaries and the non beneficiaries, (children of other ages, staff and parents) children would move between the direct and indirect category during the course of the project. Therefore children who were direct in the first round of data collection were possibly not direct during the 3rd and 4th rounds.
- During a Focus event, it became apparent that the parents did not fully understand why they were repeating the questionnaires. Therefore, it was agreed to create an information leaflet for parents relating to the data collection in order to raise the number of parents completing questionnaires. It was necessary for parents and children to complete the questionnaire more than once to measure any distance travelled during the course of the project.
- When embarking on this project, we had not considered how many of the children would give the top answer to the prescribed questions on the questionnaire. This impacted on the number of beneficiaries that we were actually able to move forward with their attitude, awareness and behaviour in relation to diet and exercise. This impacted on the statistical data and the breakdown of those results which can be seen in the headline statistics.

Conclusion

From the data collected over the course of the Play, Learn and Grow Healthy research project, it has shown that the budding method of using slightly older children to positively **change the lifestyle choices of younger children is highly influential**. Children look to their peers for guidance and this was used to encourage children to change attitudes and behaviour patterns as well as raising awareness with regards to diet and exercise.

Data collection using IT was very successful. The interactive questionnaire helped the children to engage and they were always willing to complete the questionnaires.

Positive new partnerships were developed and **existing partnerships strengthened** throughout the project. We formed and strengthened partnerships ,working with the childcare organisations across Wales. One of which being the Carmarthenshire childminders which did not previously exist. The Play, Learn and Grow Healthy operational team were collaboratively working when delivering resources or collecting data, collecting questionnaires from each other's setting to ensure the project ran successfully.

Staff working in participating settings were always positive about the project. New resources were always trialled effectively and appropriate feedback fed into our future planning.

An outstanding, unique activity pack based on physical activity and nutrition has been produced. It is resource that has been piloted and evaluated in stages and amended accordingly following guidance from staff but more importantly, the children working on the project. Whilst there are many activity packs available for children, the Play, Learn and Grow Healthy pack was written with the mindset of the children facilitating the activities and therefore follows a simple format of “**What you need**” and “**What you need to do**”.

However, the main success of the project lies with the most important people involved- **the children**. Without their commitment, the project would not have been as successful. **In every participating setting, the children were amazing and always enthusiastic.** They were always willing to try out new activities and the way in which the buddies encouraged younger children to become involved was admirable.

