

Sport RCT Case Study

Active Family Resource Packs

We wanted to get families in Rhondda Cynon Taf more physically active, so we developed a resource pack, which would support them to be physically active together, at home. The resource pack consisted of activity ideas and some basic equipment. The activities were fun games that were easy to play, suitable for a home environment, possible to play with just one child and didn't require a lot of equipment. The target group for the project was families with children between 2 and 7 years of age.

We decided to engage with families by targeting specific schools and nursery settings. We selected 11 schools/nursery settings that were either in a deprived area, in an isolated area or had a low number of children participating in physical activity. The 11 settings helped us to promote the project to their families and we also offered some resource packs to members of our closed Facebook group, Physical Activity for 0-7's.

205 families signed up to the project via our online form. During sign up we collected information from each family such as their physical activity levels, the sports club/physical activity sessions they attend and any barriers to participation. This information helped us to support the families and baseline data would also help us to measure the impact of the project.

We delivered the packs to the families via the schools/nursery settings and one month later we sent out a follow up form to measure impact. As can be

seen from the statistics below, over 80% of participating families felt happier, healthier and more confident as a result of using the packs. They also stated that they were more active and intended to continue being active. In addition, 100% of families said that they enjoyed using the packs and that they would sign up again.



"We enjoyed using the pack, especially when we went on holiday as it was easy to pack and take with us."

"My son asked every day to play the games"

"My daughter became more confident and even started thinking of ways to adapt the games to make them more challenging"

"We enjoyed having more family time"



205
families took part



87%
now more active,
more often



94%
intend to stay
physically active



83%
feel healthier



87%
feel more
confident



87%
feel happier



100%
would sign
up again



RHONDDA CYNON TAF