

# Sport RCT Case Study

## Getting children more active – PIPYN

PIPYN is a healthy lifestyle intervention designed and delivered by Cwm Taf Morgannwg UHB Public Health Dietetic Team and funded by local primary care (GP) clusters. PIPYN targets children aged 3-7 years and their families in the most deprived areas of Rhondda Cynon Taf, to support improved behaviours that reduce the risk of overweight and obesity. We have collaborated with local Public Health Dietitians to support the delivery of active play sessions and promote access to community-based sports services.

We supported the Active Annie sessions which consisted of individual and family physical activity and play. We designed sessions tailored to individual needs, using our Movement Matters resource, with the hope that families would play the games at home afterwards. We trained our casual coaching team and armed them with knowledge of the activity, and local area. Whilst delivering the sessions, coaches were able to educate families about local clubs and opportunities, encouraging them to start the journey of becoming physically active together. Since the Active Annie sessions, families have been playing the games at home, using household objects and encouraging the children to be creative.

We encouraged the families to access free support, helping them to build healthy habits. PIPYN includes topics such as eating healthy on a budget, meal planning, affordable food, good shopping habits, nutritious recipes, screen time, active play, family play,

and more. PIPYN families are offered a package of interactive, fun family sessions tailored to support their needs. Many of the participants were inactive and stated cost as a barrier to their inactivity. Before the project started, we worked with the PIPYN team to ensure that our resources were accessible for families. The team adapted their website, adding content such as our virtual fitness session videos, Movement matters resource, walking routes and sports club map. These resources will help the families to stay active with a range of low/no cost options.

*“The coaches were really enthusiastic and knowledgeable. Some of our families were new to the area and they were able to direct them to local sports activities. They had a professional and friendly approach with the parents and our staff, and were able to engage with the children. We value the relationship that has formed and we look forward to continuing this partnership.” RCT PIPYN*

*“I really liked how Ethan delivered the class. He engaged lovely with the boys. The Dice game was really interactive and they loved playing the floor is lava.” Parent*



**128**  
participants



**47%**  
have improved  
skills



**67%**  
will continue  
to take part



**13**  
sessions



**50%**  
feel more  
confident



**90%**  
are more active,  
more often



**51%**  
have improved  
knowledge and  
understanding



**76%**  
have reduced  
their screen time



RHONDDA CYNON TAF