



# ASTON VILLA FOOTBALL CLUB

**VILLA**  
*Vitality*

Educating Children on Healthy Lifestyle



# Villa Vitality

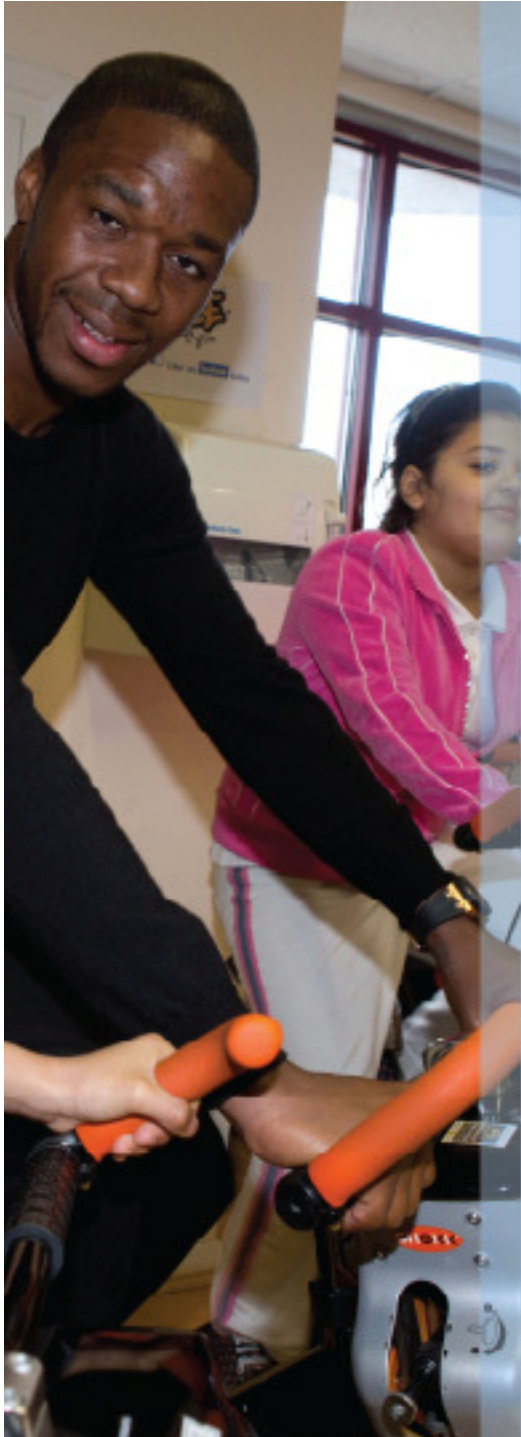
- Biggest childhood obesity prevention initiatives
- Motivate children across Birmingham to lead healthy lifestyles
- 6 week programme targeted at Year 5 children with the highest obesity levels in the city
- Delivered to over 3,500 children a year



# Villa Vitality

- Programme started in 2005 – One day programme
- In Oct 2012 refunded for another 3 years
- Funding from PL/PFA under Creating Chances Scheme and NHS/Birmingham Public Health
- Since its inception over 20,000 children have participated in the programme





# Delivery Schedule

- Changed due to limitations in funding
- Day 1 – At the school
  - Fun physical activity session delivered by Aston Villa coaches
  - Interactive Healthy Eating session by VV Nutritionist
  - Interactive session to engage parents in the programme
  - Introduction to weekly challenges over 6 weeks
  - Contact made with Schools – assess progress/support
- Day 2 – At Villa Park
  - Food Academy cooking session with VV Chef
  - Youth Gym session with dedicated VV staff
  - Interactive learning session – Radio studio
  - Tour of Villa Park



# Strategic Context

- Fits into Department of Health, Birmingham City Council and Birmingham Public Health strategies and policies
- Targeted at Birmingham wards in top 10% most deprived in the country
- 11.2% 4-5 yr olds and 23.1% 10-11 yr olds Obese in Birmingham
- 23.3% 4-5 yr olds and 37.8% 10-11 yr olds



# Strategic Context

- Figures place Birmingham in the top 20% of local authorities
- Significantly lower rates of healthy eating and physical activity than the rest of England on average
- Obesity is continuing to rise
- Support of our Partner Birmingham Public Health is vital





# Partner Support – Vital Link

- Structure of programme/ Steering Group to ensure operational success
- Content for resource materials (e.g. Teacher /Parent packs)
- Baseline statistical evidence – Determine target schools
- Statistical analysis of data collected (3 stages of measurement)
- Why is AVFC involved – Power to inspire and influence change

# AVFC Community Themes

## Community Cohesion

- Kickz
- Princes Trust

## Education

- Enterprise Academy\*
- Villa Vocation

## Health

- Villa Vitality

## Sports Participation

- PL4Sport
- Cirr. Coaching

## Environment

- Recycling project





# Objectives

- Improve diet and nutrition
- Increase and sustain physical activity levels amongst children
- Increase awareness of healthy living
- Increase physical fitness
- Increase participation in sport or physical activity amongst U16s



# Outcomes and Accolades

- Over the years VV has demonstrated great success in educating children about healthy lifestyle
- 41% increase in the number of children eating fruit everyday
- 15% increase in the number of children consuming 5 a day
- 11% increase in the number of children helping to cook at home



# Outcomes and Accolades

- 10% decrease in the number of children consuming fizzy drinks 3 or more times a week
- An increase by half a day a week in the average number of days spent participating in sport
- 88.5% of children reported they have made lifestyle changes as a result of the 6 week VV programme
- 81.5% intended to continue with the lifestyle changes post programme



# The future of Villa Vitality

- Current project until 2015
- Beyond 2015?
- The funding dilemma – present needs
- <http://www.premierleague.com/en-gb/photos-and-videos/videos/feature-villa-vitality-gets-nzogbia-backing.html>