Sir Mo Farah urges young people to get active, with one week to go until National School Sports Week.

Monday 10 June, 2024

- **New research shows a significant fall in awareness of recommended activity levels for children among parents and teachers.**
- **The Youth Sport Trust is encouraging children and young people to sign up to be active for '60 minutes a day - of PE, Sport and Play'.**
- **National School Sports Week powered by Sports Direct's Monster Kickabout takes place from 17th – 23rd June 2024.**
- **Sir Mo Farah among sports stars lending support to the campaign.**
- **Schools, families and organisations can all get involved with schools signing up to receive free resources and equipment.**

National School Sports Week is back for 2024 from the 17th to 23rd of June, with a whole week of activities encouraging and inspiring every young person to get active for at least 60 minutes a day in response to falling awareness of recommended activity levels.

New research by the Youth Sport Trust shows less than a third of parents are aware children and young people should be active for 60 minutes a day, a significant year on year fall from 43%. Awareness from teachers of the guidelines has also fallen from 35% to 30% this year.

This decline is particularly alarming as activity levels - critical for future happiness, health and wellbeing - have stagnated among 5-18-year-olds.

Sport England Active Lives Children and Young People Survey data shows fewer than half (47%) of children are meeting the Chief Medical Officers' recommended average of 60 minutes or more of sport and physical activity a day, and activity levels remain largely unchanged compared to 2021- 2022.

In response to the drop, national children's charity the Youth Sport Trust has focused the theme of their annual flagship campaign, National School Sport Week, on raising awareness of the recommendation and encouraging as many young people as possible to increase their active minutes to achieve 60 active minutes each day.

Ali Oliver, CEO at Youth Sport Trust said:

It's more important than ever to inspire children and young people, supported by schools and their parents, to be more active. National School Sports Week provides the perfect opportunity for everyone to find an activity they love so they begin to feel the benefits of an active lifestyle.

"At a time when too many children and young people have poor wellbeing, are distracted by digital devices, or lack the resilience to cope with the demands of life, we need more parents and educators to be aware of the daily recommendations and the essential role physical activity plays in tackling these social problems.

"The week itself runs alongside the kick off of the men's EUROs, and so we've teamed up with Sports Direct's Monster Kick About campaign to inspire children to play fun, football based mash-up games like foot tennis, foot mini-golf and even football athletics!

"Schools are key to getting children moving and with the general election now less than a month away, we hope politicians will prioritise the role of physical activity and sport in schools, we must never forget movement is fundamental to normal growth and development. Active and well schools create healthy and happy learners while sport can be a powerful antidote to the social and cultural gaps created by disadvantage.

National School Sports Champion, Sir Mo Farah said:

"I'm really excited for National School Sports Week and getting as many young people involved as possible. We have an amazing summer of sport ahead of us with the EUROs and of course the Olympic and Paralympic Games which I know will inspire young people in the same way they inspired me as a kid. Over 4,000 schools have signed up already, but with one week to go we'd like to get as many schools from across the country involved as we can and ensure that every young person gets active for

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at least 60 minutes a day.

Now in its 18th year, National School Sports Week has been integral to the promotion of PE, physical activity, and school sport, helping to nurture youngsters to achieve their full potential. Participation in National School Sports Week is open to all, including schools, families and organisations. Schools can sign up to receive free resources and equipment to facilitate participation in Monster Kickabout football mash up versions of activities such as golf, tennis and rugby. Alongside this we are providing ideas, tips and resources on our website to help families become more active every day.

Broadcaster Steve Backshall, GP and Wellbeing Expert Dr Radha Modgil and swimmer Michael Gunning are just some of the celebrities who have announced their support for the campaign, with many more getting involved during the week itself. As part of the week-long celebration, the charity is also welcoming back Sports Star Friday, inviting everyone to dress as their favourite sporting hero or sport whilst raising money to give more young people access to the lifechanging benefits of PE, sport and play.

To get involved in National School Sports Week, simply head to the Youth Sport Trust website and sign up today

Notes to Editors

The Youth Sport Trust will be celebrating National School Sports Week by visiting schools throughout the week to deliver Monster Kickabout Mash Up sessions led by sport stars and athlete mentors.

To find out more about opportunities to visit, please contact Rob Phillips on rob.phillips@youthsporttrust.org

Monday – Swiss Cottage School, Camden

Olympic rower Katherine Grainger, Olympic sprinter and bobsleigh athlete Montell Douglas and Paralympian Tim Prendergast

Tuesday – Manchester Communication Academy, Manchester

Inline skating champion Jenna Downing and British Paralympian Ayaz Bhuta MBE

Tuesday - Lliswerry Primary School, Newport

Paralympic swimming champion Liz Johnson, Olympic swimmer Tom Haffield.

Wednesday – Oasis Academy Blakenhale Junior School, Birmingham

Swimmer Michael Gunning, England Netballer Ama Agbeze and British gymnast Steve Frew

Friday – Curwen Primary School, London

Paralympic footballer Alistair Patrick-Heselton and GB boxer Hannah Beharry

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