SCSP Learning Event
Wednesday 4th December 2019

Paul McLean

Project Aims

Engage one third of the pre-5 population in the Bridgeton, Camlachie, Dalmarnock and Parkhead areas in a physical activity project to help encourage active travel, community connection and engagement in local organisations, venues and green spaces.

In summary, the project aims to:

- Encourage walking for local journeys
- Increase exploration and use of local greenspace
- Raise awareness of and confidence engaging with locations of interest
- Improve engagement with local organisations/services

Resources

Passport

Map

Pedometer

Teddy Bear

Pre/Post Evaluation Forms

Facebook Group

Vouchers

Project Resources

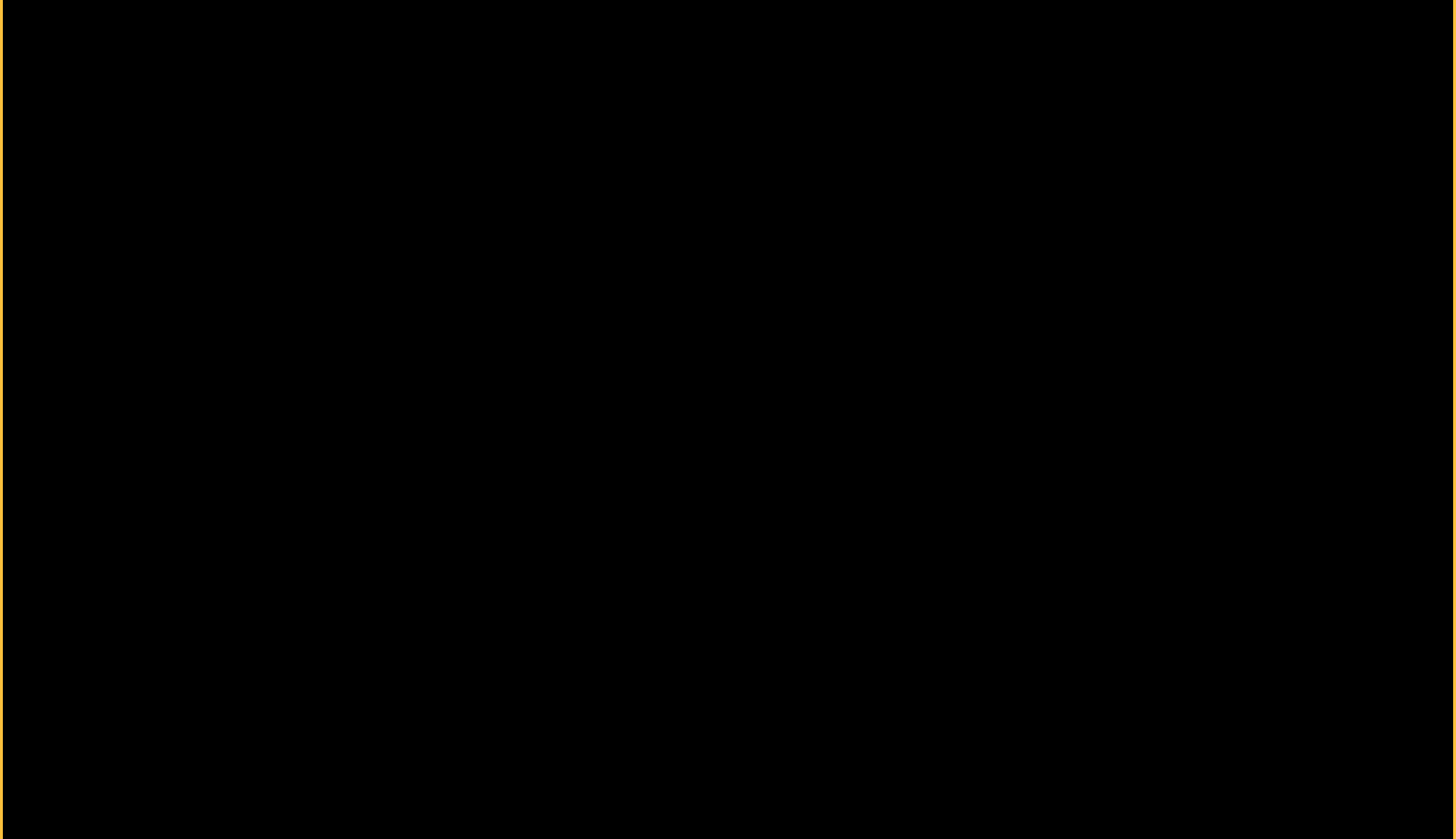Passport

Map

Teddy Bear

Pedometer

Pre/Post Evaluation Forms

Facebook Group

Vouchers

Walkthrough

Pre

- **Identify participating family**
  - ✓ *Via Events / Nursery / Health Professionals*
- **Issue Walking Bears Pack**
  - ✓ *Explain/demonstrate how to use face-to-face if required – bear / pedometer / map / passport / vouchers*
  - ✓ *Encourage sign up to Social Media group*
- **Family completes short evaluation to acquire baseline values (levels of PA / knowledge of local services)**

During

- **Family engages in local services and locations identified in passport**
  - ✓ *Services issue a sticker for passport upon successful engagement*
  - ✓ *Ongoing engagement with Facebook group (photos / stories etc) – identify potential case studies*
- **Ongoing incentives / events during programme to maintain engagement (summer events etc)**
- **Populate Facebook group – share and promote posts from local services**

Post

- **Project "end date" identified around October holidays to enter evaluation phase – encourage families to return evaluation forms**
  - ✓ Incentivised to encourage completion – prize draws for balance bikes, scooters etc.
- **Case studies sought to capture qualitative information about project impact**
- **Ask local organisations / groups to detail number of users and/or increased in engagement in their services**
- **Ongoing "Legacy" programmes to maintain project momentum – Family Teddy Walks / resources for nurseries**
- **Offer Walk Leader and Wee Play Training to local organisations and/or nurseries to encourage long-term engagement in physical activity**

Walking Bears

209 children (from 201 families) issued with a Walking Bears pack

69% of Walking Bears packs distributed via 7 local nurseries

99% families participating in the project lived in SIMD 1 or 2 areas of Glasgow

Over 20% of families from a BAME background (Glasgow city profile 12%)

69% families visited less than one third of project venues in the past 6 months

20% participating adults not meeting the recommended PA guidelines

During

Walking Bears

6 community events delivered / over 210 families attended

Community Org delivered "Teddy Bear Walks" as part of Parent & Toddler group throughout summer holidays

Facebook Group – over 80 members and 400 reactions on 95+ posts

Marie Weir
Visual storyteller · 4 July
off to swimming at Tollcross with 'beary' bear and 'bullseye. 1st sticker collected 😊

Kirsty Gee
6 August
Great morning everyone was so friendly thank you 💕💕 Liliana loved it & we can't wait to bring her brother next time 💕

Lorna Mcinnes is attending Walking Bears Teddy Toddle! at People's Palace.
16 October · Glasgow
Great day, thanks to Paul for the fantastic story round the teddy toddle. Erin and Jack loved their day out with their teddies.

Samantha Bartley
7 July
Isla taking "Mr Cuddles" for a wee play @ Baltic street adventure park x

Lauren Elizabeth Reilly
16 October
We certainly had fun today 💕 thanks for a lovely afternoon 🧸

Post / Results

Currently, **5% evaluation forms return** – 11 responses

3 case studies captured

"Legacy Packs" issued to 5 nurseries – resources to maintain engagement in Walking / Active Travel

Family Teddy Walks Pilot delivered with Bridgeton Library – 9 families engaged / 23 attendances

Training to be offered to nurseries and organisations in early 2020

Results

Families rated the programme 9/10 for enjoyment, on average 👍🏻

As a result of taking part in Walking Bears:

🚶🏼 36% of adults "strongly agreed" that their child's PA level had increased

82% "strongly agreed" they felt confident visiting and exploring green spaces 🌲

🗣️ 91% "strongly agreed" they would recommend Walking Bears to a friend

64% "strongly agreed" they felt connected to their local community 🤝

👨‍👩‍👧‍👦 36% "strongly agreed" they spent more time as a family

100% of responders meeting the recommended PA guidelines of 150mins per week

(Adults active on average 1.1 days more per week after project) 🏃

Results

Walking Bears

How do you feel about physical activity?

I feel I have the ability to be active with my child ⇧ 9%

I am aware of the places to participate in PA locally with my child ⇧ 9%

I believe I can be active with my child on a regular basis ⇧ 8%

🗺️ 26% increase in the number of project locations visited in the last 3 months

Lorna Mcinnes
13 July
Great day out at Tollcross children's farm. This scheme has introduced us to so many new places 🤩

Holly Robertson
20 July
Mr fluffy off on his first adventure to Cuningar loop.

Pankaj Pokhreal is 🙂 feeling happy.
5 July
We Had a geat time to Baltic place adventure play ground with our walking bear..it was our first time there eventhough we live near by .we didn't know before ..thanks for giving that opportunity to this project .🔊🔊Very good place for children to play together and enjoy also to have different fruits as their choice.... 😂😂only one sticker is left to collect..

What did your child enjoy most about the project?

Walking Bears

What did you enjoy most about the project?

Case Studies

"Max has enjoyed counting steps and also just having the bear to take places with him. If he's happy, I'm happy! I don't drive and having the bear and passport makes walking more fun for Max and instead of just walking purely to get to a fun destination the walk itself becomes an adventure."

(Lauren & Max, 3)

"Erin loved having her own passport and going to places to collect the stickers. We enjoyed putting photos on Facebook and seeing what other families have been up to. I only wish we had found out about it earlier in the summer, it has been brilliant!"

(Lorna & Erin, 4)

"The boys have loved the walks and visiting lots of different places collecting stickers. They particularly enjoyed using the map which was great for them as they liked to plan the routes before each adventure."

(Gran Marie & Alfie and Junior)

Walking Bears

What Worked?

Stronger links with local community organisations, nurseries and health professionals

Delivering **community events** in partnership with local organisations

Facebook Group a useful monitoring and evaluation tool

Project timeframe spanned school summer holidays

Delivered **under predicted budget** (~ £7000)

Project Design a good fit for this area

Delivered to **intended/target population**

Learning

Eligibility for participation very strict (age range and postcode areas)

No weekly/regular activity delivered i.e. Family Teddy Walk

Out of date information on printed resources

Project timeframe – no fixed start or end date

Evaluation process ineffectual

Paul McLean
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