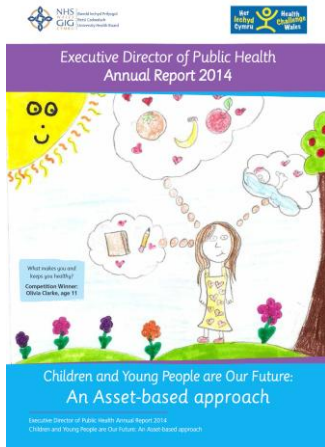




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Public Health
Wales



Schools Competition

**Technical Report to inform Annual Report -
Produced August 2014**

Introduction

Betsi Cadwaladr University Health Board (BCUHB) is the largest health organisation in Wales, providing a number of different health services for the people of North Wales. The Health Board also has an important role to play in improving the health and wellbeing of the people living in North Wales.

As part of an ongoing series of annual reports based on the life course, the Director of Public Health Annual Report 2014 is focussing on children and young people aged between 5 and 24 years. The report is using an assets based approach valuing the strengths and resources of people and communities that support health and wellbeing. It is targeted at public and private sector professional stakeholders working with children and young people in north Wales.

Contributions have been sought from children and young people themselves as primary stakeholders. As part of the Project Initiation Document, an engagement strategy was developed to enable children and young people of all ages to contribute their views on what makes them and keeps them healthy. This included a competition for primary school aged children in Key Stage 2 aged 7-11 years. The competition was limited to primary schools who had achieved the Healthy Schools National Quality Award (NQA).

The winning competition entry is being used as a front cover for the annual report and a prize of £50 has been presented to the winner. The school that the winner attends will receive an iPad. These will be presented at the Annual Report's launch on 20th November 2014 on 'Universal Children's Day' when a certificate will also be presented. Other entries have been used to illustrate the report.

Method

The competition was launched in March 2014 with entries having to be returned by 8th April to the local Healthy Schools Coordinator.

A letter was sent to head teachers of primary schools across North Wales who had achieved the 'Healthy Schools National Quality Award' (NQA), inviting them to participate in the competition during April 2014. **(Appendix 1)**

A competition briefing sheet was produced for teachers including a script to ensure consistency of instructions. (**Appendix 2**)

The children were asked to draw a picture on an entry form without using any words, showing the 'good' things in their life that make them and keep them healthy. On the back of the form, they were asked to describe their picture in no more than three sentences. (**Appendix 3**)

Entries were returned by the Healthy Schools Coordinators to the North Wales Public Health team.

Results

Number of Entries

A total of 401 entries were received. Table 1 shows the total number of schools sending entries by county and the number of entries by county.

Table 1:

	Wrexham	Flintshire	Denbighshire	Conwy	Gwynedd	Anglesey
Number of primary schools in county	60	89	48	53	97	48
Number of schools awarded NQA (and therefore invited to participate)	3	2	1	2	3	1
Number of NQA schools sending entries	0	2	1	2	3	1
Number of entries per county	0	79	152	144	89	32

A more detailed analysis by school is given in Table 2:

Schools sending entries	Number of entries received per school	Number of entries by school and age	Number in English	Number in Welsh	Number of entries without a description
TOTAL - 9 Schools					
Ysgol Parc Y Bont, Llanddaniel, Anglesey Total number of pupils = 42	33 78.5% of children entered the competition	1 x age 7 7 x age 8 11 x age 9 9 x age 10 5 x age 11	1 3 2	1 7 10 6 3	
Ysgol Manod, Blaenau Ffestiniog, Gwynedd Total number of pupils = 53	21 39.5% of children entered the competition	4 x age 7 12 x age 8 5 x age 9		4 12 5	
Ysgol Nefyn, Gwynedd Total number of pupils = 73	48 65.5% of children entered the competition	3 x age 7 16 x age 8 17 x age 9 8 x age 10 4 x age 11	1 1	3 14 15 8 3	1 1 1
Ysgol Talysarn, Caernarfon, Gwynedd Total number of pupils = 49	20 41% of children entered the competition	1 x age 7 3 x age 8 5 x age 9 8 x age 10 3 x age 11		1 3 5 8 3	
Ysgol Cynfran, Llysfaen, Conwy Total number of pupils = 80	38 47.5% of children entered the competition	16 x age 7 12 x age 8 5 x age 9 5 x age 10	16 12 5 5		
Ysgol Caer, Drewyn, Corwen, Denbighshire Total number of	36 92% of the children entered the competition	4 x age 5 12 x age 6 11 x age 7 7 x age 8 6 x age 9 7 x age 10	4 11 11 7 6 7	1	1

pupils = 39		5 x age 11	5		
Ysgol Gwynedd, Flint, Flintshire Total number of pupils = 185	75 40.5% of children entered the competition	7 x age 7 26 x age 8 17 x age 9 16 x age 10 9 x age 11	4 17 12 14 8		2 9 5 2 1
Ysgol Gyred Cae'r Nant, Connah's Quay, Deeside, Flintshire Total number of pupils = 161	4 2.5% of children entered the competition	4 x age 7	4		
Ysgol Pen Y Bryn, Colwyn Bay, Conwy Total number of pupils = 200	106 53% of children entered the competition	18 x age 7 42 x age 8 17 x age 9 21 x age 10 8 x age 11	18 39 17 21 8		3

NB – Ysgol Caer Drewyn, Corwen, entered age 5 (x4 entries) and age 6 (x12 entries) pupils in to the competition. These age groups have been withdrawn from the competition due to them not qualifying within Key Stage 2.

Analysis of Entries

A thematic analysis was carried out by a sub group of the Annual Report editorial group. The themes captured images that the children had drawn to depict their views about what made them and kept them healthy. It also took into account the written explanations on the back of their pictures. The themes were further defined and named to be included in the annual report (**Appendix 4**).

The written descriptions (quotes) were collated to inform the relevant chapter of the report and for use in the report as appropriate to emphasise particular themes.

Judging of entries

The process for judging the competition was developed (**Appendix 5**) and a judging panel was appointed by the project group. The panel consisted of 5 individuals representing: Public Health Wales, Betsi Cadwaladr University Health Board and north Wales Local Authorities (**Appendix 6**). Initially it was suggested to include local children in the judging process but unfortunately it was not possible to organise this within the time frame and therefore a member of Flintshire Youth Forum was recruited to assist with the judging process on behalf of young people. Judging took place on Thursday 5th June 2014 at 'The Interchange', Colwyn Bay.

Letters were sent to all schools advising them of the competition winner and thanking them for their participation. Arrangements were made for the presentation of a certificate and prize of £50 High Street Voucher for the winning entry. This was held during a whole school assembly on the last day of the school term at Ysgol Gwynedd, Flint on 18th July 2014. The Director for Public Health attended to make the presentation.

Appendix 1



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Bwrdd Iechyd Prifysgol
Betsi Cadwaladr
University Health Board

'Preswylfa', Ffordd Hendy
YR WYDDGRUG, Sir Y Fflint CH7 1PZ

'Preswylfa', Hendy Road
MOLD, Flintshire CH7 1PZ

Dear Head teacher

Ref: **'What makes you and keeps you healthy'** Competition

The health and well being of children and young people in North Wales is one of the main priorities of Betsi Cadwaladr University Health Board and its partners and will therefore be the focus of the Executive Director of Public Health Annual Report in 2014. The report is one of a series of annual reports looking at the health and well being of the population across all life stages. It will highlight current evidence and make recommendations for action to improve health outcomes for children and young people using an 'Assets' based approach (see separate sheet). Previous reports are available on the following link <http://www.wales.nhs.uk/sitesplus/888/page/65092>

It is essential from the outset to involve children and young people in the development of the Annual Report and we are therefore writing to request your help and support to run a competition in your school for 7-11 year olds during March and April 2014. The competition will include all primary schools across North Wales who have achieved the Healthy Schools National Quality Award (NQA).

The winning entry will be used as a front cover for the report and other entries may be used as illustrations. A certificate and a prize of a £50 high street voucher will be awarded to the winning pupil; their school will receive an iPad. It is hoped that the Annual Report launch could also take place at the winning school on Universal Children's day on Thursday 20th November 2014.

A briefing sheet is attached with information about the competition and guidance about how to enter. The closing date to return entries to your local Healthy Schools Coordinator is **Tuesday 8th April 2014**.

We believe this competition will be a great way of engaging children and young people in shaping a healthier and happier future and highlighting the excellent work that schools are doing in providing the environment for this to happen.

Yours sincerely

Dr Rob Atenstaedt

Consultant in Public Health Medicine, Public Health Wales

cc Local Healthy Schools Coordinator

Cyfeiriad Gohebiaeth ar gyfer y Cadeirydd a'r Prif Weithredwr / Correspondence address for Chairman and Chief Executive:

Swyddfa'r Gweithredwyr / Executives' Office,

Ysbyty Gwynedd, Penrhosgarnedd

Bangor, Gwynedd LL57 2PW

Gwefan: www.pbc.cymru.nhs.uk / Web: www.bcu.wales.nhs.uk

Appendix 2

Kim McNally amended 6/3/2014

Competition – ‘What Makes You and Keeps You Healthy?’

Briefing Sheet for Teachers

In order to develop a report focussing on the health of Children and Young People, Betsi Cadwaladr University Health Board and its partners are seeking the views of children and young people across the region. The report is one of a series of annual reports looking at the health and well being of the population across all life stages. Previous reports are available on the following link <http://www.wales.nhs.uk/sitesplus/888/page/65092> The report will highlight current evidence and make recommendations for action to improve health outcomes for children and young people using as ‘Assets’ based approach (see separate sheet).

To help inform this report, a competition is being conducted for children attending primary schools that have achieved the Healthy Schools National Quality award; Healthy Schools Coordinators across North Wales have been involved in its design. The competition is open to all children aged between 7-11 years only.

Prizes - The winning pupil will receive a certificate and a £50 high street voucher; their school will receive an iPad. The winning picture will be used on the cover of the report and with permission from the school the report will be launched at the winning school on Universal Children’s day, Thursday 20th November 2014.

Other entries may be used to illustrate the report.

Prizes will be awarded during the launch event on the 20th November

There are 2 parts to the competition:

1. Draw a picture on the attached entry form that shows ‘What makes you and keeps you healthy’ – there must not be any writing on the picture itself - but write name and address of school, name of pupil and age of pupil on the form. We would be grateful if you would ensure that this information is legible.
2. Describe on the entry form in no more than 3 sentences “what makes you and keeps you healthy?”

Competition entries must be returned to your local Healthy School Coordinator by Tuesday 8th April 2014.

Judging will take place by a panel including relevant key partners from health, local authority, and voluntary sector including children and young people.

An analysis of key messages will be carried out and will be included in the report.

We have included a script that you could use with the children to introduce it:

Appendix 3

'WHAT MAKES YOU AND KEEPS YOU HEALTHY?' COMPETITION

Name & Address of School:

Your Name:

Your Age:

1. On the back of this sheet, draw a picture that shows 'what makes you and keeps you healthy'

* There must be no words written on the picture itself

2. Describe 'what makes you and keeps you healthy' in no more than 3 sentences (in Welsh or English)



Thank you very much for taking part!

Please return this entry form to your teacher

Appendix 4

Themes highlighted by the children:

Keeping Clean and Washing Hands

Playgrounds and Skateparks

Eat well plate

Family

Scooter/Skateboard

Not too much Fat or Sugar

Sunshine

Walking

Fish

Skipping

Tennis

Friends

Milk

Dental Health

Gym

5 a Day

Sports

Running

Healthy Diet

Cycling

Swimming

Sleep

Football

Playing and being outside

Exercise/ fit

Water

Veg

Fruit

Appendix 5

Competition Judging Process and Criteria:

1. Remove any entries with words written on the picture
2. Pictures to be numbered and grouped in sets of 10 (could be more or less depending on number of entries)
3. Round 1 - Judges to choose their own individual top 2 pictures from each set and record the numbers and their reason for choice on a template sheet to be provided
4. Round 2 - This process will be repeated making 1 choice from the remaining entries, recorded on the template sheet provided until 1 entry per group remains i.e. 5 remaining entries
5. Final Round - Judges to then discuss all 5 final remaining entries and nominate a winner by agreement

Any entries to be considered must answer yes to all questions below:

- Is the picture itself free of any written words?
- Does the picture clearly show something that has a health and well being benefit for children?
- Is the picture easy to understand?
- Do the colours stand out?
- Is the picture clear for people with visual impairment?
- Is the picture clearly described in a few sentences on the back of the picture?

NAME	ROUND
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GROUP	NUMBER OF ENTRY CHOSEN	REASON FOR CHOICE
A		
B		
C		
D		
E		

Appendix 6

Judging Panel

<u>Name</u>	<u>Title</u>	<u>Organisation</u>
Kim McNally	Senior Health Development Specialist	Public Health Wales
Claire Jones	Public Health Intelligence Specialist	Public Health Wales
Vidyasree Roghavan	Doctor (Paediatrics)	Betsi Cadwaladr University Health Board
Bethan Williams,	Projects Officer Children and Young People	Anglesey and Gwynedd Partnership Unit (representing both Anglesey County Council and Gwynedd County Council)
Emma Murphy	Involvement and Information Officer	Flintshire County Council (Children and young Peoples Partnership)
Kezia Lavender	Young Person Representative	Flintshire Youth Forum