

# Sainsbury's

Active Kids

For All

Inclusive Community  
Training Programme

For all ages



LOTTERY  
FUNDED



SPORT  
ENGLAND

Supporting you to engage with the  
target audience for the Sainsbury's  
Inclusive Community Training

inspired  
by 2012



English Federation  
of Disability Sport



# Support Workers



# What do we know?

Although **59%** see providing sport and activity as their role

**52%** are not currently providing activities to disabled people

but **37%** would be very interested in taking part in the training.

Support workers can see a need for taking part in the training, but they need to be convinced.

## So how do you encourage them to take part?

### Emphasise professional development

What benefits can the training bring to their daily job?

### Tell them the training will help them to...

- Learn new basic ideas for different activities
- Understand what sporting activities are available to disabled people in general, but more specifically in the local area.

### How to promote it

**74%** of support workers use word of mouth to find out about activities for disabled people. They trust the opinions of their colleagues. Information from councils is important too.

Use support workers who have taken part in the training as advocates. Get them to promote the quality of the training, how it can be implemented in daily practice and how you can share ideas with others on the course.

# Thoughts from those trained to date...

**37%** increase in confidence, skills and knowledge in the inclusion of disabled people in physical activity.

**100%** learnt about practical ways to support inclusive delivery.

**100%** learnt new ideas and strategies they could apply immediately in their role.

**100%** feel ready to support disabled people to access sporting opportunities.

**88%** rated the workshop 8 out of 10 or higher.

“Because we haven’t delivered sports activities before we struggle with ideas for different games, but through the training we got loads of ideas for activities we can use and having the ability to adapt these games to suit all our users was brilliant. We are now able to offer sports activities with a greater level of confidence and variety, which has meant the experience for the service users has increased significantly.”

“The training changed my views and interest to be more involved with creating physical activity opportunities for disabled people.”

“Necessary training to equip you to support disabled service users to attend physical activity sessions.”

“I found it very enjoyable, insightful and practical.”

“Before attending the training, I thought it was not always obvious how to deliver inclusive activities which everyone can join in, but it showed me how easily sessions can be adapted to suit everyone’s needs. I now feel a lot happier delivering sessions for both adults and children.”

# North Yorkshire Sport

## Babs – Support Worker



**In August 2014, North Yorkshire Sport delivered a Sainsbury's Inclusive Community Training workshop to 18 individuals from a variety of community organisations and service providers.**

**One of the individuals who attended the training was Babs, a support worker:**

“Through my work I support a lot of young disabled people and do basic sports activities with them, often individually. I decided to attend the Sainsbury's Inclusive Community Training workshop as I wanted to better understand how I could deliver games to a group of individuals that would be suitable for everyone.

“The workshop taught me about the Inclusion Spectrum and STEP, two tools which I can use to adapt the activities I deliver. For me personally, one of the key things I took from the training was an understanding of what an ‘open’ activity was and ideas of open games which meant I could fully include all individuals in one activity.

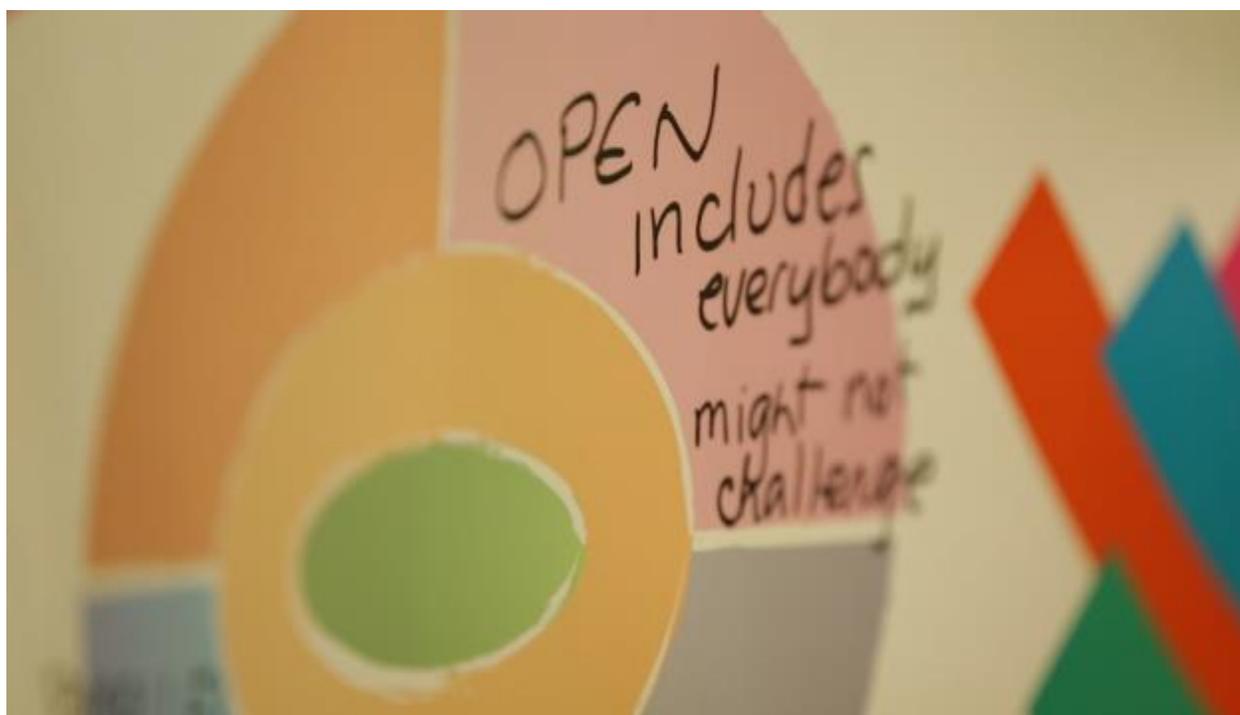
*“Before I attended the workshop our sessions often involved individuals doing their own thing. But now, we deliver team games and open activities that suit everyone, such as ‘cones and domes’. This training has made me more confident in delivering group activities and has opened my eyes to how easy it is to adapt activities to include everyone. I really enjoyed the training and feel it has had a positive impact on the young disabled people I support as they are now a lot happier and more engaged in the activities.”*

**From a County Sports Partnership perspective Simon Pierce from North Yorkshire Sport said:**

“I feel the Inclusive Community Training is a resource that we can use to develop new relationships with non-traditional partners; supporting them to provide inclusive sport and physical activity as part of their service provision, as well as promoting first steps into coaching development opportunities.”

**For more information about the Sainsbury's Inclusive Community Training Programme, please contact [AK4A@efds.co.uk](mailto:AK4A@efds.co.uk) / 01509 227751.**

# Healthcare Professionals



# What do we know?

Although **66%** see providing sport and activity as their role

**57%** are not currently providing activities to disabled people

but **38%** would be very interested in taking part in the training.

Healthcare professionals, especially physiotherapists, have an enviable position of authority and trust with disabled people, so can play a significant role in influencing disabled people to be active

## So how do you encourage them to take part?

### Emphasise professional development

What benefits can the training bring to their daily job?

### Endorsement

By local / national healthcare organisations. This emphasises the quality of the training.

### Tell them the training will help them to...

- Understand what sporting activities are available to disabled people in general, but more specifically in the local area
- Learn new basic ideas for different activities.

### How to promote it

Make the training local. Healthcare professionals are busy and reluctant to take time out of their schedule for travelling to training.

Use other similar professionals as case studies of the benefits the training can provide to their daily job.

# Thoughts from those trained to date...

**58%** increase in confidence, skills and knowledge in the inclusion of disabled people in physical activity.

**98%** learnt about practical ways to support inclusive delivery.

**98%** learnt new ideas and strategies they could apply immediately in their role.

**96%** feel ready to support disabled people to access sporting opportunities.

**84%** rated the workshop 8 out of 10 or higher.

“The workshop was very useful as I treat many children with disabilities who attend mainstream schools. It has given me lots of useful ideas.”

“I have gained so much from the training, on a personal and professional level.”

“I have learnt lots more ideas for how to make activities more inclusive.”

“It tackles a relevant issue, participation is about more meaningful involvement of disabled people than performance of exercises.”

“Very informative, particularly in terms of language used. It will enable me to have more informed conversations with sports providers.”

“Very interactive and well taught. The information was well targeted, there were good discussion opportunities and the signposting information was helpful too.”

# Carers and Personal Assistants



# What do we know?

Although **53%** see providing sport and activity as their role

**65%** are not currently providing activities to disabled people

and only **6%** would be very interested in taking part in the training.

The most difficult group to encourage to take part, but people with a high level of influence in encouraging disabled people to be active

## So how do you encourage them to take part?

### Emphasise professional development

What benefits can the training bring to their daily job?

### Tell them the training will...

- Improve their confidence in providing sport
- Teach them new basic ideas for different activities
- Show them what sporting activities are available to disabled people in general, but more specifically in the local area
- Enable them to meet other people in similar roles and share ideas.

### How to promote it

Make the training local. People will not travel far to take part.

Use case studies of other carers and personal assistants who have completed the training to highlight how they use it and the benefits they have seen.

# Thoughts from those trained to date...

**57%** increase in confidence, skills and knowledge in the inclusion of disabled people in physical activity.

**100%** learnt about practical ways to support inclusive delivery.

**100%** learnt new ideas and strategies they could apply immediately in their role.

**99%** feel ready to support disabled people to access sporting opportunities.

**89%** rated the workshop 8 out of 10 or higher.

“I found the training very useful. It has increased my confidence and motivated me to learn more about physical activity delivery. I have used what I learnt to deliver easy to run, fun activities.”

“I think that this training is highly important to support carers and parents and give them access to the support and tools available to them.”

“Great course. I thoroughly enjoyed it and learnt a lot of great ideas.”

“Excellent programme of training. It was very informative and fun too.”



## County Durham Sport

### Donna – Senior Care and Support Worker



**Donna attended a Sainsbury's Inclusive Community Training workshop organised by County Durham Sport in September 2014. Donna explains about the impact the training has had on her:**

"I have supported people with a variety of disabilities for almost 20 years. I support individuals to participate in physical activities arranged by others but have never delivered any activities myself; mainly because I did not have a positive experience of sport at school and so do not consider it to be one of my strengths.

"I decided to attend the Sainsbury's Inclusive Community Training so I could offer more support to my staff that facilitate physical activities.

"Through the training I was able to overcome my childhood fears around sport, explore different types of inclusive activity and discover various pieces of equipment which could be used to ensure everyone was included.

"At work we are planning a large sports event in 2015. I will be able to use what I learnt from the training to guide staff to organise the day and I am already planning how I can utilise some of the activities from the workshop to ensure a person's disability is not a barrier to them being involved.

**"Overall, the training has given me the knowledge, skills and confidence to assist staff and clients in reaching their full potential. I now feel that there is no activity that I or the people I support cannot be part of because I know there is always a creative way to ensure everyone who wants to be, is involved."**

For more information about the Sainsbury's Inclusive Community Training Programme, including details of how to book your place on a workshop, please contact [AK4A@efds.co.uk](mailto:AK4A@efds.co.uk) / 01509 227751.

# Parents and Guardians



# What do we know?

Although **64%** see providing sport and activity as their role

only **30%** see the training as useful to them

and only **24%** are very interested in taking part in it.

Parents and guardians are a key influencer in encouraging disabled people to be active, so their buy-in and involvement in the training is critical.

## So how do you encourage them to take part?

### Location

Make courses available in different venues so people do not have to travel far to take part.

### Tell them the training will help them to...

- Learn new basic ideas for different activities and how to include everyone, so friends and siblings can play together
- Learn about opportunities for sport and activity in the local area.

### How to promote it

Use parents who have already taken part to act as advocates.

**67%** of parents use word-of-mouth to find out about activities for disabled people. Knowing that other people in similar roles found the training useful is a big driver for them to attend.

Internet presence, especially social media, is important.

## Thoughts from those trained to date...

**36%** increase in confidence, skills and knowledge in the inclusion of disabled people in physical activity.

**94%** learnt about practical ways to support inclusive delivery.

**94%** learnt new ideas and strategies they could apply immediately in their role.

**88%** feel ready to support disabled people to access sporting opportunities.

**71%** rated the workshop 8 out of 10 or higher.

“The training increased my confidence to deliver sports based activities to individuals with a variety of needs. I have already applied the skills I learnt in warm up activities at my son’s wheelchair basketball club, but also feel I will be able to use them to support skill sessions so that we can provide different levels of challenge.”

Active Norfolk

Parent



In September 2014, Active Norfolk delivered a Sainsbury's Inclusive Community Training workshop to 33 individuals from a range of community organisations.

One of the individuals who attended was a Beth, a parent who volunteers at her son's wheelchair basketball club. Before attending the workshop, Beth had never received any training on how to deliver sports sessions and so was hoping it would expand her knowledge and teach her different techniques she could use when supporting activities at the club.

Through the Sainsbury's Inclusive Community Training, Beth learnt a variety of approaches which have enabled her to adapt warm up activities in the club environment to make them more suitable and enjoyable for everyone.

In addition, the training taught Beth about different communication methods she could use to better support sessions, such as providing demonstrations and using visual aids.

Beth said:

**"The training increased my confidence to deliver sports based activities to individuals with a variety of needs. I have already applied the skills I learnt in warm up activities at my son's wheelchair basketball club, but also feel I will be able to use them to support skill sessions so that we can provide different levels of challenge."**

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# Volunteers



# What do we know?

Although **75%** see providing sport and activity as their role

only **33%** see the training as useful to them.

**33%** Would be very interested in taking part in it.

A group of people who clearly see providing sport as their role but are unsure of the benefit of training. Perhaps they are unclear what they can learn that they do not already know.

## So how do you encourage them to take part?

### Emphasise networking opportunities

To meet and share ideas with other volunteers in similar roles.

### Tell them the training will...

- Show them what sporting activities are available to disabled people in general
- Help with professional development by gaining practical skills in coaching methods
- Teach them new basic ideas for different activities
- Enable them to meet other people in similar roles and share ideas.

### How to promote it

Using volunteer networks, **83%** of volunteers learn about new activities for disabled people through word of mouth.

Local press is also a valuable way to learn about new opportunities.

# Thoughts from those trained to date...

**42%** increase in confidence, skills and knowledge in the inclusion of disabled people in physical activity.

**100%** learnt about practical ways to support inclusive delivery.

**98%** learnt new ideas and strategies they could apply immediately in their role.

**98%** feel ready to support disabled people to access sporting opportunities.

**88%** rated the workshop 8 out of 10 or higher.

“The training enabled our staff and volunteers to think and reflect on their attitudes and values towards inclusion, get involved in practical delivery of some activities and how to adapt them. It prompted discussion in the group and enabled people to share experiences.”

“This training is something that everyone who volunteers with disabled people should go to.”

“I would recommend the workshop to all others. The course content was really good and delivered very well.”

“Really enjoyable and educational. Practical delivery was excellent and very relevant. Thank you!”

“The training taught me a lot about how to best deliver multi-sport sessions to disabled people. I now recognise the importance of treating everyone differently and adapting the session to meet the individual’s needs. Since the workshop, I feel more confident delivering sessions and I have a wider range of activities that I can use.”

**Interactive**

**Tom - Volunteer**



**On Tuesday 23 September 2014, Interactive delivered a Sainsbury's Inclusive Community Training workshop to 16 individuals from Camden.**

**One of the individuals who attended was Tom, a volunteer at a weekly swim for disabled people of all ages:**



“I have been volunteering at the weekly swim for over two years where I help adults and children with physical or learning disabilities to gain confidence in the water. I decided to attend the training as I wanted to know how I could make activities more inclusive and continually challenge individuals who progress quickly.

“The Sainsbury's Inclusive Community Training workshop supported me to ensure I always focus on ability instead of impairment and taught me how to vary the level of challenge to keep everyone engaged.

“Since attending the training I feel more confident adapting activities on the spot when individuals are progressing at different rates and I have also found I am a lot more creative in the activities I deliver. As a result, I feel the workshop has benefitted the individuals I work with because they are now taking part in new pool games and constantly being challenged.”

**“Overall, the training has given me a better understanding of what disabled people want from physical activity and has made me more passionate about inclusive sport; inspiring me to try inclusive clubs for cycling and archery. I now appreciate how being involved in sport can improve someone's confidence and sense of identity and as a result I have an increased motivation to provide the best possible opportunities for the individuals I work with.”**

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# Twitter Guidance

Here are a number of sample tweets that you could use – remember the hashtag #AK4A:

- 🐦 Low cost training for parents, carers, support workers, healthcare professionals, volunteers and community groups #AK4A #inclusivecommunity
- 🐦 Could you create new opportunities for disabled people to access physical activity & sport? #AK4A #inclusivecommunity
- 🐦 Want to learn creative ideas to support disabled people to take part in physical activity? #AK4A #inclusivecommunity training is for you!
- 🐦 Training to support active communities for all #AK4A #inclusivecommunity
- 🐦 “Fun, easy to understand, first step to leadership.” Participant: #AK4A #inclusivecommunity
- 🐦 “This is the first time I have received input on how to support someone to feel included in activity” Tina, Mencap #AK4A #inclusivecommunity
- 🐦 Learned so much at #AK4A #inclusivecommunity training day. More disabled people will now be included in my activities