

#69 THE BEST START IN LIFE. A MANIFESTO FOR PHYSICAL ACTIVITY IN THE EARLY YEARS

SSEHS ACTIVE

Manifesto, 2016

Topic for advocacy HEPA - Physical Activity and Health / Education and Active Schools

<http://www.ssehsactive.org.uk/beststart/index.html>

Description of the good example

The manifesto was developed by the British Heart Foundation National Centre for Physical Activity and Health (BHFNC) in partnership with BHFNC National Early Years Advisory Group in January 2016. The manifesto is a call for policy makers to prioritize physical education.

Target - Who can best use this example or document?

Policy makers, chief medical officers, state and local governments.

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

91% of children aged 2-4 years do not meet the Chief Medical Officers physical activity guidelines of three hours per day for their age group. This statistic is concerning, since these children are falling behind with their health development. It has been proven that physical activity supports young children's brain development, enhances their bone structure, develops their muscles and benefits their social and cognitive skill development as well as emotional wellbeing. It is known that establishing an active life in the early years lays the foundation to continue being active into adulthood.

Further information

SSEHS Active

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<http://www.ssehsactive.org.uk/home/index.html>

Learning points - What can we learn from it?

Within our manifesto, policy makers are asked to embed early years physical activity into physical activity policy nationally, regionally and locally. By doing so, it will ensure that physical activity will be supported across the whole UK.

**All information in this entry is sourced from the link above and contact mentioned in the document.*