



ACTIVE WELLBEING PROJECT

COMMUNICATIONS TOOLKIT

Active Colleges / Active Lives / Active Wales



Colegau Cymru
Colleges Wales

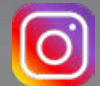


INTRODUCTION

“A Healthier Wales- A society in which people’s physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.” - **Wellbeing of Future Generations Act 2015**

The ColegauCymru **Active Wellbeing Strategy** launched in February 2020 has the Vision of **Active Colleges, Active Lives, Active Wales** aligned to a clear purpose to *Enhance the emotional, social and physical well-being of the College community through Active Wellbeing.*

To realise this vision and ensure Active Wellbeing becomes part of daily life in colleges it’s vital that this message reaches all involved from learners and staff enjoying new activity to the key policy and decision makers at a local, regional and national level.



Visit: Sport.Colleges.Wales

Visit: [Active Wellbeing Strategy](#)

Visit: [Sport Wales Strategy](#)



OUR GOALS

GOAL 1:

Provide strategic leadership and support in the development, learning and delivery of opportunities for everyone within the FE community

GOAL 2:

Improve the quality and provision of activity to enhance the emotional and physical wellbeing of the college community

GOAL 3:

Create an active workforce which is fit for future employment

GOAL 4:

Develop sporting potential

GOAL 5:

Raise the profile and celebrate the achievements of our college communities



MAKING THE CONNECTION BETWEEN ACTIVE AND WELLBEING

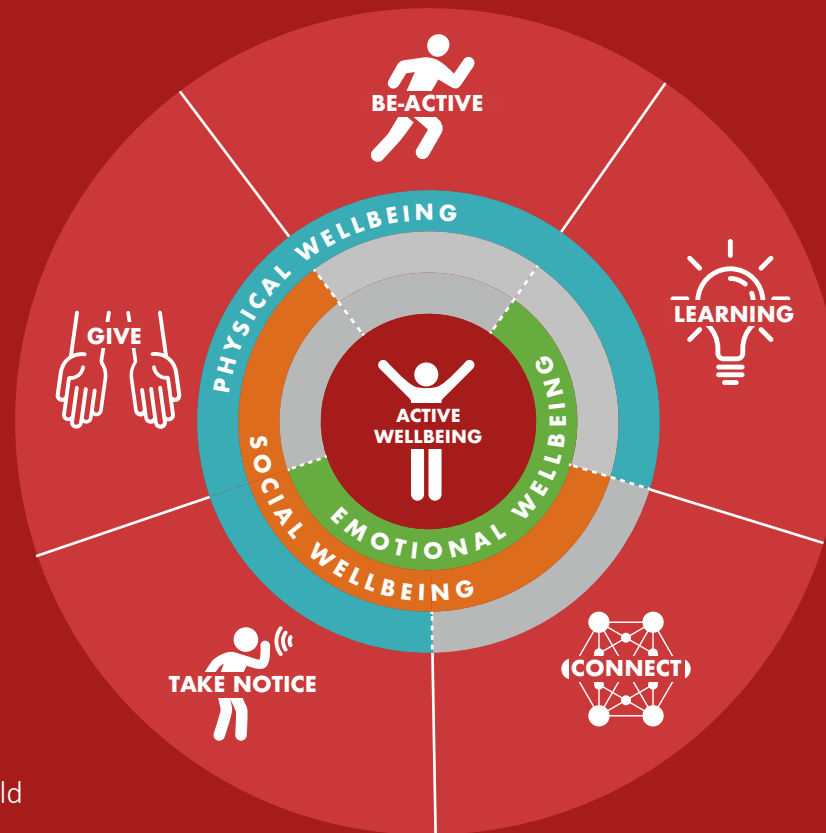
“I want to be a primary school teacher when I leave college and have been working as a college active ambassador at my local rugby club and primary school. In this role I am learning at every session, gaining new experiences, meeting new people and helping young children become more active, getting them off their Xboxes. My message to anyone thinking of becoming an active ambassador is get involved you’ve got nothing to lose!”

**Level 2 Health and Social Care Learner –
Active Ambassador at Coleg Llandrillo**

“Apart from having a positive impact on health well-being and behaviour, it enables learners to build self-esteem and have an experience of the leisure activities in the wider community.

They have applied the confidence gained to tasks in the classroom and have become more respectful to each other’s individual needs”

Entry Level 3 Tutor Coleg y Cymoedd



“Only very few students come to us engaged in a regular exercise programme or sport. The funding from Sport Wales, together with the support of our Learner Experience and Well Being Manager has enabled us to incorporate regular physical activity sessions into our timetables. This has included gym work, mindfulness sessions, spin classes, badminton and mountain walking.”

**Health and Social Care Tutor –
Gower College Swansea**

“As part of the DofE Award, students engaged in weekly yoga sessions held at Neath gymnasium delivered by an external yoga instructor. Students reported an improvement in fitness levels, reduction in stress and anxiety and are now excited to return to college in September to continue their fitness journeys.”

**Level 2 Creative Visual and Performing
Arts Tutor– NPTC Group**

STRATEGIC OUTCOMES

The strategic level outcomes have been designed to indicate what successful implementation of the strategy would lead to. If strategic goals are reached and objectives met, the resulting outcomes on college communities, individuals and nationally would be:

LEADERSHIP OUTCOME: GROWTH

Enabling the growth of Active Wellbeing across the FE Sector

ACTIVITY OUTCOME: ENTITLEMENT

Ensuring that everyone in the FE Sector has access to activities which improve their personal well-being

WORKFORCE OUTCOME: RESILIENCE

Improving opportunities and developing resilience creating a workforce which is fit for the future

SPORTING OUTCOME: THRIVE

Learners achieve their personal best

ACHIEVEMENT OUTCOME: CELEBRATE

Recognising the contribution that the FE Sector makes towards a more active, healthier Wales

CELEBRATING ACTIVE WELLBEING



<https://www.upshot.org.uk>

Identifying clear communications objectives:

INFLUENCE

Influence **national, regional** and **local stakeholders** based on the **benefits and impact** of the strategy.

INNOVATION

Use innovation and **technology** to **share** information, experience and best practice.

UTILISE

Utilise new and existing **networks** for marketing and communications output.

EMBRACE

Embrace the **skills of learners** to use technology to share their personal experience of the benefits of sport and physical activity.



By linking project activity with the target audience, you can successfully showcase project experiences to influence future developments



INNOVATION AND TECHNOLOGY

Digital technology provides a great platform for project communications at all levels. Here are some tips and examples:

SPORT WALES CLIP PROGRAMME

Communications, Learning and Insight Programme. An online resource with training events to help you evidence impact and effectively use data, social media and digital technology.

BASECAMP / PROJECT PLATFORMS

Connecting information from local online platforms sharing best practice from projects.

SOCIAL MEDIA

Remember your target audience when it comes to social media platforms. Twitter may be great for key stakeholders and policy makers, but to reach learners, try using Instagram and TikTok.

INNOVATIVE ENGAGEMENT TOOLS

QR Codes

Instagram Story Polls

Upshot Surveys



UTILISING EXISTING NETWORKS



LOCAL

NATIONAL

REGIONAL

COLLEGE



COLEGAUCYMRU



EXTERNAL PARTNERS



EMBRACE THE SKILLS OF LEARNERS TO USE TECHNOLOGY AND SHARE EXPERIENCES



WORKING WITH YOUNG LEADERS

Use student management teams and young leaders/ambassadors to promote success of activity and be the voice of your projects.

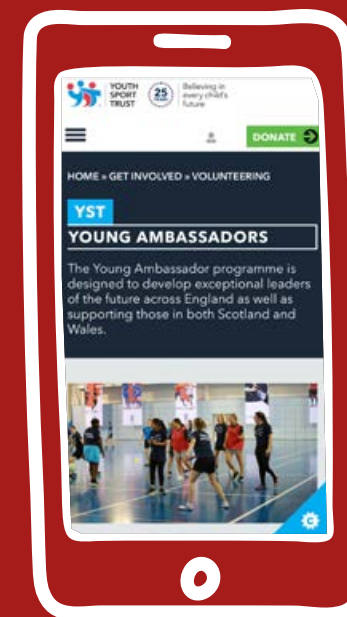
Include student leaders in marketing meetings and other operational meetings to share their experiences.

Some Tips from Aled Davies YA Co-Ordinator YST:

- Understand that the pathways identified will look different for every individual in college, there may be some similarities, but students will develop/progress along the pathway at different points.
- Take the time to allow the students/YAs in the workforces to understand what their pathway may look or what they want it to look like and how they will get to that 'end point'.
- More information can be found on their social media under **@YACymru**.



YA website



THE POWER OF VIDEO:

- Promote learner voice
- Connect to active wellbeing themes
- Encourage learners to share experiences
- Use the skills of Media students



How can you empower participants and young leaders to create great evidence from activity?



ENHANCE THE EMOTIONAL AND PHYSICAL WELLBEING OF THE COLLEGE COMMUNITY

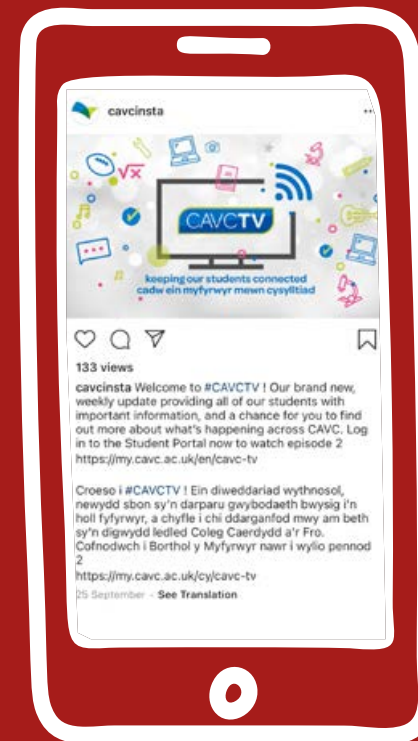
Coleg Cambria
@ActiveCambria



Cardiff and Vale
College
@cavcinsta

Coleg Gwent
@ColegGwent

Bridgend College
@BClearnerexp





CREATE AN ACTIVE WORKFORCE WHICH IS FIT FOR FUTURE EMPLOYMENT

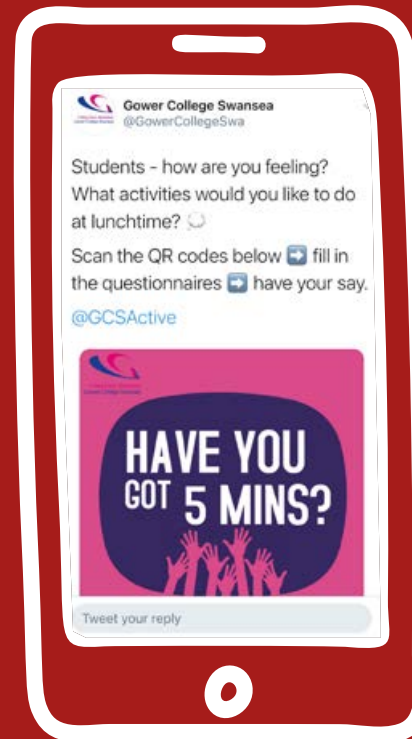
Coleg Sir Gar
@CSGBeActive



Coleg y Cymoedd
@ColegCymoedd



Gower College
Swansea
@GowerCollegeSwa



Grwp Llandrillo
Menai
@GllmRygbi





DEVELOP SPORTING POTENTIAL



Pembrokeshire College
@c6fitnesshw



NPTC Group of Colleges



The College Merthyr Tydfil
@collmerthyracademyofsport





Chwaraeon
Colegau Cymru
Colleges Wales
Sport