

# Inspiring future generations

**W**orthing Leisure's Business Development Manager, Lynda Nurse, investigates some fitness facts that are causing national concern. The Department of Health issued a worrying document in March 2013 reporting that in England, most people are overweight or obese. This includes 30% of children aged between two and fifteen. It is a serious problem and various initiatives have been set up over recent months to assist parents and children in making more fitness focused choices.

Dr William Bird, CEO for Intelligent Health and Practising GP, announced that this is the "first generation in which children will die before their parents" unless something is done to combat this problem quickly. He states that inactivity is the main driver of obesity with our grandparents having had much more freedom as children to roam the streets, move and play as children are naturally inclined.

Nike are currently running a worldwide sports campaign entitled 'Designed to Move' which is part of their physical activity action agenda. They state that: "Humans are designed to move and be active. It's really as simple as that. Just a few generations ago, we walked, ran, lifted and carried, we pushed and pulled; we

*dug, harvested and gathered, we danced, jumped and climbed. But things have changed - we have changed."*

They go on to say that: "The world needs to unite to create a new norm so future generations can live longer, healthier, happier and more productive lives."

**Parents need to change their own patterns of behaviour in order to act as positive anchors for their children.**

Nike are just one of many companies that have recently stepped in to help combat this problem and various government initiatives have also been put in place.

On the 13th August 2013, the Department of Health Minister, Anna Soubry, announced that new investment was being made to help children become more active during and after school. As part of this, the NHS are

currently running a campaign called Change4Life which encourages children to make a fresh start. They want to help children and families stick to healthy habits and undertake a CHANGE for six weeks.

Changes can include anything from scooting, playing games such as tag, cycling, dancing, swimming, walking and generally... having fun whilst keeping active! There are many more ideas on the site, a mobile phone app and the chance to win prizes. Go to the Change4Life website [www.nhs.uk/Change4Life](http://www.nhs.uk/Change4Life), for more details. When you sign up to the Change4Life 'Smart Restart' campaign, you will receive support from Change4Life via email and text messages for six weeks.

*"Children have never been very good at listening to their elders, but they have never failed to imitate them."*

James Baldwin

Parents need to change their own patterns of behaviour in order to act as positive anchors for their children. As role models, family members need to lead by example in making positive, health-related lifestyle choices.

Sport England's Active People Survey states that whilst just over half of adults say they meet the Chief Medical Officers' new flexible 150 minutes a week recommendation for adults, many (44%) fall below this level. Of even greater concern are the more that a quarter of adults who are not even getting thirty minutes a week of moderate activity.

Sebastian Coe remarked that inactivity could be a "drag anchor for future generations". He believes that being active is hard wired into the DNA of all youngsters, but it's the world we have created around them that stops children from playing

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**Worthing Leisure run an excellent FIT4 junior membership scheme which offers a wide range of activities for children of all ages at affordable rates.**

Activities include basketball, football coaching, Aquasplash, swimming, tennis, trampolines, gymnastics and roller disco sessions. They also offer a service to schools whereby after school fitness classes can be run for the children.

In addition, Worthing Leisure also operates a number of initiatives placed under their FIT4Life banner. These include a FREE annual Summer Fun Fitness Challenge taking place at all four leisure sites which encourages children to complete thirty lots of physical activities during the summer holidays. Activities include anything from walking the dog or rock climbing to street dancing or playing basketball.

**For further details in regards to all Worthing Leisure activities please visit [www.worthingleisure.co.uk](http://www.worthingleisure.co.uk)**

# Junior FIT4 membership

## Junior Membership Includes:

- Amazon Adventure, tumbling tinies, bee-fit, crèche
- Basketball, badminton, football coaching
- Aquababy, aquatots, aquasplash, rookies, swimming
- Putting, tennis, table tennis, squash
- Membership across 4 sites - Splashpoint Leisure Centre, Davison Leisure Centre, Field Place and Worthing Leisure Centre
- 3 modern fitness suites & classes
- Trampolines, gymnastics, roller disco
- And much more!

T&C's apply



**ONLY**  
**£24.50\***  
**PER MONTH**  
0 - 16 years

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[www.worthingleisure.co.uk](http://www.worthingleisure.co.uk)

\*£25 per month as from January 2014