

Change Record **Project Name:** Family Active Programme, Dundee

Which aspect of your project is this change related to?

- reaching people / referral systems ✓
- working with volunteers □
- keeping participants engaged ✓
- evaluation □
- _____ □

Spirit 2012 are keen to hear what you learn about **what does and doesn't work** in helping inactive people become and remain active. This will help other projects in the future avoid reinventing the wheel. By running your project **you will be learning lots** about this without even realising! This template may help you **record** what **adjustments** you have made to how you run your project (even small changes can be significant), **why**, and what **difference** this has made.

<p>1. What did you originally plan to do?</p> <p>We originally planned to complete a review with each family at 6 weeks, 12 weeks and every 12 weeks after that until they completed their 1 year membership.</p> <p>We planned to check each family's attendance on the database. Then call the family and discuss their experiences of the programme. We would offer any support we can and remind them about upcoming activities. The professional referrer would then be updated.</p>	<p>2. What didn't work about the original plan? Why?</p> <p>Some families had to be called a few weeks early/late to fit the work around our other duties. A number of families did not answer perhaps due to our phone number showing up as private/withheld. Some families also had their mobile phones set to block private numbers automatically.</p> <p>Families who completed their review described issues such as family illness, busy daily life due to caring responsibilities, and the cost of travel. A number of families said that it would be helpful if Olympia could be involved as it is much more central and has a sloped entrance to the pool which is easier with children. A number of families seemed defensive and wanted to make sure they still got to keep their card.</p> <p>It may therefore be better to develop close relationships with a few families and support them in a structured way.</p> <p>Few professionals replied to updates however most of those that responded to 6 week review emails did so positively. Some appeared to find it too much, especially those who had referred numerous families. It would be helpful to secure more reliable feedback on this process.</p> <p>We also launched an incentive scheme which allowed families to earn a free family pass to the wildlife centre, ice arena or Olympia pool with full facilities.</p>
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3. What did you decide to try instead?

Family Fun Swim Group with Victoria & Kylie' was run every Tuesday 12.30 – 2.30pm at Lochee pool for 5 weeks during the summer. The staff liaised with Homestart and arranged for a number of families to come along together on week 1.

An e-bulletin was also sent to professionals including a link to a survey asking for feedback on the current review system. A newsletter along with the new timetable was posted out to families to advertise the supported swim session.

Families are phoned from a direct line where possible. We will also try to call families from mobiles and to text them.

A review will only be completed with families once to find out how they are getting on and hopefully arrange a time to complete their second questionnaire. Additional feedback will be gathered from families who are engaging naturally with groups and attending the pools.

The incentive scheme is running and has been advertised by letters and e-bulletin.

4. What difference do you hope this change will make? / has this change made? How will / do you know?

5 families who hadn't used their cards before swam on week 1. Two of these families attended again in week 2. And another 3 families, who hadn't been previously, also attended in week 2 (five families in total). Two families attended in Week 3, one family in Week 4 and two families in Week 5.

Some of the families also fed back that they really hoped the groups would continue as it allowed them to swim when they would otherwise struggle to meet the swim policy or to feel confident in the water with their young children.

We have therefore planned 7 weeks of drop-in groups in the new school term. We will text all of the families who attended over the summer to remind them about the new groups each week and we will also advertise the groups to all of our members through a newsletter.

Zero professionals have responded to our survey sent out in the e-bulletin. We will therefore only update professionals if they specifically request information about a particular family.

The incentive scheme involves a great deal of admin however it hasn't appeared to increase attendances. Although some families have expressed interest, they have not then increased their swimming frequency.

3. What did you decide to try instead?

Unfortunately due to timetable clashes, we were unable to run the swim groups between August and October. However, we did run dry-side drop in groups and engaged with 54 families.

We have decided to again run drop in groups, as well as a dedicated Family Active swim group and family fun playtime group over the 8 weeks between the October holidays and Christmas.

Family fun will run every Monday at Douglas and the swim group will run at Lochee every Tuesday. Both classes will be run by our new sessional Engagement Coach.

We will also be directing families to an Early Years drop in class at Olympia where families now have access Mon to Fri 10am – 4pm during term-time.

The Development Officer will also invite individual families to come to welcome meetings at Olympia and Lochee while the swim groups are running to hopefully encourage families to go swimming once they have their cards. **Please see the change record regarding WELCOME MEETINGS for more information on these groups.**

Only 3 families have earned a family pass so far. We have decided to stop the incentive scheme on 30th November. Families and professionals have been informed.

After asking families at the groups and receiving positive feedback we have decided to create a Facebook page for the Family Active members. This will hopefully allow us to communicate more easily with our members.

4. What difference do you hope this change will make? / has this change made? How will / do you know?

We created a closed Facebook group called 'LACD Family Active'. We sent texts to our families due reviews and advised them to add themselves to our group. We had to explain to families that you need to search under the 'groups' tab to find the Facebook group. We have also included this information when we meet new families.

We currently have 24 families on our closed Facebook Group. It has become a useful way to communicate updates and to invite families to book into groups. We also upload timetables and flyers for local community groups/events. Many families we have spoken to about the group have said they prefer using Facebook to communicate.

Our **incentive scheme** launched on 30th June and was closed on 30th November. Eleven children earned a Family Pass by swimming at least 8 times. All families who earned enough points have been contacted. The families we were able to engage with have now been sent their passes. 7 out of 11 passes were posted out to families.

CONCLUSION:

Families prefer text messages and phone calls from mobiles.

Facebook should be used more regularly moving forward and should be advertised to all new members. It may be helpful to take iPADS to groups to accept requests immediately. We could also take photographs/videos to post on the page and advertise the group in a more familiar way.

Having structured groups provides an opportunity for staff to develop relationships with families.

The incentive scheme was motivating for a few families but it didn't make a difference to the majority.