



Website: www.movingmatters.co.za
Email: administration@movingmatters.co.za
Fax: +27 86 666 6683

EXECUTIVE SUMMARY THE MOVE-IT, MOVING MATTERS™ INITIATIVE

BACKGROUND:

Various global initiatives, such as the United Nations Office on Sport for Development and Peace, The Global Alliance on Physical Activity and the World Sport Alliance are collectively striving to promote and advance participation in physical activity and sport in a systematic and coherent way.

The purposeful use of sport helps to:

- ▶ raise awareness about current socio-political issues;
- ▶ educate tolerant and respectful citizens by inspiring co-operation where cultural or ethnic divides are bridged on the fields of play;
- ▶ health-protect active participants against obesity and other compromising conditions;
- ▶ build national pride and peace.

The specific advancement of sport is best achieved through access to and participation in quality physical activity programmes, most especially those designed for application in schools. Well-delivered physical activity interventions generate positive outcomes for all. Advancing education, health and peace, through sport, are noble aspirations of the Millennium Development Goals, which can be realized through school-based interventions. An underlying commitment from Government is needed.

South Africa has legislated that every school-going child should access at least 90 minutes of Physical Education, per week, within the prescribed school curriculum. In comparison to other countries, this is a relatively small time commitment within the notional hours of the curriculum. Consequently, the optimum programme intervention, for application in South African schools, must be efficient and effective so that all learners:

- ▶ acquire sufficient knowledge;
- ▶ build a wide range of motoric competences;
- ▶ develop essential life skills and
- ▶ promote citizenship values which collectively inspires children to sustain their engagement in activity for life.

Unfortunately, there is little evidence to show that this important aspect of education is being achieved. The obligation to ensure that every child participates in sufficient, quality Physical Education in notional time rests with the school leadership. Regrettably, the current leadership is ill-informed regarding the value of Physical Education, notwithstanding the powerful campaigns, such as the global call for action. Where children in other countries participate in at least one hour of quality physical activity per day, the reality is that South African children are at risk and are being left behind unless strategic efforts to “level the playing fields” and inspire active living for all receives urgent attention.

Reaching all children immediately, is a priority. Children in Primary Schools, especially those located in contexts of disadvantage, is where interventions are needed most. With the help of private sector funding via Partnerships with Agencies and commitments from Corporate Social Investment, there is a strong possibility that many more children may engage in regular, quality activity programmes simultaneously and equally.



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Move-It, Moving Matters™ understands the need and is an immediate, unique, sustainable, educational solution which comprises a suite of Programmes for Intermediate Phase children (8-12years). It is an excellent solution and has gained momentum since its inception in 2010. Currently, it is the preferred Physical Education Programme in many schools across South Africa. It is known and supported by Independent Schools Association, South Africa (ISASA), is recommended by the DoE, is regarded and encouraged by the World Sport Alliance and has obtained “preferred supplier status” in many Gauteng Public and IEB schools, Nation-wide.

THE OPPORTUNITY:

Given the importance and urgency of addressing the Millennium Development Goals we have decided to:

- ▶ engage in the Global Initiative aimed at ensuring a minimum dose of physical activity for children, youth and adults;
- ▶ network with competent and inspired leaders who advocate, manage, mentor, fund and deliver programmes such as the **Move-It, Moving Matters™** suite of Programmes, in as wide as possible context, soonest, to enhance the health and motor development of children;
- ▶ manage and develop sustainable programmes in this country and beyond our borders.
- ▶ communicate a message of influence: **Moving really does Matter!**

THE PROGRAMME:

The **Move-It, Moving Matter™** Programme is designed to ensure that all children engage in age-appropriate and enjoyable physical activity, within the allocated Physical Education period each week.

The aim of **Move-It, Moving Matters™** is to facilitate the development of fundamental movement patterns which underpin functional life and to establish a platform for access and participation in any sport or physical recreational pursuit.

Through participation in the creative and stimulating physical challenges, characteristic of this Programme, children “just do it”. Moving with confidence becomes the norm and ultimately, a way of life.

The physical challenges emphasised in the **Move-It, Moving Matters™** suite of Programmes for children include the acquisition and mastery of:

- ▶ balance,
- ▶ locomotion,
- ▶ neuro-motor control,
- ▶ transference of weight,
- ▶ spatial awareness,
- ▶ timing and rhythm,
- ▶ cardiovascular endeavor,
- ▶ hand-eye, foot-eye manipulation and
- ▶ co-operative and competitive team work.



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Move-It, Moving Matters™ is a unique concept which has been designed to systematically grow and develop the motoric competence of children. The Programme especially emphasises the development of complex, yet essential movement patterns of balance, locomotion and manipulation.

The Programme comprises 4 progressive Kits commencing with the Blue Kit, which systematically advances (annually) to the Red, then the Yellow. Each Kit includes:

- ▶ a Bag of activity tools (small equipment/apparatus) which belongs to each child,
- ▶ a Learner Manual for each piece of equipment/apparatus directs and inspires appropriate activity challenges, and accumulates assessments, which monitor the progress of the child.

In Year 1, all children in Grade 4 receive a Blue Kit Bag, which last for the year. At the end of the year when these children have completed the Blue Kit they progress in following year to the Red Kit. In Year 2, every child in Grade 4 receives a Blue Kit Bag and in Grade 5, all receive a Red Kit Bag. In Year 3, every child in Grade 4 receive a Blue Kit Bag, Grade 5 receives a Red Kit Bag and in Grade 6 receives a Yellow Kit Bag as shown in the table below:

	GRADE 4	GRADE 5	GRADE 6
YEAR 1			
YEAR 2			
YEAR 3			

Kit Bag contents (including Teacher Manual – one per Teacher):



The **Move-It, Moving Matters™** Programme apply a visual literacy approach and the **read-do-write** methodology to access the fundamental movement idea, convert it to a movement perception and finally, to a movement response. Children study the illustration, **read** the task aloud, **do** the activity, then **write** down what they did and record their achievements. In this approach, movement becomes the attractive and accessible medium through which learning occurs. The novel equipment, contained in each age-appropriate **Move-It, Moving Matters™** Kit, naturally attracts the child to engage, which in turn, stimulates the desire to move and seamlessly stimulates learning.

Teachers attend an 8-hour training session, where during they acquire the skills and confidence to facilitate their children in each activity session. Teachers receive a comprehensive Teacher Manual which explains and guides the sequence of the activity challenges planned for the Term. Termly workshops take place to assist Facilitators with the activity progressions and assessments for that Term. These workshops help Teachers unfold the Programmes seamlessly, throughout the year.



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In the same way that children need a “Math’s set” to solve problems and execute geometric actions, so the contents of the **Move-It, Moving Matters™** Kit Bag enables the child to use the supplied equipment to facilitate the acquisition of motor skills while promoting enjoyment through movement as challenged by the cues and illustrations in the Learner Manuals.

The **Move-It, Moving Matter™** Programme, is phase-specific. The content systematically shapes the neuro-muscular development of the child while also developing the child’s physiological capacity. The nature of the tasks is such that, bone mass, cardio-respiratory efficiency and neuro-muscular functioning, are systematically developed. Through the self-paced, learner-driven, problem solving approach applied, movement, play, games and exercise challenges, are accomplished. The unique read-do-write methodology, developed for this Programme, ensures that cross-curricular learning and multiple intelligences are developed using movement as the medium of learning. The activities encourage self-awareness and engage children in solving problems, which require social co-operation. Central to the effort is the systematic laying down of the foundations for competences needed for dance, sport and recreation. Children become socially empowered through their new found abilities in these unique learning experiences.

THE GOAL:

The goal of the **Move-It, Moving Matters™** initiative is to:

- ▶ “level the playing fields” by enabling access to and participation of young citizens in activity soonest, particularly children trapped in context of compromise;
- ▶ raise young people’s achievement, attainment of personal goals and appreciation for the joy of participation in activity for life;
- ▶ advance young citizens with competence into opportunities which celebrate their talent;
- ▶ ensure that all participants experience the exhilaration of moving with confidence and
- ▶ absolutely understand that **Moving Matters, for life!**