Many children enjoy taking part in physical activity, whilst physical education, sport and play are common denominators among children worldwide. Physical activity contexts therefore provide an opportunity to deliver health promotion activity en masse in a positive, fun and healthy environment. Over the past three years SmokeFree Sports has sought to harness this potential and develop an effective and engaging programme to prevent and protect children in Liverpool from smoking. In this presentation I will give an overview of the project activities and present results from a large primary school-based smoking prevention intervention involving over 40 schools and more than 1000 children. The talk will address both impact and process evaluation findings.

PRESENTED BY:
Dr Lawrence Foweather
Liverpool John Moores University, UK

Lawrence is a Post-Doctoral Researcher and is currently visiting IERI as an Australian Government Department for Education Endeavour Research Fellow. Lawrence undertakes coordination, research, teaching and consultancy activities in physical activity and health and exercise science. Lawrence is involved in a number of research activities examining physical activity, fitness, and sedentary behaviour in children under 12 and their families, whilst he has particular interests in both physical literacy and sport for health programmes.

WHEN:
Tuesday 4 March, 2014
12.30 - 2.00pm

WHERE:
Building: 24
Room: 101