

NICE Programme Development Group: Promotion of Physical Activity in Children

PDG Members and NICE Team Biographies

Gordon Andrews, BA (Hons), Cert. Ed. MSc

Gordon Andrews is Physical Activity - Strategic Lead for Sandwell Primary Care Trust and is responsible for the strategic development of physical activity and health initiatives within a metropolitan borough characterised by high levels of deprivation and health inequalities. Committed to partnership working, he is currently involved in the development of Sandwell Physical Activity Board with a remit to fully integrate the agenda for Physical Activity, Sport and Health within the borough.

He recently completed an MSc in Physical Activity and Health Development with distinction; examining the evidence base with a particular emphasis upon children and young people. Prior to working in community health, Gordon spent 25 years in schools, initially teaching P.E. in a mainstream setting before gaining considerable experience in a range of curriculum areas and a variety of special educational settings as a member of Senior Management Teams. His most recent education role was as Head of a special school for 'looked after' children with social, emotional and behavioural difficulties

Vicki Birchwood

Victoria Birchwood is currently the Director of Sport at Salford City Academy. In a previous life, she undertook many roles at one of the first 4 Specialist Sports Colleges in the country, including curriculum management and pastoral posts, as well as being a PE teacher across key stages 1 - 4. Victoria was a phase 1 Project Development Manager on the School Sports Programme, has delivered courses for the Youth Sport Trust and has also worked for NCSL as a co-leader on 'Networked Learning Communities'. Promoting physical activity in children has been a fundamental part of Victoria's work since qualifying as a teacher 8 years ago.

Barry Causer Sport and Physical Activity Manager

Barry Causer is currently employed by the London Borough of Southwark as a Sport and Physical Activity Manager. He has over 7 years experience of delivering and managing community sport and physical activity opportunities with a particular focus on young people. He is also currently studying for an MSc Physical Activity and Public Health.

Issy Cole-Hamilton Policy and Research Manager, Play England

Issy Cole-Hamilton has worked for Play England and the Children's Play Council for seven years where she has been actively involved in national policy development and campaigning. She has also been responsible for producing a variety of briefing papers and major publications including Making the Case for Play (2002), More than Swings and Roundabouts: Planning for outdoor play, the Neighbourhood Play Toolkit and Playing on, a guide to sustaining play provision. Previously Issy worked in children's policy and research at Child Poverty Action Group, the Children's Rights Development Unit and the Royal National Institute for the Blind.

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Dr Ashley Cooper

Senior Lecturer in Exercise and Health Sciences at Bristol University

Ashley Cooper has been in the Department of Exercise, Nutrition and Health Sciences for over 12 years, and is currently head of department. His specialist area of interest is the objective measurement of physical activity. He has recently been investigating the association between active travel to school and children's physical activity levels, and is the Principal Investigator in the PEACH project. PEACH is a three-year study funded by the National Prevention Research Initiative to investigate the personal and environmental correlates of physical activity in children and their associations with obesity. This study combines objective measurement of physical activity by accelerometers with data from personal GPS receivers to investigate where children go to be physically active outdoors. A range of personal, social and environmental factors are also measured, and the aim of the study is to determine the relative influence of these factors on physical activity. In addition Ashley is involved in a number of physical activity intervention trials including Early-ACTID, a randomised clinical trial of physical activity and dietary modification in the management of newly diagnosed type 2 diabetes in adults.

Peter Cooper, BSc (Hons) (*Lay Member*)

Children's Work Director, YMCA Fairthorne Group

Peter Cooper has worked for the YMCA Fairthorne Group for 15 years and is part of team which has overseen the dramatic growth of this dynamic and innovative third sector organisation. Peter originally trained as an environmentalist, teaching children from cities about the outdoors in 'classrooms without walls'. He specialised in adapting outdoor activities for children with profound learning, physical and sensory disabilities. Recent successes include co-founding the national Young Carers Festival which is the largest children and young people consultation event in the UK. Each year over 1500 young carers take a break from their responsibilities to have a weekend of fun, friendship and engage with government in order to improve their lives and those of their families. In 2006 Peter developed the Interactive Programme which consulted with 5000 children and young people across the UK to better understand their attitudes to Physical Activity. The programme encourages participants to design and develop new 'low cost, no cost' activities which promote participation in physical activity. Peter oversees the delivery of early year's childcare from six sites in the South including a nursery that utilises the outdoors as its learning resource and was recently judged as 'outstanding' by Ofsted.

Peter is an advocate for young people who are 'differently clever'. Having left school without qualifications, he later learnt that his talents lay outside of the schools curriculum. Upon gaining a 1st class degree, Peter now challenges schools who are failing to recognise the learning styles and therefore the potential of individuals.

Dr Lindsey Dugdill

Reader in Exercise and Health, Associate Dean (Research), University of Salford

Lindsey Dugdill is a member of the Centre for Public Health Research at the University of Salford, and leads a thematic research area in Physical Activity, Exercise and Health. She has been involved in community-based health and physical activity research for approximately 20 years in the North West of England, and is especially interested in researching the health behaviour of children using appropriate and innovative research methodologies. She

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is involved in management of the GOALS project which is a lifestyle change programme aimed at obese children and families in Liverpool. She is currently co-authoring a textbook on *Physical Activity and Health Promotion: Evidence-based approaches to Practice* for Blackwells, and is very interested in developing the evidence-base for physical activity.

Martin Hagger PhD

Reader in Social and Health Psychology, University of Nottingham

Martin Hagger is an academic and Reader in Social and Health Psychology in the School of Psychology at the University of Nottingham. He conducts research focusing on the social psychological predictors of children's physical activity, such as attitudes, self-efficacy, intentions, self-esteem, and intrinsic motivation. He is also Chair of the British Psychological Society Division of Health Psychology. Most recently he has developed a psychological model that attempts to explain whether promoting physical activity in school will result in increased physical activity in children during their leisure time outside school hours. This is important if the true effectiveness of the 'existing network' of school physical education, which is often cited as a means to convey messages to promote physical activity to children, is to be evaluated.

John Hutton

Professor of Health Economics in the York Health Economics Consortium and the Department of Health Sciences, University of York

John Hutton trained in economics in London and York and first became involved in health technology assessment when working at the University of York over 25 years ago. He has conducted a wide range of research and policy studies for industry, government and health service clients, and published extensively on the economic evaluation of health technologies. From 1992 he was Director of the European Office of MEDTAP International, a private research company, returning to the University of York to take up his present position in April 2007. He is a founding editor of the leading international journal *Health Economics* and is also a Non-executive Director of York Hospitals NHS Foundation Trust.

Professor Christopher Laws

**Head of School of Physical Education
University of Chichester**

Chris Laws is professor of physical education and Head of The School of Physical Education at University of Chichester. He is a former President of the Physical Education Association of the United Kingdom and honorary life vice-president of European Union of Physical Education. He is a Fellow of Royal Society of Arts, Royal Society of Medicine and of PEAUK. He has received 'The Ling Award' which "*recognises and honours individuals who have made a sustained and outstanding contribution to the physical education profession. It is the highest honour the PEAUK can bestow in recognition of long, dedicated, distinguished and meritorious service to physical education nationally and internationally*". He has written and researched extensively on the Physical Education curriculum in schools and children's experiences of physical activity. He has produced a range of curriculum materials including media based projects and curriculum guides for National Governing Bodies of Sport. He serves on a number of consultative groups for Sport England, UK Sport, the Qualifications Curriculum Authority, Office for Standards in

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Education, the Department for Education and Skills as well as on Education Committees for several National Governing Bodies of Sport. His work in physical education and sport has been mainly concerned with teacher and coach education and young peoples' experiences of physical education, sport, and physical activity and he has published widely in these areas. More recently he has been working with an interdisciplinary team on health benefits of physical activity for young people particularly in relation to obesity, health and nutrition.

Patricia Maude MBE Tutor, Homerton College, University of Cambridge

Patricia Maude has been involved in promoting physical activity for children for many years, as a physical education teacher, advisory teacher and teacher trainer, as a voluntary community sports coach in clubs for children and through her research, publications and work as a consultant. Her publications include 'Physical Children, Active Teaching' and two interactive CD ROMs entitled 'Observing Children Moving' and 'Observing and Analysing Learners' Movement'. Her most recent publication (July 2007; joint authored) is an interactive DVD and handbook entitled 'A Practical Guide to Teaching Gymnastics' commissioned by the Association for Physical Education.

Patricia was awarded an MBE for Services to Physical Education in the New Year Honours in 2000.

Suzanne Priest Dance Advisor and Advanced Skills Teacher in Dance Executive Committee Member of National Dance Teachers Association (NDTA)

Suzanne Priest is a freelance dance teacher and advisor, dance manager and teacher trainer. An Advanced Skills Teacher since 2005, she advises primary, secondary and further education dance practitioners on the delivery of high quality dance education and trains teachers and students in a variety of dance related practices. Suzanne has held numerous positions within the dance sector including the position of Dance Director at the BRIT School for Performing Arts in London. As an Executive Committee member of the NDTA she works to ensure that all young people in the UK have access to high quality dance education in schools and colleges. In addition to her work in teaching and advisory capacities, she has directed youth dance companies and is interested in finding new ways of providing dance activities for young people, both in schools and the local community. Before teaching she had a successful professional performance and choreographic career and a qualification in Sports Training and Therapy further supports her numerous dance qualifications and experience.

John Stevens B.Ed(Hons), MBA, CInstSRM

A qualified teacher of physical education and biological sciences John Stevens taught and lectured in physical education and sport in secondary and higher education in London and Newcastle before joining the Sports Council in 1982 where he was responsible for community sport and facility development and the innovative Active Lifestyles project in schools in Coventry. Moving to the Sports Council for Wales in 1985 he worked closely with the HMIs and local

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government to develop programmes to support physical education and school and community sport.

Starting in 1992, a spell in local government as Assistant Chief Officer for Leisure with Humberside County Council saw the establishment of one of the largest Community Sports Development units in the country. Local government reorganisation led to the role of Assistant Director for Education, Leisure and Libraries in the new East Riding of Yorkshire Council with responsibility for community sport and physical activity development and providing the physical education advisory service. In 1997 he was appointed Chief Executive Officer for Sportscoach UK before taking up his current role as CEO of Active Gloucestershire in 2005. He was an adviser to the Minister's task forces on coaching and workforce development and has served as a Director of several sports related organisations including Coachwise; SPRITO; England Netball; British Weightlifting and Streetgames.

Professor Gareth Stratton BH, PGCE, MPhil, PhD. (CHAIR)

Gareth Stratton is Professor of Paediatric Exercise Science in the Research Institute for Sports and Exercise Sciences at Liverpool John Moores University where he chairs the Research into Exercise and Children's Health (REACH) Group. Gareth has engaged in investigative work in children's physical activity measurement and interventions for nearly 20 years. He also chaired the group that developed and subsequently wrote the position statement on "Resistance exercise Guidelines in Young People" on behalf of the British Association for Sports and Exercise Sciences.

Paul Trueman, Director of the York Health Economics Consortium, University of York

In his role as Director of the York Health Economics Consortium (YHEC), Paul Trueman has led research studies for organisations including the Department of Health, NICE and the National Audit Office on a wide variety of health economic and health services research issues. Recent research has included contributions to the development of NICE public health guidelines on obesity, smoking cessation and physical activity, economic input to the development of the National Cancer Reform Strategy and research into the application of health technology assessment. Prior to joining YHEC in 2004, Paul held positions in the pharmaceutical industry as well as the civil service.

Malcolm Tungatt, BSc (Hons), M.Phil.

Malcolm Tungatt is currently Policy Manager in Sport England's Policy and Improvement Team based in the London Support Centre. Malcolm has responsibility for leading the development of Sport England's policies across a number of areas and he has worked extensively on the development of the '5 Hour Offer' expectation for sport and active recreation for all 5 -19 year olds announced by Gordon Brown in July 2007.

Malcolm was previously the Team Leader of Sport England's In-house Evaluation Team for over 15 years and in this role he was responsible for leading the evaluation of the 'pilot' and first phase work of a large number of new programmes and projects relating to increasing

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participation amongst young people and supporting the adults who are the agents of change in this process.

Although originally graduating as a geographer, Malcolm has widespread experience in the sports development, community engagement, and widening access to sport fields. He was a member of the Social Exclusion Unit's Policy Action Team on Sport and the Arts (PAT 10).

Kim Twine (*Lay Member*)

Kim Twine is currently studying the Foundation Degree in Early Years: Childcare and Education with the University of Surrey at Farnborough College of Technology. Prior to this she qualified in 1993 with the NNEB (Level 3 Nursery Nurse qualification) and since qualifying has worked within the childcare sector with children from 6 weeks up to 16 years in nursery, pre-school, primary school, boarding school and as a warranted leader with the Girl Guides. She also has experience in early years regulation and inspection working in line with Ofsted for the British Forces in Germany. Kim has a three year old son called Zak.

Dr Esther van Sluijs, MSc, PhD Investigator Scientist, Prevention Group, MRC Epidemiology Unit, Cambridge

Esther van Sluijs is an Investigator Scientist working on determinants of physical activity and physical activity promotion, both in adults and children. She completed her PhD in Public Health and Epidemiology at the EMGO Institute at the VU University medical centre in Amsterdam, The Netherlands. The focus of her PhD was on evaluating the feasibility and effectiveness of a physical activity promotion programme in Dutch general practice, aimed at an adult high-risk population.

Esther's current research interests include studying individual and collective determinants of childhood physical activity behaviour, environmental determinants of physical activity in children and adults, as well as intervention development and evaluation. She has experience in designing and undertaking primary research in this topic area and as well as summarizing evidence through conducting systematic reviews.

Sarah Vaughan-Roberts (*Lay Member*)

Following 15 years working as a project manager in the voluntary sector, Sarah Vaughan-Roberts has recently taken time off paid employment to bring up two children. During the last 4 years she has been involved in a voluntary capacity in a number of projects including chairing a local community nursery, fundraising for her children's primary school and setting up a community garden project on a local housing estate. Her work in the school is particularly pertinent to the work of the Physical Activity and Children PDG as she set up and chaired the School Travel Plan group, fundraised for new play and sports facilities, fundraised for a range of after-school physical activities (including street dance, Indian dance, Salsa classes, Tai Kwondo) and was a founder member of the Healthy Schools working group. Her previous work experience includes work in health promotion in the field of HIV/AIDS and sexual health education for young people.

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Jonathan Williams BSc, PGCE CEO, SHOKK Ltd, The Youth Fitness Specialists

Jonathan Williams is currently CEO and company Sports Scientist of SHOKK Ltd. Founding the company at the end of 1999 from a desk and a phone, SHOKK® is now a multi million pound business and has firmly established itself in youth fitness as the global brand leader. With a wealth of experience in all aspects of business within sport and leisure, Jonathan has a large degree of transferable skills meaning that he is now asked to perform a plethora of external roles in addition to the PDG.

As a Loughborough Graduate and qualified PE teacher, Jonathan's knowledge in the area of youth related exercise goes back over 12 years and has been the cornerstone of the development of SHOKK®. Jonathan is also one of the nation's leading experts on strength & conditioning in young people and its relevance both to human movement and athletic development/ elite sport.

NICE Team

Dr Hilary Chatterton Analyst, Centre for Public Health Excellence, NICE

Hilary is an analyst at the Centre of Public Health Excellence at NICE. As well as being technical lead on the Physical Activity and Children programme she is a support analyst on the 'alcohol education in schools' and 'health promotion in schools and colleges of further education'. Prior to joining NICE she was a Senior Lecturer in Physiotherapy, with clinical speciality in the rehabilitation of adults with neurological disabilities. She holds a Masters degree in Research Methodology from King's College, London. Her doctorate from the Faculty of Medicine, The Victoria University of Manchester focused on respiratory function and fatigue after stroke. She is a member of the Chartered Society of Physiotherapy Clinical Guidelines Endorsement Panel and a full member of the Society for Research in Rehabilitation.

Dr Hugo Crombie, MB, MS; MPH Analyst, Centre for Public Health Excellence, NICE

Hugo is an analyst in the Centre for Public Health Excellence at NICE. He is currently the technical lead on the physical activity and environment programme, as well as a member of the physical activity in the workplace intervention team. Previously, he was the technical lead on the 'physical activity interventions' (for adults), and was involved in the public health components of the NICE guideline on obesity.

Hugo trained in medicine at the London Hospital Medical College and worked in both hospital and general practice in and around east London. He obtained a Master's degree in public health in Liverpool and has subsequently worked for a variety of public health organisations. Prior to joining NICE in 2005, Hugo worked at the Health Development Agency and its predecessor, the Health Education Authority.

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Dr Adrienne Cullum, BSc (Hons), RPHNutr, PhD Analyst, Centre for Public Health Excellence, NICE

Adrienne is an analyst at the Centre of Public Health Excellence at NICE. She was the technical lead on the public health aspects of the NICE guidance on obesity and is currently a team member for draft guidance on physical activity in children, maternal and child nutrition and mental health in the workplace. She previously worked at the Health Improvement and Prevention branch at the Department of Health, where she was policy lead on obesity. Her doctorate in social medicine, from the University of Bristol in 2001, focused on the development of adiposity in young adults. She has a degree in nutrition and is a Registered Public Health Nutritionist.

Simon Ellis, BSc (Hons) Psychology, MPH Associate Director, Centre for Public Health Excellence, NICE

Simon is the Associate Director at NICE responsible for the public health programme guidance on the promotion of physical activity in children. He is also currently leading the development of NICE public health intervention guidance 'alcohol education in schools', 'preventing the uptake of smoking in children' and 'needle exchange schemes'. Previously, he has led NICE guidance on 'substance misuse interventions for vulnerable young people' and 'physical activity interventions' (for adults), and was involved in the public health components of the NICE guideline on obesity. Simon also takes a lead on methodological development for the Centre for Public Health Excellence at NICE. Prior to joining NICE in 2005, Simon worked at the Health Development Agency and its predecessor, the Health Education Authority. He has a degree in psychology and a masters in public health.

Professor Mike Kelly Director of the Centre of Public Health Excellence, NICE

Mike Kelly originally graduated in Social Science from the University of York, holds a Masters degree in Sociology from the University of Leicester, and undertook his PhD in the Department of Psychiatry in the University of Dundee. Before joining new NICE he was Director of Evidence and Guidance at the Health Development Agency. Professor Kelly has held posts at the Universities of Leicester, Dundee, Glasgow, Greenwich and Abertay. He now has an honorary chair in the Department of Public Health and Policy at the London School of Hygiene and Tropical Medicine, University of London and is a Fellow of the Faculty of Public Health.

Professor Kelly is a medical sociologist with research interests in evidence based approaches to health improvement, methodological problems in public health research, evidence synthesis, coronary heart disease prevention, chronic illness, disability, physical activity, health inequalities, social identity and community involvement in health promotion.

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Dr Bhash Naidoo, BEng, MSc, PhD

Technical Advisor, Centre for Public Health Excellence, NICE

Bhash is a technical advisor for health economics within the Centre of Public Health Excellence at NICE. He has been responsible for the health economic components for the public health aspects of the NICE guidance on obesity, smoking intervention, physical activity intervention and STI intervention guidance, and currently has responsibility for draft guidance on physical activity & the environment, workplace physical activity, alcohol education in schools, mental health & older people, mental wellbeing & children, mental health in the workplace and personal, social and health education. He has previously worked at the London School of Hygiene & Tropical Medicine as a research fellow and the Health Development Agency as a research specialist, as well as being seconded to HM Treasury for the Wanless Report on public health and to the Department of Health for the Choosing Health White Paper and delivery plan. His doctorate in public health medicine, from the London School of Hygiene & Tropical Medicine in 2001, focused on the use of public health modelling for policy development. He is also an associate member of the National Heart Forum.

Dr Anthony Threllfall, MPH, PhD

Analyst, Centre for Public Health Excellence, NICE

Anthony is an analyst at the Centre of Public Health Excellence at NICE. He worked as a research fellow at the University of Manchester prior to joining NICE and has interests in public health, research methods, screening, children's dental care and cancer epidemiology. He has a PhD in epidemiology and health service research, a masters in public health, a post graduate diploma in research methods and a degree in applied social studies.