

Year Three

In 2008 *Move It!* was the second series of projects commissioned by the Black Country Arts and Health Commissioning Partnership. It was targeted at 13 – 19 year olds and used dance as a medium to explore issues relating to obesity, specifically addressing issues of body image and the impact this has on young people's self esteem and self confidence. The project also aimed to encourage young people to do more physical activity outside of school hours.



Dudley Performing Arts were contracted to oversee the delivery of the dance element of the project. Once again, involving and commissioning an agency with strong connections to the Black Country, with a commitment to provide a high quality service (in both product and process), and experience of arts and health work was crucial to the project's success.



The Commissioning Partnership was committed to involving young people in the planning and development of the project work, giving them an opportunity to produce an art product that could be distributed to other young people. To achieve this young people were invited to work alongside artists from Multistory to inform, document and review the local arts and health projects. The group went on to use this material to create the project's website: www.moveitblackcountry.co.uk



Evaluation this time was undertaken from a social marketing perspective. The partners shared health data and identified a set of shared priorities for the commission. These priorities informed the behavioural outcomes for young people who participated and were used with a set of indicators to evaluate the impact of the project. Research methodology (mind maps, questionnaires, interviews, observations) was devised in conjunction with the young people themselves and was used to gain insight into what competes for their time, and what encourages or discourages them from taking part in physical activity.

A full Resource Pack is available for development workers to easily get the Move It! message across to others in the Arts, Health and Community fields. It includes a full evaluation report, a 15-minute powerpoint presentation and general press release. You can download the pack from the Move It! website [here](#).

A set of postcards has also been produced for Move It! To obtain some of these for distribution, please contact [Karen Bell](#).