

Poster Competition

Last Summer, members of the Executive discussed the growing problem of obesity, especially that affecting young people in this area. Whilst they were aware that the Health Service were, both locally and nationally, tackling this same issue, it was felt that governors needed to do something as well in order to support these other initiatives.

The decision was taken to create a competition, aimed at Key Stage 2 children (in Years 3 and 4) throughout the Borough, for them to design an A3 poster which would commend the whole idea of a healthy lifestyle to others. In particular it would try to encourage young people to make use of the open spaces around the Borough, especially the local parks, for play, sports and fresh air.

Approaches were made to the Healthy Towns project personnel and soon it was agreed that they would provide support for the competition. Furthermore this meant that we also had help in designing and printing the promotional materials which were then linked with the national “change4life” campaign.

All primary schools in the Borough were notified of the competition, as were all special schools with a primary element, at the February half-term. Entries were received, several hundreds of them, and judging took place over the Easter holidays. Together with staff from the Healthy Towns and Obesity Prevention teams, we were delighted with the outcomes. Judging was undertaken by people who had no connection with the primary sector, by School governors and Health Service representation.

The overall winner was Joe Hadley of Halesbury school. The five runners-up were Muskaan Ansar (Blowers Green Primary), Annabel Whale (Dawley Brook Primary), Charlotte Anslow (Priory Primary), Halimah Bibi (Huntingtree Primary) and Emily Johnson (The Brier).

Subsequently a presentation event was arranged for early May at Saltwells, involving all six children, their friends and families and representatives of their schools, together with senior members of both the local Health Service and Childrens’ Services. The Mayor of Dudley, Councillor Pat Martin, was kind enough to find time in her busy schedule (and especially less than 48 hours before the General Election) to award the prizes to the successful entrants.



The Mayor of Dudley, Councillor Pat Martin with (L to R), Joe Hadley, Charlotte Anslow, Emily Johnson, Halimah Bibi, Muskaan Ansar and Annabel Whale.

The evening proved to be an extraordinarily pleasant event, enjoyed by all and gave the successful young people the chance to showcase their talents.

Not only did the winner and the runners-up receive cash prizes and certificates, but the winner also collected a shield, the DAGB Healthy Lifestyle Shield, to reside at his school for the year together with a smaller shield for him to keep. Additionally all six would have their entries printed to be used at the five family Healthy Hubs around the Borough (at Silver Jubilee Park, The Dell and Fens Pool, Netherton Park, Huntingtree Park and at Mary Stevens Park). The same children would be invited to take part in the official openings of those self-same facilities in due course.

It is hoped that there will be some similar competition next year, possibly extending it to Key Stage 3 as well, still keeping to the Healthy Lifestyle theme.

(Details of this activity and the event appeared in the July edition of "Matters Arising", the magazine of the National Governors' Association)

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