



Secondary Teacher Training Programme

Communications Toolkit

Introduction

This toolkit is designed to support colleagues and partners to communicate some of the research findings from the Secondary Teacher Training programme.

The programme was designed to support teachers in secondary schools with access to professional development opportunities that place pupils' enjoyment at the heart of PE and school sport and was backed by £13.5 of National Lottery funding.

Delivery of the programme was in partnership with the Association for Physical Education, the Youth Sport Trust, Activity Alliance and the Teaching Schools Council.

The extensive findings, conducted in partnership with Sheffield Hallam University, aim to help inspire schools to develop more inclusive practices across PE, school sport and physical activity, and encourage them to make positive change in their school.



Your support

To share these findings, we have created the following creative assets that will allow you to share the findings from the Secondary Teacher Training Programme across your channels and networks.

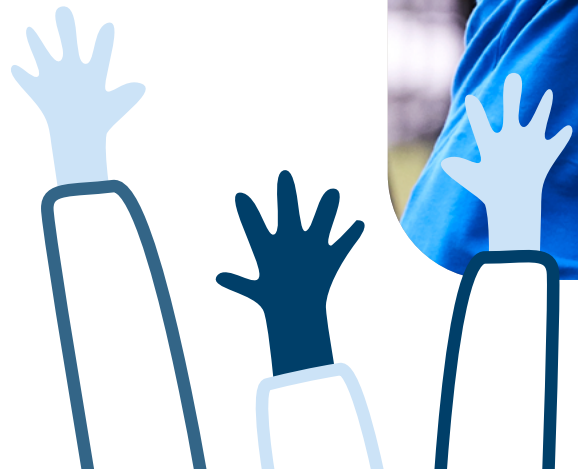
Assets included:

- A series of seven social media graphics*
- 10 short films
- Newsletter copy
- Press release

The assets are designed to drive traffic to the [Sport England website](#) where users can view the full suite of videos and infographics.



**The social media graphics are teaser graphics of the five infographics we have created.*



Social media assets

Social media is a powerful way to reach and engage with teachers.

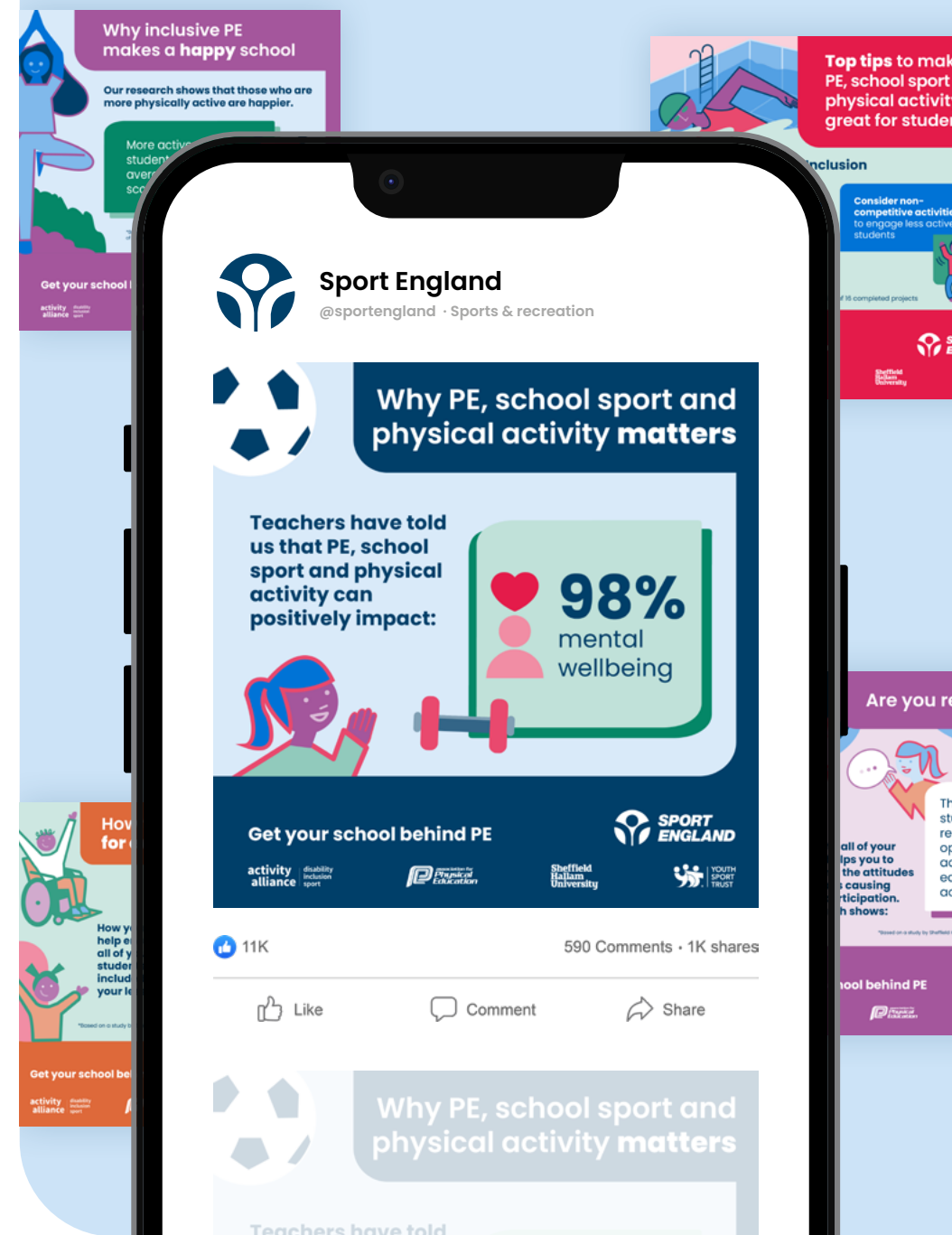
We have created seven social media graphics that you can use across your channels to increase conversation around PE, school sport and physical activity (PESSPA) participation and inclusion.

The graphics bring to life the findings from the Secondary Teacher Training Programme evaluation.

We have created the assets in multiple sizes to be suitable across Twitter, Facebook, LinkedIn and Instagram.

The social graphics cover the following themes:

1. Why PE Matters x1
2. Why PE makes a happy school x1
3. Top tips to make PE great for students x3
4. How to make PE for everyone x1
5. Are you really listening? x1

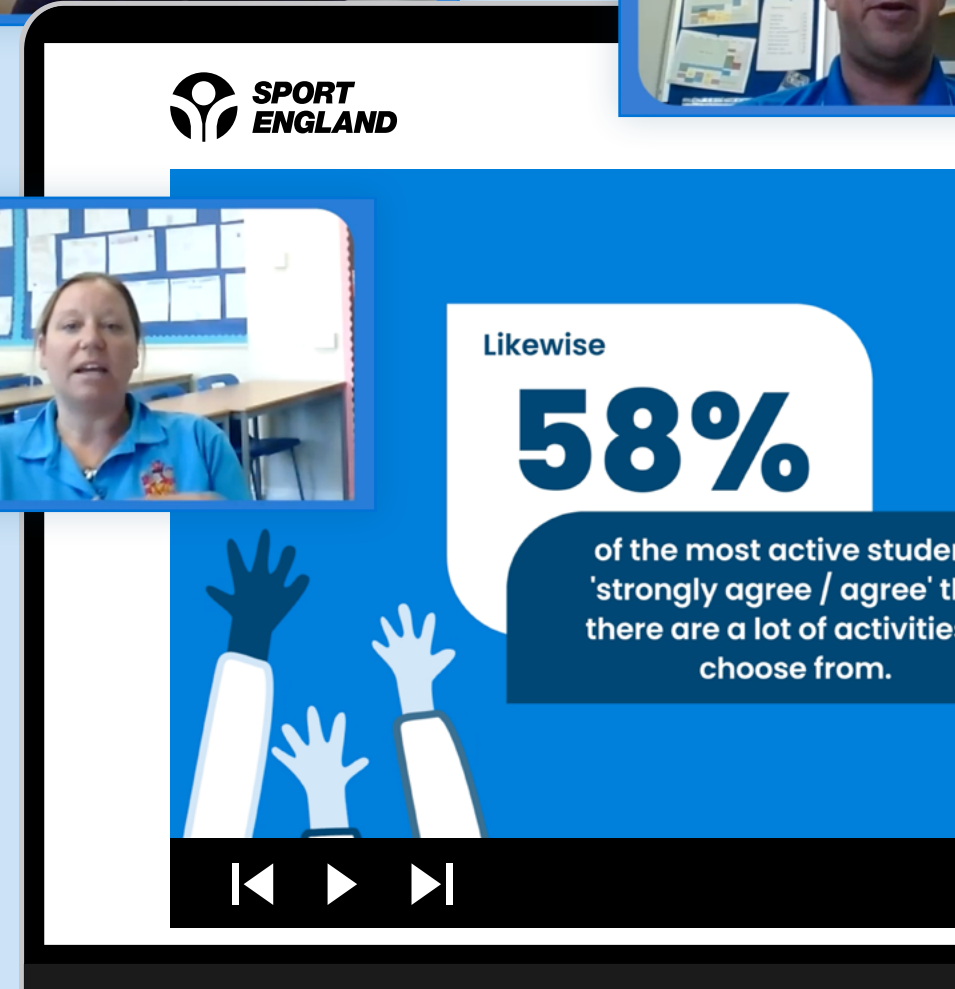


Short films

Our 10 short films detail the many ways in which schools have benefitted from improving their PE and school sport provision. We hear from both teachers and pupils on their experiences of a positive approach to PESSPA.

The films themes are:

1. Getting students active is everyone's responsibility
2. Why an inclusive approach is key to increasing participation
3. Active teachers make a difference to participation levels
4. Student voice: Mental wellbeing and PE
5. How new approaches and activities can help create a new playing field
6. Why a changing approach to PE made students think differently
7. Easy ways to incorporate student voice
8. What students and teachers think about sport and physical activity
9. What students and teachers think about inclusion
10. Student voice allows teachers to engage students



Example social posts

We have provided below some suggested social media copy to accompany the assets being provided. This content can be adapted to suit the tone of voice of your brand.

Example posts

Post 1 Research from [@sport_england](#) suggests that more active students are happier. Speak to your students and uncover the barriers they face towards PESSPA [#PEMatters](#) [@YouthSportTrust](#) [@afPE_PE](#) [@AllForActivity](#) [@sheffhallamuni](#)
<https://bit.ly/3Mcmg6n>

Post 2 Increased participation in PE, school sports and physical activity has the opportunity to create a more inclusive and positive environment for schools and students. [#PEMatters](#) [@YouthSportTrust](#) [@afPE_PE](#) [@AllForActivity](#) [@sheffhallamuni](#)
<https://bit.ly/3Mcmg6n>

Post 3 Hear from (xx teacher) on easy and effective ways to include student voice into your PE lessons to increase student participation. [#PEMatters](#) [@YouthSportTrust](#) [@afPE_PE](#) [@AllForActivity](#) [@sheffhallamuni](#)
<https://bit.ly/3Mcmg6n>

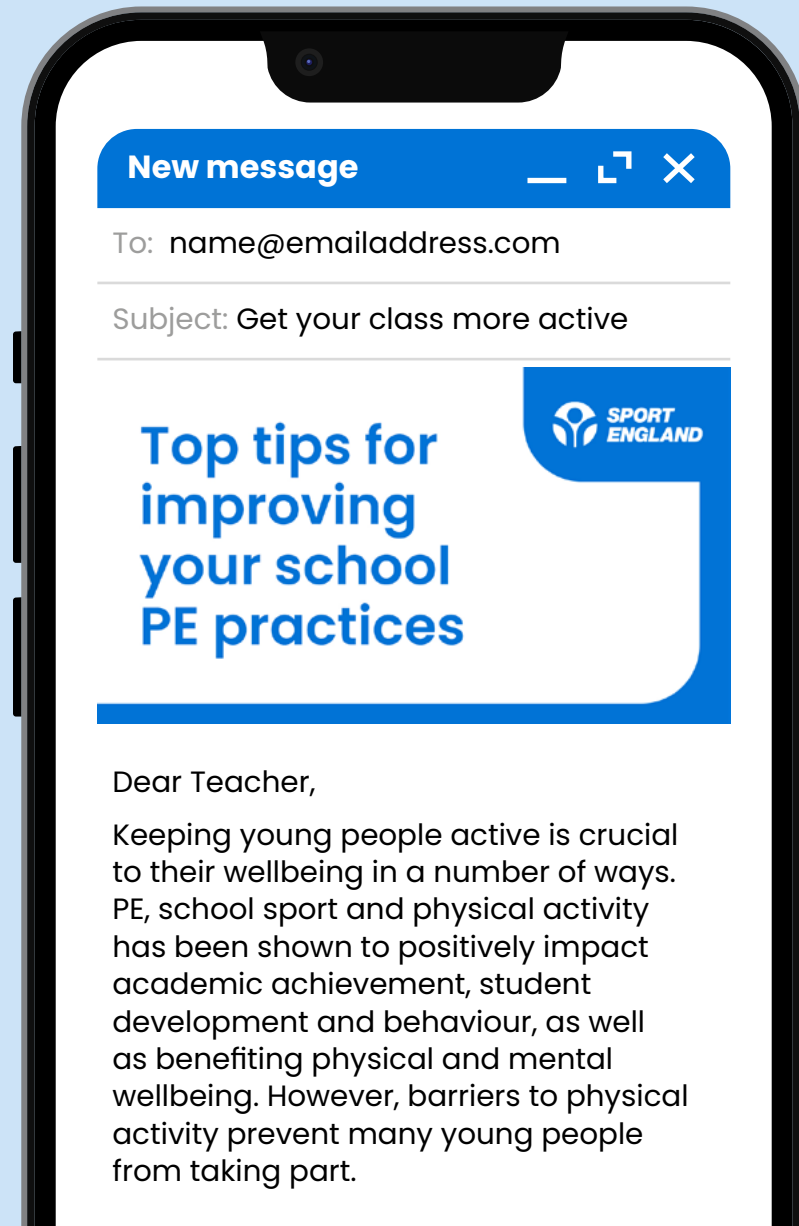


Newsletter copy

Below is email messaging that you can include in upcoming newsletters to promote the findings.

Keeping young people active is crucial to their wellbeing in a number of ways. PE, school sport and physical activity (PESSPA) has been shown to positively impact academic achievement, student development and behaviour, as well as benefiting physical and mental wellbeing. However, barriers to physical activity prevent many young people from taking part.

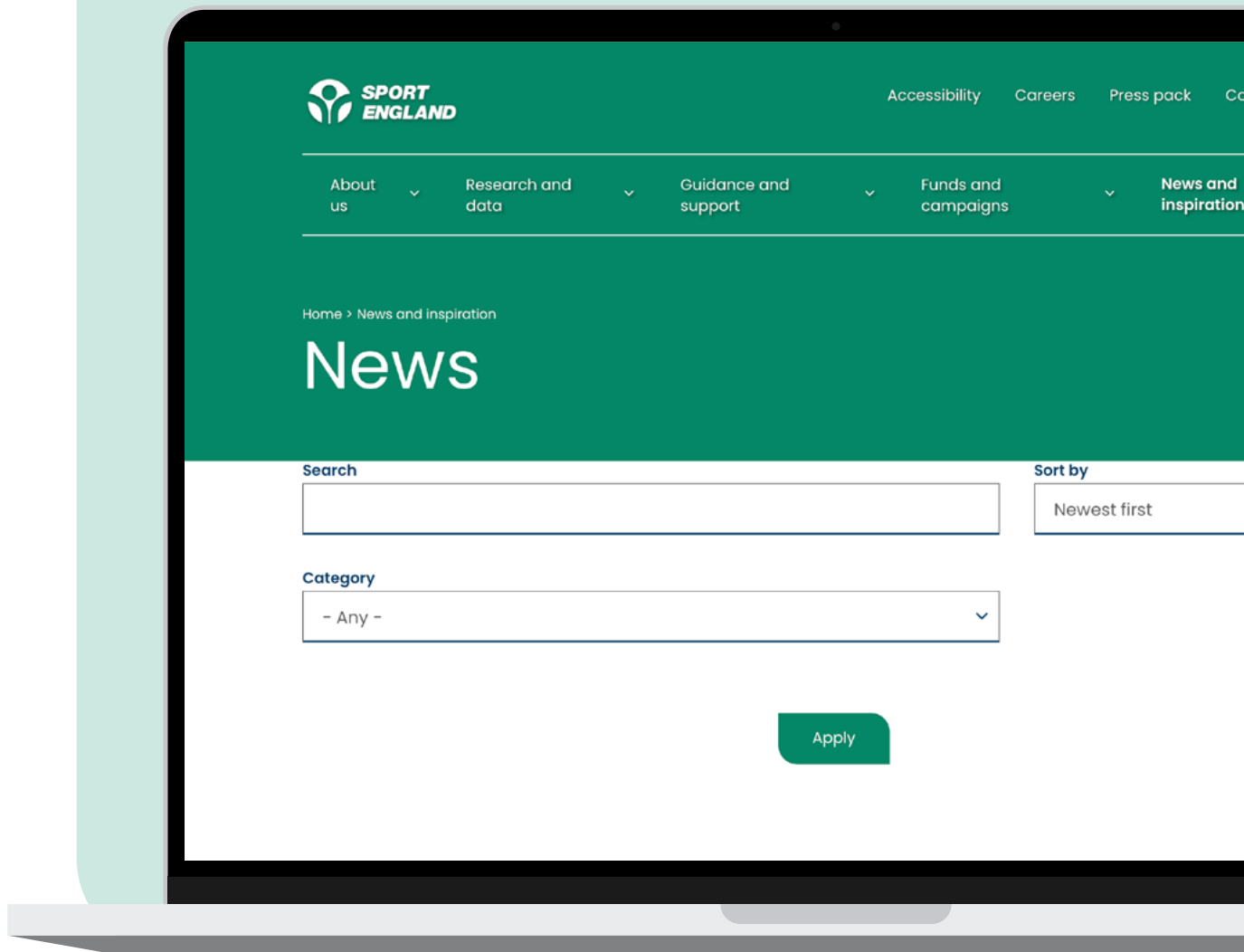
Research findings from the Sport England Secondary Teacher Training (STT) programme have shown that listening to students and actioning their feedback is successful in breaking down barriers and getting more young people active. New research findings from Sport England in partnership with Youth Sport Trust, Activity Alliance, Association for Physical Education and Sheffield Hallam University, are now available for you to better understand how to create a more inclusive, engaged and active learning environment for your students.



Press release

Here you will find a link to a press release which will allow you to share the impact of the Secondary Teacher Training programme with regional media or to act as a news story that you are able to upload to your website.

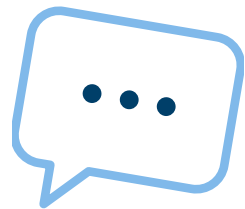
Sharing this news will act as a great and effective way of influencing positive change in your locally and online.



Timeline

Use this timeline that includes suggested dates that help you plan activity on your channels.

This guide has been planned in accordance with messaging coming via Sport England channels.



Share social post:
14th October

Share social post:
2nd November

October

November

Share social post:
10th October

Share social post:
18th October

Share social post:
14th November



Thank you

For more information please contact:
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Visit www.sportengland.org