



The Equality Standard
A Framework for Sport

NEWS

Edition 29 August 2007

**A monthly e-news publication
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Welcome

Hello and welcome to the 29th newsletter. The Equality Standard Assessment Panel has asked that the following request be publicised to all those organisations submitting a portfolio to the September Panel. At the July Panel, a number of organisations submitted portfolios that were not numbered or cross referenced. This made the assessment of these portfolios extremely difficult and time consuming. It was agreed by the Panel that if organisations submit portfolios that are not correctly numbered or cross referenced, they will not be assessed and will be returned to the applicant organisation.

Please forward this newsletter to anyone you think may be interested and get them to contact roger@vagaassociates.com if they would like a copy sent directly to them.

The main features in this edition are:

- Sport Relief and Comic Relief
- The MEND programme
- Terminology relating to people from Ethnic Minorities
- A variety of general information of interest and new resources of use
- Achievements
- Calendar of forthcoming events.

Sport Relief and Comic relief - working at Home and abroad

UnLtd Sport Relief Awards

The following is an extract from the UnLtd Sport Relief Awards Website.

UnLtd Sport Relief Awards provide opportunities for young people to bring communities together, to help them promote understanding and solve conflict through sport and being active. This UK wide funding programme is for 11-21 year olds, who are prepared to use their passion for sport to bring respect and understanding to their communities by setting up their own projects.

Funding of £250-£5,000 is available for entrepreneurial young people who have great ideas and who want to make a difference. For example, with this money you could engage young people from different backgrounds by organising an indoor cricket mini-world cup. Or perhaps you could help reduce violence in your area by getting young people to channel their energies into football rather than fighting. Or how about organising a skateboarding competition for kids that will reduce tensions in the local area. ...all it takes is one great idea. So what are you waiting for? This could be your chance to get your community moving and score some skills on the way!



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As well as cash, UnLtd also provide a support package for successful applicants including: one-to-one support, practical training and the chance to network with other Award Winners.

For further information Contact: Telephone 0845 3670770, Email: sportreliefawards@unltd.org.uk, or visit the Website at [Awards](#).

UK Sport and Comic Relief Join Forces in International Development

UK Sport has partnered with Comic Relief in an innovative project to build a body of evidence about the role sport can play in improving the lives of disadvantaged communities internationally.

The half a million pound project will be conducted through UK Sport's Charitable arm, International Development through Sport (IDS), who, at each stage of the research, will work directly with grassroots projects; half of which have been funded by UK Sport and half funded through Comic Relief's Sport Relief campaign. The project will last three years and will focus on ten organisations working across eight countries: Malawi, Uganda, Liberia, Senegal, India, South Africa, Namibia and Tanzania.

Richard Graham, Head of International Programmes, Comic Relief, said: "What makes this initiative so exciting is that it brings together community organisations and experts in sport to find out exactly how and why sport can make a difference to the lives of disadvantaged young people.

Professor Fred Coalter, an expert in the field of monitoring and evaluation from the University of Stirling, will help the participating organisations develop tools to measure and assess the impact of sport in their programmes.

One of the organisations taking part in the initiative is The Kids League, a Ugandan Non-Government Organisation that already uses sport as a tool to bring diverse communities together to promote health, education and life skills with key target groups such as ex child soldiers, orphans and street children.

For more detail and a full list of international partners involved, click on [UK Sport news](#).



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Children on the MEND

Our thanks to Julie Nelson, from the Surrey Primary Care Trust, for providing a regional perspective on this English programme.

The growing prevalence of childhood obesity in the UK has become a hot topic in recent years both in the media and with health and physical activity professionals. Whilst Surrey does not have the highest levels of childhood obesity in the country, the upward trend is still very worrying and needs to be addressed for improvement in both the short term and long term health and wellbeing of obese children, as well as for the prevention of obesity related diseases in the future. Of particular concern is that children from lower socio-economic groups have a greater risk of obesity leading to further inequalities in health.

In 2006 Active Surrey Sports Partnership and Surrey PCT Public Health (formerly Guildford & Waverley PCT) bid for funds to run a one-off MEND child weight management programme in north Guildford which would act as a pilot for MEND in Surrey. This particular part of Surrey was chosen as it encompassed some of the most deprived communities in Surrey. Funding for the Surrey pilot came mainly from the Big Lottery Awards for All fund with further amounts from Guildford Healthy Living Programme, Guildford & Waverley PCT Health Improvement fund and Guildford Borough Council.

MEND, standing for Mind, Exercise, Nutrition, Diet (although Diet has now been replaced with Do it), is an English, community, family based programme for children aged 7 to 13 years who are either overweight or obese. It has been developed by leading experts in this field, Paul Sacher, Specialist Dietitian, Great Ormond Street Hospital for Children and Clinical Research Fellow, UCL Institute of Child Health, and Dr. Paul Chadwick, Clinical Psychologist, Health Behaviour Unit, University College London. The MEND programme is free to families, and combines practical education in nutrition and behaviour change with a specially adapted exercise programme that has been created for children who do not naturally like to exercise. With an emphasis on interactive fun learning, the programme has been developed to deliver sustained improvements in families' diets, fitness levels and overall health. The National Institute for Health and Clinical Excellence (NICE) Obesity Guidance, published in December 2006, confirms that 'multi-component interventions are the treatment of choice' and that interventions should involve the whole family.

The 9-week programme, involving 2 x 2 hourly sessions per week was delivered from January to March 2007. A registered dietitian and freelance trainers, with backgrounds in counselling and sports coaching, undertook delivery of the programme. Eleven families, with a total of thirteen children were recruited through a number of avenues: self-referral from the distribution of leaflets in schools and community venues, and by referral from dietitians, GPs,



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and school nurses. An additional Cook & Eat session (not part of the MEND Programme) was run by freelance Cook & Eat trainers in the half term.

Ten children and their families completed the programme, a completion rate of 77%. Evaluation of the programme was based on advice and questionnaires from MEND Central. Baseline and summary data were collected for Body Mass Index (BMI), waist circumference, both physical and sedentary activity, 3 minute step test, self-esteem, parents' perception of children's emotional and behavioural problems, and food intake. Results were broadly similar to those produced by MEND Central in their pilot published in 2005.

All measurements showed improvements with the exception of the 3 minute step test. The accuracy of the step test results need to be questioned, as without professional heart-rate monitoring equipment, achieving an accurate measurement proved challenging. From observations made by the coach leading the physical activity sessions, it was felt that many of the children improved their fitness levels throughout the programme, but unfortunately the results from the step tests did not quantify this.

The level of physical activity and sedentary activity undertaken by the children, and nutritional quality of the children's food intake showed marked improvement. Discussions during the sessions revealed some of the changes parents had made to improve these elements. One family had 'lived on takeaways, fast foods and ready meals'; since being on the Programme they had only been to a fast food restaurant once and the child refused to eat the food as it was not 'MEND friendly'. Another family had chosen to cycle to all MEND sessions to increase their weekly level of physical activity.

Prior to the Guildford programme commencing in January 2007, MEND Central were successful in their bid for Big Lottery Wellbeing funding for their portfolio 'England on the MEND'. The award of £7.9 million will fund 1,610 MEND Programmes at 230 sites across England over the next four years, making MEND the largest integrated childhood overweight and obesity treatment and prevention programme globally. In addition local healthcare, education and other frontline staff will be given general training in childhood obesity.

Under the auspices of the Institute of Child Health, University College London and Great Ormond Street Hospital, a randomised control trial of MEND was completed in January 2007. Statistically significant improvements were shown in all key measurements such as: BMI, waist circumference, self-esteem and fitness levels.

Surrey PCT has become a partner in 'England on the MEND' portfolio which will enable a further 25 MEND programmes to be delivered in Surrey over the next two years the first of which commences in September 2007. Programmes will be run at eight venues by different local partnerships. Each of these eight



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'partnerships' is distinctive in the range of organisations involved including: borough councils (mainly leisure services); nutrition and dietetic services; school nursing teams; YMCA; and freelance trainers.

As part of its Wellbeing portfolio, MEND has added a Graduate Scheme to the programme, this enables families to continue to meet together once a week for 13 weeks for an hour of fun play and activity for the children after the 9-week programme ends. Evaluation of the Guildford children found the physical activity component to be the most popular aspect of the programme.

Further information on the national MEND Programme can be obtained from: Telephone 020 7231 7225 or visit the website on www.mendprogramme.org. For further information about the work in Surrey, contact Julie Nelson julienelson@surreypct.nhs.uk.

Tackling terminology

This is the third piece in this series and looks at terminology relating to people from Ethnic Minorities. A full introduction to the matter of terminology, which places the information provided into general context, can be found in the June 2007 edition of the newsletter. Thanks to Nik Trivedi, Projects and Policy Manager at Sporting Equals, for providing the information below.

Sporting Equals recognises that words can reinforce beliefs and prejudices but can also be used to challenge racism. As such, it is important that we use acceptable terminology when referring to people from ethnic minorities. The terminology used to define different ethnic communities varies between organisations and individuals across the UK and terminology is often adjusted in order to communicate more effectively with different audiences.

Sporting Equals will be compiling guidance in this area in the future, but the following guidelines should serve as a prompt for people to consider their choice of terminology and has been put together largely by the British Sociological Association.

African, Caribbean and/or African-Caribbean

African-Caribbean has replaced the term Afro-Caribbean to refer to Caribbean peoples and those of Caribbean origin who are of African descent. There is now a view that the term should not be hyphenated and that indeed, the differences between such groups mean the people of African and Caribbean origins should be referred to separately.



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Asian/South Asian

In the UK Asian generally refers to people from the Asian sub-continent: namely, India, Pakistan, Bangladesh and Kashmir.

Under some circumstances there may be objections to bracketing together a wide variety of different cultural and ethnic groups often with very different positions within British society. The term South Asian is more precise and Asian on its own should not be used if it risks confusing South Asian people with those from other parts of Asia, such as Vietnamese, Korean and Japanese people.

Some members of particular ethnic groups may object to being referred to by their "country of origin" when they have been living for several generations in Britain.

Black

Black is a term that embraces people who experience structural and institutional discrimination because of their skin colour and is often used politically to refer to people of African, Caribbean and South Asian origin to imply solidarity against racism. The term originally took on political connotations with the rise of black activism in the USA in the 1960s, when it was reclaimed as a source of pride and identity in opposition to the many negative connotations relating to the word "black" in the English language (black leg, black list etc.). In the UK however, there is an on-going debate about the use of this term to define South Asian peoples because of the existence of diverse South Asian cultural identities. In the USA, the term 'people of colour' is increasingly used instead of, or alongside black.

Some South Asian groups in Britain object to the use of the word "black" being applied to them. Some sociologists argue that it also groups a number of ethnic groups that should be regarded separately - Pakistanis, Bangladeshis, Indians and so on.

Whilst there are many differences between and within each of the groups, the inclusive term "black" refers to those who have a shared history of European colonialism, neo-colonialism, imperialism, ethnocentrism and racism. One solution to this is to refer to "black peoples", "black communities" etc., in the plural to imply that there are a variety of such groups.

It is also important to be aware of the fact that in some contexts "black" can also be used in a racist sense.



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British

Hyphenated or twinned designations such as 'Black British', 'British Asian' and 'Chinese British' are becoming more common ways to refer to second and third generation people, many of whom have been born in Britain, but wish to retain a sense of their origins. One advantage of such designations is that it avoids a suggestion that a person has to choose between them for their identity.

However, the idea of "British" can imply a false sense of unity. Many Scots, Welsh and Irish resist being identified as British and the territory denoted by the term contains a wide variety of cultures, language and religions.

Coloured

This term is regarded as outdated in the UK and should be avoided as it is generally viewed as offensive to many black people. When applied to South Africa, the term reflects issues of ethnic divide and apartheid, and needs to be contextualised and used with specificity.

In the USA, the term "people of colour" is often used as a form of self-reference for people who suffer from racism and discrimination on the basis of visible skin colour, being different to the white Anglo-Saxon politically dominant population.

Classifications

For the purpose of Equal Opportunities policies and benchmarking, most employers are now using the categories devised for the Census in the UK. However, no single classification system is universally accepted and there may be other terms that are required in specific contexts. Ethnic and/or racial classifications are often a confused mixture of skin colour and geographical origins. It is clear that there are problems when accounting for people of mixed heritage and the "other" category sometimes becomes an amalgam of people who do not feel they fit anywhere.

Ethnic

Refers to cultural groups of various kinds. Although it is often erroneously used to refer to Black communities only, all people have ethnicity so that white people are also part of particular ethnic groups. To avoid this confusion, it is best to spell out the relevant ethnic groups explicitly, where this is appropriate depends upon the context.

Ethnocentric

A tendency to perceive the world from the point of view of one's own culture. Ethnocentrism can lead to racism when applied to issues of race.



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Half-Caste

A dated racist term which is to be avoided. (See also 'Mixed Race').

Host Society

An outdated term that implies a false sense of unity in the "host" society and conveys a sense of incomers as being somehow alien. It is preferable to talk of a society receiving migrants.

Immigrants

Under some circumstances people could correctly be described as immigrants - if they are in-migrants from one place to another. However, this is not a useful term for referring to ethnic groups which have been in Britain since the early post-war period and in the British context has racist overtones, being associated with immigration legislation.

Indian

In a US context, this word is often used to refer to indigenous Americans. However, the term is associated with racism and is also confusing since it also describes people from India. Use Native American instead.

Minority Ethnic/ Black and minority ethnic (BME)

These terms are commonly used in public policy and in voluntary services. Minority ethnic is preferred to ethnic minority because it stresses that everyone belongs to an ethnic group.

Mixed Race

This is a misleading term since it implies that a "pure race" exists. Alternatives include "mixed parentage" and "dual heritage".

It should be recognised that the idea of race mixture or being 'mixed race' is informed by a racial discourse that privileges the notion of essential races. Some social scientists aim to establish a new vocabulary other than the highly contentious notion of "race".

The mixing of "races", or the mixing of cultures defined by racial difference, which the current terminology allures to, explains the use of quotation marks.

Often described in terms of borderlands, shifting boundaries and multiplicity, emerging identities produce new cultural forms and practices that can rarely be defined by race and/or ethnicity.



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Mixed-Cultural

This is thought by some to be a neutral way of describing the variety of ethnic cultures and peoples in Britain. However, others object to this term on the

grounds that it assumes that all cultures are equal and overlooks relations of power and domination that rank cultures differentially.

Non-White

This is a problematic term because it groups and homogenises a large part of the world's population by what they are not. It also implies that "white" is the norm against which 'otherness' is measured.

Racism

An ideology, structure and process in which inequalities inherent in the wider social structure are related in a predictable way to biological and cultural factors attributed to those who are seen as a different "race" or ethnic group.

Racism is created and reproduced out of a complex set of circumstances. A variety of attitudes, practices and types of behaviour which may not necessarily be overt or intentional but which serve to discriminate against or to marginalise people judged to be of another "race".

Refugee

Anyone who has been granted asylum under the United Nation Convention, to which the UK is a signatory along with 144 other countries. The precise legal definition in Article 1 of the Convention refers to a "refugee" as a person who: "owing to a well-founded fear of being persecuted for reasons of race, religion, nationality, membership of a particular social group, or political opinion, is outside the country of his/her nationality and is unable or, owing to such fear, is unwilling to avail himself of the protection of that country."

West Indian

This term is used to refer to people from the West Indian territories, a region that is highly culturally diverse. "African Caribbean" has generally replaced it when referring to people of African descent. However, caution must be applied in using this term as it also homogenises distinct groups of Black people.

Further information on British Sociological Association language guidance can be found at [BSA](#).



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A selection of general information of interest.

This section contains information that may be of interest as well as useful new resources.

Guide Aims To Push Accessibility Up The IT Agenda

A free, comprehensive guide published this month outlines steps IT managers should take to ensure staff and service users with a disability can access all internal and public facing technologies. The guide, aimed at the public and private sectors, explains the needs of people with temporary and permanent disabilities and the steps that IT managers can take to move accessibility higher up the corporate agenda. The guide also explains how staff and the public can be assisted by technology and what software, information and devices are available. A free copy of the guide can be downloaded by clicking [Accessibility](#).

FA Board - Race Equality and Disability Equality Advisory Groups

The FA is looking to make appointments for two new advisory groups that will report directly to the Board. Individuals from a variety of different cultural and social backgrounds are being invited to apply for the Race Equality (REAG) and Disability Equality (DEAG) Advisory Groups with The FA looking to represent a wider cross section of communities as part of their ongoing strategy. Positions on both Advisory Groups are voluntary although expenses will be reimbursed. Closing date for receipt of applications is 5pm on Monday 20 August. For more information, including if you are interested in applying, visit [FA jobs](#).

Mencap Sport News

Mencap Sport produces a quarterly newsletter that provides the latest news and information relating to athletes with a learning disability. Anyone wishing to receive this publication should Email sport@mencap.org.uk.

Inclusive Fitness Initiative newsletter

The Inclusive fitness Initiative (IFI) is a scheme operating in England with the aim being that every disabled person in England should have access to an inclusive fitness facility within reasonable distance of their home. We hope to have a more extensive article in a future edition of this newsletter. IFI has a monthly e-zine which provides advice and covers a wide range of stories. Anyone interested in receiving this publication should Email info@inclusivefitness.org and ask to subscribe to the IFI monthly e-zine.



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Achievements

Many congratulations to the following organisations who have achieved a level of the Standard since the compilation of the last newsletter:

Foundation Level

- Birmingham Sport and Physical Activity Partnership
- Black Country Sports Partnership
- British Mountaineering Council
- Durham Sport
- Herts sports partnership
- Merseyside sports partnership
- North Yorkshire Sport
- South Yorkshire sport
- Tees Valley Sport
- Tyne and Wear Sport
- UK Sport
- West of England Sport Trust.

Preliminary Level

- Active Surrey Sports Partnership
- England Basketball
- England Netball
- Volleyball England
- Wiltshire and Swindon Activity & Sports Partnership

A full list of those that have achieved a level of the Standard can be found at [Achievements](#) and a total of the number of organisations that have achieved each level of the Standard can be found by clicking on [Total](#).

Calendar of forthcoming events

Dates for your diary include:

- 18-19 September – SCEG meeting in Cardiff
- 24 (evening) or 25 (daytime) September – Scottish Governing Body support workshop
- 27-28 September – UK Assessment Panel meeting (portfolios to be submitted to Sporting Equals by 24 August). This is primarily for English agencies. Any non-English agency wishing to submit a portfolio should discuss with their Home Country Sports Council
- 23-24 October – SCEG meeting in London
- 18-30 October – Kick It Out week of action
- 22 November – UK Equality seminar in England.



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How to Get the Most Out of this Newsletter

Hopefully you have enjoyed the variety of information in this newsletter. You can contribute! Do give us some information about your governing body, home country, sporting organisation or project. The deadline for contributions to the next edition, which is due out on 20 September, is 10 September.

Please e-mail any contributions or comments to roger@vagaassociates.com.