

Physical Activity – Operation Transformation Package



Case Study – Operation Trans-AGHA-mation (Op- TAM)

Club	Aghamore GAA
County	Mayo
Location	Aghamore/Ballyhaunis
Rural/ Urban	Rural
Codes	Football and Ladies Football
Membership (2016)	455

Promotional Video: <https://www.youtube.com/watch?v=uIIZuKOREPA>

Plan

Supporting Document: GAA Physical Activity Guidelines [INSRET HERE]

Operation Trans-Agha-Mation is an 8 week community physical activity/fitness initiative aimed at increasing health awareness and helping the community to become a healthier place. It is open to

everyone in the community regardless of age, fitness level, weight etc. Aghamore GAA are into their have been running Operation Trans-Agha-Mation (OPTAM) since 2015 with growing interest every year. Various classes ranging from Yoga, Circuits, MetaFit, Bootcamp are offered three times per week between November- December, culminating with a 5km run/walk. Every Sunday morning the club offers a Couch to 5k training plan for OPTAM participants. The main motivation behind the programme was to enhance social integration and greater stronger links between Aghamore GAA and the wider community. They were inspired by Castleblayney Faughs, Operation TransFAUGHmation in Monaghan.

Partners

Within the club:

The Healthy Club project team took the lead on this project with the support of the Club Chairperson.

The main club coordinator is also a qualified and experienced personal trainer who had many contacts in the local area.

Outside the club:

- Local fitness instructors
- CORE Timing (chip timers and software)
- Local print company (t shirts)
- Knock Community Centre
- Local supermarket (refreshments)
- Mayo Sports Partnership
- Credit Union and other local companies as sponsors
- Mayo inter county players (special guests)
- Mayo County Council
- Local Gardai
- Mayo GAA Health & Wellbeing Committee
- GAA National Risk Insurance Manager

Activity

Step by step plan:

1. Consider what type of classes are suitable and available locally (circuits, bootcamp etc.)
2. Approach instructors
3. Organise a timetable of classes/ calendar of events

4. Arrange locations (for both the classes & the culminating 5K)
5. Check on insurance
6. Registration form and waiver (for both the programme & the 5K)
7. Promote via social media and all other club communication channels
8. Consider inviting local media, ministers and other special guests (intercounty players etc.)
9. Organise t- shirts and/or medals
10. Consider chip timer for 5K
11. Refreshments on the day after the race
12. Consider special prizes on the day & presentation venue
13. Get feedback from organisers & participants

The Club

The programme has been very successful with 50 people taking part in 2015 and growing to 80 in 2016. It was not aimed at weight loss but in promoting a healthier lifestyle and way of life within the community and encouraging people to get involved in exercising while using the GAA facilities and getting them more socially interactive with people involved in the club.

The club were delighted with the outcome as it helped to shine a positive light on the club which is strongly seen as a community organisation rather than just a sporting organisation. Everyone that participated in OPTAM was encouraged to sign up as a Social Member of the club which also led to increased membership.

The programme culminated with a 5K at the start of December for the OPTAM participants, as well as people from the community, with a gathering afterwards where people could meet up and socialise. Each participant who registered for the run received an anklet which recorded their time and many set out to beat their 2015 target.

Building from the success of year one Aghamore's Healthy Club Project Team reached out to principals of the 3 neighbouring national schools and together they initiated "The Run a K a Day" initiative which aims to enhance the children's physical, mental and emotional health & wellbeing during the school day. This involves each school taking the students out daily where they run a kilometre, regardless of the weather. This has been a huge success and between the 3 schools over 300 children have got involved. To tie this initiative in with OPTAM the club organised a culminating 2K event for the national school children just before the general 5K. This was a huge success with 110 children taking part and many parents coming along and joining in.

Quote from Margaret Duffy, principal of Tooreen National School:

"I'm delighted to see that it seems to have interested children who don't normally do a lot of exercise or who don't take part in team sports. I notice that a number of children are independently and

voluntarily choosing to do extra running during their breaktimes which I think is what this project is trying to achieve- that children take ownership of their own exercise and fitness. All classes from Junior Infants to 6th Class are taking part as well as our special needs children who are doing it to the best of their ability".