



Chwarae Dysgu  
a Thyfu'n Iach

Play Learn and  
Grow Healthy

The Carmarthenshire Play Learn and Grow Healthy project, (based in Ammanford/Carmarthen/Llanelli/Newcastle Emlyn), is a 3-year 'Healthy Friends' theme project, working primarily with children aged 7/8 and 10/11 through a 'buddying' project, and extending to reach younger children and their families from 2 upwards.

The project will aim to raise awareness of the value of physical activity/healthy eating and introduce ideas for 'buddying' in a traditionally non-educational environment. Often work in this area is focused on health programmes delivered through schools, however, this project will provide 'learning through play'. Activity will predominately focus on 'buddying' with junior aged children attending out of school childcare clubs and childminders. Training and support will be given to all children volunteering to become 'buddies'

The project was funded with £425,797 from the **Big Lottery Fund's (BIG) Way of Life (WOL)** initiative, which aims to develop new and innovative ways of promoting healthy eating, activity and play among children through projects that involve the whole family.

Childhood obesity has been one of the most worrying health trends in Wales over the last decade, with more children overweight than ever before. WOL aims to combat childhood obesity by using three different models, which the successful projects are using to deliver the programme.

Materials/resources/games produced to support the activities, will be developed in phases by the project and piloted at each stage with the children to ensure that the children 'grow' alongside the materials prior to these being made available to a wider audience. The final resource/pack or guide will be child/parent/playworker friendly

In addition to the 'buddying' element with older children, some resources will be trialled with younger/pre-school children. This will ensure that the messages and associated resources reach a wider community at an earlier stage and that children, families and childcare workers become familiar with the content. The impact of the project will be evaluated with the children, parents and childcare workers.

Highlighting the importance of the project, **Big Lottery Fund Wales Committee Member and Chair of the Healthy Families Committee, Graham Benfield**, said: "This project has identified gaps in provision and will take forward new initiatives that will tackle the escalating problem of childhood obesity in Wales.

"Childhood obesity is a major worry facing both families and the government in Wales and our consultation has shown that negative influences on childhood lifestyle are best tackled through an approach that seeks to link physical activity and nutrition. Existing evidence also shows that projects that tackle these issues by involving the whole family are more successful and that's why the Big Lottery Fund developed the Healthy Families programme."

The Project Partners, Clybiau Plant Cymru Kids' Clubs, Mudiad Ysgolion Meithrin and Wales Pre - school Playgroups Association have a history of working successfully together. They have representation within Local Authorities on the Children and Young People's Partnerships and have links with the Health, Social Care and Well-being Partnership. with all relevant aspects of the Education Department, Local Health Board and N.H.S Trust.

An advisory group made up of a number of relevant Carmarthenshire based organisations will meet regularly to support the progress of the project.

For more information about the project please contact the project manager:

Karen Pereira: 07977200318 / 01792 483031

For further information about the Big Lottery Fund and how your group can apply for funding, log onto the Big Lottery Fund website [www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk) and use the 'Wales' specific search facility. Alternatively, you can telephone the Big Lottery Fund office on 01686 611 700.



Registered Office: Clybiau Plant Cymru Kids' Clubs, Bridge House, Station Road, Llanishen, Cardiff CF14 5UW  
T: 029 2074 1000 F: 029 2074 1047 Email: [info@clybiauplantcymru.org](mailto:info@clybiauplantcymru.org)

Company limited by guarantee 4296436. Registered charity 1093260.