

Case study

A sustainable CSR programme



Ian Dalton (Chief Executive of the Strategic Health Authority), Jeanette Pickard (CEO of the Tony Blair Sports Foundation) and the students participating in the Get Going, Get Rowing programme

Find out how NHS North East have taken a hands on approach to change behaviour.....

Promoting health choices is high on the agenda for the North East Strategic Health Authority in order for the region to become one of the healthiest places to live and work, and reduce the strain on our health service.

The Health Authority has developed a partnership with the Tony Blair Sports Foundation to widen participation in sport in a sustainable way.

A healthy agenda

Independent research has shown that indoor rowing has a positive impact on combating childhood obesity and inactivity.

Claire Riley, Director of Communications for NHS North East tells us; "We are focussed on positively influencing the lifestyle choices of the population we serve. This project is different to others which I have seen as it is inclusive."

Claire says; "We decided to launch a rowing programme, Get Going, Get Rowing and fund Concept2 indoor rowing machines within 10 schools in Gateshead to support the Foundation, as indoor rowing is a sport which is accessible by all children whatever their physical abilities."

Jeanette Pickard, CEO of the Tony Blair Sports Foundation, tells us; "This particular programme has been a great success, as it is a sustainable partnership between ourselves, NHS, Concept2 and Gateshead Schools Sports Partnership. We all have common ground: working towards our communities becoming more healthy and active."

Jeanette continues; "Indoor rowing is a community- focussed activity and Concept2 have developed online leagues, involving clubs, schools, universities and workplaces, which makes the experience even more enjoyable if the participants have a desire to compete."

Claire concludes; "I look forward to receiving the final results from the research which has been commissioned to monitor the effects the programme has had. The feedback so far has been really positive and it is most certainly making a difference."

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