



REPORT

EVALUATION OF THE MR PRICE HEROES PROGRAMME

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1. INTRODUCTION

The Heroes programme, sponsored by Mr Price, is run in primary and aims to return physical education into the curriculum of schools. The project has been implemented in 29 schools already, and it was launched in Gauteng during the 2007. The main objective of the project is to help schools to offer structured physical education lessons on a regular basis to children, throughout the year. The project is described as follows by Mr Price.

Our methodology

In order to bring sustainable change, we identified that the education system was the place where we needed to focus. This way all children, current and future, will benefit from our efforts to instil a lifestyle of regular exercise.

Our decision to focus on Primary schools was based on research which proved that healthy habits are taught at a young age.

In order for our intervention to pass the test of sustainability, it meant that our involvement had to be limited over period of time, and that schools needed to continue implementation after a specified period. This meant that skills needed to be transferred to educators and that our implementation had to be aligned with the subject of Life Orientation within the outcomes based education model.

The Department of Education has realised the need for physical education and in Gauteng the department adopted our model and endorsed it in their schools.

Our implementation

Each school receives a full time coach for a period of one term, during which all educators are trained on teaching physical education. Coaches train and mentor educators and ensure that all educators from grade R to grade 7 are trained on age appropriate exercises and monitoring of fitness levels of children.

One educator at each school is nominated to attend a formal coaching science course, and becomes the subject matter expert at the school. Five other educators are selected to attend sport specific training based on sports offered at each school. All equipment necessary for the implementation of physical education is donated by the Youth Foundation.

This project has been implemented in 23 schools in KZN to date, and is currently being rolled out to 6 schools in Thembisa Township in Gauteng Province. Starting in September, 22 schools in KZN will receive the Free Play concept, which helps schools with no sports fields to implement physical education in their schools.

Mr Price wanted to assess whether the project has had the impact that it hoped it would, therefore it decided to conduct an evaluation to assess the impact the Heroes programme had.

2. OBJECTIVE

To determine what the impact has been of the Mr Price Heroes programme in the schools where it has been introduced.

3. METHODOLOGY

Six schools were selected for the evaluation and the following teachers in each school were interviewed according to a structured questionnaire.

- The principal
- The physical education teacher
- Three teachers

The following schools were selected for the evaluation.

- Collegevale Primary (Durban)
- Clayton Primary (Durban)
- Nagari Pracharni Primary (Durban)
- Gahlanso Primary (Tembisa)
- Khatlamping Primary (Tembisa)
- Moduopo Primary (Tembisa)

4. IMPACT OF THE HEROES PROGRAMME ON LEARNERS AS PERCEIVED BY EDUCATORS

One principal, the physical education teacher and three teachers were interviewed at the following schools; Collegevale Primary (Durban), Clayton Primary (Durban), Nagari Pracharni Primary (Durban), Gahlanso Primary (Tembisa), Khatlamping Primary (Tembisa) and Moduopo Primary (Tembisa). All schools sampled had implemented the Heroes Programme for one term (8 weeks).

All teachers interviewed maintained that the programme made a positive contribution to the school. The following table lists the specific impacts observed by the teachers.

Table 1: The Positive Contributions Made by the Heroes Programme

CONTRIBUTIONS	% RESPONDENTS						
	Collegevale	Clayton	Nagari	Gahlanso	Khatlamping	Moduopo	TOTAL
It involves teachers and kids in activities - even teachers not interested in sport				40	20	20	13
I see the kids playing					20	40	10
We saw skills we never new children had		20			40		10
Children have fun in a structured way	20	20	20				10
Children enjoyed it and reminded you when it was time to go and play	20			20			7
All learners are participating	20			20			7
Children come to school more eager	20		20				7
It was new to us all - it helps the children to relax						20	3
We have learned a lot with the different activities						20	3
There's been a change in the thinking of teachers and in the way that kids respond in physical activity					20		3
They enjoyed it so much because it was new to them					20		3
The relationship between children and educators improved				20			3
There was training of educators. The type of skills development and routine are suitable for large classes.			20				3
In terms of discipline and tolerance and respect for each other			20				3
Equipment is available and ready for use			20				3
The children's energy is being utilized in activities. All learners are involved		20					3
It created enthusiasm in children. They were taught many skills and the staff was involved and enjoyed it. We used the activities in our annual sports.		20					3
It was good for team building		20					3
Learners took a keen interest in sport	20						3

All educators (100%) interviewed are of the opinion that physical education is necessary in school and they offered the reasons in the following table for their answers.

Table 2: Reasons Why Physical Education is Necessary in Schools

REASONS	% RESPONDENTS						
	Collegevale	Clayton	Nagari	Gahlanso	Khatlamping	Modupo	TOTAL
They play outside and work more inside the classroom/ concentrate more	20	40	40		40		23
It helps children to become more active		20		20	40	20	17
Children need to have some activity or else they will get bored	20	20				20	10
It develops them mentally and physically and socially	20			40			10
It is part of the holistic education and development	40		20				10
It increases learners intellectual level and participation of teachers at school						20	3
Children enjoy it a lot						20	3
It made children understand their bodies better						20	3
Kids need to stay active and it keeps them healthy as well. It prepares them for the future sporting coaching that they might follow.					20		3
Some children are not good in class but are excellent in these activities				20			3
Children can identify skills				20			3
Physical education decreases obesity			20				3
Sport helps them to socialize with people			20				3
It gives them an escape from the classroom		20					3

Respondents were asked whether the Heroes programme made a difference in the learners' lives and all respondents answered positively. The following explanations were given for their positive answers.

Table 3: Differences Observed in Learners Lives as a Result of the Heroes Programme

DIFFERENCES	% RESPONDENTS						
	Collegevale	Clayton	Nagari	Gahlanso	Khatlamping	Modupo	TOTAL
It made the children more active	40			20		20	13
They enjoyed it			20	20		40	13
Some of them were unruly but are focused now because they can play and work		20	20		40		13
They don't get sick so often anymore				20		20	7
Physically they are fit and participate more in the class					20	20	7
They looked happier and was looking forward to PE		20	20				7
Some children joined sporting clubs	40						7
They enjoyed it so much				20			3
Some are not good in class but excel here				20			3
It taught them to share and use their imagination			20				3
They learnt to share and be harmonious with their peers			20				3
It gives them something to look forward to		20					3
Their listening skills improved		20					3
Their concentration improved		20					3
Children need to be actively engaged for growth development	20						3

Respondents were asked to rate the following statements on a five point scale where 5 was very good and 1 was very bad.

- Learners responded positively to the programme
- Learners' concentration improved
- Learners started to develop healthier lifestyle
- There is increased participation in sport
- Learners have become more spontaneous
- School attendance improved since the programme started

The mean averages (a score out of five) for each statement is reflected in the following graph and the percentages for each school reflected in the following table.

Graph 1: Statement Evaluation

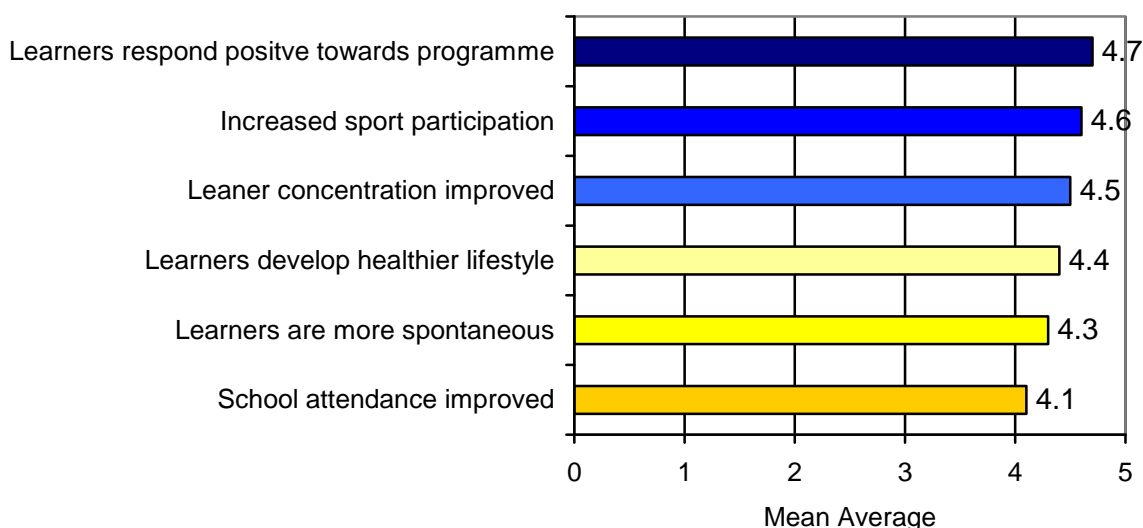


Table 4: Evaluation of Impact Statement by School

STATEMENTS	% RESPONDENTS						TOTAL
	Collegevale	Clayton	Nagari	Gahlanso	Khatlamping	Modupo	
Learners respond positively to the programme							
Very Positive	80		60	100	100	100	73
Positive	20	100	40				27
Learners concentration increased							
Very Considerable			60	60	80	100	50
Considerable	80	100	40	40	20		47
Somewhat	20						3
Learners start to develop a healthier lifestyle							
Very Considerable	20	20		60	80	100	47
Considerable	40	80	100	40			43
Somewhat	40				20		10
There is an increased participation in sport							
Very High	80	40		80	60	100	60
High	20	60	100	20	40		40
The learners became more spontaneous							
Very Spontaneous	20		20	80	80	40	40
Spontaneous	60	100	80	20	20	20	50
Somewhat	20					20	7
Not that spontaneous						20	3
School attendance improved since this programme started							
Improved very much	20			80	80	100	47
Improved	20	60	20	20	20		23
Somewhat	40	40	80				27
Did not really improve	20						3

Respondents identified the following as the major strengths of the Heroes programme.

Table 5: Perceived Strengths of the Heroes Programme

STRENGTHS	% RESPONDENTS						
	Collegevale	Clayton	Nagari	Gahlanso	Khatlamping	Modupo	TOTAL
Positive thinking for both learners and educators. Promoting healthy life style as both learners and educators are granted an opportunity of exercising				40		20	10
There is a lot of participation from the children				20	40		10
It gave children confidence	20		40				10
They were very positive	20					20	7
It was well planned				20		20	7
Learners develop their fine motor skills			20		20		7
It help them to realise the value of team work.	20	20					7
It empowered teachers. It gave children the opportunity to develop basic skills.	20	20					7
Children became healthier and more happy						20	3
The fact that the children are interested because of the variety of activities						20	3
It keep everyone focused and stress free					20		3
The programme improved the attitudes of learners towards school and sport				20			3
There was one to one interaction with educators and coach on the field.			20				3
Team building and fun			20				3
Their listening skills and concentration developed		20					3
The networking with teachers from other schools		20					3
Helping disadvantaged kids to excel in sport		20					3
It is not rigid. All can participate even though they are not athletic					20		2

The following weaknesses were identified by respondents.

Table 5: Perceived Weaknesses of the Heroes Programme

WEAKNESSES	% RESPONDENTS						
	Collegevale	Clayton	Nagari	Gahlanso	Khatlamping	Modupo	TOTAL
Not enough equipment and facilities		20	40	60	20	20	27
The programme is too short	80	40					20
Nothing		40	20	20		20	17
I think the teachers were not trained well because the time was too short					20	20	7
Not enough sporting material - help with trainers because of a overload of schoolwork	20					20	7
Our time for training is too short. We still need more time with our wonderful coach.				20		20	7
It is still new to educators and they need time to get used to it. It requires proper planning and should be inclusive of all teachers and not only Life orientation teachers.					20		3
Some learners get very tired when it is so hot					20		3
The time frame – and it is done in the afternoon when it is hot and the children are tired.					20		3
Monitor the programme and see if the equipment is being used			20				3
The quality of the equipment			20				3

The following suggestions were made to improve the programme.

Table 6: Suggested Improvements

SUGGESTIONS	% RESPONDENTS						
	Collegevale	Clayton	Nagari	Gahlanso	Khatlamping	Modupo	TOTAL
Provide more human resources and more sporting equipment	20			40	60	40	27
More training for teachers		60	20	20			17
Nothing		40		20			10
Life Orientation teachers need to be well trained on the programme- the programme is good.				20		20	7
An extended programme in the curriculum	20		20				7
Also do the programme trough the year						20	3
More sponsors so that children can train in uniform						20	3
Only our own playground						20	3
improve sportsgrounds and uniforms for the children					20		3
Educators should continue and make the programme sustainable					20		3
Revise certain activities to suit number of learners			20				3
Continue with the sponsorships			20				3
Promote and empower children			20				3

All respondents indicated that they knew who the sponsors are and indicated that Mr Price (93%) and Sports Tech (16%) as well as the Department of Education (3%) were the main sponsors of the Heroes programme. The following table indicates which sponsors, or combination of sponsors was recognised at each school.

Table 7: Sponsors Identified for the Heroes Programme

SPONSORS	% RESPONDENTS						
	Collegevale	Clayton	Nagari	Gahlanso	Khatlamping	Modupo	TOTAL
Mr. Price.	100	100	100	80	40	40	77
Mr. Price and Sports Tech				20	40	20	13
Mr Price and the Gauteng Dept of Education						20	3
Sports Tech						20	3

Three quarters of respondents (93%) indicated that their attitudes have changed towards the sponsors since they learnt about their involvement while 7% indicated that they did not have a change in attitude. Those who indicated a change in attitude were asked how their attitude changed. These answers are listed in the following table.

Table 8: How Respondents' Attitudes Changed Towards Sponsors

ATTITUDE CHANGE	% RESPONDENTS						
	Collegevale	Clayton	Nagari	Gahlanso	Khatlamping	Modupo	TOTAL
I saw Mr. Price as a store but now I know they care about our children		20	25	20		75	21
I will buy from them now because they really care	60	20	25	20			21
I am happy because they are giving back to the communities				40	40	25	18
No answer		20	25		40		14
Have a lot of respect for them now	20	20	25				11
I admire them for the work they are doing	20	20					7
They are helping our community and keeping the children away from drugs					20		4
I appreciate them more				20			4

The following spontaneous comments were made by respondents during the interviews.

Table 9: Spontaneous Comments

COMMENTS	% RESPONDENTS						
	Collegevale	Clayton	Nagari	Gahlanso	Khatlamping	Modupo	TOTAL
I hope we can sustain the programme		20		40		20	13
Uniforms and equipment please				20	20	20	10
It will be a good idea for it to be introduced to all the schools. All the teachers should be trained in this programme.				40			7
We have benefited from this initiative and I hope we can sustain this in the future.						20	3
Include league competitions						20	3
Everything was 100%						20	3
I wish it could be an ongoing programme. I think it should involve other sponsors to assist. Seeing that it is township schools they are not used to having sports outfits. Mr. Price should look into designing sport outfits for the children as it is a challenge to them.					20		3
Please carry on with the programme. It helps children see where their talents are.					20		3
Do the same in other schools					20		3
Follow up on the programme			20				3
They are investing in the lives of children and they care.		20					3
We appreciate the equipment	20						3
I will support Mr. Price because they support our children	20						3