



Final report Evaluation of the Horsley's Outdoor Krew (HOK)
Pilot Project

Date 18 March 2015

Prepared for Illawarra Shoalhaven Local Health District

Contact Karen Taverner-Smith | Health Promotion Officer
02 4221 6705 | Karen.TavernerSmith@sesiahs.health.nsw.gov.au

Prepared by Duncan Rintoul
0438 382 197 | duncan@rooftopsocial.com

Project ID: RS59





Executive summary	ii
1 Introduction	1
1.1 About Horsley’s Outdoor Krew.....	1
1.2 About this evaluation	3
2 Key findings	5
2.1 Overall impressions and experiences with HOK	5
2.2 Outcomes for participants.....	5
2.3 Community outcomes	7
3 Discussion.....	8
Appendix A: Note home to parents.....	12
Appendix B: Parent survey	13
Appendix C: Participant activities.....	16



Executive summary

What is this an evaluation of?

Horsley's Outdoor Krew (HOK) is an after-school activity program in Horsley, a suburb in Wollongong's south west.

HOK runs once a week and provides children aged 9-12 with a regular program of outdoor activities, games, sport and art, as well as afternoon tea (healthy snacks and water).

The goal of the program is to help local children aged 9-12 get physically active, stay positively occupied and develop strong social and neighborhood connections during their transition into the teenage years.

HOK is auspiced by Healthy People Illawarra. In addition to in-kind support from partner organisations, the program has received funding from Dapto Leagues Club (\$22,000 per annum for two years) and Illawarra Shoalhaven Local Health District (\$5,000).

Who is this report for?

This evaluation was commissioned by Illawarra Shoalhaven Local Health District on behalf of the HOK project coordination group, to inform future planning for HOK and other related initiatives in the region.

The HOK coordination group includes Healthy People Illawarra, the Local Health District and CareWays Community, a community service provider operating out of Dapto Ribbonwood Centre.

What evidence does the evaluation draw on?

- Attendance records from HOK's first year of operations (Term 4 of 2013 through to Term 3 of 2014);
- Observation of HOK activities over three weeks in November and December 2014;
- Qualitative consultation with participants;
- A survey of parents (phone and online); and
- Consultation with members of the HOK project coordination group.

How many children have participated in HOK?

A total of 48 children (32 boys and 16 girls) attended HOK once or more during its first year (40 sessions).

Average attendance started out at 8 participants per week in the first Term, and climbed to 15 per week in the fourth Term.

What are the benefits of HOK?

The evaluation found evidence of a broad range of positive participant outcomes, falling into three general categories:

- a greater appreciation of the value of active lifestyle choices, including spending more leisure time outdoors and in active pursuits;
- improved knowledge and awareness of healthy eating, including exposure to new foods and actively choosing healthier snacks and meals for some participants; and
- personal development and social outcomes stemming from the positive social environment at HOK.

Broader community outcomes are also evident in some cases, relating to family activities and diets, strengthening of social connections and positive use of the local parks by young people.

Where to next with HOK?

HOK has secure funding for another three school Terms, to September 2015.

In addition to maintaining the current program for those participating, efforts should be made to broaden HOK's community footprint in order to support its ongoing operations. This should include:

- expanding HOK's reach into all potential 'feeder schools';
- growing the number of regular participants (although this expansion will need to be managed carefully);
- developing partnerships and support from other community-minded businesses; and
- exploring the potential for committed long-term volunteers to form part of the staffing model, to enable the program to run and grow sustainably.

Findings presented in this evaluation report should provide a useful tool for enhancing community connection in these and other ways, particularly given that they provide evidence of a wide range of community benefits from HOK.



1 Introduction

This is an evaluation report about Horsley’s Outdoor Krew (HOK), an after-school activity program in one of the new-release suburbs in Wollongong’s growing south west.

The evaluation was requested by Illawarra Shoalhaven Local Health District to inform future planning for HOK and other similar initiatives in the region.

1.1 About Horsley’s Outdoor Krew

HOK a glance

- Target group:** Children aged 9-12 in Horsley, a suburb in the West Dapto urban release area, south of Wollongong, NSW.
- Description:** A regular program of outdoor activities, games, sport and art, plus afternoon tea (healthy snacks and water).
- Frequency:** Once a week during school terms, on Thursday afternoons (3-4.45pm).
- Venue:** Gerringulli Park, behind the Horsley Community Centre (in the Community Centre if wet).
- Cost:** No charge to families.
- Established:** October 2013.
- Auspice:** Healthy People Illawarra, a not-for-profit organisation (and sister organisation to Healthy Cities Illawarra) that runs a range of health and wellbeing programs across the Illawarra and Shoalhaven.
- Core funding:** \$22,000 per annum (including GST) from Dapto Leagues Club (through ClubsNSW funding) plus a one off contribution of \$5,000 from Illawarra Shoalhaven Local Health District.
- Staffing:** Two project officers, funded for four hours per week during school terms. These project officers oversee all aspects of the project, including marketing, delivery, administration, development of resources and evaluation.
- Marketing:** Included a presence on Facebook and in school newsletters, visits to school assemblies, bring a friend incentives and more.

Additional background

The concept for HOK emerged from *South-West Community Connect*, a coalition of government, non-government and community-based organisations working together for the wellbeing of communities in south western Wollongong. This group identified a need for an initiative targeting local children aged 9-12 (a group sometimes referred to as ‘in-betweeners’) that would help get them physically active, keep them positively occupied and strengthen their social and neighborhood connections during the last few years of primary school and their transition into the teenage years.

The project team has been supported by a coordination group that includes representatives of Healthy Cities Illawarra, the Illawarra Shoalhaven Local Health District and CareWays Community, a community service provider operating out of Dapto Ribbonwood Centre. This group has overseen and promoted the program, providing expertise and support to the project officers and advocating for continued funding.

Specific roles of the project partners are summarised in Table 1.1.

Table 1.1: Summary of project partner roles over the first 18 months of operation

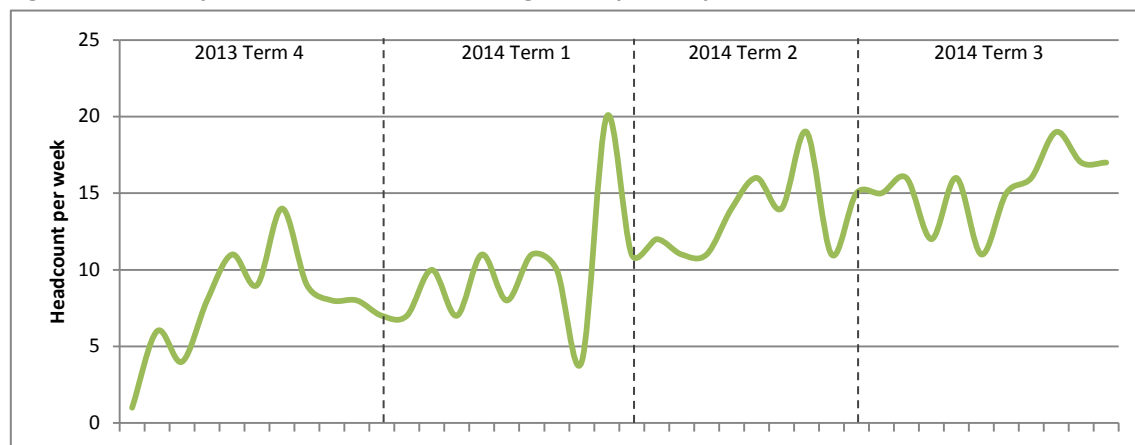
Dapto Leagues Club	2 x \$22,000 for the project officer’s time and all project consumables (promotional material, equipment, accounting, resources etc)
Healthy Cities Illawarra Inc	Auspice and administration of the project’s operational funds Supervision of project officers and other expertise to project development and coordination from the Children’s Health Programs Coordinator
Illawarra Shoalhaven Local Health District	\$5,000 for healthy nutrition and snacks for the program, plus other support resources \$5,000 to resource this external evaluation consultancy Provision of a two-day accredited training course in Sydney for one of the project officers Active participation in the project coordination group
CareWays Community	Member of the project coordination group, discount access to the community centre.



HOK attendance levels

HOK ran a total of 40 times during its first year of operations (Term 4 of 2013 through to Term 3 of 2014). During this period, attendance doubled from 8 participants per week on average in the first Term, through to 13 per week in the third Term and 15 per week in the fourth Term (Figure 1.1).

Figure 1.1: Week-by-week attendance at HOK during its first year of operation

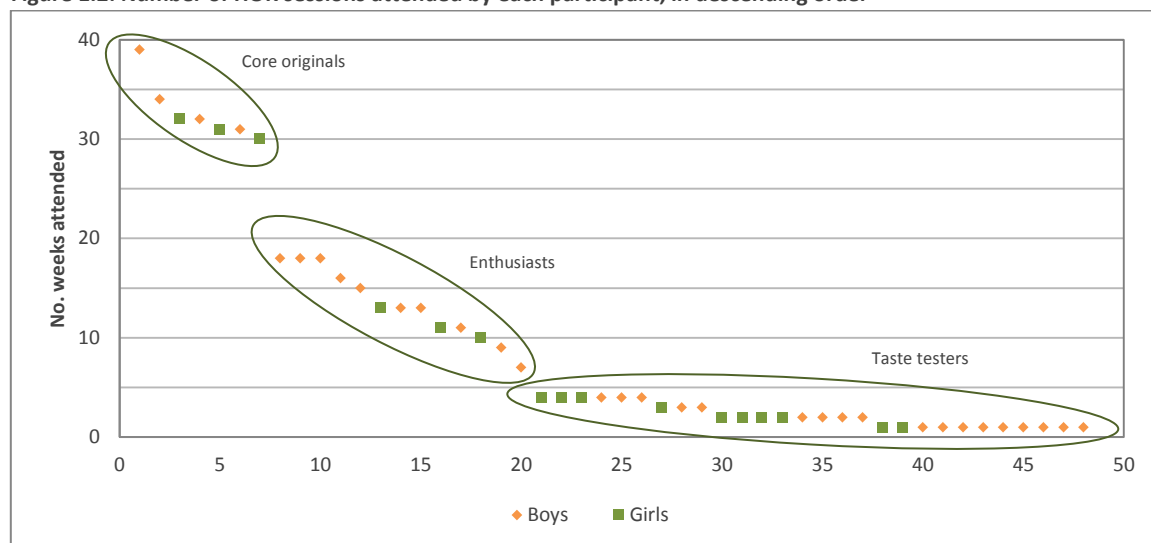


Source: Attendance records maintained by Healthy People Illawarra

A total of 48 children (32 boys and 16 girls) attended HOK once or more during this period. These participants fell into three clusters (Figure 1.2):

- **The core originals:** Seven children (4 boys, 3 girls) were regular attenders from the outset, attending on 30 or more of the 40 Thursdays that HOK ran. One of these participants only missed HOK once in the entire year.
- **The enthusiasts:** Another 13 children (10 boys, 3 girls) attended between 5 and 20 of the sessions during HOK’s first year. For the most part (11 of 13), these participants attended just as regularly as the core originals group (i.e. two thirds or more) but were only part of HOK for a shorter time period (e.g. finishing at the end of Term 4 2013, or starting half way through Term 2 2014).
- **The taste-testers:** The remaining 28 participants (18 boys, 10 girls) only attended on 1-4 occasions over HOK’s first year. Seven of these had joined HOK in the last 2-3 weeks of the reporting period, so there is no way of knowing whether they might have gone on to become regular attenders in time. This leaves 21 young people who tried HOK out a few times and decided that it was not for them.

Figure 1.2: Number of HOK sessions attended by each participant, in descending order



Source: Attendance records maintained by Healthy People Illawarra



HOK's participant group stabilised and consolidated during the course of the year, with more 'regulars' and fewer 'semi-regulars' in 2014 Term 3 than Term 2. Also, most of the 'taste-testers' who tried HOK but did not become regular members in 2014 tried the program out in Term 1, rather than Term 2 or 3 (Table 1.2). Program staff report that training associated with organised sport can have a significant seasonal effect on attendance (e.g. rugby league in the winter months for boys).

Table 1.2: Summary of attendance by Term

	Term 4 2013 (10 weeks)	Term 1 2014 (10 weeks)	Term 2 2014 (9 weeks)	Term 3 2014 (11 weeks)
Regulars: Attended 66% or more	7	7	10	14
Semi-regulars: Attended 33%-65%	2	5	8	4
Occasional visitors: Attended <33%	9	12	5	13
Total attendees	18	24	23	31
Change from previous Term	n.a.	+9 new faces -3 departures	+10 new faces -11 departures	+12 new faces -4 departures

Source: Attendance records maintained by Healthy People Illawarra

Almost all participants came from just one of the local primary schools (Dapto Public). Although the target age range for HOK is technically limited to 9-12 year olds, exceptions were made to accommodate a couple of younger children who had older siblings attending.

1.2 About this evaluation

The purpose of this evaluation was to:

- identify the outcomes of HOK for the participating children;
- identify outcomes for other stakeholders (e.g. families, non-participating siblings);
- document lessons learned by the project team about how to optimise the program, attract and retain the target audience etc; and
- inform ongoing improvement of the initiative as well as decisions about potential expansion.

The evaluation involved three stages, as described below.

Initial consultation and data review

During Term 3 of 2014, an initial meeting was held with the HOK facilitators and members of the coordination team from Healthy Cities Illawarra. The purpose of this meeting was to:

- clarify the program activities and objectives;
- discuss their perspective on strengths and weaknesses of the program and lessons learned to date; and
- plan the evaluation activities.

Attendance records were made available early in Term 4 of 2013.

Consultation with parents and carers

All parents and carers who had ever sent a child to HOK (n=37) were invited to provide feedback through a brief email survey or phone interview. After a note was sent home two weeks running in early November 2014 (see Appendix A), parents/carers also received an email invitation to participate. Those without email addresses on file were phoned or text-messaged by the HCI office.

Ten responses were received by mid-December 2014, out of a potential maximum of 33 parents/carers who could be contacted at the phone number or address on file. This includes three parents who were interviewed by phone, plus seven who filled the survey out online.

The children of these parents/carers were all regulars at HOK, attending weekly (7), fortnightly (1) or at least once a month (2) (see Appendix B).

The survey instrument and a summary of results can be found at Appendix B.



Consultation with participants

Rooftop Social consultants attended HOK on three consecutive Thursdays in November and December 2014 to run a series of art and activity based feedback exercises (consistent with the spirit of HOK itself). Illustrated in detail in Appendix C (this Appendix also includes a summary of responses), these activities collected a mix of qualitative and quantitative data:

- **HOK Advertising Inc.** – A creative thinking exercise where participants worked in small groups to design a promotional campaign for HOK in 2015. The exercise asked participants to target the kind of people who get the most value out of HOK and articulate the key benefits and messages that need to be communicated to young people and their parents/carers who have not heard of HOK before.
- **Feedback games** – A series of survey-like exercises where participants made choices by putting different coloured balls in buckets, running to a point on a line or sticking post-it notes onto walls.
- **Spot the difference** – A reflection and discussion exercise where participants drew a picture of themselves on a Thursday afternoon before they started going to HOK, and then another when they were at HOK. Participants then discussed the difference that HOK had made for them.

These visits also enabled the evaluators to observe the program and become familiar with the general routine, providing helpful background for the phone interviews with parents.



2 Key findings

The findings presented below are based on analysis of the qualitative data presented in Appendix B and C. For detailed examples and additional direct quotes, please refer to these Appendices.

These largely positive findings should to be interpreted in light of the limitations of the data, in that no feedback was collected from households where the child's attendance at HOK is sporadic or has lapsed, and participants' feedback was mostly provided in the company of their peers (and in some cases their HOK leaders).

2.1 Overall impressions and experiences with HOK

HOK participants who provided feedback for this evaluation were very positive about the program, depicting it as 'good healthy fun'. Common images used to describe HOK included:

- smiling children having fun, playing games, enjoying each other's company, making new friends;
- outdoor settings, e.g. on the grass, in the sunshine, in the fresh air;
- positive active recreation, e.g. playing soccer, playing with water balloons, playing totem tennis;
- being healthy, e.g. eating well, getting lots of exercise; and
- a safe and inclusive environment, '*which means parents can relax*'.

Parents/carers of HOK participants felt similarly positive: nine out of ten in the survey said 'I love it, and am glad my child goes', with only one feeling ambivalent about it ('It's OK, I don't mind my child going if they want to'). Similarly, when parents were asked whether they think HOK should continue running or stop, nine out of ten said 'HOK should definitely keep going, Horsley's kids really need it', with only one choosing the more reserved position of 'I'd prefer HOK to continue, if possible'.

2.2 Outcomes for participants

Among those who have attended HOK on at least a semi-regular basis, there is ample evidence of a wide range of positive outcomes. These can be grouped into three general categories:

- appreciating the value of active lifestyle choices;
- improved knowledge and awareness of healthy eating; and
- personal development and social outcomes.

Active lifestyle outcomes

Participants described a range of active lifestyle habits they have adopted since attending HOK. This was particularly prominent in the increased amounts of time they reported being active (at HOK and otherwise), as well as their increased interest in a broader range of active pursuits in their free time and at school.

One in two participants reported spending more of their free time outdoors now, and all said that they would not have played outside on a Thursday afternoon had they not been attending HOK:

'At the start of the year I would have stayed at home and not done sport on Thursday. They do more things instead of sitting around doing nothing, watching TV, playing screens or doing homework.'

'[If HOK ceased operating]... kids would not have the freedom to play with friends after school just stay inside, eat junk food, play devices, and get fat. The world would be a place of lounge potatoes.'

Parents and carers of HOK participants largely echoed these sentiments. Six out of ten agreed that 'because of HOK, my child has become more active in their free time – more keen to get up and get moving rather than sit around (watching TV, playing computer games etc)'.

'[I like HOK because it provides] an opportunity for my son to be involved in physical activity. Anything that gives him more physical activity is good.'

'I like the active things for him to do... He gets exercise and it keeps him occupied - off the laptop.'

'Kids need to play outdoors more and HOK helps get kids outdoor and do outdoor activities.'



'I would make it two days per week. More time to interact and get outdoors and do something. There's nothing for them to do in the football off season.'

This last remark about the football off-season is particularly salient to the HOK project team, which has seen numbers shift in direct response to the start and end of the winter sport season, particularly rugby league for the boys.

In addition, participants consistently expressed increased appreciation for both structured and unstructured active recreation pursuits. They particularly attribute this to the less competitive (or non-competitive) environment of HOK, as opposed to team-based and win/lose environments of competitive sports, and to some extent the school playground. Participants reported being more likely to 'have a go' at new activities at HOK than elsewhere, spending more time in active pursuits with less reference to their relative abilities in those pursuits.

Parents largely held the same view on this, with six out of ten agreeing that 'HOK offers an experience that my child couldn't get doing organised sport or after school care'.

In support of their increased enthusiasm for getting active in the outdoors, participants also indicated a heightened awareness of sun safety and the importance of drinking plenty of water. Participants demonstrated practical awareness of these concerns in high heat and sun exposure situations and described a number of appropriate actions to manage the associated health risks.

Healthy eating

Almost all participants reported greater interest in eating healthily as a result of attending HOK, and recounted having learned about the importance of eating fruit, vegetables and protein as well as avoiding generally unhealthy foods such as those with high sugar content and 'fast food'. The healthy afternoon tea is a popular aspect of the program, through which participants have been introduced to a variety of fruit and vegetables – some of which they had not previously had access to or considered eating. Participants also displayed an awareness of competing priorities in eating choices such as taste preference, tailoring energy intake to activity and balance within their broader diet.

A number of parents and carers reported changes along these lines, indicating a positive impact on healthy eating choices made by their children since attending HOK. For example, four in ten reported that 'my child has come home from HOK with new information or ideas for our family about healthy eating and physical activity' and three agreed that 'I have seen my child make healthier choices about their diet as a result of what they have learned at HOK (e.g. choosing fruit rather than chips as a snack, or drinking water rather than soft drink or juice)'.

Personal development and social outcomes

A clear theme in the consultations was the value that participants placed on self-care and positive interaction in their social environment at HOK. Participants reported receiving explicit and implicit encouragement to value their own contribution to the group as well as the contribution of other members, and reported having gained skills in positive modes of self-expression, as well as increased opportunity to make friends outside their school and other pre-existing social groups (e.g. sport teams). The participants also described the social atmosphere of HOK as being much more welcoming than their school playground environment.

Participants were comfortable with the HOK leaders and displayed confidence and trust in them. Participants reported having learned skills in self-awareness, self-expression, working together and conflict resolution in a safe, flexible and informal environment at HOK.

'Kids should come to HOK because they can make friends with [people who] they never thought could be possible.'

Parents and carers also valued the social skills aspect of HOK, with seven out of ten agreeing that 'HOK has helped my child develop healthier self-esteem, self-image etc' and that 'HOK has helped my child develop stronger social skills (e.g. ability to make and keep friends, not get upset when things don't go their way, resolve conflict without getting angry)'.



A smaller number of parents and carers identified benefits in the school environment stemming from HOK, with four in ten agreeing that 'HOK has helped my child become more settled at school (e.g. better attitude, attendance, behaviour)'.

One also expressed satisfaction with appropriate intervention by leaders in a difficult or potentially negative social situation:

'He had some teasing. But that was dealt with. I talked to one of the leaders. He explained to me how he handled it. He did a good job.'

2.3 Community outcomes

Participants and their parents and carers reported a number of outcomes that offer benefit to the Horsley community at large. One in four parents/carers reported a flow on of healthy and active lifestyle effects to their family environments, with two agreeing that 'HOK has encouraged our family to do more active things in our free time (apart from organised sport)' and three agreeing that 'HOK has encouraged our family to eat a healthier range of food at meal times and for snacks'.

In addition, parents and carers commonly reported that HOK attendance has provided their children with opportunities to build friendships and social connections outside their school environment:

'He gets to meet new people and get involved in the community. Especially with kids that don't go to his school.'

'HOK should definitely keep running. It is good for the kids. I would send my other one but he is too young. It has a good impact on the community kids. They don't get to know each other otherwise.'

Further, the increase in independence, confidence and activity of the participants has led to a reported increase in usage of the local park and community centre resources (which in turn serves to increase the functional value of this asset to the community). Eight out of ten parents agreed that 'HOK has led my child to think more positively about playing outdoors at the local parks' and half said that 'because of HOK, I have become more comfortable with the idea of my child going to the park to play, without parental supervision'.

When informed (in the survey) that HOK is made possible through financial support from Dapto Leagues Club, messages from parents and carers about the Club's involvement in this community project were as follows:

'Great project, thank you.'

'Thank you for all your help!'

'Good to see the money I spend at the Leagues Club goes back to the Community. I was there just last night for tea!'

'You are doing a great job to support something like this - keep it up!'

'Fantastic support from Dapto Leagues club in helping keeping kids outdoor and not behind the TV. Thanks so much.'

'Thank you for being a part of making our children happy and healthy and becoming active.'



3 Discussion

HOK's effective running costs in its first year came to around \$23,000 (ex GST). This figure is based on:

- \$22,000 from Dapto Leagues Club;
- plus half of the \$5,000 from the Local Health District;
- less around \$1,500 GST owed from these payments (i.e. not able to be claimed back from purchases).

This budget was mostly expended on the wages of the project officers, with a smaller amount for the purchase of afternoon tea and other associated costs (equipment, sun cream, hire of the hall when required, etc.). Note that this figure does not include the in-kind support management and governance support provided by the auspice organisation and coordination group (refer to Section 1.1 for details). There are also cost savings to the program from not having to hire the hall except in the case of bad weather or recent rain (which leaves the park soggy underfoot).

One of the distinctive features of HOK is that, due to the support of Dapto Leagues Club and the Local Health District, the program is offered to the community at no cost to parents.

If HOK ran using a fee recovery model, the likely 'market price' (based on the cost of alternative after school care programs) would be in the realm of \$18 for each participant every time they attend.¹ At this rate, HOK would need to attract an average of over 30 paying participants each week (for 40 weeks a year) in order to reach the break-even point of \$23,000 (see workings at Table 3.1). This is more than two-and-a-half times the size of the actual average attendance over Year 1 (11.5 participants per week).

Table 3.1: Financial estimates if HOK applied a cost-recovery model

	Actual in Year 1	Volume catered for in Year 1	Break even proposition
Occasions of service (No. participants per week x 40 weeks)	461	700	1,275
Average No. participants per week	11.5	17.5*	31.8
Approximate cost recovery at \$18 per week	\$8,298	\$12,600	\$22,950

* 15 per week in the first two Terms, 20 per week in the second two Terms

The free provision of HOK is something that some parents value highly, and at least one household known to this evaluation would not have been able to send their children to HOK had payment been required along the lines above.²

Moreover, parents and participants alike indicated that HOK has provided a quality of experience for 9-12 year olds that is not typically available in the normal after school care programs. This is particularly due to HOK's focus on active recreation, the self-direction afforded to the participants and the specific focus on the social and emotional needs of the older age group (e.g. self-reliance and responsibility associated with the transition from childhood to young adulthood).

All of this serves to underscore the fact that HOK requires continued external funding if the model is to remain unchanged. In the event that the existing funding sources available to HOK were to diminish, there would be three basic options to keep the program running:

1. Secure full funding from other sources, enabling the model to remain unchanged;
2. Start charging a fee, to top-up the partial funding available and cover costs;
3. Reduce costs.

In all likelihood, a combination of these three directions may be required to ensure future sustainability. Considerations around these are briefly discussed below.

¹ This figure is derived from the rate charged by a commercial provider of after school care at nearby Koonawarra Community Centre (\$27 for 3 hours, 3pm-6pm). Note that where one or both parents are working, families can claim back half this amount – HOK would require accreditation in order for this rate-reduction to apply.

² There is also an argument that supports pricing of services in some settings, as a way of highlighting their value to service users. This matter was not discussed with participants, and was not explicitly broached with parents or carers.



Volunteer staffing?

The natural place to start thinking about cost reduction is with the staffing of the program, as this represents the main expense. One possible option here would be to engage volunteers from the community. However, this would need to be considered very carefully, for a number of reasons:

- **Continuity** of staffing is a key requirement for HOK, both in order to build rapport and trust with the participants and also to deliver a cohesive healthy lifestyle program that builds from week to week. Engaging paid staff is not a fail-safe way of providing this continuity, as people can and do leave. However, volunteers would need to be committed for at least the medium term – similar to a role like coaching a sport team, being a nippers age manager, leading a scout group or teaching scripture or ethics in school.
- **Requirements** of HOK leaders are considerable, including:
 - compliance with regulations relating to working with children in NSW;
 - capability to engage effectively with boys and girls in the target age group;
 - flexibility and spontaneity, to adapt in the case of no shows or bad weather, for example;
 - a keen sense of risk management, ensuring that duty of care is delivered within the context of age-appropriate freedoms and responsibilities (rough games, going to fill up drink bottles at the bubbler and so on) – this calls for *'lots of little judgement calls every week'*, as one leader put it;
 - skills in developing, structuring and delivering 'active play' activities;
 - knowledge of nutrition, particularly as it relates to children; and
 - skills in progressive educational programming that allows each week's message to stand alone, as well as building on previous weeks.
- **Recruitment, supervision, management and support** of volunteers is no trivial matter, and would add a layer of complexity for the auspice organisation. The potential savings from use of volunteers need to be considered in light of such additional costs.

Although use of volunteers is by no means a panacea for HOK, it is certainly worth considering. It also provides a potential way in which the engagement of the sponsor organisations (including Dapto Leagues Club) could be strengthened: having staff or members of these organisations contribute personally to the running of the program would represent a different layer of engagement to the financial commitment of the organisation more broadly. Another possible direction for sourcing of volunteers could be graduates from HOK and local high school students who have an early interest in health promotion or working with children as a career.

Broader community connection?

The origins of HOK are grounded in the local community: a local community organisation (Dapto Leagues Club) working collaboratively with leaders across the community sector (South West Community Connect) to respond to locally identified needs. From these strong local foundations, there are three directions in which HOK's engagement in the community could be further developed:

- **Corporate Partnership:** Although HOK's origins involve only one corporate sponsor, there is no reason why its future could not include a mix of partners. This could include the Leagues Club alongside other compatible businesses that have a specific focus on the local area such as Dapto Mall (managed by AMP Capital), Real Estate agencies, larger retailers and other public-facing businesses. As part of this, it may be very worthwhile for sponsorship to also include groceries from a local fresh food retailer (e.g. Harvest Market in Dapto Mall).
- **School connections:** HOK's footprint is mostly limited to just one school, despite various efforts to promote the program at all local schools. New approaches may need to be developed to establish relationships in the other local schools, order to grow the participant base as well as the range of corporate partners.
- **Parent and community involvement:** While the underpinning needs assessment was thorough and robust, it is worth considering whether there is still as much desire and need in the community for something like HOK in 2016 as there was in 2013. This evaluation has shown certainly that HOK offers a positive experience to 'in-betweeners' in Horsley that is not available to them elsewhere. However, the evaluation is by no means a thorough 're-establishment of needs'. Highlighting the fact that HOK's funding is only secure until the end of Term 3 2015 may help bring this conversation into focus; the opportunity to volunteer may also help strengthen community ownership of the program.



How big is too big?

The growth question is a vexing one for HOK. When asked how they would react if 'HOK does lots of advertising, and doubles in size' only 2 out of 9 participants said that would be 'great news', with 5 saying that would be 'terrible news', and 2 said it would be a 'mix of good and bad news':

Those who saw growth as a good thing generally highlighted the benefits for the new attendees, with more local kids able to enjoy the benefits of attending HOK: "More exercise and free food"; "Share the joy!".

The main hesitation about HOK growing related to a perceived reduction in the quality of the experience for current participants, e.g. (paraphrasing their words):

- not as much fun because there would be heaps of people – "it would be like school";
- less flexibility in the programming;
- less access to leaders;
- more arguments, less peaceful, loss of the 'nice and quiet atmosphere';
- might lose your bag [lack of trust in a larger group]; and
- leaders becoming more stressed.

Although the hesitations about growth are worth taking seriously, they are in fact untested. HOK has not had to cater for more than 20 participants on any given week during the evaluation period, so the extent to which these fears may become realised is unknown to this evaluation.

Based on our observations of the group at the 10-12 participant mark, we believe that the current venue could accommodate a larger group, up to around 30 or 35 participants. Growth to this scale would probably cramp the flexible 'kids decide' aspect of HOK, and may also require more of the activities to involve splitting the group up for part of the afternoon rather doing one big activity together. Although splitting up the group could have implications for staffing ratios, it may also increase the appeal of HOK for those who like to have options, compensating for the reduced flexibility noted above.

The other potential growth strategy for HOK would be to offer a second program on a different afternoon.³ For example:

- It is conceivable that HOK could run twice a week at the existing venue, segregating by age (7-9 years old vs 10-12 years). This is not recommended, however, as:
 - the original needs assessment identified age 9-12 as the key demographic;
 - this approach may be inconvenient for families with multiple children; and
 - the younger group may have less capacity to walk/cycle there and home.
- Another approach could be to keep HOK focused on 9-12 year olds at Horsley, but run it twice a week and ask participants to select one of these groups to attend. This would enable the group to remain small, which we know is what most participants would prefer. (Participants would presumably choose based on other activities in their week, and which afternoon their friends go on). Although this might offer some efficiencies (e.g. equipment, staff supervision) and enable improved staff recruitment (by offering 8 hours a week rather than just 4), the economies of scale would be only minor and the program budget would nearly need to double.
- A third alternative could be to run another HOK program for 9-12 year old children in a different location in South Western Wollongong that is equally underserved by alternative options for 'in-betweeners'. Although this might help increase the community connection, the costs associated with establishing a second location would be considerable, and expansion along these lines is not recommended until capacity has been reached at Horsley.

Our recommendation is therefore *not* to establish a second group, but to target 9-12 year olds in the other schools and accommodate the growth as part of the one HOK program up to the point where capacity is reached, and then re-assess.

³ It should be noted that the original funding application to Dapto Leagues Club was for two afternoons a week. This was scaled back to one day a week due to cost.



Other potential cost reduction measures

One other potential way of trimming cost could be to omit 'additional extras' like the HOK t-shirts. However, such measures should again be considered carefully as the actual cost saving from not producing the t-shirts may not be that great, and the t-shirts are designed to serve a purpose – contributing to the formation of group identity as well as promotion of the program in the community.

Conclusion

This evaluation found evidence of a broad range of positive participant outcomes, falling into three general categories:

- a greater appreciation of the value of active lifestyle choices, including spending more leisure time outdoors and in active pursuits;
- improved knowledge and awareness of healthy eating, including exposure to new foods and actively choosing healthier snacks and meals for some participants; and
- personal development and social outcomes stemming from the positive social environment at HOK.

Broader community outcomes are also evident in some cases, relating to family activities and diets, strengthening of social connections and positive use of the local parks by young people.

The HOK model requires external funding, as the staff are paid and there are no fees charged to participants. For HOK's ongoing operations to remain viable beyond September 2015, efforts should be made to broaden HOK's community footprint. Options here include:

- expanding HOK's reach into all potential 'feeder schools';
- growing the number of regular participants (although this expansion will need to be managed carefully);
- developing partnerships and support from other community-minded businesses; and
- exploring the potential for committed long-term volunteers to form part of the staffing model, to enable the program to run and grow sustainably.

Findings presented in this evaluation report should provide a useful tool for enhancing community connection in these and other ways.



Appendix A: Note home to parents

Healthy Cities Illawarra Inc

23 October 2014

Dear HOK parent/guardian,

Horsley's Outdoor Krew has been running for over a year now. To help plan for the future, we are collecting feedback from participants and their families about the program and its impact so far. We have engaged *Rooftop Social Research and Evaluation* to help us do this.

For HOK participants, we will be gathering their views through some games and art exercises as part of the regular weekly HOK activities in Term 4.

We would also like to interview you by phone. This can be at a time that suits you, and will take around 10 minutes. Alternatively, if a phone interview isn't possible, then there will be a survey you can fill in.

Please indicate your preference below, and provide your contact details so that Eleni or Duncan from Rooftop Social can get in touch. Then return this form to a HOK facilitator (Kellie or Daniel) in person, or send it to Eleni at Rooftop Social (18 Allenby Pde Bulli 2516) or email your details to eleni@rooftopsocial.com.

Thanks very much for taking the time to help, we really appreciate it. If you have any queries or concerns about the evaluation, please contact Katherine or Kellie at Healthy Cities Illawarra on 4283 8111.

I am happy to do a phone interview

Your name: _____

Phone number/s: _____

Preferred day/s and times: _____

I would prefer to fill in a survey

Your name: _____

Address we will send the survey to: _____

Making it better – Together

Ground Floor, 6 – 10 Princes Highway, (PO Box 607) Fairy Meadow NSW 2519 | P +61 2 4283 8111 | F +61 2 4283 8333
admin@healthyillawarra.org.au | www.healthyillawarra.org.au | facebook.com/healthycitiesillawarra | ABN 83 964 176 052

Funded by Illawarra Shoalhaven Local Health District



Appendix B: Parent survey

Introductory email

Hi <Parent/carer first name>

I was given your contact details by Kellie from HOK – Horsley Outdoor Krew, which <child first name> has attended this year.

Healthy Cities Illawarra has asked my company to do a review of HOK. A letter was sent home about this a few weeks ago – I hope you received it.

We've been running a few games and activities with the kids at HOK over the last few weeks to collect their views about what they like (and don't like) about HOK, what they get out of it and how they think it could be strengthened in 2015. The kids have been really forthcoming with their ideas, and had lots to say.

So, now it's your turn! Please go to <http://tinyurl.com/HOK2014> to fill out a short survey. Your response will be anonymous, and it's really important that we hear back from as many parents and carers as possible so we have a realistic perspective on the program and its impact.

Thanks in advance for your time, and if you have any queries or concerns about the survey or the review more broadly, please reply to this email or contact Katherine or Kellie at Healthy Cities Illawarra on 4283 8111.

Kind regards,

Eleni Waugh

Rooftop Social

Survey questions and summary of responses

1. How often does your child attend HOK?

Every week (or almost every week)	7
Every second week, on average	1
Around once a month	2
Less often	0
No longer attends (please explain why they stopped coming: _____)	0

2. How does your child feel about going to HOK?

They love it, and look forward to going	6
They think it's OK, and are happy enough to go	4
They don't like it, and would rather not go	0

3. How do you feel about HOK?

I love it, and am glad my child goes	9
It's OK, I don't mind my child going if they want to	1
I don't really like it, and would rather my child not go	0

4. What (if anything) do you like the most about HOK? What are the main things that make HOK worthwhile for children to attend?

- An opportunity for son to be involved in physical activity. Anything that gives him more physical activity is good. Being a free service is great as well.
- The networking of kids in the area
- Just loads of fun
- The chance to socialise and the outdoor sports
- It's a good activity close to home.



- I like the active things for him to do and the range of fruit he gets to try. He has been eating more healthily at school and trying other fruits. He gets to meet new people and get involved in the community. Especially with kids that don't go to his school. He gets exercise and it keeps him occupied - off the laptop.
- Getting out of the house & enjoying time with friends.
- getting her outdoors and playing
- that the kids can be active

5. What (if anything) do you dislike about HOK? Are there any downsides for your child or your family, or things that turn you off it?

- Just from what my son has said, he gets frustrated with leaders having limited control of the children which spoils some activities and lessens his enjoyment.
- He had some teasing. But that was dealt with. I talked to one of the leaders. He explained to me how he handled it. He did a good job.
- Nothing
- No
- No. It's good.
- No, I'm happy with it.
- N/a
- nothing I dislike
- nothing

-----page break-----

6. Please read the following statements and indicate whether you agree or disagree with each one.

	Agree	Disagree	Not sure, Hard to say
a) HOK offers an experience that my child couldn't get doing organised sport or after school care.	6	1	3
b) Through HOK, my child has learned new things about healthy eating and physical activity	7	0	3
c) I have seen my child make healthier choices about their diet as a result of what they have learned at HOK (e.g. choosing fruit rather than chips as a snack, or drinking water rather than soft drink or juice)	3	2	5
d) My child has come home from HOK with new information or ideas for our family about healthy eating and physical activity	4	3	3
e) Because of HOK, my child has become more active in their free time – more keen to get up and get moving rather than sit around (watching TV, playing computer games etc)	6	3	1
f) HOK has led my child to think more positively about playing outdoors at the local parks	8	2	0
g) HOK has helped my child develop healthier self-esteem, self-image etc	7	2	1
h) HOK has helped my child develop stronger social skills (e.g. ability to make and keep friends, not get upset when things don't go their way, resolve conflict without getting angry)	7	1	2
i) HOK has helped my child become more settled at school (e.g. better attitude, attendance, behaviour)	4	3	3
j) HOK has encouraged our family to do more active things in our free time (apart from organised sport)	2	5	3
k) HOK has encouraged our family to eat a healthier range of food at meal times and for snacks	3	3	4
l) Because of HOK, I have become more comfortable with the idea of my child going to the park to play, without parental supervision	5	2	3



-----page break-----

7. Do you think HOK should continue running, or stop?

HOK should definitely keep going, Horsley's kids really need it	9
It'd prefer HOK to continue, if possible	1
It wouldn't really matter if HOK kept going or stopped running	0
HOK should stop	0

Why do you say that? "Definitely keep going"

- It gives the kids a safe after school activity
- Because my child likes to attend
- It's great because it gets the kids into sport.
- It is a good social opportunity and something for them to do.
- HOK should definitely keep running. It is good for the kids. I would send my other one but he is too young. It has a good impact on the community kids. They don't get to know each other otherwise.
- Child loves it.
- kids need to play outdoors more and HOK helps get kids outdoor and do outdoor activities
- It encourages social, to be active and healthy habits

Why do you say that? "Prefer it to continue"

- Although my child is naturally physically active and social, I believe there are enough children attending to indicate that there is a need for this program in Horsley.

-----page break-----

8. If you could change one thing about HOK, to make it as valuable as possible for the health and wellbeing of children and families in Horsley, what change would you make?

- I believe there has been quite a turn-over of staff running this program. Continuity of staffing makes a difference to the kids.
- N/a
- It's very well organised and the staff are great
- Just make sure they drink enough water. He comes back thirsty.
- Make others more aware of it. It is not well known.
- I would make it two days per week. More time to interact and get outdoors and do something. There's nothing for them to do in the football off season. Also Advertise it to more people. Different schools. The Lakeland school kids don't know about it. They only advertise at Dapto Public. Put it in the Lakelands newsletter and get it out there. I found out about it through Rochelle. There are other kids who live in Horsley.
- change the starting age and grab the kids a little younger that way they would have more kids attending each week
- to lower the age to include more children

9. HOK is made possible by financial support from Dapto Leagues Club. If you have a message for the Club about their involvement in this community project, please write it here and we will pass it on.

- N/a
- Great project, thank you
- Thank you for all your help!
- Good to see the money I spend at the Leagues Club goes back to the Community. I was there just last night for tea!
- You are doing a great job to support something like this - keep it up!
- Fantastic support from Dapto Leagues club in helping keeping kids outdoor and not behind the TV. Thanks so much.
- Thank you for being a part of making our children happy and healthy and becoming active




Appendix C: Participant activities

Exercise 1: Horsley Advertising Inc.

About the exercise

The purpose of this exercise was to elicit participants' views about what the benefits of HOK are, and for whom. The exercise was run with around ten HOK participants as part of their program, co-facilitated by a Rooftop Social consultant and the HOK coordinator.



Horsley Advertising Incorporated

Delivering awesome marketing solutions since 2014

The scenario: You and your friends run Horsley Advertising Incorporated, a cool little company based right here in Horsley. Last night you won an award for creative excellence at a fancy dinner in Sydney. Congrats!

The challenge: You have been asked to develop a new advertising campaign for HOK. The campaign will run in February 2015, aimed at Year 5 and Year 6 students in the local schools.

Your task:

- ⌚ Working in groups of 2 or 3, use the boxes on this page to develop your ideas.
- 📝 Sketch a draft of your advertisement (over the page)
- 🗣️ Pitch your concept back to the other groups.

🎨 Be creative ⚖️ No false advertising 😄 Have fun with it!

Who should the ad target?

Describe or draw a group of kids enjoying HOK, and getting a lot out of it. Who are they? What would they be doing if they weren't at HOK?

If you have time... Is there anyone who you think the ad should not target? Kids who wouldn't enjoy HOK or get anything out of it? Who are they, and why?

What are the key messages for kids?

Why should they come to HOK?
What are the benefits for them?

What are the key messages for parents?

Why should they send their son or daughter to HOK?
What are the benefits for their family?

What are the biggest creative challenges?

What reasons might kids or parents come up with to say 'Nah, HOK's no good' or 'Nah, HOK's not for me'? How could your advertisement change their minds?

Now, turn the page over...

Draw your advertisement – include a headline, a picture and any other information or messages you want to include.





Summary of responses

Who should the ad target?

- Picture of smiling child under a shining sun
- Picture of a person playing soccer on a green soccer field, in the sun
- Picture of two people playing with water balloons

Is there anyone who you think the ad should not target?

- People you don't get along with (9-12 is a good age span)
- People that fight

What are the key messages for kids?

- Fun, healthy, get lots of exercise, hang out with friends, run, helps lose weight
- Kids should come to HOK because its free and you have lots of fun. The benefits of HOK are you meet new people
- Kids should come to HOK because they can make friends with whom they never thought could be possible
- Because it's healthy and fit.
- I get to see my friends after school. Healthy sport. Afternoon tea
- non stop fun!!!
- Fun, Healthy, get lots of exercise. Hang out with friends, Helps loose weight

What are the key messages for parents?

- So the parents can have free time
- Kids can meet new friends. Fun, fresh air
- SAFE and fun
- Get rid of them, have a break and kids get to have fun, parents don't have to rush to get kids after school, not having a boring dinner but instead get to talk about HOK

What are the biggest creative challenges?

- Too protective, but say the people who help us here are very responsible and fun
- Everything Is FUN! It's alright
- at least we aren't the Kid's fattening centre (KFC)
- If you child has no friends this is the place for you child. (picture of two smiling children playing totem tennis)

Description of the ads

- In big writing: "HOK IS FUN"
- "HOK" (big writing) "is very very very very fun!!! And safe. Ages 9-12 on Thursdays from 3pm to 5pm."
- "HOK" (big writing) "Beneficial Active educational! fun! Healthy! new friends! Hoktastic! Loose (sic) Weight Games Social"
- "HOK AS SEEN On TV FUN" (large writing)
- A glittery and smiling bumble bee
- Pictures of smiling faces "HOK IS fun" (in big writing) "Its Free" "9-12 yrs"

Exercise 2a: Buckets and balls

About the exercise

Ten number of buckets were set up around the outside of the hall. Each bucket represented one of the HOK activities. With a physical activity similar to a shuttle run, participants collected three balls to place in the buckets:

- Red ball: most fun
- Green ball: the activity they get the most out of
- Blue ball: the activity they like the least

Follow up questions were then asked about each bucket, e.g. If fun, what did you get out of it? If got lots out of it – what benefit? If liked the least – why? Was there anything good about it?



Summary of responses

n=10 participants	Red (most fun)	Green (most valuable)	Blue (liked the least)	Notes from follow-up questions
Unstructured outdoor play	1	1	0	Lots of space to run - more than other local parks. Four children say they are more likely to play at this park since attending HOK.
Organised Games	1	0	1	Best organised games are: Red Rover Cross Over, Soccer, Water Balloons, Red Light Green Light. (The one blue ball is because this child feels that he messes up organised games and this makes him feel fat.)
Sport	4	1	0	The children enjoy playing sport with friends at HOK. 7 out of 10 children indicated that they enjoyed playing organised sports outside. 1 prefers to play in a team situation. Most children indicated that they prefer being able to play sports at HOK than in a team as they are able to play the sports in a non-competitive atmosphere. The children also generally indicate having played a broader range of sports at HOK than they would outside HOK.
Art	1	1	3	The children who valued Art activities enjoyed being creative. They have more flexibility at HOK than in other circumstances. Children who indicated that they liked this activity least felt that they were not naturally good at artistic pursuits. They felt that being able to draw on a whiteboard would be a positive improvement.
Afternoon tea	2	1	0	The children indicated that they felt HOK afternoon tea was valuable because it was healthy (not bad like lollies). On average the ten children rated Afternoon tea at 3.15 out of 5.
Hanging out with the leaders	0	2	0	The children indicated that they felt that they enjoyed hanging out with people that are older than them. They felt that the HOK leaders taught them new things, especially how to play well with each other. They appreciated how the leaders 'organise' them for HOK activities. The HOK leaders are 'nice' and when one of the children is upset about being teased the leaders 'talk to us and make it better'.
Hanging out with friends	1	0	0	There is more freedom to do what you like with your friends at HOK than at school. The social atmosphere is more welcoming and this is made easier by the small group setting. This is in contrast to the school playground which is 'full of fights'.
The talk	0	2	4	Learned from the talks: Examples included how to eat healthily, skills for working in groups and getting along with people, wearing sunscreen, eating two serves of fruit a day, what deep fried potato looks like, that brown rice is better for you than white rice.
Having a say about what happens at HOK	0	1	0	Participants valued the flexibility facilitated by HOK leaders. They do not feel 'bossed around'.
Other – you tell us	0	1	2	Participants who put balls in this bucket did so because they did not want to put them in any of the other buckets.



Exercise 2b: Run to the line

About the exercise

Behind the hall is a covered area. The end of the covered area was set up to represent a response scale:

- one end is 'very positive' / 'strongly agree' / 'excellent'
- the other end is 'very negative' / 'strongly disagree' / 'poor'
- the midpoint of the scale was in the middle

A three stage activity was undertaken:

- The facilitator read out a question/statement.
- Participants (n=9) ran from the far end of the covered area up to the line, standing the spot which represents their response to the question/statement.
- The facilitator then asked people to make some comments about why they chose that spot, and (for example) what it would take to change their views.

As a practice run (to familiarise themselves with the activity) the participants started with this question:

How do you feel about MacDonalds Cheeseburgers?

	Hate them	They're OK	Love them
Count			
Follow-up			

Summary of responses

You wake up on a typical Thursday morning, so HOK will be on in the afternoon.

How do you feel about that?

	Dreading it, not looking forward to it	Not fussed	Excited, looking forward to it
Count	0	1	8
Follow-up	<p><i>Not fussed:</i> Sometimes he gets worried that he won't be able to come to HOK this week or that the kids that bullied him will be back.</p> <p><i>Excited:</i> Excited about hanging out with friends, not doing homework or sitting at home playing games on the computer. Excited about being active and being away from siblings. Enjoy peace and quiet. Happy that the parents have a break from them.</p>		

Compared to the start of the year, have you changed what you do in your free time?

	More indoor	About the same	More outdoor
Count	2	2	5
Follow-up	<p><i>More indoor:</i> I am allowed to go out more than I used to and so I choose to stay at home a bit.</p> <p><i>About the same:</i> I like both [playing indoors and outdoors].</p> <p><i>More outdoor:</i> At the start of the year I would have stayed at home and not done sport on Thursday. They I do more things instead of sitting around doing nothing, watching TV, playing screens or doing homework.</p> <p>All participants indicated that they would not have played outside on a Thursday afternoon before attending HOK this year.</p>		



Imagine that HOK does lots of advertising, and doubles in size.

	That's terrible news	Mix of good and bad news	That's great news
Count	5	2	2
Follow-up	<p><i>Terrible news:</i> Not as much fun because there would be heaps of people - it would be like school. Less access to leaders. More arguments, less peaceful. Might lose your bag [lack of trust in a larger group]. Leaders would be more stressed.</p> <p><i>Mix:</i> Attendees like the nice and quiet atmosphere at HOK. Too many kids would create arguments. It would be good for the new attendees - more exercise and free food. But maybe people shouldn't give up other pursuits to attend HOK (but maybe they also wouldn't have as much chance to show off the pursuits that they are good at).</p> <p><i>Great news:</i> More kids would enjoy the benefits of attending HOK. "Share the joy!"</p>		

Imagine that someone decides to open HOK up to younger children, from Year 2

	That's a terrible idea	That would be OK, but not great	That's a great idea
Count	5	3	1
Follow-up	<p><i>Terrible idea:</i> Younger kids are less responsible, noisy, loud and selfish, annoying, talking over others, 'immature little brats'. They make big deals out of things like spiders. There are also environmental dangers like broken glass in the park.</p> <p><i>OK:</i> Younger kids will make a fuss and not listen. But maybe HOK and hanging out with their elders could help them grow up.</p> <p><i>Great idea:</i> The age limit is too high. Make it 7-13. Then more kids can get active.</p>		

In three or four or five years, you hear that HOK has closed down, because there's no-one to run it. How does that make you feel?

	That's terrible news	Doesn't really matter	That's great news
Count	9	0	0
Follow-up	<p><i>Terrible news:</i> Kids would not have the freedom to play with friends after school just stay inside, eat junk food, play devices, get fat. They would become more obese. The world would be a place of lounge potatoes. The park would not be used: "become dead".</p>		

Note: Three statements/questions were omitted due to the content having been covered in exercise 2a:

- Compared with the school playground, how welcoming and friendly do you think HOK is?
- If you had to choose, would you prefer to (a) Do an organised sport, (b) Go to HOK, or (c) both/too hard to say?
- Apart from HOK on a Thursday, how often do you now come to Gerringulli Park?



Exercise 2c: Keep/drop/change

About the exercise

As a final exercise in Week2, the participants were asked to write on post-it notes what they think HOK should keep, drop or change. They were then asked to stick these notes onto the relevant pole (keep, drop, change).

Summary of responses

Keep	Drop	Change
The Leaders	THE Talk	We Need Toilets
The leader (picture of student and teacher stick figures)	The Talk!	The girls go!!
The very Nise [nice] Leders	The talk	More Actiits and Excergens [Activities and Exercises?]
the leaders	The Talk!	More Days
Keep the Fun!	Lads	The Venue to the park
Everything 😊	Normal People	So people can come on different days
The whole thing! Yass!	Humans	More Bananas!!!!!!!!!!!!!! (picture of a banana)
Lots of food	The rode people [rude people] and the bulleys [bullies]	A little bit longer for more freedom
After noon tea	Mean People	A little bit shorter
The fruit	The Boleys [The Bullies]	The talk so that we can understand it
Water mellon [Watermelon]	Annoying! people!	The days
Pineapple	Bullys [Bullies] and mean people	Maybe on Saturdays aswell.
Bananas	Bullies!	Make it on WEEKENDS 😊
Food		more serpoters [more supporters]
MORE food		Ask The council if we can have fires and roast marshmallows 😊
Fruit and the talk		
The Talk		
The Location		
People		
The T-shirts. They are Awesome		
Same Time		



Exercise 3: Spot the difference

About the exercise

Four participants who had been absent for the previous exercises were asked to participate in the following exercise:

This exercise will take you about 5-10 minutes. It is about reflecting on what impact HOK has had for you and others, and what you might take with you from the experience.

Please use the squares below to describe yourself. You can use words, drawings, lyrics, write a poem – whatever you like.

When you have finished, please feel free to share what you have written or drawn with others.

You on a Thursday afternoon BEFORE you started going to HOK	You on a Thursday afternoon at HOK

Participants were then asked to describe the two pictures, and highlight the differences. The facilitator then explored participants' responses further, particularly in relation to outcomes such as:

- Choosing more physically active recreation (c.f. sedentary) on non-HOK school afternoons
- Unstructured/natural play, rather than relying on organised structured sport activities
- Choosing healthier food for afternoon tea/other meals, or water (rather than soft drink, juice)
- Feeling good about yourself and who you are, and making new / stronger friendships in the local area
- Learning how to solve problems and overcome challenges
- Learned new things about healthy eating, including what food is healthy or unhealthy and how to prepare healthy food

Summary of responses

You on a Thursday afternoon before you started going to HOK	You on a Thursday afternoon at HOK	Discussion points
Picture of TV, homework and iPad	Picture of basketball hoop and soccer ball	He had not played basketball much before. He mainly plays football. He plays other sport at HOK than at school like basketball and soccer. He gets to meet people not from school or his footy team at HOK.
Picture of book and pencil labelled "homework"	Picture of soccer ball and basketball labelled "play games"	She has been more active on Thursdays that she is at HOK. She would otherwise do her homework on Thursday afternoon.
Pictures of TV, book, iPad, and musical notes labelled "T.V. Homework iPad Singing"	Pictures of a soccer ball, a football, a basketball, a picture, a paintbrush and a smiley face labelled "soccer games football basketball creativeness"	She has been able to play sports in a non-competitive environment. She is not stressed about trying to win. She has tried new sports at HOK.
Picture of a swimming pool	Picture of a person playing	He would swim at home on a non-HOK Thursday afternoon. He might have company from his brothers but he might swim by himself. When he is at HOK he gets to play with other kids and really enjoys doing creative stuff. He really likes doing craft and 'art stuff' like drawing.