

Ready, Set, Gold!

Motivating students towards a lifetime of fitness

As the only programme of its kind in the United States, “Ready, Set, Gold!” inspires and motivates students towards physical exercise, health, good nutrition and fitness as guidelines for their entire life.



Location	Los Angeles (USA)
Organisation	Southern California Committee for the Olympic Games
Start-end date	2006–ongoing
Target group age	9–15 years old
Reach	25,000 children per year
Partners	Los-Angeles Unified School District (LAUSD), Samsung Electronics North America
Key facts	A study found a “41% increase” in students scoring in the “healthy fitness zone” of the Fitnessgram test.
For inspiration	www.readysetgold.net





Summary

RSG! is a mentoring programme. Olympians and Paralympians are assigned to a specific public school and make five visits to their adopted school at intervals throughout the school year to help promote student fitness, nutrition and healthy living habits. Their mission is to inspire, motivate and educate their students about health and fitness as long-term goals. The main objective of the programme is to tackle the epidemic problems of childhood obesity and diabetes by providing students with real life examples from Olympians and Paralympians on setting goals and being successful in sport and in life.

Keys to success

Public-Private Partnership

RSG! is a public-private partnership between the Southern California Committee of Olympic Games and the Los-Angeles Unified School District (LAUSD). This partnership works to provide a much needed and beneficial service which the LAUSD is unable to provide on its own.

Olympians and Paralympians

RSG! Olympians and Paralympians are at the heart of the programme, which would not have the same success and influence without them. They are passionate about health and fitness as life-long objectives and eager to share their passion, knowledge and experience.





Sport for All objectives

Promote sport and physical activity

RSG! serves as a life-long model for students fighting the epidemics of diabetes and obesity by emphasising physical activity and healthy living habits. During their visits to the schools, the Olympians encourage each student to improve their fitness and eating habits.

Improve public health and well-being

Ready, Set, Gold! promotes student fitness, nutrition and overall well-being. The programme's goal is to shape the future by eliminating the epidemics of diabetes and obesity. A study found a 41% increase in students scoring in the "healthy fitness zone" of the Fitnessgram test. There are examples of teachers and other students who have been motivated by RSG to lose weight and make important lifestyle changes on their own. By giving students direct interaction with Olympians, the programme provides students with real life examples of how setting goals helped the Olympians to be successful and healthy in sport and in life.

How is the programme communicated?

A mix of channels is used to promote the programme and mobilise the audience. A professional public relations expert is employed and social media is used: Facebook and Twitter. The website—readyssetgold.net—is available for information and updates. News and updates on recruiting and choosing the Olympians and teachers for the programme, weekly updates, monitoring school visits, training and orientation meetings for Olympians and teachers, and presentations at industry conferences all provide communication opportunities for the programme.

How is the programme evaluated?

Two types of evaluation are used:

- Qualitative: Reports from Olympians and Paralympians, teachers, and students concerning their school visits and evaluations from the RSG! Director.
- Quantitative: Results of student scores on the State of California Fitnessgram test are evaluated by a local university. Scores of participating students are compared to those of students in the same schools in previous years.

“It was a delight speaking to this group of students! I had so much fun with them. They were so engaged and asked a lot of questions as well.”

**Becky Kim—2008 Olympian
(synchronised swimming)**



Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

Get inspired by more than 45 projects around the world

Learn more about best practices with our toolkit

Create your project based on proven academic research and experience of organisations

Share your experience and lead the way to inspire more projects

Connect with a vast network fueled by inspired partners

Find more information

-  Sports and Active Society Programmes
-  A Guide to Implementation
-  www.olympic.org
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