



# DaWay To Fitness

company profile







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Hi I am Patricia Daway,

the Founder and Director of DaWay To Fitness, which was set up back in 2003 whilst I was still at University writing my BSc in Health Promotion. My keen interest in the health and fitness industry led me to encourage the ailing population – particularly the hard to reach, of the importance of living healthily in 2003. In May 2003 I set up a project that promotes health and fitness for young people between 12 and 25 called DaWay To Fitness. The organisation worked in partnership with other organisations such as the Statutory and the Voluntary Sectors.

The programme encouraged young people to take better-quality control of their lifestyle through health awareness workshops, easy access to fitness training sessions in the gym after school, health awareness summer campaigns expressed through visual arts and performing arts.

I decided long ago it was my purpose and mission in life to captivate bodies in the health and fitness regime to enable a healthy and enjoyable lifespan. I decided that my delivery plan had to be appealing and edifying to ensure that participants – particularly young people would make participating in regular physical activity as part of their everyday life routine rather than an extracurricular activity. My aim was to encourage young people to channel their passion and creativity into a force that would motivate them as well as engaging their peers and communities around issues that enhanced their quality of life and economic wellbeing. The programs were designed to facilitate all young people including the hard to reach or those that were not in mainstream education to lead an enriched and empowered lifestyle so that they could access opportunities that increased their overall wellbeing.

I have reached that stage in my career where my fervent desire is to develop my skills and experience in an environment where there is capacity to grow – through knowledge. It is also an opportunity to foster cross-cultural understanding of the healthy lifestyle world, while providing opportunities for personal growth and professional development. Having worked and studied in a varied background from Fitness Instructing, Business Management to Health Promotion for several years now, I am looking forward to combine my skills, experience and growing knowledge to support the healthy lifestyle needs of those who will gain from it.

I was given the opportunity to grow closer to living out my ambition of being part of the global plan for change. My Project Management skills acquired in planning, coordinating and delivering a well needed strategic intervention for the above target group build my enthusiasm to implement practical and achievable measures for advancement. Hence, I am eager to establish what other abilities there are to unfold and more importantly share the opportunity for change and growth.





Long term effects of obesity and high risk factors can be seen to reduce life expectancy, increase the risk of coronary heart disease, hypertension, diabetes and cancers. It is hoped that projects like this will also in the long term contribute to the floor target for increasing life expectancy and set targets to be achieved by 2010 through Saving Lives: Our Healthier Nation (1999).

Within young people in particular obesity can also reduce quality of life, affect daily activities, reduce self-esteem and contribute to social isolation and depression i.e. through bullying, leading to non attendance at school. Obesity disproportionately affects those in areas of high social need which leads to an increase in health inequalities.

Young people are up against tough challenges everyday by their peers which puts a constraint on what their real focus or purpose in life ought to be. Therefore, because of being persistently pressured, young people find themselves in vulnerable situations for being 'young'. This leads to young people resorting to various means of escaping their day-to-day challenges through junk food, leisurely recreation such as computer games and even drugs.

Programs ran by DaWay To Fitness demonstrated a strong focus on empowering young people, combined with fun food edification, physical exercise activities and self-esteem raising drama activities for young people. Participants were equipped with the skills and knowledge and even support system for their personal development to make healthier lifestyle choices.

As Secretary of State for Health – John Reid recently announced on a consultation in public health “Whether it’s giving up smoking, helping people to take enough exercise or choosing a healthy diet, we need to give them the opportunities to change their lifestyle and the support they need to maintain those changes. That’s the way to deliver long-term, sustainable improvements in the nation’s health.”

The adult population is already faced with the problem of being obese and are now relying heavily on the NHS’

limited resources to either reduce their symptoms or maintain what is left of their health through health rehabilitation programmes (Coronary Heart Disease and Stroke, 2000).

However, there is still hope for young people despite the reports on the news and in newspapers about the current obesity crisis. Tackling the problem of obesity at an early stage (as early as three years old) can circumvent mass invasion of mortality and morbidity later on in life (Ibid).

In spite of government initiatives aimed at improving health of young people as the key measure to tackling health inequalities in the future, health initiatives around physical activity remain at a slow progress in Hackney.

Studies have shown that spaces in which young people live can also affect their ability to learn, exercise, act autonomously, or even to socialise and make friends

Various studies have also shown that young people are often unable to use facilities near their own housing estates due to territorial fears amongst their peers and also from those living outside the area that come into their neighbourhood. Hackney recreational grounds around the estates set aside for young people to play or exercise are often dilapidated and unsafe which makes them an unwelcoming environment. Furthermore with a high number of youth centres closed down it does not help the situation. Young people have restrictive freedom of movement in and around Hackney. Social exclusion is often seen as negative implications, which affects the respect and well-being of young people.

It is generally viewed that the Hackney Youth Service need stronger communication and networking across youth clubs, to affect change that would influence the attitude of young people towards being involved in activities that are beneficial to them.

Where the information is conveyed is as vitally important as the methods used. Hence appropriate promotion and accurate delivery of initiatives for young people are essential and should be taken highly into consideration.



### Purpose

DaWay To Fitness was established in 2003 and worked alongside a number of partners delivering creative health and fitness programs to over 500 young people over the last five years. The activities catered for the different needs and interests of the diverse population of young people in and around the London Borough of Hackney.

Our main objectives were focused on re-educating young people on how to take proactive control of their lifestyle. Activities included workshops on the importance and long-term benefit of exercise, including looking at how regular participation in exercise developed confidence, self-esteem and emotional well-being.

In our efforts we utilized a range of activities such as dance, aerobic exercise, gym training, drama and performing arts, visual arts and leadership training in exercise-dance. We also ran workshops that explored health and social issues that were of concern to young people; topics included sexual health, drugs, gangs and gun crime and how to cope with everyday life. The activities encouraged participants to develop healthier attitudes and further awareness of themselves.

Our past partners and funders provided us with incredible support and encouragement.

### Goal

DaWay To Fitness' goal was to engage all young people, empowering them to take the platform to exude positive and social changes in their lives, that of their peers and communities.

### Objectives

Our Focus – Health & Fitness

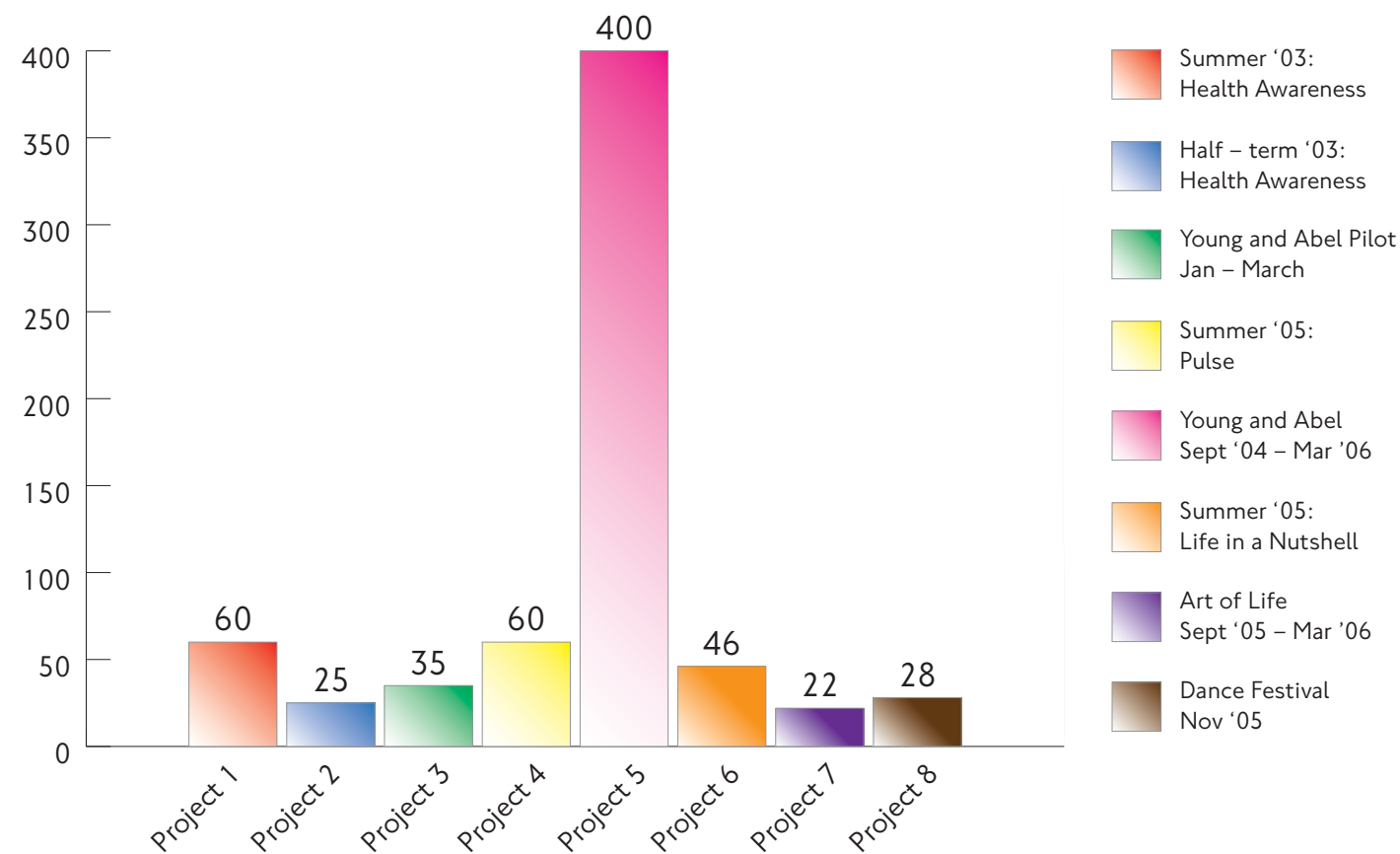
We focused on health & fitness that empowered young people to achieve social growth, convey positive actions for the benefit of their peers and community. Our techniques and methods helped attain better life opportunities for the participants. It provided a stepping stone that built confidence and optimism as well as capturing their creativity and passion for life.

### Changing Lives – Making the difference

In today's highly competitive world young people experience increasing pressure and stress. Day-to-day challenges often lead rapidly into negative activities and choices. Unproductive entertainment, junk food, alcohol & drug use results in bad health, obesity, depression and antisocial behaviour. Our activities educated and empowered participants to make positive CHANGES in their life.



## Project Attendance



Since our initial set up in May 2003 we have partnered on a number of projects with various organisations. Projects delivered included:



**Project 1**  
Summer "Health Awareness"  
July - Aug '03

We ran a series of workshops on health and social issues that were of major concern

to young people by raising awareness through various movement of expression such as African Dance, Street Dance, and Fitness/Aerobics.

**Project 2**  
Half-term "Health Assessment" October '03

This two-day project identified the health needs of young people through debates, small group brainstorming sessions and collectively expressing the health-related services and accessibility they required that was not available to them.



**Project 3**  
"Young and Able" Pilot  
Feb 04 - Mar '04

During this pilot we addressed challenges young people faced in participating

regularly in physical activity and found solutions to help increase accessibility into various activities. As the founder I conducted qualitative and quantitative research, a debate involving young people and representatives from Hackney statutory body, weekly gym-based fitness training and health-related workshops.



**Project 4**  
"Pulse" Summer Campaign  
July - August '04

This was a specialist project that focused on Obesity Interventions.

Sessions included nutrition workshops facilitated by Shoreditch Spa and Smoking Cessation workshop facilitated by the City & Hackney Primary Care Trust. The young participants collectively designed and created their own healthy living posters and information pamphlet as a result of the workshop. In addition to the Visual Arts production a Performing Arts production was led by professional instructors where participants portrayed messages of why it was important to choose a healthier pathway.



**Project 5**  
"Young and Able"  
Sept '04 - Mar '06

As a result of the pilot program The Learning Trust granted us two years of funding which included the

delivery of Fitness/Gym training, Street dance, Aerobics and Workshops on Health-related issues.



**Project 6**  
"Life in a Nutshell"  
Summer  
Jul 26th - Aug 18th '05

This was a health awareness program centered

on building an understanding of healthy living in the widest sense: from good food and exercise to sexual health, understanding the consequences of drug use and promoting emotional well being. The four week programme also included events ranging from dance and theatre visual arts project (such as the production of posters and banners) culminating in a performance.



**Project 7**  
"Art of Life"  
Sept '05 - Mar '06

The project explored issues in society from a young person's perspective focusing on the

socio-economic problems and personal concerns and developments of younger people. The issues were tackled using drama and dance exercises such as role play and concept building. All the participants were encouraged to delve deeper into the problems of today's society; search for causes and solutions. In doing this, they broadened their general knowledge base, discovered

their perceptions of each stimulus and the impact of its relation to their environments. In doing this, they were forced to explore the socio-economic and political factors of each topic in relation to their culture



**Project 8**  
"Dance Festival"  
Nov 05

This project gave participants an opportunity to learn about various cultural dances and their

traditional purposes. Participants understood the existence of each cultural element of dance that was displayed.

**Project 9**  
"Black History Month Event" Oct 07



This project explored and commemorated the history of dance, fashion and MC's derived from the African heritage.



**Project 10**  
"Fitness 360°"  
Oct '07 - Aug 08

Fitness 360° raised awareness, provided leadership skills and opportunities targeted at young

people. The program promoted health, fitness and social awareness through the use of dynamic leadership training; and a proactive approach that expressed these issues creatively. The program helped influence beneficiaries' decisions towards the benefits of healthy lifestyle choices.





Oct-Nov 07



Dara Kirton (left) and Barry Adeyemi (right) with Nneka Ihonor (Tutor) and Patricia DaWay (Course Manager).

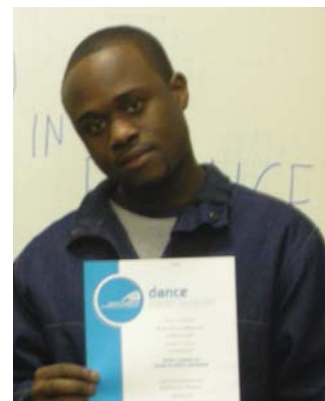
#### Dara Kirton

The Dance Leadership course has enabled me to improve my leadership skills and become a good Dance Leader. I am currently working on setting up my own sessions

#### Steven Barry Adeyemi, 19

I started dancing from a young age and became very serious in what I did. I moved on from dancing on my own in my house to dancing on T.V Ad's, modelling for magazines and recording for music videos. I then began the dance leadership course with DaWay To Fitness.

I thought I knew everything about dance before the course, but after the course I saw that I didn't really know much. It was funny how I had been dancing for years but didn't know half of the skills required to teach. At the end I had more and better knowledge of dance, better and advanced moves and more help on how to plan, prepare and take my classes. I now teach all types of ages and people and hope to take this into a bigger, better and fun place.



Steven Barry Adeyemi  
Age 19

"I enjoy dance at all levels and have been teaching for sometime now, but this course has enhanced my leadership skills further."



#### Jadeen Delanbanque

I developed a passion for dance at the age of two and I have been inspired ever since. My fitness 360 experience was very educational. I've always considered myself to be a dancer but this course has taught me to be more than just a dancer. I've learnt how to lead a dance session effectively and safely based on a number of skills that was taught on the course.

I enjoy movement of dance in its fullest capacity and consider myself to be flexible. If you have an activity you love to do, you should embark on it and enjoy yourself. We are different in our own rights, and should enjoy life to the fullest. If I can do what I like best, I'm sure you can do it too.

Age: 15 years old,  
Year 10, Bishop Douglass



#### Jeewan Kaur

Initially, I joined the Dance Leadership Course with little technical knowledge on dance theory but with loads of bubbling passion for dance. I saw this as a great opportunity to build on my dance profile, and equip myself with the professional skills needed, to be able to inspire young people in my local community to get out there and dance.

All in all, my 'dance leaders' experience is one that I will not forget! I thoroughly enjoyed participating in the course and have actually got more out of it than I had expected! I liked the atmosphere within the group and was excited about developing on my existing dance skills but later discovered that there is more to being a dance leader than I had expected. I liked the continuity of the sessions as this allowed my strengths and weaknesses to be brought out- which has, in turn, shown me the next steps that I have to take to get closer to my dance goals.

I am looking forward to using the skills that I have learnt positively in the near future and cannot wait to start teaching classes as a qualified dance leader!

Age: 20 years old,  
Richmond Upon Thames College



Nefertiti Carnegie

I have been dancing in groups since the tender age of seven and have experience in styles and techniques such as: Street, Contemporary, African, Jazz, Ballet and Tango. From seven years of age onwards I have continued to follow my dreams of being a dancer, by attending local and distant dance classes in street dance, taking part in dance group competitions and currently studying it as an art form with dedication. As I love dancing, taking part in various performances and talent shows is a fun and enjoyable aspect in my life. I don't know what I would do if I wasn't given the opportunity to show my talent. Over the years I have considered and come to my own conclusion that the advantage of being a dancer is a way of expressing

one's feelings in a neutral way. It also keeps you fit, you meet a lot of people (from classes etc), it builds your confidence as a performer and it's fun! Having been on the Dance Leadership course has benefited me in many ways, I noted what points I lacked such as confidence in communicating clearly to people I may not know when teaching something new; being self motivated and taking on board the important points of being a great dance leader. I learned to be more evaluative in terms of dancers learning my routines and ways that I can adapt certain rules for different people. Other important things that I learnt includes teaching points when conducting a warm up and cool down, best ways to create a dance piece from a stimulus, being a very organised leader and to be enthusiastic in the process of teaching.

From undergoing the Dance Leadership course at DaWay to Fitness, I hope to retain this experience until after university, as it will contribute to what I would like to pursue in my future career as I would like to start up my own dance group to continue improving my leadership skills.

To potential dance leaders, I'd like to say, continue being confident in dance as it is one of the most exciting art forms yet seen and show off your talent.

Age: 17 years old,  
Westminster Kingsway College

Tamszina Jacobs-Abiola

My passion for dance is very deep ~  
my aim is to develop a career in dance.

My determination to pursue my passion further precedes me as I undergo auditions and courses such as Fitness 360. The course enabled me to develop my skills and also improve my techniques.

I am happy I was active in dance from a young age because it allowed me to continually feel young and active as I got older. My Fitness 360 experience kept me fit and having fun at the same time.

Age: 18 years old,  
City & Islington College

"Body image is just as important as the regular care, nurture and exercise it requires."

Jadeen



"I have always considered myself to be a dancer and flexible while exercising, and I enjoy the movement of dance in its fullest capacity. Be empowered to take your dreams further and enjoy life to the fullest"

Jadeen Delanbanque

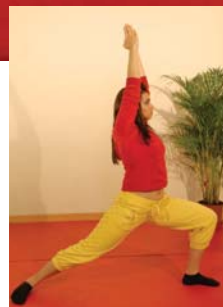
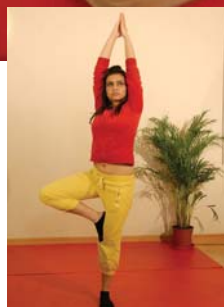




## Relaxation Scenario

"Time taken out to meditate and relax stimulates the mind, body and spirit."

Jeewan Kaur



"I take time out to ground myself to maintain focus. I find peace for inspiration, and this allows me to strengthen my weaknesses. Regular meditation allows me to be expressive in the things I enjoy."

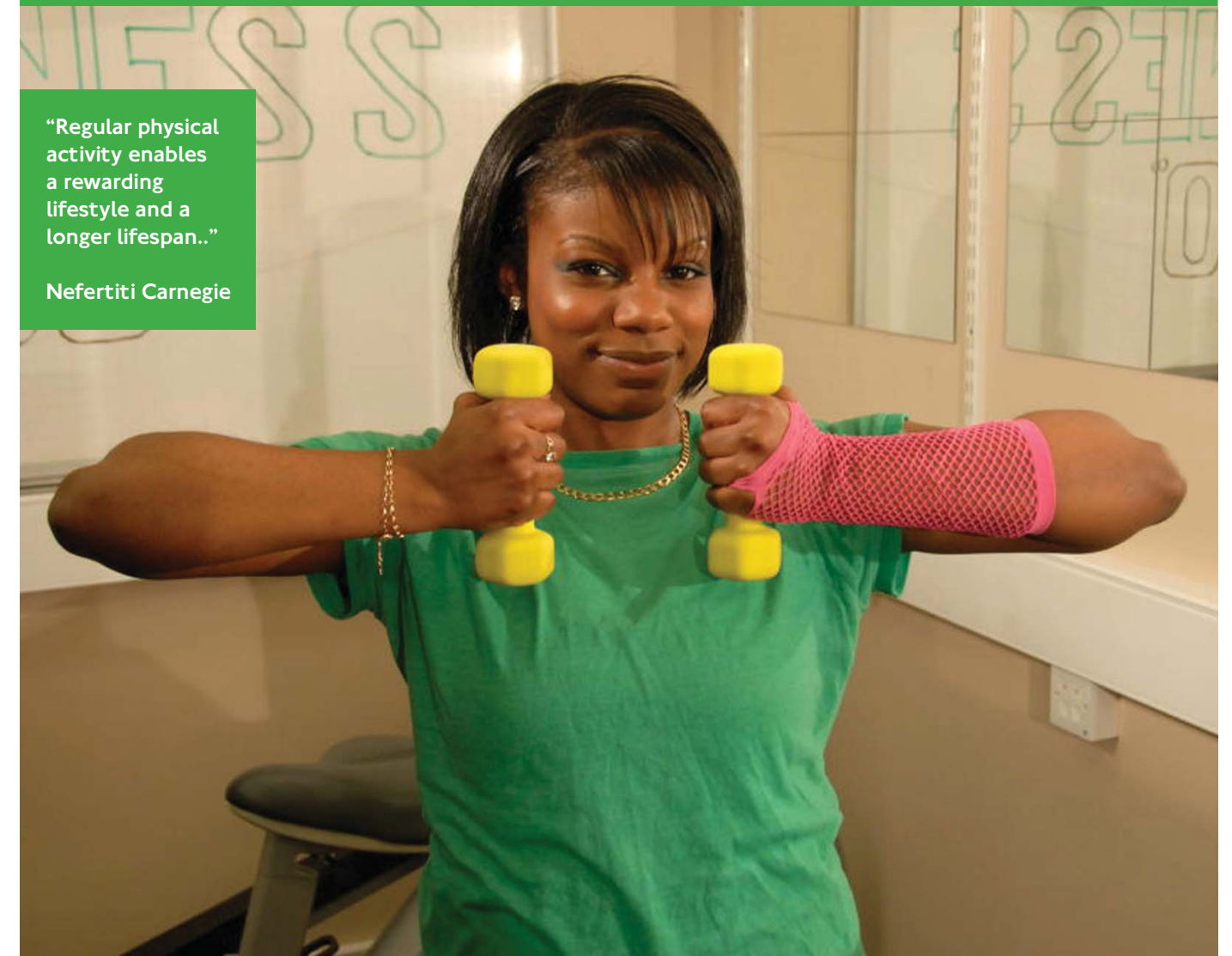
Jeewan Kaur



## Excercise Scenario

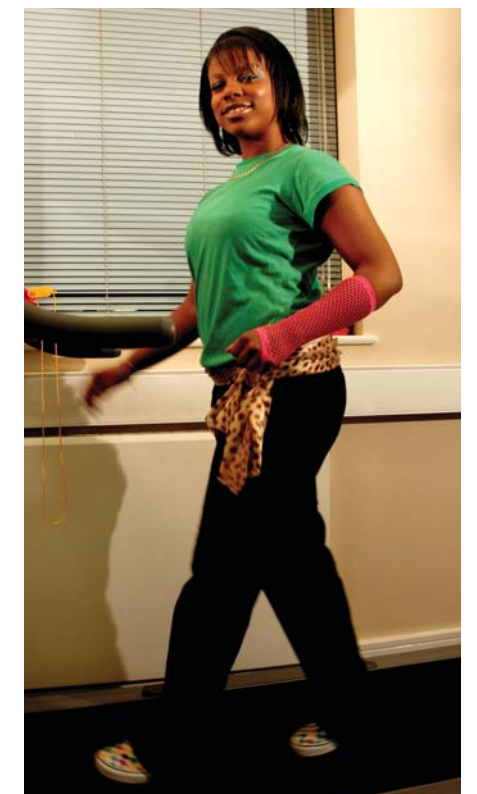
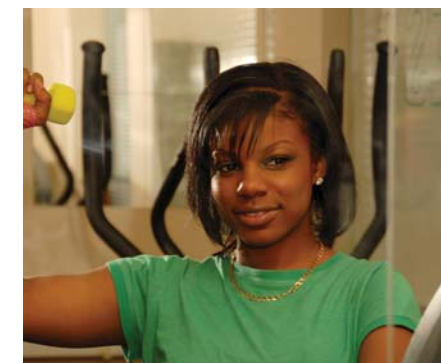
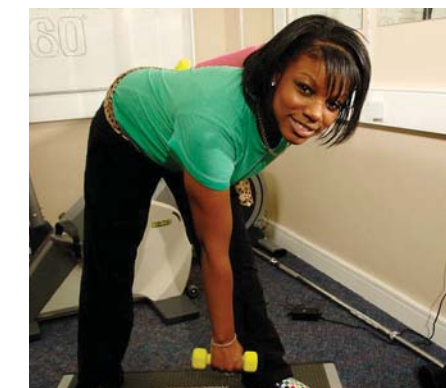
"Regular physical activity enables a rewarding lifestyle and a longer lifespan.."

Nefertiti Carnegie



"Dance is a form of exercise that keeps me fit. Street, Contemporary, African, Jazz, Ballet and Tango are just a few differnt styles of dance I do to keep fit. Regular exercise has built up my confidence as a performer. Be confident in your dreams! "

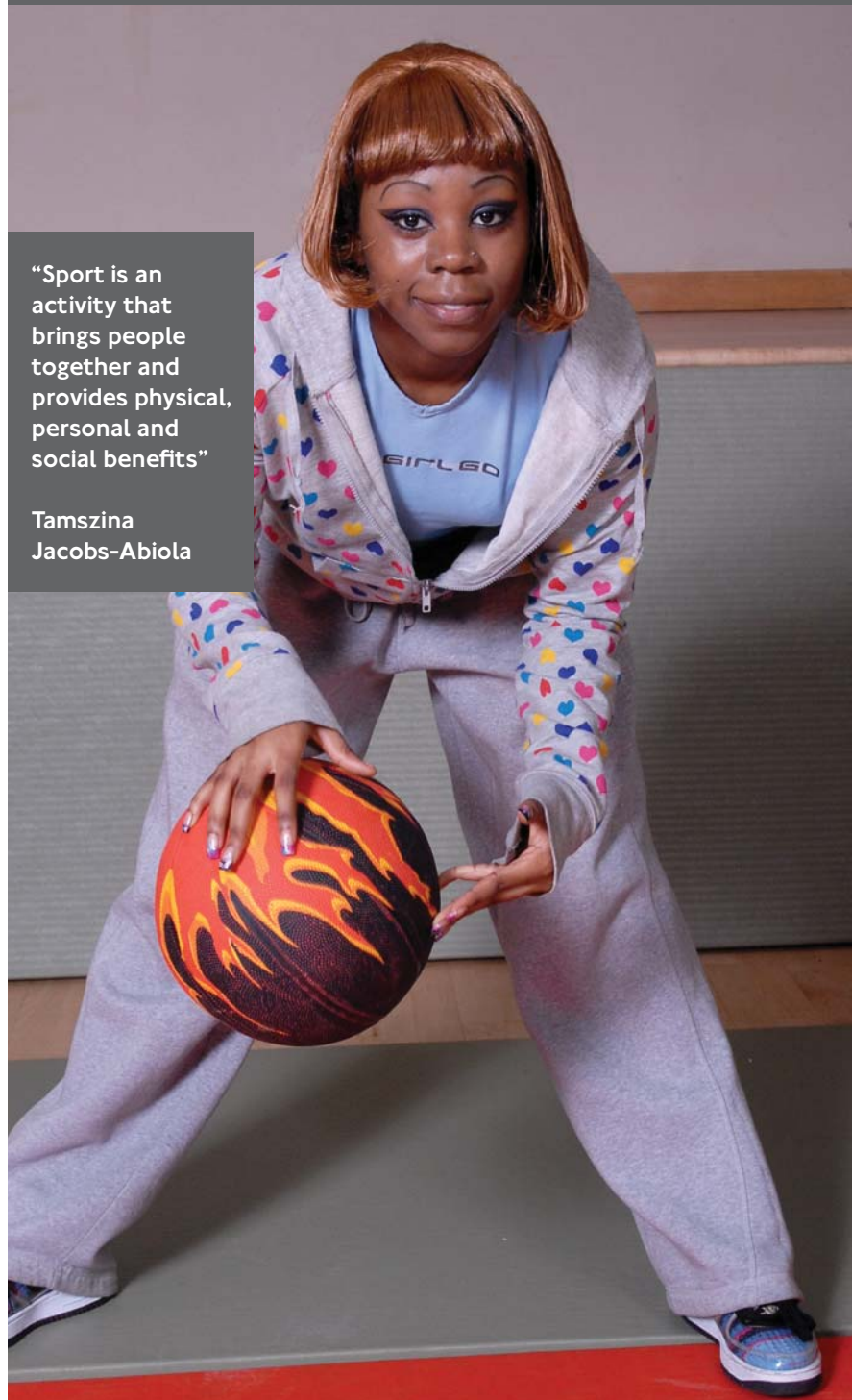
Nefertiti Carnegie





"Sport is an activity that brings people together and provides physical, personal and social benefits"

Tamszina  
Jacobs-Abiola



" The course has develop my skills and improve my techniques which has enhanced my ability to do a variety of physical activities. I have been physically active from a young age and i feel encouraged that this experience has kept me fit whilst having fun at the same time. "

Tamszina Jacobs-Abiola

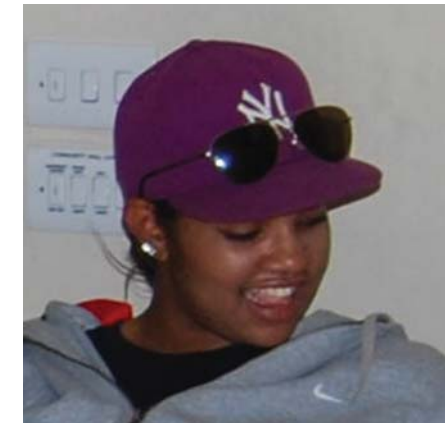


Folakemi Monica Oyedele

My name is Monica Oyedele, I have been dancing for a few years old now and have been teaching for almost three years. I enjoy all genres all dance, especially street dance, contemporary, ballet and salsa.

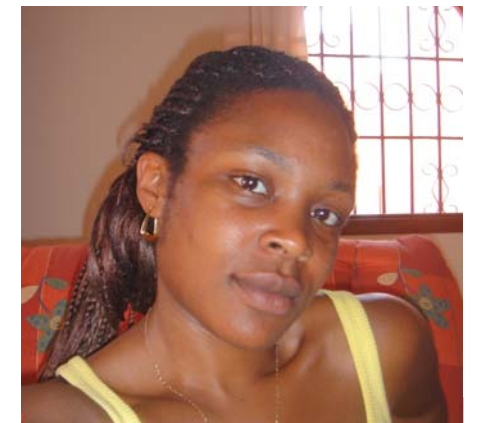
The course at DaWay To Fitness helped me with my confidence and gave me new ideas about the way I would deliver a session in future. It has also created work opportunities which will only enhance my experience.

In the future, I hope to still be working in the dance industry as a teacher and maybe a choreographer for music artists. Finally, I am also interested in hosting events or creating new opportunities for up and coming dancers.



Karla McKenzie-Johnson

My aim is to own my dance school one day. The Dance Leadership Course acted as a stepping stone towards my aspiration. In the meantime I plan on teaching dance sessions and developing my skills in becoming an effective Dance Leader



Renee Xavier

I have been dancing for years and have always wanted to perform. I love being on stage and being part of a performance or routine as it allows me to be free and to express myself.

Since taking the Dance Leadership course I have acquired an understanding of the different ways to interact and communicate with a class or an audience. I realise the importance of planning and preparation as well as how important it is to know the body.

I am more confident about being in front of a group and teaching a routine.



## Unhealthy Eating Vs Healthy Eating



Picture 1



Picture 2



Picture 3



Picture 4



Picture 5



Picture 6

**Picture 1**  
According to research most adults in the UK are already overweight. It notes that modern living ensures every generation is heavier than the last which is referred to as 'Passive Obesity'.

**Picture 2**  
The research recognizes that by 2050, 60% of men and 50% of women could be clinically obese, which means without action, obesity-related diseases will cost an extra 45.5 billion pounds per year.

**Picture 3**  
Through my research I discovered that the incidence of the eating disorders anorexia nervosa and bulimia is insignificant among males in comparison to a report published in 1993, highlighting the incidence rate among girls aged 10 to 19 years to be 34 per 100,000 for anorexia nervosa and 41 per 100,000 for bulimia.

**Picture 4**  
The obesity epidemic and general unhealthy living cannot be prevented by individual action alone and demands a societal approach.

**Picture 5**  
In reference to research, if I'm going to change my lifestyle tackling an unhealthy lifestyle requires far greater change than anything tried so far, and at multiple levels: personal, family, community and national.

**Picture 6**  
During my quest to save myself I felt compelled to help others.

**Picture 7**  
However, in agreement with recent research preventing obesity is a societal challenge, similar to climate change.

**Picture 8**  
It requires partnership between government, science, business and civil society.

**Picture 9**  
You are not alone, there is always support if you reach out.

Folakemi Monica Oyedele



Picture 7



Picture 8



Picture 9

## Antisocial Behaviour



Picture 1



Picture 2



Picture 3



Picture 4

**Picture 1**  
Research suggest that three-quarters of the population aged 16 and over in England and Wales perceived one or more of 16 types of behaviour to be a problem whilst a third suggest one or more was a "very big" problem. "What do you think?"

**Picture 2**  
Researchers suggest that the type of area where people lived was the strongest predictor of perceived high levels of anti-social behaviour.

**Picture 3**  
It went on to demonstrate that those living in "hard-pressed" areas were far more likely to encounter problems than those in areas characterised by "wealthy achievers".

**Picture 4**  
Fact is serious offences including general annoyance is experienced particularly in the urban areas.

**Picture 5**  
ASBOS are not always boys it surely includes girls.....

**Picture 6**  
According to research, even though there are low-level incidents, the impact on quality of live is snowballing.

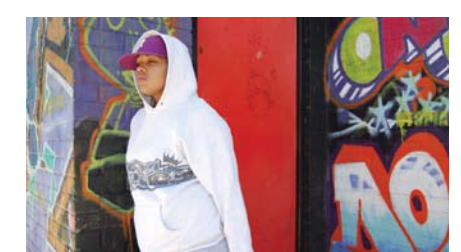
**Picture 7**  
Apparently 6% of the population reported a high impact and 11% a medium impact as a result of young people hanging around.

**Picture 8**  
The research suggests that initiatives which target 'hard-pressed' urban areas and focus on increasing the ability and will of a community to deal with local problems are more likely to be successful

Karla McKenzie Johnson



Picture 5



Picture 6

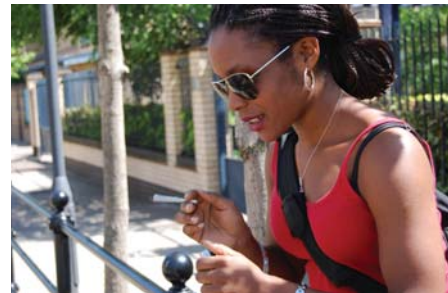


Picture 7



Picture 8





Picture 1



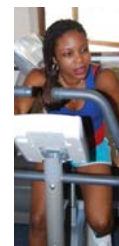
Picture 2



Picture 3



Picture 4



Picture 5



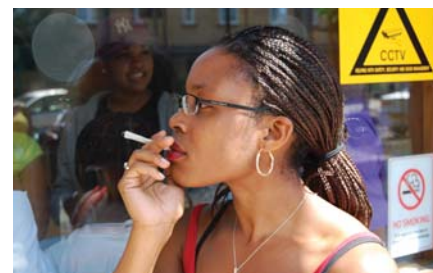
Picture 6



Picture 7



Picture 8



Picture 9

**Picture 1**  
According to a research done in 2006, sixteen percent of smokers had their first cigarette within five minutes of waking up. "I'm working on giving up".

**Picture 2**  
The research also highlighted that 59% of smokers felt it was difficult to go without smoking for an entire day. "I have tried it and it was difficult but I'm working on it"

**Pictures 3 and 4**  
I am trying desperately to give up smoking considering the facts available today for instance; according to statistics in the early nineties in Great Britain the prevalence of cigarette smoking has been higher among 20 to 24 year olds than in any age group. That is terrifying considering I would like to live to see my grandchildren.

**Picture 5**  
Although I do like the idea of keeping fit and healthy,

**Picture 6**  
But the smoking actually affects my breathing capability during my workout.

**Picture 7**  
"I'm going to give it up"

**Picture 8**  
According to the NHS Key Statistics, around 530,000 people set a quit date through NHS stop smoking services in England in 2004/05. Apparently success rates increased with age, from 39% of those under 18's to 66% of those 60 and over. "My non smoking friends are inside have a good social chat which I'm missing out on; I feel isolated sometimes"

**Picture 9**  
"I have decided to seek help through the NHS Smoking Cessation program because I would like to be more social and to maintain a healthy lifestyle."

Renee Xavier



Pictured from left: Nneka Ihonor (tutor), Councillor Vernon, Dance Leaders: Jadeen Delanbanque, Jeewan Kaur, Tamazina Jacobs-Abiola, Neffertiti Carnegie, and Patricia Daway (director)

## Hackney Plays Host to Dance Leadership Awards

The achievements of young people have been recognised during a prize-giving ceremony at the Fitness 360° Dance Leadership Awards in Hackney.

Nine young people have completed a course to gain a qualification that allows them to teach dance classes in the community.

Backed by City & Hackney Primary Health Care Trust, Awards for All and other supporting organisations 'DaWay To Fitness' is unique in offering young people the opportunity to develop personal awareness, leadership skills and possible job opportunities. Over 500 young people have gained benefit from 'DaWay To Fitness' programs in recent years.

"Our dance, fitness, role-play and leadership training empowers young people to get fit while serving as advocates of positive social change, tackling issues that affect the quality and development of their lives," said DaWay To Fitness founder Patricia Daway. "Fitness 360° covers many issues affecting kids today including education, health, drugs and substance misuse, gangs, gun crime and sexual health". The Dance Leadership Awards were presented by Councillor Patrick Vernon during a ceremony at Hackney's Queensbridge Sports Centre.

"Many congratulations to the students, participants and organisers of Fitness 360° for providing a valuable service to the community," said Councillor Vernon. "Dance is an important art form that has a beneficial effect on people of all ages. I applaud the achievements of the students who will now go out into the community to motivate and encourage people to get fit, learn to dance, and have fun!"

"DaWay To Fitness provides a valuable health and fitness service to the community, as well as proving young people with a stepping stone to a job or career," said Samina Tarafder, public health advisor at City & Hackney Primary Care Trust.



Pictured from left: Councillor Patrick Vernon, Patricia Daway and MP Meg Hellier

After the Award Ceremony, Patricia Daway was highly commended by her Local Councillor – Patrick Vernon to attend an event at the House of Parliament. She was invited to a reception on May 15th 2008 hosted

by Meg Hellier [MP] to thank and celebrate the people working hard to make Hackney a great place.





**Fanta Bojang:** I began volunteering with DaWay TO FITNESS in summer 2003. I was fresh out of college and lacked experience. Patricia took me under her wing and allowed me to learn so many different types of skills. Volunteering with her helped me learn so many admin duties and most of all I had a lot of fun doing it.

I met a lot of people in the process and I became friends with them. I also got a chance to participate in the activities that we were running and helped organize them as well; so in a sense I got a taste of both sides of the coin. To top it all off I received Millennium Volunteer Awards and also got the opportunity to go on training sessions to improve my skills.

Whenever I told my friends that my job was voluntary they used to look at me as if I was mad, but what they failed to realize that every good deed had its rewards. The reason why I'm currently working as an administrator is because I volunteered with Patricia Daway and in the process I got employed by Shoreditch Spa who partnered with DaWay To Fitness in the past.

Volunteering actually allowed me to attend the first ever Shoreditch Prom organized by Hackney College Student Association in partnership with Shoreditch Spa and DaWay To Fitness.

There are so many good things about volunteering aside from the experience and fun; my favourite is the fact that it makes your CV shine."

## Hackney Youth Awards

**Scholastica Edozie:** Has proved to be a leader with great communication skills. Scholastica has been a participant on the DaWay To Fitness Project since 2005 and has assisted on the project as a participant before she became a project leader in 2005.

During her time with us she attended Hackney Community College and was the Communications Officer for the Students Association. Scholastica has been an exemplary role model illustrating that young people have the best ideas and can come up with the best solutions regarding health improvement for young people.

She has encouraged her peers to join in the programme. Through her efforts in outreach and support on the project she has demonstrated that young people can be far more effective than adults in communicating preventative messages to other young people because they share similar experience and use similar language. Her support has been remarkable. Scholastica is now attending Southbank University where she is studying IT.

**Enuvierhire Orere:** Has proved her dedication to the project by contributing her valued time when she attending the Hackney Community College and her role as President of the Student Association. She started as a participant on DaWay To Fitness Project and has benefited significantly from our programmes. She had increased her level of physical activity and met new people across Hackney. During her time as a participant on the programme she showed remarkable leadership skills.

From 2005 Enuvierhire put herself forward to be one of the official project leaders. She had assisted with administration duties and took the lead on coordinating new or existing volunteers. Enuvierhire was also involved in various projects in the community including Hackney Community College. Nevertheless her contribution to the Project had been a great asset. Through her dedication and leadership skills, she had inspired her peers which led to a few of them joining her as a volunteer on the DaWay To Fitness Project. The programmes provided them with a sense of purpose and direction, which allowed them to feel connected to the projects' mission.

## Jack Petchey Awards

**Jeewan Kaur, 20**  
Jeewan was always punctual, demonstrated enthusiasm and consistency in commitment.

**Jadeen Delanbanque, 15**  
Jadeen is a shy person although she wanted to be a dance leader. The Fitness 360° program enabled her to do demonstrate her realize her potential in being a leader and to develop the skills she needed to be an effective leader in the sessions.

**Monica Oyedele, 25**  
Monica shows deep commitment in whatever she does, very supportive to her peers and always keen to help.

**Steven Barry Adeyemi, 19**  
Steven has proven he has the potential to be a leader however; having completed the leadership course successfully his skills actually developed or strengthened when he led the dance sessions. His ability to structure the sessions, coordinate, organise the delivery of the activities demonstrated to the young people and DaWay To Fitness' administrative team that he is truly a leader.

**Karla McKenzie-Johnson, 22**  
Karla has made remarkable progress on the programme in terms of her time keeping, involvement and being helpful towards her peers.

**Tobi Precious Adesina, 14**  
Tobi was a very inspirational participant. Always smiling, eager to help her peers and made every effort to be on time and attend sessions regularly. She's very disciplined a fine example of advocacy.

**Logun O'Brien, 19**  
Logun actively volunteered her time on the programme. She assisted in registration, supervision of the sessions and interaction with her peers. She made them feel welcomed and was there to help with their needs. Even though Logun was a volunteer, the nature of her character meant that the participants of the programme found a friend in her.

**Alicia Daley, 15**  
Alicia was very quiet and extremely shy. Her parents thought the programme would be a step for her to develop her social skills. She struggled for a bit but slowly communicated and built relations with her peers. It was gratifying to see her progress and her interaction on the program



30% of participants became volunteers and received Millennium Volunteer Awards; some received Hackney Youth Awards supported by Hackney Voluntary Action. A number of participants have also received Jack Petchey Awards for their outstanding efforts and accomplishments.

DaWay To Fitness was awarded New Organization Development Award in 2004 through Hackney Voluntary Action.

Through successful management of volunteers, DaWay To Fitness also received a plaque and £100.00 honouring us 'Highly Commended Award for Volunteer Management in Sports' which was hosted at the House of Commons in November 2003. It was also featured in the Hackney Gazette. Following that we were interviewed by Sports England about the work we do in Hackney which is also featured on their website.

Some of the volunteers are now in employment which I acted as a referee upon their request whilst others are in further education and/or training.







## Link to Website Articles:

<http://graduate-jobs.info/html/articles>  
[www.sportengland.org/volunteering\\_case\\_studies](http://www.sportengland.org/volunteering_case_studies)  
[www.sportengland.org/volunteering\\_case\\_studies\\_thank\\_you\\_dec\\_05](http://www.sportengland.org/volunteering_case_studies_thank_you_dec_05) page 11 of 33  
<http://hvall.tripod.com/sitebuildercontent/sitebuilders>  
[www.sportengland.org/](http://www.sportengland.org/) Wonder wall of Sporting stories to sports café

## Big Thank You To Funders And Supporters

### Awards for All [National Lottery]

Canalside Housing Project

Community Action [Camden]

Gainsborough Fund

Hackney Play Association

Jack Petchey

Renaissi

Save the Children

SKY Partnership

### City & Hackney Primary Care Trust

- NRF: Black & Ethnic Minority Health Fund
- NRF: Healthy Lifestyle

### Hackney Council Voluntary Services [HCVS]

- Community Empowerment Fund
- Community Chest Fund
- Single Community Fund
- Local Network Fund

### Hackney Voluntary Action [HVA]

- Children's Fund

### London Borough of Hackney Youth Services

- U-project
- NRF: Healthy Lifestyle
- Shoreditch Trust
- Shoreditch Spa
- Shore-thing

### The Learning Trust:

- School Sports Coordinators Fund & Big Lottery



We all know that life comes with its challenges. Sometimes we are thrown into situations where our physical, emotional and mental capabilities are tested. The fruits of our labour never come cheap. Over the last five years, I came across some barriers that threatened to impede my progress. I managed to overcome these challenges by embracing the hardships and being determined as well as persistent.

Growing up as a young lady was tough, but I always had positive aspirations. I wanted to contribute to making a difference in my community and in people's lives, even if it was just one person. My quest was to help others define their sense of direction; make sense of daily pressures and the "whys" and "hows" that come with the territory. In this journey that I embarked on, mistakes were made, but the important thing was to understand the reasons why and then learn from them.

The present day that we call the twenty-first century is governed by a system that empowers our circumstantial abilities and the atrocities that impair our day-to-day personal development and economic wellbeing. Now what we do to elevate our minds in order to defy caged and pattern behaviours is an individual quest, because our minds determine our freedom.

In life we never know what the future holds and each day brings with it something new. Pretty early on, I discovered that working, creating, developing and

delivering in the industry that I love was not what I had envisioned it to be. My passion and confidence dwindled especially in the system that claimed to protect my interest.

The words of wisdom that I can offer all the young people out there and our future leaders, is to learn the lessons from your challenges, apply them, believe in yourself and rise above the things that tries to defeat you. No doubt we will always have disappointments, but we can orchestrate and soothe the place where we conceive our thoughts before they are perceived.

My journey over the last five years in this industry that I love and am dedicated to, has contributed to shaping my today but I have yet more to contribute. I will continue to re-define my path, contributions and exercise self-preservation. Being in a place of redemption makes the impossible appear achievable and second chances acceptable. This is my industry and I have embraced it for what it is, "a journey with challenges....that has taught me to say – "yes I can in spite of...."

## LOOK OUT FOR

Our next steps pursued through DaWay To Fitness 360°, not only do we encourage and train young people to be fit and healthy but also to be peer fitness instructors and leaders in our health and fitness videos.





# DaWay To Fitness



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