

DTMA Contest for Best Practice

1. Personal Information

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| Name | Chipeta Nicholas | | |
| Date of Birth | 1987/ 08/ 09 | Nationality | Zambia |
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| | Address | Chongwe Secondary School, P.O Box 69, Chongwe, Lusaka, Zambia. | |
| DTM Admission Year | 2017 | | |
| Participation in similar education programs for sports management provided by other organization | NO | | |
| Participation in 2019 or/and 2020 DTMA Contest for Best Practice | (Yes) Title: Football 4 the Street Child Zambia (Project concept paper) | | |

2. Essay Content (Less than 1,200 words, Calibri, 12 pt.)

Notices to Participants Regarding the Application

- Please bear in mind your application cannot be edited once submitted. At the time of submission, make sure you fill out all required fields of the application including the essay content.
- Please keep the word limits of each part in the essay. In case of exceeding the limits or being under the minimum requirements, it may negatively affect the evaluation result of your application unless it is a necessary occasion.
- Texts colored grey in the essay section are the guidelines or main questions to which you can refer when writing the essay.

Sector (Improving Work (Work process, work performance, etc.)

- 1) Planning Policy
- 2) Utilizing Partnership with Korean Counterparts
- 3) Improving Work (Work process, work performance, etc.)
- 4) Strengthening Organizational Capacity

Essay Title: Senifitness , improving community participation in Physical Exercise in Chongwe.

1. Background (Less than 100 words)

- Describe how the situations or issues were at the time you started your activities.
- ex) You can explain about the situations that have made you to start the activities.

Chongwe a District of the Lusaka province in Zambia did not have a community exercise program. Additionally, it lacked public exercise facilities and centers. The unavailability of community exercise programs and facilities and high gym membership fees are common barriers to effective community participation in physical exercises. The highlighted barriers have affected many people in Chongwe. . After graduating from the DTM program, I was motivated to establish a Sport for Development program that would regularly provide community exercise affordably and without using complex or modern exercise facilities. . In this regard, I established Senifitness in 2019.

2. Who are the key beneficiary for this project? *(No word Limit)*

The general public in Chongwe District and by extension to other similar Districts in Zambia.

3. Knowledge Application *(200 to 300 words, 250 words recommended)*

- Describe how the process was in your case and more importantly, how you applied the insight from the DTM program in your practice.

- ex) You can tell us about how the process was in your case or also what steps you took to implement the activities.

- ex) On top of it, you should describe how you applied the knowledge and experience you had learned from the DTM.

In the DTM module 27 on Sport Development offered by professor Richard Giulianotti, I learned that Sport could be used as a tool for different development agendas. This was during the Sport for Development lecture on Sport and Health. It was amazing to see how sport and exercise impacts Health and Well-being, Education, Crime and Anti-Social behaviour, Community Cohesion, Poverty etc. The agenda I got interested in the most was Health and Wellbeing. I therefore decided to apply the knowledge learnt by establishing a Sport for Development initiative focusing on Health.

In Zambia, most communities lack social amenities such as parks or physical fitness facilities where members of the public can easily and affordably go to for physical exercise. In addition, there are very few communities that run physical exercise programs. These scenarios have hindered many people in my community and other Districts in Zambia from actively taking part in regular exercise.

As it is already known, regular physical exercise is important for the overall health and wellbeing of any individual. In this regard, I decided to create a platform that would motivate people in my community to start exercising without using complex or modern gym equipment. Additionally, they would also access the program affordably.

The major step I took to market the concept of my community physical exercise program was to create an outdoor physical exercise event. To this event, I invited all primary and secondary schools members of staff in Chongwe. I had also invited most of the political leaders of the district. During the event, I explained the concept of the exercise program I was developing. It was overwhelming to receive great support from the people in my community. It is this one outdoor exercise event that led to the establishment of my community exercise program called Chongwefit.

Through Chongwefit, members of my community now affordably access aerobic exercises, strength and boot camp workouts, group training, personal training and advice on nutrition.

4. Achievements (200 to 300 words, 250 words recommended)

■ Achievements (150 to 200 words, 175 words recommended)

- Describe the achievements that make your activities as the best practice of the DTM program.

-ex) You can describe about what your organization has achieved through the activities.

My greatest achievement through Chongwefit has been engaging many people in my community in the active lifestyle. Before the established of my program, a great number of people in Chongwe district had never participated in organized physical exercises. However today, I have empowered the people of my district with the knowledge on how to exercise effectively in the absence of gym facilities. It satisfies me to see the people of the community incorporating physical exercise in their daily routines. I know that this kind of lifestyle will definitely contribute to improving the health and wellbeing of my community.

Apart from promoting participation in exercise, through my program, I have also contributed to developing community togetherness. Chongwefit has helped to bring the people of Chongwe closer together. Whenever a member has a problem, everyone comes on board to render help.

This year, one of our Chongwefit members was diagnosed with breast cancer. As Zambia did not have necessary equipment to enable her complete the treatment, she required to seek medical attention abroad. Although she could not sponsor herself to access treatment outside the country, the funding required was raised through the help of chongwefit and other organizations. Members of Chongwefit had organized fundraising exercise events, which contributed to meeting the needed target for her treatment abroad. This would have not been possible if there had been no togetherness in the community.

Senifitnes-Chongwefit has certainly become more than just an exercise program. It is also a platform where members of the community meet to bond. As the program is community based, it mainly engages people who live in the same area. It has therefore created a platform where people meet and share matters related to their community, personal lives and many other issues through exercise.

Senifitness's exercise program is special and unique because it makes people to effectively exercise outside traditional exercise facilities such as a gym. The program does not use any modern exercise equipment. It focuses and promotes the use of locally available materials for keeping physically active. Furthermore, it makes exercise fun. Traditionally, people get too serious with achieving exercise goals. In the end, they get bored and abandon the active lifestyle. At Senifitness, we focus on having fun while keeping physically active. These characteristics are making Senifitness a great initiative for easily engaging people in the community to take up the active lifestyle which enables them to attain good Health and Wellbeing.

Expected Impacts (Less than 100 words)

- Describe the social or economic impacts that the achievement would bring in the future.

-ex) You can tell us about what development impacts would take place followed by those achievements.

Senifitness- Chongwefit is a platform that promotes community participation in Physical Exercises and active living. Active involvement in this program will build a culture of regular participation in physical exercise among chongwe residents. In turn, this will empower the people with the knowledge on how to exercise effectively. Eventually, the Health and Wellbeing of Chongwe residents and by extension to other districts will improve. Additionally, the program hopes to promote community togetherness through exercise.

5. Key Facilitators (200 to 300 words, 250 words recommended)

■ DTM Knowledge Application (100 to 150 words)

- Describe how DTM program have facilitated you to achieve the goals.

-ex) You can describe which part of the DTM program helped you achieve the targets.

Professor Richard Giulianotti's lectures on Sport and Health were my main inspiration and motivation in establishing Senifitness-Chongwefit. Through this module, we saw how sport could be used as a tool to realize the United Nations Development agendas. We had an opportunity to observe and understand how different sports for Development programs around the world work in promoting Good Health. It was this knowledge that facilitated the development of my community exercise program.

■ Other facilitating factors (100 to 150 words)

- Describe the other facilitating factors of your achievements.

-ex) For instance, you can tell us about the factors facilitated the best results other than the DTM course. Common examples would be – support from your organization, cooperation of the government or related stakeholders, etc.

Before I joined the DTM program, I was already professionally trained in Physical Education and Sport. Therefore, I already had knowledge on community Physical Education. Additionally, I had been working officially as a Physical Education teacher in Chongwe District for more than 6 years. My status made it easy to make collaborations with different district administrative offices in promoting this community program. These factors facilitated the smooth establishment of the initiative.

6. Key Barriers (150 to 200 words, 175 words recommended)

- Describe the key barriers against your successful results.

-ex) Here you tell us about what kinds of challenge you had against your effort for the best results. Common examples would be – shortage of organizational support and attention, budget constraints, lack of institutional resource, etc.

Senifitness-Chongweits aims at providing quality community exercise programs affordably. The initiative promotes community exercises outside traditional gyms and modern exercise facilities. In this regard, membership fees are very low. This entails that the organization does not raise enough funding for its operations. Although the program requires less material resources in its running, it still needs monetary resources for it to be sustained. Apparently, there is no external funding of whatsoever from any organization. The project is solely run by Senifitness. This has inhibited the expansion of the program to other areas around the district. As the concept is still new and unfamiliar, it has not attracted funding from many organizations.

To over the financial barriers faced by the initiative, I am planning to keep on searching for partnerships with organizations, which focus on Health and Wellbeing. Additionally, if I do not quickly find partners, I will introduce membership fees. I believe these actions will help make the program sustainable.