



Insight commercial case studies

Sector: **Augmented Human**

# Insight

Centre for Data Analytics

## Improving Fundamental Movement Skills Proficiency in Irish Adolescents

Insight and partners, Dublin GAA and the GAA, develop new strategies and technologies to help youths develop and strengthen fundamental movement skills



### Executive Summary

#### Challenges

Fundamental Movement Skills such as running, skipping and kicking a ball are the cornerstones of physical literacy. Dublin GAA and the GAA hope to help Irish children develop these skills. This requires

- Understanding the current physical literacy of Irish children
- Generating novel approaches to develop Fundamental Movement Skills in Irish children

#### What Insight Delivered

Insight, Dublin GAA and the GAA developed Moving Well-Being Well, a targeted project focusing on:

- Conducting studies into the physical literacy of primary school students across the island of Ireland
- Developing new programmes for developing fundamental movement skills in youths
- Developing new technologies to assess Fundamental Movement Skills and measure progress over time

#### Measurable Impacts

This project provides the largest data-set in the world on fundamental movement skills achievements of school children, and will provide to Dublin GAA and the GAA:

- Access to this data set
- Access to experts with skillsets in data analysis
- Development of schools-based interventions to improve Fundamental Movement Skills



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## Background

The Gaelic Athletic Association (GAA) is Ireland's largest sporting organisation and is celebrated as one of the great amateur sporting associations in the world. It is part of the Irish consciousness and plays an influential role in Irish society that extends far beyond their basic aim of promoting Gaelic games.

In recent years, Dublin GAA and the GAA has been shocked by the decline in Fundamental Movement Skills (FMS) in children. These skills include hopping, skipping, jumping, running, kicking, catching, throwing, balancing and turning – movements that once came naturally to all children. These foundational skills are the building blocks of the more advanced movement skills required for sports.

The need for research and intervention in this area was highlighted by a 2014 study that estimated that just 11% of Irish adolescents had mastered skills such as running, skipping and kicking a ball, an unprecedented low. These are skills that should be mastered by the age of 6. Dublin GAA and the GAA believe that a school-based intervention that takes into account various psychological and environmental factors is necessary to reverse this decline.

## Solution and Outcome

Insight Centre for Data Analytics, Dublin GAA and the GAA conducted a targeted project, Moving Well-Being Well, to focus on developing new interventions and new technologies for working with youths to develop and strengthen Fundamental Movement Skills. The research will also provide technologies to track progress in these skills over time.

Insight is spearheading the largest study into the FMS crisis to find a solution. In a first-of-its-kind study, over 3,000 primary school students will be assessed in the first year and interventions implemented within the schools. The students will then be re-tested to evaluate impact of the interventions. Working with Insight will give Dublin GAA and the GAA access to experts with skillsets in app development, data collection and architecture and data analysis and management. These partners are working with Insight to develop new technologies, new ideas and new methods to provide knowledge and education to their communities throughout Ireland and abroad as part of the GAA network.

### GAA

For further details on the GAA see [www.gaa.ie](http://www.gaa.ie)

### Insight

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"The GAA and the Dublin GAA are delighted to collaborate with Insight researchers on this initiative. The figures are truly shocking -- early intervention is the way to tackle this issue." Pat Daly, Director of Games Development & Research

