



Aim: The Let's Rise project aims to improve and develop healthy lifestyles among the community of the South Sharquiya governorate.

Location: South Sharquiya governorate is one of 11 governorates in Oman, located on the coastal east 185 km from Muscat. It comprises five willayates and has a population of approximately 360 000.

Duration: The project started in February 2013. The communication campaign ended in April 2013, however, the delivery of physical activity opportunities is ongoing.

Funding: The communication campaign was funded by the Ministry of Health.

Lead agency: The Ministry of Health.

Partners: The project benefits from partnerships with a range of organizations, including the Ministry of Education in the form of Governorate's schools, the local municipality, Oman Woman's Association, and community support groups.

Key focus

- The project focuses on four key aspects of health: physical activity; healthy eating;

tobacco use; and accidents (traffic and household).

- Interventions can be broadly grouped into the following three categories: public education, school-based interventions, and community-based interventions.

Key components for physical activity

Public education

- Health education lectures for primary health care professionals
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- Face-to-face meetings and interactive training for girls and young women.

School-based interventions

- Open days for sport in schools
- Move for Health programme, including lectures and other health education activities, in schools and community settings
- Cycle race for youths
- Volleyball competition for different target groups including girls, adolescents, and young boys, at coastal areas and at schools.

Community-based interventions

- 'Ideal body weight' competition in Sur willayate
- Open days for sport in community leisure centres
- Local football league for youths.

Evaluation: Annual reports, summarising the activities of the project, are prepared for each of the five willayate.

Key findings

Overall 70 schools and 20 primary health care institutions have taken part in the project from across the five willayate. More than 350 lectures have been delivered, reaching over 10 500 people.

Key factors contributing to the success of the project

- Involvement of community leaders and stakeholders
- Working in partnership to implement the project activities
- Good planning of the project, with the best utilization of available resources
- Including the activities as a part of daily activities of schools and health institutions.

Challenges

- Number and breadth of intervention components was reported as overwhelming
- High burden of interventions within schools
- Limited budget for activities and competitions.





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