

UTAS

Active Launceston Project Overview

April 2009

healthy push lifts Launceston

WEEK a wonderful achievement it would be for Launceston to become the most healthy city in the world. **EXAMINER** Lifestyle through activity and exercise. It is based on Launceston's reputation as a healthy city.

Move more, live more!



This Project is funded by the Australian Government Department of Health and Ageing

Active Communities



“Over the last decade there has been increasing evidence supporting active lifestyles as one of the best investments for individual and community health. This has led to a global movement to promote more active communities”

Bauman, A (2002) Getting Australia Active, National Public Health Partnership.

One giant walk to keep fit and to reclaim a world record

By DAVID WOOD
LAUNCESTON will be set in style on Monday to Guinness World Record The Giant Walk.
More than 1000 people are expected to walk, contributing to 9000 people in Tasmania Active Launceston project Lead Marshall

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Did you know?

- The total cost of obesity includes \$8.3 billion in financial costs and \$49.9 billion in the value of lost wellbeing which accounts for years of healthy life lost through disability and or premature death (Diabetes Australia August 2008)
- The healthiest Australian employees are almost three times more productive than their unhealthy colleagues. Medibank Private (November 2005). The Health of Australia's Workforce.
- Australia has become the fattest nation in the world with more than 9 million adults now rated as obese. (Baker IDI Heart and Diabetes Institute June 2008)
- As little as 30 minutes of physical activity a day, even if taken in 3x10 minute lots, can improve your health and well being.
- 71% of Tasmanians are insufficiently active for health benefits. (PPAC, 05).

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Did you know?

Physical Activity has many benefits

1. Health Benefits

- Prevention of heart disease, stroke, obesity, diabetes, some cancers
- Improved fitness and stamina
- Increased energy, muscle strength and bone density
- Improved sleep
- Reduced stress and depression
- Improved mental health
- Improved self esteem and confidence

2. Social Benefits

- Increased community cohesion
- Improved social capital and networks
- Safer communities
- Reduction of isolation and loneliness
- Improved family and community connectedness

3. Environmental Benefits

- Reduced traffic congestion
- Reduced air pollution
- Reduced noise pollution
- Safer communities
- Improved environment amenity and green spaces

4. Economic Benefits

- Health savings from reduced prevalence of chronic disease
- Creation of employment
- Attraction of tourism
- Reduction in crime
- Reduction of absenteeism

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Project Outline



Active Launceston is a community driven project aimed to improve the health and wellbeing of the people of Launceston through increased participation in physical activity.

University of Tasmania (UTAS) is leading the project. Funding has been provided by UTAS, the Federal Government Department of Health and Ageing, Sport and Recreation Tasmania (through the Community Recreation Grants program) and Launceston City Council.

Spreading word on getting active

The project was initiated as an 18 month pilot (commenced in June 2008) however due to it's success has now received ongoing funding for a period of three years 09/10, 10/11, 11/12.



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Funding, Sponsorship and Strategic Alliances



Project Funding Bodies

- Australian Department of Health and Ageing – Healthy Active Australia Schools and Community grants program.
- Tasmanian Department of Economic Development – Sport and Recreation Tasmania Community grants program.
- University of Tasmania
- Launceston City Council

Project Partners and Supporters

- Premiers Physical Activity Council
- General Practice North
- Department of Health and Human Services
- TAFISA
- Fit 'n' Kicking
- Launceston Chamber of Commerce
- UTAS Faculties of Education, Human Life Science and Rural Health and the divisions of Sport and Recreation, and the Menzies Research Institute.

Promotional Partners And Sponsors

- Examiner Newspaper
- Southern Cross Television
- Hawthorn Football Club

Participating Community Groups and Organisations

- The Tasmanian Sport and Recreation Association for People with a disability
- Active After Schools Community Program
- Ravenswood Community Health Centre
- Northern Suburbs Community Centre
- Conservation Volunteers
- Launceston Bowls Club
- Scotch Oakburn College
- Heart Foundation
- Walker Designs and C9

Active funds apply

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Project Objectives

1. Identify and engage with relevant groups to co-ordinate, co-operate and commit to the goal of Active Launceston.



2. Enhance and increase the opportunities for the community's participation in physical activity.

3. Identify and develop resources that support and monitor increased participation in physical activity.

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Project Evaluation

- The 18 month pilot project will be fully evaluated by independent research company EMRS, through pre and post project telephone surveys of 900 Launceston residents.
- A further independent evaluator will coordinate further qualitative and quantitative evaluation through the use of focus groups, online surveys and individual interviews.



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Project Initiatives



- Initiatives funded through the Active Launceston project are categorised under a settings based approach inline with the Premier's Physical Activity Council's state Physical Activity Plan 'Live Life – Get Moving'
- They are designed to value add to existing successful local programs and events and develop capacity within the community to ensure sustainability.



Project Endorsement



- As the project has very limited funding an endorsement process has been adopted.
- The project will consider endorsement of physical activity events and initiatives that reflect the goal and relate to the objectives of the project.
- Endorsement will allow organisations to use to the 'Active Launceston' branding in the promotion of their event or initiative.
- This branding will recognise the event or initiative as being involved in a broader physical activity network that are contributing to the achievement of the goal of Active Launceston .
- Gaining Active Launceston endorsement will also allow events and initiatives to be promoted through the Active Launceston website, email networks and newsletter.
- 26 projects are currently endorsed by Active Launceston.



Active Launceston Expression of Interest

- Active Launceston has developed an expression of interest process. Any Active Launceston initiative or endorsed initiative may seek to use this process.
- An EOI is developed outlining services required, remuneration, qualification needed etc and it is circulated amongst physical activity providers (i.e Yoga instructors, personal trainers, gyms etc).
- Utilising the networks that have been made through the Active Launceston project enables a connection between the industry and the community that previously did not exist.



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Extra Promotional Initiatives

Active Attack Through a partnership with the Examiner Newspaper, two local identities signed up to a six week Active Launceston program. The program consisted of participating in numerous physical activities within the community. Their fitness levels were tested by University of Tasmania Exercise Science students and their progress was monitored each week through a story in the Sunday paper. As a combined effort they managed to shed 11kg in 6 weeks.

EXPLORE - Your Lifestyle Guide Another way for community members to find out about opportunities for keeping active in their community is the Explore Lifestyle Guide. Every Wednesday in the Examiner Newspaper Active Launceston provides a weekly calendar of events and information on physical activity options. Active Launceston and endorsed initiatives are included in this promotion.

Southern Cross Television Advertisements – Through project sponsorship, television commercials have been developed utilising everyday local residents to promote individual initiatives.



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Active Launceston Website



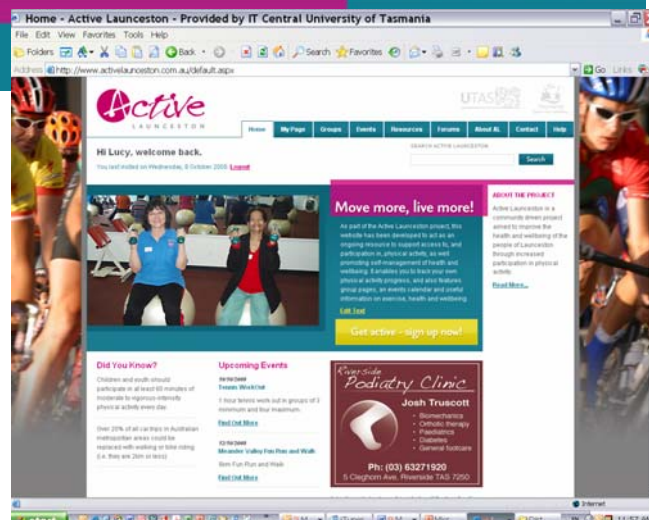
- The website has been developed to act as an ongoing resource to support access to, and participation in, physical activity, as well promoting self-management of health and wellbeing.
- It enables you to track your own physical activity progress, and also features group pages, an events calendar and useful information on exercise, health and wellbeing.
- This website is the first of its type in Australia and is currently receiving over 70 hits a day.

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Keeping track of wellbeing online



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www.activelaunceston.com.au

My Page - Active Launceston - Provided by IT Central University of Tasmania

Hi Lucy, welcome back.

Select Activity Date

Enter Activity

My Progress Today

20 The number of minutes you have exercised for today

384 The number of footsteps you have taken today

2 The number of kilometers you have walked today

Activity Tracking Chart

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Active Northern Parks

- Active Launceston have expanded the very successful Active City Park initiative into the Northern Suburbs of Launceston.
- An 'Active Parks Resource Kit' has been developed by Active Launceston and utilised by the staff of the Northern suburbs as a tool for project management. This is now available on the website for communities across Australia.
- As one of the objectives of Active Launceston is to work with community groups to build capacity and value add to existing initiatives the Project Coordinator has supported these staff to develop this new and exciting initiative.
- Active Northern Parks provides an opportunity for community members to try a range of physical activities outdoors including Tai Chi, Pilates/Yoga and Gentle Exercise.

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Sports Ability Hub

- Sports Ability is an exciting new initiative from Australian Sports Commission, designed to encourage people with disabilities to get involved and participate in sport and physical activity. *New hub of activity for the disabled*
- Sports ability comes with specialised equipment, training and resources. Through support from TASRAD, UTAS School of Human Movement and the Active Launceston project a Sports Ability HUB has been set up as a pilot project in the University Sports Centre on the Launceston Campus.
- This is Australia's first Sports Ability Hub and has already engaged hundreds of participants. *Move more, live more!*



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GROWING OLDER & LIVING DANGEROUSLY

Active Launceston GOLD

- GOLD – Growing Old and Living Dangerously – has been offered in previous annual Seniors Weeks by Launceston City Council. Its huge success encouraged Active Launceston and Launceston City Council to expand the program with an added monthly activity throughout the year.
- GOLD is a free community program designed for older adults to enjoy physical activity in a social environment.
- As older adults often become socially isolated the provision of programs such as GOLD gives local senior citizens the perfect opportunity for increased social interaction and improved health and wellbeing.
- GOLD sessions includes yoga, belly dancing, aqua rhythms and RPM (exercise bike class, Tai chi, horse riding, rock climbing, kick boxing etc).

Event gets seniors out and active

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Active Launceston Inveresk Park and Walk

Sick of paying for parking? Can't find a park?
Don't have enough time in your busy schedule to do any exercise?



Well Inveresk Park and Walk is for you!

- Active Launceston is providing 192 FREE spaces at the roundhouse car park off Churchill Park Drive, Inveresk. It is a 15 minute walk into the CBD via the Inveresk Spine – this is fully lit and you can even get a coffee on the way! If you are keen for a longer walk you can utilise the Inveresk Trail or take to the streets straight up Invermay Road.
- Inveresk Park and Walk is a great way to get your 30 minutes of physical activity a day that we all need to maintain good health.
- The Active Launceston Inveresk Park and Walk car park will be open between 7am and 7pm every weekday (excluding public holidays) and the area will be covered by the precinct's security team.

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Active Bike and Active Swim



• **Active Bike** is a free community program designed to help participants discover the recreational trail network of Launceston, learn how to ride safely on the road, improve their bike riding skills and most importantly have fun riding with a group. It is a 10 week program and runs for 1 hour each Saturday morning.

• **Active Swim** is a program targeted at women from culturally and linguistically diverse backgrounds and aims to improve their water safety knowledge, swimming skills and social connections. This program is lead by Olympic Swimming Legend Shane Gould!

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Lucy puts wheels in motion for a more active Launceston



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Active Launceston Activate Your Life

- There have been very few, if any, successful programs to engage completely sedentary adults in physical activity. Activate Your Life is seeking to achieve this.
- Activate Your Life uses a modified Get Active Program to engage this target group in making lifestyle changes and overcoming barriers to participation in physical activity.
- A health coaching approach has been taken with participants to address any issues that may be hindering their success.
- Fitness Instructors have conducted assessments on participants at the beginning and the end of the program.
- Participants were referred by Community Nurses and local General Practitioners.
- Participants typically suffer from a multitude of chronic conditions.



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Point of Decision Marketing



- There is an expanding body of work examining point of decision making and physical activity promotion.
- One opportunity for accumulating appropriate levels of physical activity, is to encourage stair use in lieu of using escalators, moving walkways, lifts or elevators.
- Through sponsorship from Hawthorn Football Club Active Launceston has developed point of decision signage which has been placed next to lifts across local University campuses, Council Car parks and Aurora stadium.



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Not enough time to exercise?

Well why not take the stairs?



It only takes 30 minutes of physical activity a day to improve your health and wellbeing.
5 or 10 minutes using the stairs is a great start!

The stairs are to your left

Visit www.activelaunceston.com.au to see how you can increase your physical activity levels in Launceston.

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Take the first step to good health,

use the stairs instead of the lift!



It only takes 30 minutes of physical activity a day to improve your health and wellbeing.
5 or 10 minutes using the stairs is a great start!

The stairs are to your left

Visit www.activelaunceston.com.au to see how you can increase your physical activity levels in Launceston.

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How Do YOU Do It?

- **How Do You Do It?** Will be a fantastic event full of fun and activity recognising that we all like to be physically active in different ways.
- **How Do You Do It?** Aims to encourage community participation in physical activity raising the awareness of the importance of individual health and wellbeing. The event will also provide a vibrant, exciting and unique competitive component as we challenge other communities internationally to be more active for a certain period of time. Always taking place on the last Wednesday in May **World Challenge Day** is a friendly competition, where communities compete against each other to motivate as many people as possible to get physically active.
- The day will showcase local physical activity options and provide participants with a 'come and try day' atmosphere. Activities will be scheduled throughout the day to attract many different groups within the community.
- **How Do You Do It?** in its inaugural year, will be held on May 27 in Launceston's City Park between 11.00am and 2.00pm






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Other initiative examples

- Active WALK RUN
- Active Launceston Suburban Walking Maps
- Active Launceston General Practitioner and Allied Health Forums
- Active Launceston Get Moving at Work Breakfast
- Active Launceston Get Active Program Facilitator Training
- Active Launceston Green Gym
- Active and Alive
- Support of local and national initiatives – Walk to Work Day, Ride to Work Day, Get Walking Tasmania Week etc



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active attack

Residents urged to leave car and walk

Moves on Workplace productivity

How to get active this week with ACTIVE LAUNCESTON

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