What is ActiveSmart?
ActiveSmart is a successful behaviour change program aimed at increasing physical activity levels and improving community connectedness. The program involves personalised communication through direct mail, telephone conversations and face-to-face delivery to householders. The program was carried out in five waves and was structured as follows:

**PhASe 1 – FORMATIVE RESEARCH/PRE SURVEY**
A random sample survey and research were conducted to gain an understanding of physical activity levels and behaviours within the City of Greater Geraldton.

**PhASe 2 – INDIVIDUALISED MARKETING**
Letter sent to all households in Geraldton inviting participants to join the ActiveSmart program.

**PhASe 3 – RECRUITMENT**
Householders were recruited to the program via telephone and/or community events. All householders who signed up to ActiveSmart received an ActiveSmart bag (delivered by bicycle), which contained the following resources:
- Pedometer
- Activity Planner
- Local Sport and Recreation Directory
- Local walking and cycling opportunities, and events guide
- Local activities guide
- TravelSmart Maps
- Water bottle
- Hat
- Sunscreen
- Vouchers entitling householders to offers including a free swim, free gym passes, discounts off kite surfing lessons and sports merchandise

**PhASe 4 – MOTIVATIONAL CALLS**
A series of motivational calls were conducted via telephone, through which participants established individual goals and were motivated to change their physical activity behaviour. Localised information was also sent out to participants, dependent upon individual requests.

**PhASe 5 – EVALUATION**
Pre and post surveys were conducted to measure the impact ActiveSmart had upon participants and the levels of behaviour change.

ActiveSmart program achievements
The response to the implementation of the ActiveSmart program within the City of Greater Geraldton has been extremely positive and targets have been exceeded.
- Over 4000 households have received ActiveSmart information packs.
- 2442 households joined the ‘step counting’ phase of the ActiveSmart program.
- 89% of the ‘step counting’ participants remain engaged in the program.
- 61% of the ActiveSmart participants are setting goals and activity plans with friends.
- 373 participants reported engaging in organised activity/clubs.
- 689 participants reported that they participated in informal/incidental activity.

“I really appreciate the encouragement and now I know you’re going to be calling me again in a few weeks I need to keep it up.”
Evidence suggests that ActiveSmart has had a sustainable impact on the City of Greater Geraldton community. A number of groups/clubs have started up or are benefiting since the ActiveSmart project began in May 2011 and outcomes include the following:

- Increased activities include walking, riding, running, family time at parks and trips to the beach.
- Harriers walking/running club members increased by 300% since ActiveSmart was broadcast on GWN news.
- Geraldton Bowls Club has seen an increase in memberships.
- Geraldton Golf Club has since initiated a social premiership and although similar premierships are held in other states, this is the first to be held in Western Australia.
- A women’s aerobic group has been set up and is regularly held on the foreshore.
- A number of businesses have set up in-house walking challenges/competitions to measure who can walk the most number of steps.

“I have bad feet and I have been meaning to go to the pool. The vouchers might be what I need to get off the couch.”

ActiveSmart was promoted at a number of community events, which had a positive impact on the recruitment rate of householders joining ActiveSmart. Events included:

- Geraldton Marathon
- NAIDOC Bundiyarra Family Day (National Aborigines and Islanders Day Observance Committee)
- Oxfam Walk for Want
- ‘Family Volleyball in the Park’ Event
- Indigenous Health Week
- Western Australian Polocrosse Championship

“I’m getting one for my son and I have been talking to all my friends about getting pedometers so that they can compete against me. Invaluable tool I believe – best idea ever.”

The Department of Sport and Recreation has partnered with the Mental Health Commission to deliver ActiveSmart to the mental health community in the City of Greater Geraldton. The program will be delivered by Access to Leisure and Sport from January 2012, and will focus on mentoring and developing the skills of mental health service users by engaging them back into the local community through sport and active recreation. Mental health service providers and sport and active recreation organisations will also be up-skilled to ensure service users experience an inclusive environment when participating in community-based activities.

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