

premier's  
**physical**  
**activity**  
taskforce

# Taskforce Background

- National and international trends
- 1999 WA Physical Activity Survey
  - Only 58% sufficiently active
  - 42% insufficiently active
- 2002 WA Adult Physical Activity Survey
  - Only 55% sufficiently active
- Initiative of previous Government
- Supported by new Government
- Premier launched in June 2001

## Premier's 2001 Vision

A 5% (from 58% to 63%) increase in the proportion of the population who are sufficiently active for a health benefit over 10 years (2001 to 2011).

# Taskforce Membership

- DG, Premier and Cabinet (Chair)
- DG, Sport and Recreation (Deputy)
- Reps from Health, Education and Training and Planning and Infrastructure
- Lotterywest, Healthway, Children's PA Coalition, Academic, WA Local Government Association
- Working Groups
  1. Communications Working Group
  2. Evaluation and Monitoring Working Group
  3. Local Government Working Group

## Communications Working Group

- Advise the PATF on methods to raise public awareness about PA and highlight benefits of and overcome barriers to PA
- Advise the PATF on methods to influence values, attitudes and behaviours of individuals, agencies and communities in relation to PA
- Identify best practice examples of public promotion campaigns and other effective strategies for promoting PA

# Communications

## Working Group (Cont.)

- Advise key agencies and reference and working groups on communication and promotion of PA
- Identify and advise the PATF on appropriate communication strategies to promote PA messages to specific populations
- Disseminate data and other relevant information to agencies, schools and communities to support their PA promotion programs
- Promote and enhance workforce development with cross-community alliances, professional groups and partnerships to increase understanding of the relevance and importance of PA among members of the PA Taskforce

## Evaluation & Monitoring Working Group

- Develop a system to monitor & measure the target increase in physical activity levels of 5% increase over 10 years
- Identify & collect baseline data
- Identify evaluation protocols
- Consider gaps in knowledge, research & measurement tools

# Local Government Working Group

- Contribute to the development of Physical Activity Strategy for Western Australia
- Identify strategies and develop recommendations relevant to local & state government
- Identify strategies to enhance & build on current strategies
- Identify strategies that will demonstrate to Local government a coordinated State government approach to the development and implementation of a PA strategy

## Local Government Working Group (Cont.)

- Identify strategies that encourage Local government to incorporate PA into their strategic planning and budgetary processes
- Refer issues that may be relevant to other working groups and respond to issues raised by other working groups

# premier's **physical activity** taskforce

## VISION

The individual and community benefits of physical activity will be recognised, valued and supported by community and government; and environmental and policy supports will allow a 5% increase in physical activity levels by 2011.

### GOVERNMENT LEADERSHIP AND COORDINATION

Policy and Planning  
Research and Evaluation  
Communications  
Monitoring

#### LEGISLATION AND REGULATION

- New State legislation and regulation
- Review existing legislative barriers
- Liaise and lobby Federal Government to address legislative barriers

#### PROGRAMS AND SERVICES

- School curriculum policy and learning environments
- Workplace practices, facilities, education and programs
- Health professionals advocating consistent messages
- Professional development in key disciplines
- Establishment of a statewide walking strategy

#### PHYSICAL AND SOCIAL ENVIRONMENTS

- Statewide planning of PA facilities
- Re-orientation of services and additional resources to physical activity planning and neighbourhood physical environments
- Develop and promote social capital

#### BUILDING COMMUNITY CAPACITY

- Local Governments will increasingly support PA as a strategic priority
- A network of local "Active Communities" throughout WA
- Professional development and training for key disciplines

## Website

<http://www.patf.dpc.wa.gov.au>

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