



Premier's Physical Activity Taskforce

> Strategic Plan

2007-2011



> Contents

A message for all Western Australians.....	4
The background	5
The policy context	5
The purpose of the Strategic Plan	6
What are the costs of physical inactivity?	6
The big picture	7
How active are Western Australians?.....	8
The strategic context	10
The vision and mission statements	10
The conceptual framework and model	11
The focus areas.....	12
Evaluation and monitoring.....	13

The key directions and objectives.....	14
Key direction 1: Promoting active public policy	14
Key direction 2: Raising public awareness, developing skills, knowledge and understanding for engagement in physical activity	15
Key direction 3: Providing environments and opportunities for physical activity across all populations and communities	16
Key direction 4: Promoting partnerships.....	17
Summary	18
State, national and international links.....	19
National Physical Activity Recommendations	21
References	22

> Forward

A message for all Western Australians

Physical inactivity is clearly a risk to health and wellbeing in Western Australia. There is solid evidence to support the benefits of activity which extend beyond the health domain and encompass social, economic and environmental benefits.

People are no longer as active as they used to be which has increased the burden of chronic diseases in this State and also contributes to the global epidemic of overweight and obesity.

There are also links to global climate change, with the increase in car use and the reduction of walking and cycling for transport resulting in more greenhouse gas emissions.

As a result, physical inactivity is a huge cost to this State.

Across Australia, physical inactivity also contributes to around 13,000 deaths per year, and at least \$400 million per year in direct health care costs.

With over forty percent of Western Australian adults not being active enough for good health, there continues to be an urgent need to address inactivity.

Building on previous efforts and successes of the Taskforce, this new Strategic Plan presents a new framework and defines the priority areas for the next five years.

It sets out how community and government sectors and agencies can work together to engage more Western Australians to participate in physical activity.

We urge all physical activity advocates to work in partnership with the Taskforce and to share in the vision of a physically active WA.



John Kobelke
Minister for Sport and Recreation



> The Background

In June 2001 The Premier's Physical Activity Taskforce (PATF) was established to oversee the development and implementation of a whole of community physical activity plan for Western Australia. Between October 2001 and February 2002, the Taskforce, in conjunction with relevant agencies developed a one year implementation plan. Following this, a four year plan (2003/4 - 2006/2007) was submitted to Cabinet in 2003.

The Taskforce established three working groups to advise on key areas during the implementation of the physical activity strategy. These groups are the:

- Communications Working Group
- Evaluation and Monitoring Working Group
- Local Government Working Group

Further information on the achievements of the Taskforce to date is available at www.beactive.wa.gov.au

> The policy context

To date the PATF has established links, partnerships and representation across Government and non-government sectors. This Strategic Plan outlines the importance of partnerships and sets new directions for promoting physical activity in Western Australia. It envisages encouraging and supporting a "whole of community" change in attitude and behaviour towards physical activity.

It is intended to support and complement other key strategies at the state and national levels including the Western Australian Health Promotion Strategic Framework (2007-2011), Be Active Australia – A Framework for health sector action for physical activity 2005 -2010 and key National Physical Activity Strategies (links available in Appendix 5). The Strategic Plan also seeks to support the State Government's broad commitment towards striving for a healthy future for all. Its main aim is to improve the physical activity levels of Western Australians as a whole by providing healthy active environments through a multi- level, multi sectorial approach. It fully supports the Government's strategic direction outlined in *Better Planning: Better Futures. A Framework for the Strategic Management of the Western Australian Public Sector. September 2006.*

➤ The purpose of the Strategic Plan

The main aim of this Strategic Plan is to improve the health and wellbeing of the Western Australian community through the support, provision, and promotion of physical activity. It is intended as a guiding document for all key agencies and communities to promote regular physical activity and improve health and quality of life. It takes into account the wide-ranging factors and issues of participation in physical activity. It is for all Western Australian populations and includes objectives and strategies to address the issues and challenges of inactivity.

Development of the strategy has encompassed:

- wide ranging consultation;
- assessment of current needs from research evidence;
- systematic review of international and national strategies and data; and
- a review of issues, trends and challenges.

➤ What are the costs of physical inactivity?

In terms of direct health care costs in Australia, at least \$400m per year is attributable to physical inactivity¹. Indirect costs, including time off work and the social costs of inactivity would more than double this amount². Physical inactivity contributes to around 13,000 deaths per annum. This corresponds to 36 deaths per day or 1.5 deaths per hour³.

Approximately 3.3 million Australians are obese with another 5.6 million overweight⁴. It is estimated that the total economic cost of obesity in Australia, including both financial costs (\$3.767 billion) and lost wellbeing (\$17.2 billion), was \$21 billion in 2005⁵. The cost to the Western Australian economy was \$2.1 billion.

Research has shown that physical activity has major health benefits across many areas. Physical inactivity is a strong risk factor for a range of diseases and conditions. It can also contribute to other risk factors such as increases in blood pressure, blood cholesterol levels and overweight and obesity.



> The Big Picture

The 1996 US Surgeon General's Report on Physical Activity and Health concluded that people of all ages can benefit and improve the quality of their lives through a life long practice of moderate intensity physical activity. Studies have shown that even relatively moderate changes in behaviours toward healthy living, especially by increasing physical activity and improving diet, are sufficient to prevent the development of almost 60% of Type II diabetes cases and up to one-third of cancers⁶.

The benefits to be gained from a more physically active community are wider than health benefits alone.

The overall issue of changing, enhancing and maintaining positive attitudes towards physical activity participation in the community is extremely complex. Working across all of these areas in parallel can assist in building community connectedness, improving social networks, increasing all forms of active transport, providing recreational enjoyment and reducing violence, urban traffic congestion and pollution.

Social Benefits

- Encourages family and community connectedness
- Improves social skills and networks
- Reduces isolation and loneliness
- Enhances self esteem and confidence
- Creates safer places

Physical and Mental Benefits

- Improves quality of life
- Reduces risk of chronic diseases
- Manages weight
- Improves sleep
- Develops motor skills
- Improves concentration and enhances memory and learning
- Assists in the management of anxiety and depression

Environmental Benefits

- Reduces traffic congestion
- Reduces air pollution
- Reduces greenhouse emissions
- Reduces noise pollution

Economic Benefits

- Produces health savings
- Creates employment
- Attracts tourism
- Becomes a means of transport
- Supports local business
- Reduces absenteeism
- Reduces crime⁷

➤ How active are West Australians?

State wide surveys have been conducted by the PATF in 1999, 2002, 2006 to determine what proportion of Western Australians are sufficiently active and to identify key determinants of physical activity which provide the basis for future policy development.

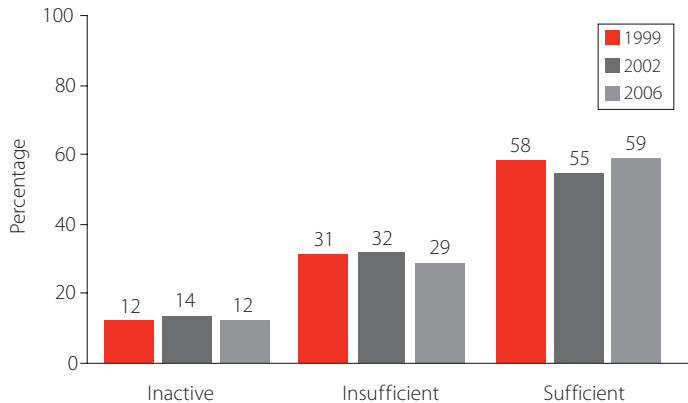
The 2006 Adult survey shows that 59% of Western Australian adults were sufficiently active, 29% were insufficiently active and 12% were inactive. This shows an increase in sufficiently active participation over the last four years. A number of demographic factors were associated with increased levels of activity. Being male, younger and in a higher socioeconomic group was associated with higher levels of participation.

Amongst those who were inactive and insufficiently active, 55% and 57% respectively demonstrated a readiness to increase physical activity. These findings can be viewed in a positive light that people generally want to do more activity and would be receptive if opportunities to be active were increased.

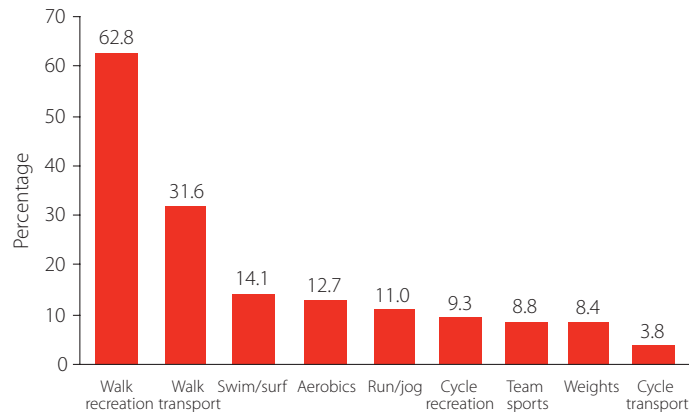
Interestingly between 1999 and 2006, there was a marked increase in respondents using cycling and walking paths (10% to 25%) and public open spaces (10% to 18%). This supports the theory that key environmental determinants can have a positive influence on levels of physical activity.



Prevalence of inactivity, insufficient and sufficient physical activity in 1999, 2002, and 2006



Prevalence of physical activity type



Note: Walking for recreation (63%) followed by walking for transport (31.6%) were the most reported physical activities.



> The Strategic Content

In response to its commitment to increasing levels of physical activity the PATF has developed this framework which:

- establishes **vision** and **mission** statements that build on the previous four year plan;
- recognizes an established conceptual framework;
- is evidenced based;
- establishes key directions and objectives;
- assesses priority focus areas for action;
- identifies challenges highlighted by the research, recommendations and national and international evidence.

> The Vision and Mission statements

Our vision is: *'A physically active Western Australia'*

Our mission is: *To provide a strategic direction to increase and maintain the proportion of physically active people in Western Australia.*



> The Conceptual Framework and Model

The conceptual framework demonstrates an inter-sectoral approach within which all key agencies can target their programs and policies.

The Socio-Ecological Model⁸ provides a framework for comprehensive interventions.

The levels of influence in the model incorporate:

- public policy (policies and laws that regulate or support physical activity);
- community factors (social norms, standards);
- organisational/institutional factors (policies, regulations);
- interpersonal factors (family, friends, peers, social networks); and
- individual factors (knowledge, attitudes, beliefs).

The Socio-Ecological Model⁸



> The Focus Areas

The four key directions are:

1. Promoting active public policy;
2. Raising public awareness, developing skills, knowledge and understanding for engagement and behaviour change in physical activity;
3. Providing environments and opportunities for physical activity across all populations and communities; and
4. Promoting partnerships.

Intrinsic to the four key directions are the settings where actions can be supported.

The **settings** include:

- educational (all sectors);
- workplaces;
- neighbourhood and community; and
- health services.

The contributing **sectors and agencies** include:

- health;
- education;
- planning and infrastructure;
- sport and recreation;
- children and youth;
- tourism;
- crime prevention;
- community development; and
- environment and conservation.

The **priority groups in the whole of population approach** include:

- children;
- older adults (45 years +);
- overweight and obese;
- under resourced (low education, low income, unemployed);
- women;
- people from indigenous/culturally and linguistically diverse (CALD) backgrounds; and
- people with disabilities.



The Key Directions (monitoring, evaluation and research are intrinsic to all directions)



> Evaluation and Monitoring

Targets, timescales and success measures will be detailed in the subsequent implementation plan. Evaluation and on-going monitoring of the processes and the outcomes of objectives and their associated actions will continue in order to examine program success and to identify target areas for future plans of action.

Outcome evaluation will occur by surveys and monitoring systems, including standardized measures of physical activity. Process evaluation will record the implementation and document the type of programs and actions.

The Evaluation and Monitoring Working Group of the PATF will establish and oversee an evaluation system that will monitor all such outcomes, whether they be short, medium or long term.

Key Direction 1:

Promoting active public policy

Rationale:

To effectively increase physical activity levels and promote quality of life in Western Australia a whole-of-government approach is needed. Promoting, developing and supporting policy that facilitates and encourages physical activity across sectors including transport, urban planning, health, education, and local government and non-government agencies and encourages community strengthening is vital. Policy approaches are needed to bring about changes in social and physical environments and to advocate for local decision making to support and promote physical activity. Decision makers can set the stage for 'physically active friendly' policies. A common foundation for healthy public policy and the associated coordination of programs will contribute to improving the physical activity levels in Western Australia.

Objectives

- Seek a 'Call to Action' on the importance of physical activity with greater targeting of under-resourced populations and groups.
- Demonstrate through policy development the impact of physical activity in relation to community safety, crime reduction and environmental sustainability.
- Ensure research and evaluation surveillance structures are in place to monitor policies and standardize data collection and analysis around a core set of indicators that focus on physical activity participation, attitudes and key social groups.
- Map and strengthen all policies, strategies and plans related to physical activity across key sectors.
- Ensure that fiscal policies are used across agencies to reduce the cost and support participation in physical activity.
- Seek a collaborative approach across agencies to address workforce planning, and increase the skill base of the physical activity workforce.
- Implement a strategy to encourage the development of healthy active workplace policies.



Key Direction 2:

Raising public awareness, developing skills, knowledge and understanding for engagement in physical activity

Rationale:

The availability and access to information on physical activity and the wide ranging benefits of participation can support individuals, families and communities to overcome barriers to participation, and strengthen skills and competencies. Skills focus on recognising cues and opportunities for physical activity and ways and means to maintain desired behaviours and prevent relapse. The fact that 41% of Western Australians still do not achieve an adequate amount of daily physical activity for a health benefit indicates that broader strategies need to be developed to reach those who currently do not participate regularly.

Objectives

- Develop and implement multi-faceted attitude and behaviour change initiatives including mass media campaigns that cover a whole range of physical activities across different population groups.
- Increase broad societal awareness of the need for an active lifestyle.
- Advocate that physical activity counselling is embedded in healthcare for the prevention and treatment of diseases.
- Undertake some qualitative attitudinal research to further investigate the social and psychological barriers to taking part in physical activity across the lifespan.
- Increase awareness of the benefits of incidental activity across all population groups.

Key Direction 3:

Providing environments and opportunities for physical activity across all populations and communities

Rationale:

To effectively increase physical activity levels in Western Australia the physical and social environments need to support people to be active. This includes the development and utilisation of infrastructure to support walking and cycling networks, public awareness, promoting positive role models and settings which make activity easy. A key factor underpinning the ability of people to build physical activity into their daily lives is the availability and accessibility of physical environments and program provision. Provision of safe, affordable environments is a key factor in establishing and strengthening community capacity building.

Objectives

- Improve partnerships across all levels which impact on urban design, planning and transport related activities, sport, leisure and recreation facilities.
- Encourage agencies to consult and address the diverse needs of every community and to address the specific challenges which impact on the local environment.
- Protect, promote and create supportive environments that allow incidental and transport-related activity to be more easily incorporated into daily life.
- Encourage consideration of the impact of environmental design and developments on the local community.
- Support and build on existing effective programs and initiatives that promote physical activity.



Key Direction 4: Promoting partnerships

Rationale:

To effectively increase physical activity levels in Western Australia the promotion and maintenance of key relationships across sectors needs to be enhanced and maintained. Policies and interventions that promote physical activity require a multi agency approach across public, private, community and voluntary sectors. Successful partnerships between sectors require hard work and good will as well as commitment to act. The building of partnerships requires shared values, respect and skilful articulation of arguments among stakeholders and increases the opportunity to extend resources, expertise and affect positive dissemination of physical activity policies, programs and initiatives. It also includes agreement on common objectives that bring value to all stakeholders.

Objectives

- Build and enhance effective partnerships across sectors to coordinate strategy development and implementation and position Western Australia as a leader in physical activity.
- Seek to make connections with additional partners and agencies who could make a positive contribution to placing physical activity on a wide range of agendas.
- Identify and make connections with additional partners and agencies who could make a positive contribution to placing physical activity on a wide range of agendas.



> Summary

There have been successes to date with the positive increase in adult participation in physical activity in Western Australia. This plan has been developed after statewide consultation. Together we have developed the strategic directions and policy priorities that will unite sectors in their commitment to make Western Australia the leader in physical activity participation in Australia.

This Strategic Plan has embraced the vision and mission statements and sets a new focus for the promotion of physical activity using a multi-faceted approach and a strong commitment from all partners and representatives across key agencies.

A clear vision for physical activity is now in place and we are poised to make the steps towards making that vision a reality.



> State, national and international Links

Western Australian Health Promotion Strategic Framework (2007-2011)	www.beactive.wa.gov.au
Walk WA: A Walking Strategy for Western Australia 2007-2020	www.beactive.wa.gov.au
Western Australian Diabetes Strategy	www.diabetes.health.wa.gov.au
Physical Activity Levels of Western Australians 2006: Findings from the Premier's Physical Activity Taskforce	www.beactive.wa.gov.au
Assessing Australia's Weight Problem: The Heart Foundations Action Plan	www.heartfoundation.com.au
Be Active Australia: A Framework for Health Sector Action for Physical Activity 2005-2010	www.health.gov.au
Healthy Weight 2008, Australia's Future – the National Action Agenda for Children and Young People and their Families	www.asso.org.au
Western Australian Health: Aboriginal Cultural Respect-Implementation Framework	www.health.gov.au
Live Life get moving: Tasmanian Physical Activity Plan 2005-2010	www.physicalactivity.tas.gov.au
National Cycling Strategy	www.netspeed.com.au
Active Travel Brisbane Active Transport Strategy 2005-2010	www.brisbane.qld.gov.au
Go for your Life Strategic Plan 2006-2010	www.goforyourlife.vic.gov.au

> State, national and international Links

Northern Territory Physical Activity Strategy	www.gont.nt.gov.au
Physical Activity Study of Children and Adolescents with a Disability in Perth, Western Australia	www.lis.curtin.edu.au
National Chronic Disease Strategy	www.health.gov.au
The National Greenhouse Strategy	www.greenhouse.gov.au
SEAL Strategic Framework for Action	www.healthqld.gov.au
A Guide for Population-based approaches to increasing levels of physical activity: Implementation of the WHO Global Strategy on Diet, Physical Activity and Health	www.who.int
The Global Initiative on Active Living	www.who.int
Choosing Activity: A physical activity action plan (Department of Health, UK)	www.dh.gov.uk
Healthy Youth: An investment in our Nation's Future 2003 (Department of Health and Human Services, Centres for Disease Control)	www.cdc.gov
America on the Move	www.americaonthemove.org
Physical Activity in Manitoba: the Good, the Bad, the Urgency	www.manitobainmotion.ca
Australian Better Health Initiative	www.health.gov.au



> National Physical Activity Recommendations

Adults

- Think of movement as an opportunity, not an inconvenience.
- Be active every day in as many ways as you can.
- Put together at least 30 minutes of moderate-intensity physical activity on most, preferably all, days.
- If you can, also enjoy some regular, vigorous activity for extra health and fitness.

Children

- Children need at least 60 minutes (and up to several hours) of moderate to vigorous physical activity every day.
- Children should not spend more than two hours a day using electronic media for entertainment (e.g. computer games, TV, Internet), particularly during daylight hours.



> References

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