

ActiveSmart



An innovative program to increase participation in sport and active recreation.

Neil Thompson and Melissa Rudez



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Results so far



- In 1999, the participation rate was 58%
- In 2002, the participation rate was 55%
(decrease of 3%)
- In 2006, the participation rate was 59%
(increase of 4%)



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Innovation



What if we told you that an ActiveSmart pilot in Rockingham

- Saw up to 12% of the targeted population increase their physical activity levels from insufficient to sufficient.
- Demonstrated the potential to increase participant physical activity overall by up to 15 minutes per day (half the daily requirement for adults).



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The Concept



- Based on success of WA TravelSmart program – encouraging people to walk, cycle and take public transport
- Individualised marketing



What is *ActiveSmart*



World First behaviour change program using tailored information, resources and personal contact to motivate and encourage people to increase physical activity and community connectedness.



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Why does it work?



- Voluntary
- Discrete locality to target a defined population.
- Personalised communication e.g. direct mail, telephone conversations, face-to-face.
- Localised and relevant information.
- Built on trust and credibility
- Communicating directly to households
- Focus on goal setting
- Ongoing personal support, reinforcement and motivation
- Six month program to enable long term behaviour change



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The Rockingham Pilot



- 500 households within the City of Rockingham (approx. 1000 residents)
- Suburbs of Rockingham and Safety Bay
- Pedometers as motivational tools
- Home visits by Activity Mentors
- Nov 08 – May 09
- Pre and Post Surveys
- Process and Impact Evaluation



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Project Partners



- Western Australian Sports Federation
- Department of Sport and Recreation
- Department of Transport
- Office of Crime Prevention
- Physical Activity Taskforce
- Healthway
- City of Rockingham
- Federal Department of Health and Ageing
- Universities



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Tools Resources (examples)



- **Planning tool**

- Activity Planner

- **Activity Based Resources**

- Local Activity Venues
- Local Clubs and Recreation Groups
- Walks in Rockingham
- Cycling in Rockingham
- Local Events
- PATF Active Family Challenge
- Discount cards



Tools Resources (examples)



Walking Information

- Stepping Out in Rockingham
- Local Walking Opportunities
- Walk Your Way to Better Health Booklet
- Pedometer Challenge flyer
- Pedometer Use Resources
- Walk There Today booklet

Cycling Resources

- Local Cycling Opportunities
- Rockingham to Perth Bike Route
- Basic Bike Maintenance
- Choosing a Bike and Accessories
- Cycling for Health, Pleasure, Transport



Would you like to enjoy a more healthy, active lifestyle?

Yes

No

How can we help you? Please tick the boxes below to order your information requirements

ACTIVITIES:

- Local activity venues
- Local clubs and recreation groups
- Walks in Rockingham
- Cycling in Rockingham
- Local events
- Discount cards for your local sport and bike shops
- Discount cards for your local recreation centres

EXTRA ACTIVITIES FOR OVER 55s:

FURTHER SERVICES

- Free personal advice to assist you with a more active lifestyle

ACTIVE TRANSPORT:

- Local walking, cycling and public transport map
- Walking and cycling to school with your children

Walking

- Complete guide to walking

Cycling

- Basic Bike Maintenance

- Choosing a Bike and Accessories

- Cycling for health pleasure and transport

Public Transport

- Pocket Timetable – for your nearest bus stop and train station



LIFESTYLE:

- How to Find 30 Everyday
- Healthy Eating Guide
- Unplug and play – getting children active
- Act Belong Commit – for health and well being

WALKING CHALLENGE:

Register us for the online Rockingham 10,000 steps walking challenge*

Our details are below

Team Name

• Walker 1:

First Name

Last Name

Email

• Walker 2:

First Name

Last Name

Email

* Please see back page for further information.

IMPORTANT NOTE:

If you return this form promptly you are entitled to this step counter (pedometer) valued at \$45 (RRP).



To ensure fast delivery of your ActiveSmart Rockingham materials, please fill in your contact details below:

Household name:

Address (including unit number):

Contact number (daytime):

Contact number (after hours):

Benefits for the local community



- a healthier community
- higher uptake of local sport and recreation services, programs etc (ie local club support)
- better use of all sport, recreation and transport infrastructure
- improved information regarding local opportunities
- a safer community resulting from more surveillance in local urban area
- improved business for local service providers and retailers



Rockingham Pilot Results



OUTSTANDING!!



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Results



- 83% of households that were successfully contacted took part in the program.
- 12% of the targeted population increased their physical activity by moving from insufficient to sufficient activity levels.
- Active travel and walking increased by up to 6.6 mins per day.
- Demonstrated the potential to increase participant physical activity overall by up to 15 minutes per day (half the daily requirement for adults).
- People liked receiving the information and reported changing their behaviour as a result.
- Six months after the intervention began, the final participation rate was 61%.



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Next Phase – Regional Pilot



City of
Geraldton-Greenough
Climate of Opportunity



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Next Phase – Regional Pilot



- **Why another pilot**
 - Build on lessons learnt
 - Test on larger population
 - Test on a regional setting
 - Reaffirming what was achieved
- **Why Geraldton**
 - High number of households
 - Defined area
 - Broad demographic
 - Wide variety of sport and recreation
 - No adverse community issues
 - Consistent with “2029 and Beyond”



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Target Population



City of Geraldton-Greenough urban area

- 21 suburbs
- 10,000 households
- Target 6,000 households (telephone)
- 4,000 active households/information packs
- 2,000 households receive pedometers
- Disadvantaged groups



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Some KPI's



- 80% of 2,000 households to continue pedometer use
- At least 1,000 participants achieve their physical activity goal
- At least 500 participants sign up to clubs, events etc.



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Timeline



Feb 2011	Formative Research
Mar 2011	Pre Survey
April 2011	Household recruitment starts
May 2011	Active Mentoring begins
Dec 2011	Program concludes
Feb 2012	Quality Survey
Mar 2012	Post Survey
June 2012	Evaluation Report



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What's possible?



Preliminary analysis of Rockingham shows a potential benefit cost of up to **10:1 could be achieved for a large scale program.**

World Health Organisation estimates of the benefits of physical activity programs to be 3.2:1



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What do the participants have to say?



“The maps are great. I found walks that I didn’t know existed! The ActiveSmart Project has motivated me to start walking again. I have noticed my neighbour starting to walk with the pedometer on!”

What do the participants have to say?



“The bike map, pedometer and voucher are fabulous. The project is a great idea – as a result I got out my bike and cycled from Rockingham to Kwinana.”

What do the participants have to say?



“I absolutely loved it all. I have marked my calendar with certain events and activities that will be happening. I have a 3 year old and a 5 year old so we are out a lot. They ride and I run behind. It has really been an eye opener for me. I am over the moon.”

What do the participants have to say?



“Great – absolutely terrific! This program is a must for older people. The pedometer is my little policeman – it tells me when I'm slacking off.”

What do the participants have to say?



“It was wonderful. I ordered it and got it without delay. The timetables are fantastic. I have them in my bag all the time and the pedometer is on my hip! I think the project is great! It has made me more aware of how I spend my time (diary). I feel as though I can do more with my time even though I’m busy. Keep up the great work!”

What do the participants
have to say?



“I had open heart
surgery 5 years ago.
The info has given me a
kick start to be more
active.”

What do the participants have to say?



“The activity planner and the information about local activity venues are good. I find the project excellent. It has motivated me to begin exercising regularly. The activity planner helps me with that.”

What do the participants have to say?



“The cycle map is great! It gives me variety which is important. The project is wonderful. I’ve been lazy but the pedometer has motivated me to increase my walking.”

What do the participants have to say?



“The pedometer motivates me to do more walking. I work two days a week and sit on my bottom the whole time. I am even thinking about walking to work.”

What do the participants have to say?



“Since I haven’t been active in the past, the pedometer has motivated me to do at least 10,000 steps a day! Some days I have to walk to the shop and back to top it up!”

What do the participants have to say?



“The project has actually motivated us to join a gym. I am now a member of the Contours Fitness Centre. Thank you for the motivation. People should just get up and go for it.”

What do the participants have to say?



“I use the pedometer and I am clocking 10,000 a day. The project is great – giving information to get people out and about into the community more.”