



# push play with ACTIVE CHRISTCHURCH

Newsletter - Issue 16 - May/July 2007

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## What is PPWAC?

PPWAC is a network of agencies and groups that are committed to the promotion of physical activity. The current partners are Christchurch City Council, Canterbury District Health Board, Hauora Matakau, He Oranga Pounamu, Heart Foundation, Pegasus Health, Sport Canterbury and YMCA.

## Active Canterbury is coming...SOON!

Active Canterbury is a collaborative project aimed at helping community physical activity professionals (that's you!) to get more people more active in Canterbury.

It is free to be part of Active Canterbury. The project is supported by SPARC (Sport and Recreation New Zealand) and organisations in the greater Christchurch region including the health sector, Regional Sports Trust and local Councils who believe that the key to increasing physical activity lies in supporting those who provide physical activity opportunities in the community.

### Active Canterbury can help you by:

1. *Making it easy for people to find out about your programme*
  2. *Enabling you to create fliers, posters and other resources with ease*
  3. *Helping you to evaluate your programmes*
  4. *Keeping you updated about physical activity information*
  5. *Developing links and networks with other professionals in Canterbury*
1. **Making it easy for people to find out about your programme**  
A new website will enable people who want to be active to find relevant information by activity type and geographic location. A Canterbury-wide promotional campaign will let people know to go to the website for information about how to be active in Canterbury. The Active Canterbury website uses the CINCH (Community INformation CHristchurch) database so you already may have your details on there. If not, do so now so that people will know about your programme! Go to [www.library.christchurch.org.nz/cinch](http://www.library.christchurch.org.nz/cinch) and click on "cinch update form" on the menu on the left-hand side; or visit your local library and ask for a CINCH update form. This process will be refined further when the Active Canterbury website is up and running.
  2. **Enabling you to create fliers, posters and other resources with ease**  
An exciting feature on the Physical Activity Professionals section of the website is a tool which enables you to create your own promotional material that looks great, simply by following the easy steps on your screen. A non-website version of this tool will also be available.
  3. **Helping you to evaluate your programmes**  
Evaluation is an important process for physical activity professionals as it can help you find out if your participants are becoming more active. You also might need to evaluate your programmes for funding purposes. An Evaluation resource is available both on the website and in paper and CD versions. This should make evaluation easier!
  4. **Keeping you updated about physical activity information**  
Active Canterbury is teaming up with PPWAC, to produce regular newsletters with interesting articles and information about upcoming training and educational opportunities and events.
  5. **Developing links and networks with other professionals in Canterbury**  
Active Canterbury, in conjunction with PPWAC, will be providing opportunities physical activity, recreation, sport and health professionals in their area to enable information sharing and networking.

## what is happening at the moment?

During the early part of the winter, a group of 10 physical activity professionals will be involved in a project trial of an Active Canterbury toolkit and the website. Next, refinements will be made before Active Canterbury is ready to be launched. There will be a launch event held - WATCH THIS SPACE for more details. The Active Canterbury team want to see YOU at the launch, so we can help you to get more people, more active, more often in Canterbury. If you are a physical activity or health provider and you regularly receive this newsletter by mail or e-mail you can expect to receive an invitation to the launch event in a few weeks time.

# Research Roundup



Mission-On is a package of initiatives aimed at improving the lifestyles of young New Zealanders by improving their nutrition and getting them more involved in physical activity.

### Target ages

Mission-On is aimed at children and young people from birth to 24 years.

### Why do we need Mission-On?

The lifestyles of young New Zealanders are changing.

Children and young people in New Zealand currently live in an environment that has:

- more and more options for sedentary leisure activities
- increased barriers to physical activity
- increased availability (and promotion) of energy-dense foods.

This is reflected in negative health trends, such as:

- increasing numbers of overweight and obese children and young people
- increasing numbers of young people who are sedentary
- lower socio-economic communities having poorer nutritional intake and greater rates of obesity.

Physical inactivity and poor nutrition are linked to many chronic health problems.

### Mission-On's goal and focus

Mission-On has the goal of establishing healthy behaviours before a child enters school, and embedding healthy decision making after young people leave the school and family environments.

The package focuses on developing broad, healthy behaviours, while avoiding stigmatising those with weight issues.

It includes broad national initiatives and also targets high-risk communities.

### What's happening under Mission-On

Ten initiatives have been developed under Mission-On. These are currently in various stages of implementation.

The initiatives aim to grab young people's attention through high profile, fun activities and technology that 'pushes their buttons'. The initiatives have been developed with input from young people, to ensure they're relevant and engaging.

- Initiative 1 - Improving nutrition with the school and early childhood environments <http://www.sparc.org.nz/education/mission-on/initiative-1>
- Initiative 2 - Student health promotion
- Initiative 3 - 'Lifestyle' ambassadors
- Initiative 4 - Youth-branded websites
- Initiative 5 - Government 'walking the talk'
- Initiative 6 - Television and computer-free time
- Initiative 7 - Controlling advertising
- Initiative 8 - Using television and radio encourage change
- Initiative 9 - Health Impact Assessments
- Initiative 10 - Expanding the Green Prescription programme

### Who's involved in Mission-On

Mission-On is an interagency campaign, co-ordinated by SPARC in partnership with the Ministry of Health and the Ministry of Education, and with support from the Ministry of Youth Development.

SOURCE: <http://www.sparc.org.nz/education/mission-on>

## Healthy Eating - Healthy Action Strategy

The Canterbury District Health Board has appointed a new manager to oversee the roll out of the Ministry of Health's Healthy Eating - Healthy Action (HEHA) strategy. Cathy Robinson was appointed to the role of HEHA Development Manager last month and will spend the next three years leading the project in the Canterbury area. HEHA is the MoH's strategic approach to three of the 13 health priorities identified in the New Zealand Health Strategy. These include improving the nutrition of, and increasing physical activity and reducing obesity among all New Zealanders.

The Ministry has been working with the Ministry of Education and Sport and Recreation NZ to implement the strategy. Each of the 21 DHBs will this year appoint a manager to oversee the roll-out of the strategy.

Cathy, who was physical activity manager at the Canterbury/West Coast Sports Trust

for three years before coming to the CDHB, says her role will be to lead and co-ordinate a "partnership approach" to HEHA in Canterbury. This will include working with NGOs, the regional sports trust, education sector, primary and secondary health providers, Maori and Pacific Island providers and regional and local councils. She will also work across the CDHB's Planning and Funding portfolios.

The aim will be to identify any gaps in the services provided at a district level which could improve the overall health of Canterbury people. She says the key is to ensure that all organisations involved in implementing HEHA are sending out a consistent message.

"It's really exciting. Hopefully we can make a difference to the health of people in Canterbury."



Cathy Robinson will oversee the roll-out of the Healthy Eating - Healthy Action strategy across Canterbury

# Canterbury Active Communities

## ACTIVE TRANSPORT - Part of the Solution

*One third of all driving trips are under 2km long. NZ Household Travel Survey (1997/98)*

A common approach to addressing inactivity by health and physical activity practitioners is to focus efforts on encouraging people to sign up to organised activities such as gym sessions or fitness classes. While this approach can be effective for some, it requires a time commitment that many people find difficult to make and maintain, often resulting in a high number of dropouts. Active transport provides some unique opportunities to address these time constraints.

Research confirms that by getting people out of their car and using other modes, such as walking, cycling and public transport, health gains can be achieved. In New Zealand, one third of all driving trips are under 2km long. If those trips were undertaken on foot, by cycle, or by bus instead, many people would benefit from an increase in physical activity. Other public health benefits would also result, including improved road safety and reduced air/noise pollution.

Incidental activity is an important contributor to overall physical activity levels. Walking and cycling provide many incidental activity opportunities. In New Zealand, around 70% of walking trips are under one kilometre in length, while approximately 75% of cycle trips are for distances under three kilometres. It takes approximately 15 minutes to walk or cycle these distances. A return trip would result in 30 minutes of physical activity.

Public transport also plays an important role in encouraging physical activity. On average, a journey by public transport requires a 10 minute walk. Therefore, if a person uses the bus twice a day they will be physically active for 20 minutes - two-thirds of the required amount for health benefits.



Sustainable Living Aotearoa gives the following practical advice on when to use active transport, "If your return trip is less than 3km, consider walking. If less than 8km, consider cycling or going by bus. All you'll need for fuel is a piece of toast!". While it sounds easy to use these modes, there are a range of individual and environmental barriers that discourage people from using active transport. Working to address these barriers (e.g. lack of personal skills, poor infrastructure) and creating supportive environment needs to be a priority.

Active transport has an important role to play in addressing inactivity. The challenge for health and physical activity practitioners is to think beyond structured programmes and classes, and work more closely with other sectors, in particular transport, education and environmental groups. All these sectors have much to gain from promoting and supporting active transport. Health and physical activity practitioners are well positioned to lead intersectoral action in this area.

For more information about active transport or to discuss ideas contact Nadine Milmine, Education Advisor, Land Transport New Zealand on 964 2877 or email [nadine.milmine@landtransport.govt.nz](mailto:nadine.milmine@landtransport.govt.nz)



## The *fitness* club for 12-14yrs

### BACKGROUND

With the planning of a new \$9 million YMCA recreation facility in Christchurch, NZ came the opportunity to create a fitness concept for an age group the Y felt was slipping through the cracks.

"We have many programmes running for the under 12s and we allow membership of our adult gym at 14, yet there was very little for those in between" explains Carolyn Lamond Christchurch YMCA Recreation Health and Fitness Manager. "We know this is such a crucial time for laying down good habits and gaining confidence as they make the transition to adolescence so when we were planning the new centre this was an age group we wanted to focus on."

### THE CONCEPT

From the outset the team responsible for the project knew the club needed its own strong branding and identity and came up with the name Energyse to reflect a sense of movement and energy as opposed to fitness, exercise and dare we say it hard work!

The 80 m<sup>2</sup> room set aside for the project is equipped with 10 pieces of Life Circuit resistance equipment and 10 reconditioned cardio pieces. (rowers, cycles, steppers, bouncers, speed ball, grinder) The club also has the luxury of being adjacent to a spacious 120 m<sup>2</sup> studio with swiss balls, dumbbells, barbells, mats and other equipment to hand. The club runs every week day after school and Saturday mornings and within those open hours has seven scheduled 30 minute circuit classes. Members can choose to come to classes or do their own programme at drop in times when a class is not running.

Close supervision is an extremely important element of the club with REPS registered instructors on duty at all times. The calibre of instructor is crucial. They are passionate and pro-active and have a genuine interest in making the kids feel good about what they are doing at Energyse.

For information please contact Carolyn Lamond - [recreation@ymcachch.org.nz](mailto:recreation@ymcachch.org.nz)



# hot off the press...

## walking the talk...

### Canterbury/West Coast Activity Friendly Business Awards

Community & Public Health in partnership with Sport Canterbury ran a challenge for businesses to showcase their physical activity initiatives. The aim was to encourage businesses to establish new or promote existing physical activity initiatives and to support and encourage their staff participating in physical activity in a sustainable environment.

The 2006 overall winner was the 'YMCA Education Centre', a large business of which 116 staff participated. They implemented their 'Yise Up' healthy workplace initiative. The CEO and Service Director of the Centre were fully behind the initiative and encouraged and supported staff to do a minimum of 30 minutes a day physical activity. Examples of those physical activities were;

- A staff ski day
- Participation in the Sea 2 Sea Challenge
- A pedometer challenge
- Participation in the Push Play Corporate Challenge
- Sponsoring a 'Yise Up' touch team for staff participation
- Running boxing circuit classes
- Rafting challenge

They noticed that this new healthy and physically active workplace has been rewarded with happier staff who were more focused and had more energy.

YMCA Education Centre was awarded \$1000.00 to put towards another new physical activity initiative of their choice. This award was sponsored by 'Fitness At Home', a fitness equipment hire company.



maximum interaction with health professionals. Confirmed keynote speakers are: Dr Kylie Ball, Professor Steven Blair, Professor Hans Brug, Dr David Butcher - "Using programmes, projects and policies to promote physical activity in older adults: are these really going to work?"

Early bird registration closes 31st July 2007. For additional information visit Website: or contact the conference manager on (02) 6241 9344 or email: [acsms@sma.org.au](mailto:acsms@sma.org.au)

DATES TO DIARY...

June

MONDAY 18TH

Heights of Winter 12 & 6 hour Rogaine, North Canterbury  
Location to be advised. Cross-country, endurance, navigation event on foot. Teams of 2-5 people. For more information contact Heather Pugh-Williams 03 385 7639

July

Sport Canterbury 'Kiwisport Holiday Programmes'

These are being held at a range of venues around Christchurch during both weeks of the school holidays from 2-6 July and 9-13 July 2007. There are both morning and afternoon sessions. For more information contact Sport Canterbury on 03 373 5060.

Want to know what events are coming up in Christchurch and Canterbury? Need a goal to work toward? Go to [www.bethere.co.nz](http://www.bethere.co.nz) and click on "sports" from the menu at the top of the page. In future, you'll be able to access this site directly from the Active Canterbury Website.

### Sixth National Physical Activity Conference

The Sixth National Physical Activity Conference is being held from 13th - 16th October 2007, Adelaide Convention Centre. The conference will work concurrently with the Australian Conference of Science and Medicine in Sport and the National Sports Injury Prevention Conference, ensuring

## Keeping in touch...

We welcome your comments and feedback. Please contact:

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**Dr Shirley Wilson** - Physical Activity Manager, Sport Canterbury, ph 03 373 5049, email [Shirley@sportcanterbury.org.nz](mailto:Shirley@sportcanterbury.org.nz)

**Gail McLaughlan** - Health Promoter, Nutrition & Physical Activity, Hauora Matakauka, ph 03 353 2323, email [gail.mclaughlan@cdhb.govt.nz](mailto:gail.mclaughlan@cdhb.govt.nz)

If you would like to receive this newsletter by email, please contact Penny.



### PUSH PLAY WITH ACTIVE CHRISTCHURCH PARTNERS...

